

# First Call for Family Dinner!

Family tables throughout the nation  
Mothers count on  
Campbell's Tomato Soup  
to give dinner a rousing send-off



Back for the "Moonglow Girl" in the flying minutes between a grueling dress rehearsal and "on the air" time, Frances Langford, singing star of "Hollywood Hotel" broadcasts, and Ken Niles, announcer, perk up with a steaming plate of Campbell's Tomato Soup.



"Do come over for lunch!" Impromptu invitations given without a qualm. The lady knows without asking that lunch will be a delight if it's built around the soup everybody likes, Campbell's Tomato Soup.

Two Soups that eat as one! Surprise the family with "Purée Mongole". Directions: one can Campbell's Tomato Soup, and one can Campbell's Pea Soup. Stir together. Fill one of the cans with fresh milk (or use evaporated milk if you like). Add the milk to the soups, stir, heat and serve.



It's time that I hurried these Home from the store  
My Campbell shelf's empty  
My family shouts, "More!"



She knows what they like! The family like food with lively, definite flavor to tickle their taste and sound nourishment to provide inside satisfaction. So Mother can rely on them going for Campbell's Tomato Soup any mealtime.

## Why this Soup is the World's Most-Often-Asked-For

There's just one answer and that is—flavor. Flavor with such magic in it that no good home-cook or famous chef has ever matched its life and verve. Flavor that comes from specially grown, extra-luscious tomatoes, skillfully cooked, enriched with fine table butter and enhanced with rare seasonings. Flavor that thrills at the first spoonful yet brings fresh delight each time it's served. *That's* what it takes to make a soup the world's most-often-asked-for!



Look for the Red-and-White Label

# Campbell's Tomato Soup