

# Please compare *these soups* with your own

Dear lady—if you belong to the fast diminishing list of women who go to all the trouble of making their own soup, we extend to you this friendly challenge—*please compare Campbell's Soups with your own.*

In the quiet of your kitchen, compare yours and Campbell's, side by side. Compare the taste, the time, the labor, the cost. Learn for yourself that Campbell's not only relieve you of all the bother of making soup at home, but that they are *the finest soups you can buy, regardless of price.*

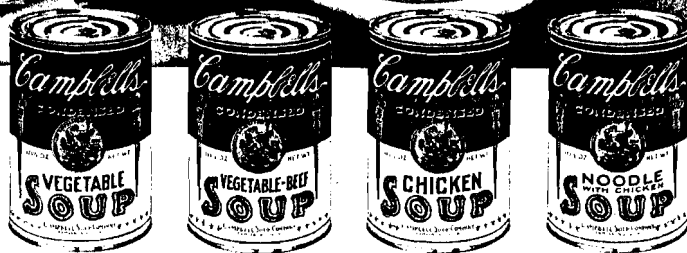
You can be assured that every ingredient used in Campbell's Soups is the best that the markets of the world have to offer. Every Campbell's Soup follows its own definite, tested recipe. Each is slowly simmered and brought to perfection in small gleaming nickel kettles by cooks whose one specialty is *soup.* And each abounds in the true home taste.

Tomorrow, as a worthy example, serve Campbell's Vegetable, or Vegetable-Beef, or Chicken, or Noodle with chicken—four superb, substantial soups with an unmistakable home-made quality that endears them instantly to eager appetites. The entire twenty-one Campbell's Soups are so tempting and invigorating, and offer you so many different choices, that after serving any one of them you will wish to learn the goodness of them all.

*Condensed to give extra value!* When you buy a can of Campbell's Soup, you are really getting *two* cans of soup for your table. For, by adding the water yourself, you obtain double the quantity of full-flavored soup of just the right strength and consistency.

## Campbell's SOUPS

Happy, healthy,  
Full of bustle—  
Campbell's give me  
All my hustle!



21 kinds to choose from . . . Asparagus, Bean, Beef, Bouillon, Celery, Chicken, Chicken-Gumbo, Clam Chowder, Consommé, Julienne, Mock Turtle, Mulligatawny, Mushroom (Cream of), Mutton, Noodle with chicken, Ox Tail, Pea, Pepper Pot, Printanier, Tomato, Vegetable, Vegetable-Beef

LOOK FOR THE RED-AND-WHITE LABEL