

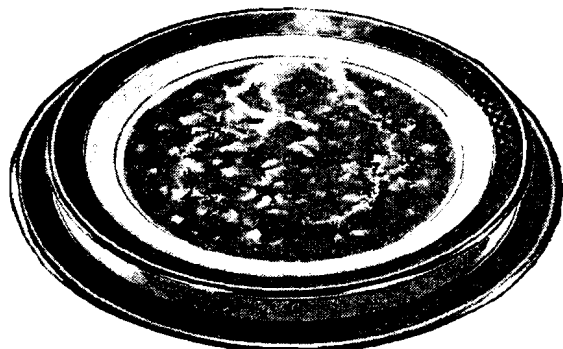


"After the next hand, let's feed the inner man. Eh, girls?"

Lunch will begin with Campbell's Clam Chowder, and the "inner man" may consider himself well served. For along with the freshly-gathered clams and tangy clam broth, here are tomatoes and diced potatoes for sound nourishment, and racy seasonings for keen flavor.

Nearly everybody enjoys this soup, but the choosy chowder fancier says the wonder of

Campbell's Clam Chowder is the clams. So tender, so meaty, and *so many of them!* Laid end to end, he'll tell you, the clams in a plate of Campbell's chowder would put the average restaurant chowder to shame. Hunched comfortably over his steaming plate you will hear him murmur wistfully, "No place like home . . . no chowder like Campbell's . . ."



Campbell's CLAM CHOWDER

LOOK FOR THE RED-AND-WHITE LABEL

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