

Aug 1937 p 35

What is wrong  
with this picture



WHEN CAMPBELL'S SOUP  
IS MADE SO GOOD,  
WHY WORK LIKE THIS?  
—NO HOUSEWIFE SHOULD!

ANY up-to-the-minute woman can tell you at a glance what's wrong with this picture. The lady shown is *making her own vegetable soup in 1937!* She's one of the few remaining women who have not yet discovered a *better* way to give their families good vegetable soup.

*The good homey quality of Campbell's Vegetable Soup has made it unnecessary to spend hours making soup at home.*

Women everywhere agree. They know by actual comparison that Campbell's Vegetable Soup is every bit as delicious and wholesome as their own — so they save themselves all that fuss and worry.

Into it go the world's choicest ingredients. Skillful experts have learned how to bring out that real home-made flavor everyone loves — how to retain the nourishing qualities of its fifteen different vegetables and rich beef stock. It's just downright good eating!

And if *you* should be the little Mrs. Doubtful of the picture, give Campbell's Vegetable Soup a trial, soon. Tasting beats telling, every time!



21 kinds to choose from . . .

Asparagus	Milk Turtle
Beans with bacon	Mulligatawny
Beef	Mushroom (Cream of)
Bouillon	Noodle with chicken
Celery	Ox Tail
Chicken	Pea
Chicken Gumbo	Pepper Pot
Chow Chowder	Scotch Broth
Consommé	Toniatto
Consommé	Vegetable
Princiantier	Vegetable-Beef

LOOK FOR THE RED-AND-WHITE LABEL



**Campbell's Vegetable Soup**

CONTAINING 15 GARDEN VEGETABLES PLUS RICH BEEF STOCK