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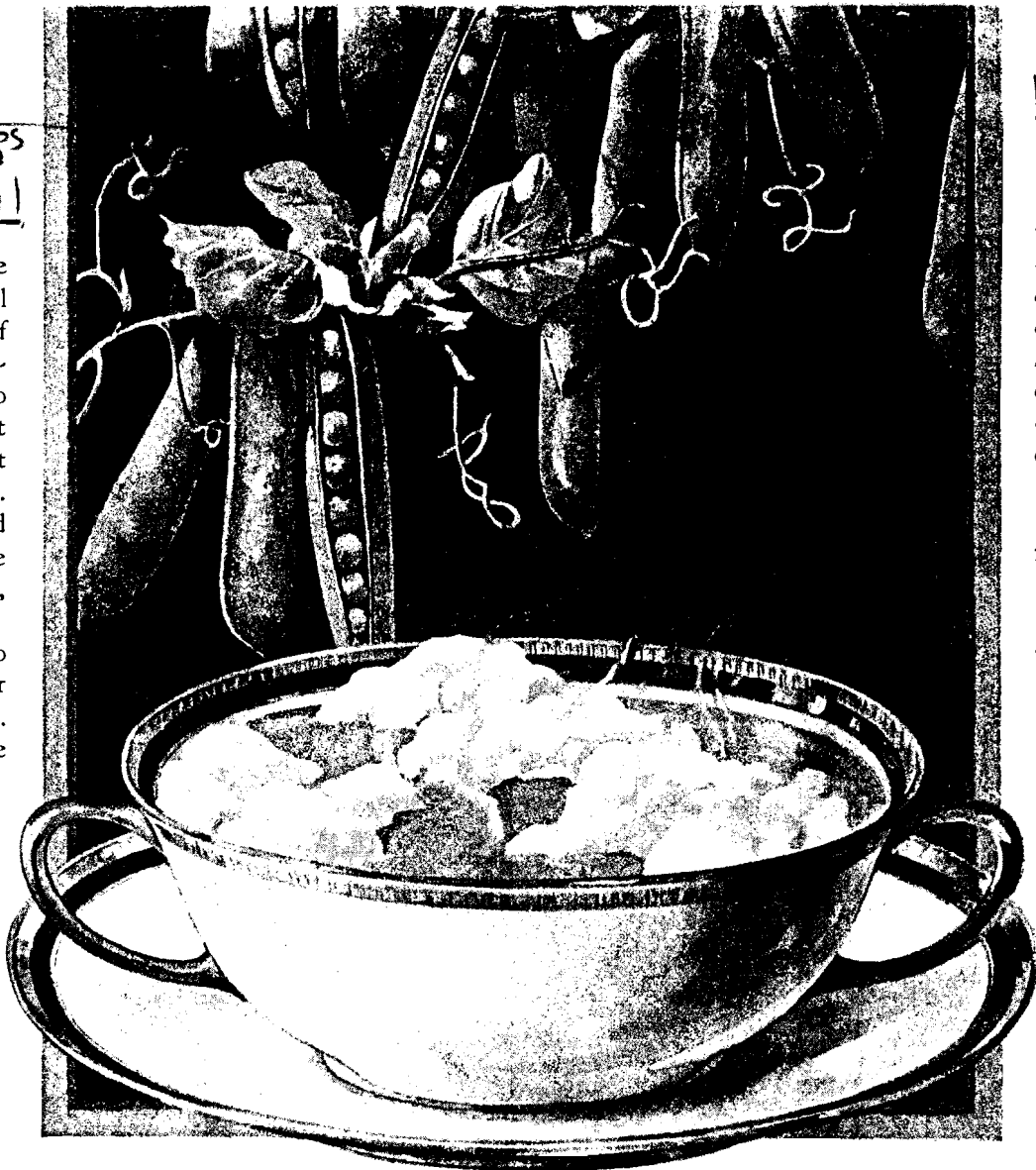
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Q Campbell  
102  
Title: One of the things  
Women never fail to  
HAT will people say?

That innocent little question has been a real power in the world. Not a one of us but has felt its urge and surrendered to its influence. And also there is none of us who will not admit, when speaking frankly, that we have been all the better for it. For the good opinion of friends and neighbors is a prize we will strive for and study for and sacrifice for, and need be.

Of course women are sensitive to every criticism or comment, however slight and trivial, about their homes. Why shouldn't they be? The home is their special responsibility and their delight. It is the sign and proof of the kind of people who live there. It is the woman's ideal to see that the home shall reflect the culture, refinement and good taste of the whole family. And the more she strives to reach her aim, the finer a home she has, the higher the standard of living for everybody in it.

HER dining-table, the very "hub" of the life in the home, supplies more than just the necessary good food. It is also a center of sociability and good breeding. The so-called "correct usage" is jealously followed. This is not in a spirit of mere ostentation, but because she knows that correct usage has been approved by intelligent people to be the sensible usage. For example she realizes that soup is a daily "fixture" on the best dining-tables for very definite dietetic reasons, as well as for the enjoyment it gives. She knows that the daily service of soup is expected by



May  
1927  
E.H. Co.  
P41

to coax your sense of taste and delight it with no end of enticing combinations. The sight and savor of a steaming hot plateful of good soup instantly invites you. And every spoonful stimulates the flow of digestive juices, adding to your enjoyment and benefiting you mentally and physically. How much more interest you take in your food!

So you see it is no mere formal custom that dictates the daily service of soup. That has become "fashionable" simply because it is recognized to be so pleasant and so beneficial.

YOU will find it a wise rule always to be supplied with a variety of soups. Of course, making soup at home is now distinctly passé—few people ever think of doing so because Campbell's Soups fulfill every exacting requirement for quality and are so easy and convenient to serve. Any Campbell's assortment you select is really incomplete without its Pea

such families and that the omission of it is noticed. One of the things that help to "place" a family. Of course she insists upon giving the members of her household every benefit at her command. So she never thinks of omitting soup from her daily menu.

**SOUP INVIGORATES.** Soup is a wholesome, healthful tonic to appetite and digestion. No other food offers such a variety of delicious flavors. The skillful blending of so many different ingredients in soup provides the chef with the opportunity

Soup, for it is such a useful family favorite—liked by everybody—especially wholesome for the children.

The sweetest of peas are blended with golden country butter and seasoned by our famous chefs with their true French delicacy. Often you will wish to serve it as a Cream of Pea Soup, for its extra nourishment and attractiveness. The Campbell's label gives you the few simple directions. Charming topped with whipped cream. 12 cents a can.

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