



"MORE, MOMMY!"

Welcome words to Mother's ears . . .
when it's nourishing vegetable soup

And with mothers nowadays, more often than not, it will be Campbell's Vegetable Soup. For one taste tells you that here is a vegetable soup the equal of any ever ladled from a home soup kettle. The beef stock? Hearty, deep-flavored and soundly nourishing. The vegetables? Fifteen different kinds—bright and tempting and delicious. No wonder most youngsters go for it without urging and even ask for more. Have you Campbell's Vegetable Soup on hand?

Campbell's VEGETABLE SOUP



LOOK FOR THE RED-AND-WHITE LABEL

I swing 'em low, I swing 'em high,
And afterwards I fortify
By eating wisely, eating well—
A bowl of Campbell's Soup is swell!

