



Rich With Nature's Sweetest Smile

*First the bud and then the flower mothering the rich-ripe fruit. . . .
Earth's pulsing joy made manifest . . . bountiful Nature's sweetest smile.*

THINK of the very best taste you've ever tasted. Recall the fruit-iest, nut-iest, most lusciously sweet or deliciously flavored morsel your lips have ever come in contact with. Then go to the nearest Belle Mead dealer, ask for the Belle Mead Sweets BOX DE LUXE, and repeat that delightful experience. Every Belle Mead creation—and you'll find your favorite bon-bon or chocolate among them—is so richly, so sweetly, so fruitfully different that you'll instantly recognize the Belle Mead individuality. My, how good it is to eat them!

And the box is different. Note the little trays that pull out like drawers of a jewel case! No digging to the bottom to see what's hidden there. Each piece cuddles down in its own little nest, its pretty, smiling face turned up, fresh from the sweetest, cleanest, sunniest factory in America, where even the air is washed. Look today for the nearest Belle Mead Sweets dealer or write us for his name. Not less than 80 cents a pound—not more than \$1.00.

Did you ever visit a candy factory? Come and see ours at Trenton, New Jersey. Investigate the clean way of making pure confections.

Belle Mead Sweets

BON BONS & CHOCOLATES



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19