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## Welch's

*"The National Drink"*



The consumer has faith in Welch's. It's a common saying, "The merchant who serves you well serves you Welch's."

So when you stock and display Welch's you invite permanent customers, people who demand quality. Such folk do not "shop about." Once sure they are trading with a house that serves the best they make dependable customers.

With this assurance it would pay you to handle Welch's were there less profit in it. But, instead, there is a good profit, rapid turnover and moderate investment that comes from quick sales of an article with "standard" reputation.

*Sold by Leading Jobbers*

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