

THIS IS MY BOOK
OF MAGIC RECIPES

O-OO-H! AND THEY
DO MAKE
WONDERFUL GOODIES!

TRY
THESE
RECIPES

MADE WITH
BORDEN'S EAGLE BRAND
SWEETENED CONDENSED
MILK

COOKING BY MAGIC:

What does it mean?

A few years ago, the Borden Kitchen started experimenting with the use of Sweetened Condensed Milk in short-cut recipes — chocolate frostings you can make in five minutes, cookless pie fillings, fast-mix cookies. Food experts were astonished and called them “magic recipes.” Read on—you’ll see why!



EASY—Even a ten-year-old can make many of the delicious things shown in this magic cook book and have success, straight off!



THRILLING — Every chocolate frosting can be a miracle of deep-swirled lusciousness, every lemon filling creamy — perfect — with magic!



QUICK—Magic recipes are marvelous in emergencies. The clock may say there isn't time, but there IS with this magic cook book to help!



FAILURE-PROOF—Home Economics experts are passing these recipes on to their classes—because they're so easy and so sure!

THE DIFFERENCE BETWEEN SWEETENED CONDENSED MILK AND EVAPORATED MILK must be understood. Every recipe that follows calls for Sweetened Condensed Milk. Evaporated Milk won't—can't succeed in the recipes in this book.

Sweetened Condensed Milk — has sugar in it—is a blend of milk and sugar, and tastes sweet—is thick and heavy. You have to remove the top of the can to pour it out.

Evaporated Milk is unsweetened—it's milk and milk alone—is thin enough to pour from the can through tiny punctures in the lid.

To make sure that you get sweetened condensed milk remember that name EAGLE BRAND

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We now have both 7½ oz. and 15 oz. cans of Eagle Brand Condensed Milk. However, it is quite probable that eventually the small size 7½ oz. can will no longer be available, in order to co-operate with the Government's conservation program during the war.

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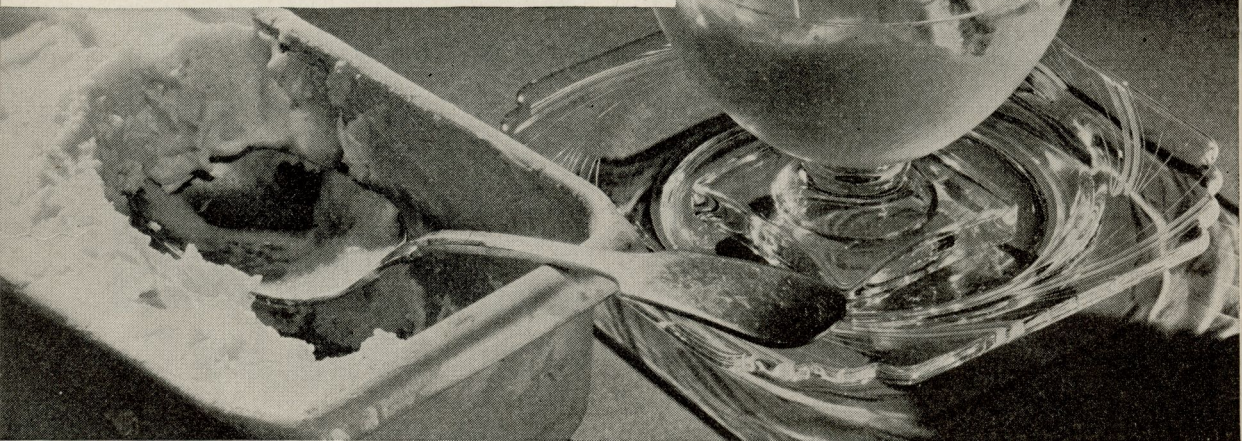
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ICE CREAM for the Automatic Refrigerator



America's favorite — Ice Cream — is so easy to make with Borden's Eagle Brand Sweetened Condensed Milk. And furthermore it's so velvety-smooth and creamy-rich that your family will clamour for it again and again! Make some today and give your family a real treat.

Hints for making Ice Cream in your Automatic Refrigerator

1. Be sure to use Borden's Eagle Brand Sweetened Condensed Milk.
2. Follow Magic Ice Cream Recipes carefully.
3. Remember all measurements are level.
4. Consult booklets issued by manufacturer of your automatic refrigerator to determine instructions for freezing ice cream.
5. Set temperature regulator at coldest point.
6. Chill mixture well before freezing.
7. Do not freeze trays of water while freezing desserts.
8. Do not place warm foods in refrigerator, nor open and close doors often while freezing desserts. If you do, you lengthen the freezing time.
9. Chill bowl and beater thoroughly before whipping cream.
10. Whip heavy cream to a foamy, fluffy thickness—not until stiff. Cream is of a thick, custard-like consistency when whipped enough.
11. Freeze mixture to a mush, that is, until it is half frozen. Then scrape from sides and bottom of freezing tray and beat until smooth but not melted. Smooth out in tray and replace in freezing unit until frozen.
12. Turn temperature regulator back to normal when ice cream is frozen. (Unless it is to stand for several hours before serving, in which case the regulator should be set half-way between coldest point and normal position.)

Ice Cream for the Automatic Refrigerator

To use Evaporated Milk instead of whipping cream—heat evaporated milk 4 minutes over rapidly boiling water. Chill thoroughly, then whip. When evaporated milk is used, a larger quantity of flavoring may be indicated by individual taste.

Time required to freeze varies with different refrigerators and the number of times the refrigerator doors are opened and closed. Usually 2 to 4 hours should be allowed.

How much Ice Cream does a can of Borden's Eagle Brand Sweetened Condensed Milk make?

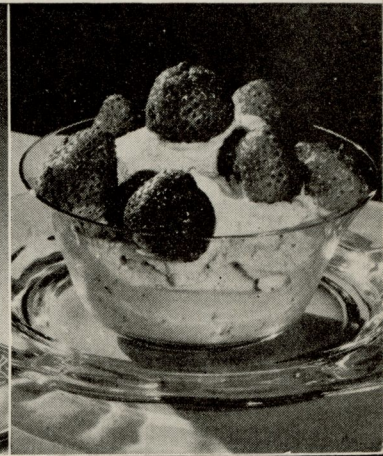
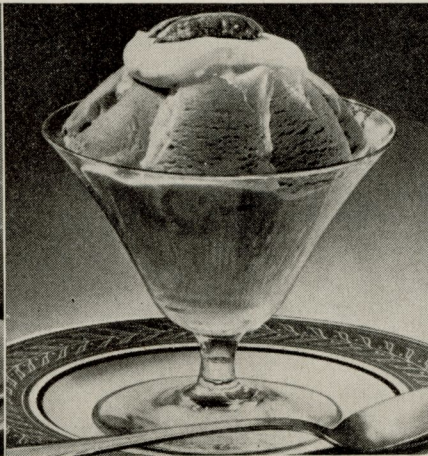


One regular-size can (15 oz.) of Eagle Brand makes **12 servings** of ice cream. Where recipe calls for $\frac{2}{3}$ cup, one can (15 oz.) makes 2 batches.

Borden's Eagle Brand Sweetened Condensed Milk is an ideal ice cream "mix" because:

1. It makes VELVETY-SMOOTH ice cream . . . always! NO ICE SPLINTERS!
2. It makes ice cream with that real old-fashioned flavor. Use your own fresh fruits or good home flavorings.
3. ONLY 1 CUP OF CREAM is needed for 6 servings.
4. NO COOKING is necessary.
5. ONLY 1 STIRRING is necessary.
6. It has NO STARCHY TASTE.
7. ONLY A FEW INGREDIENTS are required.
8. It is INEXPENSIVE enough to serve often. (And unlike other kinds of ice cream "mixes," Eagle Brand may be used in making cookies, frostings, sauces, etc., as well.)
9. It is NUTRITIOUS—because it is pure, whole milk and cane sugar "cooked down" to a rich creamy thickness with no starches — no fillers — no gums. It is an energy food, easily digested by children.

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Ice Cream for the Automatic Refrigerator

VANILLA ICE CREAM (1)

(Serves 6)

- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- $\frac{1}{2}$ cup water
- $1\frac{1}{2}$ teaspoons vanilla
- 1 cup whipping cream

1. Mix Eagle Brand Sweetened Condensed Milk, water, and vanilla. Chill.
2. Whip cream to custard-like consistency. Fold into chilled mixture.
3. Freeze in freezing unit of refrigerator until half frozen.
4. Scrape from freezing tray. Beat until smooth, but not melted.
5. Replace in freezing unit until frozen.

VANILLA ICE CREAM (2)

(Serves 12)

- $1\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 1 cup water
- 1 tablespoon vanilla
- 2 cups whipping cream

1. Mix Eagle Brand Sweetened Condensed Milk, water, and vanilla. Chill.
2. Whip cream to custard-like consistency. Fold into chilled mixture.
3. Freeze in two trays in freezing unit of refrigerator until half frozen.
4. Scrape from freezing trays. Beat until smooth, but not melted.
5. Replace in freezing unit until frozen. (Requires more time to freeze than Vanilla Ice Cream (1).)

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Ice Cream for the Automatic Refrigerator

COFFEE ICE CREAM

(Serves 6)

Proceed as for Vanilla Ice Cream (1), using strong black coffee instead of water. Decrease vanilla to $\frac{1}{2}$ teaspoon.

MAPLE NUT ICE CREAM

(Serves 6)

Proceed as for Vanilla Ice Cream (1), using 2 teaspoons maple flavoring instead of vanilla. After Step 4, fold in $\frac{1}{4}$ cup chopped walnut meats and finish freezing.

ORANGE ICE CREAM

(Serves 6)

Proceed as for Vanilla Ice Cream (1), using orange juice instead of water and $\frac{1}{2}$ teaspoon grated orange rind instead of vanilla.

TUTTI-FRUTTI ICE CREAM

(Serves 6)

Proceed as for Vanilla Ice Cream (1). After Step 4, fold in $\frac{1}{4}$ cup finely chopped maraschino cherries and $\frac{1}{4}$ cup seeded raisins, finely chopped, and finish freezing.

FRESH STRAWBERRY ICE CREAM

(Serves 6)

- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- $\frac{1}{2}$ cup water
- 1 cup crushed strawberries
- $\frac{1}{4}$ cup powdered sugar
- 1 cup whipping cream

1. Mix Eagle Brand Sweetened Condensed Milk and water.
2. Add strawberries, sweetened with sugar. (The average strawberries require about $\frac{1}{4}$ cup sugar). Chill.
3. Whip cream to custard-like consistency. Fold into chilled mixture.
4. Freeze in freezing unit of refrigerator until half frozen.
5. Scrape from freezing tray. Beat until smooth, but not melted.
6. Replace in freezing unit until frozen.

FRESH PEACH ICE CREAM

(Serves 6)

Proceed as for Strawberry Ice Cream, using 1 cup crushed, fresh peaches instead of strawberries.



CHOCOLATE ICE CREAM

(Serves 4 to 6)

- 1 square (1 oz.) unsweetened chocolate
- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- $\frac{2}{3}$ cup water
- $\frac{1}{2}$ teaspoon vanilla
- $\frac{1}{2}$ cup whipping cream

1. Melt chocolate in top of double boiler.
2. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick. Add water and mix well.
3. Chill. Add vanilla.
4. Whip cream to custard-like consistency. Fold into chilled mixture.
5. Freeze in freezing unit of refrigerator until half frozen.
6. Scrape from freezing tray. Beat until smooth, but not melted.
7. Replace in freezing unit until frozen.

Ice Cream for the Automatic Refrigerator

FRESH BERRY SHERBET

(Serves 6)

- 1½ cups fresh strawberries or raspberries
- ⅓ cup powdered sugar
- ⅔ cup Eagle Brand Sweetened Condensed Milk
- 2 tablespoons lemon juice
- 2 egg whites

1. Mix berries and sugar. Allow to stand about 15 minutes.
2. Crush berries and force through sieve.
3. Mix Eagle Brand Sweetened Condensed Milk, lemon juice, and berries. Chill.
4. Beat egg whites until stiff but not dry. Fold into chilled mixture.
5. Freeze in freezing unit of refrigerator until half frozen.
6. Scrape from freezing tray. Beat until smooth, but not melted.
7. Replace in freezing unit until frozen.

PEPPERMINT STICK ICE CREAM

(Serves 6)

- ⅔ cup Eagle Brand Sweetened Condensed Milk
- ½ cup water
- 1 cup whipping cream
- 1 cup crushed peppermint stick candy

1. Mix Eagle Brand Sweetened Condensed Milk and water. Chill.
2. Whip cream to custard-like consistency. Fold into chilled mixture.
3. Freeze in freezing unit of refrigerator until half frozen.
4. Scrape from freezing tray. Beat until smooth, but not melted. Fold in crushed candy.
5. Replace in freezing unit. Stir once before completely frozen.

WINTER FRUIT ICE CREAM

(Serves 6)

- ⅔ cup Eagle Brand Sweetened Condensed Milk
- ½ cup fruit pulp*
- ½ cup fruit juice
- ¼ teaspoon lemon extract
- 1 cup whipping cream

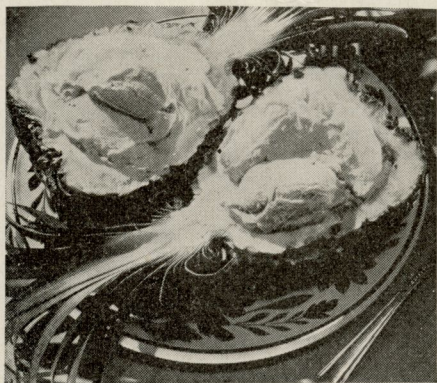
1. Mix Eagle Brand Sweetened Condensed Milk, fruit pulp, fruit juice, and lemon extract. Chill.
2. Whip cream to custard-like consistency.

Fold into chilled mixture.

3. Freeze in freezing unit of refrigerator until half frozen.
4. Scrape from freezing tray. Beat until smooth, but not melted.
5. Replace in freezing unit until frozen.

*Note: Dried apricots, prunes, dates or figs may be used. To prepare—cook fruit in water until tender. Do not sweeten. Drain off juice and force through a coarse sieve.

Novel Ways of Serving Ice Cream




1. ICE CREAM "HAWAIIAN"—Split pineapple in halves lengthwise, scoop out centers leaving shell 1-inch thick. Fill each half with Vanilla Ice Cream. Serve at table from pineapple shell.

2. SUNDAES—Make delicious sundaes at home by serving ice cream with fresh or canned berries or fruit, or with Chocolate Sauce. (See page 10.)

3. COCONUT SNOWBALLS—Pour Chocolate Sauce in sherbet glasses. Roll balls of Vanilla Ice Cream in coconut and place one in each sherbet glass.

4. ICE CREAM WAFFLES—Serve Vanilla Ice Cream on pecan waffles with Chocolate Sauce.

5. SHORTCAKES—Place ice cream between split shortcakes or layers of cake. (This is a good way to use left-over cake.) Serve with crushed berries.



ICE CREAMS for the Freezer

Give your family their favorite ice cream often, now that you can make it so much more quickly, and inexpensively with Borden's Eagle Brand. You use fewer ingredients, amazingly less cream—and yet you get results that only the richest sort of ice cream recipe has given you heretofore!

Hints for Using the Ice Cream Freezer

1. Follow ice cream recipes carefully.
2. Scald the freezer, dasher, and cover before using.
3. Crack ice finely.
4. Fill chilled container $\frac{2}{3}$ full with ice cream mixture. Cover tightly.
5. Adjust dasher so handle turns smoothly.
6. Use 3 parts of ice to 1 part of ice cream salt.
7. Add alternate layers of ice and salt until freezer is $\frac{3}{4}$ full.
8. Turn the crank slowly, but steadily. The mixture is frozen when the crank turns hard.
9. When mixture is frozen, wipe around top of container with cloth, and remove cover carefully so that no ice or salt falls into ice cream.
10. Remove dasher and scrape off ice cream clinging to it.
11. Cover container. Drain off water from freezer.
12. Repack with ice and salt. Cover with burlap bag or heavy paper until serving time.

Ice Cream for the Freezer

VANILLA ICE CREAM

(Makes 1 $\frac{1}{4}$ quarts)

- 1 $\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 2 cups thin cream
- 1 cup cold water
- 1 tablespoon vanilla

1. Mix Eagle Brand Sweetened Condensed Milk, cream, water, and vanilla.
2. Freeze in 2-quart freezer.
3. Remove dasher. Pack in ice and salt for 1 hour or more after freezing.

CHOCOLATE ICE CREAM

(Makes 1 $\frac{1}{4}$ quarts)

- 2 squares (2 oz.) unsweetened chocolate
- 1 $\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 1 cup cold water
- 2 cups thin cream or Borden's Irradiated Evaporated Milk

1. Melt chocolate in top of double boiler.
2. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick. Remove from heat.
3. Gradually add water and cream or evaporated milk. Mix well.
4. Cool. Freeze in 2-quart freezer.
5. Remove dasher. Pack in ice and salt for 1 hour or more after freezing.

FRESH STRAWBERRY ICE CREAM

(Makes 1 $\frac{1}{2}$ quarts)

- 1 quart ripe strawberries, crushed (Sugar to taste)
- 1 $\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 1 cup thin cream or Borden's Irradiated Evaporated Milk
- 1 cup cold water

1. Sweeten crushed strawberries to taste. Let stand until sugar is dissolved.
2. Mix Eagle Brand Sweetened Condensed Milk, cream or evaporated milk, and cold water. Add strawberries.
3. Freeze in 2-quart freezer.
4. Remove dasher. Pack in ice and salt for 1 hour or more after freezing.

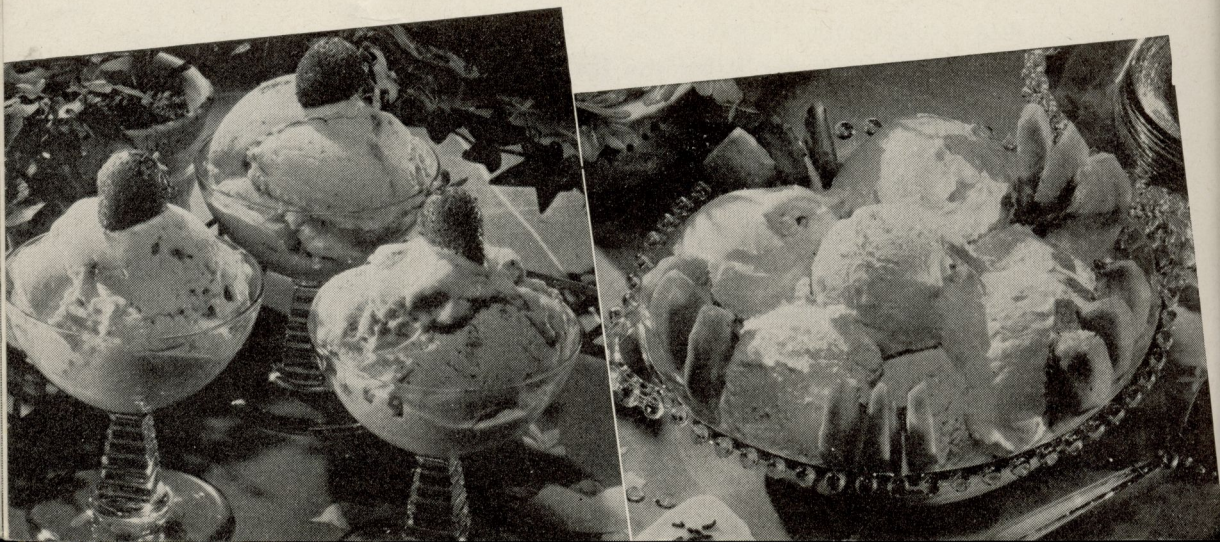
COCONUT ICE CREAM

(Makes 1 $\frac{1}{2}$ quarts)

- 1 $\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 2 cups thin cream
- 1 cup cold water
- 1 tablespoon vanilla
- 1 cup shredded coconut, finely chopped

1. Mix Eagle Brand Sweetened Condensed Milk, cream, water, vanilla, and coconut.
2. Freeze in 2-quart freezer.
3. Remove dasher. Pack in ice and salt for 1 hour or more after freezing.

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SAUCES

CHOCOLATE SAUCE*

(Makes 2 to 2½ cups)

- 2 squares (2 oz.) unsweetened chocolate
- 1⅓ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- ⅛ teaspoon salt
- ½ to 1 cup hot water

1. Melt chocolate in top of double boiler.
2. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick. Remove from heat.
3. Add salt and hot water, amount depending on consistency desired.
4. Serve with ice cream or over cake.
5. May be kept in refrigerator for future use.

*Note: To make 1 to 1¼ cups Sauce, use half the recipe.

HOT FUDGE SAUCE

(Makes about 1⅓ cups)

- 1½ squares (1½ oz.) unsweetened chocolate
- ½ cup water
- ⅔ cup Eagle Brand Sweetened Condensed Milk
- ¼ cup sugar
- Dash of salt

1. Cook chocolate and water in top of double boiler over direct heat 3 minutes until chocolate is melted, stirring constantly.
2. Beat with rotary egg beater until blended.
3. Add Eagle Brand Sweetened Condensed Milk, sugar, and salt.
4. Cook over boiling water until thick and smooth.
5. Serve hot over ice cream, pudding or cake.

SOFT CUSTARD SAUCE

(Makes about 2 cups)

- 1 tablespoon flour
- Dash of salt
- ½ cup Eagle Brand Sweetened Condensed Milk
- 1½ cups hot water
- 1 egg yolk, slightly beaten
- ½ teaspoon vanilla

1. Blend flour, salt, and Eagle Brand Sweetened Condensed Milk.
2. Add hot water gradually, blending well.
3. Add small amount of mixture to egg yolk, stirring vigorously. Add remainder of mixture.
4. Cook in top of double boiler, over boiling water, stirring constantly until slightly thickened (about 5 to 7 minutes). Remove from heat. Add vanilla.
5. Serve on cottage pudding, etc.

MAGIC FRUIT CREAM SAUCE

(Makes about 2 cups)

- ⅔ cup Eagle Brand Sweetened Condensed Milk
- ¼ cup lemon juice
- 1 teaspoon grated lemon rind
- 1 cup fruit*

1. Mix Eagle Brand Sweetened Condensed Milk, lemon juice, and grated lemon rind.
2. Stir until mixture thickens. Add fruit.
3. May be thinned with water to any desired consistency.
4. Serve with cottage pudding.

*Use any one of the following fruits:

- 1 cup drained, crushed pineapple
- 1 cup sliced strawberries
- 1 cup fresh raspberries
- 2 bananas, cut in small cubes



COOKIES

SIX-WAY COOKIES

(Makes about 30)

- $1\frac{1}{3}$ cups (15 oz. can) Eagle Brand
Sweetened Condensed Milk
 $\frac{1}{2}$ cup peanut butter

Any one of the six ingredients listed below:

- (1) 2 cups raisins
- (2) 2 cups corn flakes
- (3) 3 cups shredded coconut
- (4) 2 cups bran flakes
- (5) 1 cup chopped nut meats
- (6) 2 cups chopped dates

1. Mix Eagle Brand Sweetened Condensed Milk, peanut butter, and any one of the six ingredients listed above.
2. Drop by spoonfuls on greased baking sheet.
3. Bake in moderately hot oven (375° F.) 15 minutes or until brown.
4. Remove from pan at once.

Cookies

CHOCOLATE CHIPSIES

(Makes about 40)

- 6 ounce package semi-sweet chocolate chips
- 5 cups corn flakes
- 1 $\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk

1. Combine chocolate chips and corn flakes.
2. Add Eagle Brand Sweetened Condensed Milk and mix well.
3. Drop from teaspoon on greased baking sheet; flatten slightly, shaping edges with spoon.
4. Bake in slow oven (325° F.) 15 minutes, or until done.
5. Remove from pan at once, using knife or spatula.

CHOCOLATE COCONUT DROPS

(Makes about 30)

- 1 square (1 oz.) unsweetened chocolate
- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- 1 $\frac{1}{2}$ cups ($\frac{1}{4}$ lb.) shredded coconut

1. Melt chocolate in top of double boiler.
2. Add Eagle Brand Sweetened Condensed Milk and coconut. Mix well.
3. Drop by spoonfuls on greased baking sheet.
4. Bake in moderate oven (350° F.) about 12 minutes or until brown.
5. Remove from pan at once.

COCONUT MACAROONS

(Makes about 30)

- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- 3 cups ($\frac{1}{2}$ lb.) shredded coconut
- 1 teaspoon vanilla (optional)

1. Mix Eagle Brand Sweetened Condensed Milk and coconut.
2. Add vanilla, if desired.
3. Drop by spoonfuls on greased baking sheet, about 1 inch apart.
4. Bake in moderate oven (350° F.) 10 minutes or until a delicate brown.
5. Remove from pan at once.

FRUITED COCONUT MACAROONS

(Makes about 30)

Proceed as for Coconut Macaroons, substituting 1 cup finely chopped dates, dried prunes or apricots for 1 cup coconut.

NUT MACAROONS

(Makes about 30)

Proceed as for Coconut Macaroons, substituting 1 cup coarsely chopped peanuts for 1 cup coconut.

UNBAKED BROWNIES

(Makes about 18)

- 2 squares (2 oz.) unsweetened chocolate
- 1 $\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 2 cups ($\frac{1}{3}$ pound) vanilla wafer crumbs
- 1 cup finely chopped walnut meats

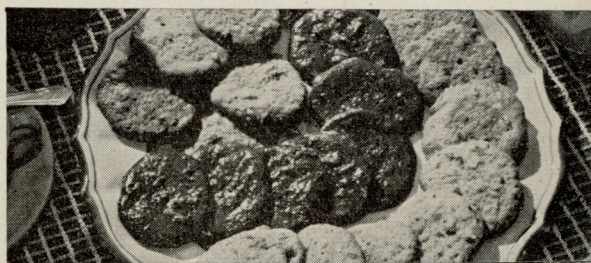
1. Melt chocolate in top of double boiler.
2. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick.
3. Remove from heat. Add vanilla wafer crumbs and $\frac{1}{2}$ cup of the nut meats.
4. Butter shallow pan and sprinkle with $\frac{1}{4}$ cup nut meats. Place chocolate mixture in pan and spread evenly, using a knife dipped in hot water. Sprinkle top with rest of nuts.
5. Chill in refrigerator 6 hours or overnight. Cut into squares.

OLD FASHIONED COOKIES

(Makes about 48)

- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- $\frac{1}{2}$ cup melted butter or other shortening
- 1 teaspoon vanilla
- 1 egg, well beaten
- 2 $\frac{1}{2}$ cups sifted flour
- 3 teaspoons baking powder
- $\frac{1}{2}$ teaspoon salt

1. Mix Eagle Brand Sweetened Condensed Milk, butter, vanilla, and egg.
2. Sift flour. Measure. Add baking powder and salt and sift again.
3. Add gradually to first mixture to form a stiff dough. Chill.
4. Roll $\frac{1}{8}$ inch thick on slightly floured board. Cut with floured cookie cutter.
5. Sprinkle with sugar, coconut, or currants.
6. Place on greased baking sheet.
7. Bake in hot oven (400° F.) 10 minutes or until brown.
8. Remove from pan at once.



TEA TIME TREATS

COFFEE CAKE

(Makes 8-inch square cake)

- 2½ cups sifted flour
- 3 teaspoons baking powder
- ½ teaspoon salt
- 6 tablespoons butter or other shortening
- 1 egg, well beaten
- ⅔ cup Eagle Brand Sweetened Condensed Milk
- ½ cup water
- 2 tablespoons melted butter
- 4 tablespoons sugar
- 1 tablespoon flour
- 1 teaspoon cinnamon

1. Sift flour. Measure. Add baking powder and salt and sift again. Cut in butter.
2. Mix egg, Eagle Brand, and water. Add to flour mixture, blending until all flour is dampened.
3. Turn into greased 8-inch square pan. Brush top with melted butter.
4. Mix sugar, flour, and cinnamon. Sprinkle over top.
5. Bake in moderately hot oven (400° F.) 25 minutes or until done.

SURPRISE APPLE CAKE

(Serves 8 to 10)

- 2 tablespoons butter, melted
- ½ teaspoon cinnamon
- 2 cups graham cracker crumbs
- 3 eggs, separated
- 1⅓ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 2 tablespoons lemon juice
- Grated rind of 1 lemon
- 2 cups canned or drained, sieved apple sauce

1. Add butter and cinnamon to graham cracker crumbs.
2. Spread thick layer of crumbs on bottom of buttered spring mold (9-inch) or deep 10-inch layer cake pan.
3. Beat egg yolks well, add Eagle Brand Sweetened Condensed Milk, lemon juice, rind, and apple sauce.
4. Fold in stiffly beaten egg whites.
5. Pour into mold. Cover with remaining cracker crumbs.
6. Bake in moderate oven (350° F.) about 50 minutes.
7. Serve hot or cold. (If cake is to be served cold, leave cake in oven until oven is thoroughly cooled.)

Change Bread to Cake

COCONUT STRIPS

1. Slice day-old white bread, ¾-inch thick. Remove crusts. Cut into strips ¾ inch by 2 inches long.
2. Spread strips on all sides with Eagle Brand Sweetened Condensed Milk, covering well.
3. Roll in dry, shredded coconut, broken fine.
4. Brown under broiler at low heat, or toast on fork over coals.





BEVERAGES

HOT CHOCOLATE

(Serves 4 or 5)

- 1 square (1 oz.) unsweetened chocolate
- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- 4 cups boiling water
- Dash of salt

1. Melt chocolate in top of double boiler.
2. Add Eagle Brand Sweetened Condensed Milk and boiling water gradually. Add salt. Mix well.

To double recipe—Use $1\frac{1}{3}$ cups (15 oz. can) Eagle Brand and double the remaining ingredients. Serves 9.

ICED CHOCOLATE

Proceed as for Hot Chocolate, using 3 cups boiling water instead of 4 cups. Cool. Pour over cracked ice.

HOT COCOA

(Made in the cup)

- $2\frac{1}{2}$ tablespoons Eagle Brand Sweetened Condensed Milk
- $1\frac{1}{2}$ teaspoons cocoa
- Dash of salt
- $\frac{2}{3}$ cup boiling water

1. Mix Eagle Brand Sweetened Condensed Milk, cocoa, and salt in the cup in which cocoa is to be served
2. Add boiling water and mix well before serving.

COFFEE—to "cream" and sweeten

Try a cup of coffee "creamed" and sweetened with Borden's Eagle Brand. Just stir in enough Eagle Brand to suit the taste, and see coffee-black change to rich, golden, creamy brown. Now taste! Ah, here's coffee worth talking about! No wonder coffee-lovers from Maine to Texas like to start their day with coffee "creamed" and sweetened this way. *Yet Eagle Brand actually costs only half what is costs for separate cream and sugar!*

And remember, even when you go camping you can enjoy *this* steaming cup of goodness. Take Eagle Brand along. Eagle Brand keeps without refrigeration in the unopened can. Keeps well after opening . . . just keep it in the can.

TEA — delicious with Eagle Brand

See if you don't say it "creams" and sugars tea deliciously! Blends in smoothly . . . makes you come back for a second cup!





FROSTINGS

MAGIC! — 5-Minute Chocolate Frosting! Never too runny—Never too thin—Never too grainy

FIVE MINUTE CHOCOLATE FROSTING

(Covers tops of two 9-inch layers*)

- 2 squares (2 oz.) unsweetened chocolate
- 1½ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 1 tablespoon water

1. Melt chocolate in top of double boiler.
2. Add Eagle Brand and stir over rapidly boiling water 5 minutes until thick.
3. Remove from heat. Add water. Cool.
4. Spread on cold cake.

*Or covers loaf cake or 24 cup cakes. To cover tops and sides of two 9-inch layers, double recipe.

CHOCOLATE ORANGE FROSTING

Proceed as for Five Minute Chocolate Frosting, substituting orange juice for water and adding 1 tablespoon orange rind. Garnish cake with strips of candied orange peel, if desired.

MOCHA PECAN FROSTING

Proceed as for Five Minute Chocolate Frosting, substituting strong black coffee for water. Garnish cake with pecan halves.

CHOCOLATE PEPPERMINT FROSTING

Proceed as for Five Minute Chocolate Frosting, omitting water and adding 8 marshmallows, quartered. Stir until they begin to melt. Add few drops oil of peppermint. Spread on tops and sides of two 8-inch layers.

FRUIT CREAM FILLING

(For two 9-inch layers)

- ⅔ cup Eagle Brand Sweetened Condensed Milk
- 2 tablespoons lemon juice
- ½ cup fruit*

1. Blend Eagle Brand and lemon juice.
2. Stir until mixture thickens. Fold in fruit.
3. Spread between cooled layers. Use as a filling for plain cake or Washington pie, dusting top of cake with confectioners' (4X) sugar.

*Use any one of the following fruits:

- Fresh raspberries
- Sliced fresh strawberries
- Crushed fresh peaches, drained
- Crushed pineapple, drained
- Stewed apricots, sieved and drained



SHORT-CUT FUDGE

(Makes about 2 pounds)

- 2 (7 oz.) pkgs. semi-sweet chocolate, melted
- $1\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 1 teaspoon vanilla
- 1 cup chopped nut meats

1. Melt chocolate in top of double boiler.
2. Add Eagle Brand Sweetened Condensed Milk and stir until well blended.
3. Remove from heat. Add vanilla and nut meats.
4. Pour into pan which has been buttered or lined with wax paper.
5. Chill for a few hours. When firm, cut into squares.

Note: Salted Spanish peanuts may be used in place of nut meats.

RAISIN CHOCOLATE KISSES

(Makes about 36)

- 2 squares (2 oz.) unsweetened chocolate
 - $1\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
 - $1\frac{1}{2}$ cups whole seedless raisins
1. Melt chocolate in top of double boiler.
 2. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until mixture thickens. Remove from heat.
 3. Add raisins. Drop by small spoonfuls on buttered pan.
 4. Chill several hours or overnight. Wrap in waxed paper for packing.

CANDIES

CANDY MAKING is FUN! And with Eagle Brand your candies are easier to make and surer to succeed. . . .

FUDGE SQUARES

(Makes $1\frac{3}{4}$ pounds)

- 3 squares (3 oz.) unsweetened chocolate
- $1\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 2 cups vanilla wafer crumbs
- 1 teaspoon vanilla
- 1 cup chopped walnut meats

1. Melt chocolate in top of double boiler.
2. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick.
3. Add crumbs and vanilla and mix well.
4. Butter a shallow pan, sprinkle with half the nut meats and pour mixture over them, spreading evenly with a spatula dipped in hot water. Sprinkle with remaining nut meats.
5. Chill in refrigerator several hours. Cut into squares.



Candies

CHOCOLATE CARAMELS

(Makes 1 1/4 pounds)

- 3 squares (3 oz.) unsweetened chocolate
 - 1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
 - 1/2 cup corn syrup
 - Dash of salt
 - 1 teaspoon vanilla
 - 1/2 cup chopped nut meats (optional)
1. Melt chocolate in heavy, shallow saucepan.
 2. Add Eagle Brand Sweetened Condensed Milk, corn syrup, and salt.
 3. Cook slowly, stirring constantly, over low heat until mixture forms firm ball when tested in cold water (about 20 minutes).
 4. Remove from heat. Add vanilla and nut meats. Pour at once into buttered pan (8 x 8 inches).
 5. When cold, remove from pan. Cut into squares.

PEANUT BUTTER FRUIT CONFECTIONS

(Makes about 1 1/2 pounds)

- 1 cup pitted dates
 - 1/2 cup seeded raisins
 - 1/2 cup currants
 - 1 cup peanut butter
 - 1/4 cup Borden's Eagle Brand Sweetened Condensed Milk
1. Put fruits through food chopper.
 2. Add peanut butter and Eagle Brand Sweetened Condensed Milk, mixing well.
 3. Press into bottom of buttered pan (8 x 8 inches), which has been sprinkled with confectioners' sugar. Smooth out and sprinkle top with confectioners' sugar, if desired.
 4. Chill. Cut into squares.

APRICOT COCONUT BALLS

(Makes about 32)

- 1 1/2 cups dried apricots, ground
 - 2 cups shredded coconut
 - 2/3 cup Eagle Brand Sweetened Condensed Milk
 - Confectioners' (4X) sugar
1. Mix apricots and coconut. Moisten with Eagle Brand Sweetened Condensed Milk.
 2. Drop by spoonfuls into confectioners' sugar. Shape into balls.
 3. Let stand until firm.

MOLASSES TAFFY

(Makes 3/4 pound)

- 1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
 - 1/2 cup molasses
 - Dash of salt
1. Mix Eagle Brand Sweetened Condensed Milk, molasses, and salt in heavy, shallow pan.
 2. Cook slowly, stirring constantly, over low heat until mixture will form a hard ball when tested in cold water (about 35 minutes).
 3. Cool on buttered pan.
 4. Pull until firm. Stretch into long rope and cut into pieces.

PEANUT CLUSTERS

(Makes about 36)

- 1/2 pound sweet chocolate
 - 2/3 cup Eagle Brand Sweetened Condensed Milk
 - 1 cup whole peanuts*
1. Melt chocolate in top of double boiler.
 2. Remove from heat. Add Eagle Brand Sweetened Condensed Milk and peanuts, mixing well.
 3. Drop from teaspoon on buttered baking sheet or plate.
 4. Chill for several hours.
- *Note: Raisins may be substituted.

PIES

MAGIC — Perfect Lemon Filling Without Cooking!

MAGIC LEMON MERINGUE PIE

(Makes an 8-inch pie)

- 1½ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- ½ cup lemon juice
- Grated rind of 1 lemon or
- ¼ teaspoon lemon extract
- 2 eggs, separated
- 2 tablespoons sugar
- Baked pie shell (8-inch)

1. Blend Eagle Brand Sweetened Condensed Milk, lemon juice, grated lemon rind or lemon extract, and egg yolks.
2. Pour into baked pie shell.
3. Cover with meringue, made by beating egg whites until foamy, then adding sugar gradually, beating until stiff.
4. Bake in moderate oven (350° F.) 10 minutes or until brown. Chill.



MAGIC CHOCOLATE PIE

(Makes an 8-inch pie)

- 2 squares (2 oz.) unsweetened chocolate
- 1 $\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- $\frac{1}{2}$ cup water
- $\frac{1}{4}$ teaspoon salt
- $\frac{1}{2}$ teaspoon vanilla
- Baked pie shell (8-inch)

1. Melt chocolate in top of double boiler.
2. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick. Remove from heat.
3. Add water and salt, mixing well.
4. When cool, add vanilla. Pour into baked pie shell.
5. Garnish with whipped cream, if desired. Chill.

MAGIC PRUNECOT PIE

(Makes a 9-inch pie)

- 1 $\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- $\frac{1}{4}$ cup lemon juice
- Grated rind of $\frac{1}{2}$ lemon or
- $\frac{1}{2}$ teaspoon lemon extract
- $\frac{3}{4}$ cup cooked prunes, finely cut
- $\frac{3}{4}$ cup cooked apricots, finely cut
- $\frac{1}{2}$ cup whipping cream
- Baked pie shell (9-inch)

1. Blend Eagle Brand Sweetened Condensed Milk, lemon juice, and lemon rind or lemon extract. Stir until thickened.
2. Fold in prunes and apricots. Pour into baked pie shell.
3. Cover with whipped cream. Chill.

TRY THIS NEW AND EASY CRUST!

VANILLA WAFER PIE CRUST

1. Roll enough vanilla wafers to make 1 cup of crumbs.
2. Mix well with 5 tablespoons melted butter.
3. Cover bottom and sides of 8-inch pie pan, pressing firmly into place. Pour in filling.



FRUIT CREAM PIE

(Makes a 9-inch pie)

- 1 $\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- $\frac{1}{4}$ cup lemon juice
- 1 cup fruit*
- $\frac{1}{2}$ cup whipping cream
- 2 tablespoons confectioners' (4X) sugar
- Baked pie shell (9-inch)

1. Blend Eagle Brand Sweetened Condensed Milk and lemon juice. Stir until mixture thickens.
2. Fold in prepared fruit.* Pour into baked pie shell.
3. Cover with whipping cream, sweetened with confectioners' (4X) sugar. Chill before serving.

*Use any of the following fruits:

- 1 cup fresh raspberries
- 1 cup sliced fresh strawberries
- 1 cup sliced peaches or apricots
- 2 medium sized bananas, cut in small pieces

CUSTARD PIE

(Makes a 9-inch pie)

- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- 2 $\frac{1}{4}$ cups hot water
- 3 eggs, slightly beaten
- $\frac{1}{2}$ teaspoon salt
- Nutmeg
- Unbaked pie shell (9-inch)

1. Mix Eagle Brand Sweetened Condensed Milk and hot water. Pour gradually over eggs. Add salt.
2. Pour mixture into unbaked pie shell. Sprinkle with nutmeg.
3. Bake in hot oven (400° F.) 10 minutes. Reduce to slow oven (300° F.) and bake 40 minutes longer, or until custard is set and crust done. (A knife blade inserted will come out clean when custard is done.)

CUSTARDS

BAKED CUSTARD

(Serves 6)

- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- $2\frac{1}{4}$ cups hot water
- 3 eggs, slightly beaten
- $\frac{1}{2}$ teaspoon salt
- Nutmeg

1. Mix Eagle Brand Sweetened Condensed Milk and hot water.
2. Pour gradually over eggs. Add salt.
3. Pour into greased baking dish or custard cups. Sprinkle with nutmeg.
4. Place in pan filled with hot water to depth of custard.
5. Bake in slow oven (325° F.) about 1 hour or until custard is set. (A knife blade inserted will come out clean when custard is done.)

BAKED COCONUT CUSTARD

Proceed as for Baked Custard, adding 1 cup shredded coconut.

BAKED NUT CUSTARD

Proceed as for Baked Custard, adding $\frac{1}{2}$ cup chopped nut meats.

COFFEE CUSTARD

(Serves 6)

- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- $1\frac{1}{4}$ cups hot water
- 1 cup hot black coffee
- 3 eggs, slightly beaten
- $\frac{1}{2}$ teaspoon salt
- Nutmeg

1. Mix Eagle Brand Sweetened Condensed Milk, hot water, and coffee.
2. Pour gradually over eggs. Add salt.

3. Pour into greased baking dish or custard cups. Sprinkle with nutmeg.

4. Place in pan filled with hot water to depth of custard.

5. Bake in slow oven (325° F.) about 1 hour or until custard is set. (A knife blade inserted will come out clean when custard is done.)

BAKED COCOA CUSTARD

(Serves 6)

- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- $\frac{1}{3}$ cup cocoa
- $2\frac{1}{4}$ cups hot water
- 3 eggs, slightly beaten
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{2}$ teaspoon vanilla

1. Mix Eagle Brand Sweetened Condensed Milk and cocoa.

2. Add water and pour through sieve over eggs. Add salt and vanilla.

3. Pour into greased baking dish or custard cups.

4. Place in pan filled with hot water to depth of custard.

5. Bake in slow oven (325° F.) about 1 hour, or until custard is set. (A knife blade inserted will come out clean when custard is done.)

BAKED PEACH CUSTARD

(Serves 8)

- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- $2\frac{1}{4}$ cups hot water
- 3 eggs, slightly beaten
- $\frac{1}{2}$ teaspoon salt
- 8 halves of fresh or canned peaches
- Nutmeg

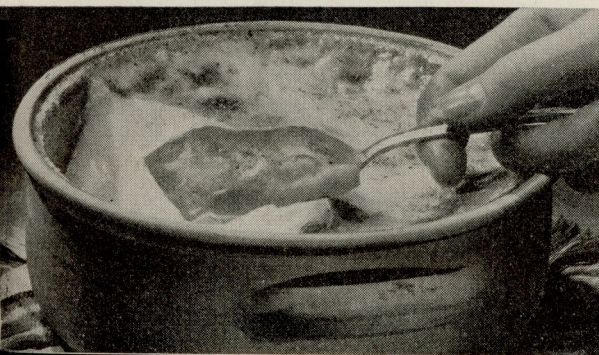
1. Mix Eagle Brand Sweetened Condensed Milk and hot water.

2. Pour gradually over eggs. Add salt.

3. Place peach halves in greased baking dish. Pour Eagle Brand mixture over peaches. Sprinkle with nutmeg.

4. Place in pan filled with hot water to depth of custard.

5. Bake in slow oven (325° F.) about 1 hour or until custard is set. (A knife blade inserted will come out clean when custard is done.)



PUDDINGS

CREAM RICE PUDDING

(Serves 8)

- ½ cup rice
- 1 quart boiling water
- 1½ teaspoons salt
- 1⅓ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- ½ cup raisins (optional)
- 1 egg, slightly beaten

1. Wash rice thoroughly. Place in top of double boiler with water and salt.
2. Cover. Cook over rapidly boiling water about 40 minutes until rice is tender.
3. Add Eagle Brand Sweetened Condensed Milk and raisins.
4. Pour over egg, stirring vigorously.
5. Return to double boiler. Cook 15 minutes longer.
6. Serve hot or cold.

FRUITED RICE PUDDING

Proceed as for Cream Rice Pudding, adding any of the following after pudding has been cooked:

- 1 cup drained, crushed pineapple
- 1 cup sliced strawberries
- 1 cup fresh raspberries

**Takes only
5 minutes cooking!**

FLUFFY CHOCOLATE PUDDING

(Serves 6)

- 2 squares (2 oz.) unsweetened chocolate
 - 1⅓ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
 - ⅓ cup water
 - 2 egg whites, stiffly beaten
1. Melt chocolate in top of double boiler.
 2. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick.
 3. Remove from heat. Add water. Cool 5 minutes.
 4. Fold in stiffly-beaten egg whites.
 5. Place in sherbet glasses. Chill.

BREAD PUDDING

(Serves 8)

- 1⅓ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
- 3 cups hot water
- 2 cups finely diced bread or sifted soft bread crumbs
- 2 eggs, slightly beaten
- 1 tablespoon melted butter
- ¼ teaspoon salt
- 1 teaspoon vanilla or grated rind of 1 lemon

1. Mix Eagle Brand Sweetened Condensed Milk and hot water.
2. Pour over bread and let stand until cool.
3. Stir in eggs, butter, salt, and vanilla or grated lemon rind.
4. Pour into greased baking dish. Set in pan of hot water.
5. Bake in moderate oven (350° F.) about 1 hour. Serve with cream or Magic Fruit Cream Sauce (see page 10).

COCONUT BREAD PUDDING

Proceed as for Bread Pudding, adding 1 cup shredded coconut.



SALAD DRESSINGS

MAGIC—Made in a few stirs—no curdling!

MAGIC MAYONNAISE

(Makes $1\frac{1}{4}$ cups)

- $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
- $\frac{1}{4}$ cup vinegar or lemon juice
- $\frac{1}{4}$ cup salad oil or melted butter
- 1 egg yolk
- $\frac{1}{2}$ teaspoon salt
- Dash of cayenne
- 1 teaspoon dry mustard

1. Place ingredients in mixing bowl.*
2. Beat with rotary egg beater until mixture thickens.
3. If thicker consistency is desired, chill before serving.

*Or place in jar, cover tightly, and shake vigorously 2 minutes.

The mayonnaise recipe given above will carry an additional cup of oil if this flavor is particularly liked. The vinegar may also be increased up to $\frac{1}{2}$ cup.

To double recipe: Use one whole egg instead of the egg yolk and double all other ingredients. This makes $2\frac{1}{2}$ cups.

COTTAGE CHEESE SALAD DRESSING

(Makes $1\frac{2}{3}$ cups)

- | | |
|--|------------------------------------|
| $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk | $\frac{3}{4}$ teaspoon dry mustard |
| $\frac{1}{2}$ cup vinegar | $\frac{1}{2}$ teaspoon paprika |
| $\frac{1}{2}$ teaspoon salt | $\frac{1}{2}$ cup cottage cheese |
1. Mix Eagle Brand Sweetened Condensed Milk, vinegar, salt, mustard, and paprika thoroughly.
 2. Force cottage cheese through sieve. Add to mixture, beating until smooth. (1 package, 3 oz., Borden's Cream Cheese may be used instead of cottage cheese.)
 3. If thicker consistency is desired, chill before serving.
 4. Serve on fruit salad or salad greens.

Children Love Borden's EAGLE BRAND Spread on Bread

Just plain bread spread with Eagle Brand Sweetened Condensed Milk will make a child who has come in hungry go out happy. And (this is for your ears alone) what a fine way to get some extra milk into Junior's diet without his knowing it!



How to Keep EAGLE BRAND

Eagle Brand keeps indefinitely in the unopened can without refrigeration. You can keep several cans of it just sitting in your cupboard until you need them. And even after Eagle Brand is opened, it keeps much longer than fresh milk or cream. Leave it right in the opened can, cover with waxed paper and place in your refrigerator, and it will be all right.

How to Measure EAGLE BRAND

Pour it from the can into a measuring cup or spoon and allow the milk to level itself. However, if a full can of Eagle Brand is called for, it saves work to pour it directly from the can.

