

FEATURING ARTICLES FROM HAMILTON MERCHANTS

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# Welch's

"THE NATIONAL DRINK"



For fifty years, Welch's Grape Juice has been made with the same unvarying standard of purity and quality. It has grown steadily in popularity and sales. Its merit as a healthful, satisfying drink has made it a staple asset to the grocer. A product which assures quick turn-overs and a worth-while profit.

The splendid Welch plant at St. Catharines stands for the permanence of Welch quality as a Canadian institution.

The biggest selling season on Welch's is fast approaching. Are you equipped with window display material to make the most of it? If not, please let us know.

Welch's, The National Drink, and Welch's Grape-lade, a pure grape jam, are sold by leading jobbers.

Canada Food Board  
Canners No. 14-272.  
Bottlers No. 15-164.



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