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ON PAGE 11



Richer, More Nourishing Soups for a Nation at War!

In grocery stores, in kitchens, wherever women chat about their family meal plans these days, the talk turns to the new, improved Campbell's Soups. There's ready and eager praise for them. Women have found the stepped-up nourishment and food value of these soups a bigger help than ever in their plans for wartime meals.

Each Campbell's Soup is today made to a new and improved recipe, in order to conform with the Government's wartime requirements calling for soups of greater nourishment. More of the good ingredients now go into the making of each soup. More of the fine meats and the plump, Government-inspected chickens. More of

the luscious, garden-grown vegetables. Because of this, you get more fortifying nourishment in each plateful, and deep delicious flavor in each spoonful. Let the new, improved Campbell's Soups help you with your wartime meal plans. They're identified by a marker on the label reading "NEW AND IMPROVED RECIPE".



MORE CHICKEN IN THIS SAVORY SOUP OF THE SOUTH!
And more fine vegetables, too! It's an excitingly different chicken soup, thick with tomato, rice and young okra slices — deftly seasoned with savory herbs. Rich and delicious, and now — extra-nourishing for these strenuous times.
Campbell's CHICKEN GUMBO



MORE HEARTY NOURISHMENT IN THIS RUGGED MEATY SOUP
A sturdier-than-ever meat stock, more vegetables and more tender pieces of meat make this a perfect answer to busy-day meal problems. A dish of bonny Scotland for active America!
Campbell's SCOTCH BROTH



A NEW RICHNESS IN THIS FAVORITE SOUP!
Dietitians say "Tomatoes for health!" And here is the garden goodness of sun-ripened tomatoes blended with fine table butter — stepped up now to new richness for extra nourishment.
Campbell's TOMATO SOUP



My family say
I'm quite a cook.
The secret's here—
Just take a look!



2/15/43 p31 4k