

THE HISTORY OF FOODS **DRINKS**



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CHAPTER 1

FRUITS, SYRUPS, AND POWDERS

Do you like lemonade? It is made with lemon juice, water, and sugar. The first U.S. **recipe** for this drink is from 1824. It is more than 200 years old!



—there is no substitute for Welch's

Can you compromise where your children's health is concerned? No—we think not. And that is why we cannot compromise on the high standards to which Welch's Grape Juice is made. Please let us explain.

Welch's is the grape juice of purity. It is made from the finest pressed, pasteurized and bottled under control... under standards above the juice industry. Under Welch's underdeveloped or overripe grapes.

Welch's juice is rich in vital elements your children need to build red corpuscles... to develop.

There's always a reason for being made to sell cheaper than quality to a questionable standard.

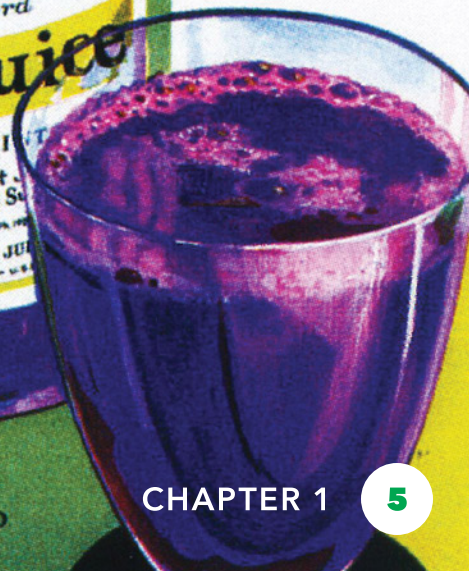
But after all, you really do want brands of grape juice—made Welch's is full-strength juice half as much water, and you get flavored, most healthful grape juice.

For your children's sake, there is no substitute for Welch's!

Welch's have been makers of quality products since 1869.

Grape Juice, Grape Jam ("Grapelade"), Grape Jelly, Tomato Juice, all under the famous Welch label. Write for booklet. Dept. 1, Welch's, Westfield, N. Y.

Welch's



PURE—PASTEURIZED
Standard for 60 years



Children

Foremost among fruits in the child's diet necessities. A glass between meals is quickly assimilated. Restores strength to tired bodies without slowing meal-time appetite.

Serve Welch's cold as a cocktail. Cool fragrance that refreshes and tempts your appetite! Rich, attractive color that charms the eye!



Entertaining

Serve Welch's—with the assurance that all your guests will enjoy its exhilarating flavor. Sparkling and delightful with ginger ale!



Sleep

A soothing night-cap to induce sleep. Mildly laxative. Anti-acid. Particularly beneficial to nerve and blood health.



John Pemberton **invented** a **syrup** in 1886. It had an **ingredient** from coca leaves. It also had **caffeine**. He mixed it with **carbonated** water. It was named Coca-Cola. It was the first soda!

DID YOU KNOW?

Caleb Bradham wanted to copy Coca-Cola. He made a soda recipe in 1893. First, it was called Brad's Drink. The name changed to Pepsi-Cola in 1898.

PEPSI-COLA®

In the 1900s, Edwin Perkins created Fruit Smack. In 1927, he removed the liquid from the mix. A powder was left. It could be sold in envelopes. He gave it a new name. It was Kool-Ade! Later, the spelling changed to Kool-Aid.

WHAT DO YOU THINK?

Kool-Ade first came in six **flavors**. They were grape, lemon-lime, cherry, orange, raspberry, and strawberry. What flavors would you create? Why?





envelope

DRINK

Kool-Aid

5¢
FAMILY SIZE PACKAGE



IT'S THE Budget BEVERAGE



Makes 10 BIG COOL DRINKS!

DRINK and enjoy to your heart's desire, America's most thirstily beverage! Prepare it by the thousands, serve Kool-Aid often to family and friends. A time and money saver, Kool-Aid has the tart, appetizing, thirst quenching flavor that everyone there are even fiver to flavor—deliciously different and satisfying. Ask your grocer for Kool-Aid... the most delicious beverage that costs so little, brings so much pleasure!

*Kool-Aid's manufacturing facilities are contributing to the general welfare of the world.

