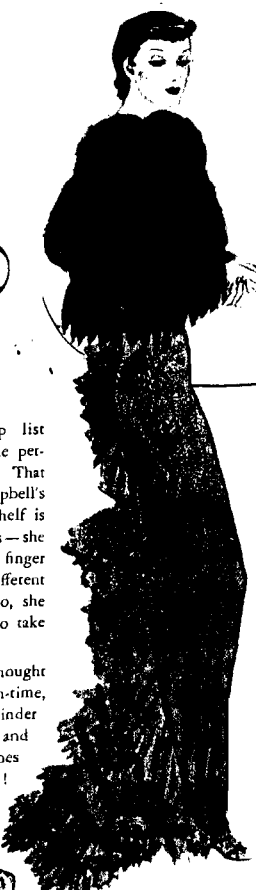


SOUP

Surprises



OUT of the soup list cometh aid for the perplexed meal-planner! That Red-and-White Campbell's label on her pantry shelf is her neat bag of tricks—she has only to point her finger to a "new suggestion" among the many different kinds of soups printed there—when, presto, she has something really novel and refreshing to take that everlasting sameness from her meals.

Clam Chowder! We'll wager you never thought of inviting yourself, when home alone at lunch-time, to sit down to a tangy plateful of this reminder of the salt sea air. Campbell's! All the broth and meat of juicy clams—flavored with tomatoes—and garnished with potatoes and onions!



Next time you have an intimate little luncheon party at your home, do you think your guests will expect to be greeted with Mock Turtle Soup? It will be both a surprise and a delight to them, for strangely enough many people have not yet discovered this treasure of the dining-table.

WHY the "mock" in Mock Turtle Soup? You might, in your own deft way, pose this question. It's because the meat in this soup closely resembles that of the famous and highly expensive Green Turtle Soup (thick). Your friends will find this an interesting morsel of conversation, the while they are enjoying the toothsome morsels which abound in the soup itself. In Campbell's are beef broth, tomatoes, celery, herbs, tempting pieces of meat—all richly blended with sherry. Yes, your luncheon guests will be distinctly impressed with the soup you serve—if it's Campbell's Mock Turtle.

And then come those gala evenings when you blossom out, full-panoplied, as the glittering hostess. Such more formal occasions call for a soup that is distinctive, supreme, fully expressive of the gay and festive spirit of the event. Trust Campbell's chefs to be equal to such exacting demands. Rely upon them to impart the opening touch of brilliance and luxury. Let Campbell's Cream of Mushroom begin the dinner—and you will beam with pride and fairly radiate poise and assurance.



Every now and then your husband, no doubt, in the manner of all husbands, stages a stag luncheon or dinner party and expects you to do everything but help to eat it! Well, stifle your feelings and require him with kindness. Give him and his friends the spread of their lives—it's the best plan. Start off with real Philadelphia Pepper Pot—a man's soup if ever there was one—Campbell's Pepper Pot. It's a sure hit with the male appetite. Gentlemen prefer the soup substantial—didn't you ever notice? This soup has macaroni dumplings, potatoes, spicy seasoning and meat. It's from an old Colonial recipe—and you'll be mighty glad to have this soup on tap at all times.



THIS soup has been the year's sensation as a newcomer to the Campbell's list. It should be in your repertoire—as social ally and family friend. A purée made with choicest cultivated, whole, fresh mushrooms blended with sweet, double-thick cream—cream which is 40 per cent butter-fat—cream so thick it will hardly pour. Liberally garnished with mushrooms. Until recently such a superb Cream of Mushroom was only available to the home with highly trained chefs in the kitchen.

WONDER if you've ever served your children Ox Tail Soup? Likely it's a new idea to you? Try it. See how the youngsters just go for this delicious meat soup. And it's mighty wholesome and nourishing. Vegetables, barley and sliced Ox Tail joints in an Ox Tail broth.

Everybody in your family just dotes on asparagus. It's the new season's first luscious green food. Don't you realize, lady, that it makes soup to charm the capricious appetite? That spring's lush greenness and refreshment last out the year in Campbell's Asparagus Soup? One of those pleasant soup surprises which gratify the family and heighen your reputation as a clever impresario of dietary delights.

And remember that Campbell's Soups bring you condensed, concentrated goodness. You are buying double richness—double strength. So when you add an equal quantity of water in your kitchen, you obtain twice the quantity of soup at no extra cost.

LOOK FOR THE RED-AND-WHITE LABEL

