

vanBeuren Archbold D  
 Form 4  
 January 04, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 vanBeuren Archbold D

2. Issuer Name and Ticker or Trading Symbol  
 CAMPBELL SOUP CO [CPB]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

1 CAMPBELL PLACE

3. Date of Earliest Transaction (Month/Day/Year)  
 12/31/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)

(Street)

4. If Amendment, Date Original Filed (Month/Day/Year)

6. Individual or Joint/Group Filing (Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

CAMDEN, NJ 08103

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |         |   |  |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|---------|---|--|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |         |   |  |
| Common Stock                    | 12/31/2010                           |  | P                              |   | 488   | A  | \$ 34.5                           | 488     | I | Family management company <sup>(1)</sup>     |
| Common Stock                    | 12/31/2010                           |  | P                              |   | 3,461   | A  | \$ 34.5                           | 705,515 | I | Family investment partnership <sup>(1)</sup> |
| Common Stock                    | 12/31/2010                           |  | G                              | V   | 180,000   | D  | \$ 0                              | 887,818 | I | Revocable trust <sup>(2)</sup>               |
| Common Stock                    |                                      |  |                                |   |   |  |                                   | 19,355  | I | 401(k) Plan                                  |

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| vanBeuren Archbold D<br>1 CAMPBELL PLACE<br>CAMDEN, NJ 08103 | X             |           |         |       |

## Signatures

Kathleen M. Gibson,  
Attorney-in-Fact

01/04/2011

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- Lines 1 and 2 reflect the Reporting Person's acquisition of an interest in a preexisting family management company that both owns Common Stock and has an interest in a family investment partnership that owns shares of Common Stock. As a result of this transaction,
- (1) the Reporting Person might also be considered to have a beneficial ownership interest in shares of Common Stock held by the family investment partnership, as reflected in the holdings reported in column (5) of line 2. The Reporting Person disclaims beneficial ownership of securities owned by such family investment partnership except to the extent of his pecuniary interest therein.
  - (2) The holdings reported in column 5 include 6,266 shares inadvertently omitted on prior reports as a result of incomplete information received from a third-party recordkeeper.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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