

Welch's

Introducing the Welch line of Niagara Fruit Jams to be marketed to the retail trade thru the usual Welch distributors

IN the manufacture of our fruit Jams we have maintained the WELCH standard of high quality, and our original process has enabled us to offer the trade a line of "Welch Fruit Specialties," each product an improvement over the usual variety of jams.

Welch method of production enables us to quote our fruit Jams at a selling list that permits the marketing of our products to the consumer at reasonable prices, at the same time giving the retailer a profit of 25%.

Our Jams are packed in 15 oz. Glass Jars and 4 lb. standard Tin Pails, and Grapelade in an assortment of sizes.

GRAPE-RASPBERRY FRUITLADE—A taste of this fruit Jam in comparison with the usual Raspberry will give you the opportunity of discovering the *real Raspberry* flavor of our product. (Welch's always maintain the true fruit flavors; it is part of

our process.) The small percentage of seeds is a distinct selling feature.

GRAPE-BLACK CURRANT FRUITLADE—Not Black Currant Jam with which you are familiar, but a wonderfully improved product, free from *blow, seeds and skins*, smooth and palatable with a delicate flavor that pleases.

PLUMLADE—A pure fruit Plum Jam, without skins or seeds.

PEACHLADE—A pure fruit Peach Jam, made in a different way.

GRAPELADE—“Real Honey of Grapes.” Many Retailers are successfully selling Grapelade. We have secured wide distribution. Newspaper advertising has been carried on in some territories and a consuming demand created. We promise further advertising for this season, and also offer Grapelade in 15 oz. glass jars in addition to the four sizes of tins.

EFFECTIVE in the Provinces of Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island, and the City of Winnipeg

Size Container	Retail Price Per Jar	Varieties	Per Doz.	Size Container	Retail Price Per Jar	Varieties	Per Doz.
15 oz. glass jar	\$.35	Peachlade	(2 doz.) \$3.15	15 oz. glass jar	\$.40	Grapelade	(2 doz.) \$3.15
4 lb. standard tin	1.10	Peachlade	(1 doz.) 10.00	9 oz. glass jar	.25	Grapelade	(2 doz.) 2.20
15 oz. glass jar	.35	Plumlade	(2 doz.) 3.15	No. 1 standard tin	.25	Grapelade	(3 doz.) 2.25
4 lb. standard tin	1.10	Plumlade	(1 doz.) 10.00	No. 2 standard tin	.50	Grapelade	(2 doz.) 4.37½
15 oz. glass jar	.40	{ Grape-Rasp.	(2 doz.) 3.50	No. 2½ standard tin	.70	Grapelade	(1 doz.) 6.25
4 lb. standard tin	1.20	{ Fruitlade	(1 doz.) 11.00	4 lb. standard tin	1.10	Grapelade	(1 doz.) 10.00
15 oz. glass jar	.40	{ Grape-B. Cur.	(2 doz.) 3.50	15 lb. pails		Grapelade	(2 in crate) 20c. lb.
4 lb. standard tin	1.20	{ Fruitlade	(1 doz.) 11.00				

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