

A GRAND OLD-TIMER TAKES AMERICA



RIGHT NOW a great soup is winning its way onto the tables and into the hearts of families all across the country. It's not a new soup; it's as old as America, and its story is part of American history. Perhaps that is why people by thousands, tasting it once, take to it like an old friend. Chicken Noodle Soup as Campbell's make it is good eating, American style.

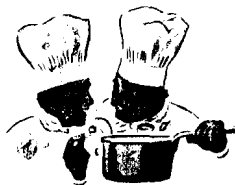


IN COLONIAL KITCHENS, LONG AGO. Hickory-smoked hams, and crumbly fresh johnny cake, and sizzling pots of pork and beans—these made a kitchen the heart of the home back in pioneer days. These and slow-brewed bubbling kettles of chicken noodle soup, well-loved mainstay of many a good wife's recipe book. Our foremothers simmered the broth through many hours over a low fire, till every drop was redolent with deep chicken flavor. They kneaded, rolled and cut the noodles. Indeed, it took unstinted pains to make this soup, but when it was ladled forth it could be counted on to quicken vigorous appetites, and quell the keenest hunger.



GRANDMOTHER KNEW GOOD NOODLE SOUP. On down through the years, from mother to daughter, came the old recipe, revered for the praises it evoked from generations

of children and menfolk. Maybe you remember home-made chicken noodle soup from childhood visits to grandmother's. Maybe you remember its beckoning aroma drifting from the kitchen door, then its cockle-warming chicken taste as you spooned it up, then the comfort when your bowlful was gone.



CAMPBELL'S SOUP-CHEFS TAKE ON THE TASK. With the new-day vogue of simpler meals and shortened hours in the kitchen, this well-loved but toilsome soup waned somewhat in favor among housewives. Viewing with alarm this state of things, Campbell's chefs said, "We will do something about it! Let us pick up and carry on the making of this good soup." The venerable, time-ried recipe in hand, they went to work.



PLUMP-BREADED CHICKENS, and tender egg noodles. Of these and the slow-won dexterity that comes to soup-cooks only with the years, Campbell's chefs compounded again old-fashioned chicken noodle soup. The real thing, too—true to tradition. There was the golden gleam, the chicken-rich taste, there were the toothsome egg noodles, the melt-in-the-mouth pieces of chicken.



THEN THINGS BEGAN TO HAPPEN. One lover of good eating told another. Oldsters and proud home-cooks nipped critically and nodded approval. Hungry he-men snatched their lips and "dug in". Youngsters, too—"Say, Mother, this is swell!" Over the fences and over the phones went the news, "Try the chicken noodle soup Campbell's are making!" Grocers found it hard to keep

on hand—ordered and re-ordered to satisfy customers' calls. Everywhere the red-and-white labeled cans came tumbling over counters into kitchens, to be opened and emptied for eager family appetites.



"DAY'S SHO' SOME SOUP!" Amos 'n' Andy, too, tried Campbell's Chicken Noodle Soup and told their listeners how good they found it. More thousands tasted it, took to having it regularly for lunch and for supper, for a heart-warming first course at dinner-time.



YANKEE-NOODLE GOES TO TOWN! That is the story; Campbell's Chicken Noodle is a favorite now. A grand old-timer has come back again to take America by storm. Your grocer has plenty for all. Just put it on your list. And tell him how many.

Campbell's
**CHICKEN
NOODLE
SOUP**

