

THE CAMPBELL'S KIDS AT THE CIRCUS



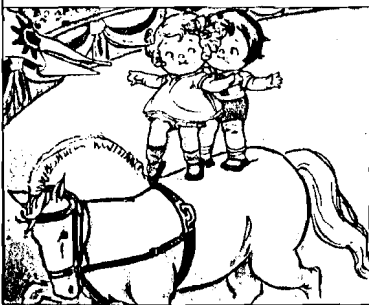
"WE ARE THE FAMOUS CAMPBELL'S KIDS YOU CERTAINLY MUST KNOW, SIR. WOULD YOU BE KIND AND LET US IN. WE WANT SO MUCH TO GO, SIR!"



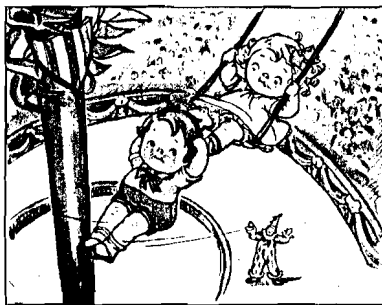
"JUST STEP RIGHT IN - NO MONEY PLEASE!" THE TICKET-TAKER CRIED, FOR HE WAS OVERJOYED TO HAVE SUCH FAMOUS GUESTS INSIDE!



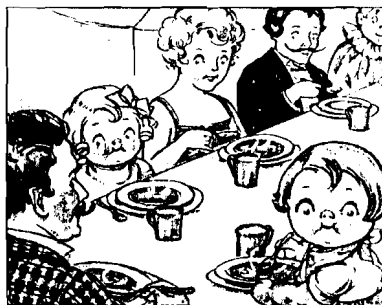
AND NOW BENEATH THE MAMMOTH TENT THE CAMPBELL'S KIDS APPEAR; THE CROWD STANDS UP, THE CROWD APPLAUDS THE MOMENT THEY DRAW NEAR!



UPON THE PRANCING SNOW-WHITE STEED THEY'RE ASKED TO TAKE A RIDE; OH, NOW YOU SEE THEM SPARKLE IN THEIR HEALTH AND JOY AND PRIDE!

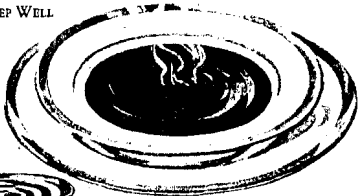


WHAT NOW? OH MY! JUST HOLD YOUR BREATH, THEY'RE ON THE HIGH TRAPEZE! AND WHAT A THRILL THEY GIVE, MY LADS, WITH ALL THEIR STRENGTH AND EASE!



OF ALL THE ACTS AND HITS THAT DAY THESE KIDS WERE PICKED THE WINNER. THE MANAGER, TO SHOW HIS THANKS, SERVED CAMPBELL'S SOUP FOR DINNER!

EAT SOUP AND KEEP WELL



- 21 kinds to choose from...
- | | |
|---------------|-------------------|
| Asparagus | Mulligatawny |
| Bean | Mutton |
| Beef | Ox Tail |
| Bouillon | Poa |
| Calery | Pepper Pot |
| Chicken | Potsticker |
| Chicken Gumbo | Tomato |
| Clam Chowder | Tomato-Okra |
| Consommé | Vegetable |
| Julienne | Vegetable-Beef |
| Muck Turtle | Vermicelli-Tomato |
- LOOK FOR THE RED-AND-WHITE LABEL

Oh, how the youngsters enjoy this soup!

The home table has active outside competition, as all parents know. A multitude of "don'ts" from you only cast a brighter halo about the forbidden foods that are so eagerly sought by the children, without regard to approaching mealtime, quality or digestibility.

Of course the little outlaws can never be completely controlled in their eating away from home. But they can and should be given, at the family table, the kind of food which really attracts and delights them. It is your staunch ally in curbing their desire for less wholesome eatables.

Children respond instantly to the bright, sunny flavor of Campbell's Tomato Soup. There's a tingle in every spoonful of it. You must remember that the youngsters are much more alive than adults to the taste of food. It is the children's instinct to seek for happy, pleasing flavors—such as they always so eagerly welcome in Campbell's Tomato Soup.

Give them plenty of it—nothing could possibly be more healthful and invigorating. Sometimes serve it as Cream of Tomato by adding milk—a special favorite with children. Easy directions on label.

MEAL-PLANNING IS EASIER WITH DAILY CHOICES FROM CAMPBELL'S 21 SOUPS