

Die Amerikaner verstehen es besonders gut, diese Art Waren ihrem Publikum — auch im Bild — schmackhaft zu servieren

Americans are particularly good at presenting wares of this kind to their public in tasteful fashion



When you taste Swift's Premium Bacon lunch it isn't you or a happy surprise ahead. The Ovenizing—Swift's improved way of smoking Premium Bacon—has made the world's longest-selling bacon even finer than before.

You'll simply revel in its flavor—its flavor smooth and mellow but richer in the tang from hardwood smoke.

You'll find a difference, too, in its texture.

You'll notice, at once how tender the new Swift's Premium Bacon is.

And, a minor point but pleasant, even the odor of this bacon is improved!

So when you buy bacon ask your dealer for Swift's Premium Bacon. It's different, too. Swift & Company—Producers of Fine Foods

FLUFFED EGGS... DIFFERENT, TOO



And so simple to fix! In a single step you can have your breakfast, lunch or dinner, or even a party, prepared for you. Just take the Swift's Premium Bacon and put it in the oven. The Ovenizing process has been perfected for you. It's just the way to cook Swift's Bacon. Ask at the store where you buy Swift's Bacon.



SWIFT'S PREMIUM BACON
It's Ovenized

SWIFT'S PREMIUM BACON IS A REGISTERED TRADE MARK OF SWIFT & COMPANY, CHICAGO, ILL. © 1934 SWIFT & COMPANY, CHICAGO, ILL.

THE SATURDAY EVENING POST



They secretly pitied her husband when they should have pitied their own

They had the old-fashioned idea that a woman isn't fair to her husband if she serves him canned vegetables.

But they didn't realize that canning does not change a vegetable. It merely seals in nature's original freshness and food value.

When perishable vegetables, such as peas, corn, string beans, tomatoes, asparagus, or spinach, are put into a can,

they are garden-fresh—only hours away from the soil. They are hermetically sealed before exposure to the air does any harm.

They are cooked in the sealed can, without preservatives and with oxygen excluded. For these reasons virtually none of the vitamin value is lost.

Furthermore, a canned vegetable repre-

sents a choice portion of the crop, grown from selected seed in an ideal climate and season, and picked when fully and naturally ripe.

So next time you buy a canned vegetable, remember that "canned" simply means "garden freshness and goodness sealed in."



CONTINENTAL
NEW YORK, CHICAGO

CAN COMPANY
SAN FRANCISCO

Canned foods are the safest food that ever it was eaten because of the sterilization to which they are subjected. The can is specially made for food.



NOODLE WITH CHICKEN SOUP
with hearty egg noodles
rich chicken broth
tender chicken meat

Noodle Soup—glorified, transformed, immeasurably bettered by the skill of the great soup-chef! Isn't that an offering prospect? The moment you taste Campbell's Noodle Soup, with its extraordinary chicken richness, you will sense a distinct and original creation—an old favorite lifted to a fresh, high deliciousness.

Here is Noodle Soup so richly chicken that the appetite is supremely gratified. The finest egg noodles, in substantial quantity, are steeped in the richest broth of extra strength and flavorful goodness. Tender morsels of chicken meat, white and dark, from the choicest parts, offer a tempting garnish.

The price—just the same as other Campbell's soups!

2 NEW CAMPBELL'S SOUPS
to grace the finest tables!



CREAM of MUSHROOM
containing sweet double-thick cream

Open your next luncheon or dinner party with this new soup de luxe—Campbell's Cream of Mushroom!

Never have you served on your own table choicer mushrooms than are used in Campbell's. Fresh, whole, cultivated mushrooms are richly puréed and blended with sweet, fresh cream—cream so thick it will hardly pour. Delightful tidbits of mushrooms are the liberal garnish.

The cream is double-thick. So that when an equal quantity of water is added in your kitchen, the soup is a genuinely rich Cream of Mushroom—of untiring smoothness and mushroom goodness.

The price—just the same as other Campbell's soups!

Get Soup with Ease With

21 kinds to choose from

Asparagus	Bean	Beef	Broccoli	Chicken	Chicken with Noodles	Chickpeas	Chickpeas with Ham													
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