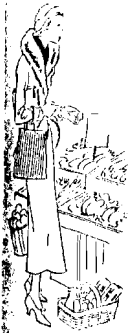


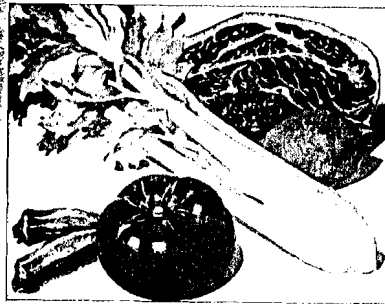
# let's go



# marketing!

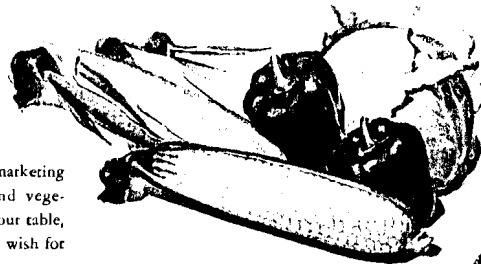


**W**HEN you go marketing for the meats and vegetables to be served on your table, you sometimes sigh and wish for a pair of seven-league boots . . . to whisk you off to all the different places where the choicest and most luscious eatables are to be had . . . the pick of the land . . . each at its season's height . . . a veritable Eden for you!

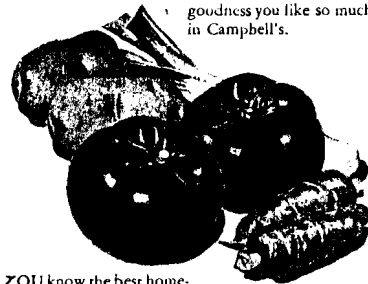


Even your most vigorous and extensive marketing rounds can include but a few stores . . . and although they are the finest stores in your neighborhood, they cannot always have the nation's best in everything . . . that is a physical impossibility . . . But if you were to slip on those mythical seven-league boots and step out on a marketing tour with Campbell's, you would be treated to an experience to gladden your home-managerial heart.

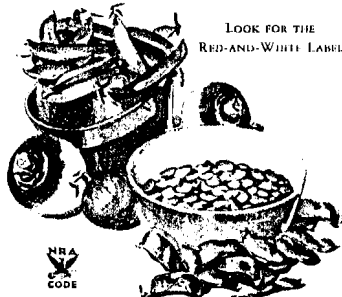
It would be a great continental journey in search of good food . . . You would learn where each different vegetable thrives in its fullest perfection—attains its peak in fresh garden luxury—grows in such excellent goodness that it "makes the grade" for Campbell's Vegetable Soup . . . you would visit all the garden spots of the United States and Canada . . . and even reach the spice islands of the Orient . . . and then you would know that money cannot buy finer ingredients than Campbell's use.



**T**OMATOES, for instance . . . you have your ideal mental picture of them . . . the kind you always wish for when you set out for market . . . full-ripe to the very heart . . . ruddy . . . luscious . . . promising a treat to the taste . . . oh, if you could only get them every time . . . Go marketing with Campbell's and you will get them . . . Campbell's are famous for prize tomatoes . . . both those developed on their own great experimental farms and those selected from the richest fields in the land . . . such glorious tomatoes as you cannot regularly buy for your table, even in mid-season!



**Y**OU know the best home-made vegetable soup always contains beef broth . . . Campbell's has the true home-made flavor . . . its fifteen garden vegetables are cooked in an especially rich, invigorating beef broth . . . what life and sparkle it gives to the whole soup!



As you shopped around the map for the fourteen other vegetables for Campbell's, you would learn that Chantenay carrots are the finest in the world . . . more delicate in flavor . . . deeper in color . . . and only these splendid Chantenays are accepted for Campbell's . . . The beans must be the choice baby limas . . . the peas must be the garden's sweetest . . . the sweet-corn succulent and flawless . . . the celery of the finest, crispest table quality . . . the turnips golden-yellow and of the most pleasing flavor.



Long, slow, patient cooking . . . in small kettles . . . every individual kettle presided over by a skilled soup chef . . . a "watched pot", if ever there was one! Campbell's Soups are made as in your own home kitchen, except that the broth is double strength. So when you add an equal quantity of water, you obtain twice as much full-flavored soup at no extra cost.