

MAIN STREET IN ACTION

Ohio Town Transforms Maple Sugar Camp Into a Profitable Municipal Enterprise

The generalization has been made before in this column that there are a great many small towns throughout the country which possess at least one local or natural resource that could, with a little effort, be transformed into a profitable community venture.

Nor does this necessarily require the services of a national advertising agency. The promotion work required to establish the name of a community in the public mind can just as well be performed by local people; indeed, it is desirable that the project be kept as local as possible if it is to retain the natural, realistic flavor that attracts people to it.

**A
MAIN
STREET
FEATURE**

The story of the town of Burton, Ohio, provides an excellent example of how a community can capitalize on a single, unusual resource.

Burton, in the northeastern part of the state, is probably the only town in the world to operate its own maple sugar camp as a municipal enterprise. The trees and camp are located right in the village.

A large oval park sits centrally in the town. Soon after it was laid out, over 150 years ago, maple trees were planted in symmetrical rows all over the park. At first, there were nearly 500 but some died out and others were removed, so that now only about 335 remain.

For a long time after the trees matured, nothing was done about making use of them. Numerous private maple sugar forests nearby provided all the syrup necessary. Maple sugar and syrup were some of the main money crops of the community. Occasionally, some citizen "tapped" a few park trees for his own benefit and no objection was raised. But the trees stood for their beauty, not utility.

When the big depression started in 1930, somebody got the idea that the trees should be put to work. Through arrangements with the village council, the local chamber of commerce took the matter over and farmed out operation of the "camp" to a pair of experts from the vicinity. In 1931 a wooden building was erected in the center of the park, like the old-time camps, and pails, evaporators, and other equipment installed at considerable expense. At first, only syrup was produced, which was put in cans and sold on the spot to visitors. Later, equipment for making "maple cream" candy was put in, and an addition built to the camp.

An additional reason for operating the camp was its advertising value for the village and community. Though Burton is in a strictly rural community, it is only 30 miles from Cleveland and not far from numerous other cities. With good roads ready, this meant thousands of visitors each year. In some seasons over 10,000 visitors have stopped to watch operations in the camp. No admission is charged but most visitors buy syrup or candy so that much money is taken in. After the camp is opened in February or March of each year, there is a constant stream of visitors for several weeks, though Saturdays and Sundays are the biggest days.

In the 1951 season, nearly 1,000 pounds of maple cream were sold, plus many gallons of syrup. T. R. Dean, who operates the camp, says there is more profit in the candy, and for that reason as much of it is made as is possible. In addition to local sales, much syrup and candy is shipped to other states. Dean says his product goes to every state in the union and several foreign countries as well.

Although the sales amount to several thousand dollars, a crew of half a dozen workers is needed and must be paid from the receipts. All profits are used for public activities. Among the beneficiaries is the county historical society, which has headquarters in the same village.

"It shows what a town can do to utilize its natural resources in a novel and profitable way," says Mayor B. J. Shanover.

Probably an added incentive for working out the public sugar camp idea, is the fact that Chardon, the county seat a few miles away, each year puts on a three-day "maple sugar festival," which attracts thousands more visitors. Burton felt that it need not be lost in this excitement.

You all have powers you never dreamed of. You can do things you never thought you could do. There are no limitations in what you can do except the limitations in your own mind as to what you cannot do. Don't think you cannot. Think you can.

—Darwin P. Kingsley



HOME TO ROOST . . . Plane forms silhouette against Korean skies.



THREE A CROWD FOR REDS . . . These three pilots have destroyed 14 1/2 enemy planes and damaged six. Major George Davis (left), Hale Center, Texas, is leading jet ace of 4th fighter wing with six enemy craft destroyed. Col. Benjamin Preston (center), Hollywood, Fla., group commander, has destroyed three, damaged two, while Major Winton Marshall (right), Raleigh, N. C., has destroyed 5 1/2 and damaged four Russian-built fighters. They met here to tally scores.



DEMONSTRATES CHANNEL WING PLANE . . . W. R. Custer, president of Custer Channel Wing Corp., Hagerstown, Md., stands beside his invention, a channel wing plane which was demonstrated in Pittsburgh. Custer says his plane can take off in a few feet, rise vertically, hover in the air, land vertically and attain speed of conventional aircraft. He claims that jet planes with the wing will be able to take off from a battleship.



WEIGH IN NEW MAYOR . . . Following a custom which originated in High Wycombe, England, in 1066, the newly elected mayor of Minneapolis, Minn., Eric C. Hoyer, is weighed in before taking office. He will be weighed again when his term is up, and if it is found that he has grown fat, it will generally be believed that he has grown wealthy, thereby jeopardizing his chances for re-election. Actual weighing was done with scales flown in from High Wycombe.



"MISS BROOM CORN OF 1952" . . . June Meyer, Chicago, relaxes amid a crop of broom corn, from which is made the housewife's best friend—the ordinary house broom (oh, my aching back!). June was awarded the title, "Miss Broom Corn of 1952," at the convention of the national broom manufacturers in Chicago. Now all we are awaiting is for some shapely miss to win the title of "Miss Vacuum Cleaner Bag," or for a skinny lass to be called "Miss Mop Handle."



CRITICIZES COLLEGE . . . Judge Saul Streit, Chicago, who suspended sentences on three Bradley U. net players involved in fix, blamed Bradley, its president, David Owen, and athletic boosters for "moral delinquency" of the three stars involved in the scandal.



CAMPAIGN JEWELRY . . . Terry Angelino, Philadelphia, supporter of General Ike for the presidency, starts a new fad in the city of brotherly love. Terry has utilized Ike buttons for earrings and a monocle.



INCRIMINATING . . . Richard Schwartz, asst. head of internal revenue's penal division, tells tax probers that missing witness Henry Grunewald intervened in a tax fraud case with Charles Oliphant, resigned revenue bureau counsel.

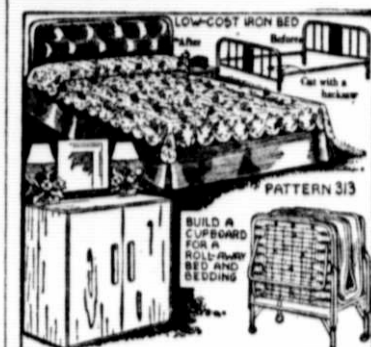


JOLSON'S WIDOW WEDS . . . Erle Jolson, widow of mammy-singer Al Jolson, eloped to Las Vegas with film producer Norman Krasna. It was Krasna's second marriage. The happy couple pose immediately after the ceremony in Las Vegas, Nevada. Krasna has produced several hits.



TRUMAN AIDS SAILOR . . . President Truman directed that Seaman D. K. Minter, Delhi, La., and infant son, David, be flown to Washington on White House courier plane for an emergency brain operation on the baby.

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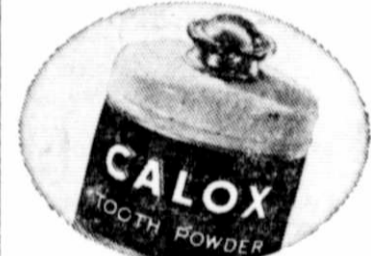
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**KIDNEYS
MUST REMOVE
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When kidney function slows down, many folks complain of nagging backache, loss of pep and energy, headaches and dizziness. Don't suffer longer with these discomforts! If reduced kidney function is getting you down—due to such common causes as strain and strain, over-exertion or exposure to cold. Minor bladder irritations due to cold, dampness or wrong diet may cause getting up nights or frequent passages.

DOAN'S PILLS

SPORTISTICS

Babe Ruth struck out 30 times in world series. Auto racing draws about 2,000,000 annual attendance.

