



A PARTIAL VIEW OF THE HUNDREDS OF ACRES OF VINEYARDS, THE SOURCE OF LONZ'S GRAPE JUICE

AMERICA'S FINEST VINEYARDS OFFER YOU THEIR TREASURES

THE juice of the grape; what magic is conjured by those words! From the very dawn of history man has worked in the vineyards and has found in their product a priceless reward for his labor. The juice of the grape in its fermented state has been entwined in the destinies of the human race for centuries. In modern times, however, man has discovered that without fermentation it makes a delicious beverage, with a high food value and important medicinal properties.



© 1914

Herewith are presented some of the reasons why Lonz's Grape Juice is the finest that money can buy, and why the demand for each season's vintage exceeds the supply.

No finer grapes are grown in America than produced on Middle Bass Island in Lake Erie. The character of the soil and the friendliness of the climate, with the slowly cooling waters of the lake, prolong the ripening period.

Middle Bass grapes have been famous for nearly half a century. With the coming of the National Prohibition Law the vineyard industry had to be revised to meet new conditions. This revision was effected by George F. Lonz without loss of demand for his superlative product.

The Harvest

Specific instructions are given to each grower when harvesting the crop. The grapes must be fully ripened. Only the choice fruit is taken. The grapes are sorted; all defective berries are removed. They must be handled as care-

fully as possible to avoid bruising them and they must be brought to the cellars in clean containers the day they are picked from the vines. These precautions insure for the customer a product that cannot be excelled.

*Go thy way, eat thy bread with joy, and drink thy wine
with a merry heart; for God now accepteth thy works.*
ECCLESIASTES 9: 7.

The Press

Almost immediately after the grapes are brought to the press room, they are crushed and pressed in the modern-equipped plant of George F. Lonz right in the vineyard. Every precaution is taken to insure the utmost cleanliness in the manufacture of Lonz's Grape Juice. All equipment is thoroughly cleaned and sterilized each day and all cooperage is thoroughly steamed, rinsed and inspected before being used. These operations have the personal attention of the manufacturer.

The Secret

Ordinary grape juice contains about six hundred thousand objectionable organisms for each cubic centimeter. These consist largely of wild yeasts, molds and bacteria. If they are not eliminated, they develop and affect the fine delicate quality of the juice. Is it any wonder that so many people have failed in their efforts to produce a fine grape juice? In Lonz's Grape Juice these organisms are eliminated by a special process. You get the pure, clear, strained juice that produces the most wonderful and delicious beverage that can be obtained. You immediately taste and recognize its superiority.

Legal Requirements

Under the National Prohibition Law a manufacturer is obliged to preserve grape juice and deliver same to the consumer with an alcoholic content of less than one-half of one per cent. Recognizing the sanctity of the home and the futility of legislating against the natural law of fermentation, fruit juices were exempted from the provisions of the law so far as their use is concerned in the home. In securing the new pressed juice you pay for the grapes, plus a nominal service charge, making the cost per gallon very reasonable.

Service

While the directions on the care of the juice are very explicit and easy to follow, you can secure the services of one of my representatives to give the juice proper attention. If you prefer this service, advise me when placing your order. A nominal charge will be made for actual service rendered.

How to Order

Note the dates given for pressing the grapes. The time to order is today—in advance of the pressing season. You can order through one of my representatives or direct by mail. Now is the time you get the benefit of the lowest possible prices. Now is the time you get the best results from the juice.

PRESSING THE GRAPE IN THE ONE-HUNDRED-TON HYDRAULIC PRESS



A CORNER OF THE VAULTS SHOWING JUICE-COOLING COILS IN THE BACKGROUND



Guarantee

You won't have to pay for Lonz's Grape Juice if you find it is adulterated, or if it contains any added water, sugar or any deleterious substance to cheapen or affect the quality.

For the responsibility of George F. Lonz, refer to Bradstreet's Commercial Directory or the Commercial Banking & Trust Company of Sandusky, Ohio.

A merry heart doeth good like a medicine: but a broken spirit drieth the bones.

PROVERBS 17: 22.

Three Popular Varieties

The DELAWARE grape is the earliest to mature of the commercial varieties. The berries are small and dark red in color. The clusters are usually compact. The juice is golden in color, very high in sugar content and low in acidity. The acreage on the Lake Erie islands is very limited. The demand for this fine juice usually exceeds the supply, which accounts for the higher price.

The CONCORD grape, when fully ripened, is a dark-blue variety with large clusters and berries. It produces a dark-red juice which has always been popular for its color and flavor. Concord Grape Juice is more widely known than any other variety in America.

The CATAWBA grape is the king of them all, both in production and quality. It formed the basis for nearly all

the champagne produced in the United States before the eighteenth amendment was adopted. It is a dark-red grape of medium-size clusters and berries. The juice is a deep-golden color, rich in sugar and just the right amount of acid to give it character.

Longfellow had this to say of Catawba Wine:

*"Very good in its way is the Verzenay
Or the Sillery, soft and creamy,
But Catawba wine has a taste more divine,
More dulcet, delicious and dreamy.
There grows no vine by the haunted Rhine,
By the Danube or Guadalquivir,
Nor island or cape that bears such a grape
As grows by the beautiful river."*

PRICES AT MIDDLE BASS, OHIO

DELAWARE

Per gallon.....\$1.50
Pressed Sept. 20th to 30th

CONCORD

Per gallon.....\$1.20
Pressed Oct. 1st to 12th

CATAWBA

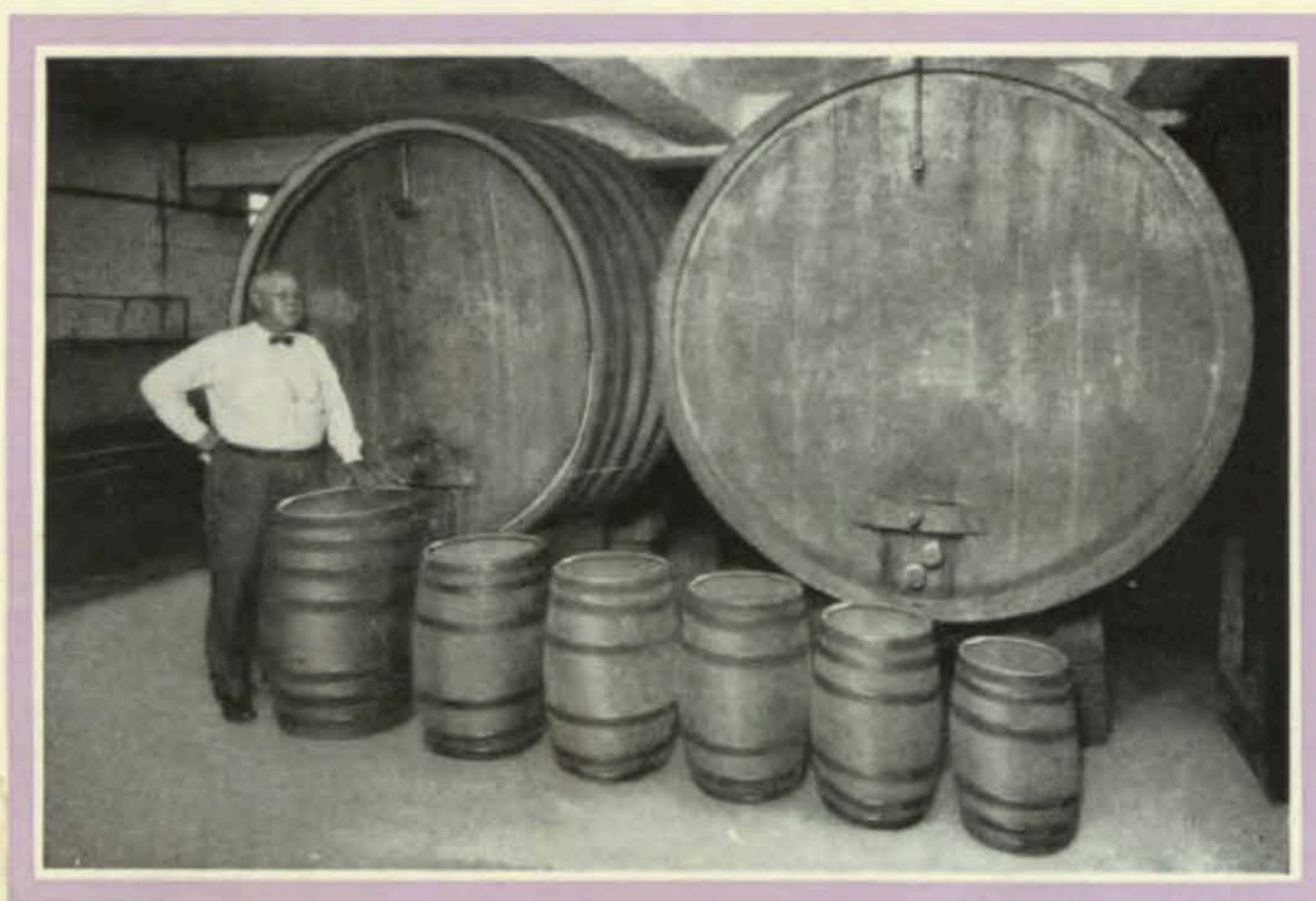
Per gallon.....\$1.20
Pressed Oct. 12th to 30th

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.

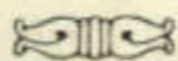
TERMS: 30 days net or 2% cash discount in 10 days. When customer fails to give satisfactory financial reference, shipments are made C. O. D.

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 by the cartage or express man and same should be noted on the paid express bill in order that proper adjustment can be made.



1200-GALLON CASKS, WITH STANDARD COOPERAGE USED FOR SHIPPING TO YOU. FROM LEFT TO RIGHT: 50-GAL., 30-GAL., 25-GAL., 20-GAL., 15-GAL., 10-GAL. CLEAR WHITE-OAK KEGS



GEORGE F. LONZ

MIDDLE BASS, LAKE ERIE, OHIO