



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Campbell Soup Advertising Collection

NMAH.AC.0367

Mimi L. Minnick

1990

Archives Center, National Museum of American History

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	The Campbell Soup Advertising Collection
Date:	1904-2015 (bulk 1904-1989)
Identifier:	NMAH.AC.0367
Creator:	Murphy, W.B. (Interviewee) Norris, Alice (Interviewee) Norris, E. E. (Interviewee) Prior, Joseph (Interviewee) Meehan, Vincenta (Interviewee) Mercer, Richard (Interviewee) Meyers, Peter H. (Interviewee) Mulcahy, Paul (Interviewee) Welsh, Dick (Interviewee) Griffith, Barbara S., Dr. (Interviewer) White, Richard (Interviewee) Rindlaub, Jean (Interviewee) Rombach, Scott (Interviewee) Shaub, Harold (Interviewee) Archives Center, National Museum of American History (Creator) Weir, Chris (Interviewee) Coulson, Zoe (Interviewee) Gearon, Dan (Interviewee) Cronin, Betty (Interviewee) Conill, Alicia (Interviewee) Campbell Soup Company (Creator) Conlon, Robert (Interviewee) Conill, Rafael (Interviewee) Jordan, James (Interviewee) McNutt, James (Interviewee) McGovern, R. Gordon (Interviewee) Goerke, Donald E. (Interviewee) Holmes, Martha (Interviewee) Haber, Bernie (Interviewee) Jones, Caroline Robinson, 1942-2001 (advertising executive) (Interviewee) Adams, Anthony (Interviewee) Baum, Herbert M. (Interviewee) Bergin, John F. (Interviewee) Bair, Dean (Interviewee)
Extent:	12 Cubic feet (25 boxes)
Language:	English .
Summary:	This collection is the result of a year-long study of Campbell's "Red and White" Soups advertising and marketing, supported in part by a grant from the Campbell Soup Company. Thirty-one oral history

interviews were conducted by Dr. Barbara Griffith for the project, and a variety of related materials were gathered by the Center for Advertising History staff. The objective of the project was to create a collection that provides documentation, in print and media, of the history and development of advertising for Campbell's Red and White Soups in the decades following World War II.

Administrative Information

Acquisition Information

Paul N. Mulcahy, V.P. Marketing Services, Campbell Soup Company, 1990. Made for the National Museum of American History, Smithsonian Institution by the Center for Advertising History, 1989-1990.

Processing Information

Processed by Mimi L. Minnick, archivist, 1990.

Preferred Citation

Campbell Soup Advertising Oral History and Documentation Project, Archives Center, National Museum of American History, Smithsonian Institution.

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Accruals

An addendum of digital material from the "Real Life" advertising campaign was donated in 2015.

Biographical / Historical

The Campbell Soup Company's "Red and White" advertising campaigns are remarkable not only for their longevity, but for the consistency of the advertising message. Since 1898, when the red and white label was incorporated, the packaging and the message have changed only marginally. When Andy Warhol painted his pop art Campbell Soup cans in the early 1960s, he presented an immediately recognizable image with which all of America could identify.

Campbell's condensed soups, first marketed in 1897, have become a staple of the 20th century American household. The Joseph Campbell Preserve Company, a canning concern which grew out of an 1869 business partnership between a fruit merchant and an ice box manufacturer, was well established by the time Arthur Dorrance succeeded Joseph Campbell as president. When Dorrance's nephew, John T. Dorrance, a chemical engineer and organic chemist trained at MIT, developed a process for making condensed soup, the company was faced with the task of successfully marketing the revolutionary new convenience food. The soup won a gold medallion for excellence at the 1900 Paris Exposition, and the company incorporated the image on its labels and in its advertising.

In the developing consumer culture which began to grow during and after the industrial revolution, women were identified as the primary consumers of household goods and services. Homemakers have been the

target of Campbell's Red & White advertising since its inception, and this focus is reflected both in the content and the placement of the advertising. The identification of a predominately female consumer market was also influential in the creation of a widely recognized and long-lived symbol, the Campbell Kids, created in 1904 by Grace Gebbie Drayton. The Kids were meant to convey a sense of wholesomeness and physical well-being associated with eating Campbell Soups.

The advertising of the early teens and twenties most often consisted of black and white or two-color depictions of the can and the product, often accompanied by images of the rosy-cheeked Kids. A large portion of the ad was devoted to narrative description of the soups' healthful properties, suggesting that "Campbell Soups Give Vigor and Strength", "I Couldn't Keep House Without Campbell's Tomato Soup", and "If Every Woman Realized How Much Her Husband Likes Soup - She Would Serve It Everyday".

The advertising of the 1930s tended towards idealized illustrations of women and children; the Kids were less visible during the 1930s and 1940s, deemed too "chucklesome" for the Depression years, and too old-fashioned during World War II. Ad copy continued its appeal to women's sense of responsibility for the well-being of husbands and children, with slogans suggesting "It Takes a Bright and Sparkling Flavor to Attract Children", "When a Man Says It's Good, It's Good", and "Wouldn't I Be Silly to make It Myself?"

Campbell broadened the scope of its advertising by sponsoring radio programming, beginning in 1931 with the "Hollywood Hotel" program on CBS. Later radio sponsorships included the George Burns and Gracie Allen show, "Campbell Playhouse", "Amos and Andy", the "Jack Carson Show", "Hildegard", and "Edward R. Murrow with the News", among others. The jingle "M'm M'm Good" was first aired during the radio broadcasts of this period, and was reinforced in the print advertising. Beginning in 1950, Campbell began to sponsor television shows, continuing its focus on women and children as primary purchasers and consumers of soup. Most notable among these sponsorships were "The Donna Reed Show" and "Lassie". Print ads of the 1950s featuring Johnny Carson, Donna Reed, and the cast of the Lassie Show helped to reinforce the Company's sponsorship of these popular shows.

In 1954, Campbell moved its \$10 million dollar condensed soup account from Ward Wheelock Company, the Philadelphia firm which had handled the account since 1910, to Batten, Barton, Durstine & Osborn (BBDO) of New York. By 1966, BBDO account executives urged "selective but not major" use of the Kids and the slogan "M'm M'm Good", choosing instead to employ advertising that stressed health claims and fitness issues rather than the wholesome, comforting associations of hot soup. The Kids became more athletic and less rotund.

Reflecting changes in American social and family structures Campbell's advertising, began to depict the working wife and the busy schedules of a family "on the go". A 1960 ad declares "Good Things Begin to Happen When Working Girls Have Soup and Crackers" or "Somethings Happened to Supper". In light of the women's movement, which was gaining momentum during this period, Campbell advertising remained decidedly traditional. In the 1970s, "Give Me the Campbell Life" recognized women's expanded roles as working mothers, but "They Always Eat Better When You Remember the Soup" and "Get Your Campbells Worth" reveal a more conservative pitch to homemakers responsibilities. Other societal changes are suggested in the advertising, for instance, the "Soup is Good Food" and "Health Insurance" campaigns of the 1980s reflected a new emphasis on health and fitness.

In 1981 the company transferred the soup account to another New York firm, Backer Spielvogel and Bates. The 1980s saw a renewed emphasis on network primetime, strategic radio advertising (where ads for hot soup are tagged to reports of rain or snow, or are aired just before the noon lunch hour), and regional marketing of specialized products or packaging designed to appeal to local tastes and changing nutritional standards. These new products have engendered some changes in Campbell's time-honored red and white label to emphasize the "new and improved" characteristics of the products

In 2015, Campbells developed the "Real Life" campaign. This campaign was groundbreaking in many ways. The commercials portrayed not only inter-racial couples but also a gay couple, two fathers and their son. This campaign had a product tie in with the 2015 release of the new installment in the motion picture franchise, *Star Wars*. The campaign received commentary from the public both pro and con. Campbells continued the campaign without revising or pulling any of its commercials. While running in selected markets, the campaign made nationwide headlines and pointed up the continuing change in the make-up of the American family.

Scope and Contents

This collection is the result of a year-long study of Campbell's "Red and White" Soups advertising and marketing campaigns. Oral histories conducted by Smithsonian Institution staff with individuals involved with the Campbell's Soup Corporation and its advertising campaigns form the core of the collection. Also included are clippings and background research files, abstracts of the oral history interviews, television and radio commercials, company publications, and promotional items and packaging.

A 2015 addition to the collection was born digital and consists of materials from the groundbreaking "Real Life Campaign" which featured inter-racial couples as well as a gay couple. These materials include storyboards, scripts, consumer feedback both positive and negative, focus group material, labels, commercials, supporting documentation on the development and implementation of the campaign. These materials are available in the Smithsonian Institution Digital Asset Management System (DAMS).

Arrangement

Collection is organized into nine series.

Series 1, Research Files, 1939-1989

Series 2, Interviewee Files, 1989-1990

Series 3, Oral Histories, 1989-1990

Series 4, Television Commercials, 1957-1990

Series 5, Radio Commercials, 1966-1975

Series 6, Print Advertisements, 1905-1989

Series 7, Promotional Items and Packaging, 1968-1991

Series 8, Company Publications, 1983-1988

Series 9, Real Life Campaign, 2015

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Advertising agencies
- Advertising campaigns
- Advertising departments
- Advertising executives
- Art directors
- Broadcast advertising
- Radio advertising
- Sex role in advertising
- Soups -- advertising
- Television advertising
- Women in advertising
- advertising -- Food

Types of Materials:

- Audiotapes -- 1980-1990
- Clippings
- Commercials
- Ephemera -- 20th century
- Interviews -- 1980-1990
- Oral history
- Tear sheets
- Videotapes

Names:

- Batten, Barton, Durstine & Osborn, Inc
- Connill Advertising

Container Listing

Series 1: Research Files, 1939-1989

Subseries 1.1: Clippings

Box 1, Folder 1	Advertisements (Samples)
Box 1, Folder 2	Agency Relations
Box 1, Folder 3	Advertising Media: General
Box 1, Folder 4	Advertising Media: Radio
Box 1, Folder 5	Advertising Media: Television
Box 1, Folder 6	Acquisitions and Mergers
Box 1, Folder 7	Article Citation: Campbell Soup
Box 1, Folder 8	Backer and Spielvogel
Box 1, Folder 9	BBDO
Box 1, Folder 10	Ward Wheelock Company
Box 1, Folder 11	Armstrong, F. Wallis
Box 1, Folder 12	Campbell, Joseph
Box 1, Folder 13	Boycotts
Box 1, Folder 14	Campbell Museum
Box 1, Folder 15	Campbell Kids
Box 2, Folder 1	Campbell Soup Company: History
Box 2, Folder 2	Campbell Soup Company: Interdepartmental Correspondence
Box 2, Folder 3	Correspondence with Jean Rindlaub
Box 2, Folder 4	Competition
Box 2, Folder 5	Consumption Patterns

Box 2, Folder 6	Employee Relations
Box 2, Folder 7	FTC Complaints
Box 2, Folder 8	Financial Management
Box 2, Folder 9	Health Claims in Campbell's Advertising
Box 2, Folder 10	Labor Relations
Box 2, Folder 11	Marketing Strategy
Box 2, Folder 12	"Mm Mm Good" Jingle
Box 2, Folder 13	New Product Development
Box 2, Folder 14	Product Surveys, 1939-1985
Box 2, Folder 15	Public Relations
Box 2, Folder 16	Quality Control
Box 2, Folder 17	Warhol, Andy
Box 2, Folder 18	Who's Who at Campbell Soup Company

Market Research, 1950s

Box 3, Folder 1	Factors Affecting the Sales of Canned Tomato Soup, New York City, 1949
Box 3, Folder 2	Summer Soup Study, 1950
Box 3, Folder 3	Vertical Soup Selections, 1952
Box 3, Folder 4	Lesser Volume Soups, 1953
Box 3, Folder 5	Soup for Breakfast Survey, 1953
Box 3, Folder 6	French Canadian Style Pea Soup, 1953
Box 3, Folder 7	Consolidated Review for Family Size Can, 1953

Market Research, 1960s

Box 3, Folder 8	Profile of Soup Market, 1962-1963; 1967-1968
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Market Research, 1970s

Box 3, Folder 9	Qualitative Research on Chicken Soups, 1971
Box 3, Folder 10	Canned Soup Perceptual Mapping Study, 1971
Box 3, Folder 11	Product H-417 Monadic Taste Test, 1971
Box 3, Folder 12	Canned Soup News Stories, 1971
Box 3, Folder 13	Soup Market Development Study, 1971
Box 3, Folder 13	Soup Market Development Study, 1972
Box 3, Folder 14	Soup Label Collection Program for Grade Schools, 1972
Box 3, Folder 15	Use of Soup as an Ingredient, 1972
Box 3, Folder 16	Problem Tracking Cooking with Soups, 1972
Box 3, Folder 17	Canned Soups Recipe Evaluations, 1973

Market Research, 1980s

Box 3, Folder 18	Focus Group Interviews on Project Goodness PR effort, 1981
Box 3, Folder 19	Purchase Evaluation Audit, R&W Tomato Soup vs. Private Label Canned and R&W Tomato vs. Lipton's Cup-a Soup, 1981
Box 3, Folder 20	Final Report, Exploratory research on Label Designation "Low Sodium vs. No Salt Added" for a new line of R&W Soups, 1981
Box 3, Folder 21	In House Taste Test, R&W Low Sodium Soups, 1982
Box 3, Folder 22	Project Goodness Situation Analysis, 1983
Box 3, Folder 23	Consumer Trade Reaction to Rainbow Soup Section, 1983
Box 3, Folder 24	Final Report, Concept Pricing Test for H-976 Cool 'n Fresh Soups (Gazpacho, Penneapple Crème, Apricot Orange), 1983
Box 3, Folder 24	Project Goodness Situation Analysis, 1983
Box 3, Folder 25	Test of No Preservatives Phrase on R&W label, 1983
Box 3, Folder 26	Project Goodness National Advertising Tracking Study Results and Sales Performance measures, 1983

Box 3, Folder 27	Qualitative Investigation of Tomato Soup, 1983
Box 3, Folder 28	Packaging Task Force, 1983
Box 3, Folder 29	R&W Soup Recipe Advertising in Cathoic Churche bulletins, 1984
Box 3, Folder 30	One on One interviews with mothers, 1985
Box 3, Folder 31	Market research, Backer Spielvogel Global Scan Study, 1989

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Series 2: Interview Files, 1989-1990

Box 4	Anthony Adams Notes: Director of Marketing Research at the Campbell Soup Company.
Box 4	Dean Bair Notes: Senior marketing manager for Condensed Soups at the Campbell Soup Company,
Box 4	Herbert Baum Notes: President of Campbell, USA.
Box 4	John Bergin Notes: Creative director for Campbell Soup advertising at BBDO.
Box 4	Alicia and Rafael Conill Notes: Conill Advertising specializes in advertising American goods in Hispanic Markets.
Box 4	Robert Conlon Notes: Worked on the Campbell Soup account at BBDO until 1977.
Box 4	Zoe Coulson Notes: Vice president for consumer issues at the Campbell Soup Company.
Box 4	Betty Cronin Notes: Director of soup cooking at the Campbell Soup Company.
Box 4	Daniel T. Gearon Notes: Group head for Chunky Soup and Campbell Soup at BBDO from 1972-1976.
Box 4	Donald E. Goerke Notes: Category general manager for microwave soups at the Campbell Soup Company.
Box 4	Bernard Haber Notes: Producer of Campbell advertising at BBDO from 1948 until 1980.
Box 4	Martha Holmes Notes: Producer of Campbell Soup Advertising at BBDO from 1970 until 1980.
Box 4	Caroline Jones Notes: Worked on the Campbell Soup account at BBDO.
Box 4	James Jordan

	Notes:	In charge of the Campbell Soup account at BBDO until 1977.
Box 4	R. Gordon McGovern Notes:	President and chief executive officer of the Campbell Soup Company from 1980 until 1989.
Box 4	C. James McNutt Notes:	Joined the Campbell Soup Company in 1941 and was named vice president in 1967.
Box 4	Vincenta Meehan Notes:	Joined the Campbell account at BBDO in 1955.
Box 4	Richard Mercer Notes:	Former creative director for the Campbell Soup Company account at BBDO.
Box 4	Peter H. Myers Notes:	Lawyer and consumer activist involved in the Federal Trade Commission's case against the Campbell Soup Company.
Box 4	Paul Mulcahy Notes:	Vice president of advertising at the Campbell Soup Company.
Box 4	W.B. Murphy Notes:	President and chief executive officer at the Campbell Soup Company from 1963-1972.
Box 4	E.E. and Alice Norris Notes:	Worked on the Campbell Soup account at BBDO.
Box 4	Joseph A. Prior Notes:	Executive vice president of Becker, Spielvogel, Bates, Inc.
Box 4	Jean Rindlaub Notes:	Joined BBDO in 1930 and became vice president in 1945.
Box 4	C. Scott Rombach Notes:	Vice president of corporate relations at the Campbell Soup Company.
Box 4	Harold A. Shaub Notes:	President of Campbell Soup Company from 1972-1980.
Box 4	Christopher Weir Notes:	Worked on the Campbell Soup account at BBDO from 1966-1972.
Box 4	Richard Welsh Notes:	Worked on the Campbell Soup account at BBDO.

Box 4

Richard B. White

Notes: Representative for the Campbell Soup account at BBDO from
1974-1989.

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Series 3: Oral Histories, 1989-1990

Subseries 3.1: Original Interviews

Box 5	Dean Bair, 1988 October 12
Box 5	Zoe Coulson, 1989 February 22
Box 5	Anthony Adams, 1989 February 22
Box 5	C. Scott Rombach, 1989 February 23
Box 5	Joseph A. Prior, 1989 March 16
Box 5	Richard B. White, 1989 March 17
Box 5	Jean Rindlaub, 1989 March 17
Box 5	Paul Mulcahy, 1989 April 14
Box 5	Zoe Coulson, 1989 April 14
Box 5	C. James McNutt, 1989 April 26
Box 5	Alicia and Rafael Conill, 1989 April 27
Box 5	E.E. and Alice Norris, 1989 April 28
Box 6	Richard Mercer, 1989 June 16
Box 6	Harold A. Shaub, 1989 August 3
Box 6	Daniel T. Gearon, 1989 August 22
Box 6	Christopher Weir, 1989 August 22
Box 6	R. Gordon McGovern, 1989 September 6
Box 6	Donald E. Goerke, 1989 September 6
Box 6	Herbert Baum, 1989 September 6
Box 6	Paul Mulcahy, 1989 September 19
Box 6	Betty Cronin, 1989 September 19
Box 6	Richard Welsh, 1989 September 21

Box 6	James Jordan, 1989 September 21
Box 6	Robert Conlon, 1989 September 21
Box 7	Vincenta Meehan, 1989 September 22
Box 7	Martha Holmes, 1989 September 22
Box 7	Bernard Haber, 1989 September 22
Box 7	W.B. Murphy, 1989 October 2
Box 7	John Bergin, 1989 October 3
Box 7	Peter H. Myers, 1989 October 10
Box 7	Caroline Jones, 1990 April 17

Subseries 3.2: Researcher Copies

Box 8	Anthony Adams
Box 8	Dean Bair
Box 8	Herbert Baum
Box 8	John Bergin
Box 8	Robert Conlon
Box 8	Alicia and Rafael Conill
Box 8	Zoe Coulson
Box 8	Betty Cronin
Box 8	Daniel T. Gearon
Box 8	Donald E. Goerke
Box 8	Bernard Haber
Box 8	Martha Holmes
Box 9	Caroline Jones
Box 9	James Jordan

Box 9	R. Gordon McGovern
Box 9	C. James McNutt
Box 9	Vincenta Meehan
Box 9	Richard Mercer
Box 9	Peter H. Myers
Box 9	Paul Mulcahy
Box 9	W.B. Murphy
Box 9	E.E. and Alice Norris
Box 10	Joseph A. Prior
Box 10	Jean Rindlaub
Box 10	C. Scott Rombach
Box 10	Harold A. Shaub
Box 10	Christopher Weir
Box 10	Richard Welsh
Box 10	Richard B. White
Box 11	Anthony Adams
Box 11	Dean Bair
Box 11	Herbert Baum
Box 11	John Bergin
Box 11	Robert Conlon
Box 11	Alicia and Rafael Conill
Box 11	Zoe Coulson
Box 11	Betty Cronin
Box 11	Daniel T. Gearon

Box 11	Donald E. Goerke
Box 11	Bernard Haber
Box 11	Martha Holmes
Box 12	Caroline Jones
Box 12	James Jordan
Box 12	R. Gordon McGovern
Box 12	C. James McNutt
Box 12	Vincenta Meehan
Box 12	Richard Mercer
Box 12	Peter H. Myers
Box 12	Paul Mulcahy
Box 12	W.B. Murphy
Box 12	E.E. and Alice Norris
Box 13A	Joseph A. Prior
Box 13A	Jean Rindlaub
Box 13A	C. Scott Rombach
Box 13A	Harold A. Shaub
Box 13A	Christopher Weir
Box 13A	Richard Welsh
Box 13A	Richard B. White
Box 13B	Additional reference copies of oral histories

Subseries 3.3: Preservation Masters, 1988-1989

Scope and Contents: Boxes 14-19 are 1/4" open reel audiotape preservation masters dubbed from the original cassettes. Not for research use.

Box 14	Anthony Adams
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Box 14	Dean Bair
Box 14	Herbert Baum
Box 14	John Bergin
Box 14	Robert Conlon
Box 14	Alicia and Rafael Conill
Box 14	Zoe Coulson
Box 15	Betty Cronin
Box 15	Daniel T. Gearon
Box 15	Donald E. Goerke
Box 15	Bernard Haber
Box 16	Martha Holmes
Box 16	Caroline Jones
Box 16	James Jordan
Box 16	R. Gordon McGovern
Box 17	C. James McNutt
Box 17	Vincenta Meehan
Box 17	Richard Mercer
Box 17	Peter H. Myers
Box 18	Paul Mulcahy
Box 18	W.B. Murphy
Box 18	E.E. and Alice Norris
Box 18	Joseph A. Prior
Box 18	Jean Rindlaub
Box 18	C. Scott Rombach

Box 19 Harold A. Shaub

Box 19 Christopher Weir

Box 19 Richard Welsh

Box 19 Richard B. White

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Series 4: Television Commercials, 1957-1990

Subseries 4.1: Commercials

Box 22 (Reference Copies);	Reel 1: Campbell Kids Animation/Campbell Red and White Advertising/Campbell Soup Marketing Presentation, 1961-1976
Box 20 (Master Copies)	1 Videocassettes (U-matic) 1 Videocassettes (VHS)
	Notes: Campaigns/Commercials: <u>Campbell Kids Animation</u> Sing a Song of Campbell's Soup How We Make Campbell's Tomato Soup Si Si: Soup This Good Just Has to be Campbell's Wishing: Soup This Good Just Has to be Campbell's Tow Good Soups: Sing a Song of Soup Sense Vacuum Bottle: Sing a Song of Soup Sense Square Dance: Have you Had Your Soup Today? Carnival: Have you Had Your Soup Today? <u>Campbell Red & White Advertising</u> Campbell's Puts More Goodness In Soup This Good Just Has to be Campbell's They Always Eat Better When You Remember the Soup Brighten the Season Reach for the Campbell's: It's Right on Your Shelf How Do You Haandle a Hungry Man? Manhandlers Invisible Vegetables Campbell Up Get Your Campbell's Worth M'm M'm Good Campbell Corners Get Your Campbell's Worth <u>1957-1958 Marketing Presentation with Bill Nixon Introducing the "Have You Had Your Soup Today?" Campaign</u>
Box 20 (Master Copies);	Reel 2: Campbell Soup Company Commercials, 1963-1966
Box 22 (Reference Copies)	1 Videocassettes (U-matic) 1 Videocassettes (VHS)
	Notes: Campaigns/Commercials: <u>Soup This Good Just Has to be Campbells (1963-1964)</u> Your Attention Please Four Minute Soups A Boy's Lunch; A Man Sized Meal

Si, Si
Campbell's Tomatoes
Great Meal, Hon
Animated Vegetables
My Fussy Eater
Jet Pilot
Little Editor
Company Dinner
Three Species of Soup Eater
How I Broke the Supermarket Window
Five Chicken Soups
North, South, East, or West, It's Campbell's
Scat
A Cast of Thousands
Campbell's Takes the Chill Out of Children
Campbell's Keeps Pace with the Weather
Campbell's Marvelous Meat Loaf/Quick Sauces
They Always Eat Better When You Remember the Soup
(1965-1966)
Something's Happened to Supper
A Hungry Man's Soup
Gidget
Bisque of Tomato: It's Different
Chicken and Stars Animation
From Beneath the Sea: Clam Chowder and Oyster Stew
Homemade Vegetable Soup
Noodle Experts
Chicken a la King Recipe
Put More Tomato Soup in Your Life
Creamed Magic: Cream of Tuna, Cream of Chicken
Chicken Broth
Chicken Broth: So Catch a Cold
Chicken Broth: So Make Matzoh Balls
Chicken Broth: No Foolin'
Country Inn Flavor: Golden Mushroom
Creamed Magic Recipes
Country Inn Flavor: Recipes

Box 22 (Reference Copies);	Reel 3: Campbell Soup Company Commercials, 1967-1978 1 Videocassettes (U-matic)
Box 20 (Master Copies)	Notes: Campaigns/Commercials: The Fast Tomato Invisible Vegetables Double Talk Manhandlers (Cowboy) Pronto Pizzas Recipe Campbell Up Manhandlers (Skier) Get Your Campbell's Worth Manhandlers (Football player) Hollingsworth Skip Rope Manhandlers (Lumberjack) Soup and Sandwich You Forgot to Say... Shakespeare Read the Label Campbell Corners Get Your Campbell's Worth Give Me the Campbell's Life Give Me the Campbell's Life (Working wife) Give Me the Campbell's Life (Campbell kids) Give Me the Campbell's Life (Wifesavers) Foghorn Leghorn Animation Turn to the Back of Your Campbell's Give Me the Campbell's Life (Weekend) Give Me the Campbell's Life (Recipes) Manhandlers (Shoveling snow) The 50 Cent Soup Manhandlers (Soccer player) Manhandlers (Hockey player) Manhandlers (Basketball player)

Box 20 (Master Copies);	Reel 4: Campbell Soup Company: Selected Commercials, 1960-1975 1 Videocassettes (U-matic)
Box 22 (Reference Copies)	Notes: Campaigns/Commercials: I Have a Little Shadow

Frozen Oyster Stew
 Vegetable Beef
 Coming Attractions: Turkey Noodle Soup
 Your Attention Please
 Walter Mitty, Jr.
 At School Day's End
 Lunch on the Job Is No Picnic
 Chicken & Stars Introduction
 Put More Tomato Soup In Your Life
 Stout Hearted Soups Introduction
 Campbell's Chunky Beef Soup
 Skip Rope
 Too Many Cooks
 The Chickens
 Unheard Of
 Campbell's Curly Noodle Soup
 The Fast Tomato
 The Manhandlers
 Campbell Up Cassidy
 Accountant
 Hollingsworth
 Bandsmen
 Caboose
 Campbell's Vegetable Soup: The Alphabet Soup

Box 22 (Reference
Copies);

Box 20 (Master
Copies)

Reel 5: Campbell Soup Company Red & White Soups Historical Reel,
1965-1979

1 Videocassettes (U-matic)

Notes: Campaigns/Commercials:

Campbell Supper
 Chicken a la King
 Fast Tomato
 Invisable Vegetables
 Chicken Adult
 Wrangler
 Campbell Up Lunch
 Skier
 Philbin/Football
 Make Ends Meet

Skip Rope
If I Were
Firewood
Something Else
You Forgot
Hamlet
Giant Label
Giant Label Recipe
Manhandler Kite
Voice of Experience
Moving In
Barnaby Twins
Money in the Bank
W/W Cooking
Grandparents
Sunday Supper
Trucker
Pete
Recipes
Working Wife/Man
Home for Lunch
Foghorn Leghorn
Kids
Campbell Kids
Family Supper
Rainy Saturday
Label
Spell
Granparents II
Split Personality
Fencing
Firewood
Snow Shovel
Concentration
Noodles and Broth
Growing Up/Barleys
Couple
Wife

Dad/Store
 Soccer
 Hockey
 Basketball
 Blender Soups
 Merriweather
 Mother
 Chicken and Mushroom
 Green Bean Bake
 Airplane
 Black and White Campbell's Kids

Box 20 (Master
 Copies);

Box 22 (Reference
 Copies)

Reel 6: Campbell Soup Company Red & White Soups Historical Reel,
 1980-1990

1 Videocassettes (U-matic)

Notes: Campaigns/Commercials:

Log Cabin
 Father and Daughter
 Construction Worker
 Newsstand
 Letter from Mom
 Truck Driver
 Lobster Boat
 Tired Dad
 Job Interview
 Wet Kid
 Claire and Leo
 Lunch Date
 Favorite Lunch
 Runner
 Cop and Kid
 New Gym
 Junkyard Dog
 School Boys
 Rainy Night
 Mexican Hat Dance
 Sophisticated Taste
 Green Grocer
 Better Bodies

Alien
 Zesty
 Tavern
 Little Boy
 Newsroom
 Dancer
 Anthem
 News
 Dedbbie Thomas
 Different Tastes
 Georgia I
 Georgia II
 Butler
 No Special Occasion
 Report Card
 Elevator
 Cafeteria
 Bear
 Pot Belly Stove
 What Kind of Campbell's Kid Are You?
 What's Missing?
 Labels
 Painting
 Dance
 New Kid's Line

Box 21 (Master
Copies);

Box 22 (Reference
Copies)

Reel 7: Campbell Soup Company: Selected Commercials, 1963-1979
1 Videocassettes (VHS)

Notes: Campaigns/Commercials:

Tooth
 Flower Pot
 Grandfather

Box 21 (Master
Copies);

Box 23 (Reference
Copies)

Reel 8: Campbell Soup Company Commercials, 1963-1979
1 Videocassettes (VHS)

Notes: Campaigns/Commercials:

Your Attention Please
 Four Minute Soups
 Si,Si
 North, South, East, or West, It's Campbell's

Cast of Thousands
Gidget
Choose Your Noodle
So Make Matzoh Balls
Manhandlers
Campbell Up: Campbell Kids Psychedelic Animation
Give Me the Campbell's Life
The 50 Cent Soup Company
Manhandlers

Box 21 (Master
Copies);

Reel 9: Campbell Soup Lassie Program, 1957-1961
1 Videocassettes (U-matic)

Box 23 (Reference
Copies)

Box 21 (Master
Copies);

Reel 10: Campbell Soup Lassie Program, 1962-1968
1 Videocassettes (U-matic)

Box 23 (Reference
Copies)

Box 21 (Master
Copies);

Reel 11: Campbell Soup Company Lassie Program, undated
1 Videocassettes (U-matic)

Box 23 (Reference
Copies)

Subseries 4.2: Scripts

Box 24

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Series 5: Radio Commercials, 1966-1975

Box 28	Reel 1: Campbell Soup Radio Commercials, 1966-1975 1 Sound cassette
Box 28	Reel 2: Campbell Red & White Soup Commercials, 1967-1978 1 Sound cassette
Box 28	Reel 3: Radio Commercials 1 Sound cassette
Box 28	Reel 4: Radio Commercials 1 Sound cassette
Box 28	Reel 5: Radio Commercials, 1967-1968 1 Sound cassette

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Series 6: Print Advertisements, 1905-1989

Subseries 6.1: Slides, 1905-1980

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Subseries 6.2: Proofsheets, 1981-1989

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Series 7: Promotional Items and Packaging, 1968-1991

Box 25

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Series 8: Company Publications, 1983-1988

Box 26	Campbell Soup Company Annual Report, 1987
Box 26	Campbell in the News, 1983 May-1986 March
Box 26	Campbell in the News, 1986 June-1987 October
Box 26	Campbell in the News, 1988 April-1988 October
Box 26	Campbell's Market World, 1988 November
Box 26	Campbell's World, 1988 June
Box 26	The Fiscal Shareholder, 1988

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Series 9: Real Life Campaign, 2015

111 Digital images

[Image\(s\)](#)

Scope and Contents: All materials from the Real Life campaign were born digital and can be viewed in the Smithsonian Institution's Digital Asset Management System (DAMS). Ask reference archivist for assistance.

"Real Life" Campaign, 2015. The commercials portrayed not only inter-racial couples but also a gay couple, two fathers and their son. This campaign had a product tie in with the 2015 release of the new installment in the motion picture franchise, *Star Wars*. The materials in this series includes: storyboards, scripts, consumer feedback both positive and negative, focus group material, labels, commercials, supporting documentation on the development and implementation of the campaign.

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