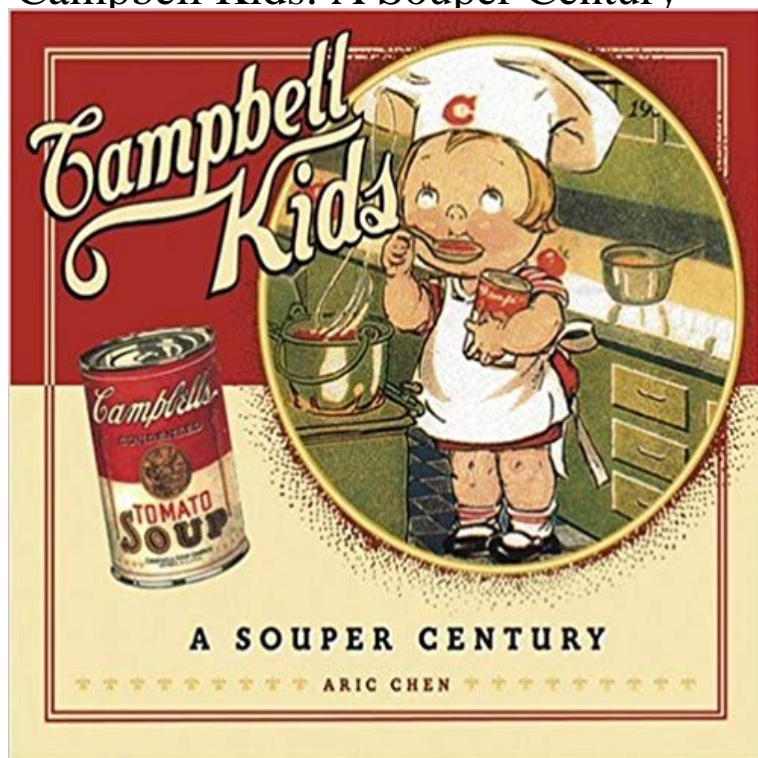


Campbell Kids: A Souper Century



First sketched by Gebbie Drayton in 1904, the Campbell Kids have endured for decades, in everything from streetcar ads and magazine layouts to dolls and animated commercials. The rosy-cheeked, cherub-faced youngsters have grown with America, reflecting its cultural shifts and expressing its ideals and aspirations. Charmingly innocent, plucky, and playful, they struck poses as Rosie the Riveter during World War II and flower children wearing tie-dye and holding peace signs in the 1960s. They have promoted the Red Cross, inspired Americans to buy war bonds and conserve electricity, and even promoted childrens self-esteem. In the process, the Campbell Kids became more than a trademark of Campbells Soup; they became true American icons, embodying goodness and wholesome living. As the famous kids celebrate their 100th birthday, collectors of memorabilia and Americana will delight in this decade-by-decade trip through the lives of the Campbell Kids, the company they represented, and the country they came to symbolize. AUTHOR BIO: Aric Chen is a freelance writer in New York whose work has appeared in The New York Times, New York magazine, GQ, Elle, House & Garden, and the book American Dream: The Houses at Sagaponac.

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