

426

New, Improved Campbell's Soups!

**MORE INGREDIENTS!
MORE DELICIOUS!
MORE NOURISHING!**

Richer, More Nourishing Soups for a Nation at War!

In line with the Government's wartime requirements, each Campbell's Soup is today made to a new and improved recipe. *More ingredients!*—more of the fine meats, the plump Government-inspected chickens, the crisp and luscious vegetables—more of these fine ingredients than ever before go into each can of Campbell's Soup that's made today.

Each soup has been individually studied to determine how it could be stepped up in food and flavor value... stepped up to do an even more important share in feeding a nation at war.

Out of all this have come new and improved recipes...soups of higher nourishment, richer flavor, giving more satisfaction and enjoyment than ever.

You'll find these Campbell's Soups, as they are made today, so crammed full of hearty nourishment that they can play a bigger part than ever in your plans for nutritious meals.

Naturally, it costs more to make these new and improved Campbell's Soups. And recognizing this fact, the Government has authorized a higher price to cover the added cost.

These new and improved soups are well worth the extra cost—a greater value for your wartime food budget.

There's a shelf-full of thrilling new surprises at your grocer's now! Each new, improved Campbell's Soup is plainly marked, "NEW AND IMPROVED RECIPE" as shown here. You'll find the kinds you and your family like best. You'll want to go through the whole range of soups that Campbell's now make, and get acquainted with each of them! They're richer, more nourishing soups for a nation at war.

LOOK FOR THE "NEW AND IMPROVED RECIPE" MARKER...

NEW AND IMPROVED RECIPE

ON EACH CAN... Label
18 soups listed

50% MORE CHICKEN IN CHICKEN NOODLE SOUP!

Campbell's Chicken Noodle Soup has always been liked, since it is real chicken noodle soup with rich chicken stock and lots of pieces of chicken. Now there's 50% more chicken in it... 50% more chicken in the broth and 50% more pieces of chicken. Taste how rich and hearty!

A BRAND-NEW DELIGHTFUL GREEN PEA SOUP!

A new, delicious pea soup that will delight you. It's made of tender, sweet green peas blended with fine table butter. And the first time you taste it you'll discover it has the good taste of new peas fresh from the garden at the peak of the season. Try it soon!

HEARTIER BEEF TASTE IN CAMPBELL'S CONSOMMÉ!

The rich, invigorating beef flavor of Campbell's Consommé has been made even richer and heartier. Into each can of it goes more of the rich goodness of simmered-down beef. Here's a clear beef broth that's a grand hot cup on a raw, wet day, or an ideal start for any dinner.



425
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