

Campbell Tomato

THE FAMOUS FLAVOR WRAPPED IN RED

is the ideal that backyard gardeners shoot for every spring.

holds "degrees" from 11 leading universities.

took 50 years to bring it into being.

can trace its ancestry through thousands of cross-breeds—with each plant picked for a certain attribute it could add to the strain.

The Campbell Tomato.

starts life as a seedling in Georgia.

old enough to travel, it is swaddled and shipped worth to be replanted in friendly loam.

Picking it is such an art that a book has been written on the subject.

Yet after all this, each Campbell Tomato must pass several inspections before it can enter the portals of Tomato Heaven—the Campbell kitchens.

Why all this care just for a vegetable, (pardon us, fruit) when *Campbell* cooks could make delicious products out of even ordinary ingredients?

Very simple. We have one notion about the good things we make.

It is this: *"To make the best begin with the best ... then cook with extra care."*

How many ways have you enjoyed The Campbell Tomato?



Tomato Soup Tomato Juice Tomato Ketchup
Pork & Beans with Tomato Sauce
V-8 Cocktail Vegetable Juices
Franco-American Spaghetti Sauce with Meat
Franco-American Spaghetti (Tomato Sauce with Cheese)

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