

MEAL-PLANNER'S GUIDE

to the Selection and Use of Good Soups

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



BEEF SOUP

A Prize Steer for anyone in search of a soup for a man-size appetite. Thick brown beef stock, hearty vegetables and pieces of beef.



CLAM CHOWDER

Sea-fare for all ashore! Fresh clams chopped and mingled in lively clam broth, with tomatoes, diced potatoes and savory herbs.



VEGETABLE-BEEF

Men like beef and vegetables . . . and Campbell's Vegetable-Beef Soup. Abundant vegetables and pieces of beef in each plateful.

SOUPS TO SERVE WHEN COMPANY COMES ---



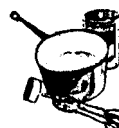
TOMATO SOUP

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



MOCK TURTLE

Close runner-up to the expensive green turtle soup. A lavish beef broth, with tomatoes and celery, tender meat and rare herbs.



CREAM OF MUSHROOM

A new soup is delighting millions! Tender young mushrooms and thick fresh cream are smoothly blended. Mushroom slices, too.

THESE HELP YOU GIVE YOUR CHILD MORE MILK ---



PEA SOUP

—at its best! Selected green peas made into a smooth, thick purée. And just you watch your child go for it served as *cream of pea!*



CELERY SOUP

Made in the Fall, of fresh crisp celery—a velvety soup. Serve as cream of celery sometimes, for the children. Help yourself, too!



ASPARAGUS SOUP

In the Spring Campbell's turn to making asparagus soup, smooth and delicate, with tender tips for every cup. Serve at any season.

BEHIND EACH OF THESE SOUPS IS A STORY ---



CHICKEN GUMBO SOUP

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



PEPPER POT

The pepper-pot woman of Colonial Philadelphia first praised its dumplings, potatoes, meat and spicy seasonings. You will, too!



OX TAIL

A British "Beef-Eater" points out Campbell's Ox Tail Soup is the good English kind: ox tail joints, and vegetables in rich beef stock.

CLEAR SOUPS TO START YOUR DINNER PARTIES ---



BOUILLON

Deep, dark, delicious is Campbell's Bouillon. To a rich, clear beef broth, vegetables, herbs and spices add their flavor magic.



CONSOMMÉ MADRILÈNE

A beckoning look about this clear broth of beef and tomato. Set it to jell in your refrigerator four hours before dinnertime.



CONSOMMÉ

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 broth. Chicken meat and rice. Just as sure as you like chicken, you'll like Campbell's Chicken Soup!



VEGETARIAN VEGETABLE

For little folks' meals and for meatless menus here's a hearty, all-vegetable soup. Many garden vegetables lend it their flavors.



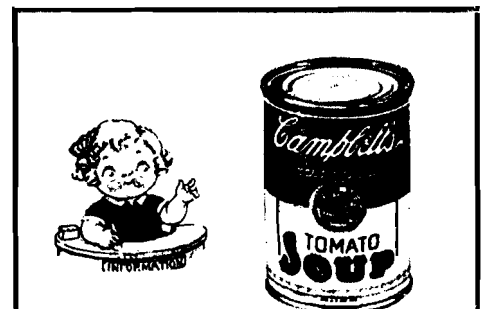
SCOTCH BROTH


The name of Campbell's sits well on its label. Taste and see! Hearty stock, tender mutton, barley and other good things in it. 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.





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CHICKEN NOODLE

Years ago it bubbled in a kettle over the fire. Campbell's make it now, and it's growing faster in popularity than any other soup!



VEGETABLE SOUP

A whole market-basketful of garden vegetables — fifteen in all! — go into the vigorous beef stock. Truly "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!

A GOOD RULE: LOOK FOR THE RED-AND-WHITE LABEL