



It's not "vegetables" to them ... it's just good soup!

*And without realizing it,
they are eating 15 nourishing, health-giving vegetables!*



Home's the sweetest place on earth
And victory is dearer,
For knowing, at each mighty stroke,
That Campbell's Soup is nearer!

"My, but I do wish those children would eat their vegetables. It's enough to drive me distracted—the trouble I have every day to coax them into eating vegetables."

Practically every mother has this same story to tell unless she gives the youngsters Campbell's Vegetable Soup. If your children are sulky and balky about eating these foods which they need so much for their proper growth and health, just place a bowlful of Campbell's Vegetable Soup in front of them. Watch it disappear!

And while the children are enjoying the delicious flavor of this soup, they are eating 15 vegetables!

Soup is an ideal way to eat vegetables because it retains their health-giving mineral salts in such rich abundance.

Vegetables served in other ways than in soup are apt to lose a valuable amount of their mineral salts which the cooking water absorbs. In the Campbell's kitchens, the vegetables are cooked in their own essences and juices; all of this body-building goodness is in the soup, enriching it and making it especially wholesome for growing children.

Give your children the real, sound benefits of Campbell's Vegetable Soup. At your grocer's.



Your choice

- | | |
|---------------|-------------------|
| Asparagus | Mock Turtle |
| Bean | Mulligatawny |
| Beef | Mutton |
| Bouillon | Ox Tail |
| Celery | Pea |
| Chicken | Pepper Pot |
| Chicken-Gumbo | Printanier |
| Clam Chowder | Tomato |
| Consommé | Vegetable |
| Julienne | Vegetable-Beef |
| | Vermicelli-Tomato |

LOOK FOR THE RED-AND-WHITE LABEL

HEAR THE SPARKLING CAMPBELL'S SOUPS ORCHESTRA EVERY MORNING—N B C CHAIN (9:15 E.S.T.) (8:15 C.S.T.)