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No. 1

Welch's QUALITY FRUIT JAMS



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 everyone 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

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