



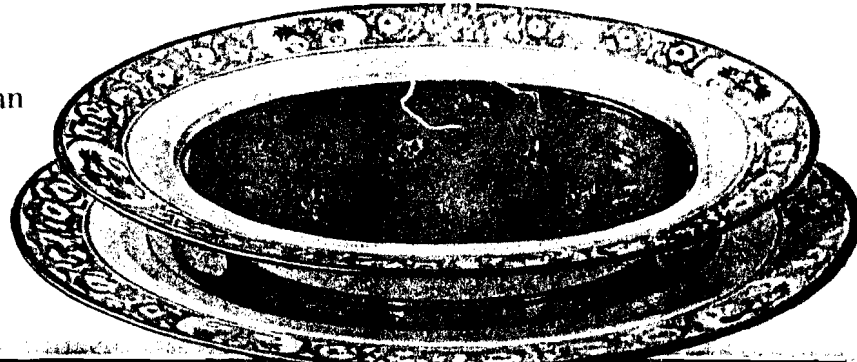
*Just when they taste the best!*

Plucked as they hang sun-ripened, juicy and tempting on the vines! Made into Campbell's Tomato Soup on the very same day, in the prime of their delicious freshness! Every tomato is washed five times in crystal-clear running water. All the skin, seeds and core fibre are removed in straining the pure tomato juices and rich tomato "meat" to a smooth puree. Golden butter enriches the blend. Delicate seasoning perfects the flavor. What a treat awaits your appetite when you catch the delicious fragrance from a plate of Campbell's Tomato Soup!

**Tempting Cream of Tomato!**

Taste it at its very best. Make it with Campbell's according to the simple directions on the label. Extra-nourishing. Always delightful.

21 kinds  
12 cents a can



*Campbell's* SOUPS

LOOK FOR THE RED AND WHITE LABEL