



LIFT HERE
TO OPEN

MAGIC
SHORT-CUT
RECIPES

(See Coupon Inside)

WHY
WE CALL IT

MAGIC MILK

Who renamed Eagle Brand? *Women . . .* women who'd tried Eagle Brand magic short-cut recipes. *They* called it "the magic milk." And we put that name, "magic milk," on the Eagle Brand can. *The very same milk*, mind you. But now it carries the title it earned for itself. You'll say Eagle Brand is magic, too, when you try these recipes.

USE THIS COUPON

**FREE! A whole cook book
of magic short-cut recipes!**

Pies, cakes, cookies, frostings, candies,
salad dressings, puddings, refrigerator
cakes, ice creams (freezer and automatic).

Address The Borden Company, Dept.
M.R.O. 36 350 Madison Avenue, New
York, N. Y.

(You can paste this coupon on a penny
postcard.)

Name.....

Street.....

City.....State.....

Imagine: **PERFECT**
lemon filling without cooking!

MAGIC LEMON MERINGUE PIE

- | | |
|--|--------------------------------------|
| 1 can Eagle Brand
<i>Magic Milk</i> | $\frac{1}{4}$ teaspoon lemon extract |
| $\frac{1}{2}$ cup lemon juice | 2 eggs, separated |
| Grated rind of 1
lemon or | 2 tablespoons granulated
sugar |
| | Baked pie shell (8-inch) |

Blend together Eagle Brand *Magic Milk*, lemon juice, grated lemon rind or lemon extract, and egg yolks. Pour into baked pie shell. Cover with meringue made by beating egg whites until stiff and adding sugar. Bake in moderate oven (350°F.) 10 minutes or until brown. Chill before serving.

Easy! Quick!
Only 2 ingredients!

MAGIC MACAROONS

$\frac{1}{2}$ cup Eagle Brand Magic Milk 2 cups shredded coconut

Mix Eagle Brand *Magic Milk* and shredded coconut together. Drop by spoonfuls on buttered baking sheet about 1 inch apart. Bake in moderate oven (350°F.) 10 minutes or until a delicate brown. Remove from pan at once. Makes 24.

Do your custards
go watery? They needn't!

FAILURE-PROOF BAKED CUSTARD

$\frac{3}{4}$ cup Eagle Brand <i>Magic Milk</i>	3 eggs
$2\frac{1}{4}$ cups hot water	$\frac{1}{4}$ teaspoon salt
	Grating of nutmeg

Blend Eagle Brand *Magic Milk* with hot water, and pour gradually over slightly beaten eggs.

Add salt. Pour in a baking pan or in custard cups. Sprinkle with nutmeg, place in a pan filled with hot water to depth of custard. Bake in slow oven (325°F.) about 40 minutes or until custard is set. A knife blade inserted will come out clean when custard is done. Serves 6.

Never grainy—

Never runny—

5 MINUTE CHOCOLATE FROSTING

2 squares unsweetened chocolate 1 tablespoon water

1 can Eagle Brand *Magic* Milk

Melt chocolate in top of double boiler. Add Eagle Brand *Magic* Milk, stir over boiling water 5 minutes until it thickens. Add water. Cool. Spread on cold cake. Makes enough frosting to cover tops and sides of 2 (9-inch) layers, or top and sides of loaf cake generously, or about 24 cup cakes.



The smoothest ice cream
your freezer ever made

CHOCOLATE ICE CREAM

- | | |
|--|---|
| 2 squares unsweetened
chocolate | 1 cup cold water |
| 1 can Eagle Brand
<i>Magic Milk</i> | 2 cups thin cream or
Borden's Evaporated
Milk |

Melt chocolate in top of double boiler. Add Eagle Brand *Magic Milk*, and stir over boiling water for 5 minutes until mixture thickens. Gradually add water and thin cream or evaporated milk. Blend thoroughly. Cool and freeze in 2-quart freezer. Remove dasher. Pack in ice and salt for 1 hour or more after freezing. Makes 1¼ quarts.

The easiest salad dressing
you ever knew!

MAGIC MAYONNAISE

$\frac{2}{3}$ cup Eagle Brand
Magic 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
Few grains cayenne

1 teaspoon dry mus-
tard

Place ingredients in mixing bowl. Beat with rotary egg beater until mixture thickens. If thicker consistency is desired, place in refrigerator to chill before serving.

Makes $1\frac{1}{4}$ cups.

Sounds crazy, but it works!

MAGIC CARAMEL PUDDING

Place one or more unopened cans of Eagle Brand *Magic* Milk in a kettle of boiling water and keep at boiling point for 3 hours. CAUTION—Be sure to keep can well covered with water. Chill. Blend with hot water, coffee or fruit juices. Beat until smooth and pile in sherbet glasses. Garnish with whipped cream, nut meats, fruit, etc., if desired.

NOTE: Use this pudding, blended with 2 tablespoons hot water, for a pie filling. Top with banana slices and whipped cream.

Creamy—never grainy!
Less chance of failure!

MAGIC CHOCOLATE FUDGE

2 cups granulated sugar	3 squares unsweet-
1 cup water	ened chocolate
1 can Eagle Brand <i>Magic Milk</i>	1 cup nut meats (op- tional)

Mix sugar and water in large saucepan and bring to boil. Add Eagle Brand *Magic Milk* and boil over low flame to 237°F or until mixture will form firm ball when tested in cold water. Stir mixture constantly to prevent burning. Remove from fire, add chocolate cut in small pieces. Chop nut meats and add. Beat until thick and creamy. Pour into buttered pan. When cool, cut in squares.

Less cream—only 1 stirring—
yet no ice splinters!

VANILLA ICE CREAM

(Made in the automatic refrigerator)

$\frac{3}{4}$ cup Eagle Brand *Magic* Milk $\frac{1}{2}$ cup water
 $1\frac{1}{2}$ teaspoons vanilla 1 cup whipping cream

Blend Eagle Brand *Magic* Milk, water, and vanilla thoroughly. Chill. Whip cream to custard-like* consistency and fold into chilled mixture. Pour into freezing pan. Place in freezing unit. After mixture is about half frozen remove from refrigerator. Scrape mixture from sides and bottom of pan. Beat until smooth but not until melted. Smooth out and replace in freezing unit until frozen for serving. Serves 6.

*Please note that you don't whip the cream stiff—just to a foamy, fluffy thickness.

In 5 minutes—marvelous
chocolate filling!

MAGIC CHOCOLATE PIE

2 squares unsweetened
chocolate

1 can Eagle Brand *Magic*
Milk

$\frac{1}{2}$ cup water
Baked pie shell
(8-inch)

Melt chocolate in top of double boiler. Add Eagle Brand *Magic* Milk stirring over boiling water 5 minutes until mixture thickens. Add water, stir until thoroughly blended. Pour into baked pie shell. Garnish with whipped cream if desired.
Chill.

FOR COFFEE—AT ITS BEST

Try a cup of coffee "creamed" and sweetened with Eagle Brand *Magic Milk*. Just stir in enough Eagle Brand *Magic Milk* 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 sugared this way! *Yet Eagle Brand Magic Milk actually costs only half what it costs for separate cream and sugar!* And remember—Eagle Brand *Magic Milk* keeps without refrigeration in the unopened can. Keeps well after opening . . . just keep it in the can.

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