

Tomatoes help build sturdy bodies  
 — good source of vitamins.  
 Tomatoes — include them in meals  
regularly —

Tomato Soup  
 excellent hot dish for  
 nutritious meals.

*Mother goes to school again!*

NUTRITION CLASSES are teaching mothers everywhere the vital-to-health food facts that they must know to keep the "Family Front" fit and strong.

**NOW! MORE FOOD AND FLAVOR VALUE IN CAMPBELL'S TOMATO SOUP!**

Nutrition-wise mothers are planning meals for health. And today health-protective foods are more important than ever. Featured among those foods our Government recommends are tomatoes. So this is good news:

**This year Campbell's Tomato Soup is made to a new and improved recipe . . . It has more nourishment, richer flavor.**

It's the same-familiar favorite, with the same matchless flavor . . . but each bowlful brims with a stepped-up richness you'll like better than ever . . . the richness of luscious specially-grown tomatoes blended with fine table butter and delicate seasonings.

Once you and your family taste how delicious it is, you'll call on the new, improved Campbell's Tomato Soup even more often, to help you plan good meals.

Many a time you'll find the increased nourishment and appetite appeal of Campbell's Tomato Soup will really make the meal. Prepared as cream of tomato, with milk added instead of water, this soup becomes even richer and more satisfying.

Either way you serve it this busy wartime year, its added health benefits and flavor will make Campbell's Tomato Soup more than ever the family's first choice.



LOOK FOR THE RED-AND-WHITE LABEL



Tomatoes ripe—  
 Tomatoes red!  
 Now we'll all  
 Be better fed!



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