



Indulge his natural, healthful craving for Campbell's Tomato Soup!

Made in Canada, by the Campbell Soup Company Ltd., Toronto, Ontario, where Canadian meats, vegetables and other ingredients are blended according to Campbell's exclusive recipes and strict standards of Quality.

Your choice

- Beef
- Chicken
- Consommé
- Crab
- Ham
- Macaroni
- Minestrone
- Mutton
- Ox Tail
- Pea
- Pepper Pot
- Primaire
- Tomato
- Vegetable
- Vegetable-Beef
- Vermicelli-Tomato
- Muck Turtle
- Mulligatawny

11 cents a can

It's the flavor he is after—that luscious, lively tomato taste no child can resist. His eagerness to get every last, lingering trace of it is a normal, wholesome longing for a food gloriously delicious and gloriously beneficial. The tomato teems with sunny healthfulness, especially valuable for the child. And Campbell's Tomato Soup captures this glowing goodness in a form that every mother can trust for strict Quality.

You would be proud to serve the splendid ingredients on your own table. They are protected throughout their preparation by every safeguard known to science. Campbell's Kitchens are a shining miracle of cleanliness. The most affectionate mother could not exercise a greater care in preparing food.

See easy directions on the label for Cream of Tomato.

LOOK FOR THE RED-AND-WHITE LABEL



I like to read stories
And fairy-tales, too,
But Campbell's Tomato
Is a dream that is true!

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