

MEAL-PLANNER'S GUIDE

to the Selection and Use of Good Soups

MEN LIKE SOUP --- SUCH SOUPS AS THESE ---



BEEF SOUP

A *Prize Star* for anyone in search of a soup for a man-size appetite. In a thick brown beef stock are barley, and other hearty vegetables and pieces of fine beef.



CLAM CHOWDER

Sea-fare for all ashore! Fresh clams are chopped and mingled in lively clam broth, with tomatoes, diced potatoes and savory herbs. A hearty soup of the sea.



VEGETABLE-BEEF

Men like beef and vegetables... and Campbell's Vegetable-Beef Soup. Abundant vegetables and good pieces of beef. A made-to-order soup for men.

SOUPS TO SERVE WHEN COMPANY COMES ---



TOMATO SOUP

Most often of all, this is the soup bought and served. It has a flavor people enjoy again and again and never tire of. So it's a sure choice when company comes.



MOCK TURTLE

Close runner-up to the expensive thick green turtle soup. A lavish beef broth, into which are blended tomatoes, celery, tender meat and rare herbs.



CREAM OF MUSHROOM

Biggest soup news of our times! A new soup is delighting millions. Tender young mushrooms and thick fresh cream smoothly blended. And mushroom slices, too.

THESE HELP YOU GIVE YOUR CHILD MORE MILK ---



PEA SOUP

—at its best! Selected peas made into a smooth, thick, green pea soup. All ages like Campbell's Pea Soup. And just watch your child go for it served as *cream* of pea!



CELERY SOUP

Crisp and fresh is the celery of which Campbell's Celery Soup is made. A velvety soup to serve as *cream* of celery sometimes, for your child. (Help yourself, too!)



ASPARAGUS SOUP

In the Spring a gourmet's fancy turns to green asparagus. And Campbell's turn to making Asparagus Soup—smooth and delicate, with tender tips for every cup.

BEHIND EACH OF THESE SOUPS IS A STORY ---



CHICKEN GUMBO SOUP

From old New Orleans comes the recipe. Campbell's make it, for all America, of tender okra, luscious tomatoes and chicken meat in good chicken broth.



PEPPER POT

The pepper-pot woman of Old Philadelphia first praised its dumplings, its potatoes, its tender tripe, its spicy seasonings. You will be thankful for the legacy!



OX TAIL

A British "Beef-Eater" to remind you that Campbell's Ox Tail Soup is the proper English kind: ox tail joints and vegetables in rich beef stock. Tip-top, really!

CLEAR SOUPS TO START YOUR DINNER PARTIES ---



BOUILLON

Dark and delicious is Campbell's Bouillon. From fine beef is simmered a rich, clear beef broth. Herbs, spices and vegetables add their flavor magic.



CONSOMMÉ MADRILÈNE

A beckoning look about this clear broth of beef and tomato. Heat and serve in a jiffy, or set it to jell in your refrigerator four hours before dinnertime.



CONSOMMÉ

THE consommé to many a hostess! Gleams like amber and tastes of fine beef skillfully seasoned with the flavors of garden vegetables. Serve hot or jellied.

SIX SOUPS THAT ALL THE FAMILY WILL ENJOY ---



CHICKEN SOUP

Deep chicken flavor in the slow-simmered broth. Chicken meat and rice. And this is so: Just as sure as you like chicken, you'll like Campbell's Chicken Soup!



VEGETARIAN VEGETABLE

For little folks' meals and for meatless members—a hearty, all-vegetable soup. Many garden vegetables lend their bright color and tempting flavor to this soup.



SCOTCH BROTH

The name of Campbell's sits well on a label for Scotch Broth. Lift a spoonful of this thick, hearty stock, tender mutton, barley and other good things. Mm-mm!



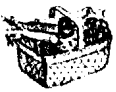
BEAN with BACON

The American taste for beans is roundly satisfied in this soup. A thick bean purée, full of whole beans, and savored with bacon. A soup for a hungry family.



CHICKEN NOODLE

Colonial favorite. Today, as Campbell's make it—golden chicken broth, good egg noodles, tender chicken—it is growing faster in popularity than any other soup.



VEGETABLE SOUP

A whole market-basketful of garden vegetables—fifteen in all!—go into the sturdy beef stock. No wonder women call this soup "almost a meal in itself"!



Where will you find
The right soup for your table?
Look at the list
On the red-and-white label!