

ELEVEN
LUSCIOUS
FLAVORS

- Lemon
- Lime
- Orange
- Raspberry
- Wild Cherry
- Grape
- Peach
- Butter
- Clove
- Horehound
- Assorted

5¢



CHARMS

The First and Original Fruit Tablet in Package Form

First introduced to our Soldier Boys in France, where they made an instant hit.

Now making a whirlwind sweep through the country, winning and holding friends everywhere.

50,000 Dealers in New York, New Jersey and Pennsylvania say Charms are the biggest candy success in years.

Charms are 100% sugar, highly flavored with the juice of nature's choicest fruits.

Because of their purity and wholesomeness, millions of Charms were sent to refresh and cheer the boys **over there**.

They know how good Charms are, and you'll agree as soon as you taste them.

Charms are made in **eleven luscious flavors**. They're good **anytime, anywhere**, and you'll find them on sale almost **everywhere**.

Insist on Charms. There's nothing "Just as Good."

CHARMS COMPANY, NEWARK, N. J.

The Flavor Charms