

We've always said the customer* is always right.

“ This is the greatest convenience food to come our way in a long, long time. ”

—Mrs. Neil R. Ashford, Lancaster, Mass.



“ Bravo! For giving the consumer quality and quantity at a time when the shopper needs every dollar. ”

—Mrs. Josephine Mason, Milwaukee, Wis.

“ Even though it costs a few pennies more it is well worth it! My family thought that it was homemade. ”

—Mrs. Robert Brock, Port Monmouth, New Jersey



“ Please don't stop making Chunky Soup!!! Been waiting for something like this a long time. It's worth the 59¢ a can. My husband says it is like homemade soup! ”

—Mrs. Betty Perinoni, Antioch, California

“ Your new Chunky Soups, the greatest!!! We have tried them all, loved them all... ”

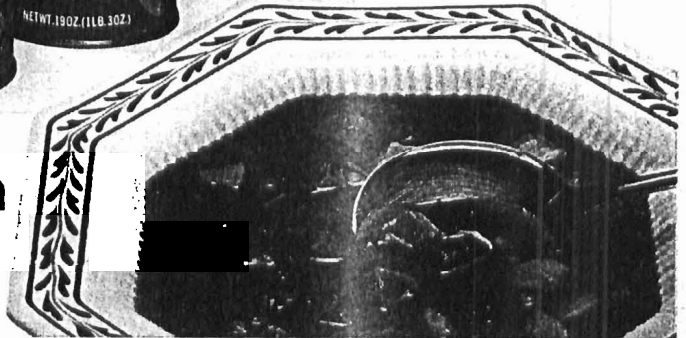
—Mrs. Edward Carpenter, Rotterdam, New York



“ I'm willing to bet I could pass it off as homemade to my husband. (Frankly, I don't think mine has ever been as good.) ”

—Mrs. John A. DeDominicis, Clinton, Maryland

*These quotes are from unsolicited letters written to Campbell's about Chunky Soups.



You'll be tempted to eat 'em
with a fork. (But use a spoon...
you'll want to get every drop.)

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