

Now—Campbell Quality comes to dry soup mixes!

# New Red Kettle Dry Soup Mixes—in cans from Campbell's



Exclusive new can—created especially to protect soup mix flavour best!

- It's hermetically sealed.
- Resists the tears and punctures that let flavour leak out.
- No other dry soup mix is packaged this way.
- Comes 2 cans to the carton, and each can makes enough for the average family—Noodle: 32 ounces (4 cups) All other Red Kettle kinds: 24 ounces (3 cups).

The best soups you can make from a dry soup mix—brought to you in special cans that protect soup mix flavour best!

It took all the soup-making skills the Campbell Soup Chefs have picked up in 64 years, plus several new ones, to make these new Red Kettle Soups possible.

For example, a new Freeze-Drying method (see below) enables us to put actual pieces of chicken and mushroom right into the mixes.

To be sure these new dry soup mixes reach you as full of flavour as when we make them, we put them, not in envelopes, but in special air-tight cans. These protect soup mix flavour better than was ever possible before.

Try new Red Kettle Soup Mixes soon. Taste the difference *Campbell Quality* makes.

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**What in the world is Freeze-Drying?**

Perhaps you have read about this revolutionary new process. With new *Freeze-Drying*, the food is first frozen, then it is dried in a vacuum.

As a result, the moisture is taken away not as water, but as vapour. This leaves almost all the natural flavour still intact.

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**Try new Red Kettle Soup Mixes—**

**Noodle**  
with real chicken stock  
You may have tried this kind of soup mix before—now see what a difference there is when the Campbell Soup Chefs make it with real chicken stock.

**Cream of Chicken**  
Made with real chicken stock and pieces of tender chicken meat. Delicious!

**Chicken Noodle**  
with sliced chicken meat  
You get tender pieces of chicken right in the mix, thanks to *Freeze-Drying*.

**Cream of Potato**  
Really satisfying. Made with potatoes, milk and onions—seasoned just right—and blended as only the Campbell Soup Chefs know how.

**Onion**  
Thinly sliced onions in hearty beef stock—a true French-style onion soup.

**Cream of Mushroom**  
Thanks to *Freeze-Drying*, you get plump, tender pieces of mushroom with all their delicate, freshly-picked flavour.

—taste the difference Campbell Quality makes