

EB54

These are typical Campbell Soup Company foreign advertisements.



لا زلتم لدعوتهم أكثر من مرة
 لأنهم يحبون شوربة الدجاج
 كامبل



شوربة كامبل
 تحتوي على الأرز والدجاج الطهي
 شهية البيض
 رخيصة ومغذية
 احفظ دائما لحبات صفات بريك

... This one is in Arabic ...



AUSSI CERTAIN QU'ILS AIMENT LE POULET,
 ILS ADORERONT
CAMPBELL'S
SOUPE AU POULET



C'est le goût du poulet, inaltérable. Cette saveur délicieuse des poulets gras et bien nourris, auquel se combine le goût du riz blanc... pour former un potage riche et plein des meilleurs morceaux du poulet. Servez la soupe de poulet CAMPBELL'S à déjeuner, aujourd'hui, et soyez certains d'en avoir une provision à portée de la main.
 CONDENSÉE POUR UNE PLUS GRANDE VALEUR
 EXAMINEZ L'ÉTIQUETTE ROUGE ET BLANCHE

... this one is in French ...



¡Cómo les gusta el pollo!
 ... por eso les encanta
LA SOPA DE POLLO CAMPBELL'S



¡Rica en sabor a pollo! El caldo es pura substancia con la suculencia de pollos gordos y jugosos... esponjoso arroz blanco... y tiernos trozos de pollo. Sirva hoy mismo Sopa de Pollo Campbell's -- ¡tégala siempre a la mano!

... this one is in Spanish ...



Just as sure as they like chicken
 ...they'll love Campbell's
CHICKEN SOUP



It's chicken through and through! The broth fairly gleams with the goodness of plump, full-breasted chickens... the fluffy white rice is steeped with lively chicken flavor... and plenty of tender pieces of chicken are added.
 Serve Campbell's Chicken Soup for lunch today -- and be sure to keep several extra cans on your "Soup Shelf."

... and this is in English ...

NO MATTER WHAT THE LANGUAGE— CAMPBELL'S SOUPS ARE "MMM GOOD!"

One day recently our Puerto Rican Sales Agent rented a movie projector, screen, feature picture and some cartoons. That evening he set his equipment up in a village square and presented free movies to the people. These village squares are the center of the social life and each night the townspeople

gather in the park for a friendly get-together. Between the cartoons and the main feature, he showed Campbell Soup Company's movie, "COME OUT OF THE KITCHEN." The showing was so well received that he continued these movies in the small towns throughout Puerto Rico.

In Panama our Sales Agent takes a sound truck to the village square in the evenings and plays recorded music for dancing. Every so often between records he plays a Campbell Commercial.

In Belgium our Sales Agent has a red and white truck with "Campbell's" printed on the side. He drives



• This is a store display prepared by our Sales Agent in Belgium.



• Here is the Campbell Soup truck used by our Belgium Sales Agent.

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May 1954