

# Hard-working America calls for soups like these...

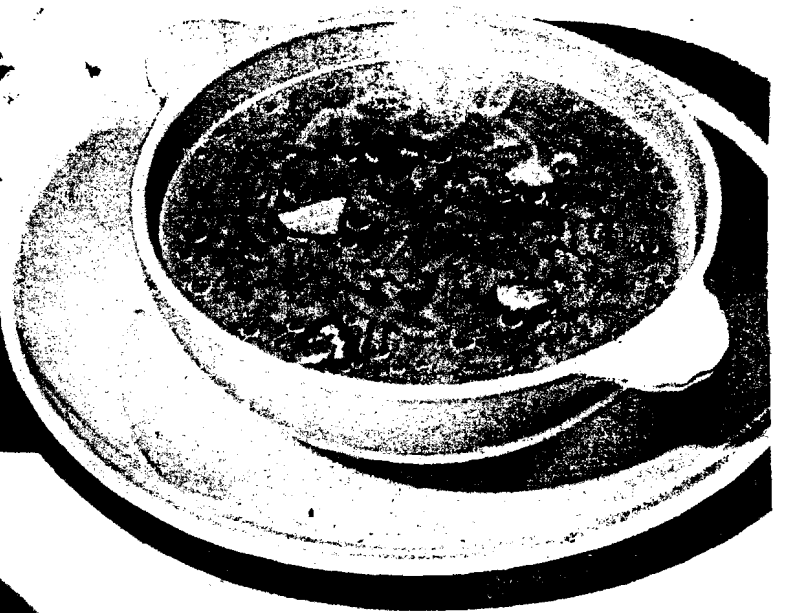
APPETITES ARE UP, keener, sharper than ever! The need for soundly nourishing foods is vital! The simple homey dishes that Americans are partial to—these are the makings of today's meals. Many a day they feature good hot soup. In next to no time at all you can have bright bowls ready and waiting at each place, signaling with a whiff of savory steam, "It's time to eat!" These are Campbell's Soups, quickly nourishing, deeply comforting, delicious always... the kind of soups folks want these days, when time is short and appetites are up-and-doing!

## DO YOU LIKE CHICKEN? WHO DOESN'T?

Then, when the day's stint is finished, wouldn't it be nice to sit down to a golden-gleaming bowl of chicken soup like this one?... To make the rich chicken stock, Campbell's slow-simmer all the goodness out of plump chickens. And then they add tender rice and pieces of chicken, dark and light. Like chicken? Well, just as sure as you like chicken you'll like —

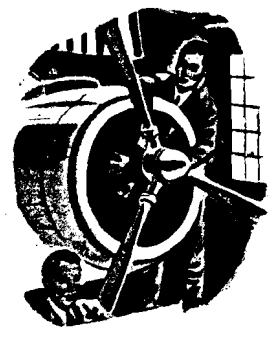


*Campbell's* CHICKEN SOUP



## YOU CAN MAKE A MEAL OF SOUP!

Sure, these hungry days you'll round it out with some tasty refrigerator leftovers, and perhaps a dessert. But what makes the meal is such a soup as this. Campbell's Vegetable Soup has a rich, hearty beef stock and fifteen (no less!) different and delicious vegetables. Now does that add up to hefty heartiness? Women everywhere know this soup as "almost a meal in itself!"



*Campbell's* VEGETABLE SOUP



## "DOES FOR HEALTH" SAYS UNCLE SAM!

The best tomatoes you could hope to... the luscious beauties that go into... all's Tomato Soup. They're specially... to get the teasing taste that makes... the most welcome soup of all. And... Campbell's Tomato Soup fits in... with...

