

Today you can buy Campbell's Tomato Soup for about 5¢ a 7-oz. serving. That's progress.



Back in 1920 Campbell's Tomato was America's best-selling soup. At 5¢ or less a 7-ounce serving, it was an excellent buy. We made it then as we do today. With the best sun-ripened tomatoes rushed from the fields before the bloom is off the taste, seasoned with just the right blend of flavorings and a dash of real creamery butter. But we were determined to make the best even better. And to do that we had to improve the tomato. So over the years we've helped to develop a firmer, healthier, more flavorful tomato—while volume economies have helped us to hold down costs. Today the Campbell's Tomato Soup that you buy for about 5¢ a 7-ounce serving is a better bargain than it was a half-century ago. We think you'll agree, that's progress.

Sit right down and get your Campbell's worth.

RAISIN BREAD
(pictured as Carrot Raisin Pudding)

1 1/2 cups sifted all-purpose flour
1/2 cup dark brown sugar, firmly packed
1/2 cup chopped walnuts
1 cup milk
2 eggs
1/2 cup melted butter or margarine
1/2 cup grated carrots
1/2 cup golden raisins

Preheat oven to 350° or start kettle for steaming. Sift together 1 1/2 cups flour, 1/2 cup dark brown sugar, 1/2 cup cinnamon and salt. In large bowl, combine 1 cup each grated carrot and golden raisins, and 1/2 cup chopped walnuts; toss to mix, then add 1 cup dark brown sugar, firmly packed. In large bowl, beat 2 eggs until frothy. Beat in 1 cup milk and 1/2 cup butter or margarine. Stir in flour mixture, then flour mixture.

To bake: Pour into a well-greased 8-cup pan. Bake at 350° for 1 hour or until cake tester comes out clean. Let cool in pan on rack 5 minutes. Turn out of pan. Serves 16.

To steam: Pour batter into a well-greased 2-quart tube mold. Plug center with foil. Cover top with waxed paper, then foil. Tie tightly. Steam 3 hours. Let cool in mold 5 minutes. Turn out of pan. Serves 16.

BREAD
(pictured as a bread)

3 cups sifted all-purpose flour
1/2 cup sugar
2 tsp. baking powder
1/2 tsp. salt
1/2 tsp. soda
2 eggs

1 1/2 cups orange marmalade
1 (8-oz.) carton plain yogurt
1 Tb. grated orange rind
1/2 cup toasted slivered almonds

for steaming. Spread 1 (3 1/2-oz.) can flaked coconut on cookie sheet and toast in oven, stirring frequently. Remove and set aside.

Sift together 2 1/2 cups sifted all-purpose flour, 1 1/2 teaspoons baking soda, 1 1/4 teaspoons salt and 1 teaspoon pumpkin pie spice. In large bowl with electric mixer or rotary beater, beat 3 eggs until frothy. Beat in 1 (16-oz.) can pumpkin, 2 1/4 cups dark brown sugar, firmly packed, and 3/4 cup salad oil until well blended. Stir in flour mixture, then 1 cup chopped ready-to-eat pitted prunes and the coconut until evenly mixed.

To bake: Pour batter into a well-greased 2-quart tube mold. Bake at 350° for 1 hour or until cake tester comes out clean. Let cool in pan on rack 5 minutes. Cool completely. Serves 16 to 20.

To steam: Pour batter into a well-greased 2-quart tubeless mold. Cover top with buttered waxed paper, then foil. Tie tightly. Steam 2 hours. Let cool in mold on wire rack 5 minutes. Turn out of mold. Serves 8 to 10.

ORANGE MARMALADE TEA LOAF (pictured as a pudding)

3 cups sifted all-purpose flour
1/2 cup sugar
2 tsp. baking powder
1/2 tsp. salt
1/2 tsp. soda
2 eggs

1 1/2 cups orange marmalade
1 (8-oz.) carton plain yogurt
1 Tb. grated orange rind
1/2 cup toasted slivered almonds

ton plain yogurt and 1 tablespoon grated orange rind. Add egg mixture to dry ingredients; mix until just blended and no dry flour appears.

To bake: Pour into 2 greased 7 1/2 x 3 1/2 x 2 1/4-inch loaf pans. Bake at 350° for 1 hour or until cake tester comes out clean. Let cool in pan on rack 5 minutes. Turn out of pan. Serves 25.

To steam: Pour batter into 2 well-greased 1-lb. coffee cans. Cover top with buttered waxed paper, then foil. Tie tightly. Steam 2 1/2 hours. Let cool in cans on rack 5 minutes. Turn out of cans. Serves 12.

GREEK FRUIT BREAD (pictured as a pudding)

1 (8-oz.) pkg. dried apricots
1 1/4 cups buttermilk
1 1/2 cups sifted all-purpose flour
2 tsp. baking powder
1 tsp. mace
1/2 tsp. baking soda
1 cup unsifted whole wheat flour
1/4 cup butter or margarine

1/2 cup sugar
2 eggs
1/2 cup sliced blanched almonds
1/2 cup golden raisins
1/4 cup chopped candied citron
1/4 cup chopped candied orange peel
2 Tb. chopped candied lemon peel

Preheat oven to 350° or start kettle for steaming. Cut 1 (8-oz.) pkg. dried apricots in 1/4-inch pieces. Combine with 1 1/4 cups buttermilk. Let stand half an hour.

Sift together 1 1/2 cups sifted all-purpose flour, 2 teaspoons baking powder, 1 teaspoon mace and 1/2 teaspoon bak-

At low speed, mix in flour mixture alternately with buttermilk and apricots. With wooden spoon, mix in 1/2 cup sliced blanched almonds, 1/2 cup golden raisins, 1/4 cup each chopped candied citron and chopped candied orange peel, and 2 tablespoons chopped candied lemon peel.

To bake: Pour batter into a well-greased 2-quart mold. Bake at 350° for 1 hour, or until cake tester inserted in center comes out clean. Cool bread in pan on wire rack 5 minutes. Turn out of pan. Serves 12 to 16.

To steam: Pour batter into 2 well-greased 1-lb. coffee cans. Cover top with buttered waxed paper, then foil. Tie tightly. Steam 2 1/2 hours. Let cool in cans on rack 5 minutes. Turn out of cans. Serves 6 to 8.

SPICED ANADAMA BREAD (pictured as a bread)

3 cups sifted all-purpose flour
1 1/2 tsp. cinnamon
1 tsp. nutmeg
1 tsp. allspice
1 tsp. salt
1/2 cup milk
1/2 cup dark molasses

1/4 cup water
1/2 cup yellow cornmeal
1/4 cup sugar
2 Tb. butter or margarine
1 (1/4-oz.) pkg. active dry yeast
1/4 cup warm water

Sift together 3 cups sifted all-purpose flour, 1 1/2 teaspoons cinnamon, 1 teaspoon each nutmeg, allspice and salt. Set aside.

Heat 1/2 cup milk in small saucepan just until bubbles form around edge. Heat 1/2 cup dark molasses and 1/4 cup