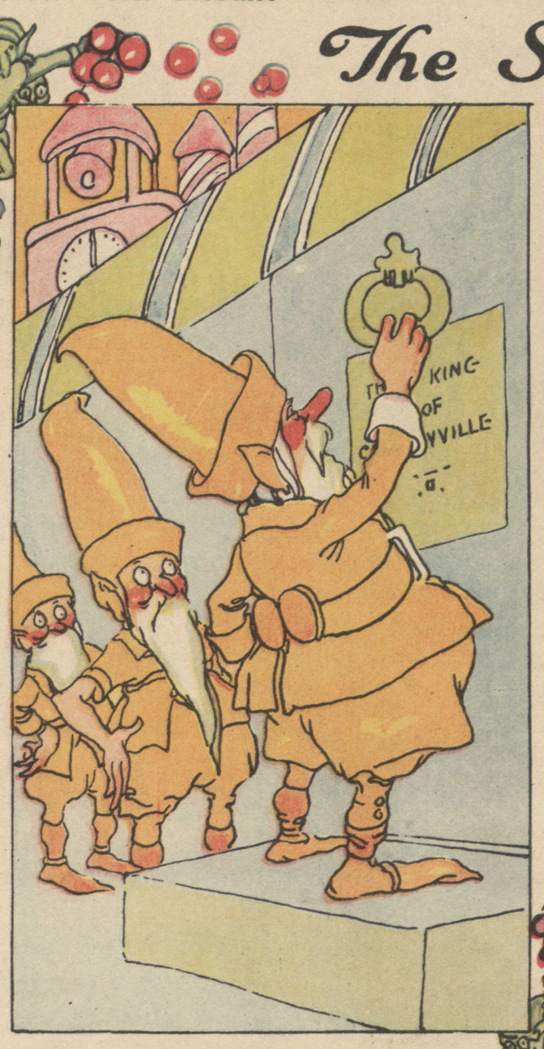
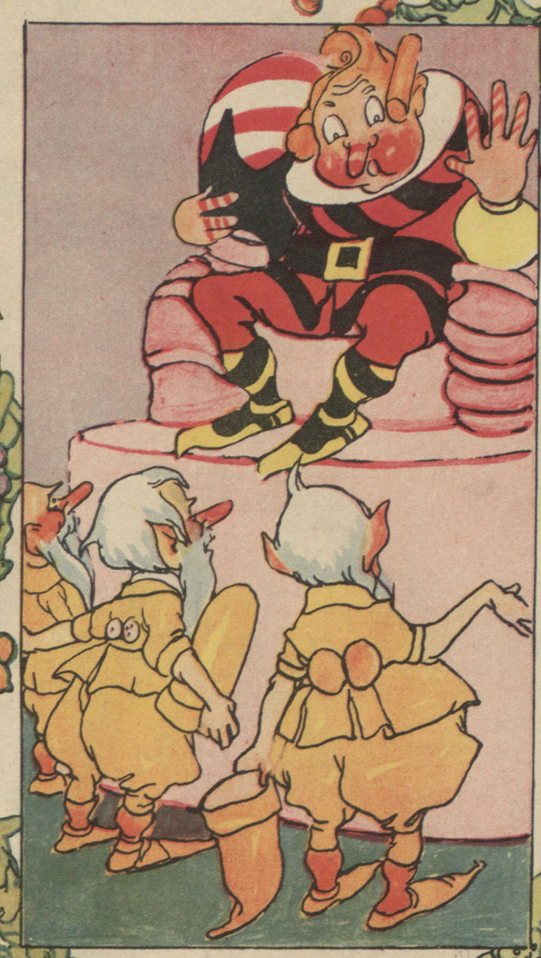
# The Sweet Tooth Tale of Charms



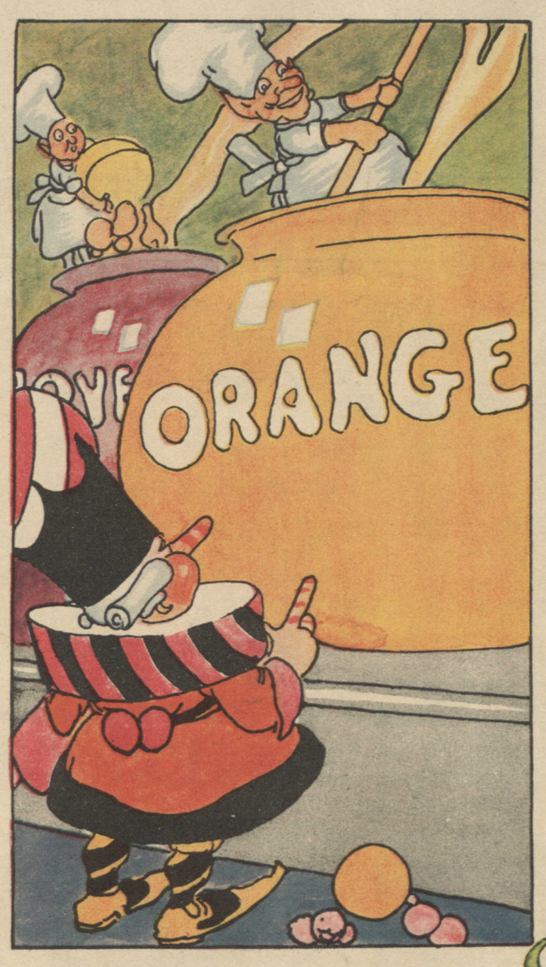

In a sparkling sugar castle on a lovely 'lasses lake
Live the King and Queen of Candyville themselves and no mistake!
And one day as the sugar bell was sweetly tolling four
Three lively little fairy men came tapping at the door.

A maple sugar footman led them straightway to the King.
"Your Royal Sweetness!" quoth the three, "distressing news we bring.
The lads and lassies suffer much from tooth and stomach ache,
Too rich, your Candy Highness, are the sugar plums you make!"



The King took off his candy crown. "Well, what would you suggest?"
Two chocolate tears ran down his cheeks. "I'll try to do my best."
"The fairy wise men ought to know," piped one. "The very thing!—
Go fetch your wise men and at once!" exclaimed the Candy King.

Now Candyville is right next door to Fairyland, you know,
And in a trice the wise men came and pondered in a row.
"Less richness and more purity," one murmured. "Mellow fruit
And Sugar with a dash of magic surely ought to suit!"




Then orders flew—next thing you knew they'd set up cauldrons ten,
And brewed a lovely fairy candy—sweethearts, there and then,
Those candy cooks, the King and Queen, and scores of merry elves.
And now I wonder if you haven't tasted it yourselves?

The Candy King has called them CHARMS, and every one can tell
There's magic in the making, pshaw, a sort of fairy spell.
No aches attach to CHARMS, so, lads and lassies, eat your fill
And sh-h—some day—a fairy may take YOU to Candyville!

# CHARMS

5¢

THE pure refreshing juice and luscious flavor of your favorite fruit permeates CHARMS.

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

Take a few packages home today—or better still *buy* CHARMS *by the box* and give the whole family a treat. For sale most everywhere.

Insist on CHARMS—there's nothing "just as good."

CHARMS COMPANY, NEWARK, N. J.

THE FLAVOR CHARMS

5¢

AMERICAN LITHOGRAPHIC CO.,N.Y.