

IT TOOK A WAR TO TEACH ME...



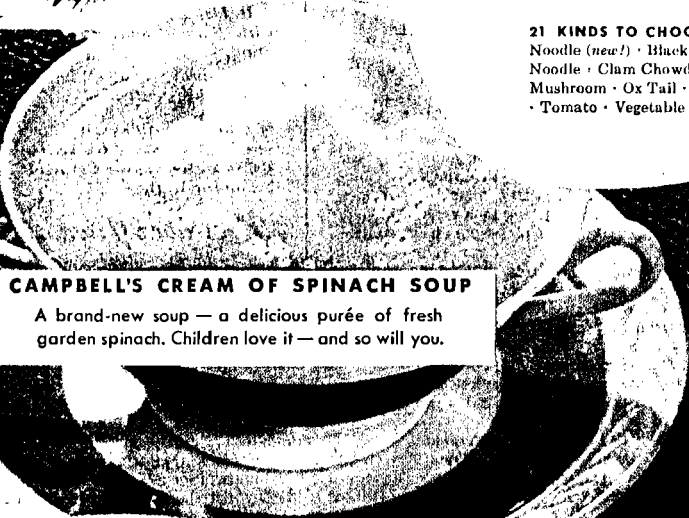
IF IT HADN'T BEEN for the war and shortages, lots of families might never have learned how many different kinds of those good Campbell's Soups there are! Most homes have certain favorites and call for them often. So not till the grocer ran short, did they realize that the Campbell's kinds they hadn't tried are just as tempting and every bit as nourishing . . . and also offer new ideas for getting variety into meals.

For the fact is that every kind of soup Campbell's make is somebody's favorite. Whenever you see a certain kind on your grocer's shelf it's there because many of his customers call for it regularly, and because thousands of people all over the country like it and like it a lot. There's every reason why you will, too!

How many of the Campbell's Soups do you know about . . . how many have your family tried? Just for the good eating of it, take home a different kind of Campbell's Soup next time you go to the store.

Campbell's SOUPS

21 KINDS TO CHOOSE FROM: Asparagus · Bean with Bacon · Beef · Beef Noodle (new!) · Black Bean · Bouillon · Chicken · Chicken Gumbo · Chicken Noodle · Clam Chowder · Consommé · Green Pea · Mock Turtle · Cream of Mushroom · Ox Tail · Pepper Pot · Scotch Broth · Cream of Spinach (new!) · Tomato · Vegetable · Vegetarian Vegetable · Vegetable-Beef.



CAMPBELL'S CREAM OF SPINACH SOUP
A brand-new soup — a delicious purée of fresh garden spinach. Children love it — and so will you.



CAMPBELL'S SCOTCH BROTH
A nourishing meat-and-vegetable soup with barley and tender pieces of mutton.



CAMPBELL'S BEAN WITH BACON SOUP
A great flavor combination — tender beans and tasty bacon! Here's hearty eating for you.

GIRLS GOTTA EAT

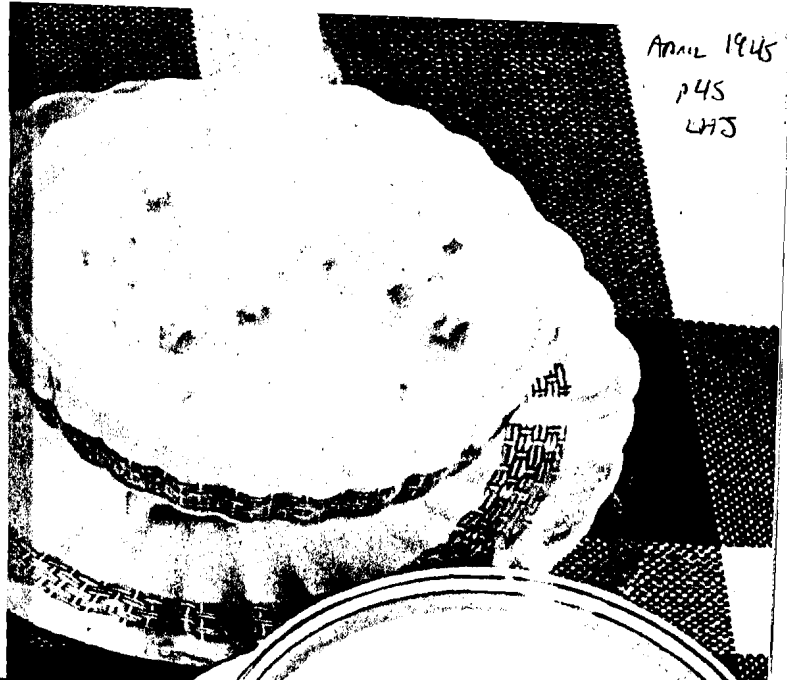
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...EVEN WHEN DADDY'S AWAY

For a cheerful meal, start with a soup that's festive. This soup is so particularly good because it's made with extra-special care. Tender, cultivated mushrooms are rushed from the hothouses to Campbell's Kitchens the very day they're picked, blended with sweet cream that's extra thick and rich—and transformed into this wonderful soup.



Campbell's CREAM OF MUSHROOM SOUP



...SOMETIMES "WITH THE GIRLS"

Girls will talk, you know—and say only nice things about your thoughtfulness in choosing asparagus soup. For here is the very first vegetable of springtime—with the "buttered asparagus" taste that's sheer delight to most every appetite. Serve Campbell's Asparagus Soup with a gay salad and a nice dessert, and luncheon's sure to be a success.



Campbell's ASPARAGUS SOUP



..MANY TIMES "ALL ALONE"

There's a true hominess about chicken soup as Campbell's make it, that lifts the meal "all by your lonesome" into a spot of real enjoyment. It's amazing that a dish so easy to fix, could taste so wonderful. It's because this soup has what fine chicken soup needs—a chicken broth that glistens with richness, fluffy rice and pieces of chicken galore.

Campbell's CHICKEN SOUP

LOOK FOR THE RED-AND-WHITE LABEL

