

In this Issue—Comparison of Sugar Values; Cigar Trade Possibilities

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## Welch's



### The Good Will of WELCH'S

You buy more than so many bottles or so many cases of grape juice when you buy WELCH'S. You buy a share of the good will that WELCH'S has created for itself.

This good will affects your customers. It increases the regard in which they hold your store—because WELCH'S is something in which they have confidence.

It is this customer good will that makes WELCH'S a source of certain profit—a permanent asset. WELCH quality, WELCH magazine and store advertising have combined to build up the WELCH good will. And that guarantees WELCH'S a quick and certain sale.

*Sold by Leading Jobbers.*

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