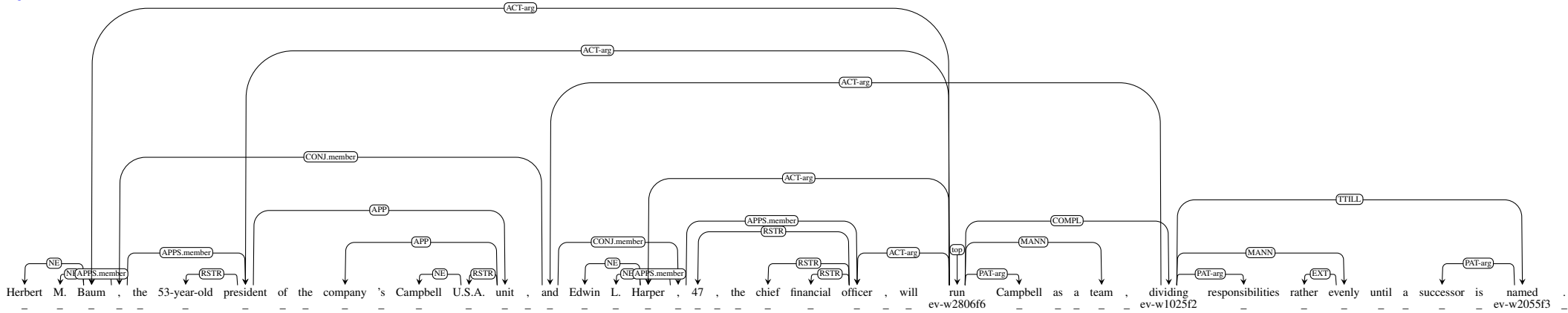
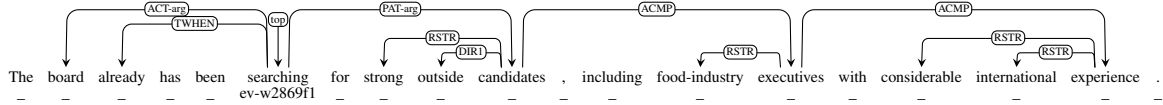


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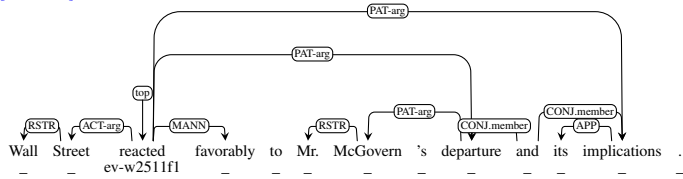
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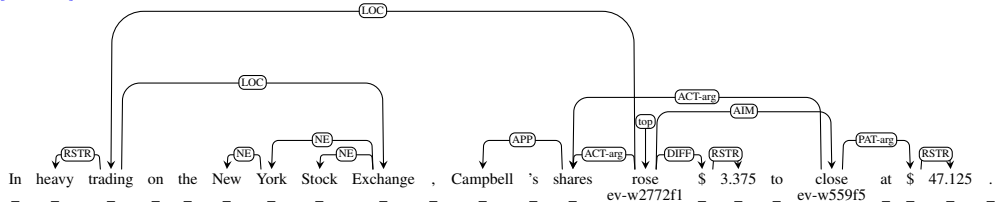
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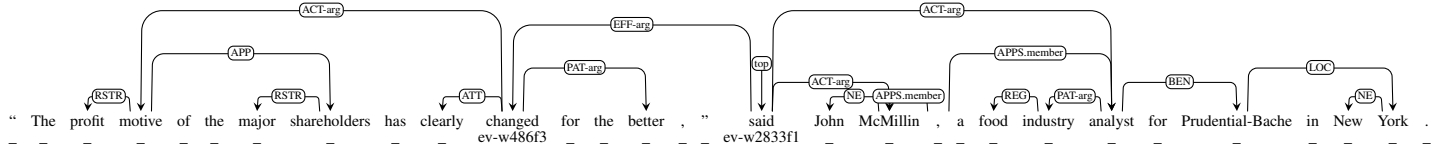
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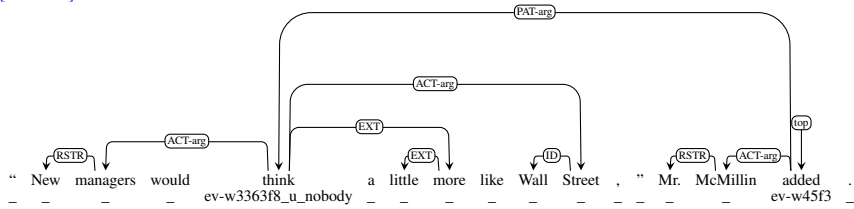
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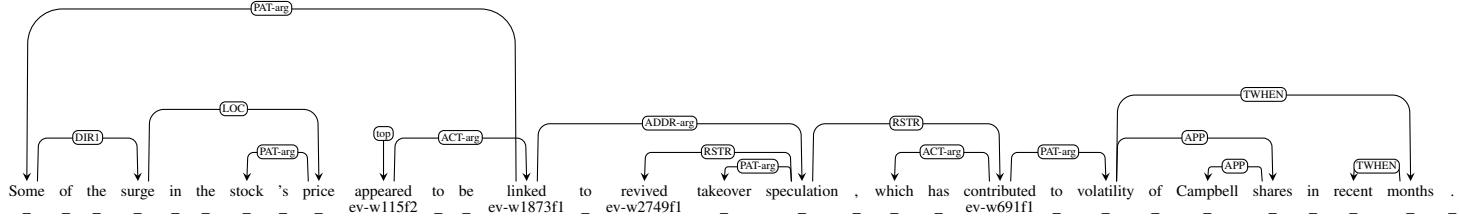
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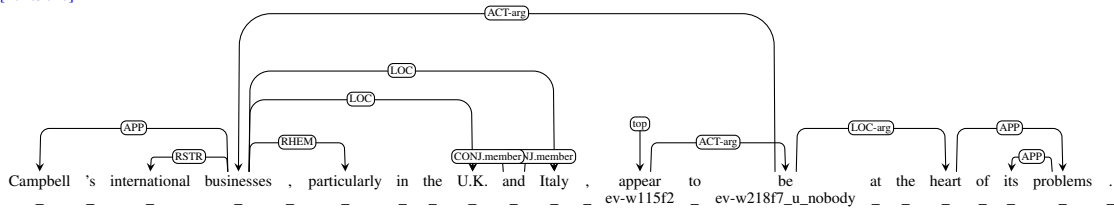
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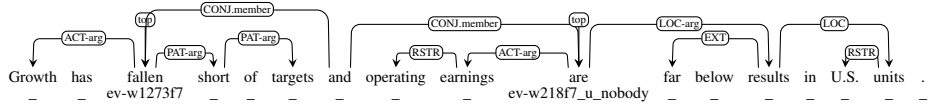
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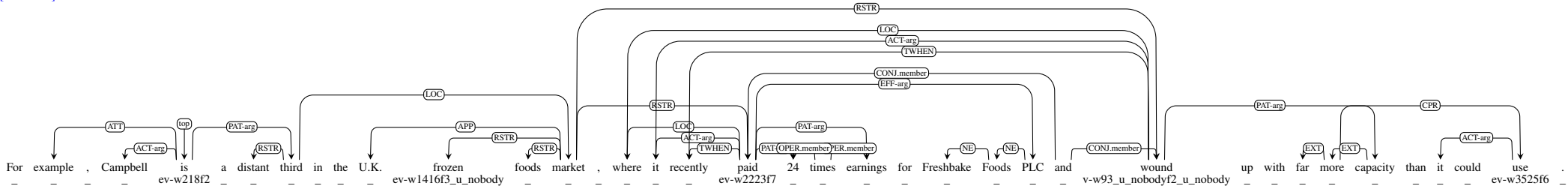
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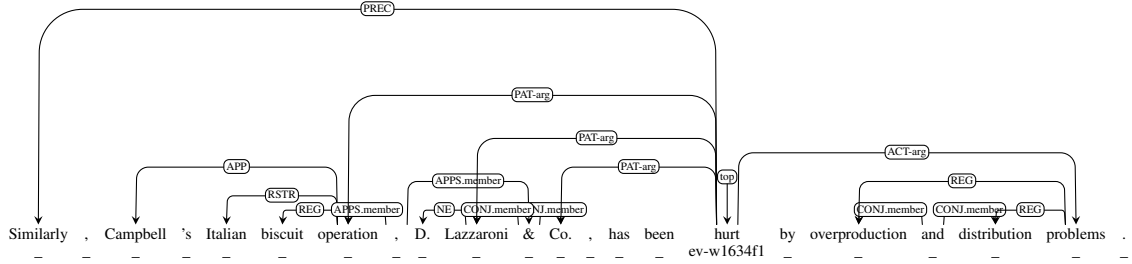
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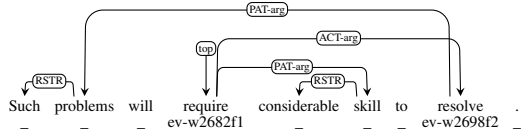
[20109012]



[20109013]



[20109014]



[20109015]

However , neither Mr. Baum nor Mr. Harper has much international experience .

Mr. Baum , a seasoned marketer who is said to have a good rapport with Campbell employees , will have responsibility for all domestic operations except the Pepperidge Farm unit .

Mr. Harper , a veteran of several manufacturing companies who joined Campbell in 1986 , will take charge of all overseas operations as well as Pepperidge .

Mr. McGovern , 63 , had been under intense pressure from the board to boost Campbell 's mediocre performance to the level of other food companies .

The board is dominated by the heirs of the late John T. Dorrance Jr. , who controlled about 58 % of Campbell 's stock when he died in April .

In recent months , Mr. Dorrance 's children and other family members have pushed for improved profitability and higher returns on their equity .

In August , the company took a \$ 34.3 million pretax charge against fiscal 1989 earnings when it announced a world-wide restructuring plan .

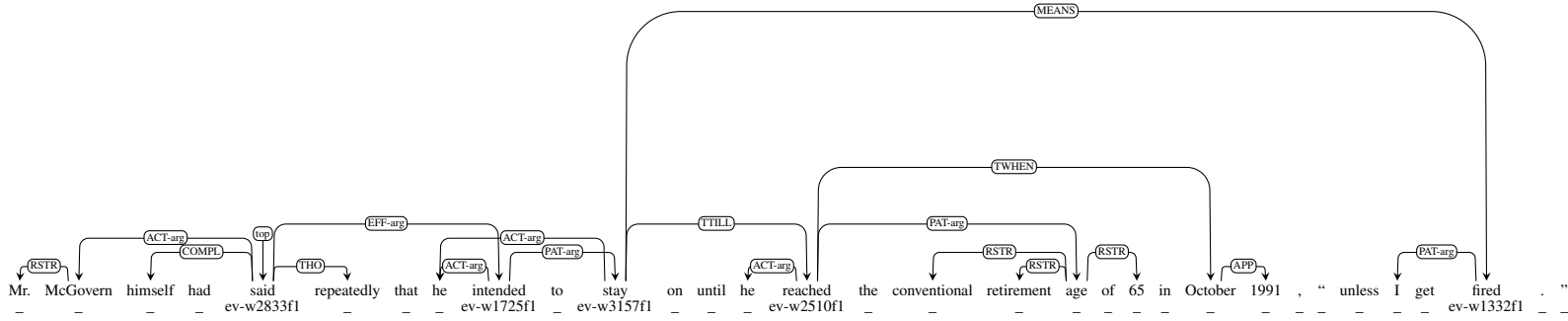
The plan calls for closing at least nine plants and eliminating about 3,600 jobs .

But analysts said early results from the reorganization have been disappointing , especially in Europe , and there were signs that the board became impatient .

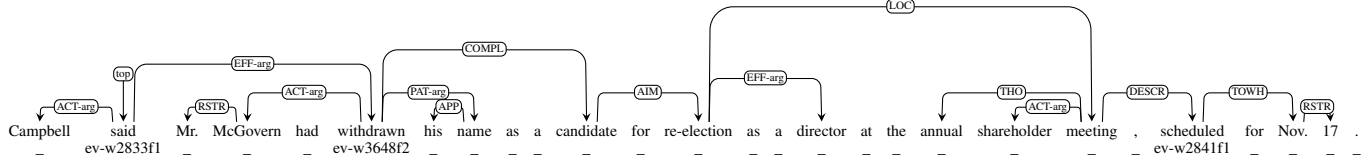
Campbell officials said Mr. McGovern was n't available yesterday to discuss the circumstances of his departure .

But people familiar with the agenda of the board 's meeting last week in London said Mr. McGovern was fired .

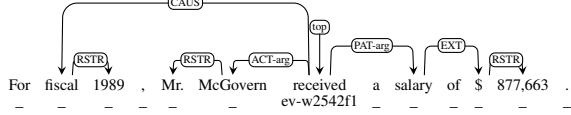
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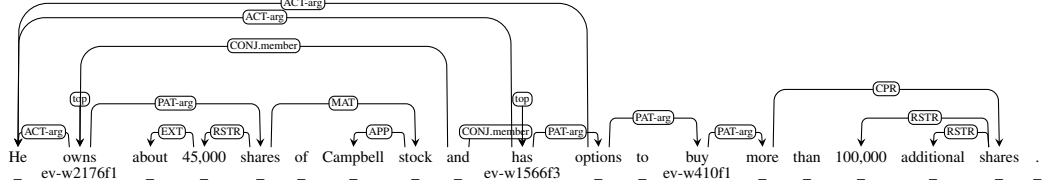
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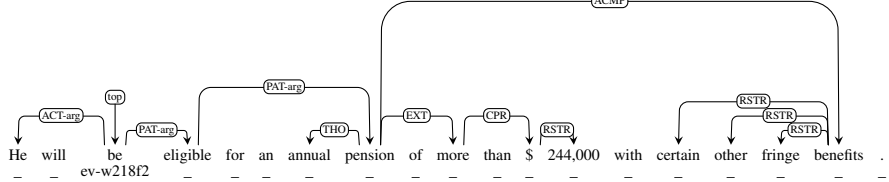
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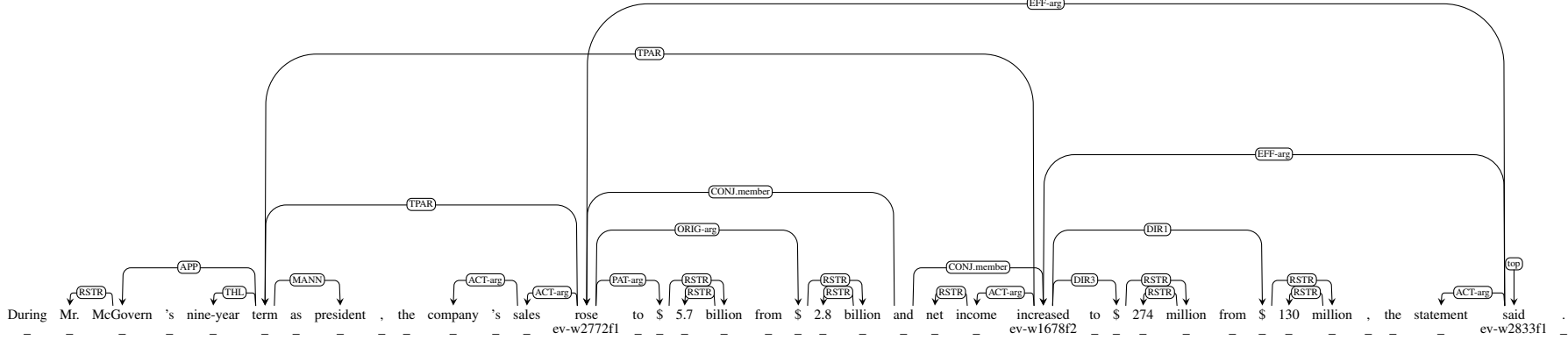
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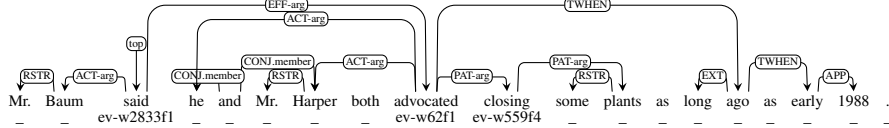
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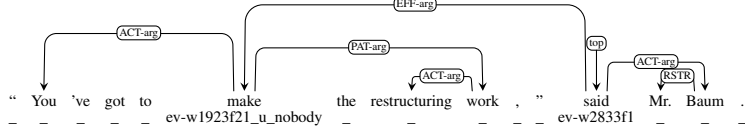
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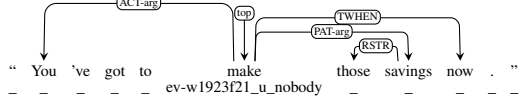
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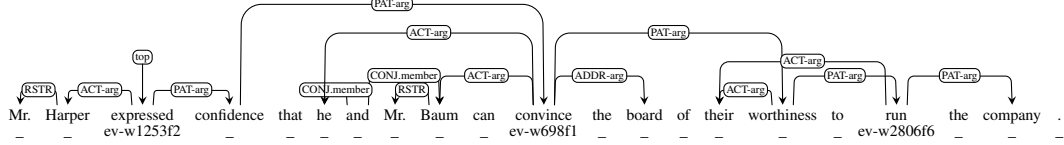
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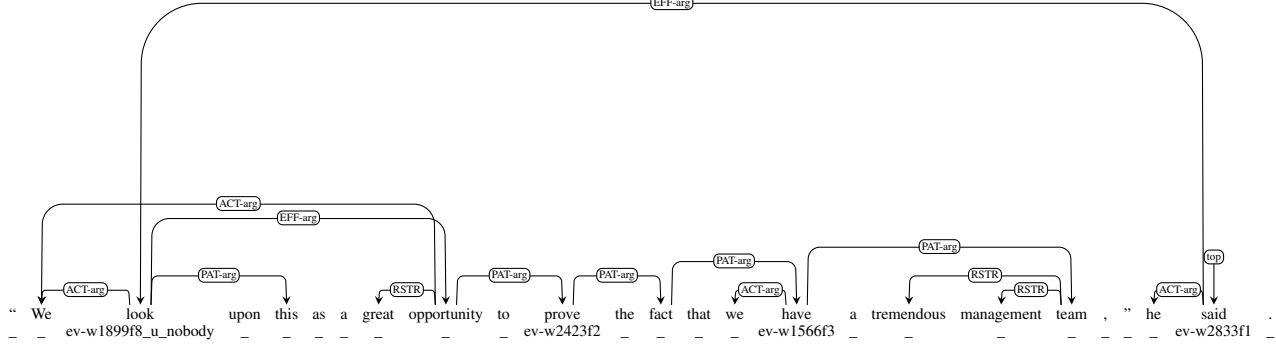
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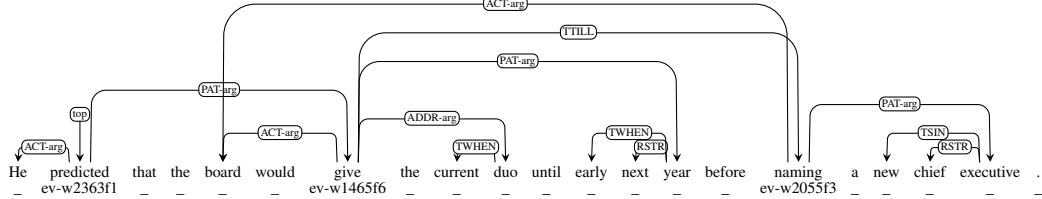
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[20109038]



[20109039]



[20109040]

