The vital place of appetite in diet
“On Appetite—”

say our greatest dietitians,

“depends the usefulness of every meal we eat”

HAVE you realized when you set your table so attractively with flowers, fresh linen and shining silver and glass that you are doing a service important for the very health of your family?

Lovely color and fragrance—and above all, delicious flavor—

These, say our greatest food authorities today, mean far more to us than passing pleasure. They are essential in every meal.

Our very ability to absorb properly the good food we eat, food experts find, depends upon them.

For they awaken appetite—this taste, color, fragrance we enjoy so much. And so bring into play the whole system in our bodies that digests and absorbs our food.

Three times a day, at every meal we eat, the body
waits for appetite to start digestion. Without appetite, if we eat "because it's meal time" or "we should take something," the body is not ready for food and cannot digest it.

Yet how often in our busy, hurried lives today the appetite flags.

Rushed in the morning, tired when evening comes, we seem to lose our zest for food. The best-cooked meal is eaten with indifference.

*Experts give a new importance in our diet to this juice of fresh, ripe grapes*

And that is why our leading dietitians find in this juice of fresh ripe grapes new significance for health.

Quite apart from its values to us as fruit, they point to the glowing color of Welch's, its delicate fragrance, its rare flavor of the most perfect Concord grapes in all the world.

Supreme example, they find it, of an aid to appetite.
“Supreme example of an aid to appetite,” say our leading food authorities of Welch’s
How to serve most deliciously this juice of fresh, ripe grapes

SERVED in the many delicious ways that experts have worked out, Welch’s has a prominent place today in the regular menus of thousands of housewives who realize the importance for health of its rare taste, color, fragrance.

In this little book the Welch Grape Juice Company presents to you carefully chosen recipes for serving Welch’s at your meals and on those other occasions when you will find invaluable its appeal to appetite and its healthful qualities of the fresh, ripe fruit.

All of the recipes have been painstakingly tested by domestic science experts and by housewives who report that every one is a success.

For Breakfast

Particularly at this important meal must appetite be keen, alert.

Half fill a small glass with cracked ice—then fill it to the brim with Welch’s—glowing purple juice. See how its tart cold deliciousness adds new zest to the whole meal. (Welch’s is delicious also without ice, just served very cold.)
To make the simplest Luncheon a success

For the simple home luncheon, for the guest meal as well, Welch's brings that note of variety, of delightful unexpectedness that is the very essence of a successful menu.

Try it in one of these delightful ways:

**THE FAMOUS WELCH PUNCH**

| 1 pint Welch’s | 1 cup sugar |
| Juice of 2 lemons | 2 pints water |
| Juice of 1 orange | (1 pint may be sparkling water) |

Add to Welch’s the lemon juice and orange juice, and dissolve the sugar in it. Then add the water. If sparkling water is used, add it just before serving. Serve very cold.

So simple to make, of ingredients that are usually on hand in the household, this blend of fruit juices has a rare clear refreshment of flavor.

**GRAPE ICED TEA**

| 3 teaspoons tea | 1 pint Welch’s |
| 3 cups boiling water | 4 tablespoons sugar |
| Juice of 2 lemons |

Pour the boiling water on the tea, cover closely and allow to stand for five minutes. Then stir it up from the bottom and strain. Add sugar, lemon juice and Welch’s. Chill thoroughly.

Some hostesses prefer to omit the lemon and just add Welch’s to their iced tea. They enjoy the new color and flavor it gives.
WELCH PINEAPPLE CUP

1 pint Welch's  
1 cup crushed pineapple  
Juice of 2 lemons  
1 cup sugar  
2 pints water  
(1 pint may be sparkling water)

Dissolve the sugar in Welch's, then add pineapple, lemon juice and water. If sparkling water is used, add it just before serving. Serve very cold.

FRUIT COCKTAIL WELCH

1 tablespoon Welch's to each glass  
2 bananas  
2 medium grapefruit  
2 large oranges  
½ cup fine sugar

Pare the fruit carefully, removing all the white skin from the oranges and grapefruit and all the inner rind from the bananas. Then dice it and chill thoroughly. Just before serving add sugar. Arrange in fruit cocktail glasses and add to each a full tablespoon of Welch’s.

GRAPEFRUIT SPECIAL

Cut grapefruit in halves. With a sharp knife loosen the grapefruit around the edge. Then separate each section of the fruit from the skin, cutting from the center toward the edge. With a pair of shears cut loose the base of the tough center and lift out, leaving only the fruit in the shell. Add to each half, one teaspoon fine sugar and one tablespoon of Welch’s and set in the icebox to chill.
“Vital in every meal,” say our greatest dietitians, “are the
taste, color, fragrance that awaken appetite.” They stress
the lasting value in our diet of Welch’s — so colorful, fra-
grant, luscious, that the dullest appetite responds
At the formal Dinner

As an appetizer before a formal dinner many people are serving Welch's in tiny cocktail glasses with thin sandwiches—each just a bite. This is served in the drawing-room just before dinner is announced.

For this purpose Welch's should be served straight and thoroughly chilled. Or, if you like it a little more biting, add one-quarter lime juice with or without a dash of sugar.

With the dinner either of these beverages is delicious and either adds much to the simpler family meal as well:

WELCH'S WITH GINGER ALE

1 pint Welch's
2 12-oz. bottles dry ginger ale

Chill thoroughly. Partly fill small thin tumblers with Welch's—then fill with ginger ale.

WELCH MANHATTAN CUP

1 pint Welch's
1 pint of cider
1 pint sparkling water

Blend the fruit juices and chill thoroughly. Add sparkling water just before serving. A pint of loganberry juice may be added to this if desired.
For Refreshment on hot summer days and nights

Especially grateful on languid summer days and nights is Welch's, served frosty cold in tall thin glasses. All the fragrant tart refreshment of ripe grapes fresh from the vine is in each glassful.

Always for the after-theater supper or mid-afternoon, Welch's is delightful in one of these combinations:

**WELCH FROZEN MINT**

- Several long-stemmed sprays of fresh mint
- 2 tablespoons sugar
- 1 pint Welch's
- 1 pint strong lemonade*
- 1 pint plain or sparkling water

* Make lemonade of 2 lemons, 1/2 cup of sugar and 1 pint of water

Pinch stems of the mint between thumb and finger until the bruised sprigs give out the utmost of their flavor, and thrust stems into a deep pitcher half-filled with cracked ice. Over them sprinkle the sugar and let all stand for half an hour. Then add Welch's, the lemonade and water. If sparkling water is used, add it just before serving.

**GRAPE RICKEY**

- 1 pint Welch's
- Juice of 3 limes
- 3 or 4 teaspoons sugar
- 1 pint sparkling water

Half fill tall glasses with Welch's. Add to each juice of one lime, sugar to taste, shaved ice, and fill with sparkling water.
WELCH’S SPARKLING

Half fill tall glasses with Welch’s, add to each a spoon of cracked ice and fill with sparkling water.

GRAPE CHILL WITH ORANGE

1 pint Welch’s
4 teaspoons sugar
Juice of 2 oranges
Chilled water

Dissolve the sugar in Welch’s and add orange juice. Half fill four tall glasses with shaved ice, add the fruit juices and sugar and fill with chilled water. Serve with two straws thrust through a thin slice of orange.

WELCH’S GINGEREE

1 pint Welch’s
Juice of 4 lemons
1 quart dry ginger ale
Sugar to taste

Dissolve the sugar in Welch’s (most people like about two tablespoons for this amount) and add lemon. Chill thoroughly. Just before serving add ginger ale.

GRAPE PINEAPPLE PUNCH

1 1/2 cups water
1 1/2 cups sugar
1 pint tea
1 pint grated pineapple
1 quart Welch’s
Juice of 6 lemons
Juice of 6 oranges
2 quarts chilled water

Dissolve the sugar in one and one-half cups of water. Add the tea and fruit juices and let stand for one hour. Add the chilled water and serve with chipped ice. This will serve twenty-five people.
All the health-giving qualities, all the delicate refreshment of ripe grapes fresh from the vine are in each glass of Welch's
For Children

MINERAL salts that children must have to build up their bodies, vitamins, nourishing fruit sugar that is so easily digested—all these health-giving qualities of the fresh fruit Welch’s gives you. Laxative properties, too, that modern diets need.

For Welch’s is pure juice of the finest Concord grapes in all the world—pressed within a few hours after they are cut from the vine.

At that trying time when children develop finicky appetites, mothers give them Welch’s, sometimes with egg craftily concealed by its delicate color and fragrance, its delicious flavor that children like so well.

For the mid-morning or after-school luncheon Welch’s is a favorite food-drink. And to induce children to drink the water they need mothers often add to it just a little Welch’s.

Give it to the children in one of these ways that a domestic science expert suggests:

**WELCH’S GRAPE EGGNOG**

1 egg  
\( \frac{1}{2} \) cup Welch’s  
1 teaspoon sugar

Beat egg yolk and white together with a fork. Add sugar and Welch’s and pour it into a glass. This nourishing drink will seem especially enticing if the child may drink it through a straw.

Grown people, too, often take raw egg in Welch’s either at home or at the soda fountain.
WELCH’S AFTER SCHOOL

Fill a small glass three-quarters full of Welch’s and then fill with cool but not iced water. Let the child have crisp un-sweetened zwieback with it.

WELCH GRAPE GELATINE

1 envelope gelatine
½ cup cold water
1 cup boiling water
1 pint Welch’s

Juice of 2 lemons
Juice of 1 orange
1 cup sugar
Pinch of salt

Soak gelatine in cold water until soft. Add to boiling water and stir over hot water until thoroughly dissolved. Add salt, stir in sugar, and allow to cool. When chilled, but before it begins to form add fruit juices and set to form in a mold rinsed out with cold water. (Service for six.)

WELCH TAPIOCA CREAM

½ cup minute tapioca
1½ cups water
1 cup Welch’s
½ cup sugar

Add sugar and water to the tapioca and cook in double boiler until water is absorbed; then add Welch’s and cook until clear. Serve with cream when cold. (Service for six.)

GRAPE PUDDING SAUCE

¼ cup sugar
1 cup Welch’s
2 tablespoons butter
1 tablespoon corn-starch or
1½ tablespoons flour

Mix sugar and corn-starch, add Welch’s gradually, stirring constantly; boil five minutes, remove from fire and add butter. This makes a delicious and wholesome sauce for cottage pudding. (Service for six.)
To tempt the Appetite of the Convalescent

INVALUABLE for convalescents, say hospital dietitians of Welch's. Its delicious flavor, color, fragrance, they find, tempt back the capricious appetite, its natural fruit sugar gives the easily assimilable nourishment that invalids need.

Welch's gives also those natural elements of the fresh fruit that turn to alkalies in the body and help the body to overcome the acidity so common today.

To the fever patient it brings welcome refreshment, especially if served with finely crushed ice. Doctors and nurses find Welch's valuable with patients who need much water yet are reluctant to drink water plain.

Here are some of the ways that hospital dietitians serve Welch's to their patients:

A COOLING WELCH DRINK

Squeeze into a thin tumbler the juice of a half lemon and fill with Welch's. Serve very cold. This is usually a very successful way to induce a patient to take the liquid he needs.

GRAPE WATER ICE
(Recipe given on page 15)

GRAPE EGGNOG
(Recipe given on page 12)
Some Delectable Desserts

Make a new dessert tonight with Welch's. Just try one of these:

**GRAPE APPLE COMPOTE WELCH**

| 1/2 dozen firm tart apples | 1/2 cup Welch's |
| 6 teaspoons sugar           | 2 tablespoons sugar |
| 1/2 cup water               | 2 tablespoons chopped nuts |

Core and peel the apples. Lay them in a pudding dish close together; put a teaspoon of sugar in the opening left in each by removal of the core; put over them the water to keep from scorching; cover closely and bake slowly until apples are tender. Take from stove, pour on the Welch's, sprinkle with remaining sugar and nuts and set aside to cool. Serve with whipped cream.

**GRAPE WATER ICE**

| 1 pint Welch's | Grated peel of 1 orange |
| Juice of 3 oranges | Grated peel of 1 lemon |
| Juice of 3 lemons | 1 quart water |
| 2 cups sugar |

Boil together water and sugar for five minutes without stirring after boil is reached. Add fruit juices and grated peel, turn into freezer and freeze slowly. (Service for twelve.)

**WELCH GRAPE ICE CREAM**

| 1 tablespoon gelatine | 2 cups Welch's |
| 1 cup cold water      | 2 cups heavy cream |
| Juice of 2 lemons     | 2 cups sugar |

Beat cream. Dissolve gelatine in cold water; stir in lemon juice and sugar. Heat Welch's to a boil and pour on the gelatine; stir until dissolved and put into freezer. As soon as it shows signs of freezing, mix with it the whipped cream. (Service for twelve.)
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WELCH'S can be had from your grocer, druggist or confectioner in quarts, pints and four ounces. Hotels and restaurants serve it. Soda fountains serve it too—straight, or in delicious combinations with other fruit juices or with sparkling water. The Welch Grape Juice Company, Westfield, New York, U. S. A.

Welch's Grape Juice — Grapelade — Preserves—and Other Quality Products