



Yo—ho, yo—ho, away we go
Now watch us coast like fun!
Just hold on tight, I'll steer you right—
Then Campbell's when we're done!

The right balance

How delicious and bracing a plate of good hot soup is! How quickly your appetite responds to the delicate, tonic flavors! What a whole-souled enjoyment it gives you in the rest of the meal! How perfectly it balances your diet! Eat soup every day.

Campbell's Vegetable Soup

with its fifteen different vegetables and its seventeen other ingredients—thirty-two in all—is almost a meal in itself, delightful in its varied flavors and offering a completely balanced combination of the valuable food elements. Succulent vegetables, muscle-building cereals, richly invigorating beef stock, fragrant herbs and tempting spices—blended with Campbell's famous skill.