

334 HEC

November

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FOR FOOD

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It's Health that makes him a Hero!

And back of health is Food—good, wholesome food which the ravenous young appetite really enjoys. How instantly children respond to delicious flavors! How they long for the things that taste good! Take advantage of this natural and healthy craving. Attract your children to healthful foods. See that the home meals are so alluring that there is less incentive for the youngsters to consume the more gaudy but less wholesome eatables that tempt them elsewhere.

Campbell's Vegetable Soup is your real friend and helper! You can always count upon it to disappear from the children's plates like magic. Its hearty, substantial food is a match for youthful appetites. And every spoonful of it is Health—all the goodness of fine garden vegetables, cooked in rich beef broth to retain their full benefit in the soup.

And to satisfy your natural anxiety about the quality of the food you serve your children, you have only to remember that Campbell's Vegetable Soup is made by celebrated soup-chefs in the finest soup-kitchens in the world!

EAT SOUP AND KEEP WELL

21 kinds to choose from ...

- | | |
|---------------|------------------|
| Asparagus | Mulligatawny |
| Bean | Mutton |
| Beef | Ox Tail |
| Bouillon | Pea |
| Celery | Pepper Pot |
| Chicken | Prinzener |
| Chicken-Gumbo | Tomato |
| Clam Chowder | Tomato-Okra |
| Consommé | Vegetable |
| Jalapeño | Vegetable-Beef |
| Black Turtle | Vegetable-Tomato |

10 cents a can

LOOK FOR THE RED-AND-WHITE LABEL



Campbell's Vegetable Soup