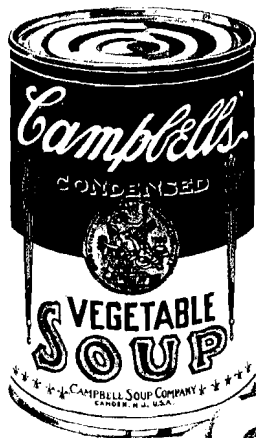




Play is just health out for a good time !



LOOK FOR THE
RED AND WHITE LABEL



Every grocer
Prides himself
Upon the Campbell's
On his shelf!

You want your child to be right out there in the thick of it, mingling with the rest of the children in normal, wholesome, healthful fun. It's the alert and able-bodied children who are the natural leaders in their little world, just as the strong prevail in later life.

Let soup be your daily ally. There's nothing like a hot, invigorating, savory soup to make the meals more beneficial. Such as Campbell's Vegetable Soup! The children love it. It helps to keep the appetite healthy and the digestion good. Its 15 choice garden vegetables supply just the nutrients growing bodies most need.

And if rebellion lifts its obstinate head—if the children sulk about eating their vegetables—and if, as is not at all unlikely, you have had to fortify your persuasions with ingenious threats, why not change all this and give the children vegetables in a form they really love—Campbell's Vegetable Soup? Just watch them devour it!



21 kinds to choose from...

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

11 cents a can

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