



Nutty—Mealy—Whole

Please learn what a difference there is between home-baked beans and Van Camp's.

But don't deem it your fault, for it isn't.

We have spent 47 years in learning how to perfect this dish. This is our specialty—our one claim to supremacy. We bake tens of millions of cans every year.

No wonder we best know how.

Then we have the facilities, and you lack them all. So the difference isn't all in the skill.

Beans, to be digestible, *must* be factory cooked.

The heat of your oven is far from sufficient. It can't break up the food granules so the digestive juices can get to them. So home-baked beans are hard to digest, even for the strongest stomach.

Our ovens are heated to 245 degrees.

That's more than twice the heat that gets to the center of your baking dish. We apply that fierce heat for 90 minutes, and the result is our beans are digestible.

That is a very important fact.

Then we bake in live steam—not in dry heat.

That's why our beans are all baked alike. No beans are crisped, no skins are broken. They are baked until they are mealy, yet they are nutty because they are whole.

Perhaps the one thing missed most in home-baked beans is that delicious, nutty flavor. Nobody likes beans mushy; everybody wants them whole.

Then we bake the beans, the tomato sauce and the pork all together, and get our delicious blend. To bake the tomato sauce into the beans is a very different thing from adding it afterwards.

Van Camp's come to you, fresh and savory, ready for instant serving. No work and no waiting. A dozen cans in the house mean a dozen meals all cooked. And such delicious meals! After all your work, your home-baked beans are never half so good.

Van Camp's BAKED WITH TOMATO SAUCE PORK AND BEANS

Once let your folks taste Van Camp's beans and they'll frown if you serve them others. That nutty flavor, that tang and zest, are missing in minor brands. Please learn how good beans can be. Then we shall not need to say again, "Insist on Van Camp's."

84% Nutriment

Beans are Nature's choicest food—23 per cent nitrogen, 84 per cent nutriment.

Like meat in their food value, but not like it in cost. See how many you get for 10 cents.

They should be a daily dish—not an occasional. They are appetizing and hearty; all people like them.

Perhaps you serve beans once a week now, because they are hard to prepare. Or because your people like other things better when beans are not rightly cooked.

It will be different when you serve Van Camp's.

You will serve them for breakfast—in croquettes or with meat. You'll serve them for luncheons—steaming hot.

You will serve them for dinners—in salad.

You will hardly be able to serve them too often, for people don't tire of Van Camp's.

We Pay \$2.10

We use only the whitest and plumpiest Michigan beans. They are picked out by hand from the choicest part of the crop. And we pay \$2.10 per bushel. The beans we refuse sell as low as 30 cents.

We use only sound, vine-ripened tomatoes.

Cheap sauce is made from tomatoes picked green, and ripened in shipment. Or of scraps from a canning factory.

We could buy such sauce ready-made for exactly one-fifth what we spend to make ours. But it would lack that richness, that sparkling zest, which Nature gives to Van Camp's.

No wonder that some brands sell cheaper than ours, yet pay your grocer more profit.

But the best beans are cheap enough. They are even most economical. For you will eat more beans, in place of meat, when you serve Van Camp's.

Prices: 10, 15 and 20 cents per can.

Van Camp Packing Company, Established 1861 Indianapolis, Indiana.

6/08 L.H.J. 43