


SOME FAVORITE MIDCENTURY RECIPES

Compiled by Leslie Goddard

TOMATO SOUP CAKE



TOMATO SOUP CAKE 1½ hours

2 cups sifted cake flour	½ teaspoon nutmeg
1 tablespoon baking powder	1 cup seedless raisins
½ teaspoon soda	½ cup shortening
½ teaspoon powdered cloves	1 cup sugar
½ teaspoon cinnamon or mace	2 eggs, well beaten
1 can (1¼ cups) condensed tomato soup	

Sift together flour, baking powder, soda, and spices. Wash and cut raisins. (Roll in a small amount of the flour mixture.) Cream shortening; add sugar gradually; then eggs, mixing thoroughly. Add flour mixture alternately with soup; stir until smooth. Fold in raisins. Pour into two greased and floured 8-inch layer pans; bake in a moderate oven (375° F.) about 35 minutes, or until done. 8 servings. Frost as desired.

Anne Marshall, Director Home Economics, Campbell Soup Company, *Cooking with Condensed Soups*, 1952

7UP AND MILK / 7UP CAKE



7up AND MILK

For children who won't drink milk... for adults who want the nourishment of milk with a decidedly different appeal...

Mix chilled 7-Up and cold milk in equal parts, by pouring the 7-Up gently into the milk. Do not stir. The 7-Up adds a light and delicate flavor making a delicious blended food drink.

Mothers know that this is a wholesome combination. The addition of 7-Up gives milk a flavor appeal that especially pleases children.

7up ..THE ALL-FAMILY DRINK

you're really COOKING

when you're cooking with **SEVEN-UP!**

Cake Mixes taste better made with 7-up

7up CAKE

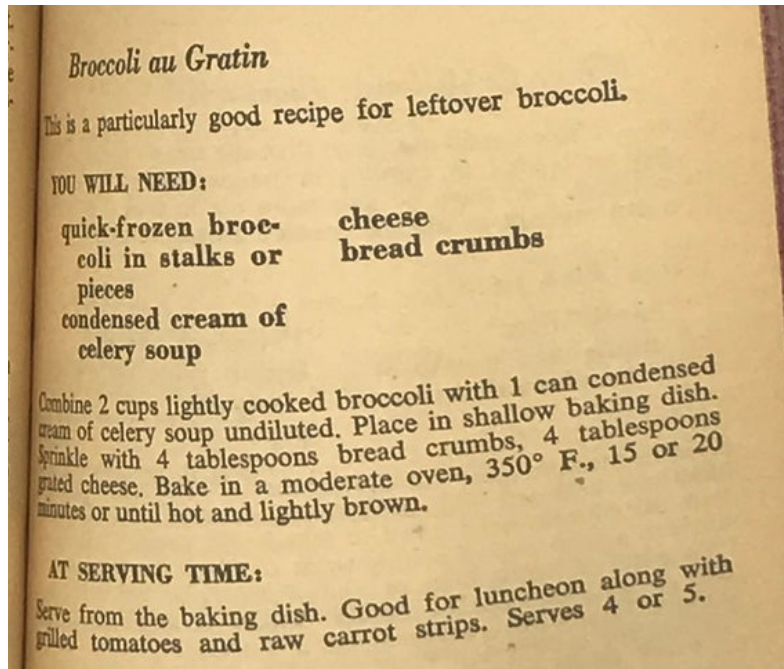
Never before have you had a cake so light, so airy, so high, and with such a delightful new flavor.

Just follow the directions on the package of prepared cake mix. Use 7-Up instead of the liquid in the recipe! White, yellow, spice, chocolate-malt... all flavors. You'll be amazed how delicious the cake is.

Keep A Bottle of 7-Up Handy to Sip While You're Cooking!

Undated advertisements, 7-Up

BROCCOLI AU GRATIN



Poppy Cannon, The Can-Opener Cookbook, 1967

TWO-INGREDIENT LEMON BARS



16 ounce angel food cake mix
21 oz lemon pie filling

Preheat oven to 350 degrees. In a large bowl, mix together lemon pie filling and angel food cake mix. Use a spoon or spatula to mix this together and don't over mix or whip. Spray a 9 x 13 pan with non-stick spray or grease with shortening. Add the batter to the pan and spread evenly. Place in the oven on center rack. Bake for 25 minutes or until top starts to brown. Place on a cooling rack and cool for 1-2 hours before cutting into squares. You can use a pineapple or key lime pie filling if you can find it (or lime curd).

<https://vintagerecipes.com/2-ingredient-lemon-bars/>

HAM BANANA ROLLS



6 thin slices boiled ham
Prepared mustard

6 firm bananas, peeled
Cheese sauce

Use all-yellow or slightly green-tipped bananas. Spread each slice of ham lightly with mustard. Wrap a slice of the prepared ham around each banana. Place in a buttered shallow baking pan and pour cheese sauce over bananas. Bake in a moderate oven (350 degrees F) 30 minutes or until bananas are tender ... easily pierced with a fork. Six servings. Serve hot with cheese sauce from the pan poured over each roll.

United Fruit Company advertisement, 1947

"BEEF FUDGE"

1/2 lb. butter or margarine; 1 large can of evaporated milk; 4 c. sugar; 1-12 oz. pkg. chocolate chips; 1 pt. marshmallow cream; 2 tsp. vanilla; 1 c. ground roast beef (Hereford); 1 c. chopped walnuts.

Cook butter, milk and sugar until it forms a ball in cold water. Stir often. Remove from heat and stir in chocolate chips, marshmallow cream, 2 tsp. vanilla and the ground beef. Remove any hard crust from the beef before grinding. Walnuts can be added for extra taste, but this is luscious fudge with only the ground beef for crunchiness. Beat all ingredients together until firm and pour into a well-greased pan 8x13. Serves: 50-60

NOTE: This fudge keeps real well and the beef takes away some of the sweetness and yet adds nutrition. This is the only kind that my family cares for anymore. An elegant way to use up leftover roast beef. Try it today!

MRS. FLORENCE E. WEIST
Muddy Creek Ranch, R.R. 2
Choteau, Mont. 59422

National Council of Poll-Ettes, The Poll-Ette Hostess Cookbook, 1967 (1974 revised edition)



Retro Food Fads

American Advertising Cookbooks: How Corporations Taught Us to Love Spam, Bananas and Jell-O by Christina Ward (2019)

American Gourmet: Classic Recipes, Deluxe Delights, Flamboyant Favorites and Swank Company Food from the 50s and 60s by Jane and Michael Stern (1992)

Better Than Homemade: Amazing Foods That Changed the Way We Eat by Carolyn Wyman (2004)

The Century in Food: America's Fads and Favorites by Beverly Buddy (2002)

Fashionable Food: Seven Decades of Food Fads by Sylvia Lovegren (1995, rev 2005).

Finding Betty Crocker: The Secret Life of America's First Lady of Food by Susan Marks (2005)

Something from the Oven: Reinventing Dinner in 1950s America by Laura Shapiro (2005)

Food Americana by David Page (2021)

Jell-O: A Biography by Carolyn Wyman (2001)

Kitchen Culture in America: Popular Representations of Food, Gender and Race by Sherrie A. Inness (2000)

The Midcentury Kitchen: America's Favorite Room From Workspace to Dreamscape, 1940s to 1970s by Sarah Archer (2019)

The Secret History of Home Economics by Danielle Dreilinger (2021)

Websites:

www.midcenturymenu.com

Inthevintagekitchen.com

[“Five Recipes to Satisfy your Midcentury Munchies,” https://www.atomic-ranch.com/mid-century-lifestyle/mid-century-recipes/](https://www.atomic-ranch.com/mid-century-lifestyle/mid-century-recipes/)

Period Cookbooks:

The Can-Opener Cookbook by Poppy Cannon (1951)

Betty Crocker's Picture Cook Book (1950)

The I Hate to Cook Book by Peg Bracken (1960)

The General Foods Kitchens Cookbook by the Women of General Foods Kitchens (1959)



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