



## Light housekeeping trick

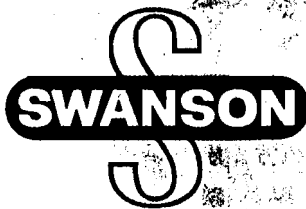
## for a brand new dad

**Swanson TV Brand Dinners, the oven-quick meals that taste home-cooked**

Speaking as dad to dad, you ought to try a genuine Swanson TV Brand Chicken Dinner. In 25 minutes' oven time you can treat yourself to a hearty, hot meal with plenty of crisp fried chicken (portion of breast, drumstick or thigh, and a wing), tender garden vegetables and whipped potatoes with butter . . . all with no work, no dishes.

Best part: It tastes home-cooked. Like everything was taken off the stove at just the right delicious moment. And it was! Cooked to perfection, then quick-frozen by Swanson for you to just heat and enjoy! Broad hint to wives: Any time there's no time to do it yourself, let Swanson cook your meal for you! Try genuine Swanson TV Brand Dinners soon . . . and always keep 'em handy in your freezer.

QUICK FROZEN  
BY SWANSON

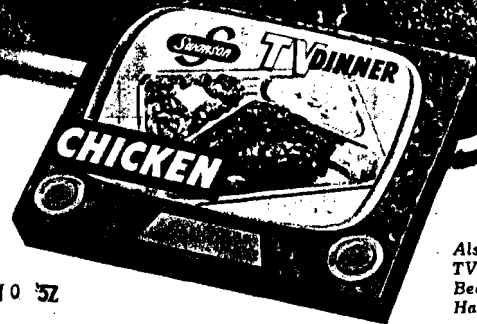


**TV Brand Dinners**

THE CENTER

THIS W. N 10 '52

MADE ONLY BY *Campbell* SOUP COMPANY



Also try Swanson TV Brand Turkey, Beef, and Filet of Haddock Dinners