

CANADIAN GROCER

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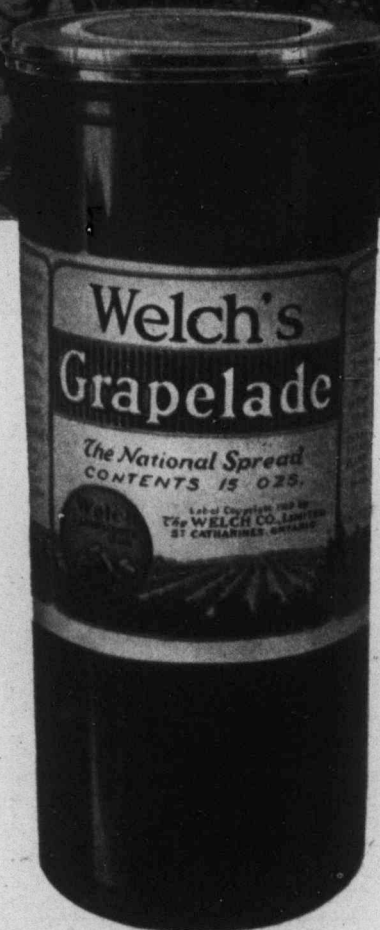
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Welch's

Quality Fruit Jams



From the Fruitlands of Niagara

THE same high standards of quality that have, for fifty years, made Welch's Grape Juice "The National Drink" have been applied to the making of Welch Quality Fruit Jams.

And the people know it. That's why Peachlade, Plumlade, Fruitlade and others are selling so rapidly.

All Welch Quality products are sold on Value—and Value alone. Not because they are new or different. They are permanent with the trade and profitable for the dealer.

If you do not carry these jams, or if you are not amply stocked, let us urge you to order from your jobber now. Your customers know Welch products are pure and wholesome.

All Welch Quality Jams are attractively packed in sizes for every need of the trade.

The Welch Co., Limited, St. Catharines, Ontario