

21 new ideas for 21 Campbell's Soups

— new ways, new times, new places!

Ever butter up your family with hot buttered soup? Ever brighten up your husband's spirits with soup on the rocks? Ever wake yourself up with fragrant, flavorful soup for breakfast?

No matter how, when or where you enjoy these soups, they're ever so good for you in so many ways. Their

aroma and steaming warmth whet the appetite. A variety of Campbell's Soups supplies basic nutritional needs—proteins, vitamins, minerals—and liquids, too, to aid your digestion.

As you look over these 21 new ideas—choose one to try tonight.



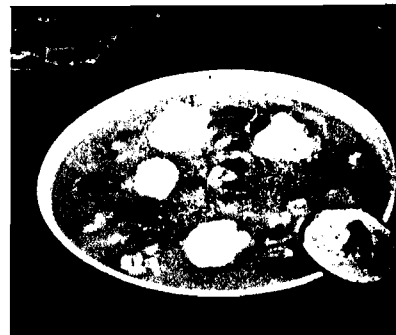
SOUP FOR SUNDAY BRUNCH

A bowl of Campbell's Chicken Gumbo—delicious chicken and vegetable soup pocked with nourishment. Extra-good with waffles.



SOUP NOGS

Take one can of Cream of Celery Soup. Whip it up with one can of milk and two eggs. Chill and serve—an extra-nourishing notion!



SOUP AND THIMBLE DUMPLINGS

Add herbs or spice to biscuit mix. Make tiny dumplings. Drop from a teaspoon, and simmer 5 min. in Scotch Broth.



SOUP ON THE BUFFET TABLE

A decorative tureen filled to the brim with Beef Soup. A hearty, stick-to-the-ribs soup for Sunday night or any night.



SOUP FOR A BIRTHDAY

Make it a party soup—a bowl of Campbell's Beef Noodle with candles on Melba toast. Good for children—and they'll love it.



SOUP AND A SWEET

To help balance a rich dessert—have Vegetarian Vegetable Soup with its nourishing green and yellow vegetables.



SOUP ON THE ROCKS

Cool, clear, refreshing! Campbell's Bouillon poured right out of the can into glasses filled with ice cubes. Have it often!



SOUP-PLATE LUNCH

Surround a bowl of Vegetable Beef Soup with crackers, cheese... whatever you like. So quick, so easy, so good for you!



SOUP AND SNIPPETS

Cream of Asparagus Soup—with festive snippets cut out of sliced process cheese—and slipped gently onto the surface.

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Once a day... every day...



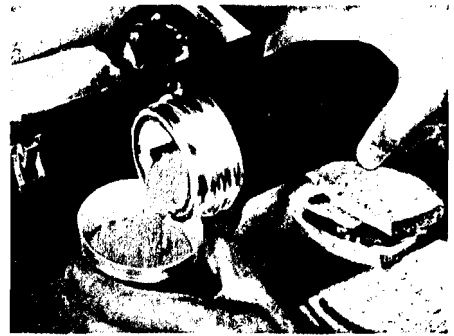
SOUP FOR A LATE SUPPER

Onion Soup—dark, rich and savory—with sweet onions and Cheddar cheese! Have it with a green salad and French bread!



HOT BUTTERED SOUP

Glorious Tomato Soup in big, comfortable mugs—topped with a generous piece of butter. Hot, hearty and heavenly!



SOUP IN THE LUNCH BOX

Green Pea Soup—creamy-smooth companion to sandwiches. Take it hot in a vacuum bottle—to school, work, or a picnic!



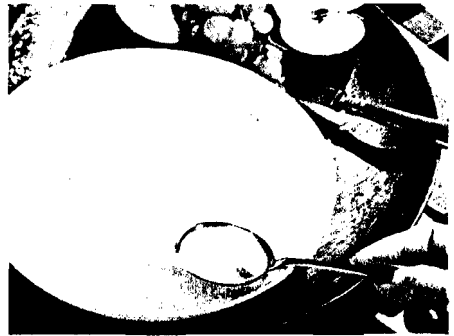
SOUP ON THE SNACK BAR

Lunch, supper, any time—set out bowls of Campbell's Clam Chowder on the kitchen lunch bar—and watch the family line up!



SOUP THROUGH THE MEAL

Enjoy a steaming cup of Consommé as any meal's hot drink! Clear and tangy beef broth—makes everything taste better!



SOUP AND FRUIT

Light and bright for lunch—a bowl of Chicken Noodle Soup, a bunch of grapes or an apple, and maybe crackers 'n cheese.



PASS THE SOUP TRAY

Right in the living room—pass 'round mugs of Cream of Mushroom and salty nibbles. Good before dinner, or as an evening snack.



SOUP AND POPCORN

Fun for children and grownups, too! Big bowls of Campbell's Cream of Chicken Soup garnished with buttered popcorn.



SOUP FOR BREAKFAST

Start the day with extra punch—serve cheering bowls of Campbell's Vegetable Soup 'round your breakfast table!



SOUP AND CHEESE

Bean with Bacon Soup. And on the side—your favorite cheese. High-protein combination for high-powered energy.



SOUP FOR RELAXATION AND SLEEP

Soothing as a bedtime fairy tale—a mug of golden-good Chicken with Rice Soup. Sweet dreams for Junior, Dad or Granddad!



SOUP CAN MAKE THE MEAL

Have a hearty vegetable and meat soup like Campbell's Pepper Pot. Make it with milk for an extra-good 'n nourishing treat!

Mm! Mm! Good!
Campbell's Soup



SOUPS SUPPLY BASIC NUTRITIONAL NEEDS
 PROTEINS—for upkeep and growth • CARBOHYDRATES—for energy
 VITAMINS and MINERALS—for vitality • LIQUIDS—for digestion