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Welch's

"THE NATIONAL DRINK"

Your customers who know
Welch's will buy

Welch's Grapelade

Welch's has always stood for highest quality in grape juice. You know it. Your customers know it.

Take advantage of this quality reputation in selling Welch's Grapelade. Let your customers know it is made by the same firm that makes Welch's, "The National Drink." Display Welch's and Welch's Grapelade side by side.

Depend upon it, Grapelade will uphold the Welch name for quality. And it is a repeater—a business builder. It is a pure grape jam that never tires the taste.

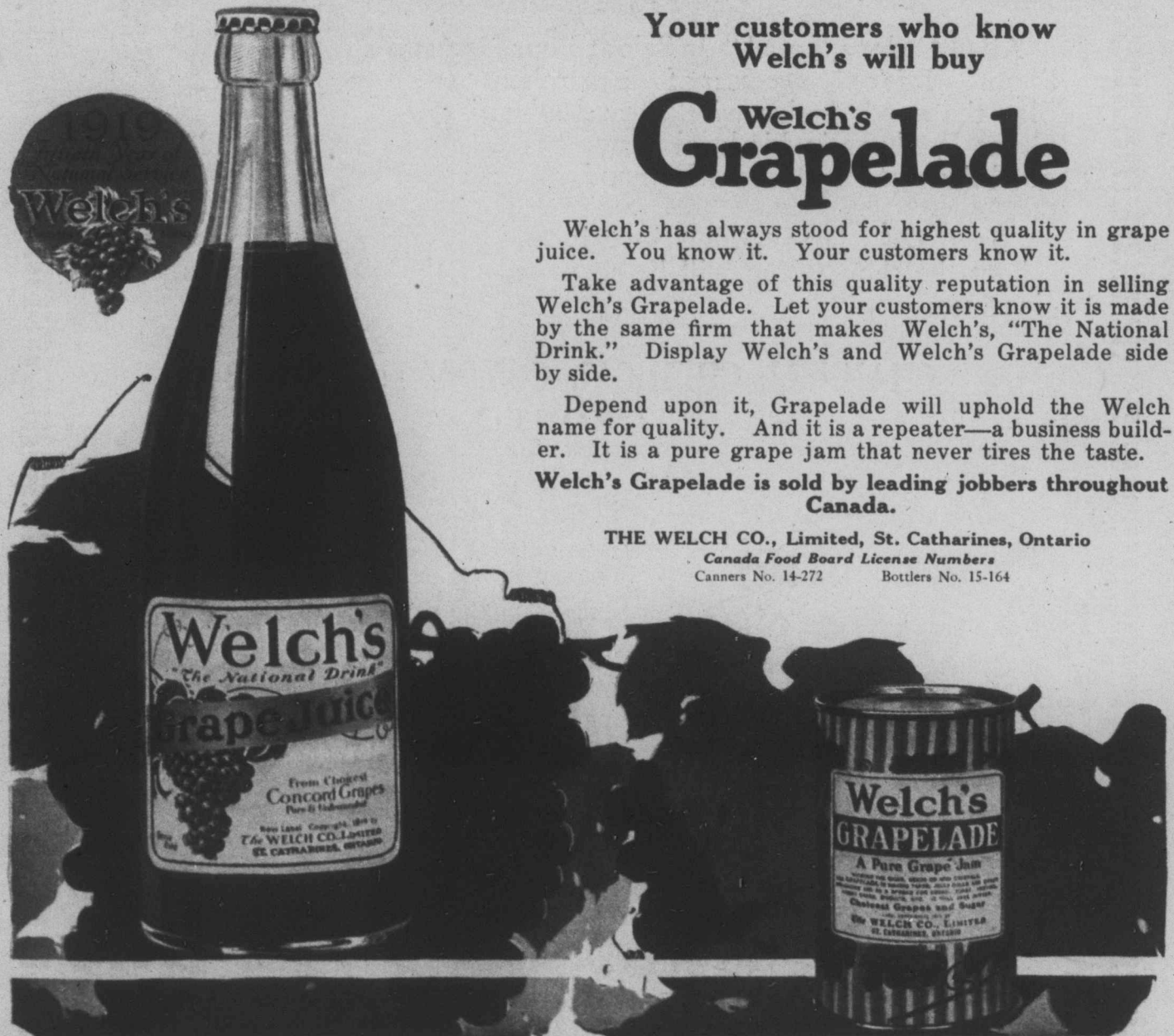
Welch's Grapelade is sold by leading jobbers throughout
Canada.

THE WELCH CO., Limited, St. Catharines, Ontario

Canada Food Board License Numbers

Canners No. 14-272

Bottlers No. 15-164



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