


8A



“Sap’s running!”

8A

"Sap's running"! What a joyous cry that is in the Vermont hills!

Marking the end of the long, cold winter, it tells of Mother Nature bestirring herself and calling her early risers to their springtime activities. Among the first to respond, the Sugar Maple Tree enthusiastically produces more sweet sap than it needs for leaf food and, gladly sharing it, gives us—Maple Syrup!

"Sap's running!" is the signal for intense activity on thousands of Vermont farms, for great is the labor of collecting the sap, hauling it to the evaporators and boiling it down to syrup consistency. And the entire crop must be harvested within a few days when weather conditions are just right. Then the ox-and horse-drawn sleds slip over the snow and the mountain air is tinged with the sweet scent of boiling sap and the haze of wood smoke from the sugar houses. Sap's running in Vermont!

When the sap is boiled down to clear, fragrant maple syrup, farmers in all parts of the State seal it in steel drums and ship it direct to us. Scientifically stored in these air-tight drums it keeps without change in flavor until we are ready to pack it in smaller containers or make it into Pure Maple Sugar or delicious Maple Candies. So we are able to offer at all times of the year fresh, tasty, pure maple products with all the flavor thrill of the Vermont sugar camp in springtime!

In the following pages we have tried to suggest the real "country quality" found in all Maple Grove products. If you are a lover of Pure Maple, and will give us the privilege of serving you, we know you will be more than pleased.

Maple Grove Candies, Inc.

ST. JOHNSBURY, VERMONT



Prices in this catalog effective April 1, 1934

All previous price lists are cancelled

COLLECTING THE MAPLE SAP IN VERMONT



Real MAPLE SYRUP..

We pack but one grade of maple syrup. It is 100% pure maple; simply the sap of Vermont maple trees boiled down to syrup consistency (thirty-four gallons of sap boiled and boiled and boiled make just one gallon of syrup). It is not in any sense a "manufactured product" but real maple syrup made by Vermont farmers and packed at St. Johnsbury, the maple center of the world.

Our parent organization, the Cary Maple Sugar Company, maintains buying agencies in every producing section of the State and annually buys from the farmers a major percentage of the crop. Such extensive facilities permit us to offer only the finest selection of Grade A syrup and to maintain this high standard of quality without variation. The first run of sap in upland groves makes the finest flavor. This "vintage" syrup is now identified by the Highland quality label.

No matter how good the syrup may be, the meal can't be a success if someone's temper was ruined opening the can. If you have ever tried to remove a gummed-up screw cap from a can of maple syrup you know what we mean. Our thoughts were in the kitchen when we adopted the Upressit seal for our cans. Easy to open, easy to close and a perfect air-tight seal when it's on.

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right from Vermont

While maple syrup is more economical by the gallon, many prefer the convenience of the smaller containers. We offer a variety of packings for your selection:

POSTPAID PRICES
EAST WEST
of the Mississippi River

1 gallon can	\$3.00	\$3.75
½ gallon can	1.65	2.00
1 quart can	.90	1.10
1 quart table jug	1.00	1.25

Perhaps you have thought what an acceptable gift an attractive container of Pure Maple Syrup would make—and then, remembering the age-old custom of packing it in prosaic tin cans, have chosen something else. Our answer is

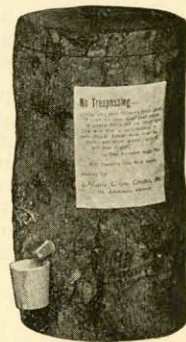


Ye Olde Stone Jug

a handsome, deep, brown glazed earthenware jug of Colonial design containing a full pint of Pure Maple Syrup. It will go right on the table of the grateful recipient and even Aunt Cora may sing with perfect propriety, "Little Brown Jug how I love thee!" We have seen several empty jugs converted into most attractive small table lamps. The postpaid price to points east of the Mississippi River is 75c; to points west, \$1.00 postpaid.

The Maple Tree (in person!)

This distinct novelty in maple syrup containers is a small section of genuine maple tree fitted with miniature spout and sap bucket. Sliding open the cover section reveals a sealed tin containing what was originally five quarts of maple sap—now boiled down to five fluid ounces of Pure Maple Syrup. 60c postpaid east of the Mississippi River; 75c to points west.



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Pure MAPLE SUGAR . . .

Generally speaking, maple sugar cakes are bought for one of two purposes; to be eaten as a confection or dissolved with water to make maple syrup. As a confection, the old fashioned hard sugar cake left much to be desired. True, it usually had a good maple flavor but it was so hard that to eat it was a problem only partially solved with the aid of ice pick, hammer and other assorted implements. Small wonder, then, at the applause which greeted our recent development of a creamy cake of Pure Maple Sugar that does not become hard.



These creamy maple sugar cakes are made in two sizes, packed as follows:

- 4 2-ounce cakes
- 8 2-ounce cakes
- 2 ½-pound cakes

POSTPAID PRICES

EAST WEST
of the Mississippi River

\$0.40	\$0.45
.75	.80
.65	.70

Good maple syrup can be made from the old-fashioned hard sugar cakes but it is actually cheaper to buy maple in its original syrup form. Highland quality syrup has a flavor superior to that made from maple sugar and you save the labor and inconvenience of melting down the hard cake. However, for those who must have the "old-fashioned kind" we offer Pure Vermont Maple Sugar in the 1 lb. hard cakes at 50c postpaid east of the Mississippi River; west 55c.

Soft Grain Sugar

Packed in sealed tins this moist, soft-grained Pure Maple Sugar is the most convenient form in which to use maple for cooking and baking. Firm enough to keep perfectly, yet soft enough to be easily removed from the tin and mixed with other ingredients to provide a delicious maple flavor.

	EAST*	WEST*
1 lb. tin	\$0.60	\$0.70
2½ lb. tin	1.40	1.55
5 lb. tin	2.65	2.90

Maple Cream

Also called "Maple Butter." Pure Maple Syrup boiled and stirred to a soft, smooth consistency just right to spread on waffles, cinnamon toast, etc. Recipes with each jar.

	EAST*	WEST*
12 oz. glass jar	\$0.55	\$0.60
23 oz. glass jar	.90	1.00
5 lb. tin	2.65	2.90

Stirred Maple Sugar

Pure Maple Sugar in a dry, granulated form. Delicious on cereals. 1 lb. package, east, 65c; west, 75c.

*EAST— Designates postpaid prices to points east of the Mississippi River

*WEST— Designates postpaid prices to points west of the Mississippi River

Delicious CANDIES . . .

made of pure Maple Sugar!

With our plentiful stock of maple sugar and the convenient supply of rich fresh cream from nearby dairy farms, our development of pure maple candies was a natural and happy combination of two important Vermont products. The fine characteristics of both blend to produce candies of unusual flavor and charm. Many of our candies are 100% Pure Maple, containing absolutely nothing else. In others, dairy cream and selected nut-meats provide interesting variety. In all Maple Grove confections, the only sweetening used is Pure Maple Sugar.

Our candies are made fresh daily in a modernly-equipped sunlit kitchen which many of you have visited. To all who motor through Vermont this summer, we extend a cordial invitation to stop and see where and how Pure Maple Grove Candies are made.

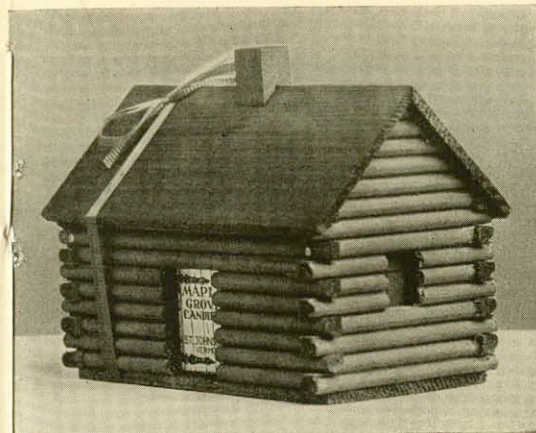
In keeping with the high quality of these candies we have tried to make the packages interesting and attractive, some of them being useful or decorative long after the contents have served their delectable purpose. Keep this little catalog handy; these products may be ordered at any time of the year.

We've made it easy for you to order Maple Grove Products

With this catalog we enclose an order blank and a return envelope which requires no postage. Our prices include post-paid delivery to you. If destination is east of the Mississippi River use the prices listed under "EAST." If shipment is going to some point west of the Mississippi River use the prices listed under "WEST."

Simply fill out the order blank and enclose it with your remittance in the return envelope. Check or money order is safest. Currency or stamps should be sent by registered mail only. Parcels will be shipped C.O.D. if requested but will be subject to the extra collection fee charged by the post office.

All orders are shipped the same day as received



The MAPLE CABIN

packed to the rafters with
100% PURE MAPLE SUGAR HEARTS

Dainty heart-shaped pieces of Pure Maple Sugar, made smooth and creamy, are neatly packed in this delightful little north woods cabin. You'll literally raise the roof to discover a houseful of real Vermont goodness! In one pound there are seventy-two delicious maple hearts.

Built of selected wood, in genuine weathered-log style, the Maple Cabin when empty has a variety of uses: a handy box for knickknacks, a small doll house for the children, an attractive and serviceable bird shelter, etc.

DIMENSIONS

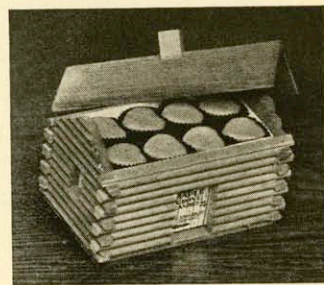
1 pound size: $6\frac{3}{4} \times 4\frac{1}{4} \times 5\frac{1}{2}$ ins.

8 ounce size: $5\frac{1}{8} \times 4 \times 4\frac{3}{8}$ ins.

EAST WEST
of the
Mississippi River

1 pound size, post-
paid \$1.50 \$1.60

8 ounce size, post-
paid 1.00 1.10



Patented Feb. 6, 1934

The Old SAP BUCKET



Here is real country quality without any fancy trimmings. A natural wood bucket brimful of Maple Grove's famous maple hearts. These dainty candies are made entirely of Pure Maple Sugar—nothing else. They come to you kitchen-fresh, smooth, creamy and full of the satisfying flavor of maple at its best.

Order a Sap Bucket for your next bridge party and delight your friends by serving these delicious confections or giving the Bucket as a prize. For this purpose we suggest that you specify the Bucket packed with Maple Bridge Tricks, the same creamy Pure Maple Sugar formed in the shape of spades, hearts, diamonds and clubs.

Each Sap Bucket holds one pound net, seventy-two tasty maple creams, your choice of Hearts or Bridge Tricks.

\$1.25 postpaid east of the Mississippi River

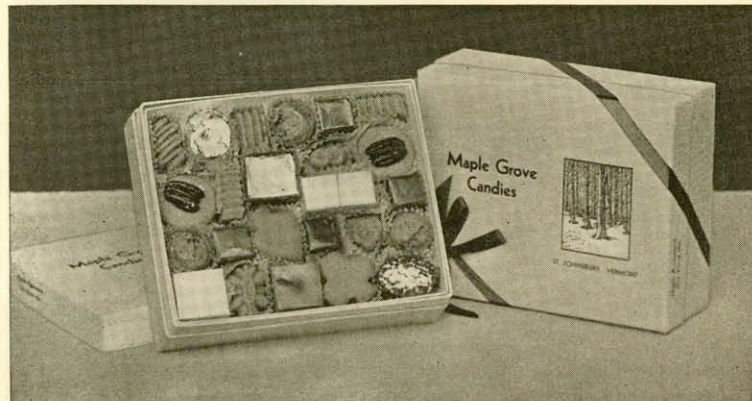
\$1.35 postpaid to points west of the Mississippi

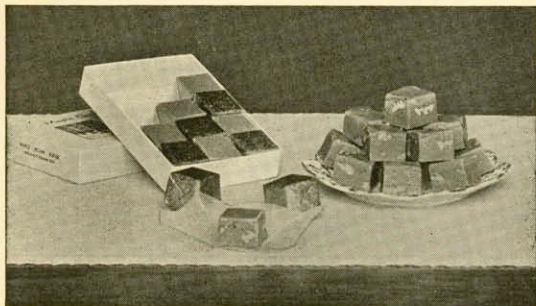
MAPLE ASSORTMENT

You may be surprised (and delighted, too, we hope) at the variety of delicious confections that can be made with Pure Maple Sugar. This assortment consists of all the different kinds we make. There are pure Maple Hearts, Bridge Tricks and Fancies; creamy Maple Nut Fudge, Maple Caramels, Nougats and Kisses and Maple Pecan Creams—a welcome change from chocolates.

Packed fresh to your order.

	EAST	WEST
	of the Mississippi River	
$\frac{1}{2}$ pound box, postpaid	\$0.55	\$0.60
1 pound box, postpaid	1.10	1.20
2 pound box, postpaid	2.20	2.40
5 pound box, postpaid	5.50	6.00





Maple Nut Fudge

Two Vermont farm products unite to make this the smoothest and creamiest of fudges. We use Pure Maple Sugar for flavor and rich, fresh Jersey cream for smoothness; then add selected butternut and pecan meats for variety. Each piece is individually wrapped.

	EAST*	WEST*
Maple Butternut Fudge	1/2 lb. box \$0.55	\$0.60
Maple Pecan Fudge	1/2 lb. box .55	.60
Assorted Maple Fudge	1/2 lb. box .55	.60

Butternut, Pecan
and Cream

*Of the Mississippi River.

Nut Bowl Assortment

Creamy maple nut squares and chewy maple kisses packed in a hardwood maple bowl and wrapped in sparkling cellophane. The candy no doubt will disappear promptly but the container will serve a long and useful career as nut bowl, salad or chopping bowl. Twelve ounces net. \$1.10 postpaid east of the Mississippi River; to points west of the Mississippi, \$1.20 postpaid.

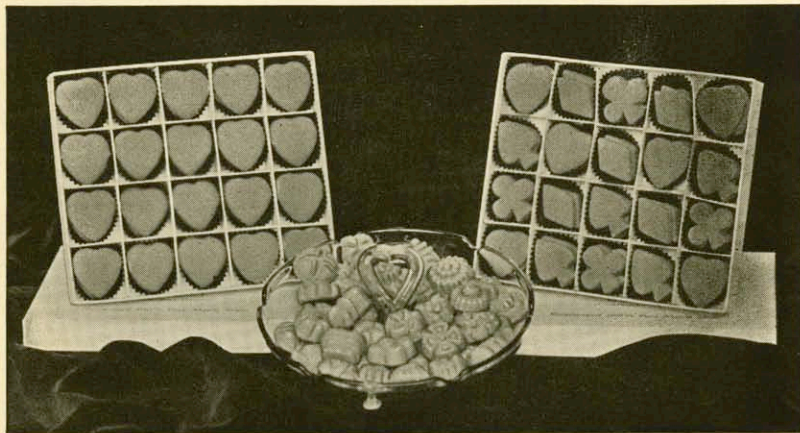


Six Little Men from Maple Land

Six little brothers made of Pure Maple Sugar with pure chocolate hats and shoes—a wholesome and delicious confection for the children, carefully packed to insure safe delivery.

To double their delight each package contains a sixteen-page illustrated story book telling why the sap of the maple tree is sweet, how it is obtained and the manner of making it into maple sugar. "Billy Meets the Little Maple Men" is written for children but its contents have interested and entertained many a grown-up!

65c postpaid east of the Mississippi River; 75c postpaid to points west of the Mississippi.



Pure MAPLE CREAMS . . .

100% Pure Maple Sugar, nothing else, yet these creamy confections remain fresh and tasty for many weeks. It's a method we have but lately perfected, making Maple Grove Candies more delicious than ever. Three varieties for your selection:

<i>Pure Maple Hearts (above, left)</i>	EAST of the Mississippi	WEST River
1 lb. box	\$1.10	\$1.20
½ lb. box	.55	.60
¼ lb. box	.30	.35

<i>Pure Maple Bridge Tricks (above, right)</i>		
½ lb. box only	.55	.60

<i>Pure Maple Fancies (above, center)</i>		
½ lb. box only	.55	.60



THE SAP MUST BE BOILED DOWN AS SOON AS IT IS COLLECTED



OXEN ARE STILL USED WHERE THE SNOW IS DEEP