

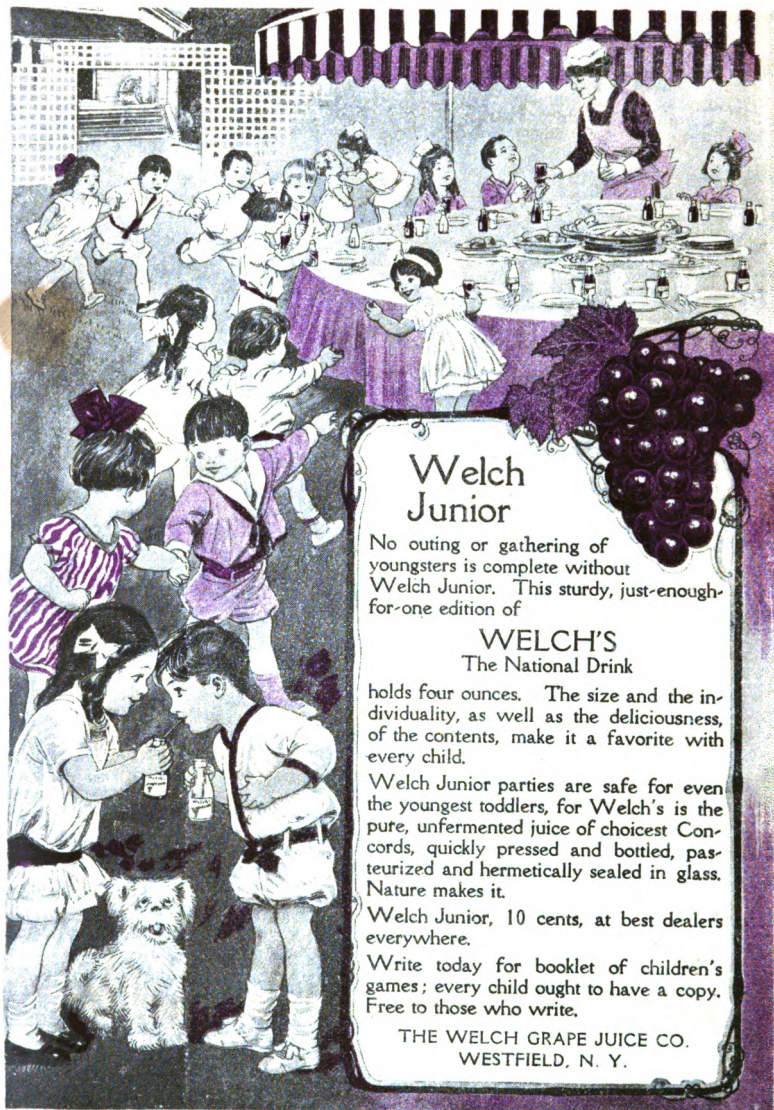
Welch Ways



*Marion Harland's
Ninety-Nine Selected Recipes*

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Welch Junior

No outing or gathering of youngsters is complete without Welch Junior. This sturdy, just-enough-for-one edition of

WELCH'S The National Drink

holds four ounces. The size and the individuality, as well as the deliciousness, of the contents, make it a favorite with every child.

Welch Junior parties are safe for even the youngest toddlers, for Welch's is the pure, unfermented juice of choicest Concord, quickly pressed and bottled, pasteurized and hermetically sealed in glass. Nature makes it.

Welch Junior, 10 cents, at best dealers everywhere.

Write today for booklet of children's games; every child ought to have a copy. Free to those who write.

THE WELCH GRAPE JUICE CO.
WESTFIELD, N. Y.



Introduction

EVERY nation and tribe has its favorite refreshing stimulant, and the use or abuse of this national drink has a marked effect upon the health and character of the people.

The hospitable and convivially inclined human creature craves something more tempting to the palate than water. That this craving has led men and nations astray is evident to every student of history.

He who produces a beverage that not only "tastes good," but which is wholesome and refreshing, and secures a wide-spread use of this beverage, is a public benefactor.

It has been left for the United States, the youngest of the great nations, to supply a new national drink—a product of the vine—with all the health-giving qualities of the grape unchanged.

We answer the time-old demands of hospitality and satisfy the human desire for conviviality when we provide a beverage that appeals alike to palate and poetical fancy as the fruit of the vine has ever appealed to mankind.

Indeed, the unfermented juice of grapes is not a modern invention, for we read in the story of Joseph how the butler said, "I took the grapes, and pressed them into Pharaoh's cup, and I gave the cup into Pharaoh's hand."

What Dr. Welch has done was to take the freshly expressed juice of the grape, and by applying the discoveries of Pasteur, to destroy the "ferments" by heat, hermetically seal the liquid in glass and make available "unfermented wine" (as it was first called) at any time and

anywhere. Chemicals and preservatives are eliminated. Nothing is added; all that is of value is retained.

That was in 1869. Some years were required to perfect the process. Experiments proved that the Concord, a grape propagated by Ephraim Bull, of Concord, Massachusetts, made the most satisfactory grape juice. The Concord has just the right balance of acid and sweet. It does not cloy. Most grapes that are used for wine make an insipid juice.

There has always been an ideal connected with the idea that made grape juice a commercial possibility. "Welch Quality" begins with the grapes and is maintained through to the finished product. It is this strict adherence to quality that has made possible "The National Drink."

For almost fifty years I have reckoned it a prideful privilege that I have been allowed to hold a brief for the American housewife. All that I do or learn in the sphere in which we are yokefellows is hers as truly as it is mine. In the investigations which have brought to me faith in the feasibility of adding the pure juice of the grape to her store of household treasures, I have wrought patiently and hopefully, with her ever in my mind.

Welch's Grape Juice is a food as well as a drink, and there are unlimited possibilities of its use in the home. The fact that young and old may safely partake will appeal to every mother.

The recipes which follow this talk have been collated and prepared with an intelligent eye to the uses that may be made of a product representing four decades of toilful research and conscientious endeavor to provide a way and a means toward "good cheer" that shall typify no "cheer" that is not "good."



Marian Harland



Beverages

Welch's Straight

Welch's "straight" iced and served with wafers is delightful for all occasions—formal and informal.

The Famous Welch Punch

Squeeze the juice of three lemons and one orange into one quart of water; add cup of sugar and one pint of Welch's. Serve cold.

Welch Punch No. 2

Make one quart of strong lemonade, allowing six lemons to the quart. If you wish to use the lemon peel, slice the lemons thin, without peeling; if you object to the flavor of the rind, pare the lemons down to the pulp before slicing. Place in a bowl, and pour over a heaping cupful of granulated sugar, lifting the pieces of lemon with a fork that the sugar may get to all parts of the fruit. Leave thus in a cool place for an hour. Press the lemon with the back of a spoon so as to extract all the juice, then pour in one quart of cold water and stir well.

To this lemonade add one pint of Welch's, set all in a pitcher in the ice for half an hour, and when ready to serve pour upon a block of ice in a punch bowl. Stir in a cupful of dice of pineapple, orange and banana, or the same quantity of strawberries or raspberries, mixed. If you wish to increase the quantity without using more grape-juice or lemonade, this may be done by adding a pint of plain or charged water just before serving.

Fruit Punch

Squeeze the juice of three lemons into a quart of water; add to this one cupful of sugar, one cupful of chopped pineapple, one large orange, crushed or minced to a pulp after peeling; one chopped banana; half a cupful of Maraschino cherries or of good preserved cherries and one quart of Welch's. Let all stand in a punch-bowl on a block of ice for fifteen or twenty minutes before serving.

Welch Ale

Place bottles of Welch's and good ginger ale on ice for several hours, having an equal quantity of each. Peel and slice thin one lemon and one orange, put these with a block of ice into a bowl, empty into this the bottles of Welch's and ginger ale, stir up well with ladle and serve.

Mint Punch

Select long-stemmed sprays of mint, pinch the stems between the thumb and finger until the bruised sprigs give out the utmost of their flavor, and thrust the stems into a deep pitcher half filled with ice. If preferred the sprays may be arranged in a punch-bowl with the ice upon them. Over these sprinkle a couple of tablespoonfuls of sugar, and let all stand for half an hour. Pour in a pint of Welch's, a pint of strong lemonade and a pint of plain or charged water, and serve.

Melon Punch

Cut out the fleshy part of two ripe canteloupes and crush them through a vegetable press. Add to them one cupful of Welch's and the juice of two lemons. After they have stood together for ten minutes, dilute with a quart of plain or charged water. Should sugar be required it may be added. Much depends upon the sweetness and the flavor of the melons.

Pineapple Punch

Boil one cupful of sugar with two cupfuls of water for five minutes; cool and put with it half a good-sized pineapple, shredded fine, with all the juice which flows from it, or half the contents of a can of pineapple, chopped fine, and all the liquor in the can. Add the juice of two lemons, one pint of water, either plain or charged, and one pint of Welch's. Chill by setting the pitcher containing it on ice, by turning it upon a block of ice in a punch-bowl, or by pouring it into glasses half filled with cracked ice.





The Famous Welch Punch

Welch Grape Cup

Chill Welch's thoroughly by setting the bottles on ice for several hours. Chop together one cupful of pineapple; two large oranges, peeled and seeded, the seeded pulp of one lemon; and one cup of strawberries, ripe or preserved. Slice two bananas fine and dice them. Put all together into a punch-bowl, with one cupful of sugar; pour a quart of Welch's upon them and one quart of plain or charged water, add a block of ice, and after the cup has stood for fifteen minutes stir it up well from the bottom and serve.

Peach Punch

Peel, stone and mash soft one quart of dead ripe peaches. To this pulp add a cupful of sugar and the juice of three lemons; stir in one pint of Welch's; put into a punch bowl with a block of ice, and after ten minutes turn in a quart of charged water, which has been well chilled in advance. Stir up well from the bottom, and ladle out a little of the fruit pulp with each glassful of the punch.

Welch Hi-Ball

Fill eight-ounce glass half full of Welch's; add cube of ice and plain or charged water. This tart-sweet drink is especially appreciated by men. Sugar may be added.

Welch Rickey

Fill ten-ounce glass half full of Welch's; add juice of one lime, shaved ice, teaspoonful of sugar and charged water.

Strawberry Punch

Hull, cleanse and crush a quart of ripe strawberries, preserving all the juice. Proceed exactly as with the Peach Punch. To this pulp add a cupful of sugar and the juice of three lemons; stir in one pint of Welch's; put into a punch-bowl with a block of ice, and after ten minutes turn in a quart of plain or charged water, which has been well chilled in advance. Stir up well from the bottom, and ladle out a little of the fruit pulp with each glassful of the punch.

Welch-Ade

This is to be made in separate glasses. Into each put two Maraschino cherries, halved, over which put a scant tablespoonful of finely chopped ice, followed by a teaspoonful of minced pineapple and more ice. Into this is to be poured lemonade and Welch's in equal parts, filling the glasses. On top of each are to be scattered a few finely minced Maraschino cherries.

Welch Limeade

Squeeze the juice of two good-sized limes into a pitcher, and put with them two tablespoonfuls of sugar. Add to this one-half cup of Welch's and a pint of charged water. Pour into glasses half filled with cracked ice.

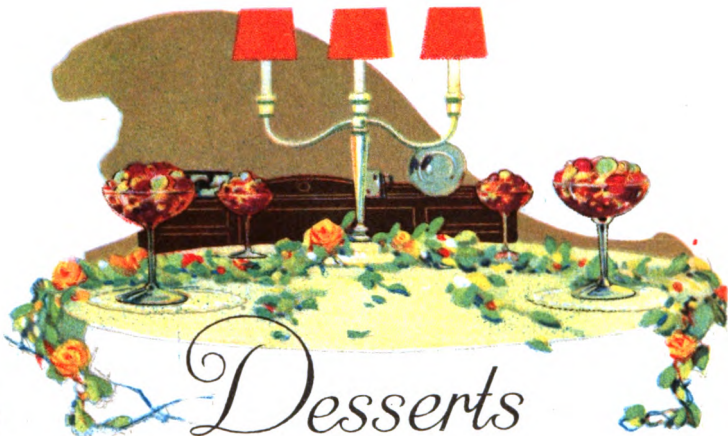
Tea Punch

Make an infusion of tea with four teaspoonfuls of good Ceylon tea upon which pour a quart of boiling water. After this has stood closely covered for five minutes stir it up from the bottom and strain. When the tea is cold pour it over a block of ice in a punch bowl, add five tablespoonfuls of granulated sugar and the juice of three lemons; last of all turn in three cupfuls of chilled Welch's. If you like you may adorn this by the addition of fruit dice or berries or mint leaves.



Cider Punch

Mix two cupfuls of sugar with half a cupful of clear lemon juice; put with this one quart of Welch's and one quart of sweet cider. Stir well, pour into a pitcher half filled with cracked ice. When the mixture is well chilled turn out into glasses.



Desserts

Fruit Cocktails

Cut into neat cubes two medium grape fruit, two large oranges, two bananas; remove all of the white skin from the two former and the stringy inner rind from the last. Put with these half a cupful of diced pineapple, or the same quantity of Malaga grapes, peeled and seeded; or twenty Maraschino cherries cut in half. All the fruit should be thoroughly chilled. Just before serving add half a cupful of fine sugar, arrange in fruit cocktail glasses, and pour into each a full tablespoonful of Welch's.

Marshmallow Whip

Cut quarter of a pound of fresh marshmallows into small pieces, pour half a cupful of Welch's over them and let them soak in this for two hours. Whip half a pint of cream stiff, beat the marshmallows into it with half a cupful of nut kernels chopped fine, and one tablespoonful of powdered sugar. Serve very cold, in sherbet glasses. Pass small cakes with them. Or you may turn the whip out on slices of cake arranged in a dish.

Luncheon Grape Fruit

Have the grape fruit thoroughly chilled; cut each in half, remove center and seeds, loosen the pulp from the sides, put in one teaspoonful of fine sugar and one tablespoonful of Welch's. Keep grape-juice on ice for a couple of hours before using. Serve the halved grape fruit for a first course at luncheon or dinner.

Watermelon Cocktails

Select a melon that is fully ripe; cut the pulp into small cubes, taking out the seeds. Heap the melon in fruit cocktail glasses, sprinkle the contents of each glass with a teaspoonful of powdered sugar and add one tablespoonful of Welch's, very cold. This cocktail will not be good if the glasses and all the ingredients are not thoroughly chilled.

Neapolitan Welch—Jell-O

Dissolve one-half package of Lemon Jell-O in one cup of boiling water and the other half in one cup of heated Welch's. Pour half of the first into a square or oblong mold or basin, and set in a cold place to harden. Pour on half of the grape juice portion, next the rest of the plain Jell-O, and then the remainder of the grape juice part, being sure each time that the jelly in the mold is set and that the jelly poured upon it is cold and will not melt it and run the colors together. Two or more of the layers may be varied at pleasure by beating either a part or all of the plain Jell-O or the Welch's half, materially changing the appearance of the layers, and giving an additional touch of piquancy to the flavors.

Welch's Grape Apple Compote No. 1

Core and peel half a dozen firm, tart apples. Lay them in a pudding dish, close together; put a teaspoonful of sugar in the opening left in each by the removal of the core; pour over them half a cupful of water, to keep them from scorching; cover closely, and bake slowly, or steam, until the apples are tender. Take from the stove, pour over them one cupful of Welch's, sprinkle with a couple of tablespoonfuls of sugar and the same quantity of chopped nuts. Set them aside to become cold, and serve with whipped cream.



Welch Grape Apple Compote No. 2

Prepare apples as in preceding recipe, using a sweet apple, and putting a teaspoonful of chopped nuts into the core opening, along with the sugar. Stick half a dozen slivers of blanched almond into the top of each apple and pour over them half a cupful of water and one cupful of Welch's. Cook as directed in preceding recipe until tender, and chill well before serving with whipped cream over and around them.



Welch Grape Whip

Moisten a teaspoonful of cornstarch with a little cold water and stir into one cupful of Welch's, which has been brought to a boil. Whip one cupful of cream very stiff and beat the whites of two eggs until they will stand alone. When the grape juice and cornstarch mixture is thoroughly cold, whip this into the whipped cream, add the whites of the eggs and serve at once, heaped on rounds of cake.

Concord Snow Pudding

Soak a package of gelatine in one cupful of cold water until soft, add the juice of one lemon, one cupful of sugar, and two cupfuls of Welch's, which has been heated just to the boil, and poured at once on the gelatine. Strain and set aside to cool. When it begins to form, whip the whites of four eggs very light, and then beat the half-formed jelly into this, a tablespoonful at a time, beating each installment hard until it is thoroughly incorporated with the eggs. Set aside until very cold, either in one large or several small molds. If the former is used, select one with a tube in the middle, and when the pudding is turned out, heap whipped cream in the opening and about the base of the form. Or a custard may be made of the yolks of the eggs, three cups of milk and half a cupful of sugar, and this served with the snow pudding.

Welch Grape Syllabus

Whip half a pint of cream very stiff, add the beaten whites of two eggs and one cupful of Welch's, adding this slowly and whipping hard. Sweeten with half a cupful of sugar, and serve in glasses or on cake.

Orange Dessert

Peel sweet oranges, removing the inner rind, cut into thin slices and arrange in a glass or silver fruit dish. Sprinkle lightly with powdered sugar, and just before serving, pour over the fruit one cupful of Welch's to which has been added a quarter teaspoonful of lemon juice. All ingredients to be ice cold. More sugar may be added at table.

Welch Grape Nut Whip

Blanch and chop fine half a cupful of shelled almonds. Whip one cupful of cream until stiff, mix with it the whites of two eggs beaten to a standing froth with one cupful of powdered sugar, stir in one cupful of Welch's and the chopped nuts, and serve at once. All the ingredients must be cold.

Baked Bananas with Welch's

Peel six bananas, cut them in two lengthwise and lay in a shallow pudding dish. Sprinkle over them half a cup of sugar and pour upon them two cupfuls of Welch's, to which has been added half a teaspoonful of lemon juice. Set the dish, closely covered, in a moderate oven and cook slowly for half an hour. By this time there should be a syrup about the bananas. These can be uncovered and browned lightly, and then served in the dish in which they were baked. They make an excellent dessert with whipped cream, or may be served as a vegetable with meat.

Frosted Grape Jelly

Soak half a box of gelatine in half a cup of cold water until soft; set this in an outer vessel of boiling water until the gelatine is entirely dissolved. Stir into it one cup of white sugar, still keeping the mixture in boiling water, and when all are well blended and smoothed, add two cupfuls of Welch's. Strain into a bowl upon the beaten whites of two eggs and turn into a mold. The whipped whites will rise to the surface of the jelly and produce a frosted effect. Leave the jelly on the ice or a very cold place until firm, and serve with whipped cream about it.



Welch Grape Apple Whip


Peel and grate two large apples. Beat the whites of two eggs stiff and whip into it one cupful of granulated sugar, then one cupful of Welch's, adding it gradually, next the grated apples. The mixture should be light and frothy and a very pretty color. Have all cold, and serve the dish quickly, before it has a chance to fall.

Grape Fruit Jelly

Soak a package of gelatine in half a cupful of cold water for long enough to soften it; pour upon it one cupful of sugar and stir into this one cupful of boiling water. Strain and set aside to cool, and just when it begins to stiffen a little, but has not really formed, mix into it two cupfuls of the pulp and juice of grape fruit and one cupful of Welch's. This may be formed in different ways. It may be turned into a jelly mold, or baskets may be made of the peeling of the halved grape fruit, or the jelly may be cut into dice after forming in a shallow pan, and these cubes heaped into cocktail glasses. It is good eaten with or without cream.

Charlotte Russe

Dissolve one heaping tablespoonful of gelatine in a little cold water, set the vessel containing it in boiling water and stir until the gelatine is dissolved. Whip two cupfuls of cream until stiff and beat into it half a cupful of Welch's, half a cupful of powdered sugar and the melted gelatine, while this is still warm. Line a brick-shaped mold with slices of sponge cake, or with lady-fingers, placing them so closely together that the edges touch, and pour the whipped cream mixture into this, smoothing it on the top and covering this with the cake. Set aside until cold, when it can be turned out on a flat dish and sliced.



Welch Grape Parfait
See Recipe Page 18

Violet Meringues

Boil without stirring one cupful of Welch's with two cupfuls of sugar until it will make a soft ball when a little is dropped from a spoon into cold water. Pour it then on the whipped white of an egg and beat until it is a standing meringue. Drop from a spoon on buttered paper or a well-buttered agate pan, and put aside to cool. This is very good served on cake with cream.

Welch Grape Marguerites

Pour one-half cup of Welch's into a small bowl and stir into it fine powdered sugar until it is stiff enough to spread. Add then half a cupful of chopped nut meats—English walnuts, hickory nuts, pecans, or blanched almonds. Spread the mixture on whole wheat crackers or similar rather crisp and delicate crackers, and set aside in a cool place for an hour until the frosting on top hardens. These are excellent to serve with cream cheese, or with afternoon tea, cocoa or chocolate.

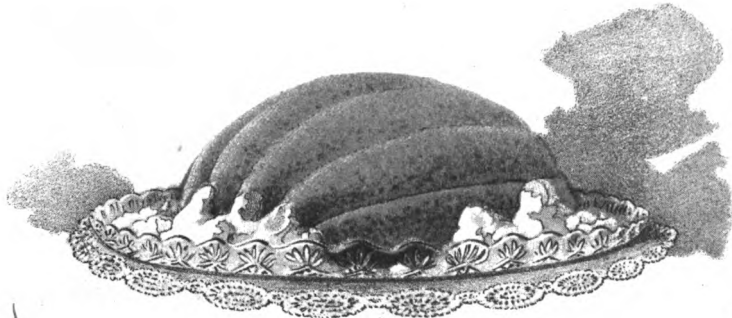
Welch's Grape Paste

Dissolve one package of orange Jell-O in one-half cup of boiling water. Make a syrup of one pound of granulated sugar and one-half cup of water by bringing to the boiling point slowly and then boiling slowly for ten minutes, being very careful, in order to prevent burning, to see that the sugar is dissolved before nearing the boiling point. Then take from the fire and add the Jell-O, one cup of Welch's, and the grated rind of one-half orange. Nut meats may be added. Rinse the pan in cold water and pour the mixture through a sieve into it to a depth of about one inch. Let stand in a cold place until set. Cut in cubes and roll in confectioner's sugar.

Welch Grape Jelly No. 1

Soak one package of gelatine in half a cup of cold water until soft; pour upon it one cupful of boiling water and dissolve. Stir in one cupful of sugar, and set aside to cool. When chilled, but before it begins to form, put in two cupfuls of Welch's, the juice of two lemons and one orange, stir through the jelly two bananas, cut into thin slices, half a cupful of pineapple dice and half as many Maraschino cherries. In berry time half a cupful of raspberries or strawberries may be used instead of the cherries. Set to form in a mold rinsed out with cold water.





Welch Grape Mousse

Whip stiff one pint of cream, sweetening it as you whip it with three-quarters of a cup of powdered sugar. When the cream is stiff and firm, fold in half a cupful of Welch's, pack the mixture in a mold in ice and salt, cover this closely, and let it stand for three or four hours.

Figs in Grape Juice

Wash carefully a pound of pulled figs. The ordinary layer figs will not answer for this purpose. Put them over the fire, after draining from them the water in which they were washed, two cups of Welch's and half a cupful of sugar. Stew gently until tender, take out the figs, and simmer the syrup until it thickens. Add to it half a teaspoonful of lemon juice and pour over the figs. Serve very cold and cover with whipped cream.

Mulled Grape Juice

Wash and pick over one cupful of seedless raisins; set over the fire with two cupfuls of cold water and four sticks of cinnamon; simmer very slowly, never reaching a hard boil, for three quarters-of an hour. Add to them one quart of Welch's and let this become scalding hot, take from the fire, add the juice of a lemon, and serve hot.

Concord Tapioca Pudding

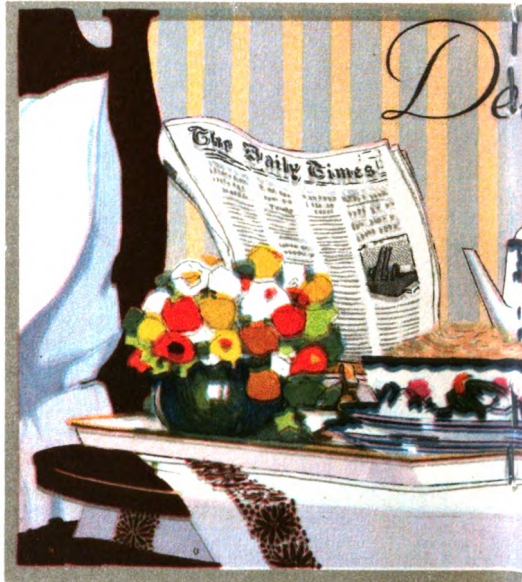
Soak half a cupful of pearl tapioca over night in one cupful of Welch's. Put over the fire in a double boiler, with one cup of sweet milk, and simmer until the pearls are clear. Add one cupful of sugar, the yolks of four eggs, well beaten, and half a cupful of cream. Turn into a buttered pudding-dish, bake until firm, draw to the door of the oven and cover with a meringue made from the whites of the eggs and three tablespoonfuls of powdered sugar; brown lightly, and take from the oven. Eat either hot or cold, with pudding sauce or cream.

Concord Parfait

Whip one cupful of cream stiff, beat in one tablespoonful of powdered sugar and two tablespoonfuls of Welch's. Put in a small mold, pack in crushed ice and salt for three hours, then turn out on a flat dish.

Molded Rice

Wash a tablespoonful of rice, put in a double boiler with enough water to cover it, and cook five minutes. Drain off any water that has not been absorbed; add half cupful of Welch's and cook until rice is tender and all the grape juice has been taken up. Add a quarter teaspoonful of gelatine which has been soaked in a tablespoonful of cold water and dissolved by setting the cup with the gelatine in an outer vessel of boiling water; stir in a scant tablespoonful of sugar, and turn into a small mold to form. Eat cold with cream.

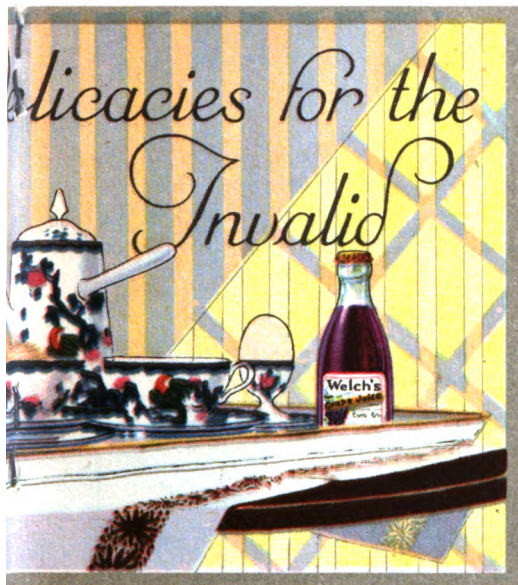


Olive Oil and Welch's Grape Juice

The taste of olive oil may be pleasantly disguised for those who are obliged to take it as a medicine, by pouring into an ordinary drinking glass an ounce of the grape juice. The olive oil is then turned in gently on this; another ounce of grape juice added, and the draft taken at once. The flavor of the grape juice comes first and last, and the taste of the oil is not noticeable.

Egg-Nogg

Beat separately the white and yolk of an egg. Stir a heaping teaspoonful of sugar and a tablespoonful of Welch's into the yolk; pour into tall glass, add the whipped white and fill glass with unskimmed milk. Serve cold with light cakes or thin bread and butter.



Golden Slipper

Break an egg into a small tumbler, taking pains that the white and the yolk remain separate. Pour upon the egg enough Welch's almost to fill the glass. The contents of the tumbler should then be swallowed quickly — not sipped. This is a strengthening mixture, and may be taken two or three times a day by those who desire a maximum of nourishment with a minimum of strain upon the digestion. Semi-invalids and convalescents will find this an excellent method of securing nutrition.

Welch Tapioca Cream

Soak one tablespoonful of pearl tapioca until soft in enough cold water to cover it. This will require several hours. Put it into a double boiler with a cupful of water and cook until the pearls are clear; drain off the water and stir in half a pint of Welch's, heated, one tablespoonful of sugar, and cook ten minutes longer. Serve with cream, when cold.

Frozen Desserts



Welch Grape Ice Cream

Soak two tablespoonfuls of gelatine for half an hour in one cupful of cold water; stir into it the juice of two lemons and two cupfuls of granulated sugar. Heat a pint of Welch's to the boil and pour on the gelatine; stir until dissolved and put into the freezer. As soon as it shows signs of freezing, mix with it one pint of cream, whipped, and the beaten whites of two eggs. This may be served in glasses and garnished with whipped cream, candied mint or rose leaves or chopped Maraschino cherries.

Welch Grape Frappe No. 1

Mix one cupful of sugar with three cupfuls of boiling water and cook together for five minutes. After the sugar is dissolved and the boil is resumed, set aside to cool; put with it half a pint of Welch's and half a pint of cream whipped stiff. Freeze and serve in glasses. Garnish with candied or Maraschino cherry.

Concord Frozen Peaches

Select peaches which are fully ripe. Peel, stone and crush them. Allow to four cupfuls of the peach pulp two cupfuls of sugar, the juice of one lemon and two cupfuls of Welch's, and freeze as you would sherbet. Serve in glasses with a teaspoonful of whipped cream on top of each.

Raisin Ice Cream

Pour over one cupful of cleaned Sultana or seedless raisins one cup of Welch's and let them stand covered in this for several hours. Soak one tablespoonful of gelatine in cold water and set the cup containing it in boiling water until the gelatine is dissolved. Whip one pint of cream stiff, fold the gelatine into it, and sweeten to taste; mix in the raisins and grape-juice and put into a mold. Pack down in ice, salt and let it stand for several hours. It does not need to be turned.

Frozen Fruit Cocktails

Peel, seed and chop three large oranges; shred or chop one fresh pineapple or a can of the fruit; peel and mince three fine bananas. Pour over all one cupful of Welch's, sweeten the mixture to taste, and turn into a freezer. The fruit must not be frozen too hard, but it should be well chilled and partially congealed. Serve in fruit cocktail glasses, with or without whipped cream on top.

Welch Grape Water Ice

Boil one quart of water and one pound of granulated sugar for five minutes without stirring after the boil is reached. Add to this two cupfuls of Welch's, the juice of two oranges and of two lemons, and the grated peel of one of each fruit. Turn into a freezer and freeze slowly.

Pineapple Sherbet

Soak a tablespoonful of gelatine in two tablespoonfuls of cold water and pour over this one pint of boiling water. Set aside until cold. Add to it one cupful of sugar, one can of chopped or shredded pineapple, and half a pint of Welch's. Freeze. Serve in sherbet glasses.

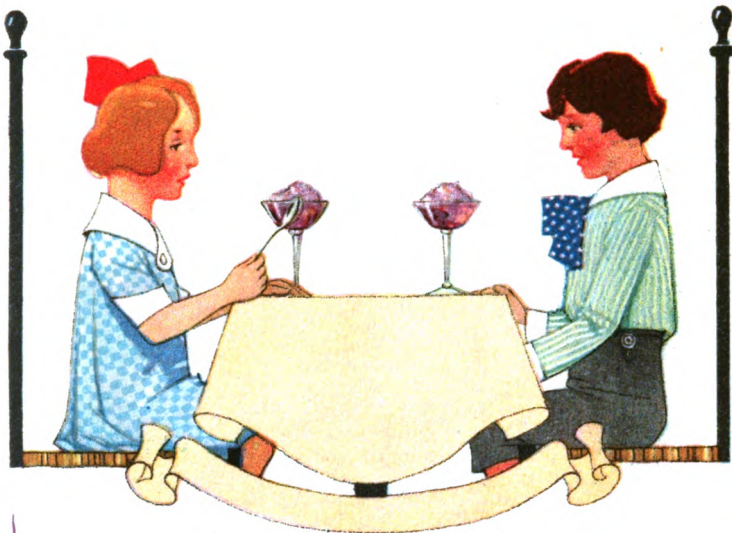
Violet Ice Cream

Whip stiff two cupfuls of cream and put it to one side. Heat to scalding in a double boiler one cupful of milk, one cupful of cream and any of the cream which may have dripped away at the time of the whipping, with one cupful of granulated sugar. Set this in a cold place; when chilled put into a freezer, and as soon as it is half frozen, add the whipped cream and one cupful of Welch's grape juice. Continue the turning of the freezer until the cream is so stiff that the dasher will not move; then pack the cream and let it stand two hours before serving. This dish is very pretty if served in small glasses and decorated with candied violets.

Welch Sundaes

Prepare a frozen cream by the preceding recipe, and when firm turn the cream by the spoonful into fruit cocktail glasses. Have ready a sauce made by boiling one cup of Welch's with half a cup of granulated sugar. This may be poured over the ice cream in the glasses, either hot or cold.





Welch Grape Parfait No. 1

Put one cup of sugar over the fire with half a cup of Welch's, bring to a boil and cook until it will spin a thread from the tip of the spoon. Have ready the yolks of three eggs, beaten well, pour the grape-juice syrup upon it, and add two cups of whipped cream. Turn into a mold, pack in ice, salt, and leave for three hours.

Welch Grape Parfait No. 2

Add one cupful of powdered sugar to one quart of light cream and stir in one cupful of nut kernels chopped fine. Mix one cupful of sugar with one quart of Welch's, add to the sweetened cream, pour all into the freezer, turn until the mixture begins to stiffen, add the beaten whites of two eggs, freeze firm, pack and let stand for two hours before serving.

Welch Grape Parfait No. 3

Dry and crush one cup of macaroons, put with them one cupful of English walnut kernels which have been toasted and ground, a quarter cupful of sugar, and one cupful of Welch's; stir in one pint of heavy cream, whipped stiff. Pack in a mold and let freeze without turning for several hours.

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Frozen Pudding No. 1

Stir two cupfuls of sugar into two cupfuls of Welch's; add a pinch of salt, one cupful of nut kernels, chopped fine, one cupful of seedless raisins, four eggs beaten light, the yolks and the white separately, and one cup of cream whipped stiff. Turn into a freezer and freeze by turning until firm.

Frozen Pudding No. 2

Cut into small pieces a quarter pound of candied pineapple and the same amount of candied cherries; mince the contents of one small jar of marrons glacés, moistening them with the liquor in the jar. Crush twenty macaroons with a rolling pin, seed half a cupful of raisins or cleanse an equal quantity of Sultana raisins. Mix all these ingredients together; pour over them one cupful of Welch's. The macaroons should absorb all the grape juice which is not taken up by the fruit. Whip half a pint of cream stiff, turn the fruit into it and put all into a mold. Pack and freeze without turning for three hours.

Welch Grape Juice Mousse

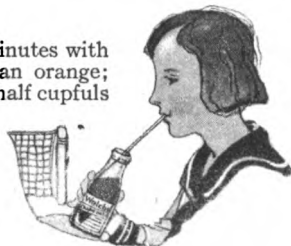
Cook half cupful sugar in one cupful Welch's; add tablespoonful gelatine soaked in quarter cupful Welch's; strain and cool. Put with three cups of whipped cream and freeze without stirring.

Fruit Water Ice

Put one and a half pints of water and two cups of granulated sugar together over the fire, bring to a boil and cook for five minutes without stirring. Take from the fire and cool. Grate the rind of one orange and one lemon and squeeze the juice of two oranges and two lemons upon them; put these with the syrup and add to it half a tablespoonful of gelatine which has been soaked in a half cupful of cold water and then dissolved by the addition of half a cupful of boiling water. Stir in one pint of Welch's and two bananas which have been peeled and chopped to a fine pulp. Beat all well together and freeze. This water ice may be served in a single mold or dipped from the freezer into sherbet glasses.

Fruit Surprise

Boil three cupfuls of water for ten minutes with the peel of half a lemon and of half an orange; take these out and turn in two and a half cupfuls of sugar; bring to a boil and cook for five minutes. Set aside to cool, add the juice of two lemons and of one large orange, one cupful of shredded pineapple and one cupful of Welch's; stir in the unbeaten whites of four eggs; freeze.





Welch Grape
Sherbet

Violet Meringue
Glacé

Fruit Sherbet

Put together one cupful of canned or fresh peaches, chopped, half a cupful of pineapple, minced, half a cupful of Malaga grapes, peeled and seeded, half a cupful of Maraschino cherries, minced; two cupfuls of white sugar and two cupfuls of Welch's. Set in cool place for an hour, add the juice of two lemons and freeze. When served in sherbet glasses put a teaspoonful of whipped cream on top of each glass.

Welch Grape Sherbet

Welch's, one and one-half pints; water, two pints; sugar, one and one-half pounds; juice of three lemons. Freeze medium stiff. Beat thoroughly the whites of two eggs and two tablespoonfuls of powdered sugar, then stir the froth into sherbet. Freeze; remove the dasher and stand aside for an hour or so; pack well. The best mixture for all freezing is four parts of ice to one part of coarse salt.

Welch Grape Sherbet No. 2

Heat one pint of water to boiling, stir into it two cupfuls of granulated sugar, and when dissolved add a stick of cinnamon and half a cupful of pineapple and lemon juice in equal parts. If the pineapple is not easily obtained, substitute orange juice. Boil all together for five minutes, set the mixture aside to cool, and add to it three cupfuls of Welch's and freeze. Serve in fruit cocktail glasses.

Welch Grape Sherbet No. 3

Stir two cupfuls of granulated sugar into a quart of Welch's until dissolved; add the juice of one lemon. Scald a quart of milk, without coming to actual boil; when cool, mix with the sweetened Welch's and freeze.

Tea Sherbet

Make half a pint of Ceylon tea; after five minutes standing, drain off the tea and put it aside until cold. Add one pint of Welch's, half a cupful of white sugar, and turn into a freezer. When half frozen put in a dozen quartered Maraschino cherries, and continue to freeze until the mixture is so stiff that the dasher will not turn. Pack for an hour before using, and serve in fruit cocktail glasses, with a Maraschino cherry and whipped cream on top of each.

Fruit Ice Cream

Crush half a pound of macaroons or put them through a meat-grinder. Chop fine one cupful each of crystallized cherries and candied pineapple and quarter of a cupful of crystallized ginger. Dissolve two cupfuls of sugar in one quart of cream, put into the freezer until the mixture begins to stiffen; add the macaroons and candied fruit and half a pint of Welch's. Freeze and serve with whipped cream about the form in the dish in which the ice cream is sent to table.

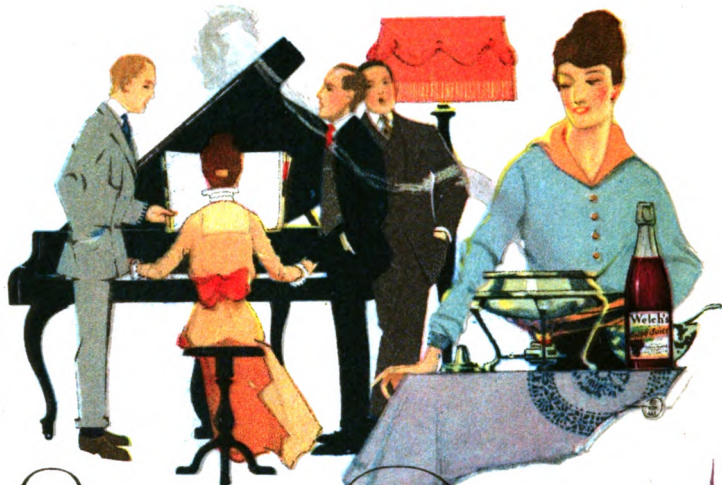
Welch Grape Frappé No. 2

Squeeze the juice of three lemons into a quart of water which has been boiled for five minutes with two cupfuls of granulated sugar. When cold add half a pint of Welch's and turn into freezer. When the mixture begins to harden a little, put with it a pint each of milk and of cream, and freeze to a medium consistency.

Violet Meringue Glacé

Heat a pint of cream to scalding in a double boiler, stir into it one cupful of sugar, and when this is dissolved, take the vessel from the fire and cool. Add a pint of uncooked cream and two cupfuls of Welch's. Turn into a freezer and freeze. Have ready the meringue shells, divide them in half, put a large spoonful of the violet tinted cream between the two halves and serve one whole shell to each person. Half of the shell may be used, the cream heaped upon this, and garnished with whipped cream and candied violets.





Something Different

A Welch Welsh Rarebit

One pound of dairy cheese, cut or shaved into small pieces, or grated. When grated it melts more quickly. Put it over the fire in a saucepan with a heaping tablespoonful of butter and two tablespoonfuls of boiling water and cook until soft and creamy. Add to it then one half cup of Welch's and a dash of paprika, and stir until bubbling hot. Have ready the yolks of two eggs, well beaten; dip out a little of the boiling cheese and stir into the eggs; add these to the rest of the mixture over the fire and cook for two minutes more—no longer. Have ready toast or hot crackers, turn the rarebit out on this and serve.

Welch Cream Cheese Sandwiches

Work into a Philadelphia or Neufchatel cream cheese quarter of a teaspoonful of salt and enough Welch's to make a mixture which will spread easily. Add to it half a cupful of nut-meats chopped fine, and spread the compound on thin slices of Graham, whole wheat or Boston brown bread. Double for sandwiches. Delicious with afternoon tea or with Welch drinks of any sort.

Welch Grape Toast

Toast slices of white bread a delicate brown, first trimming the crust. Lay the slices in a shallow dish and pour upon them slowly as much of Welch's as the toast will absorb. It must be moist through, but not mushy. When all the bread has been used, set the dish aside in a cool place. Serve with sugar and cream. Or beat the white of an egg light with half a cupful of sugar, spread this over the bread after Welch's has been poured upon it, and set it in the oven until the meringue is delicately colored; then set aside to cool. In either case it may be eaten with cream or sugar or a hot liquid sauce made by stirring one tablespoonful of butter and two of sugar into a cupful of boiling water and flavoring with the juice of a lemon.

Welch Grape Cake

Prepare a good cup cake or white cake and bake it in layers. Prepare a filling by working into four tablespoonfuls of Welch's enough powdered sugar to make a mixture which will spread easily. Stir into this two tablespoonfuls of chopped nut meats and cover the layers of the cake with this, adding a little more sugar to the top layer. Or two cups of sugar may be cooked in half a cup of Welch's until it spins a thread; it may then be poured on the beaten whites of three eggs and whipped until stiff and almost cold. This may be spread between the layers of the cake and on top. It also makes a good covering for a loaf cake.

Welch Grape Pie

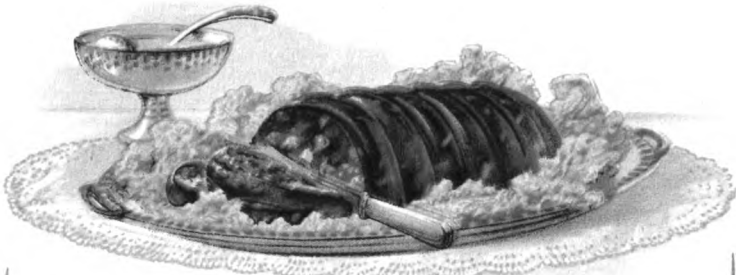
Mix a cup and a half of Welch's with half a cup of sugar; put it over the fire in a double boiler. When hot add to it a tablespoonful of butter, two teaspoonfuls of lemon juice and a heaping tablespoonful of cornstarch moistened to a fluid with a little Welch's; cook, stirring constantly, until the mixture thickens. Dip out a little of it and mix with the well-beaten yolks of two eggs; return to the double boiler and cook for five minutes longer. Pour the mixture into a pie-plate lined with a good light crust, bake in a steady oven until the custard is set; spread the top with a meringue made of the whites of the two eggs beaten light with two tablespoonfuls of powdered sugar, brown lightly, and take from the oven. Serve cold.

Welch Grape Pie No. 2

Whip one cupful of cream light with one tablespoonful of sugar; add to it the white of one egg beaten stiff, and two tablespoonfuls of Welch's. Put this in by degrees, have



ready a pie-plate lined with baked crust or patty shells, fill the crust with the whipped mixture, garnish with candied violets or chopped nut meats, and serve at once before the pastry has become softened by the cream.



Welch's Fruit Salad

Pour one cupful of cold water upon two ounces of instantaneous gelatine and soak for five minutes. Heat one quart of Welch's to boiling, turn it over the soaked gelatine and stir until dissolved. Add the juice of one lemon, quarter of a cupful of juice from Hawaiian canned pineapple, and set the mixture away until it begins to form. Cut three slices of canned pineapple, one large sweet orange, and a dozen and a half Maraschino cherries into small pieces, putting with the liquid jelly any juice which may flow from the fruit in cutting. When the jelly begins to form and is stiff enough to prevent the fruit from sinking to the bottom of the mold, stir in the diced fruit, pour the jelly into a melon-shaped mold which has been rinsed out in cold water, and set it where it will become firm. Turn the form out on lettuce leaves arranged on a flat platter, and cut the jelly in slices. This may be served as a salad with French or mayonnaise dressing, or as a dessert with plain or whipped cream. If used as a sweet the lettuce may be omitted.

Concord Trifle

Heat four cupfuls of milk in a double boiler, add to it one tablespoonful of cornstarch dissolved in three tablespoonfuls of cold milk, and pour part of the hot mixture on four eggs beaten light, with one cupful of sugar; return to the fire and cook for five minutes or until the custard is creamy. Arrange slices of stale cake in a glass dish, pour over them one cupful of Welch's, and when this has been absorbed, turn the custard upon the cake. Whip one cupful of cream light, heap it on the custard and serve. If you choose you can garnish the dish with candied violets, dots of jelly, or strips of candied fruits.

Pudding Sauce

Heat one cup of Welch's to boiling, add to it one teaspoonful of arrowroot or cornstarch which has been mixed soft with a little cold grape juice, stir until the sauce thickens, put in two tablespoonfuls of sugar, and use as a sauce for puddings. It may also be improved by the addition of half a glass of grape jelly heated with it.



Salads



Mixed Fruit Salad

Peel and slice one medium-sized pineapple, digging out the eyes and cutting the fruit into dice; peel and divide into lobes three large sweet oranges; remove the skin and strings from three bananas and slice. Line a shallow dish with crisp lettuce leaves, mix the fruit and heap on the lettuce, strew over all a dozen Maraschino cherries chopped fine, and pour upon the fruit half a pint of Welch's, thoroughly chilled. Set the dish on the ice for ten minutes and serve.

Grape Fruit and Grape Salad

Peel and quarter a fine large grape fruit, removing every particle of the bitter white inner skin. Peel and seed Malaga grapes until there is a quarter as much bulk of these as of the grape fruit. Set aside covered on ice until very cold; pour over them two tablespoonfuls of Welch's and the same quantity of French dressing, consisting of three parts of salad oil and one of lemon juice and half a saltspoonful of salt.

Grape Fruit Salad In Baskets

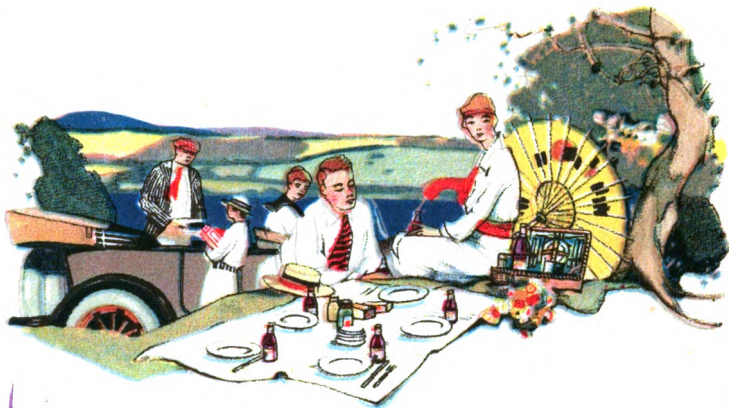
Cut and prepare grapefruit as instructed to do with oranges, strewing a few chopped Maraschino cherries on top of each basket before serving. Dress with Welch's and sugar as directed above.

Orange and Banana Salad In Baskets

Prepare according to preceding recipe, adding to the orange pulp half as much bananas cut into dice. Dress with Welch's and sugar as directed above.

Pineapple and Cream Cheese Salad No. 1

Peel and slice ripe pineapple or procure the canned pineapple. The latter suits the purpose better. Arrange the salad on individual plates by laying a slice of the pineapple on leaves of hearts of lettuce. On the hole in the center of the slice put a cream cheese ball about the size of an English walnut, first working cream and butter in the cheese as instructed in Grape Fruit and Cream Cheese Salad. Pour a tablespoonful of Welch's over the pineapple and then a tablespoonful of French dressing, made by proportions already given, always using lemon juice instead of vinegar.



Pineapple and Cream Cheese Salad No. 2

Prepare the pineapple as just directed, but instead of working cream into the cream cheese use enough Welch's to soften it to the consistency where it can be made into balls with the hands or the butter paddles. Add Welch's cautiously, so as not to make the mixture too soft to handle. The grape-juice will make the cheese a very pretty color. The balls can be placed on the pineapple, the grape juice and French dressing put over all.

Pineapple and Cream Cheese Salad No. 3

Mix the cream cheese and the Welch's as in the preceding recipes, and make into rather small balls. Cut the pineapple into dice, or tear it into shreds with a fork, and heap the fruit and the cheese in attractive piles on lettuce leaves arranged on individual plates. Use a dressing of Welch's and of French dressing as already given.

Banana and Pineapple Salad

Peel pineapple and cut it into dice or shred it; peel and slice bananas and mingle with the pineapple; heap on hearts of lettuce leaves, and either moisten first with a few tablespoonfuls of Welch's and follow with a French dressing, or use a dressing made of grape juice and oil as just directed.

Grape Fruit and Cream Cheese Salad

Prepare the grape fruit as directed above and mix with it Philadelphia cream cheese worked to a paste with a little sweet cream and butter and formed into balls with butter paddles. Use the same dressing of Welch's and French dressing given in preceding recipe.

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Banana and Peanut Salad

Select ripe bananas of uniform size, peel them and remove all strings and inner skin. Have ready shelled peanuts which have been toasted brown and then crushed with a rolling pin. Roll the bananas in these nuts until thickly coated; then place each banana on selected crisp lettuce leaves. Prepare a dressing by stirring together equal parts of olive oil and Welch's, adding a trifle of salt and beating until the mixture is smoothly blended. Pour this over and around the salad just before it goes to table.

Orange Salad In Baskets

Select large, firm oranges with smooth skins and cut them like baskets, dividing the peeling in half with the exception of a strip which is to serve as a handle for the basket. Scoop out the fruit, taking pains not to break the outer skin. Remove the skins, cut the pulp into neat pieces, mingle with it a tablespoonful of Welch's and a teaspoonful of sugar for the pulp of each orange, and put the fruit back into the skins. Set each basket on a fine lettuce leaf and serve. The handle of the basket may be decorated with a flower or two, caught on with a bit of ribbon or a silver cord.

Jellied Fruit Salad

Soak two tablespoonfuls gelatine in enough cold water to cover it; heat two cupfuls of Welch's to boiling, add one cup of boiling water; pour upon the gelatine and stir until dissolved with half a cupful of white sugar and the juice of one small lemon. When the jelly has begun to form, mix into a half a cupful of white grapes, skinned and seeded; one banana, peeled and diced, and half a cupful of shredded or chopped pineapple. The jelly may then be set to form in one large mold which has been rinsed out with cold water, or in a number of small molds. When firm and cold it is to be turned out on lettuce leaves. With this may be served a mayonnaise or a French dressing.

Cream Cheese and Nut Salad

Soften cream cheese with Welch's until of a consistency to be made into balls; form these about half the size of an English walnut. Put the perfect half-kernel of an English walnut on either side of each cheese ball, so that they resemble cream walnut bonbons. Place two or three balls on a crisp heart of lettuce leaf and serve with French dressing made with Welch's instead of lemon juice. Should a more acid dressing be required a few drops of lemon juice may be added.





*Pineapple
and Cream
Cheese Salad*

*See Recipe
Page 25*

Jellied Nut and Fruit Salad

Prepare the jelly by the preceding recipe and put into it instead of the fresh fruits there directed, half a cup of blanched almonds cut into thin slivers, or of pine nuts, or of English walnuts, blanched and chopped; half a cupful of stewed prunes which have been stoned and chopped, and half a cupful of pulled figs which have been stewed gently for ten minutes, then drained and chopped. Proceed as with Jellied Fruit Salad.

Peach or Pear Salad

Canned peaches or pears may be used, selecting a good quality. Cut the fruit into slices or dice, after draining the juice from them; arrange on crisp lettuce leaves, pour over them enough Welch's to flavor them adequately, and follow this with French dressing in the same proportions.

Cream Cheese and Nut Salad No. 2

Prepare the cheese as above directed and mix with it half as great a quantity of chopped English walnuts, pecans, hickory nuts, or roasted peanuts. When the nuts and the cheese are well mingled, make into balls as in preceding recipe, and serve on lettuce with either of the dressings given.

Grape Juice Fruit Salad

Dissolve one package of Lemon Jell-O in one cup of boiling water and add one cup of Welch's. When it is cold, but not quite set, add one-half pound of grapes, which have been cut in halves and seeded, two bananas cut fine, two peeled oranges cut into small bits, one-fourth cup of blanched and chopped almonds, and one-fourth cup of sugar. Mix well and set on ice to harden. Serve as cold as possible.



Quart

Pint

Half-Pint

Junior

Four Serviceable Sizes

Welch's is the pure unfermented juice of choicest Concord's: nothing is added, all the health-giving qualities of the fresh grapes are retained. It keeps indefinitely while sealed. Because it is pure and contains no chemicals, it will keep sweet but a few days after opening, and must then be kept cold.

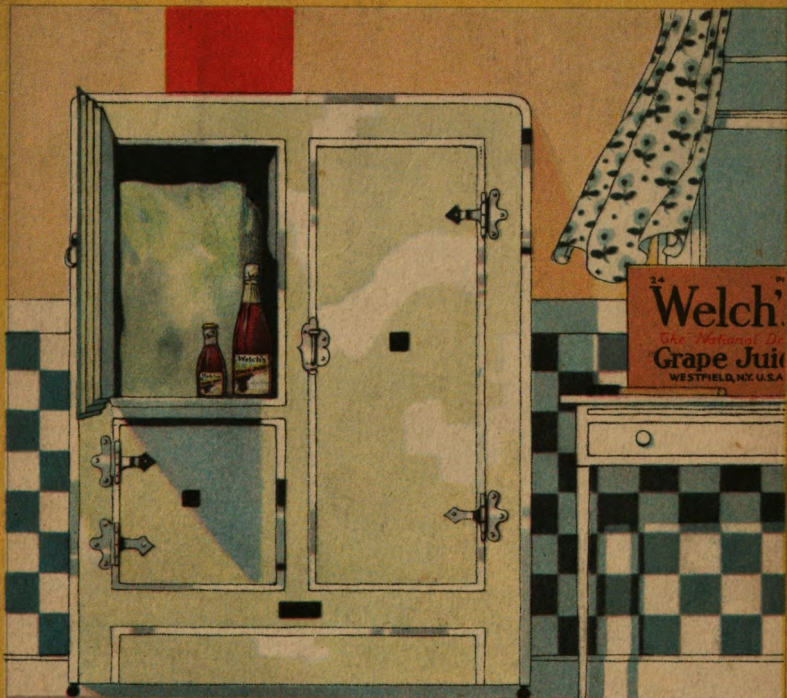
Welch's is bottled in four sizes, and your druggist, grocer and confectioner can supply you by the single bottle or in case lots. At the fountain order Welch Junior served with a straw.

We will send by mail sample Junior bottle for 10 cents.

To those who are using Welch's we will send a self-pulling corkscrew, such as usually retails for 25 cents, upon receipt of labels from one quart, two pint or five Junior bottles of Welch's (only one corkscrew to a family).

Do more than ask for "grape juice"—say Welch's and get it.

THE WELCH GRAPE JUICE CO., WESTFIELD, N. Y.
CANADIAN PLANT, ST. CATHARINES, ONT.



Keep a Supply of
Welch's in your Ice Chest

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