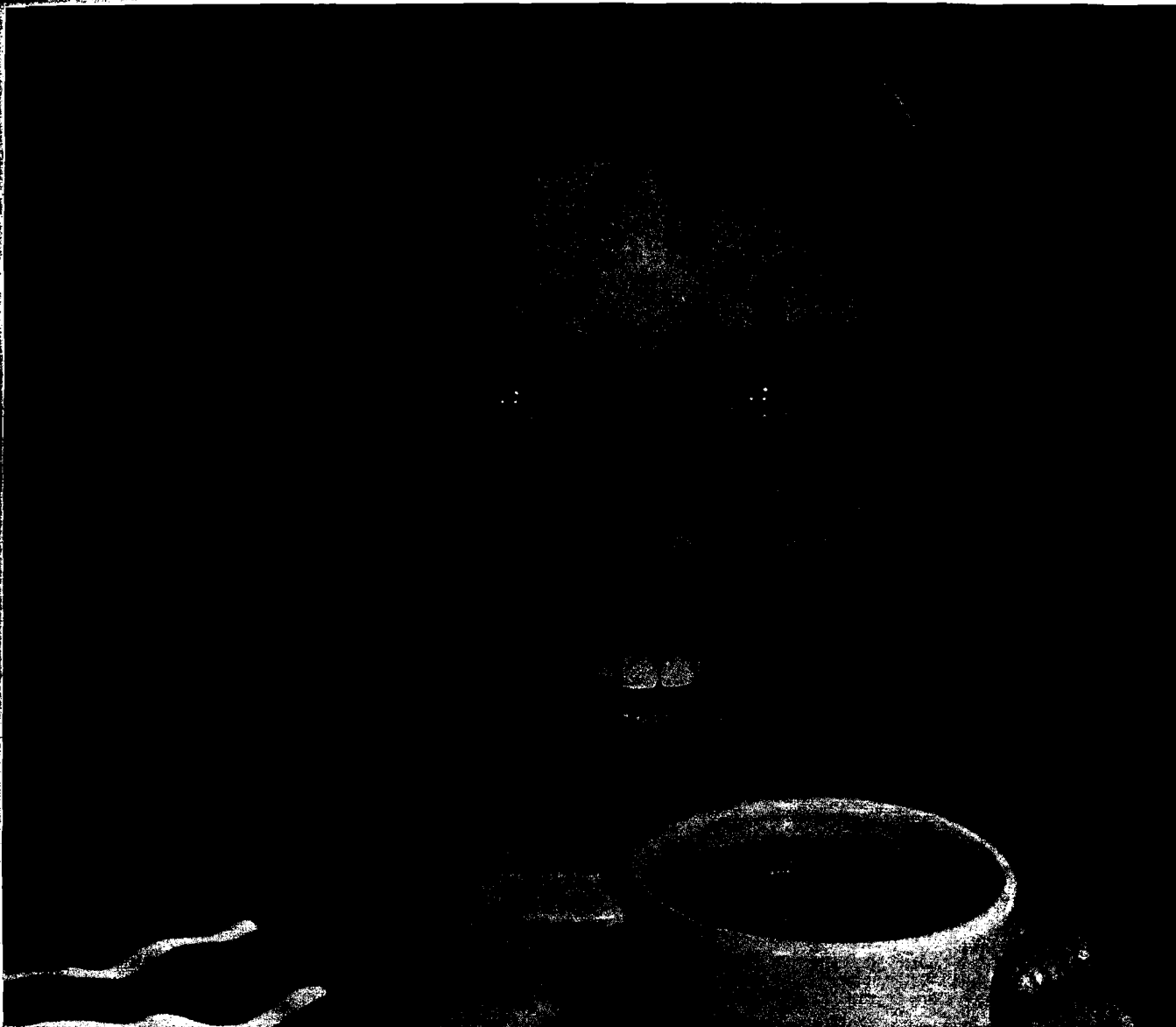


Just compare... Campbell's... 11/11



# A good start for a good morning... SOUP FOR BREAKFAST!

Who is the little boy eating soup for breakfast? Could be almost anyone—your own boy, or the youngster who lives next door. It happens that this is Tommy Rettig, "Jeff" to all those who follow the "Lassie" show on television.



Mrs. Rettig

Although Tommy leads an unusually busy life, he acts like an aver-

age boy in many ways. Take those times he used to try skipping breakfast. Mrs. Rettig discovered that coaxing wouldn't help. What was needed was something quick and nutritious—interesting, too. And that something was *soup*, blended with milk for extra goodness.

Children like soup. It supplies a variety of those all-important protein and mineral foods, and because something "hot" stimulates early-morning appetites, they soon begin eating more of the

other important breakfast foods.

If there's a boy, or a girl, in your home who isn't very interested in breakfast—you might try soup. Might be just the beginning of a new, healthy breakfast habit!

#### Breakfast soups that are good to grow on:

Tomato  
Vegetable  
Vegetable Beef  
Vegetarian Vegetable  
Beef Noodle  
Cream of Asparagus

Chicken Noodle  
Chicken with Rice  
Beef  
Cream of Celery  
Green Pea  
Scotch Broth

# Campbell's Soups



Once a day—  
every day—SOUP!

Parents may  
Sept 8 55