

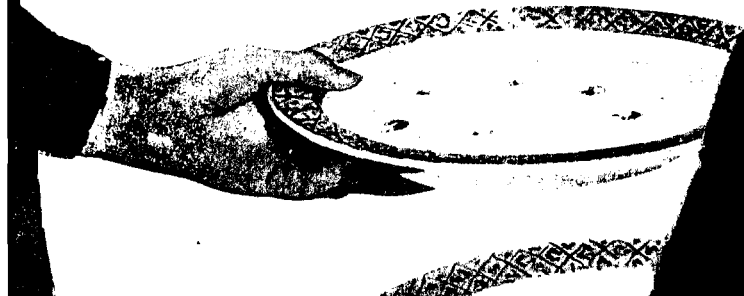
**"... AND I JUST KNOW
YOU'RE GOING TO LIKE THIS SOUP!"**

MOST WIVES say it happens all too seldom. But once in a great while there comes along a new dish that brings to life a husband's appetite, and then follows through to please him with the kind of eating he really likes. Campbell's Cream of Mushroom is like that: the man who doesn't know this soup has something good ahead of him.

Men like a soup with substance, and Campbell's Cream of Mushroom is thick and smooth, like the fresh, heavy cream it's made from. Men like flavor—a taste you can tell at a sip—and this soup brims with the rare good flavor of fresh, young, hothouse mushrooms. It abounds with tender mushroom slices, and men like them, too.

Like father, like son—and like daughter, too. All the family will welcome Campbell's Cream of Mushroom. And presently you'll find you're serving it again—and again.

Campbell's
CREAM of MUSHROOM



When a customer comes asking
For something off the beat
I say "Campbell's Cream of Mushroom
Is a treat to meet—and eat!"