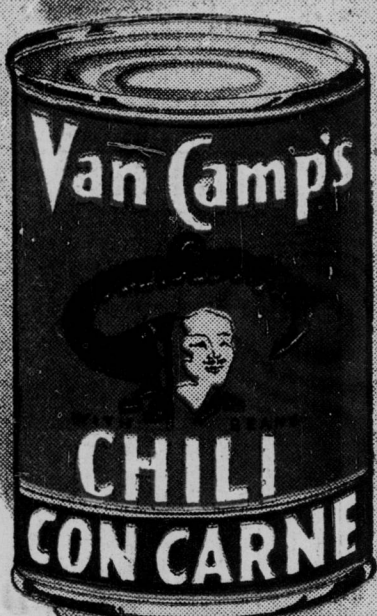


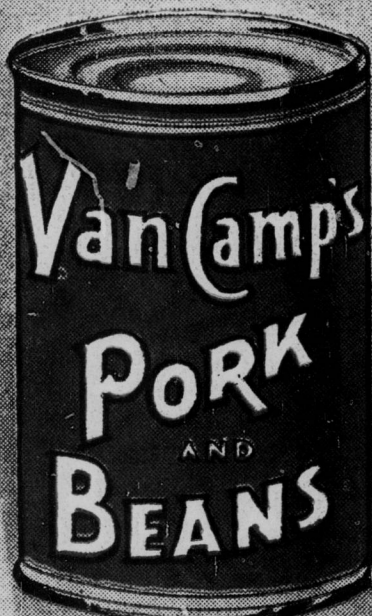
# 75 Years of Service

## TO INDIANAPOLIS AND THE NATION

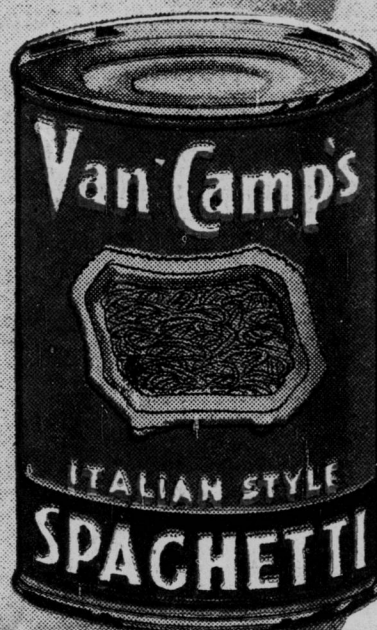
TO HAVE won success and the approval of a nation through seventy-five years of service to the American home has meant much to Van Camp's. But to realize how much the success of this "home town" industry has meant to Indianapolis is equally gratifying. So, in its Diamond Jubilee year, Van Camp's salute Indianapolis—happy that it has been able to render a real service for three-quarters of a century.. Grateful to Indianapolis, too, for its sustained support of Van Camp's products. Thank you, Indianapolis.



In truth a deluxe representative of the Mexican dish.



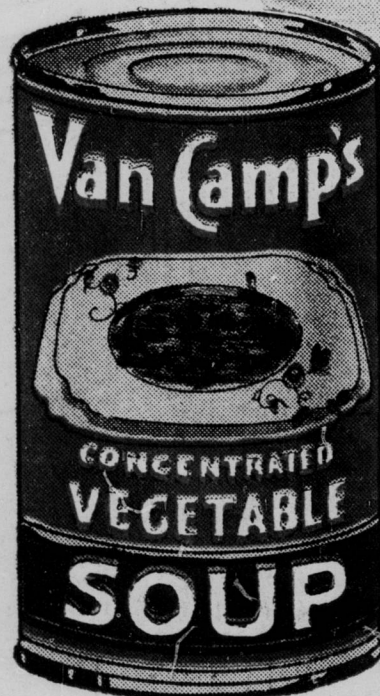
The All-American Favorite—originated by Van Camp's.



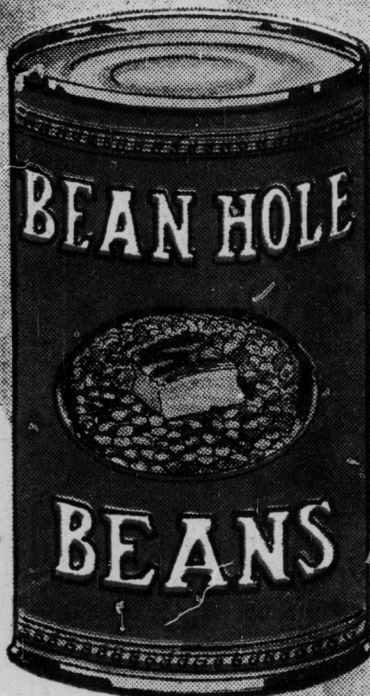
It's great when served with Van Camp's Chili Con Carne!



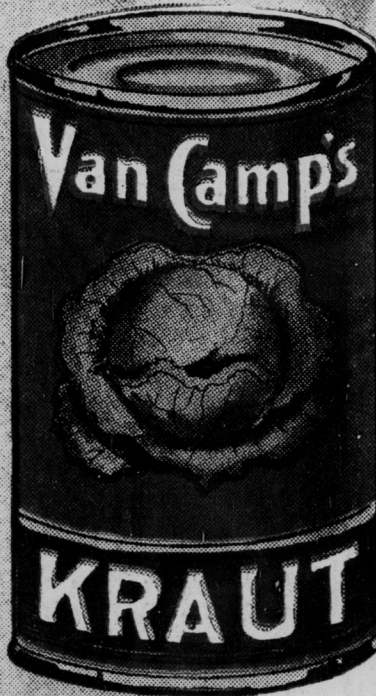
Just to taste it is enough to start your appetite going strong.



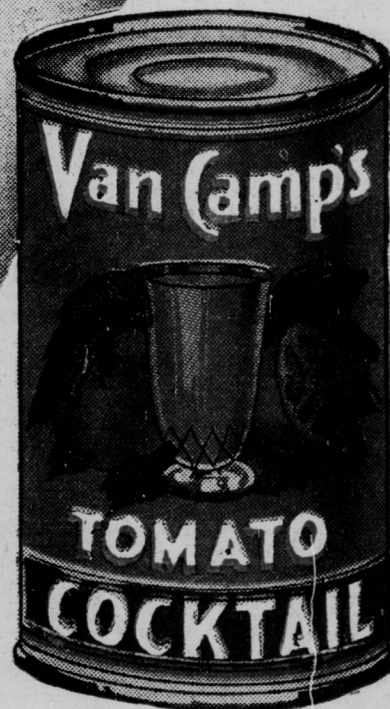
One giant size can diluted with water or milk serves 6 generous portions.



Navy beans, pork, molasses, brown sugar and mustard are the principal ingredients.



Long, thin, even strands of cabbage cured under laboratory supervision.



Tomato juice with enough seasoning to satisfy the desire for an appetizing cocktail.



Try with meat or creamed cheese as a sandwich spread.

Look for this sign in your grocer's window. The signal to go on a buying spree.



# Van Camp's

TRADE MARK REGISTERED

## Diamond

## Jubilee Sales

Bean Hole Beans, Pork and Beans, Green Beans, Wax Beans, Kidney Beans, Red Beans, Refugee Beans, Beets, Carrots, Corn, Catsup, Chili Sauce, Chili Con Carne, Hominy, Kraut, Mixed Vegetables, Peas, Pureed Foods, Pumpkin, Spaghetti, Tomatoes, Tomato Juice, Tomato Cocktail, Tomato Soup, Tomato Puree, Vegetable Soup and Vegetable Beef Soup.

Van Camp's

A NAME IN WHICH AMERICAN HOUSEWIVES HAVE HAD CONFIDENCE SINCE 1861