

A triumph by Campbell's famous chefs!

First Chef says, "I've made a hit!"
Second Chef says, "I did my bit."
Third Chef says, "I helped some, too!"—
All three working just for you!



"Campbell's Soups" are household words. Campbell's chefs are accepted authorities in all the nice arts of fine soup-making. You know their reputation—everybody does. But tonight at dinner taste the soup itself! Just one plateful of Campbell's Mock Turtle Soup—hot, savory, enticing—will prove to you that "there are real cooks in the kitchen."

Mock Turtle Soup is a rest of good cooking. It is a soup that calls for the best a chef has to offer—in the quality of the ingredients, in the skill of the blending. Only the tenderest, selected calves' head meat, cut into toothsome cubes, is used in Campbell's Mock Turtle. Rich beef broth, the puree of luscious, full-ripe tomatoes, crisp celery, delicate herbs and seasoning are in the smooth blend, livened with its dash of truly European flavor. Every spoonful of it reveals the Campbell's chefs!

21 kinds 12 cents a can



Campbell's Mock Turtle Soup
Daintily garnished with slice of lemon

Campbell's SOUPS

LOOK FOR THE RED-AND-WHITE LABEL