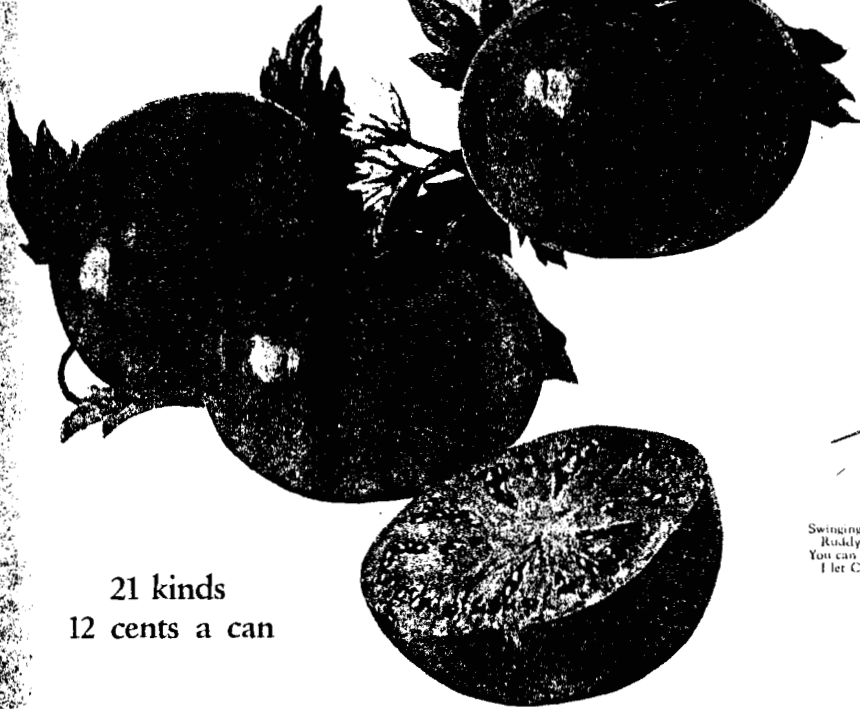


# To every reader of The Ladies' Home Journal

Get a can of Campbell's Tomato Soup today. Heat separately the contents of the can and an equal quantity of milk or cream. Be careful not to boil. Add a pinch of baking soda to the hot soup and stir into the hot milk or cream. Then serve immediately. If you wish to give an extra touch of daintiness and attractiveness, serve it in bouillon cups topped with whipped cream. Many prefer to use evaporated milk for an especially rich, thick Cream of Tomato.

Cream of Tomato made with Campbell's! One of the most delicious and nourishing dishes you could place on your table. As easy to prepare as it is tempting to the appetite! Serve it today!

Juicy, ruddy tomatoes plucked from the vines just when the sun has ripened them to their most delicious perfection! Strained to a fine puree, blended with fresh country butter, seasoned to give the flavor its most delightful tastiness! This is Campbell's Tomato - the most famous of all soups!



21 kinds  
12 cents a can



Swimming gait and healthy stride  
Ruddy cheeks that glow with pride -  
You can tell from my good looks  
I let Campbell's be my cookst