



Smithsonian  
*National Museum of American History*  
*Kenneth E. Behring Center*

## Guide to the Campbell Soup Advertising Collection

NMAH.AC.0367

Mimi L. Minnick

1990

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	The Campbell Soup Advertising Collection
<b>Identifier:</b>	NMAH.AC.0367
<b>Date:</b>	1904-2015 (bulk 1904-1989)
<b>Extent:</b>	12 Cubic feet (25 boxes)
<b>Creator:</b>	Murphy, W.B. Norris, Alice Norris, E. E. Prior, Joseph Meehan, Vincenta Mercer, Richard Meyers, Peter H. Mulcahy, Paul Welsh, Dick Griffith, Barbara S., Dr. White, Richard Rindlaub, Jean Rombach, Scott Shaub, Harold Archives Center, NMAH, SI. Weir, Chris Coulson, Zoe Gearon, Dan Cronin, Betty Conill, Alicia Campbell Soup Company Conlon, Robert Conill, Rafael Jordan, James McNutt, James McGovern, R. Gordon Goerke, Donald E. Holmes, Martha Haber, Bernie Jones, Caroline Robinson, 1942-2001 (advertising executive) Adams, Anthony Baum, Herbert M. Bergin, John F. Bair, Dean
<b>Language:</b>	English  Collection is in English.
<b>Summary:</b>	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.

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## 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.

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## 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.

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## 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).

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## 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, and Osborn
- Connill Advertising

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## Container Listing

### Series 1: Research Files, 1939-1989

#### Subseries 1.1: Clippings

Box 1	Advertisements (Samples)
Box 1	Agency Relations
Box 1	Advertising Media: General
Box 1	Advertising Media: Radio
Box 1	Advertising Media: Television
Box 1	Acquisitions and Mergers
Box 1	Article Citation: Campbell Soup
Box 1	Backer and Spielvogel
Box 1	BBDO
Box 1	Ward Wheelock Company
Box 1	Armstrong, F. Wallis
Box 1	Campbell, Joseph
Box 1	Boycotts
Box 1	Campbell Museum
Box 1	Campbell Kids
Box 1	Campbell Soup Company: History
Box 1	Competition
Box 2	Campbell Soup Company: Interdepartmental Correspondence
Box 2	Consumption Patterns
Box 2	Employee Relations
Box 2	Correspondence with Jean Rindlaub
Box 2	FTC Complaints



Box 2	Financial
Box 2	Health Claims
Box 2	Market Research
Box 2	New Product Development
Box 2	Marketing Strategy
Box 2	Labor Relations
Box 2	"Mm Mm Good" Jingle
Box 2	Product Surveys, 1939-1985
Box 2	Public Relations
Box 2	Production: Quality Control
Box 2	Warhol, Andy
Box 2	Who's Who

### Subseries 1.2: Market Research

Box 3	Market Research, 1950-1959
Box 3	Market Research, 1962-1968
Box 3	Market Research, 1971-1973
Box 3	Market Research, 1981-1989

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## Series 2: Interview Files, 1989-1990

- Box 4                    Anthony Adams  
Director of Marketing Research at the Campbell Soup Company.
- Box 4                    Dean Bair  
Senior marketing manager for Condensed Soups at the Campbell Soup Company,
- Box 4                    Herbert Baum  
President of Campbell, USA.
- Box 4                    John Bergin  
Creative director for Campbell Soup advertising at BBDO.
- Box 4                    Alicia and Rafael Conill  
Conill Advertising specializes in advertising American goods in Hispanic Markets.
- Box 4                    Robert Conlon  
Worked on the Campbell Soup account at BBDO until 1977.
- Box 4                    Zoe Coulson  
Vice president for consumer issues at the Campbell Soup Company.
- Box 4                    Betty Cronin  
Director of soup cooking at the Campbell Soup Company.
- Box 4                    Daniel T. Gearon  
Group head for Chunky Soup and Campbell Soup at BBDO from 1972-1976.
- Box 4                    Donald E. Goerke  
Category general manager for microwave soups at the Campbell Soup Company.
- Box 4                    Bernard Haber  
Producer of Campbell advertising at BBDO from 1948 until 1980.
- Box 4                    Martha Holmes  
Producer of Campbell Soup Advertising at BBDO from 1970 until 1980.
- Box 4                    Caroline Jones  
Worked on the Campbell Soup account at BBDO.
- Box 4                    James Jordan  
In charge of the Campbell Soup account at BBDO until 1977.
- Box 4                    R. Gordon McGovern  
President and chief executive officer of the Campbell Soup Company from 1980 until 1989.
- Box 4                    C. James McNutt

Joined the Campbell Soup Company in 1941 and was named vice president in 1967.

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

### Subseries 3.3: Preservation Masters

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

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## Series 4: Television Commercials, 1957-1990

## Subseries 4.1: Commercials

- Box 22 (Reference);  
Box 20 (Master)
- Reel 1: Campbell Kids Animation/Campbell Red and White Advertising/  
Campbell Soup Marketing Presentation, 1961-1976  
*1 videocassettes (u-matic)*  
*1 videocassettes (vhs)*
- Campaigns/Commercials: Cambell Kids Animation 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?
- Campbell Red & White Advertising 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
- 1957-1958 Marketing Presentation with Bill Nixon Introducing the "Have You  
Had Your Soup Today?" Campaign
- Box 20 (Master);  
Box 22 (Reference)
- Reel 2: Campbell Soup Company Commercials, 1963-1966  
*1 videocassettes (u-matic)*  
*1 videocassettes (vhs)*
- Campaigns/Commercials: Soup This Good Just Has to be Campbells  
(1963-1964) 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 Meat and Potatos Man 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);  
Box 20 (Master)
- Reel 3: Campbell Soup Company Commercials, 1967-1978  
*1 videocassettes (u-matic)*  
*1 videocassettes (u-matic)*
- Campaigns/Commercials The Fast Tomato Invisable 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);  
Box 22 (Reference)

Reel 4: Campbell Soup Company: Selected Commercials, 1960-1975  
*1 videocassettes (u-matic)*  
*1 videocassettes (u-matic)*

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);  
Box 20 (Master)

Reel 5: Campbell Soup Company Red & White Soups Historical Reel, 1965-1979  
*1 videocassettes (u-matic)*  
*1 videocassettes (u-matic)*

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);  
Box 22 (Reference)

Reel 6: Campbell Soup Company Red & White Soups Historical Reel, 1980-1990  
*1 videocassettes (u-matic)*  
*1 videocassettes (u-matic)*

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);  
Box 22 (Reference)      Reel 7: Campbell Soup Company: Selected Commercials, 1963-1979  
1 videocassettes (vhs)  
1 videocassettes (u-matic)  
Campaigns/Commercials: Tooth Flower Pot Grandfather
- Box 21 (Master);  
Box 23 (Reference)      Reel 8: Campbell Soup Company Commercials, 1963-1979  
1 videocassettes (vhs)  
1 videocassettes (vhs)  
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);  
Box 23 (Reference)      Reel 9: Campbell Soup Lassie Program, 1957-1961  
1 videocassettes (u-matic)  
1 videocassettes (u-matic)
- Box 21 (Master);  
Box 23 (Reference)      Reel 10: Campbell Soup Lassie Program, 1962-1968  
1 videocassettes (u-matic)  
1 videocassettes (u-matic)
- Box 21 (Master);  
Box 23 (Reference)      Reel 11: Campbell Soup Company Lassie Program, undated  
1 videocassettes (u-matic)  
1 videocassettes (u-matic)

## 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<br><i>1 sound cassette</i>       |
| Box 28 | Reel 2: Campbell Red & White Soup Commercials, 1967-1978<br><i>1 sound cassette</i> |
| Box 28 | Reel 3: Radio Commercials<br><i>1 sound cassette</i>                                |
| Box 28 | Reel 4: Radio Commercials<br><i>1 sound cassette</i>                                |
| Box 28 | Reel 5: Radio Commercials, 1967-1968<br><i>1 sound cassette</i>                     |

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## Series 6: Print Advertisements, 1905-1989

### Subseries 6.1: Slides, 1905-1980

*Box 24*

### Subseries 6.2: Proofsheets, 1981-1989

*Box 24*

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## Series 7: Promotional Items and Packaging, 1968-1991

Box 25

[Image\(s\)](#)

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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\(s\)](#)

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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