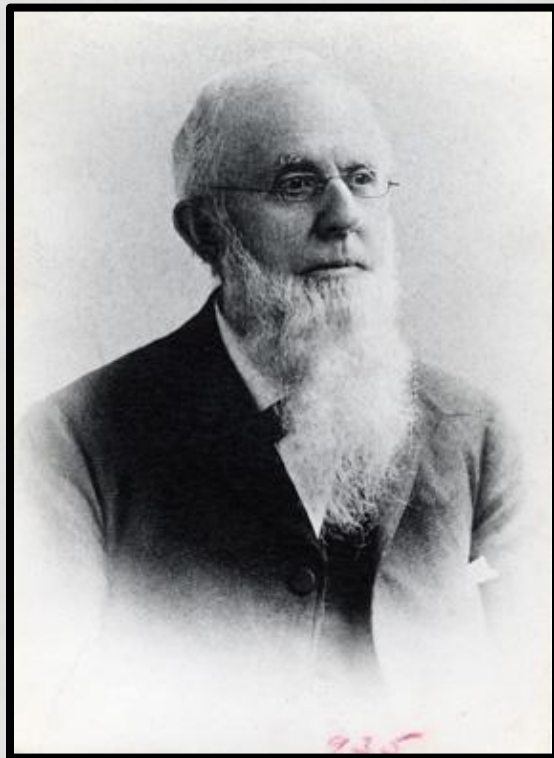


Label on the can of "The Celebrated Beefsteak Tomato," NJ Canning 4446.
New Jersey State Archives, Department of State.

CAMPBELL'S SOUP

Joseph A. Campbell



Portrait of Joseph A. Campbell, founder of Campbell Soup Company. Canning history 4469. **New Jersey State Archives;** Department of State.

Abraham Anderson



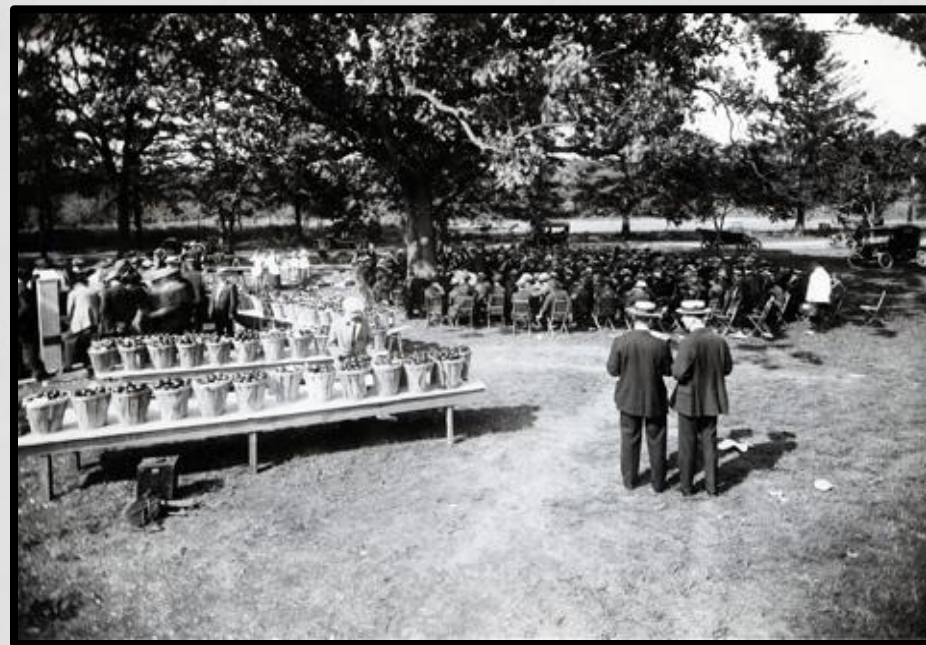
Portrait of Abraham Anderson, of Camden, the first packer of New Jersey poultry. Canning History 4443. **New Jersey State Archives;** Department of State.



Baskets of can house tomatoes at the loading dock.
Tomato 7218.
New Jersey State Archives; Department of State.



Pressure Cookers. *Canning history 4494*. **New Jersey State Archives**.; Department of State.



Gathering of farmers at the Campbell Soup Company Tomato Exhibit. 1912. *Canning History 4496*. **New Jersey State Archives**; Department of State.



Tomatoes 7162.



Tomatoes 7165.



Tomatoes 7168.

Inspecting tomatoes at Campbell's cannery. 1932.
New Jersey State Archives; Department of State.



The inspection of tomatoes at the Campbell's Camden plant is carried out by specialists in the NJ Dept. of Agriculture. After inspection the approved tomatoes are mechanically conveyed through a series of elaborate washing operations. Tomatoes 7194.
New Jersey State Archives; Department of State.



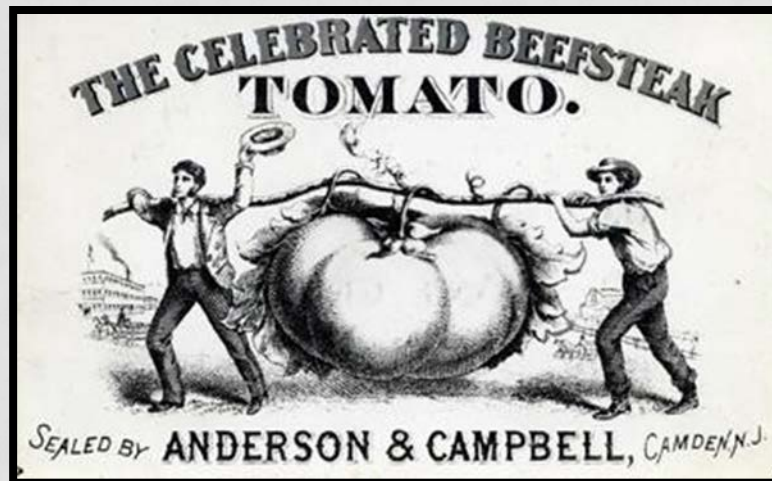
Final inspection of raw tomatoes at cannery in Camden, NJ.
Tomatoes 7196. **New Jersey State Archives; Department of State.**

Label - Beefsteak Tomato Ketchup. No date. Canning History 4483. **New Jersey State Archives; Department of State.**



Joseph Campbell Preserve Company, Canners and Preservers. ca. 1880 – 1930s. Canning history 4480. **New Jersey State Archives; Department of State.**

Label on Can of "The Celebrated Beefsteak Tomato," packed by Anderson and Campbell. No date. NJ Canning 4446. **New Jersey State Archives; Department of State.**



Marketing Strategies

[Andy Warhol's Campbell Soup Cans](#)

[Campbell's Kids, introduced in 1904](#)

[Campbell's Kitchen](#)

[Campbell's Kitchen, introduced in 2010](#)