

Now come the merry Christmas times  
Holly wreaths and pealing chimes!  
Then the dinners, great to eat  
With Campbell's as the first fine treat!



## To all our friends—

—the millions throughout this great land and beyond the seas—we extend our heartiest good wishes. Your loyalty is a glowing tribute to the sheer, high quality of Campbell's products. And we pledge our continued efforts to merit and maintain that confidence.

## Campbell's Tomato Soup

served piping hot on Christmas day is our happy greeting at your feast. Eyes will sparkle at sight of it, appetites sharpen as its fragrance rises from the plates, and off the dinner starts with jolly gusto. Pure tomato juices—rich smooth butter—deft and delicate seasoning by Campbell's famous chefs. Simply delicious!

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