



*"What's cookin',
Good Lookin'?"*

"When my husband greets me like that, I know he's brought home his appetite—and what a help to have good, hot soup ready. I just couldn't keep house without Campbell's Soups. They're so tempting and nourishing and . . . a real life-saver for us young-marrieds. Of course Bill and I have our favorites, but it's such fun to go 'exploring', too, among all those 21 kinds. You make wonderful discoveries!"

Campbell's SOUPS

LOOK FOR THE RED-AND-WHITE LABEL



BEF through and through—a stock simmered on lean beef, plenty of pieces of beef, golden noodles. A main-dish soup for a hungry man!
CAMPBELL'S BEEF NOODLE SOUP



Asparagus—ever-welcome springtime treat—made into a tempting purée. Lots of tender asparagus tips. Prepare it with milk or water.
CAMPBELL'S ASPARAGUS SOUP



"Almost a meal in itself" is what women everywhere call this hearty, homey soup, with its 15 different garden vegetables and good beef stock.
CAMPBELL'S VEGETABLE SOUP