

# Soup wise!

American homemaker—1935 model! Her kitchen is as attractive as any room in the house. Bright, colorful, thoroughly up-to-date—but still the kitchen—a place to work.

Not a place to work overtime, however! Not if she has her way—which she usually has. Gone forever are the hours spent over a stove, slowly, painstakingly preparing soup for her family.

She has turned that task over to the master chefs of Campbell's kitchens. Why should she spend precious hours washing, cleaning, paring vegetables when the nearest store can supply Campbell's Vegetable Soup?

She opens a can of Campbell's Vegetable Soup and finds 15 choice, garden-fresh vegetables. Vegetables finer than she can buy in any neighborhood store—blended in rich beef broth. A vegetable soup made just as in her own home kitchen except that the broth is *double rich, double strength*. So rich that when she adds an equal quantity of water she obtains twice as much full-flavored soup at no extra cost!

Be soup wise! Today's best recipe for vegetable soup is simply—open a can of Campbell's—add an equal quantity of water—simmer and serve.

21 kinds to choose from . . .

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|---------------|---------------------|----------------|
| Appragus      | Clam Chowder        | Ox Tail        |
| Beef          | Consommé            | Pea            |
| Beef          | Julienne            | Pepper Pot     |
| Bouillon      | Mock Turtle         | Prinzianer     |
| Celery        | Mulligatawny        | Tomato         |
| Chicken       | Mushroom (Cream of) | Vegetable      |
| Chicken-Gumbo | Mutton              | Vegetable-Beef |
|               | Noodle with chicken |                |

LOOK FOR THE RED AND WHITE LABEL



Campbell's Soup hot,  
Campbell's Soup good,  
Campbell's Soup in the pot  
Makes real food!



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