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P33



Scene in Campbell's kitchens famous for their immaculate cleanliness and the employment of conscientious care and skill.



More than just "soup" It's Campbell's

The most intelligent and careful housewife has not the facilities to produce such vegetable soup as Campbell's.

We have an advantage at every point.

The pick of high-grade materials comes to us because of our extensive buying.

All ingredients are especially selected for this use.

The cooking is timed and regulated by clock and thermometer for each ingredient, to insure the utmost in tenderness and flavor.

The fifteen different vegetables, fine herbs, wholesome cereals and hearty meat stock supply the nutritive elements most useful in building up body tissue and energy.

Daintily prepared by experts in every department, hermetically sealed until you open it, this nourishing soup comes to your table as fresh and fine-flavored as if you had just picked the vegetables from a garden of your own.

And you save needless worry and expense.

"Delicious vegetables, these
Rich meaty broth as well
And macaroni A. B. C's
To add their magic spell
O, scrumptious food
How wondrous good
My tongue can never tell."

