SPEED RECIPES
Is this you?

I can’t cook, really—not very well. That’s why I love these Speed Recipes. They’re marvelously easy and quick—and they taste like good things made by the best of good cooks.

Or this?

I am the busiest woman alive. So I have to turn out a meal with one eye on the clock. Now when I use a Speed Recipe, I really can work miracles! Some of the best desserts I’ve ever made were made from these Speed Recipes. And are they quick—oh boy!

Or this?

I’m an old-fashioned cook, I guess. I spend a lot of time in the kitchen, making up the good old favorites. If I say it myself, I’m a good cook. I tried a Speed Recipe the other day, just for fun, and I got more applause than in I don’t know when. I’m going to try some more Speed Recipes, because—well, who doesn’t like to please? And maybe I’ll have more time left for other things.

Caution

The recipes in this book call for sweetened condensed milk—not evaporated. So be sure to get sweetened condensed milk, if you want your Speed Recipes to succeed. Choose from these Borden brands of sweetened condensed milk:

- Magnolia Brand
- Star Brand
- Challenge Brand
- Standard Brand
- Peninsular Brand
- Darling Brand
- Leader Brand
- Rose Brand
- Dime Brand

Be sure it says SWEETENED CONDENSED MILK on the label.
LEMON MERINGUE PIE
(The filling is made without cooking!)

1 1/3 cups sweetened condensed milk
1/2 cup lemon juice
Grated rind of 1 lemon or
1/4 teaspoon lemon extract
2 eggs, separated
2 tablespoons granulated sugar
Baked pie shell (8-inch)

Blend together sweetened condensed 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 a moderate oven (350° F.) 10 minutes or until brown. Chill before serving.

Even if you can’t make a pie crust, you can make this pie.
Here’s the recipe for

VANILLA WAFER PIE CRUST

Roll enough vanilla wafers to make 3/4 cup of crumbs. Cut enough vanilla wafers in halves to stand around edge of pie plate and put them in place. Cover bottom of plate with crumbs and fill in spaces between halved wafers. Pour in filling as usual.

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND OF SWEETENED CONDENSED MILK
(See list inside front and back covers)
CHOCOLATE PIE
(Only 5 minutes' cooking!—never too thick or too thin!)

2 squares unsweetened chocolate
1 1/3 cups sweetened condensed milk
1/2 cup water

Baked pie shell (8-inch)

Melt chocolate in top of double boiler. Add sweetened condensed milk, stirring over rapidly 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.

BANANA CARAMEL PIE

For this, see the recipe for Caramel Pudding, page 14. Blend 1/2 can caramelized sweetened condensed milk with 2 tablespoons hot water, beating until smooth. Cool. Pour into baked pie shell (8-inch). One hour before serving, slice 3 large bananas on top of caramel filling and cover with whipped cream. Chill.

CUSTARD PIE

For this, see the recipe for Baked Custard, page 4. Pour uncooked custard mixture into an unbaked pie crust (9-inch). Bake in slow oven (300° F.) 45 minutes, or until custard is set and crust done. A knife blade inserted will come out clean when custard is done.

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND OF SWEETENED CONDENSED MILK
(See list inside front and back covers)

Page 2
COCONUT MACAROONS

1/2 cup sweetened condensed milk  
2 cups shredded coconut  
1 teaspoon vanilla (optional)


TO BE SURE OF BEST RESULTS USE A BORDEN BRAND OF SWEETENED CONDENSED MILK
(See list inside front and back covers)

Page 3
FIVE-WAY COOKIES

1⅓ cups sweetened condensed milk  ½ cup peanut butter

Any one of the five ingredients listed below:
(1) 2 cups raisins
(2) 2 cups corn flakes
(3) 3 cups coconut
(4) 2 cups bran flakes
(5) 1 cup nut meats, chopped

Thoroughly blend sweetened condensed milk, peanut butter and any one of the 5 ingredients listed above. Drop by spoonfuls on buttered baking sheet. Bake in moderately hot oven (375° F.) 15 minutes or until brown. Remove from pan at once. Makes about 30.

SPEED CUSTARD

BAKED CUSTARD

(Far less chance of failure!)

¾ cup sweetened condensed milk  3 eggs
2¼ cups hot water  ½ teaspoon salt

Grating of nutmeg

Blend sweetened condensed 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.

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND OF SWEETENED CONDENSED MILK
(See list inside front and back covers)
CHOCOLATE FUDGE
(Creamier—smoother—better)

2 cups granulated sugar  3 squares unsweetened chocolate
1 cup water  1 cup nut meats (optional)
1 1/3 cups sweetened condensed milk

Mix sugar and water in large saucepan and bring to boil. Add sweetened condensed milk and boil over low flame until mixture will form firm ball when tested in cold water (235° F.-240° F.). 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.

SPEED FONDANT

1 1/4 cups confectioners’ (4X) sugar, sifted  1/4 cup sweetened condensed milk
1/2 teaspoon vanilla

Blend sifted confectioners’ sugar gradually into sweetened condensed milk, using fork. Add vanilla and continue mixing until smooth and creamy.

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND OF SWEETENED CONDENSED MILK
(See list inside front and back covers)
For Fondant Variations:
Use fondant plain between halved nut meats or as a stuffing for dates. Or form into small balls and roll in chopped nuts, shredded coconut, grated chocolate, chopped candied fruits, or flavor variously and form into round flat creams.

PENUCHI

2 cups brown sugar  ½ cup sweetened condensed milk
½ cup water  ½ cup chopped nut meats

Mix brown sugar and water in a large saucepan and bring to a boil. Add sweetened condensed milk and boil over low flame until mixture will form firm ball when tested in cold water (230°F.-235°F.). Stir mixture constantly to prevent burning. Remove from fire. Add chopped nut meats. Beat until thick and creamy. Pour into buttered pan. When cool, cut in squares.

MOLASSES TAFFY

1⅓ cups sweetened condensed milk  ½ cup molasses
Few grains salt

Cook sweetened condensed milk, molasses and salt together in a heavy pan. Stir over low heat for 20 minutes after mixture has started to boil until hard ball forms when tested in cold water. Cool on buttered pan. Pull until firm. Stretch into long rope and cut in pieces.

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND OF SWEETENED CONDENSED MILK
(See list inside front and back covers)
SPEED SALAD DRESSINGS

SPEED MAYONNAISE

(Never again need you add oil drop by drop, and beat and beat!)

\[ \begin{align*}
\frac{2}{3} \text{ cup sweetened condensed milk} & \quad 1 \text{ egg yolk} \\
\frac{1}{4} \text{ cup vinegar or lemon juice} & \quad \frac{1}{2} \text{ teaspoon salt} \\
\frac{1}{4} \text{ cup salad oil or melted butter} & \quad \text{Few grains cayenne} \\
\end{align*} \]

Place ingredients in pint jar in the order listed. Fasten top on jar tightly and shake vigorously for 2 minutes. The mixture will blend perfectly. If thicker consistency is desired, place in refrigerator to chill before serving. Makes 1 1/4 cups.

ECONOMY SALAD DRESSING

\[ \begin{align*}
1 \frac{1}{3} \text{ cups sweetened condensed milk} & \quad \frac{1}{2} \text{ cup vinegar} \\
1 \text{ teaspoon salt} & \quad 1 \text{ teaspoon dry mustard} \\
\end{align*} \]

Blend thoroughly sweetened condensed milk, salt, vinegar, and mustard. Stir until mixture thickens. If thicker consistency is desired, place in refrigerator to chill before serving. Makes 1 3/4 cups.

* * *

Remember the “boiled dressing” Mother used to make? This tastes just like it! Grand for Cole Slaw!

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND OF SWEETENED CONDENSED MILK

(See list inside front and back covers)
VALUABLE PREMIUMS

AT a premium store near you, or easily obtainable by mail, there are hundreds of useful and lovely premiums. Those shown here, and many, many more. There's something you'd especially love to have, among them. So read carefully.

Here's how you can get the premium you'd love:

On the back cover of this book is shown the premium coupon which appears on the label of certain Borden brands of sweetened condensed milk. Save only the premium coupon part of the label.

Save them together with your coupons from Octagon and Kirkman soap products, Luzianne coffee and tea, Knox-Jell, and Creamette Macaroni. You'll be surprised how quickly they add up.

You'll be amazed at how few coupons it takes to get lovely premiums! You'll be amazed at the wonderful variety of premiums you have to choose from.

Where to Redeem Your Coupons and Certificates

On the reverse side of the label from which you clip your premium coupon you will see a list of premium stores. Go there, to redeem your coupons and certificates.

Or you may mail them to our Premium Department, 17 Sussex Street, Jersey City, N. J., and the premium you select will be sent direct to your home.

Beautiful Premium Catalog Free

Hundreds of fine premiums are shown in a beautiful premium catalog which will be mailed to you upon request without charge. Write to Premium Dept., 17 Sussex Street, Jersey City, N. J.
5-MINUTE CHOCOLATE FROSTING
(Never too runny—never grainy)

2 squares unsweetened chocolate  
1 3/4 cups sweetened condensed milk  
1 tablespoon water

Melt chocolate in top of double boiler. Add sweetened condensed milk, stir over rapidly boiling water 5 minutes until it thickens. Add water. Cool. Spread on cold cake.

CHOCOLATE MARSHMALLOW FROSTING

Proceed as for Chocolate Frosting adding 8 marshmallows which have been quartered. Omit water. Stir until they begin to blend but are not fully dissolved.

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND  
OF SWEETENED CONDENSED MILK  
(See list inside front and back covers)
BUTTER FROSTING

2 tablespoons butter  
\(\frac{1}{4}\) cup sweetened condensed milk  
1\(\frac{1}{2}\) cups confectioners' (4X) sugar  
\(\frac{1}{2}\) teaspoon vanilla

Cream butter and sweetened condensed milk thoroughly. Add gradually the sifted confectioners' sugar and beat until the frosting is smooth, creamy and light in color. Other flavors than vanilla may be used. This frosting may be tinted any color by the addition of a speck of food coloring. Pale tints are most attractive. Spread on cold cake.

LEMON COCONUT FROSTING

2 cups confectioners' (4X) sugar  
\(\frac{1}{2}\) cup sweetened condensed milk  
2 tablespoons lemon juice  
1 teaspoon grated lemon rind  
1 cup shredded coconut  
Yellow vegetable coloring, if desired.

Stir sifted confectioners' sugar into sweetened condensed milk. Add lemon juice and grated rind. Beat until smooth and creamy. Tint pale yellow with vegetable coloring, if desired. Spread on cold cake. Sprinkle coconut over top.

COCOA-MOCHA FROSTING

\(\frac{1}{4}\) cup sweetened condensed milk  
1\(\frac{1}{2}\) tablespoons strong, black coffee  
1 teaspoon vanilla  
2\(\frac{1}{4}\) cups confectioners' (4X) sugar  
2 teaspoons cocoa

Blend sweetened condensed milk, strong black coffee, and vanilla. Add confectioners' sugar and cocoa, which have been sifted together. Blend thoroughly. Spread on cold cake.

NOTE: The frosting recipes on this and the preceding page make enough frosting to cover tops of 2 (9-inch) layers or top and sides of loaf cake, or about 18 cup cakes.

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND OF SWEETENED CONDENSED MILK  
(See list inside front and back covers)
VANILLA ICE CREAM
(Made in the automatic refrigerator)

2/3 cup sweetened condensed milk
1/2 cup water
1 1/2 teaspoons vanilla
1 cup whipping cream

Only 3 ingredients!

Blend sweetened condensed 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.

Only 1 cup cream!

No Cooking!

Only 1 stirring!

Yet it's free of ice splinters!

Creamy-smooth!

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND
OF SWEETENED CONDENSED MILK
(See list inside front and back covers)
CHOCOLATE ICE CREAM
(Freezer Method)

2 squares unsweetened chocolate
1 1/3 cups sweetened condensed milk
1 cup cold water
2 cups thin cream or evaporated milk

Melt chocolate in top of double boiler. Add sweetened condensed milk, and stir over rapidly 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 1 1/4 qts.

SURPRISE APPLE CAKE
(A de luxe dessert that's really easy!)

2 tablespoons butter, melted
1/2 teaspoon cinnamon
2 cups graham cracker crumbs
3 eggs separated

1 1/3 cups sweetened condensed milk
2 tablespoons lemon juice
Grated rind of 1 lemon
2 cups canned or drained, sieved apple sauce

Add butter and cinnamon to graham cracker crumbs. Spread thick layer of crumbs on the bottom of buttered spring mold or deep 10-inch layer cake pan. Beat egg yolks well, add sweetened condensed milk, lemon juice, rind and apple sauce. Fold in stiffly beaten egg whites. Pour into mold. Cover with remaining cracker crumbs. Bake in moderate oven (350° F.) about 50 minutes. Serve hot or cold.

NOTE: If cake is to be served cold, leave cake in oven until oven is thoroughly cooled.

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND OF SWEETENED CONDENSED MILK
(See list inside front and back covers)
FLUFFY CHOCOLATE PUDDING
(Takes only 5 minutes’ cooking!)

2 squares unsweetened chocolate
1 2 cups sweetened condensed milk
1 3 cup water
2 egg whites

Melt chocolate in top of double boiler. Add sweetened condensed milk and stir over rapidly boiling water 5 minutes until mixture thickens. Remove from fire and add water. Let cool about 5 minutes. Fold in stiffly beaten egg whites. Pile in sherbet glasses. Chill. Serves 6.

CARAMEL PUDDING
(Caramelized Sweetened Condensed Milk)

Place one or more unopened cans of sweetened condensed 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.
CHOCOLATE REFRIGERATOR CAKE

2 squares unsweetened chocolate
1 1/3 cups sweetened condensed milk
1/2 cup water
Vanilla wafers

Melt chocolate in top of double boiler. Add sweetened condensed milk and stir over rapidly boiling water 5 minutes, until mixture thickens. Add water. Line oblong loaf pan with wax paper. Cover with chocolate mixture. Add layer of vanilla wafers, alternating in this way until chocolate mixture is used, finishing with layer of wafers. Chill in refrigerator 12 hours or longer. To serve, turn out on small platter and carefully remove wax paper. Cut in slices. May be garnished with whipped cream. Serves 8.

CHOCOLATE SAUCE

(Never grainy! Never too thick or too thin!)

2 squares unsweetened chocolate
1 1/3 cups sweetened condensed milk
1/2 teaspoon salt
1/2 to 1 cup hot water

Melt chocolate in top of double boiler. Add sweetened condensed milk and stir over rapidly boiling water 5 minutes until mixture thickens. Add salt and hot water, amount depending on the consistency desired. Makes 2 or 2 1/2 cups.

TO BE SURE OF BEST RESULTS USE A BORDEN BRAND OF SWEETENED CONDENSED MILK
(See list inside front and back covers)
SPEED BEVERAGES

COCOA MADE RIGHT IN THE CUP

1. Blend thoroughly in cup 2½ tablespoons sweetened condensed milk, 1½ teaspoons cocoa and a few grains of salt.
2. Add enough boiling water to fill and stir well.
3. Result—a delicious cocoa that never has a “skin” on it. No milk to “watch”, while it heats. No saucepan to wash! Yet this cocoa is wonderfully smooth and rich. You’ll love it!

COFFEE—at its best!

Have you ever tasted a cup of coffee “creamed” and sweetened with Borden’s sweetened condensed milk? Try it. You’ll like the way the color turns a rich golden brown. But taste it! It’s a mellow drink—more satisfyingly rich and smooth. Millions prefer their coffee “creamed” and sugared this way. Yet (here’s a note for your budget), Borden’s sweetened condensed milk costs only a small fraction of what it costs for separate cream and sugar. Sweetened condensed milk is not perishable. It can be kept indefinitely in the unopened can without refrigeration. And it keeps for days after opening the can—just leave it in the can.

P.S. for Mothers

If your children “balk” at milk, try giving them Borden’s sweetened condensed milk spread on bread. They’ll love it. (It’s better liked than jam in many a household.) Yet—without their realizing—they’re getting milk. Sweetened condensed milk is milk in double-rich form. Yes, and there’s sugar in it, for quick energy. Try Borden’s sweetened condensed milk in nourishing “pick-up” drinks, too. For this purpose, dilute it in water.
WHATEVER BRAND OF SWEETENED CONDENSED MILK YOU BUY, LOOK FOR THAT NAME

Borden’s

ON THE LABEL

Various sections have their local favorites among the Borden brands of Sweetened Condensed Milk. In one section, it’s one brand—in another section, it’s a different brand. But no matter where you live, no matter where you move to, you can get a Borden brand. And you know that the name Borden stands for purity and high quality in all milk products. So look for the name Borden on any can of Sweetened Condensed Milk you buy. All of the following brands are Borden brands of sweetened condensed milk.

MAGNOLIA BRAND
STAR BRAND
CHALLENGE BRAND
STANDARD BRAND
PENINSULAR BRAND
DARLING BRAND
LEADER BRAND
ROSE BRAND
DIME BRAND

Be sure it says SWEETENED CONDENSED MILK on the label.
SAVE THE COUPONS

Borden's LEADER BRAND Sweetened Condensed MILK

Borden's LEADER BRAND Sweetened Condensed MILK