Sold by

B. G. SEEBAECH,
Peru, Ill.
Originated by us in 1869.
LARGEST CAPACITY IN THE WORLD.

OFFICE AND FACTORY,
VINELAND, N. J.

THE WELCH GRAPE JUICE CO.
VINELAND, N. J.

factories,
VINELAND, N. J.
WATKINS, N. Y.

Built 1893.

DR. T. B. WELCH, PREST,
DR. C. E. WELCH, SECY.
Why Grape Juice is Nutritious.

An important part of the grape is its sugar, which may be as high as 25 per cent. The warmer and dryer the weather at the time of ripening, the more sugar in the grape, and the less grape acid it contains. From 70 to 80 per cent. of the grape is water. The physiological effect of grape juice is significant. Taken in quantities of from one to three glasses daily, it increases nutrition, promotes secretion and excretion, improves the action of the liver, kidneys and bowels, and adds to the health.

The sugar of the grape requires no digestion, but is taken almost at once into the blood, where it renders up its force as required; so also of the water. Taken moderately, with a suitable diet, it will not produce cathartic effects, but a more natural action of the bowels, so important to health; if taken in large quantities, it is generally laxative. As soon as this occurs obstructions disappear, and a feeling of comfort arises which is very gratifying to the sufferer.

Grape Juice is Nature’s Preparation.
Grape Juice is the Life of the Grape.

GRAPE Juice, fresh and clean as it comes from the grape, is composed of
2. Sugar.
3. Gum.
4. Aroma.
5. Malic Acid.
6. Citric Acid.
7. Phosphorous, and
8. Sulphur in Combination.
10. Tartrate of Lime.
11. Water, etc.

Grape Juice changed by fermentation, contains the following:
1. Alcohol.
2. Enanthic Acid.
3. Enanthic Ether.
4. Essential or Volatile Oils.
5. Acetic Acid, or Vinegar.
8. Chloride of Potassium and Sodium.
9. Tannin and Coloring Matter.
10. Undecomposed Sugar, Gum, etc., in very small quantities.

A Nutrient Tonic, is Welch's Grape Juice.
The first six elements in the second table are not in the first—they are brought there by the death of the grape—by putrefaction. The gluten and albumen, which are food for the muscles, the brain or other soft structures are entirely gone.

The organic acid and alkaline substances and phosphorous, which are essential for the brain, harder structures, and bones, are either gone or changed. The sugar, which is so delightful and useful to give warmth to the body, is gone, destroyed or changed into alcohol.

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Grape Juice and Human Milk.

Pure Unfermented Grape Juice and Human Milk 100 parts of each, in their component parts, have this striking similarity:

<table>
<thead>
<tr>
<th>HUMAN MILK</th>
<th>GRAPE JUICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.05</td>
<td>1.7</td>
</tr>
<tr>
<td>11.0</td>
<td>18.06</td>
</tr>
<tr>
<td>0.4</td>
<td>1.70</td>
</tr>
<tr>
<td>87</td>
<td>70 to 80</td>
</tr>
</tbody>
</table>

A true food with quick results.
Welch’s Grape Juice.

WELCH’S Grape Juice is from choicest Concord grapes, pressed and sterilized by improved apparatus—delicate straining, extreme clarifying and great cleanliness prevailing the whole process.

In the grape season, rich, ripe, carefully selected grapes are cleanly pressed; and the juice properly heated in porcelain is hermetically sealed in glass bottles.

Only luscious grapes, a clean process, the preventing of the least particle of alcohol, and the skill acquired by years of experience, can produce such a beautiful, palatable, healthful juice, retaining to perfection the delicate grape aroma.

The grape juice is without alcohol; it is without sediment; it is without the addition of water; it is always in new clean bottles.*

The rich color, fine flavor and medicinal properties of Welch’s Grape Juice are the natural product of the Concord grapes, and by our process we are able to put these valuable products in the bottle without a waste.

* For the why of clean bottles, see third page of cover.
"Grape Juice by Far the Best."

Dr. W. H. Burt, of Chicago, in his book, "Consumption and Liquids," on page 96, says: "Unfermented Grape Juice is probably the most useful element (outside of milk) we have to commingle with water to form a beverage, * * * it not only contains water, but many of the elements that go to build up the solids of the body, * * * it is not only palatable, but very nourishing, and can be drunk longer than any substance I am acquainted with. The best preparation that I have found is that prepared by Dr. Welch, of Vineland."

Much Used in Sanitariums and Hospitals.

"We have used Dr. Welch's Unfermented Grape Juice in our Sanitarium for several years, it having given universal satisfaction, the quality and flavor being superior to any other that we have tried. The wine has proved a valuable adjunct to the dietetic management of many chronic diseases."—Pennoyer Sanitarium, Kenosha, Wis.

Welch's Grape Juice is life to the convalescent.
M. JEFFERSON GUERNSEY, M.D., of Philadelphia, says: "I can with great pleasure and perfect confidence recommend Dr. Welch's Unfermented Grape Juice. I have used it repeatedly during the convalescence of all protracted and debilitating diseases. It is easily digested, and may be taken when nothing else can be taken or retained upon the stomach. In Typhoid Fever and Dysentery it is invaluable. Here I have given it as a sole diet, furnishing more strength than any other.

"I have never witnessed the slightest disturbance from it, and do not hesitate to use it with the most delicate constitution. It produces an immediate vigor, from which there is no reaction, here proving itself vastly superior to fermented wine.

"I do not know of any article which I could so heartily endorse, and which I would be so reluctant to part with, and feel that no member of the profession, who has fairly tested its merits, can speak other than in its favor."

Welch's Grape Juice is Grape Food.
DR. JAS. C. JACKSON, of "Our Home Hygienic Institute," Dansville, N. Y., says: "I think Unfermented Grape Juice one of the best beverages for both sick persons and those who are in health. Wherever I want anything in the way of fruit nutrition in fluid form, I recommend it as by all degrees the best of anything I know. I am sure the medical men might use it in a large class of cases of disease to excellent advantage. Beside this it has merit as a nutritive fluid. Who drinks it is nutrified by it."

DR. JOHN ELLIS says: "Unfermented Grape Juice, fresh or old, is a healthy, life-giving fluid, abundantly capable of nourishing the body and making warm and glad the heart of man. It has been drank freely, as it is squeezed and pressed from the grape in all ages."

"The blood of the grape is the sweet juice which has been ripened and sweetened in the grape, and which flows readily when the skin is torn or cut. In its essential constituents it bears a wonderful resemblance to blood."

Without a drop of water or particle of alcohol.
In Convalescence and Malarial Fevers.

C. FORD, M.D., of Los Angeles, Cal., says: "My attention was first called to Unfermented Grape Juice by its excellent results in aiding convalescence and malarial fevers. Afterward, gratifying results were noticed in cases of general depression, exhausting hemorrhages or loss of fluids, phthisis, and many chronic diseases. That made from the Concord grape is especially valuable in cases of constipation or diseases complicated by that troublesome disorder."

"For that numerous class who cannot, or who think they cannot, take milk, grape juice offers a delicious substitute as 'vegetable milk.' In prescribing be sure that you have a pure article, well clarified, and absolutely free from alcohol. As much as a pint or even a quart may be taken daily."

DR. JOHN HIGGINBOTTOM, of Nottingham, Eng., has practiced many years without using any alcohol, and he says: "What is medicine? It is a term derived from 'meteor,' to cure. During my long practice I have not known or

Welch’s Grape Juice, a "best friend" to the sick.
"Alcohol is not a Medicine."

seen a single disease cured by alcohol; on the contrary, it is the most fertile producer of disease, and may be considered the bane of medicine and the seed of disease. It is destitute of any medicinal principle implanted by the Creator in genuine medicines. Alcohol is the invention of man in the forms we use it, by the destruction of the good food God has given."

A late writer says: "More than at any previous time in the history of therapeutics, physicians are using such things, in the treatment of diseases, as are calculated to build up, develop and restore the tissues and the blood. In other words, there is less drugging and more feeding. This is surely a wise and salutary tendency—based on common sense and humanity."

"No liquid food has brighter prospects than Grape Juice, and none we have examined compares in flavor and body with Dr. Welch's, prepared from rich Concord grapes. For the aged and feeble, for nursing mothers and delicate children it is unsurpassed. It is the tonic par excellence for all stomach and liver troubles."

When sick, when well—a food and drink.
"The Wine of the Cluster" to give Life.

Dr. WELCH'S Concord Grape Juice is full of that peculiar aroma and flavor possessed only by the Concord grape, and it is difficult to retain these in the bottled juice. The delicate grape property and the beautiful deep red color are contained in the second or underskin of full ripe Concord grapes, and, by a process and experience of our own, we are able to save both of them perfect and unchanged. Thus our Grape Juice has all the medicinal properties of rich ripe grapes. It is Concord grapes in liquid form—it is grape food.

Dr. Welch's Grape Juice is specially recommended in Typhoid Fever, Pneumonia, Pneumonia, Pleuritis, Peritonitis, Rheumatism, and for Lying-in patients, for Consumption and all forms of chronic diseases, except Diabetes Mellitus. For Aphasia, Pernicious Anemia and the milder forms of this disease, it is remarkably efficacious.

Dilute when the patient does not require full strength. Use from full strength down to one part grape juice and three parts water, being governed by choice of patient. Often the grape juice in a tumbler of chipped ice will "stay," when it will not otherwise.

Welch's Grape Juice, Invaluable after Fevers.
The First Grape Juice, in Modern Times.

GRAPE Juice, entirely free from alcohol, bottled so as to retain its flavor and medicinal properties originated in modern times with Dr. Welch. In 1869 Dr. Welch put up the fresh juice of Concord grapes, then for Sacramental use only. The value of Welch's Grape Juice being equal to the fresh grapes for dietetic and medicinal purposes, led to its manufacture on a much larger scale. In 1893 the present large factory was built at Vineland, and in 1896 the larger factory was built at Watkins, N. Y.

The Why of the Factory at Watkins, N.Y.

It has ever been our aim to make our Grape Juice of the highest possible standard. Our Grape Juice is largely used medicinally, and only the best is good enough. We have for years been buying large quantities of grapes in the grape center of New York State, and by careful comparison we found that the New York grapes have the better flavor and are richer in Welch's Grape Juice, a blood maker and waste restorer.
medicinal value. The yield is not larger, but it is better. Hence, this year, 1896, we only pressed New York State grapes, and we are sure our friends will appreciate the pains and expense we have gone to give them the very best. We have often thought that if we only pressed grape juice for Sacramental or Soda Water use, ordinary grapes and ordinary methods might satisfy some people, but for these and all purposes we use only selected grapes, and apply the cleanest, best methods possible.

Again, we find that the Concord grape leads in medicinal and dietetic properties. We use only Concerds. There are other grapes that produce a very similar juice, by many considered nearly as good, and some manufacturers use these other grapes.

Again, Concord grapes do not come to maturity in many places. They ripen in most any climate, but, singularly, they do not yield all their virtues unless well ripened and allowed to fully mature on the vine. The grapes in South Jersey color in August, and unless picked late in August or early in September drop off the vines. Something prevents their maturing. Watkins is on Seneca Lake. We use only grapes from the hills on the lake front. Here the

The child seems lacking in strength—
Concord grapes begin to ripen late in September, are left on the vines till after several light frosts, and all the time they are storing the saccharine that is so essential for medicinal grape juice. All the conditions of soil, climate and culture which go to make the perfect fruit are employed by us. Everything that experience can suggest, and conscience dictate is done in the mechanical processes which follow the picking of the ripe fruit. Every portion of the grape is valuable, and every portion of it is represented in just proportion, in the final product.

We press fifteen tons of grapes in a day of ten hours. We get the fresh picked grapes, and about an hour after the skin is broken, the juice is hermetically sealed in glass bottles. There is actually no change, no time to change. This year (1896) we pressed nearly three hundred tons of Concord grapes.

For Grape Juice, the grapes must be fully ripe, fresh picked, and the process from the grapes to the bottle, cleanly and just right to save the life of the grape. No Concord grapes are grown in California; the wine and raisin grapes of that district, and other varieties in other places, do not have the nutritive and tonic properties of the Concords that we use.

The mother is exhausted—give Welch’s Grape Juice.
For the Sacrament.

WHEN Dr. Welch first made Unfermented Grape Juice for the Sacrament, in 1869, there was but little sentiment in its favor, and very much against it. The thousands of dollars then spent in urging Churches to make a trial of it seemed almost without result. But the lapse of years has brought a great change in the position of the Churches, and to-day a majority of them favor it.

Welch's Grape Juice is so properly the Fruit of the Vine that the Communions using it are delighted. It is uniformly pleasant, never muddy in color, never sour, always without sediment. It is so rich in grape aroma and flavor that, if desired, two tumblers of water may be added to each quart of juice, and with such dilution, we guarantee a good Communion Wine.

With one-half or two-thirds water it is water flavored with grape juice, and we condemn such severe diluting unless it is called by its right name.

It is economy to buy the pure and, if you wish, do your own diluting.

Welch's Grape Juice is used in thousands of Churches.
For Soda Water.

WELCH'S Grape Juice in Soda Water gives the most beautiful, healthful and refreshing drink that can be dispensed. It brings into popular use something that is more than a pleasant beverage. With or without Soda Water Welch's Grape Juice is a nutrient tonic, and, to many, the effervescent soda water stimulates digestion.

It is proved by use that Welch's Grape Juice possesses the native qualities of the grape to a remarkable extent, and no other grape juice in Soda Water will give such a beautiful deep red color and such a rich grape flavor.

FOR SODA WATER AT HOME.—Take tumbler of Grape Juice, tumbler of water, tumbler and three-fourths sugar—stir till dissolved—get siphon of plain soda from druggist or grocer, use chipped ice.

Formulas for Soda Water sent on application.

Dr. Welch's Grape Juice is never put up or sold in bulk. Do not expect to get fresh Grape Juice in barrels or kegs—nor in jugs.

Grape Juice as a Beverage.

As a delicious, refreshing beverage for table use there is nothing finer than the Welch Grape Bread to the hungry, a drink that satisfies.
Juice. The absence of alcohol makes it so that the boys and the girls of the family can enjoy it as well as the older ones. Then for sociables, entertainments, etc., here in the unfermented juice we have just what so well supplies the need. Lawn parties, outing parties, all enjoy a drink of pure, fresh Concord Grape Juice. It serves as food and drink.

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**Welch’s Grape Sherbet.**

Take one and one-half pints Welch’s Grape Juice, two and one-half pints water, one and one-half pounds granulated sugar—freeze medium stiff. Take whites of three eggs and three tablespoonfuls powdered sugar, beat thoroughly, then beat into sherbet—turn till hard—remove dasher and stand aside to cure—makes four quarts. For freezing use four parts ice and one part salt—less salt for curing.

*For a table luxury, use the Grape Juice plain, iced; or, take four ounces Welch’s Grape Juice, the juice of one lemon, a small tea-cup of sugar, a quart of ice water, and you have a fine beverage.*

Or, to a quart of ice-cold lemonade, rather sweet, add a tumbler of Welch’s Grape Juice.

*For all purposes have the Grape Juice cold.*
Welch's Grape Juice.

Reduced Prices by the Full Case:

Quarts. ........... (32-oz.) 1 doz. to case, $7.50 (50 pounds).
Pints............. (16-oz.) 2 " " " 8.50 (50 " )
Half pints. ...... (8-oz.) 3 " " " 6.75 (50 " )
Three-oz....... 8 " " " 8.50 (50 " )
Gallon Bottles... 6 gal. " " 13.00 (140 " )

Every bottle full measure and always satisfactory.

We pay all freight charges (not express).

SOLD BY DRUGGISTS AND DEALERS GENERALLY.

New Wine in New Bottles.

Old bottles can be bought of the junk dealers at very tempting prices. Such bottles have been used over and over again. Anybody having the usual shaped wine bottles can use it for what they please, then get a price for it from the junk man; he gathers and holds them for buyers.

We do not think in the time of the scriptures they knew anything of the junk bottles, but don't you think we do well to put new wine in new bottles. Do you not prefer to know that our bottles have been used but once?

For Welch's Grape Juice we use only new bottles,—clean grape juice in clean bottles,—new wine in new bottles.