

U+S
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My little speech tonight will reach
Across the U. S. A.
For I'll follow the trail of the wonderful sale
Of the soups that we eat every day.



The United States of Good Health

Good soup eaten regularly every day is a builder of robust health. Point to any place on the map of the United States and there Campbell's Soups are making healthier, happier people. Because these soups are so good and so convenient, Americans have learned to appreciate soup at its real value.

Campbell's Ox Tail Soup

is a thick, rich nourishing blend. The delicious flavor and great food value of this soup come from the medium-sized ox tail joints, choice and meaty, daintily diced carrots and golden turnips, selected barley, crisp white celery, a touch of French leeks and parsley grown on our own farms all the year round.

—21 kinds

12 cents a can