

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI

PUBLICATION OFFICE: TORONTO, JANUARY 5th, 1917

No. 1

## Welch's

*"The National Drink"*

THE steady increase in Welch business has on several occasions brought reductions in price. Three years ago we were able to reduce our list so that Welch's might be sold at the popular prices of 10c, 25c and 50c.

But, since that time, the costs of grapes and all packing materials have repeatedly advanced. We delayed increasing our list to meet the situation, hoping for some relief that would permit a continuance of our popular resale prices.

December 12th we were compelled to announce an increase in the 10c and 25c sizes, the latter size to be resold at 30c per bottle. There are no changes in prices of the 50c and Fountain sizes.

### 1917 Trade Prices:

	Lots of	
	One or more Cases	Less than one Case
50c size (1 doz. to case) . . . .	\$4.50 a case	.....
30c size (2 doz. to case) . . . .	5.00 a case	\$2.60 a doz.
10c size (6 doz. to case) . . . .	5.20 a case	8.75 a doz.
Fountain (8 bot. to case) . . . .	5.00 a case	.65 a bot.

Terms: 30 days net. No Discount for Prepayment.

*Sold by leading jobbers.*

## The Welch Co., Limited

St. Catharines

Ontario