

CHARMS

Pure FRUIT TABLETS



THINK of how your favorite fruit delights the palate when in season!

The memory of its goodness still lingers—only the *memory*.

Recall the actual *taste* with Charms. Charms are always in season.

The pure, refreshing juice and luscious flavor of your favorite fruit permeates Charms.

You'll not fail to recognize it the minute it touches your tongue.

Charms—the square, wholesome candy confection, made of pure sugar, and pure, fresh fruit juices—*pure all the way through*.

You'll be held between the temptation to crunch them between your teeth and the desire to let them slowly melt in your mouth.

Whichever way you prefer to eat them—*The Flavor Charms*.

Millions of Charms were cited for distinguished service by our boys overseas. You'll know the reason when you buy your first package.

Take a few packages home today—or, better still, buy Charms by the Box and give the whole family a treat.

Folks of all ages enjoy them all the time, everywhere.

For sale 'most everywhere.

CHARMS CO.
Newark, N.J.
U.S.A.

The FLAVOR CHARMS

5¢

