

George F Lonz

UNFERMENTED
PURE GRAPE
JUICE



DELAWARE
CATAWBA
CONCORD

Middle Bass, Ohio

September 20, 1928.

My Dear Friend:

This is a last minute notice to a select list of people. Our wine presses are ready and in a few days we will be shipping the Delaware Juice.

For some reason you have not placed an order.

I don't think you realize the excellence of the '28 vintage.

You can still obtain the Delaware, but it will be necessary that you mail your order immediately. The yield is very limited and in less than ten days the entire Delaware vintage will be absorbed.

There's an indescribable delicacy in the juice right from the press. That's why I want you to have the juice during the vintage season.

The manufacturer not only has a thoroughly practical and scientific knowledge of the viticultural and grape juice industry, but is in personal daily contact with his employes to give vigilant attention to every detail in the operations.

You take no risk. Follow the directions and if there is any detail that you do not understand, address the writer.

It makes no difference whether you order the Delaware, Concord or Catawba. All are produced with the same care. Just fill out the kind and quantity you like best on the enclosed stamped order card. Sign and drop it in today's mail. And you will do me a kindness if you'll pass this on to a friend. I'll appreciate the favor and so will he.

Yours very sincerely,

George F Lonz



ENTRANCE TO THE STORAGE VAULTS



Section of Storage Vaults

FROM THESE PORTALS COME AMERICA'S FINEST VINTAGES

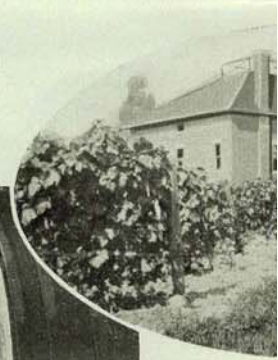
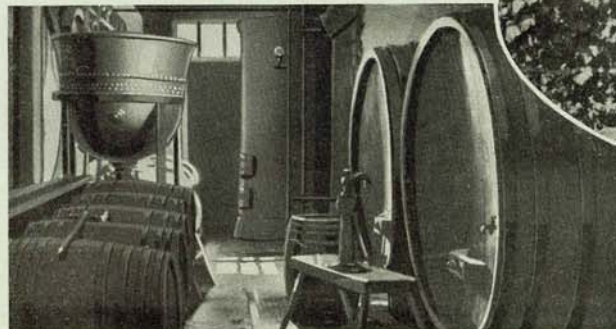
ONCE Europe alone held the treasured secrets for producing vintages of surpassing flavor and delicate bouquet. But today, the Lonz vineyards on Middle Bass Isle, Lake Erie, are giving to America grape beverages of rapturous tang . . . the full heritage of an ancient ideal, the added virtue of modern standards of absolute purity.



VETERANS OF THE VINEYARD

The industry of the vineyard antedates Biblical times. Through the centuries this industry has attached to itself traditions of beauty, health and contentment. And its choice products have earned a similar significance.

Just a busy corner in the clean, sanitary cellar vaults.



The Press of hu

From the Vine to the Consumer

"How do you capture such supremely joyous and original flavor in your grape juice?" Again and again we have been asked this question by regular users of our products.

To answer this query would be to reveal the exclusive Lonz process. For it is this process in addition to the exacting standards of choosing our grapes which produces incomparable beverages.

But the Lonz ideal goes further than producing the finest beverages in the world. Our plan provides for direct contact with the consumer. There is no middleman. The thousands of families who serve Lonz's beverages receive the benefit of swift service, guaranteed quality and economical methods right from the heart of the vineyard.

We believe there is no better way of protecting our public and giving you the utmost in value.

Your Protection First

You would be astonished if you could see through a microscope the thousands of undesirable organisms that are found in ordinary grape juice.

And you would be even more amazed if you could see how the Lonz methods cleanse and purify the vintage. But tasting even more than seeing will convince you of the

difference. The Lonz flavor is indescribably delicate and the palate becomes instantly aware of a rich, mellow, trickling freshness. Every sip a tonic, every glass a treat.

No molds, no bacteria—only the pure essence of the ripe vine-fruit.

Three Popular Varieties to Choose From

DELAWARE GRAPE VINTAGE, made from small sized berries that mature earliest, ruby-like in color, rich in sugar, low in acidity. From the Delaware comes a sparkling golden juice, with an unforgettable tang. The harvest of this grape is always limited and they are fortunate who place their reservations early.

CONCORD VINTAGE, derived from luscious, fully bloomed grapes, from which a dark-red juice is obtained. Most celebrated of all varieties, the Concord possesses a

wealth of tonic, satisfying qualities. It makes a sparkling, gladsome drink, beneficial to everybody.

CATAWBA VINTAGE, from the famous Catawba grape, its essence once used on a large scale in the production of fine champagnes. The grape is dark-red, of medium sized clusters and berries. Deep-golden juice is surrendered by this variety and the flavor warms the cockles of the heart.

OUR GUARANTEE TO YOU

Every shipment of Lonz's Grape Juice is guaranteed to be free from artificial coloring matter, free from extracts and flavoring substances so commonly used by other manufacturers. There is no sugar or water added. Every ounce of juice is made from clean, wholesome grapes in a clean,

airy, sanitary press room. Back of this guarantee is a record of 44 years of satisfactory service to the public. A first grade rating in Bradstreet's or Dun's Commercial Directories or the Commercial Banking and Trust Co. of Sandusky, Ohio.

HOW TO ORDER

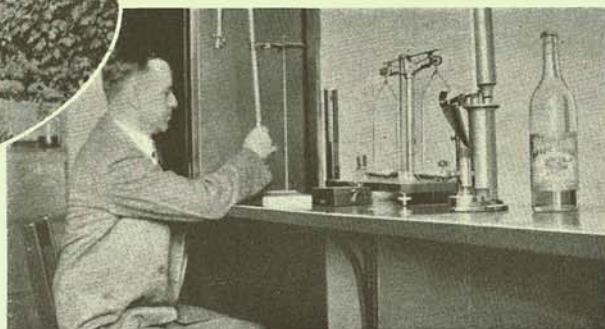
It is urgently recommended that your needs for the entire year be considered now. By ordering today you get the benefit of preferred delivery and you are protected against the uncertainty of depleted stocks. These superb

products of the grapevine are limited in supply. The prices at this time are at low ebb. We earnestly suggest that you place your order at once—either through our representative or direct by mail.



louse, in the midst
eds of acres of
ineyards.

The juice is chemically tested before
being shipped to you.



WHEN GOOD FOLKS GET TOGETHER

At home, at the club, at social gatherings, always the serving of this exquisite product of the vineyard is in good taste. The genial host finds a happy attitude on every hand, with excellent cause indeed.

Prices at Middle Bass, Ohio

Delaware
Per Gallon\$1.50
Pressed September 25th to 30th

Concord
Per Gallon\$1.25
Pressed October 1st to 12th

Catawba
Per Gallon\$1.25
Pressed October 12th to 30th

Cooperage is extra, as follows: 50-gallon barrels, \$4.50; half-barrels, 25 to 30 gallons, \$4.00; 20-gallon kegs, \$3.50; 15-gallon kegs, \$3.00; and 10-gallon kegs, \$2.50.

TERMS: 30 days net, or 2% discount if paid in 10 days. When customer fails to give satisfactory financial reference shipments are made C. O. D.

Directions on the care of the juice will be mailed at the time of shipment.

All claims for shortage or leakage must be made at the time of delivery and should be noted on the paid express bill in order that proper adjustment can be made.

Welcome to Middle Bass Island / / / / / / / /

To the thousands of families who know the delightful appeal of Lonz's Grape Juices, we extend a cordial invitation to visit Middle Bass Island in Lake Erie, home of the choicest vintages in America.

From Put-in-Bay, where boats from Detroit, Cleveland and Toledo dock, the island presents a majestic silhouette in green during the months from April to October. The deep blue waters of Lake Erie glisten about its tranquil shores. It is a place of intimate charm and friendly naturalness.

See the vineyards. See the pressroom and the storage. Watch the workers in field and factory who enjoy doing their work in the way that makes Lonz quality possible. And then visit Lonzvilla, just a cozy island home where we live and work and dream. We'll be glad to offer you a toast.

GEORGE F. LONZ

MIDDLE BASS, LAKE ERIE, OHIO

“Home of America's Finest Vintages”