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# Gentlemen prefer the soup *substantial!*



My rosy cheeks  
And winning looks  
Are really due  
To Campbell's cooks!



LOOK FOR THE  
RED-AND-WHITE LABEL

HUSBANDS prove it. Wives observe it. There's nothing like a hearty soup to bring that wished-for look of satisfaction and contentment into a man's face. Good hot, substantial soup says something cordial and reassuring to his inner self . . . makes him "snap out of it" . . . again he becomes an affable companion instead of just somebody at the other end of the table.

So what husband, what wife wouldn't rejoice at "discovering" Campbell's Vegetable Soup? . . . And welcome it into the bosom of the family! . . . It's a soup which is all heartiness and delicious flavor . . . It's a soup that just teems with the garden's most luscious vegetables . . . and

good vegetables make good soup . . . especially when they're cooked in such rich, flavor-giving, invigorating beef broth!

Your first plate of Campbell's Vegetable Soup introduces you to a life-long friend . . . because you find it the superb answer to a desire and a need which are never long absent from your life—the hunger for delicious, substantial soup . . . And here it is . . . here it is!

**Double rich! Double strength!**

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.

## Campbell's Vegetable Soup

CONTAINING RICH BEEF BROTH PLUS 15 GARDEN VEGETABLES