Welch's
The National Drink
Your guarantee of Purity Quality Satisfaction
In 1869 Dr. Welch had an idea and an ideal. The immediate result was a dozen bottles of grape juice intended for Sacramental use. The first labels read "The Juice of The Grape" and later the labels read "Unfermented Wine".

The idea and the ideal have always been associated and the output of Welch's has increased until three plants are now required to care for the ever increasing demand.

In these days of many manufactured beverages—some good and some not so good—it is hard for some people to appreciate that Welch's is not a "concoction".

From the Chautauqua Grape Belt with its 50,000 acres of grapes we select the best for Welch's. Welch Quality starts with the grapes. "Welch Quality Concords" is a familiar term to the grower. It means first quality grapes grown in well cared for vineyards. We pay the necessary bonus to get the best.

Nothing is added to Welch's—no water or sugar—and no chemicals are used. Our part is to substitute the hermetically sealed glass bottle for the air-tight seal that nature provides in the skin of the grape. Unusual care and cleanliness mark every step in the Welch process, and the
delicious, fresh, fruity flavor which distinguishes Welch’s proves it to be just what we claim it is.

We do not advertise Welch’s as a medicine but it is a natural tonic of marked dietetic value. Your physician will tell you that pure grape juice is a food as well as a beverage and that it is quickly assimilated by the system. He prescribes it in many cases and almost invariably you will find that he specifies “Welch’s”.

As a table beverage or between meals serve Welch’s “straight” in three or four ounce glasses—see that it is cold.

Those who find olive oil distasteful should take it in Welch’s and the difficulty will vanish.

A raw egg beaten up in Welch’s makes a most nourishing combination and is particularly acceptable to those who object to the taste of raw eggs as ordinarily served.

Most adults cannot drink milk and many find that Welch’s best supplies the liquid part of their diet. A noted physician has called pure grape juice “vegetable milk”.

Keep a supply of Welch’s in your ice chest. Use it as the fruit course for breakfast and as an evening “night-cap”. The Welch habit is a health habit. Specify Welch’s when you order.
Quality fountains serve Welch Junior—the clean, sturdy four-ounce size—the just enough-for-one-edition of Welch’s. Ask for Welch Junior with a straw.

We have recently issued an attractive new booklet, Marion Harland’s ninety-nine selected Welch recipes. It will be mailed upon request.

No premiums are offered with Welch’s, but to supply its users with an efficient, self-pulling corkscrew, we will send for labels from one quart, or two pint or five Junior (4 oz.) bottles of Welch’s, a corkscrew such as retails ordinarily for 25c. Only one corkscrew can be sent to a family on this offer.

Address Welch’s
Westfield, New York

Sold by
WM. C. HOFFMAN,
Pharmacist,
85 Lewis St.,
Phillipsburg, N. J.