

F. Wallis Armstrong Co.

Advertising Agents North American Building

Philadelphia

No. 878

## Why don't more people eat mock-turtle soup?

Because they don't all know  
Campbell's.

Elsewhere it is hard to get such soup  
outside of home or expensive hotels.  
And when home-made, the cost of  
materials at retail is extravagant—to  
say nothing of time and trouble.

We pay a premium price for the  
whitest and choicest calves-heads, for  
this soup. We use high-grade beef for  
the stock. We import a selected  
dry sherry specially for the flavor-  
ing.

You'll get no better soup any-  
where. Try it and see.

*Your money back if not satisfied.*

**21 kinds 10c a can**

**Look for the red-and-white label**



# Campbell's SOUPS