

1905
1st mag ad w/ Campbell Kid, 1st ad in major magazine
they had been used in streetcar ads in 1904

Good Housekeeping
Sept. 1905

GOOD HOUSEKEEPING ADVERTISING SECTION

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 care, 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.