

Say **WIDMER'S** Please!



Because  
**WIDMER'S PLEASE**  
 Everybody

PLEASE everybody, please! That's the theme of Christmas giving, this year! And it's just as easy as it is pleasant . . . to please everybody . . . if you insist on WIDMER'S **HE'LL LIKE WIDMER'S VINTAGE WINES** A bottle or hamper of WIDMER'S NEOPOLITAN WINES is the superlative gift. Your dealer will provide you with complete lists of types and vintage dates. **SHE'LL LIKE WIDMER'S COOKING WINES** Hundreds of recipes for festive dishes call for the addition of sherry wine, and you can do no better than to add Sherry cooking wine that beats the label of WIDMER'S. **THEY'LL LIKE WIDMER'S WINE JELLIES, SAUCES AND GRAPE JUICE** made in Sherry, Port, Tokay, Riesling, Claret, and Sweet Catawba. These specialties are of the same superior quality as WIDMER'S WINES.

**WIDMER'S WINES**

Available in Every Type of Your Favorite Package Store.

- |                |               |
|----------------|---------------|
| PORT*          | CHABLE        |
| 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      |
| MADERA*        |               |

\*Wines marked \* are bottled 20% alcohol by volume.



*For the Best in Wine... Say-*

**Widmer's**

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

*Give a Gift of  
 Widmer's*

**In a Special Holiday Package**

WIDMER'S WINES are available at your favorite package store. The wine jellies, wine sauces, and grape juices are as near as any good grocery.