

THURSDAY, SEPTEMBER 14, 1905

Make Your Own Maple Syrup at Home

No Cooking No Trouble

WE WANT EVERY HOUSEWIFE TO MAKE HER OWN MAPLE SYRUP OF PURE SUGAR AT HALF THE COST FOR WHICH IT CAN BE BOUGHT. TO ACCOMPLISH THIS WE ARE GIVING AWAY AT OUR REGULAR

MAPLEINE

THE NEW MAPLE FLAVOR

MAKES MAPLE SYRUP

Concentrated Mapleine contains in condensed and convenient form the essential features of the pure maple—combining delicacy of flavor with fullest strength. It is also a new and delicious flavoring for cakes, puddings, frostings, biscuits, breads, etc. For using Mapleine you put your own sugar and simply add hot water.

MADE WITH MAPLEINE

The actual cost of one gallon of Maple Syrup is:
 1 quart White Concentrated Mapleine (sold by grocery) 40¢
 3 pounds Sugar 15¢

Total Cost Per Gallon 55¢

Send for our and obtain a Free Sample Bottle at our expense. Just fill out this coupon, return it to the factory, and we will mail you a bottle of Concentrated Mapleine to make 1 quart of Pure Maple Syrup. To save bottles you can be obtained (2¢) at the Crescent Mills on the Duwamish grounds. A 2¢ bottle is sufficient to make one gallon of delicious Maple Syrup.

CUT OUT HERE

CRESCENT MFG. CO., Seattle, Wash., U. S. A.
 One-cent—Enfolded piece for 2-cent stamp, for which send me free sample of Concentrated Mapleine, sufficient to make 1 quart of Maple Syrup, with full directions for use.

Name

Address

First Local Mapleine Advertisement—1905

Make Your Own Table Syrup

By simply dissolving White sugar in water and adding a few drops of

Mapleine

Here is the Recipe—Try It.

Dissolve 1 lbs. of white sugar in four pints of hot water. When thoroughly dissolved add one ounce of Mapleine and strain through a damp cloth. This makes one gallon of delicious table syrup at a total cost of only 55¢.

Mapleine is a pure, wholesome and delicious flavoring prepared under the Pure Food Laws of every State. Four grams made in France, and also in a group for a few bottles and also in a group—"Mapleine Industries" which contains 24 small vials of every flavor that Mapleine makes.



Crescent Mfg. Co.
Seattle, Wash.

First National Mapleine Advertisement—1910

How Quality *plus* Advertising Created a New Flavor

The story of Mapleine is one of the remarkable business romances of the age.

Seventeen years ago the Crescent Manufacturing Co. of Seattle were making—like other extract makers—a maple flavoring which they sold locally to confectioners and bakers.

It was used to impart maple flavor to cakes and candies.

We made the suggestion that with the growing scarcity of pure maple a product of this kind should appeal to the housewife, not merely as a confection flavoring, but for its more important use—to flavor and color sugar syrup for the hot cakes.

It looked like a real advertising idea and a timely one. The Crescent Manufacturing Co. were ambitious and enterprising, so their manufacturing department got busy and perfected "MAPLEINE—the Golden Flavor."

The possibilities for widening the market were studied and the conclusion reached that millions of housewives were potential customers for this product as well as just thousands of confectioners. Out of this developed the decision to put Mapleine before the women of the Country through aggressive advertising.

Send for Our Booklet "The Vital Force in Business"

—a twenty years' record of selling and advertising progress in the Pacific Northwest. Contains information of interest to manufacturers, sales managers, and other executives. This book, bound in cloth for permanent reference, is a valuable addition to any business library. It will be sent upon request. Phone, use the coupon, or write on your letterhead.

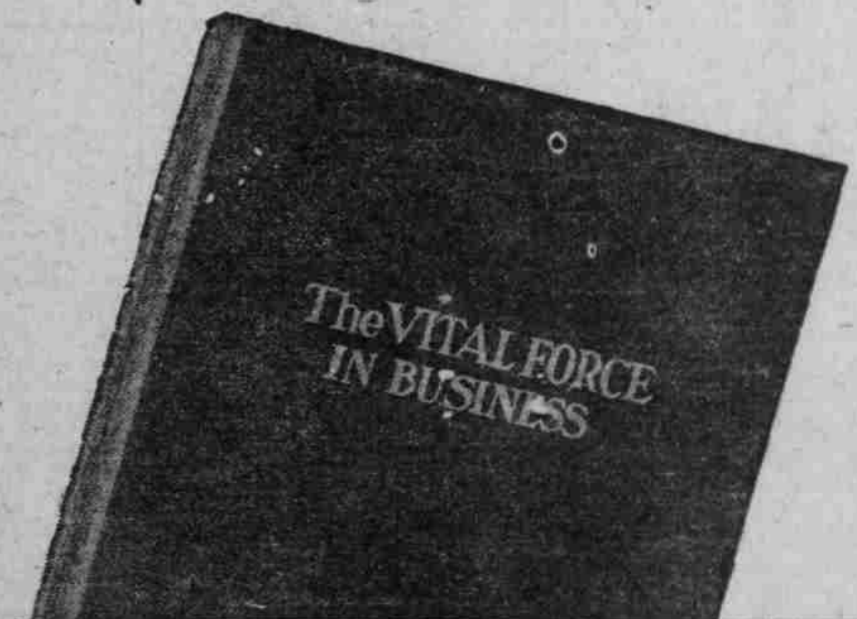
Botsford-Constantine Co.

SEATTLE and PORTLAND

Advertising Counsel and Agency Service

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

PORTLAND OFFICE—45 FOURTH ST. TELEPHONE BROADWAY 1260



BOTSFORD-CONSTANTINE COMPANY,
Seattle or Portland.

(Address nearest office.)
Gentlemen—Please send me, without obligation, your book, "The Vital Force in Business."

Name

Firm Name

Address