



FOR THE HOLIDAYS



ENJOY

URBANA WINE CO.

*GOLD SEAL CHAMPAGNE
STILL WINES & VERMOUTHS*

FOR A TRULY Merry Christmas . . . you will find famous "Gold Seal" Wines truly helpful. They heighten the warmth of your hospitality . . . they brighten the glow of your festive lighting . . . they add glamour to gala feast or midnight snack.

IT'S NO WONDER you like these wines . . . when you realize that the Urbana Wine Co., Inc., has been making award-winning vintages for more than three-quarters of a century. Here at Urbana the best of New York State grapes are made into the best wines in America!



Ask for them by name . . . at your favorite dealer.

Vermouths
Alcohol 19% by Volume

Write for free booklet
"Wine Wisdom."

URBANA WINE CO., Inc.

HAMMONDSPORT, N. Y.