

Charm

THE FACIAL TISSUE THAT HAS EVERYTHING



... and COSTS LESS !



wonderfully soft

You'll love Charm's superb softness—kind to the tenderest skin. Charm is perfect for removing make up—a blessing for cold-chapped noses. It's hard to believe Charm costs less—but it's true!



strong and absorbent

Charm is a grand handkerchief tissue—extra strong and absorbent for those blowy, sneezy colds. Charm doesn't crumble or tear apart. Everyone in your family will welcome Charm. You'll welcome its lower cost—on square or flat pack.



take one ... or a handful

Charm's convenient package is quick and easy to open. Each tissue is folded separately. Take one—or take several to tuck in your purse or the children's pockets. Get Charm—the facial tissue that has everything—and costs less!



The "see-through" wax paper that keeps food fresher.

Hand-e-wrap

Clear wax paper, waxed clear through. Moisture-proof, airtight.

THE FAMOUS **PUREX** FAMILY OF FINE QUALITY PAPER PRODUCTS FOR YOUR HOME

