



Lady—will you take a dare?



THE dare you are asked to take is none of the difficult three pictured above. On the contrary, it is an *easy* one—a very easy one. It will take only a few minutes of your time—yet will save you many *hours*, day after day—and bring enjoyment to your family. If you are still going to all the trouble of making soup at home, the dare is particularly for you. Will you take it?

And now for the dare

THERE'S a can of Campbell's Vegetable Soup at your grocer's, waiting to be served at your table. Just do this—serve this delicious soup tomorrow, *without letting your family know you didn't make it yourself*. Then listen to their interesting comments.

They'll undoubtedly remark on its tempting home flavor, and praise you for your cooking skill. And when they learn it is Campbell's, they'll praise you all the more. For they'll realize what a good manager you are to be able to serve such fine soup without having to go to all the bother of making it yourself.



You'll hear them remark on the many different vegetables—there are fifteen in all—and the rich, savory beef broth. And as *you* eat it, please compare Campbell's Vegetable Soup with your own. Ask yourself if you could make better—even if you had the time.

Won't you, then, get that can of Campbell's Vegetable Soup for tomorrow's luncheon or dinner? In this simple way you will learn how easy it is to serve any of the famous twenty-one soups that your family will always be sure to enjoy—just as though you had made them yourself in your own kitchen.

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

Campbell's Vegetable Soup

CONTAINING RICH BEEF BROTH PLUS 15 GARDEN VEGETABLES



CAMPBELL'S ON THE AIR

Wednesdays
George Burns & Gracie Allen
—fun and music—8:30 P.M.
E. S. T.—7:30 C. S. T.—9:30
M. T.—8:30 P. S. T. Columbia
Network—coast-to-coast.

Fridays
"Hollywood Hotel"
—starting Dixie Powell
—sparkling revue—9:10 P.M.
(E. S. T.) Columbia Network
—coast-to-coast.