

Calling all wives (out of hot kitchens)



NOW IS THE TIME for all good wives to come to the aid of—*themselves*. Let aprons be tossed aside early and nonchalantly. Let the chores indoors be the lightest of the year. Keep the home fires out. Catch up with the fun and relaxation that passed you by last winter.

You won't be slighting the family's welfare, either. Surely you've noticed that sensible women are raising the Red-and-White flag of kitchen surrender—handing over a lot of their work to Campbell's. The Campbell label (red-and-white) stands for women's rights to carefree summers.

Reaching for a can of Campbell's Soup on the pantry shelf is an everyday occurrence in the summer scene. It has become a national habit, spreading faster and wider each season. Soup is a "natural" for good summer eating. What the system needs now is bright, bracing,

invigorating food . . . to take up the slack of the hot-weather let-down . . . or to renew energy after strenuous out-door exercise.

Soup—enticing, delicious soup—*Campbell's* Soup—was never more eagerly welcomed by hungry families. In preparing it, you are out of the kitchen in a wink. For many a meal you can depend mainly upon Campbell's Vegetable Soup, with its sturdy nourishment "all wrapped up" in a flavor that is most delightful.



Fifteen of the garden's best-liked and choicest vegetables are cooked in extra-rich beef stock which has been long simmered in true home style. Men go for Campbell's Vegetable Soup in a big way. And it's a match for any youngster's bounding appetite. Be sure to include it among your regular Campbell helper-outers. Remember, too, that Campbell's Soups are at your grocer's, wherever you may go!



21 kinds to choose from . . . Asparagus, Bean with bacon, Beef, Bouillon, Celery, Chicken, Chicken Gumbo, Clam Chowder, Consomme, Cornstarch-Frustrant, Mock Turtle, Mulligatawny, Cream of Mushroom, Noodle with chicken, Ox Tail, Pea, Pepper Pot, Scotch Broth, Tomato, Vegetable, Vegetable Beet



Campbell's Vegetable Soup

CONTAINING 15 GARDEN VEGETABLES PLUS RICH BEEF STOCK