

# Sure to Please **WIDMER'S**

## of **WIDMER'S WINES**

WHEN YOU SAY . . . "WIDMER'S WINES, please!" . . . you are on your way to learning that . . . WIDMER'S WINES please! They please the taste of more Americans than any other New York State Wines. Whether you buy with both eyes on price, both eyes on quality or with one eye on each WIDMER'S WINES are the buy for you. They are also "the buy" for others . . . when it's a gift you want to give. Buy WIDMER'S . . . give WIDMER'S! You can be sure that you are giving good taste while buying in good taste. You get and give more for your money when you say . . . and realize . . . that WIDMER'S WINES please!



### DINE WITH WINE

The correct wine served with meals always complements the food by keeping alert the sense of taste and the functions of digestion. Only an appetizer before the meal and a dry wine during it are customary for the modest dinner. Sweet wines, with the exception of Sherry, are never served during dinner. Effervescent and dry wines should be served chilled, red wines and sweet wines at normal room temperature or slightly below.



### WIDMER'S WINES

Available in Every Type at  
Your Favorite Package Store.

- |                |               |
|----------------|---------------|
| PORT*          | CHARLES       |
| TOKAY*         | RHINE         |
| SHERRY*        | CLARET*       |
| MUSCATEL*      | APPLE WINE*   |
| ANGELICA*      | CHAMPAGNE     |
| SWEET CATAWBA* | SAUTERNE      |
| BLACKBERRY     | HAUT SAUTERNE |
| SPECIAL LABEL* | PALE DRY      |
| WHITE TOKAY*   | SHERRY*       |
| WHITE PORT*    | SPARKLING     |
| BURGUNDY       | BURGUNDY      |
| MADEIRA*       |               |

\* Wines marked thus contain 20% alcohol by volume.

Give a Gift of Widmer's  
in a Special Holiday Package



For the Best in Wines... Say-

# Widmer's

WIDMER'S WINE CELLARS INC.  
In the Famous Valley at Naples N.Y.