

FEATURING—FIRE INSURANCE PROBLEMS

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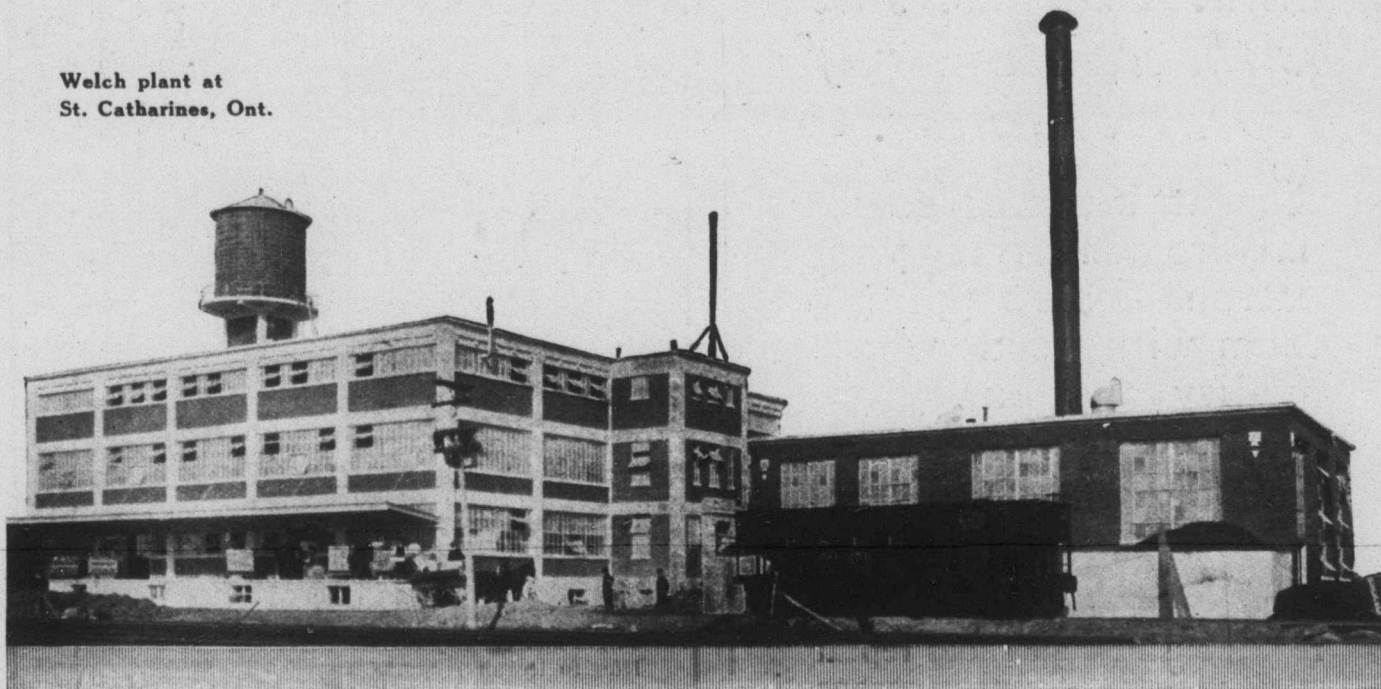
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Welch plant at
St. Catharines, Ont.



Welch's is an illustration of Canadian Excellence

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Welch's

"The National Drink"

Welch's is absolutely pure—the unfermented juice of the choicest selected Concord. By the exact, sanitary Welch process the grapes are pressed when fresh from the vines, and their juice is at once pasteurized and hermetically sealed in glass.

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