

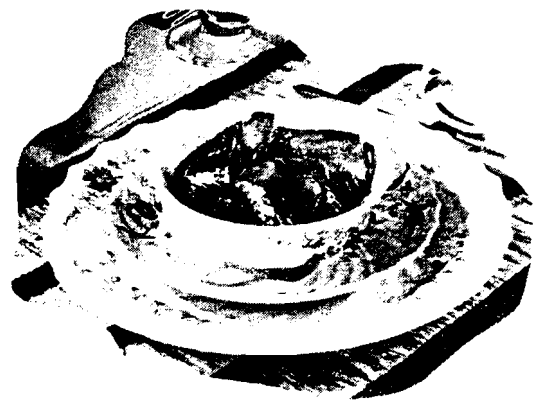
*"Did you remember
to put the soup in the refrigerator?"*

THERE is a time and a place for everything. It is four hours in your refrigerator for Campbell's Consommé. That is all, and then, come mealtime, clear deep amber cupfuls shimmer engagingly, cajoling wilted appetites, and re-charging them with a fresh urge to eat.

Jellied consommé makes a perfect preface for a summer lunch or dinner. It looks cool and it tastes cool. And if it has a flavor that's real and rousing, it whisks away that hot-day indifference to food. Campbell's Consommé does that—it has the deep-down flavor of fine beef. Each gleaming spoonful that slips to your tongue makes you glad you came to the table.

You'll be having jellied consommé often this summer, once you've tasted Campbell's. And for a change now and then, have Campbell's Consommé *Madrilène*, with its delicate flavor of luscious tomatoes and beef. Either one jells in the can in your refrigerator in four hours.

But a good plan is to *keep* them there—keep several cans ready in your ice-box all the time. Then you won't get sudden hot and cold qualms at crucial moments wondering "did you remember to put the soup in the refrigerator".



LOOK FOR THE RED-AND-WHITE LABEL

Campbell's CONSOMMÉ

JELLS IN YOUR REFRIGERATOR IN FOUR HOURS