

1941A



His KIND OF CHICKEN NOODLE SOUP!

chicken stock—lots of noodles—pieces of chicken
 —it's *Campbell's* Chicken Noodle Soup!
 Set out a plate of it brim-full and set it down
 shimmering and glistening before him. Don't go
 watch a minute. Watch the welcome spread
 on his face as he gets a glance and a whiff of
 the fragrant soup. See the eager way he inches up
 to the table and puts his spoon to work.
 You can't fool a man about his soup. He knows
 it's the way to his heart.

—with lots of chicken and slow, slow simmering till every drop takes up the taste of chicken. They give the soup substance for man-scale appetites with a heaping measure of egg noodles, tender-cooked, delicious. And pieces of chicken to tickle his taste.

Show your man this picture. Better still, act it out for him tomorrow night at supper. Watching him polish it off down to the last gleaming noodle and tender piece of chicken you'll know right away why, for a long time now, Campbell's Chicken Noodle Soup has been—



I shift and duck and dodge and turn
 When heading for the goal.
 But to the table I head straight
 When Campbell's fills my bowl.

21 KINDS TO CHOOSE FROM

LHJ
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