

CREAM OF ASPARAGUS: A smooth purée of choice fresh asparagus and table butter—with tender tips.

CHICKEN GUMBO: The famous chicken-and-vegetable soup of old New Orleans. Yours to enjoy today.

CREAM OF MUSHROOM: A blend of cultivated mushrooms and whipping cream, with mushroom pieces.

BEAN WITH BACON: Old-fashioned thick bean soup chock-full of plump beans—made savory with bacon.

CHICKEN NOODLE: Rich chicken stock, with generous pieces of chicken and old-fashioned egg noodles.

OX TAIL: Robust English-style soup made of beef stock, meaty ox tail joints, barley and vegetables.

BEEF: Plenty of tender pieces of beef, with nourishing vegetables and barley, all in a hearty beef stock.

GREEN PEA: A nourishing purée of green peas, blended with table butter and expertly seasoned.

BEEF NOODLE: A full-flavored stock, simmered from selected beef—pieces of beef and egg noodles.

**Delicious!
Nourishing!
Satisfying!**



That's why, every day,
27 million Americans have

SOUP FOR LUNCH

Think of it! Today . . . every day . . . 27 million soup servings at lunch alone! That's what a recent nation-wide food survey reveals.

No question about it, America loves soup. And that's easy to understand. Soup has everything! When properly made, it gives you *all* the deep-down goodness of meats and vegetables. It's nourishing . . . delicious . . . easy to digest. It's ready in four minutes . . . just add water or milk and heat. It's thrifty—an outstanding food value. And so many kinds to choose from!

Soup is the ideal dish for sensible, *modern* meals! So join those happy millions! . . . Have soup for lunch!

Campbell's SOUPS

LOOK FOR THE RED-AND-WHITE LABEL

BLACK BEAN: Once enjoyed only at famous restaurants. Made of choice black beans, deftly seasoned.

PEPPER POT: Cubes of meat, macaroni, carrots, herbs, potatoes in meat stock. Early American-type soup.

BOUILLON: (Beef Broth) Beef broth delightfully flavored with garden vegetables—a tempting, clear soup.

SCOTCH BROTH: This hearty, main dish soup is made from choice mutton, barley and vegetables.

CREAM OF CELERY: Crisp garden celery, blended to velvet smoothness with extra-heavy whipping cream!

TOMATO: "America's favorite soup." Top-quality tomatoes, blended with creamy butter, seasoning.

CHICKEN WITH RICE: Fine plump chickens simmered for a golden broth—with rice and pieces of chicken.

CLAM CHOWDER: Chopped clams, tomatoes, potatoes, and savory seasoning, in a tangy clam broth.

VEGETABLE: More than a dozen delicious garden vegetables in beef stock. "Almost a meal in itself."

VEGETARIAN VEGETABLE: Another fine vegetable soup made with vegetable broth and filled with vegetables.

4/7/51
p47 9/19/50 SEP