

# IT'S A NATIONAL HABIT!

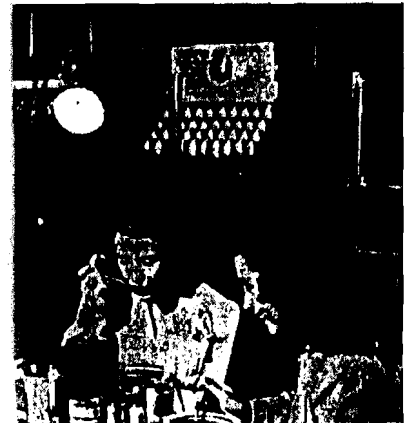
**A**MERICAN as hamburgers and double-feature movies is the current custom of dropping in at the corner drug store or snack bar . . . almost any hour of the day . . . for a delicious, temptingly fragrant bowlful of Heinz Home-style Soup served from a Heinz Electric Soup Kitchen! These savory old-time favorites meet the country's demands for quick, energy-giving meals! Army and Navy men, defense workers, women devoting their spare time to the Red Cross, Civilian Defense and other activities — and millions of other busy Americans appreciate the speedy service of these hearty soups—heated in two minutes! And Heinz Soups are equally popular at home—because they not only save time and money but furnish the nourishment today's active families need!

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priority on time these days! And down in Newark, New Jersey, factory workers people save precious minutes every day by driving in at the neighborhood or for a juicy hamburger, a cup of expertly brewed coffee and a piping-hot einz Soup! Ready to serve just as they come from the tin, these home-tasting cooked the careful country-kitchen way and seasoned with a knowing hand.

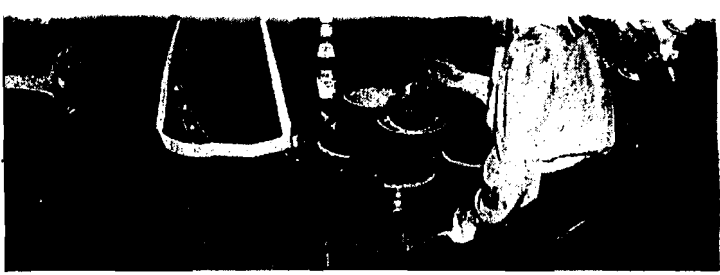


Favorite eating place of mill workers and business men in West Reading, Pa., is Brown's Diner, where savory Heinz Soups are featured item. And of course they're served the simple, speedy way—from a Heinz Electric Soup Kitchen! Heinz Ketchup gets a big hand, too. Made from "aristocrat" tomatoes, it adds the final touch of flavor to the delicious hamburgers for which this restaurant is famous.





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**Berry Oak** and attractive stained-glass air of dignity to the **Newhouse Hotel** in Salt Lake City, Utah. And Heinz soups lend distinction to the menu! These soups are everywhere renowned for genuine old-fashioned "home" flavor!



**A prominent spot** in the exclusive **Periwinkle Grill** at colorful **Marineland, Florida**, is reserved for a Heinz Electric Soup Kitchen! Heated in two minutes flat in an electric soup cup, heartening, refreshing Heinz Home-style Soups provide the sort of quick energy and the one hot dish folks need.



**Rogers Coffee Shop** in **Memphis, Tenn.**, has a reputation for serving customers with record speed! Seconds count, because this place caters to department store personnel and busy men from the **Memphis Cotton Row**. That's why the shop serves tempting Heinz Soups exclusively by means of an efficient Heinz Electric Soup Kitchen!

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