

A SOUP FULL OF FLAVOR AND FOOD VALUE FOR THESE STRENUOUS WAR DAYS !



LOOK FOR THE RED-AND-WHITE LABEL

**"SO RICH AND HEARTY
IT'S FAR BETTER
THAN MY OWN!"**

THINK OF IT! The hearty flavor and rich nourishment of this 15-vegetable soup has been stepped-up to a new high!

The women who have come to think of this soup as "almost a meal in itself" will find the new, improved Campbell's Vegetable Soup a tremendous help in fixing tempting, nutritious meals these busy war days. Home-cooks, tasting how ruggedly rich and flavorful it is, are sure to nod approvingly and call it the kind of soup they've always tried for in their own kitchens.

Along with all other Campbell's Soups, Campbell's new, improved Vegetable Soup is now made to conform with the

Government's wartime requirements calling for soups of higher food value and more nourishment. Naturally, it costs more to make, and recognizing this fact, the Government has authorized a higher price to cover the added cost.

It's the kind of good eating folks need in strenuous times like these... health-building and full-of-flavor. Why not try the new, improved Campbell's Vegetable Soup tomorrow?

New and Improved
As you can see,
For vim and vigor
And Victory!

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*Richer, More Nourishing Soups
for a Nation at War*

**NEW AND IMPROVED RECIPES
FOR ALL CAMPBELL'S SOUPS**

- MORE INGREDIENTS
- MORE DELICIOUS
- MORE NOURISHING

**NEW AND IMPROVED
RECIPE**

Look for the "New and Improved Recipe" marker on each label.