



Out of the Past

CAMPBELL'S BRING YOU OLD-TIME CHICKEN NOODLE SOUP

NOT QUITE AS OLD as the hills perhaps, but as old as the country we live in, is the liking for chicken noodle soup. And just as it brightened the lives of our ancestors, it can brighten our tables today. Because Campbell's chefs have brought back this soup in all its former glory. With matchless skill they have made it as roasting and hearty as ever. All over the country chicken noodle soup is eaten and enjoyed. And of all the chicken noodle bought and served, seven out of eight are Campbell's. It's gaining faster in popularity than any other soup in America!



THE BIRTHPLACE OF CHICKEN NOODLE

TURN BACK THE YEARS to the dim past, to an ancient wide and rugged, where a Colonial mother and daughter are at work. Through the room drifts a rich aroma. In the huge stone fireplace the flames burn brightly, and a great iron kettle bubbles and sings. The mother makes the chicken noodle soup, and making it is a long and hard business! Slowly and patiently they simmer the rich, deep chicken flavor fills every drop. From eggs and fine flour they knead the noodles, then

roll them and cut them with care. They take great pride in the seasoning, as they add their own skillful touches—an onion, or a bay leaf, or a green wisp of parsley—tasting critically at every step! Truly, a long and serious business, but what a grand soup they'll ladle forth at last from that staunch and steaming kettle! What heart-warming praise they'll receive from the family! And could they only have known it, that soup of theirs was destined to live through countless years to come.



THE COUNTRY CALLED FOR CHICKEN NOODLE

TIME PASSED and gradually women's interests grew broader. The preparing of toilsome and time-taking dishes became less a part of their lives. The love of chicken noodle soup, however, never waned and calls for it continued to be heard on every side. Then, one fine day, Campbell's chefs decided to make this soup for people to have whenever they wanted.

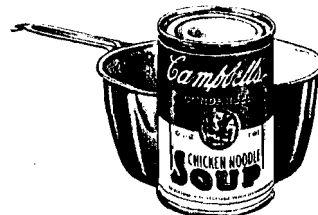
First of all, the chefs searched carefully through the leaves of time-worn cook-books. Thoroughly they tested recipes; discarding this, approving that. So that the chicken noodle soup they bring you now is a worthy successor of the finest that was brewed in those early kitchens. Its broth has the same rich flavor; it tempts with the same golden gleam. It's as generously provided

with good egg noodles. And the morsels of chicken meat are there too—so tender they melt in your mouth!

THE RETURN OF A NATIVE

AN AMERICAN DISH has returned to Americans! Almost anywhere you go today, you will find people enjoying Campbell's Chicken Noodle Soup. They've taken to it like an old friend! Packed with traditional old-time good eating, it has earned a permanent place in their hearts and in their cupboards. And when you open a can of Campbell's Chicken Noodle Soup remember those good dames of long ago. For it was they who created this dish and started it triumphantly down the years.

AMERICA'S CHOICE BY 7 TO 1



AND REMEMBER THIS: Of all the chicken noodle soup bought, seven cans out of every eight are Campbell's. It's growing faster in popularity than any other soup in the country! Won't you have Campbell's Chicken Noodle Soup soon at your house?

Campbell's
CHICKEN NOODLE SOUP
LOOK FOR THE RED-AND-WHITE LABEL