

JULY 1938, p 31

"Most Likely to Succeed"

ACTIVE YOUNGSTERS! In sport or study or social life, they take hold and make things happen. And these promising qualities are no haphazard accident. Back of each of them is a well-ordered way of living: plenty of sleep, regular exercise and proper diet. Meals that nourish and supply the tremendous energy they burn up daily, yet meals that leave them alert, keen, rarin' to go. Their mothers know. Often and often, for lunch or for supper, they



Serve them the soup that's a

MEAL-IN-ITSELF

It is true. Even for the ravenous appetites of youth Campbell's Vegetable Soup makes an adequate and excellent main dish. Follow it with a nutritious salad (fresh tomatoes and cottage cheese, perhaps) and a beverage, and you have satisfying sustenance for any youngster at noon or night. No ordinary soup, this. Fifteen crisp and luscious garden vegetables go into a long-simmered beef broth in time to cook to flavorful, digestible perfection. And remember their valuable health elements are kept *in the soup*, not lost in the cooking as may happen when you prepare vegetables at home. So let your children have Campbell's Vegetable Soup. Is it on hand in your pantry right now?



No more pencils!
No more books—
But give the soup
By Campbell's cooks!

Campbell's
Vegetable Soup

