KEEP FIT and SLENDER

HOW TO TAKE OFF SEVEN POUNDS A MONTH THE WELCH GRAPE JUICE WAY

BY

FREDERIC DAMRAU, M. D.

CHILDREN need BLOOD and BONE BUILDERS
KEEP FIT AND SLENDER

How to take off seven pounds a month
The Welch Grape Juice Way

BY
FREDERIC DAMRAU, M.D.
NEW YORK

CHILDREN NEED BLOOD and BONE BUILDERS
## STANDARD WEIGHTS

**EXPRESSED IN POUNDS FOR VARIOUS AGES AND HEIGHTS**

*(Medico-Actuarial Experiences—Life Insurance Tables)*

### WOMEN

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KEEP well, 
FEEL well, 
LOOK well

By
Frederic Damrau, M.D.

Before telling you how to reduce your weight an average of seven pounds a month, let me explain why it is essential to get rid of surplus fat—for the sake of your health as well as your self-respect.

Youthful appearance and vigor in men and women past thirty depend mostly on a slender figure. Buoyant health and long life, too, bless those who keep their bodies free from excess fat. For Fat, after the age of thirty, is the Great Destroyer of Beauty, Efficiency, Health and Life itself.

Almost with prophetic wisdom, William Shakespeare said, several centuries ago:

Three
“Make less thy body, and more thy grace,
Leave gormandizing; know the grave doth gape
For thee thrice wider than for other men.”

Now let us see how Shakespeare’s wisdom tallies with vital statistics collected by leading life insurance companies.

In people past thirty, life insurance figures prove conclusively that the underweights live considerably longer than the overweights. They enjoy life, too, because they remain relatively free from the degenerative diseases of middle age.

Statistics furnished to me by the Equitable Life Assurance Society of the United States, based on the experience of 371,000 lives insured, teach an important lesson. They show that, in persons between thirty and forty, an increased weight of 25 to 45 lb. above the average raises the danger of death 23%. Between forty and fifty, this hazard is 25% greater than in persons of normal weight.

When one is 50 lb. above weight, the Grim Reaper has a 43% better chance between the ages of thirty and forty, and 44% between forty and fifty.

The Metropolitan Life Insurance Com-
pany issues a *Statistical Bulletin* from time to time, which contains valuable health information based on their enormous facilities for studying the conditions that lengthen or shorten life. The following excerpt from one of these bulletins should be read by everybody over the age of thirty:

"After age 30, the more favorable mortality rates are found among persons whose weights are below average. The amount below average increases with advancing age and at age 50, individuals appear to be at their best when their weight is as much as 30 to 40 pounds below the average.

"It seems clear, therefore, that for persons beyond 30, underweight is distinctly an advantage so far as a favorable prospect of mortality is concerned. It is erroneous to suppose that weight should increase with age, as we have been led to believe by the tables for average weights. This increase with advancing age is, of course, a very common occurrence, but there is every indication that it is a disadvantage and should be carefully avoided."

The Bulletin very properly points out that, below the age of thirty, being underweight increases the mortality rate, and persons of this age should strive to reach a normal weight or slightly above.
HOW OVERWEIGHT HARMs YOU

If you weigh too much, you know how hard it is to climb a flight of stairs. This is because your heart has to do just that much more work to hoist an added burden. It will gradually wear your heart out just as surely as a ton of coal heaped into your automobile would strain the motor that had to pull it.

Experience proves that heart failure is 51% greater in overweights. Other scourges of middle and old age, too—notably kidney disease, arterial degeneration, apoplexy and diabetes—thin the ranks of those who eat not wisely but too well.

Quoting from the June, 1930, *Statistical Bulletin* of the Metropolitan Life Insurance Company, we find:

"Taking the death rate of the normal weight group as 100 per cent., it was found that overweights, as a whole, had a mortality from heart disease 151 per cent. of the average. Similarly, the death rate of overweights from nephritis was 172 per cent. of the normal; from arterial diseases, 165 per cent.; from cerebral hemorrhage, 157 per cent.; and from cancer, 111 per cent. The
most striking difference was in the mortality from diabetes, which was 257 per cent. of the average. At ages 45 and over, the above ratios were higher, and they increased with the degree of overweight. There were also appreciable excesses in the deathrates among overweights from angina pectoris, influenza, paralysis, appendicitis, cirrhosis of the liver and typhoid fever. . . . Underweights, on the other hand, show generally lower deathrates from the above causes. The mortality from heart disease was only 81 per cent. of the average; from nephritis, 77 per cent.; from arterial diseases, 74 per cent.; from cerebral hemorrhage, 70 per cent.; and from diabetes, only 64 per cent.”

So, if you are over thirty, I advise you to make up your mind to be lean and healthy. More power, more beauty—and a longer life—to you who have a slim figure.

WHY YOU PUT ON WEIGHT

It is true that you can take off an average of seven pounds a month without hard dieting or following tedious menus. But before telling you this secret, let me explain why you are putting on weight under present conditions.
In the great majority of cases, people put on weight because they eat more nutritious food than is required to keep the body going. The excess is stored as fat. You must remember that too much starch or sugar in your diet—as well as fatty foods themselves—will be converted into body fat.

True, many stout people are not big eaters. Often the total quantity of their food is no greater than that of persons of normal weight. But there is a vast difference in the quality of their diet.

For example, bacon is thirty times as fattening as the same amount of tomatoes. Butter is forty-two times as fattening as celery. These, of course, are extreme instances; but they serve to illustrate how you can keep your weight down by eating sensibly—that is, by avoiding too much of the foods that tend to fatten you. So you can readily see that it is not a question of how much you eat but rather what you eat.

THE WELCH REDUCING METHOD

You are probably impatient to learn how you can take off an average of seven pounds in one month. So I shall reveal this secret right here.

Eight
Many of my readers have undoubtedly heard me describe the Welch method of reducing in my radio broadcasts on the Irene Rich dramas, Friday evenings over the stations of the National Broadcasting Company. This method is based entirely upon an original scientific investigation in thirty-one cases of obesity.

Fourteen of my patients were asked to do only one thing: i.e., drink a tumblerful of Welch’s Grape Juice, three parts to one of water, before every meal. Absolutely no exercise or dietary restriction was imposed. Previous observations on these same patients proved that they were gaining an average of $1\frac{2}{3}$ lb. per month.

With this method, and absolutely no diet or exercise, the average weight reduction was 7 lb. per month. Some of my patients did even better. One woman took off 11 lb. in four weeks; another, 12 lb. in five weeks. And they all reduced comfortably, without suffering from pangs of hunger or faintness, because they were not dieting.

The Welch method proved successful in thirteen of the fourteen cases. There was only one failure. So if you really want to reduce and will follow the simple Welch method faithfully, the chances are all in your favor.
All I ask you to do is to drink a tumblerful of wholesome Welch's Grape Juice, three parts to one of water, at the beginning of every meal. If you should feel faint between meals or at bed-time, take another glass of the grape juice.

Welch's Grape Juice contains 15% grape sugar—chemically identical with blood sugar. This sugar is quickly utilized by the body for energy. It is burned up completely, like gasoline, leaving no clogging ash behind. In its slow internal combustion it burns up excess fat.

You are never tempted to take more grape sugar in the form of Welch's Grape Juice than is good for you, because when your body gets all it needs, your appetite quickly tells you so. This is what nutrition experts call the *satiety value* of pure grape sugar.

If you also *eat sensibly* while drinking Welch's Grape Juice, you will get rid of surplus fat just so much more quickly.

**NO MENUS TO FOLLOW**
**JUST EAT SENSIBLY**

If you have ever tried to live on a diet, you know how tedious it is to follow specific menus. You probably learned to hate the word *calories*.

Ten
With the Welch method, you can discard all these burdensome menus, unless of course they have been ordered by your physician. For the natural grape sugar in Welch’s Grape Juice not only helps your body consume excess fat, but also satisfies your craving for fattening foods.

Begin every meal with Welch’s Grape Juice and you will not feel tempted to overindulge in fattening foods. And—you will get up from the table feeling buoyant and energetic instead of groggy and clogged with more nourishing food than is good for you.

*Just eat sensibly.* Avoid overindulgence in those foods which you know from experience or your general knowledge are fattening. Welch’s before meals will satisfy your craving for them anyway, so that you will not be tempted. If you feel the desire for something to eat between meals or at bedtime, drink a glass of Welch’s Grape Juice instead.

Here are five simple rules which explain what I mean by eating sensibly:

1. Satisfy your craving for food but learn when you have had enough. A wit once said the best exercise for reducing is to push yourself away from the table three times a day. You will not suffer from pangs and
faintness of hunger if you drink Welch’s, because its natural grape sugar gives you quick energy.

2. Eat plenty of fresh fruit and green vegetables. These contain important essentials to health (minerals and Vitamins A, B and C). Welch’s supplies an additional rich source of Vitamins B and G. Fruits and vegetables provide bulk without fattening you. The following vegetables have a tendency to fatten you and should be avoided: artichokes, beans, corn, peas, lima beans, potatoes, rice.

3. Cut down on concentrated foods—those rich in fat, starch and sugar. In other words, eat sparingly of such foods as fats, fatty meats (lean meat is good for you), cream, butter, nuts, cane sugar, pies and cakes, pastries and rich desserts, salad oils, creamed soups and foods, beer and all alcoholic beverages. Limit yourself to one slice of white bread, without butter, for each meal.

4. Eat a certain amount of lean meat (not pork), fish, fowl and eggs—because such foods supply the protein you need to repair broken-down tissues; but eat sparingly.

5. Drink a tumblerful of Welch’s Grape Juice, three parts with one of water, before every meal. If you feel faint or hungry be-
between meals or at bed-time, take another glassful. This helps you to reduce in three ways: First, it satisfies the natural craving for fattening sweets. Second, it provides quickly utilizable energy ordinarily supplied in the form of fattening foods. Third, it supplies the system with the required amount of easily burnable sugar which acts as the fuel for consuming your excess fat.

In choosing meat and fowl, it is best to select the leaner cuts. In choosing soups, select a cup of bouillon, clam broth, chicken broth, or any other clear, thin soup, in preference to thick, creamy soups, since the thickening in creamy soups increases the material for fat storage.

Fruits and salads help to provide bulk and make you leave the table with a feeling of fullness; while at the same time they do not provide many fattening elements. Naturally, such products should not be deluged with mayonnaise or whipped cream.

Eat green vegetables such as string beans, cauliflower, tomatoes, cabbage, carrots, spinach, etc.

A small amount of butter adds a great many fattening elements; so reduce your butter and fat intake.
For your beverage, drink Welch's Grape Juice, tea, coffee or buttermilk, but be sparing with the sugar.

AVOID REDUCING DRUGS

You should avoid use of drugs for reducing unless they are prescribed by your physician. Many of these contain thyroid extract, which may prove harmful to the heart. Others have been known to contain still more dangerous drugs, including dinitrophenol. Another questionable method of reducing is by the use of epsom salts and similar saline cathartics. All of these fads are condemned by physicians.

Welch's Grape Juice is entirely a pure food, not a drug in any sense. It is wholesome, beneficial, and good for you. This is especially true if you are reducing.

In many cases a drastic reducing diet tends to make the body acid. Welch's Grape Juice counteracts this acidity, since it has a distinct alkaline effect in the body. Its continued use helps to keep your health balance on the alkaline side.

Welch's Grape Juice, too, supplies the body with considerable lime, iron, essential
minerals, and Vitamins B and G—needed to maintain your strength while on a severe reducing diet.

**KEEP FIT WITH WELCH’S**

Study the body of an athlete and you will find that he is built of solid flesh, muscle and bone—without burdensome fat. Every quick movement shows the dash that wins championships—Energy.

We can’t all be athletes, but we can be of athletic type. The pudgy non-athletic type of man or woman is predisposed to high blood-pressure and degenerative diseases. Forge ahead in life’s contest by keeping your body of the vigorous athletic type.

Moderate exercise, common sense in eating and Welch’s Grape Juice before and between meals will do much to keep you fit and slender. And its natural grape sugar gives you buoyant energy, at the same time satisfying your craving for sweets.

When 2,000 of the world’s greatest athletes competed at Los Angeles during the 1932 Olympic games, they trained on Welch’s Grape Juice—the official choice of the Committee of Trainers. Incidentally, you will find it wonderfully effective for relieving fatigue due to exercise, walking or shopping.
Ever since 1869, physicians have recommended Welch's "Certified" Grape Juice as a non-fattening blood and body builder for children and adults.

This pure juice of Concord grapes is recognized by the medical profession as having well marked diuretic, laxative and nutritive properties which make it very valuable both in health and disease.

In Europe, there is an established "grape cure" for dietetic treatment of troubles due to defective elimination of waste from the body. Incidentally, Welch's Grape Juice is superior to other fruit juices in its laxative effects.

It is rich in iron and other blood-forming elements, and has been proved by actual tests to enrich the blood with hemoglobin, the iron-containing coloring matter of the red blood corpuscles which carries oxygen. This property makes it very valuable in the diet of pale, debilitated persons suffering from simple anemia or chlorosis.
Welch’s Grape Juice is not only rich in lime, but experiments suggest that it doubles the absorption into the system of lime contained in other foods, much of which would otherwise be wasted. Since calcium, or lime, is needed to build strong bones and teeth, this wholesome beverage is advised for the diet of all growing children.

One of the problems of feeding children properly is to satisfy their craving for sweets. Instead of the pernicious habit of eating candy or bread and jam between meals, a glass of Welch’s Grape Juice supplies wholesome grape sugar needed to give them ready energy for play. And—it is infinitely better for the teeth and stomach.

When you drink grape juice yourself or give it to your children, be sure it is genuine Welch’s. Only the Welch exclusive process retains in the bottled juice the healthful properties of ripe Concord grapes so essential to the system.

Welch’s Grape Juice is aged three months to allow the excess tartaric acid to settle out and give the drink that rich mellow flavor children and adults enjoy. It is Certified Pure and Pasteurized. The grapes are pressed under the most sanitary conditions. From Seventeen
personal inspection of the Welch plant at Westfield, N. Y., I have convinced myself that Welch's Grape Juice is far superior to other brands.

Welch's is all grape juice: Contains no adulterants, no synthetic flavors, no artificial coloring, no preservatives, no added water. Hence Welch's may be diluted and still be delicious. This way it goes farther too—is more economical. These are some of the reasons why your doctor insists on Welch's when he tells you to drink grape juice for health. So avoid cheap substitutes.

Frederic T. Dana
M.D.

247 Park Avenue
New York, N. Y.

Welch's is now served in thousands of homes. It is a delicious, refreshing beverage . . . one that your entire family will enjoy . . . one that is good FOR them, too. And remember—the Welch Way to a slender, graceful figure is simple and actually pleasant. You can get Welch's Grape Juice at all dealers. Keep a supply in your refrigerator. But be sure to get GENUINE Welch's. Avoid cheap substitutes.

Eighteen
Good tomato juice is conceded by all medical authorities to be one of the richest sources of Vitamin C and a valuable supplementary food for children and adults.

The old-time sailors on long voyages suffered from scurvy when deprived of Vitamin C. This terrible disease affected their teeth and gums. It is readily corrected or prevented by tomatoes or good tomato juice.

Many people nowadays suffer from partial Vitamin C deficiency, with harm to their teeth and gums, because modern cooking methods frequently destroy much of the Vitamin C in our foods. This should be replaced by a supplementary food such as tomato juice.

A well-known authority says of the tomato:

"Because of its richness in vitamins, its popularity is constantly increasing. Both raw and canned, it is equal to the green vegetables as sources of vitamins A and B, and to the citrus fruits as sources of vitamin C. The fact that the tomato retains its vitamin C even when canned makes it especially
useful. Hess and others have shown that canned tomato juice can with impunity be given to very young infants, and that it will prevent scurvy."

But all brands of tomato juice are not alike. Recent scientific tests proved that Welch's "Certified" Tomato Juice has a Vitamin C potency of 10 units per ounce, while the potency of several other advertised brands ran as low as 2 units.

These same tests showed that Welch's is just as rich in Vitamin C as fresh tomato juice before canning. With the perfected Welch process there is no loss of Vitamin C or other vitamins during canning. The product is "vitamin-protected."

FRESH FLAVOR TASTE

Welch's Tomato Juice tastes good. It has the delicious flavor of the sun-ripened tomato picked right from the vine. No artificially ripened tomatoes are ever used in Welch's.

There are reasons for its tasty goodness. Welch pays the growers extra money for the pick of the crop—delicious sun-ripened, ruby red tomatoes grown in especially fertile soil.

These wholesome and selected tomatoes are washed and hand-sorted. The stems,
cores and unripe parts are removed and discarded. A perfected Welch process prevents separation, producing a smoother and finer tasting tomato juice.

Children especially prefer the taste of Welch’s Tomato Juice because of its fresh fruit flavor.

**WHY WELCH’S IS RICHER**

Clear tomato juice strained from the crushed pulp is yellow, not red. The redness of Welch’s Tomato Juice is obtained absolutely without artificial coloring by adding a certain percentage of the pulp.

We do not add this pulp for the purpose of coloring but because it is richer in Vitamin A and essential minerals. The process of adding a rich suspension of the pulp to the expressed juice so as to form a smooth mixture that will not separate is called homogenization. It is very difficult and requires expensive machines known as homogenizers, operated by skilled workers.

Careful selection of superior sun-ripened tomatoes, suspension of a large amount of pulp by homogenization and the exclusive Welch process of canning whereby the vitamins are protected in their original potency.
account in large measure for the acknowledged superiority of Welch’s Tomato Juice.

**HOW WELCH VITAMINS PROTECT YOU**

Welch’s Tomato Juice is extremely rich in Vitamin C, a good source of Vitamins A and B, and a fair source of Vitamin G. Each ounce contains 56 units of Vitamin A (as rich as milk and considerably richer than orange juice), 30 units of Vitamin B, 10 units of Vitamin C (as rich as orange juice), and 5 units of Vitamin G. All these vitamins are fully protected from decomposition due to heating by the exclusive Welch process of bottling.

*This is why you need the Welch Vitamins:* Vitamin A aids body growth and is necessary for normal well-being. When there is a deficiency in the diet, one becomes subject to colds.

Vitamin B encourages appetite and promotes nutrition. Children who do not get enough Vitamin B become nervous and fidgety.

Vitamin C prevents scurvy in infants and adults, and improves the condition of teeth and gums.

Twenty-two
Vitamin G assists the action of Vitamin B and is believed by some authorities to prevent a disease affecting the skin and nervous system, known as *pellagra*.

**ESSENTIAL MINERALS IN WELCH’S**

Welch’s Tomato Juice is a fair source of iron and copper, needed to build hemoglobin (oxygen-carrying red coloring matter) for the red blood corpuscles. It also contains significant amounts of calcium, magnesium and phosphorus, which are required by the bones and teeth.

**IDEAL FOR JUNIOR’S BREAKFAST AND YOURS**

Many child specialists prefer Welch’s Tomato Juice to orange juice for babies’ breakfasts. This is for two reasons: *First*, a larger amount of tomato juice is better tolerated by the infant’s stomach. *Second*, by using a standard brand of tomato juice (Welch’s) one can know exactly how much Vitamin C and other necessary vitamins and food values the child is getting.

Comparing tomato juice with orange juice, a leading pediatrician (baby specialist) said:
“An additional advantage that tomato juice, either canned or fresh, possesses over orange juice is that the average infant can take several times as much tomato juice as orange juice without manifesting ill effects.” The same statement applies to bottled tomato juice.

You, too, will find Welch’s Tomato Juice an agreeable and more convenient change from orange juice for breakfast. And it is fully as wholesome and healthful for you and the children.
Try These Welch Quality Products

★ Welch's Grape Juice
★ Welch's Tomato Juice
★ Welch-Ade Fountain Syrup
★ Welch's Grapelade —our improved Grape Jam
★ Welch's Grape Jelly
★ Welch's Crab Apple Jelly
★ Welch's Quince Jelly
★ Welch's Mint Jelly
★ Welch's Red Currant Jelly
★ Welch's Preserves
★ Welch's Jel-Aid —for making perfect Jam and Jellies

AT ALL DEALERS

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Westfield, New York, U. S. A.