

CHRISTMAS NUMBER

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Welch's QUALITY FRUIT JAMS



*Profits are multiplied by
volume—and volume is
built on value giving*

WELCH Quality Fruit Jams in 15 ounce glass jars can be sold at 40c and 45c and pay the retailer a handsome profit. At the same time, they are extraordinary value to the consumer, and that is what will build volume of sales.

Welch's Grapelade, Peachlade, Plumlade, Fruitlade (Grape-Raspberry) and Fruitlade (Grape-Black Currant) are all made by the new Welch methods and are smoother, richer and finer in flavor than any jams you ever tasted. Peachlade is golden light in color and shredded fine. Plumlade contains no pits or skins. Fruitlade (Grape-Raspberry) has less than one-third the seeds of ordinary raspberry jam. Fruitlade (Grape-Black Currant) has no seeds, skins or "blow."

All leading jobbers are selling Welch Quality Fruit Jams in cases of 24—15 oz. jars and 4 lb. pails, 12 to the case. Grapelade is also sold in 9 oz. tumblers and in 3 sizes of tins. Please place your order as soon as possible to guarantee delivery.

Permit, Est. 272

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