# No more grocery bills till 1983! Enter the You have a way with Campbell's contest Spring. France of the Campbell's contest Spring. and von could win free groceries for 5 years. for costs of few others of the state of the state

Spring, 1977, U.S.D.A. Family Economic Review "Liberal Plan" for costs of feeding a family of four with two school-age children. All

# Send us an idea like the ones on the yellow panels on Campbell's Soup labels and you could win one of thousands of exciting prizes.

If you're like most women, you have a favorite way of serving or using Campbell's Soup.

Maybe it's an original recipe using Campbell's Soup. Or maybe it's a special way of garnishing soup. Or maybe you have a way of mixing two soups together to create your own soup.

Just follow the official rules and mail your entry along with the yellow panel from the back of any Campbell's Soup.

Here's what you could win:

- \* Grand Prize. Free groceries for five years (or \$20,000 cash).
- \* 4 runner-up prizes of free groceries for one year (or \$4,000 cash).
- \* 50 prizes of free groceries for one month (or \$300
- \* 1,000 prizes of a free case of Campbell's Soup (48 cans, any kind).
- \* 10,000 prizes of Campbell's Cookbooks. You have a way with Campbell's. Tell us about it.

entry submitted must be accompanied by a yellow panel cut from the back of any

- variety of Campbell's Soup.

  3. Entries will be judged under the supervision of the D.L. BLAIR CORPORATION, an independent judging organization, whose decisions will be final on all matters relating to this contest. All entries will be judged on the basis of: (A) originality (10%), creativity (30%), appropriateness of the idea (40%) and (B) ease of preparation of the idea (20%). Entries preliminarily judged as potential major prizewinners (top fifty-five [55]) will be tested, under the supervision of the judging organization, and final major prizewinner determination will be made, based upon the appearance and taste of the finished dish.
  - 4. Entries submitted are not limited to any category. They may be for main dishes, appetizers, snacks or desserts or soup combinations. Entries must include directions for preparation, mixing, cooking, temperature setting, cooking time and state all the ingredients used. Ingredients must be readily available and given in level standard American measurements
- 5. All potential winners will be required to sign an affidavit certifying that their entries are their own original idea, have not been previously published, have not won a previous prize or award, and that they have followed the official rules of this contest. All entries submitted become the exclusive property of Campbell Soup Company, and none can be returned. Entry into the contest constitutes permission to use ideas, names and/or likenesses of entrants in any manner by Campbell Soup Company, its advertising or public-relations agencies.
- 6. This contest is open to residents of the U.S.A. except employees and families of employees of Campbell Soup Company, its affiliates, advertising agencies, the D.L. Blair Corporation and those involved in the preparation of food or recipes on a professional basis. Void where prohibited by law. Subject to all federal, state and local laws and regulations. All prizes are non-transferable and no substitution for prizes is permitted. Limit one prize to a family. All tax liability for prizes is the sole responsibility of the winners. All prizes will be awarded. In the event of a tie, duplicate prizes will be awarded
- 7. For the names of major prizewinners, send a separate, self-addressed, stamped envelope to: Campbell's Soup "YOU HAVE A WAY WITH CAMPBELL'S" CONTEST, P.O. BOX 8262, BLAIR, NEBRASKA 68009.

## Here's How to Enter:

form or a plain sheet of paper no larger than 8½" x 11" (one side only). Be sure to include the following information with My way with Campbell's your idea: the variety of Campbell's Soup(s) utilized and your complete name, address and zip code. Your idea must use on many times as you wish, but mail each entry separately. Each

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You have a way with Campbell's.