

The name Fralinger is synonymous with Salt Water Taffy. Starting in a small shop in Atlantic City in 1885, Joseph Fralinger originated this distinctive confection. The business and original formula is still owned and under the management of his family.

Today a modern sunlit plant and four large retail stores on the Atlantic City Boardwalk are needed to supply the demand. Scarcely a visitor to the "Playground of the World" leaves without first visiting one of these stores or mailing home a package to friends.

Only high quality and uniform goodness could build such a public acceptance of a product.

Fralinger's
ORIGINAL
SINCE 1885

FOUR ATLANTIC CITY STORES:
VIRGINIA AVENUE AND BOARDWALK
(Opposite Steel Pier)
TENNESSEE AVENUE AND BOARDWALK
KENTUCKY AVENUE AND BOARDWALK
ARKANSAS AVENUE AND BOARDWALK
(Opposite Hamid's Million Dollar Pier)



New Jersey: State of Invention

Fralinger's
ORIGINAL
SINCE 1885

ATLANTIC CITY'S
MOST FAMOUS
CONFECTION

Theo. J. Lapres, Inc.
Atlantic City

SALT
WATER
TAFFY

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