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"L.C.H."



Just the reverse of "H. C. L." And it means "Let Campbell's Help."

Let these tempting, wholesome Campbell's Soups help lower your high cost of living by their remarkable food value and their saving of waste, fuel, labor and time.

Let Campbell's help make your home table more inviting.

Let Campbell's help keep the family in better health and condition.

There's a world of this real helpfulness in

Campbell's Vegetable Soup

It is rich in nourishment and energy value.

It supplies the very body-building elements you most need. It is almost a meal in itself.

We wish you could see the choice delicious vegetables we use, the fine herbs, strength giving barley and selected beef from which we make the invigorating stock.

No home kitchen could supply such a soup at the price. And you would find it hard to produce a better one at any price.

"This feast so delicious I bring you
To gladden your heart and your eyes
The H. C. of L. cannot sting you
When Campbell provides the supplies."



21 kinds

15c a can