

will appear in

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Harper's Bazar
House & Garden
Vanity Fair
Vogue

QUALITY!

What is the basis of a genuine and enduring reputation? Winning and holding respect where it is hardest to win. It is only necessary to observe where Campbell's Soups enjoy confidence to realize the truth of our statement that "every single can contains our business reputation."

Every step in the preparation of these famous soups is inspired by knowledge of this fact and the challenge it implies.

Mutton Soup serves a variety of very special uses that call for the utmost nicety of selection and blending of the ingredients. It is a mild soup especially prized for children and for the sick room, as well as for service on the family table.

Mothers serve Campbell's with the assurance that the soups bearing the Red-and-White Label are always of strict and uniform quality. 12 cents a can.

