

# Farm Women Visit Campbell Soup Plant

**BY EVERETT NEWSWANGER**  
**Managing Editor**  
 CAMDEN, N.J. — You would expect that a group of farm women from Lancaster County would take a trip to see how soup was made. And the expected happened last week when Farm Women Society #14 and some of their husbands, including this editor, went to Camden, New Jersey, to visit the Campbell's Soup Company kitchens and museum collection. It all started in Strasburg when 42 persons boarded a bus for a time of comradery to the place where

Campbell's soups are prepared, cooked, mixed, canned, boxed and shipped. The 20 miles of tin cans rushing in a line to get filled and capped made a loud rattling sound. Talking was almost impossible. Campbell's Company began in 1869 in Camden where the ladies visited. Here one of its largest production facilities still exists. Adam Anderson and Joseph Campbell established a canning and preserving business which rapidly gained a reputation for quality food products. Now in its second century of continuous

operation, Campbell has been best known since 1987 for its popular canned condensed soups, which began to be identified by the famous red and white label one year later. The familiar medallion, which has decorated labels of Campbell's condensed soups throughout the century, was awarded the company at the Paris International Exposition in 1900. The Campbell kids, another famous company trade mark, were launched in 1904 on a career that has made them among the most-widely featured and lovable characters in the history of American advertising.

During the 1920s, Franco-American spaghetti products were added to the Campbell line. The company's first foreign subsidiary, Campbell's Soup Company Ltd., was established in Canada in 1930. And the first overseas subsidiary, Campbell's Soups Ltd., was established in England in 1933. Since that time, more than 20 companies and 1,000 different items have been included under the Campbell Company name. Today company facilities are located in more than 90 locations worldwide making high quality convenience products for home and institutional use.

Many of the farmers on the tour last week remembered when Campbell bought produce and poultry from Lancaster County. Even the one tour guide who had been with Campbell's for 44 years remembers the high quality of Lancaster County's vegetables. But economics now dictate that ingredients come from cheaper markets.



The top of the Campbell Soup Company in downtown Camden, New Jersey.

The Campbell museum chartered by the state of New Jersey in May of 1966 is a nonprofit educational institution that was visited by the Lancaster County tour after seeing the soup made in the manufacturing plant. It's objective has been to assemble an exhibit to the public a collection of tureens, bowls and utensils made for food service dating back 500 B.C. to the present. Not surprisingly, the majority of items collected to date were made in the Eighteenth Century in western

Europe where the decorative arts received abundant attention and financial encouragement from the royal families and other great houses. Formal dining during the period was done on a grand scale with an elegance that is probably unmatched in our history. From the Campbell museum it was on to the Fulton Mint Museum, dinner and back home. Arriving in Strasburg in the evening, the tour participants knew the plaque on the front of the bus that asked "Are we there yet?" had been answered.



A few members of the Farm Women #14 tour head back to the bus.

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