



*The chicks I raise for Campbell's  
are the finest in the coop!*

*Just as sure as you like chicken,  
you'll like Campbell's Chicken Soup!*



**CHICKEN FOR DINNER!** Three thrilling words to an American family! Three almost magic words that bring young and old to the dinner table with sharp and eager appetites. Because chicken—roast chicken, fried chicken, fricassee chicken—has been a favorite dish as far back as memory goes.

It's natural, then, that Campbell's Chicken Soup is regularly served on thousands of dining tables. For Campbell's Chicken Soup *is* chicken—through and through! Your first delightful spoonful will tell you that, emphatically—and you'll quickly dip in for your second!

In making chicken soup for you, Campbell's believe they have matched the finest that can possibly be made at home; the kind you might find bubbling on a big iron range in some warm, snug country kitchen. Indeed, it seems they've *more* than matched it, for people everywhere (good home cooks among them) agree it's the best chicken soup they have ever tasted!

Campbell's use fine plump-breasted chickens, each one Government-inspected. And when you taste Campbell's Chicken Soup, you will find good rich chicken flavor in every glistening spoonful—in every golden drop. You will like

the tender, delicious pieces of chicken, too. And for extra nourishment—and hearty good eating—there is an abundance of rice, each fluffy grain saturated with chicken goodness.

Have Campbell's Chicken Soup soon, and have it frequently. Remember it at dinnertime, or for the children's lunch. And it can be a great help in rounding out the family's supper. *Just as sure as you like chicken, you'll like Campbell's Chicken Soup!*



LOOK FOR THE  
RED AND WHITE LABEL



*Campbell's* Chicken Soup