

One taste of this  
delicious flavor  
and your appetite  
is awake!



# SOUP

*for brighter,  
better meals!*



**THREE** meals every day! One thousand and ninety-five meals a year! No wonder some one has said that the general who directs the campaign of the family dining table is the true national heroine, deserving of all praise for her ingenuity, resourcefulness and varied knowledge! And it is a truth known to every skillful housewife that the greatest success comes to her who has the gift of imparting sparkle and attractiveness to her meals.

Invariably you will find that such an experienced "strategist" in meal planning uses soup as one of her most effective means of giving the bright touch to her menus. She realizes that soup offers a deliciousness of flavor, a variety, a temptation to the appetite which no other food can supply in quite the same way. With soup she achieves that triumph which is so priceless to the anxious housewife—meals that "go just right." Every one at the table takes more complete satisfaction in the food and so the arduous task of pleasing all the family is made just that much simpler.

**APPETITE!** A healthy, eager, alert appetite! If the people for whom you provide have it, you know your daily problem is being solved. If the family, which assembles at your table is interested and attracted at once by what you serve, the meal will go with a crispness that proves how much it is being enjoyed. A plate of piping-hot, delicious soup sends a glow of satisfaction about the table, arouses the appetite, makes it keen and active. This is the great value of soup. It not only nourishes, but it causes the digestive juices to flow more freely, increasing the desire for food and promoting digestion of other foods.

This explains why healthy people crave soup and relish it so eagerly. Wise nature has given us a special fondness for this hot, liquid food because it acts as such a wholesome and invigorating stimulant. For this reason food experts include soup in the daily menus which they recommend for the family table.

Soup is a health food which should be served regularly every day, and not just occasionally, as used to be the custom in this country before good soups were so available.

**AND NOW** that it is so easy and convenient for you to obtain the best of soups at your store, let them help you constantly in the task of providing brighter, better meals for your home. Begin now and serve soup daily for the next two weeks, as an experiment. Notice how much it adds to everybody's enjoyment and how much it saves you!

Visit your grocer's and familiarize yourself with all the delightful and different kinds of soups you will find there, already prepared and cooked for you by makers of world-wide reputation. Tempting vegetable purees, such as Tomato, Pea, Celery, Asparagus and Bean Soups which, by the way, you will often serve as Cream Soups. Hearty substantial soups such as Vegetable, Vegetable-beef, Beef, Ox-Tail, Mock-Turtle, Mulligatawny, Chicken, Chicken-Gumbo, Pepper Pot, and Clam Chowder. Dainty clear soups, such as Consommé, Bouillon, Jehenne, Pot-au-feu. An almost endless variety. 12 cents a can.

WITH THE MEAL OR AS A MEAL SOUP BELONGS IN THE DAILY DIET!

237