

NOTE THE NEWS PICTURE SERIES BEGINNING IN THIS ISSUE

# CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

30999

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, JANUARY 4th, 1918

No. 1

## Welch's

*"The National Drink"*



Becomes better liked each year. Many who have tried Welch's because of the temperance wave have developed into permanent users because they found Welch's not a cheap summer drink, but a delicious beverage with real food value.

The Welch plant at St. Catharines was built with one idea—to maintain Welch Quality under all conditions. So when you sell Welch's you know you are handling "legal tender" and its ability to satisfy will bring you cash, not paper, profits.

1918 should net you a greater return than ever. We shall be glad to help your sales with the right sort of display material.

*Sold by Leading Jobbers*

**THE WELCH CO., LIMITED**

ST. CATHARINES

ONTARIO

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