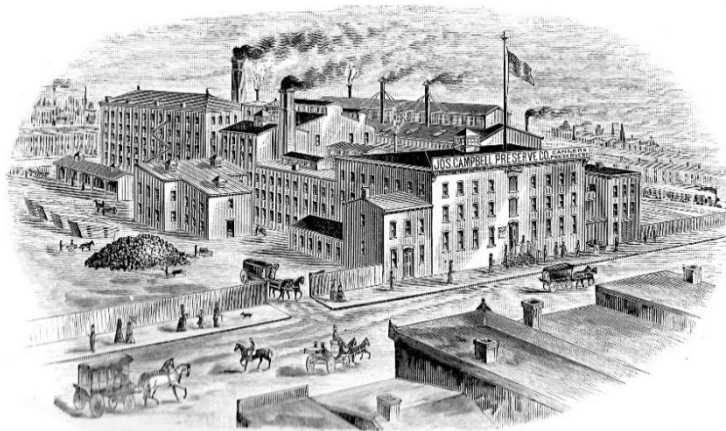




Founder, Joseph Campbell

Campbell's

MORE THAN JUST SOUP



Abraham Anderson

- Apprenticed tinsmith
- Roof tinner in Newark

1858 – owned a company
manufacturing ice boxes on
Dock Street, Philadelphia



Anderson Company

1862 – fire destroyed ice box business

- Moved to Camden

**GOAL: start a factory manufacturing
tin cans and canning products**

1865 – began packing poultry and
beefsteak tomatoes



Joseph A. Campbell

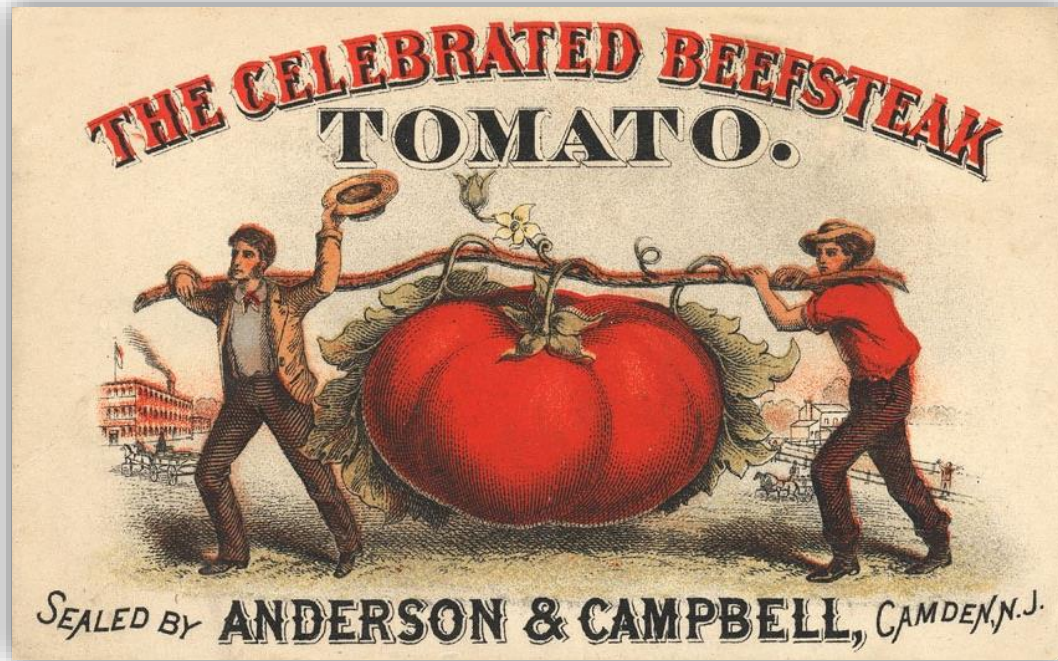
- Purchasing agent of fruits and vegetables in Philadelphia
- Realized need, potential, and advantages of preserved, canned food supply





1869

Anderson & Campbell merged



MERGER = MORE GOODS

Chicken Soup recipe

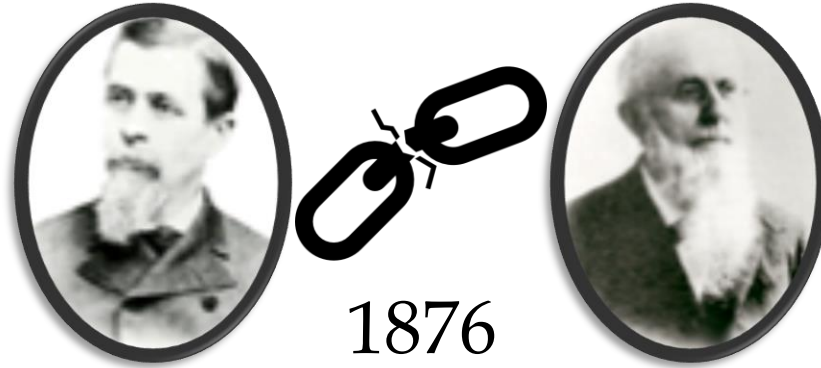
- 250 lbs. chicken
- 100 lbs. veal
- 90 lbs. rice
- 12 oz. curry
- 15 lbs. butter
- 1 qt. Worcester
- 20 oz. pepper
- 16 oz. lemon juice
- 20 stalks celery
- 50 lbs. onion
- 20 lbs. salt
- 15 bunches parsley
- 5 bunches leek
- 2 lbs. celery seed
- 20 oz. #10
- gelatin



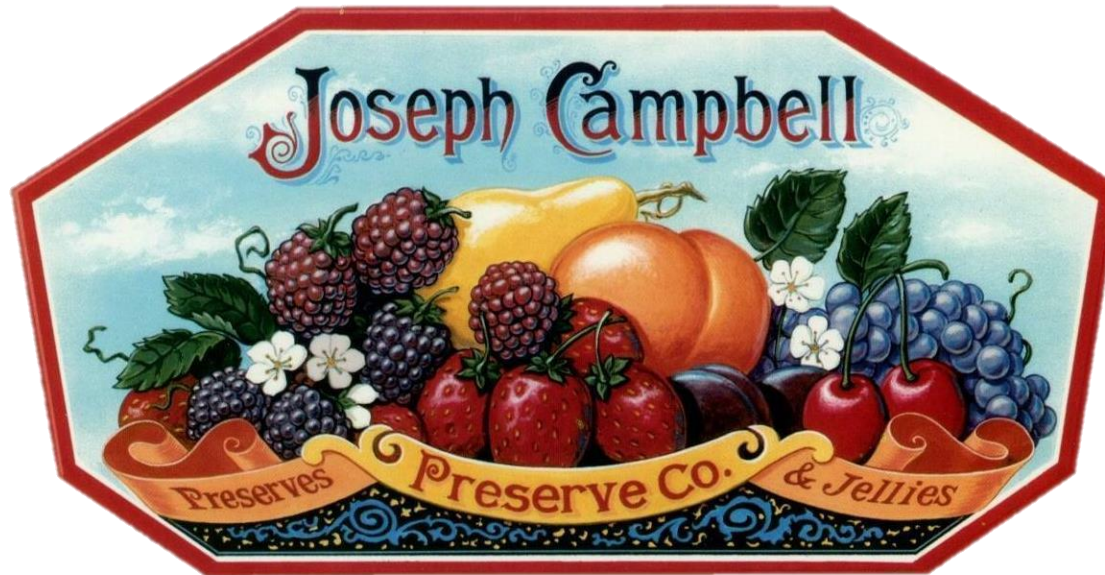
1876 – Anderson & Campbell win medal for quality at the Centennial Exposition



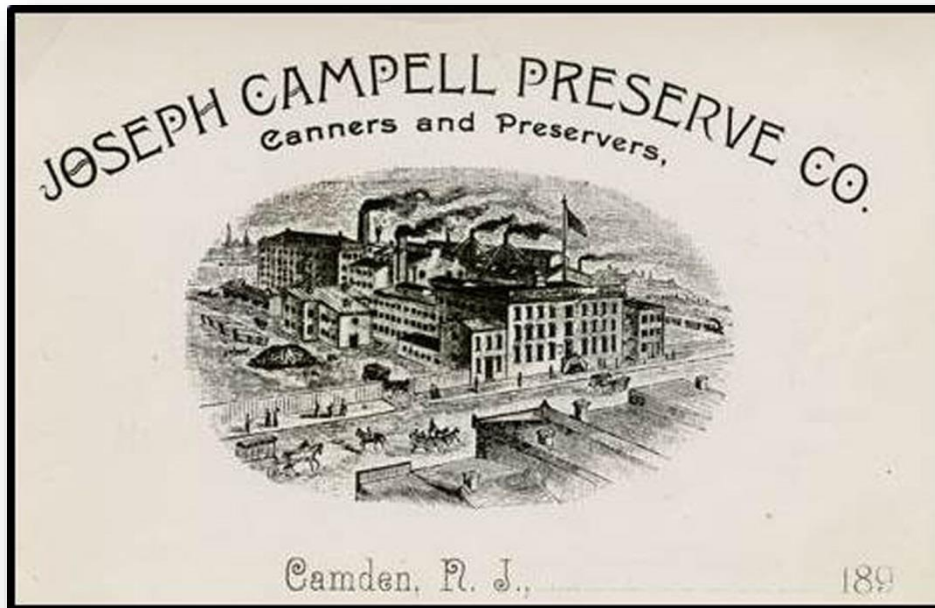
Agricultural Hall, Centennial International Exhibition, Philadelphia, 1876

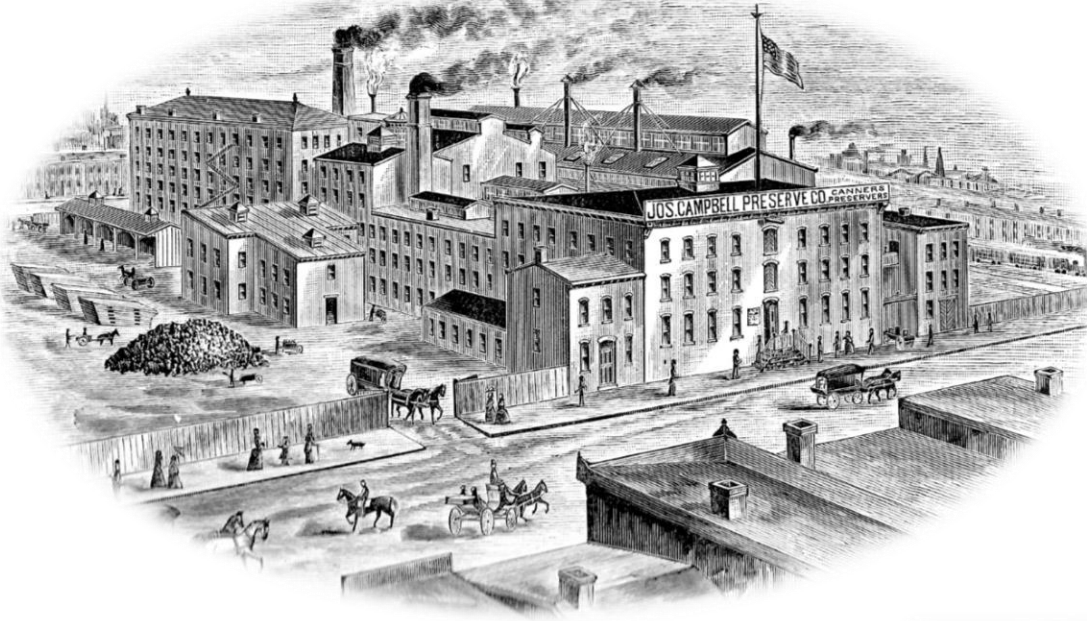


Anderson left the partnership
and the company became the
"Joseph A. Campbell Preserve Company".



Joseph Campbell Preservation Company Incorporated 1891





Joseph A. Campbell
partners with
Walter Spackman, his
son-in-law, and
Arthur S. Dorrance,
and
Joseph S. Campbell

1891 - Joseph A. Campbell
retires

- Dorrance gains controlling
interest



Local farmers gather outside of Campbell's production plant during tomato harvests in the 1890s



1897 - Arthur Dorrance hired his nephew,
Dr. John Thompson Dorrance,
a chemical engineer and organic chemist.



1895 - graduated from
MIT with degree
in Chemistry

1896 - graduated from
Univ. of Gottingen,
Germany with
doctorate in organic
chemistry

- had teaching offers but declined

1899 - Dr. John Thompson Dorrance found a way to produce canned *condensed* soup

- Campbell outstripped its two soup-canning competitors
 - able to ship and sell its product at one-third the cost
 - sold for 10¢ a can
 - five original varieties: Tomato, Consommé, Vegetable, Chicken, and Oxtail
 - soon offered 21 kinds 1912



Campbell Soup tin sign c1901 sold at auction \$93,500



1. Need a strong stock that will keep its flavor when diluted in water
2. John T. Dorrance studied European methods, kept up with culinary and scientific literature related to the problem, conducted detailed tests and analysis.



Dorrance grew tomatoes for his research at his home in Cinnaminson.



1913 Ad Campbell Oxtail Soup




1925 Ad Campbell's
Consommé Soup



1928 Ad Campbell Soup Vegetable Soup



THE BEST OBTAINABLE
FRESH MEATS, POULTRY,
BUTTER, VEGETABLES ETC.
ARE USED IN PREPARING
OUR SOUPS
THIS ALONE IS THE SECRET OF THEIR
HIGH QUALITY

Campbell's
CONDENSED

TOMATO
Soup

DIRECTIONS
TOMATO SOUP
To make six portions add one and one-half
cans of boiling water; Heat and serve.
CREAM OF TOMATO
To make six portions first heat contents of can
after adding a pinch of baking Soda; rinse can
thoroughly, then add one and one-half cans
of Cream or Milk; mix just before serving.

KINDS
OX TAIL
TOMATO
CHICKEN
BOUILLON
CONSOMME
VEGETABLE
TOMATO-OKRA
MOCK TURTLE
MULLIGATAWNY
VERMICELLI-TOMATO

CHICKEN GUMBO (OKRA)
CLAM BOUILLON
CLAM CHOWDER
MUTTON BROTH
PRINTANIER
ASPARAGUS
JULIENNE
CELERY
BEEF
PEA

JOSEPH CAMPBELL PRESERVE CO.
CAMDEN, N.J. U.S.A.



1905 Campbell trucks at Camden plant

**Try Campbell's condensed soups, 10
cents a can. For sale by J. H. Bau-
man. |**

Condensed soup revolutionized food processing, the American diet, and shopping habits.

- Smaller cans – 30 oz. down to 10.5 oz.
- Lower price - .34¢ down to .10¢

John T. Dorrance: *“Evidently, it was up to me to take off my coat and get to work. I did. First I manufactured them and then I packed up the white coat of a demonstrator and went out and sold them. Here I meet with the embarrassing experience of decorating grocer’s windows in the Back Bay district in Boston, my former college field, and then of standing there demonstrating the soup with interested friends encouraged me by rapping on the windows.”*

Advertising

\$4,264 on ad cards in
New York City streetcars

- 1/3 of cars for 1 year
- 1/2 of cars filled 6 months later
- 100% of cars in 2 years



Doubled Sales

Wagons lined up with Campbell's signature beef steak tomatoes on a Camden street in the late 1800s



1899 - adopted red & white colors



1900 – won gold medal at Paris International Exposition

- Still on cans today



Campbell's Kids introduced 1904

- Show safe, nutritious foods for families



Campbell's
SOUPS

10c.

Rich, nourishing
and substantial. Made
from the best that grows in the
heart of New Jersey's finest farming district.
High grade in every sense of the words. Over

SIXTEEN MILLION

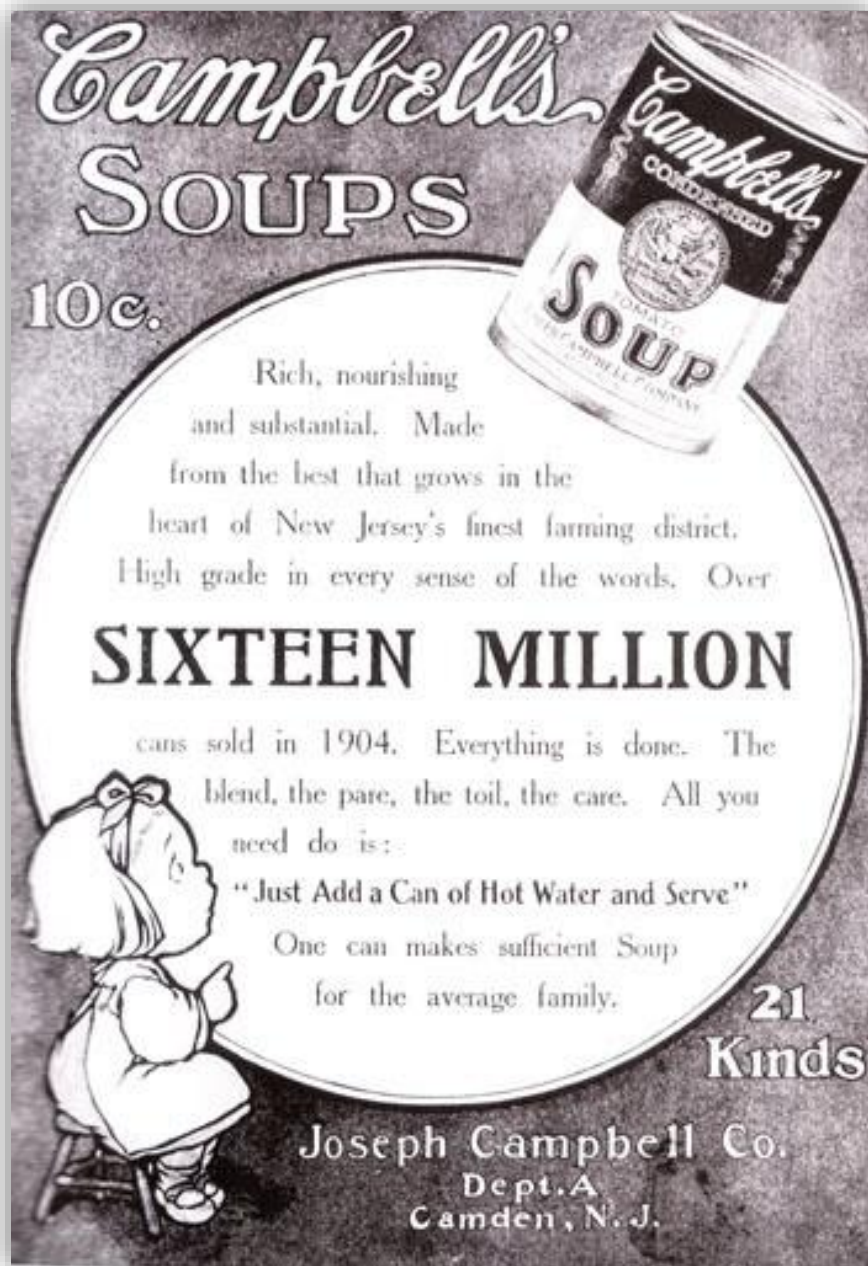
cans sold in 1904. Everything is done. The
blend, the pare, the toil, the care. All you
need do is:

"Just Add a Can of Hot Water and Serve"

One can makes sufficient Soup
for the average family.

**21
Kinds**

Joseph Campbell Co.
Dept. A
Camden, N. J.



Company name changed to
Joseph Campbell Company
due to lack of sales in all
items except soup

The world moves

And sensible women move with it.
By dropping out-worn prejudice,
they live all the better, and with real
economy too.

The modern house-wife knows that
it pays her to use

Campbell's SOUPS

She knows they are pure and rich and whole-
some—as good in every respect as *she* could
make, and often better. And they save her
time and effort for more important things.

Why not learn this valuable lesson for *yourself*?



"Honest injun, I declare
Without a reservation,
That fed on Campbell's
luscious fare
I'd whip the Yankee
nation."

21 kinds

Asparagus
Beef
Bouillon
Celery
Chicken
Chicken Gumbo (Okra)
Clam Bouillon
Clam Chowder
Consommé
Julienne
Mock Turtle

10c a can

Mulligatawny
Mutton Broth
Ox Tail
Pea
Pepper Pot
Printanier
Tomato
Tomato-Okra
Vegetable
Vermicelli-Tomato



Just add hot water,
bring to a boil, and serve.

JOSEPH CAMPBELL COMPANY
Camden N J

Look for the red-and-white label

MANY A MEAL IS MADE ON SOUP



Soup for health-
every day!



Soup for health—yes every day—
Gives you strength for work or play.
Appetites get fresh ambition.
And your food yields more nutrition.

Good hot soup nourishes and
invigorates. It tones digestion. It is
both food and appetizer. Eat it every
day. Physicians will tell you how good
it is for you. But prove it to yourself
with Campbell's Vegetable Soup—that
hearty and delicious blend of thirty-two
different ingredients, including fifteen
tempting vegetables, strength-giving
cereals, invigorating broth of fine beef.
Here is real food in plentiful measure, a
treat to your taste—a tonic wholesome
dish that benefits as much as it satisfies.
Countless people make it the main dish
of their luncheon or supper. And, of
course, it is a big part of any dinner.

Luncheon Dinner Supper



21 kinds
12 cents a can

Campbell's SOUPS

LOOK FOR THE RED-AND-WHITE LABEL

Newspaper ads focused on Campbell's kids and the soup can.
Magazine ads focused on the can with Campbell's kids in the background.



Campbell's SOUPS



21 kinds 10c a can

Just add hot water, bring to a boil, and serve.

JOSEPH CAMPBELL COMPANY, Camden, N. J.

Look for the red-and-white label

Look for the red-and-white label



1-7. 1 can Campbell's Cream of Mushroom Soup	10. ½ cup finely crushed herb- seasoned stuffing*
8. 1½ pounds ground beef	11. ¼ teaspoon ground nutmeg
9. 1 egg, slightly beaten	12. ½ cup sour cream

Mix thoroughly beef, egg, stuffing, nutmeg, and 1/2 cup soup. Shape firmly into loaf; place in shallow baking pan. Bake at 350°F. for 1 hour. Blend remaining soup and sour cream. Heat; stir now and then. Serve over loaf; sprinkle with additional nutmeg; garnish with cucumber slices. 4 to 6 servings. *Or substitute 1/2 cup fine dry bread crumbs and 1/2 teaspoon salt for herb-seasoned stuffing.

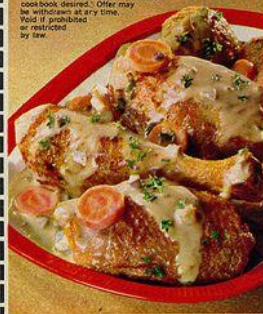
Serve with buttered rice, green beans, and cranberry sauce. Set out pound cake à la mode for dessert.



7. 1 can Campbell's Cream of Mushroom Soup	10. ½ teaspoon poultry seasoning
8. 2 pounds chicken parts	11. 1 cup sliced carrots
9. 2 tablespoons shortening	12. Chopped parsley

In skillet, brown chicken in shortening; pour off fat. Stir in soup, seasoning, and carrots. Cover; cook over low heat 45 minutes or until tender. Garnish with parsley. 4 servings.

Get hundreds of exciting menu ideas and recipes in these 2 cookbooks! Campbell's "Cooking With Soup" and "Easy Ways to Delicious Meals." For each book send \$6⁹⁵ with your name and address to: two cookbooks, Box 575, Maple Plain, Minn. 55359. (Indicate cookbook desired). Offer may be withdrawn at any time. Void if prohibited or restricted.



**7 of them
are in here.**



**M'm!
M'm!
Good!**



I eat it all,
I love it too!
And Campbell's soup
Will help me grow.

Healthy children of all ages love Campbell's Vegetable Soup. It's delicious...and so good for them!

Wonderful, how youngsters go for this hearty, oh-so-good vegetable soup! It makes a hit with Mother, too, because it's so nourishing and easily digested. Made from 15 delicious garden vegetables mingled in good beef stock. . . . No wonder mothers find it "almost a meal in itself!"



"Almost a Meal in Itself"

Cambell's VEGETABLE SOUP



National ads focused on pamphlets and cookbooks.



M'm! M'm! Good!
SOUP



Television commercials and sponsorships 1950





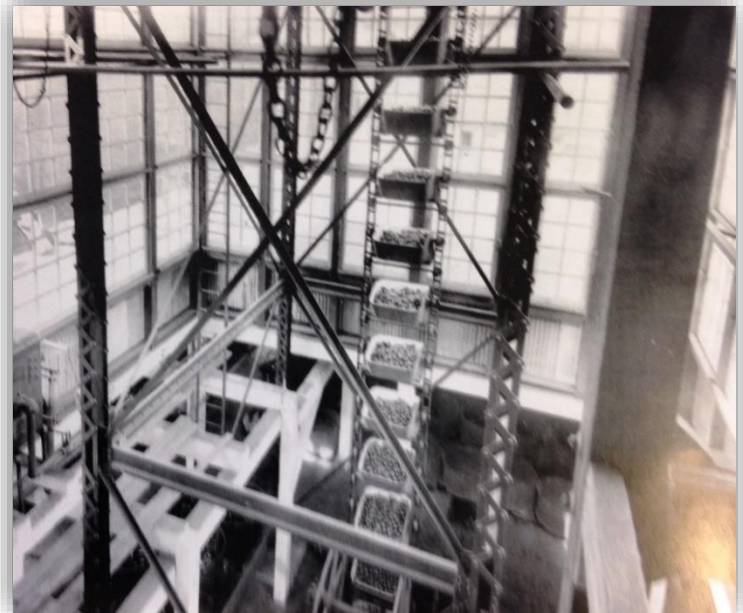


Delivering Tomatoes





Final inspection
and cleaning



1913
\$6,700,000 in sales



1914

Problem – soup took too long to cook
Solution – Pork and Beans

Soup
sales


\$5,738,200

Pork & Beans
sales

\$2,283,036

THE SATURDAY EVENING POST

MADE BY THE MAKERS OF CAMPBELL'S SOUPS



Campbell's
PORK
AND
BEANS
WITH TOMATO SAUCE

JOSEPH CAMPBELL COMPANY
CAMDEN, N. J. U.S.A.

Wholesome as they are good!

Campbell's Beans are healthful. That is one of the special reasons why you should always eat them. They are slow-cooked. This makes them thoroughly digestible. You can enjoy these delicious beans and their tasty tomato sauce, confident that they will prove nourishing, beneficial food. See that the children get Campbell's Beans often. They are splendid body-builders.

12 cents a can

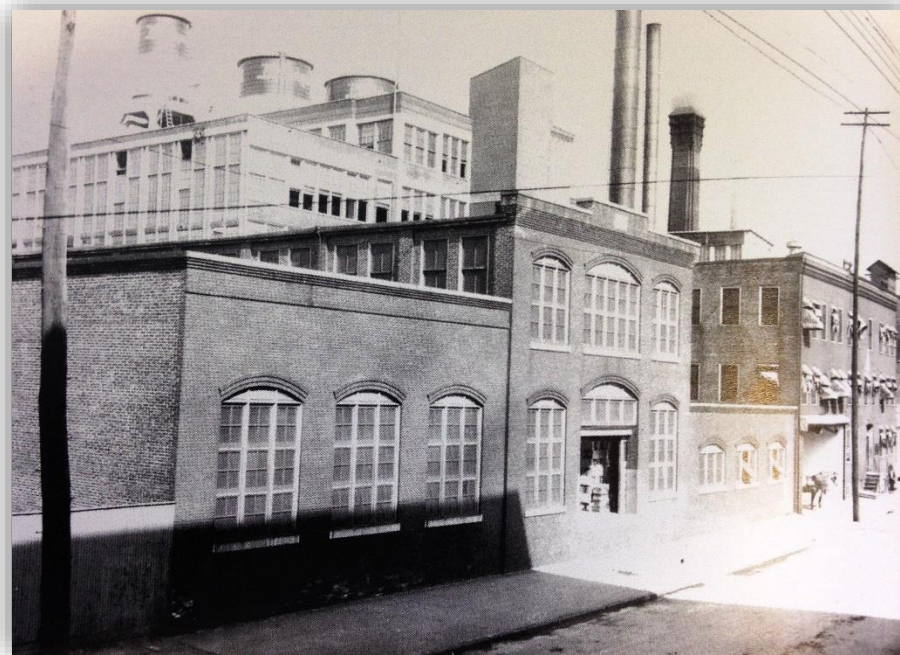
Except in Rocky Mountain States and in Canada

Wholesale price reduced May 9, 1921

Campbell's BEANS

LOOK FOR THE RED-AND-WHITE LABEL

name changed to Campbell Soup Company
1922



1930 - John T. Dorrance dies, setting the stage for a huge legal battle

**DR. JOHN THOMPSON DORRANCE
SUCCUMBS AFTER BRIEF ILLNESS**

Noted Business Man, Scholar
and Philanthropist Ill
Only Five Days

**PRESIDENT OF CAMPBELL
SOUP COMPANY, CAMDEN**

Was Chiefly Responsible for
Development of Condensed
Soups in U. S.

Dr. John T. Dorrance died at his home, "Pomona Farms," last Sunday after an illness of a few days. He was in his 57th year, and apparently in fairly good health until about a week before his death, when he suffered a slight indisposition which was not regarded as serious. In fact, he was planning a trip to Europe within a few days.

The widow, Mrs. Ethel Mallinckrodt Dorrance, a son, four daughters and two brothers were at his bedside when Dr. Dorrance died. His daughters are: Mrs. Nathaniel P. Hill, the former Eliza Dorrance; Miss Ethel Mallinckrodt Dorrance; Miss Margaret Winckrodt Dorrance. The only son is Alfred Dorrance. A surviving granddaughter is Miss Dorothy Dorrance Hill.

Two brothers at the bedside were: George Morris Dorrance, of Philadelphia, and Arthur C. Dorrance, of the Riverfront, general manager of the Campbell Soup Company. Two sisters are Mrs. Robert H. Blake, of New York City, and Mrs. Roy Dunley, of Washington, D. C.

Funeral services were conducted at Christ Church, Riverfront, at which Dr. Dorrance was a senior warden, at 11 a. m. Wednesday. Rev. Arthur D. Lewis, pastor of the church was in charge.

Married Baltimore Girl
Dr. Dorrance was married on August 16, 1906, to Miss Ethel Mallinckrodt, a member of a well-known Baltimore family. She has been associated with many charities and her husband also dispensed huge benefits to charity of which the public never learned.

Dr. Dorrance made his home at "Pomona Farms," in 1908. The "Pomona Farms" is the property of William Parry.



DR. JOHN T. DORRANCE

**DR. J. T. DORRANCE
SUCCUMBS AFTER
BRIEF ILLNESS**

(Continued From Page 1)

and convinced the public of the value of the product, for while soup had been sold in cans in Europe it was always the complete product with water.

Depended on Advertising
It might be said that his campaign of educating the American public to use his product, made him the foremost exponent of advertising in a most exponent of the Campbell Soup Company now spends more money than any other one concern in advertising.

James S. Alexander, Philadelphia banker; F. Wallis Armstrong, advertising expert; Gen. W. W. Atterbury, president of the Pennsylvania Railroad; Morris R. Booklin, Philadelphia lawyer; George Fritz Chandler, Philadelphia banker; Carl C. Conway, Boston banker; Jay Cooke, Philadelphia banker; Eliza Lee, vice-president of the Pennsylvania Railroad; Philip P. Newkirk, purchasing agent of the Campbell Soup Company; Philip Stockton, Boston banker; W. T. Stetebury, New York capitalist; Joseph Wayne, Jr., Philadelphia banker; and Herbert L. Williams, treasurer of the Campbell Soup Company.

At 10:30 a. m. a special train of six cars, and an observation car con-

The Philadelphia Inquirer

Vol. 323, No. 76 d * * 1931, Philadelphia Inquirer Inc. Sunday, March 17, 1931 \$1.25

A bitter feud over whether to sell Campbell Soup is pitting cousin against cousin in a fight over the family's fortune and its future.

When Jack Dorrance died, he left a house divided.

Patriarch John T. Dorrance with three of his daughters, Ethel (left), Charlotte (center) and Eleanor in 1929.

The Dorrance dynasty battles itself

First in a series.
By Terry Lyons.
Jennifer Lin
and Carol Warner
Special Staff Writers

Some 500 business: Other dynasties — the du Ponts, the Goyes, the Rockefellers — have slowly but their grip on their family businesses, but never the Dorrances. Their loyalty to Campbell Soup was as

Hussein calls for reforms

Says his army defeating rebels

By Jocelyne Zabin
and William J. Mitchell
Representative News Service

AMMAN, Jordan — In his first nationally televised speech since the end of the civil war, Sultan Hussein told the Iraqi people yesterday that he would introduce a new constitution and allow more freedom of the press and open debate.

Asserting that he had been preparing to establish a new political framework for the last 13 years, Hussein said the moves would ensure what he characterized as "a new political era" in the country.

Hussein also said government forces had crushed a rebellion by Shiite Muslims in the south and would soon defeat Kurdish rebels in the north. But Kurdish rebels claimed custody to have taken control of Mosul, Iraq's third-largest city, and rebel sources outside Iraq maintained that fierce fighting was continuing in other areas.

Hussein's promise of political reform drew a skeptical reaction from President Rashid, who said of the Iraqi president: "His credibility is rich, alas, and."

"If he's proclaiming that Iraq will be a democratic nation, fine. But the army of 200,000 soldiers, it is the

- At time of death worth \$79 million in stocks, \$115 million in personal wealth
- left everything to his son, John T. Dorrance, Jr. (Jack)
- Allowance, double the amount of stock

The New Era 09-25-1930 p3



Arthur C. Dorrance succeeded his brother as president of the firm and served until his death in Sept. 1946.

He made his home in Riverton at 100 Park Avenue.

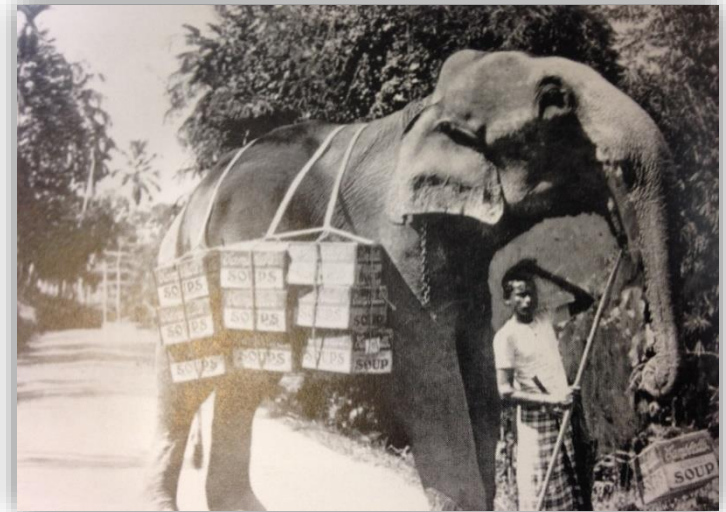
THE DORRANCE HOME

100 Park Avenue is a "Neo Classical" design built by Arthur Dorrance in 1908. Mr. Dorrance partnered his canning and refrigeration company with Joseph Campbell's fruit company in 1891 to form what is now the Campbell Soup Company in 1922.

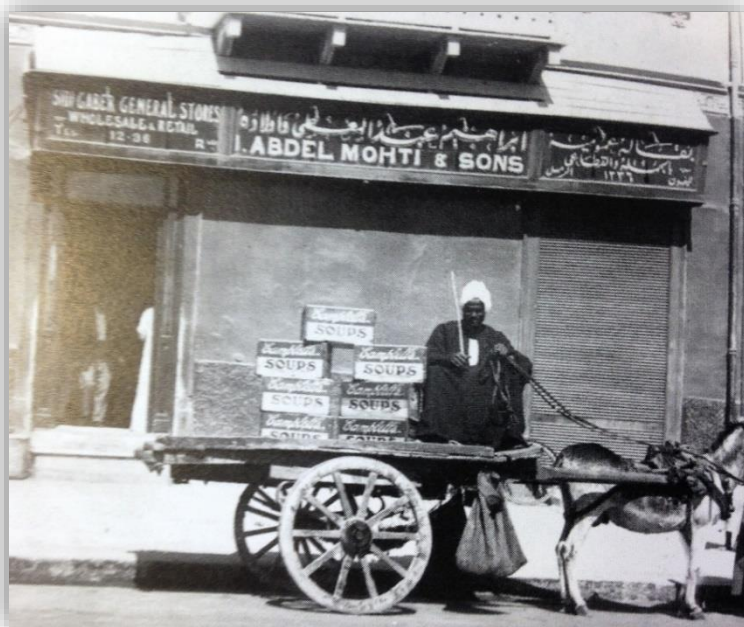
1908

The Historical Society of Riverton

International Division established 1957



Sri Lanka



Morocco



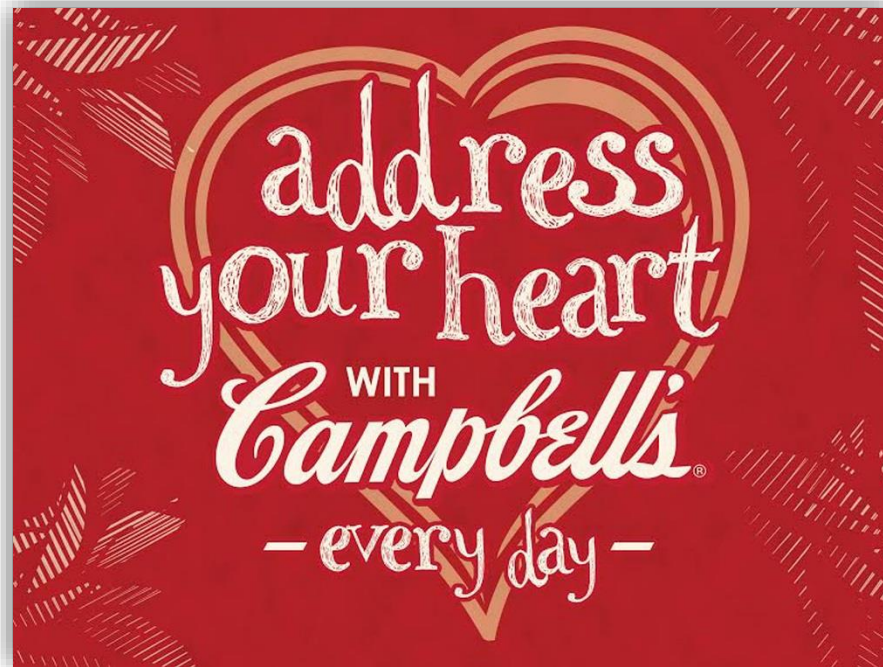
Haiti

- 1979 - Campbell's stopped using So. Jersey's famous tomatoes in favor of industrially produced tomato paste from CA
- moved production to newer rural plants with lower labor costs
- The last can rolled off the line in Camden in 1990, and the plant was imploded a year later.

1988 - Camden #2 closed and demolished

1990 - Camden #1 closed



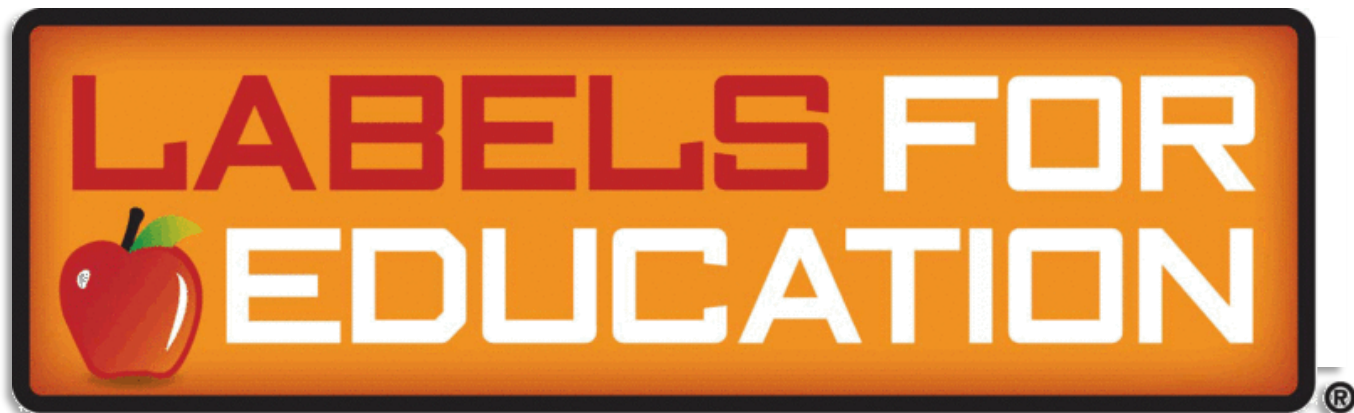


2004 – net sales = \$7.1 billion

2006 – partner with the
American Heart Association's
Go Red for Women movement

Campbell Soup **FOUNDATION**





ARTS • ATHLETICS • ACADEMICS



New Products List

1913 - Chicken with rice & Cream of celery

1915 - Alphabet vegetable

1934 - Chicken noodle & Cream of mushroom

1938 – Tomato juice

1948 - V-8 juice

1970 - Chunky soup

1981 - Prego pasta sauce

1991 – Healthy Request

Acquired Product Lines

1915 – Franco-American

1955 – Swanson

1961 - Pepperidge Farms

1974 – Godiva chocolate

1978 - Vlasic

1995 - Pace

2013 – Plum Organics





FOOD BANK OF SOUTH JERSEY

Food | Nutrition | Sustainability



Campbell's

In the
NEWS

[07/28/2018](#) Why 149 year-old Campbell Soup is at a crossroads

[11/16/2018](#) Campbell Soup's Fate Hangs on Duel Between Company Heirs and 'Interloper'

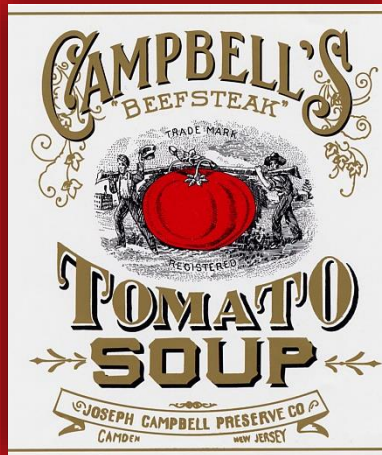
[02/22/2019](#) Why Campbell Soup Stock Fell Friday

[03/01/2019](#) Campbell Soup suffers loss in Q2

[03/05/2019](#) Campbell Soup Will Struggle To Turn The Tide



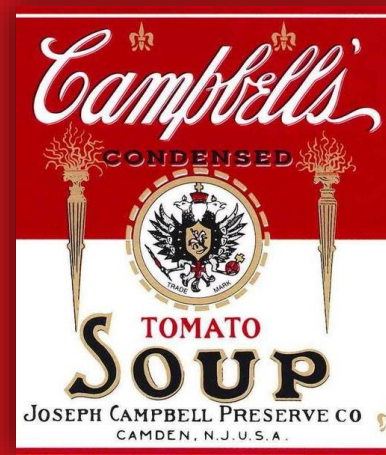
The End



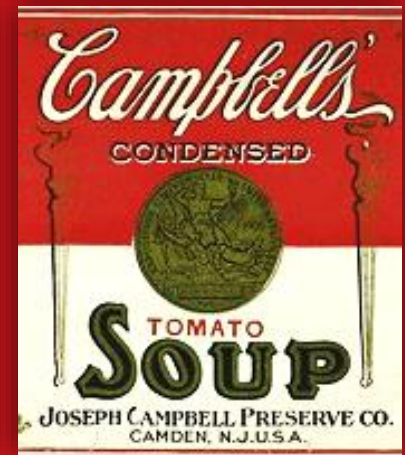
1895



1896



1897



1900