

CANADIAN GROCER

Member of the Associated Business Papers---Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

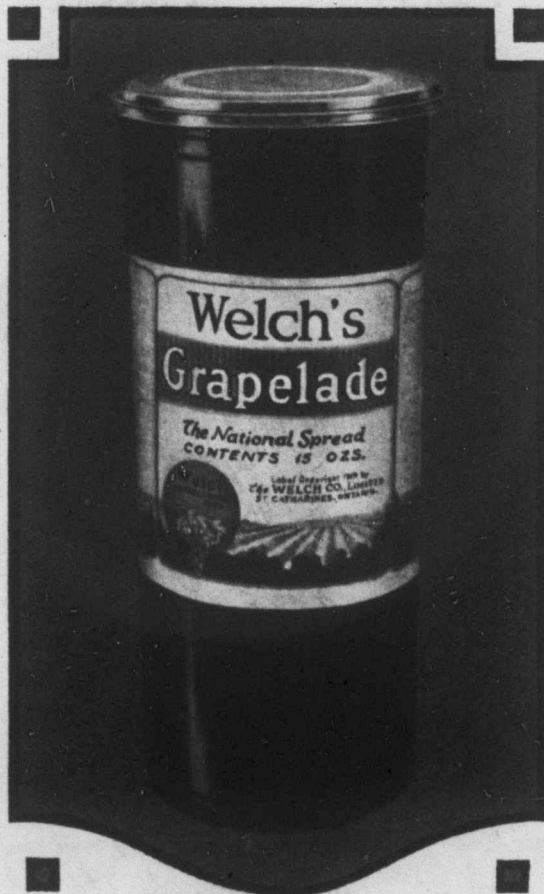
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No. 6

Welch's

Quality Fruit Jams



Other Welch Quality pure fruit products

Fruitlade

(Grape-Raspberry and other combinations with grape)

Peachlade

Plumlade

Cherrilade

All packed in 15 oz. glass jars.

WELCH'S Grapelade is the smoothest grape jam you ever tasted—or sold. It contains all the richness and goodness of fresh ripe grapes, without seeds or skins. The acid crystals are removed by the Welch patented process. The addition of pure sugar only enhances its wonderfully delicate flavor of fresh grapes. This superiority in quality is found in every one of the Welch Quality Fruit Jams. Finer fruit, carefully selected, more exacting methods and handsomer packing make this a line of which any retailer may be proud. It is a business-building, profit-making line.

Vigorous advertising, both in national publications and leading city newspapers, now begun, will show its effect on retail sales. If you are not amply stocked, let us urge you to order from your wholesaler, at once. All Welch Quality Jams are packed in 15 ounce glass jars and in 4 lb. tins. Grapelade may be had also in 9 ounce tumblers and in 3 sizes of enamel-lined tins.

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

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation.
Copy of report will be sent on request to anyone interested.