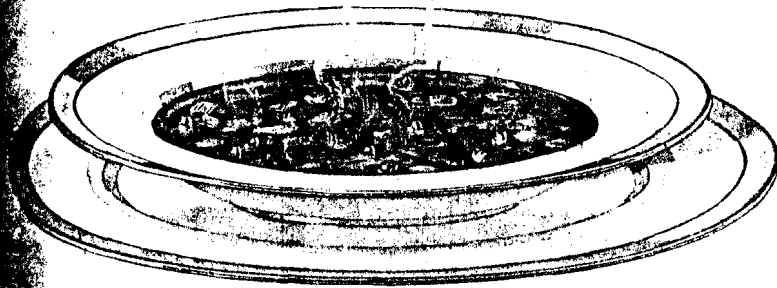




This is the soup
so many people
select as their
luncheon or supper!



SOUP

and the movie
you want to see

BETTER homes and more fun. Better food and less time in the kitchen. Healthier, happier families and more time for entertainment. Good soup for good health—and none of the drudgery of making it.

Don't be misled into thinking that the woman who knows how to have a good time must be neglecting her home. Along with other outworn ideas that have been thrown into the discard in recent years has gone the old notion that a woman cannot have a splendidly kept home and still find ample time for the relaxations and recreations she deserves—for the books she wants to read, the music she wants to hear, the movies she wants to see.

ALERT, modern women have made soup a regular daily fixture on the family table, first because they know good soup is essential to the ideal diet. And second because they can obtain this splendidly healthful, delicious food in such convenient form. In other words, the popularity of soup has increased with the growth of a wider and more accurate knowledge of proper foods and with the demand by women that they shall obtain better food for their families and incidentally avoid unnecessary wear-and-tear on themselves. Soup fits perfectly into the needs and improved habits of living today. That's why it has established itself as a permanent "staple" to be found on the pantry shelves of the whole country.

SOUP has become an enormously popular article of diet. Formerly it was served occasionally. Now it is a regular dish, served every day in thousands and thousands of homes. So it brings its cheer and nourishment and good health to all the family at least once out of every three visits they make to the dining table.

Soup is a food in hot, liquid form which provides a variety and a deliciousness of flavors that have their special appeal to the taste and which no other food offers. Soup gives a sparkle to the meal and puts the diner in a happy frame of mind. Soup both nourishes and excites appetite, stimulates it, causes the digestive juices to flow more freely. Soup is a link in the chain of the ideal diet. Your family needs soup—for health and for enjoyment.

Providing good soup for your table is such a simple matter! A visit to the nearest food store, a few moments in selecting an assortment from the twenty-one different Campbell's kinds—that is all there is to it! 12 cents a can.



I lead the band with feelings grand,
With vigor, vim and flourish,
We swing in step with Campbell's pep—
The soups that always nourish.

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