Quicker!
Easier!

8 MAGIC SHORT-CUT RECIPES!
MAGIC! Make Lemon Pie Filling without cooking!

MAGIC LEMON CREAM PIE
(Uncooked Filling)

1 1/2 cups Eagle Brand Condensed Milk 2 eggs
1/2 cup lemon juice 2 tablespoons granulated sugar
Grated rind of 1 lemon Baked pie shell (used

Blend together Eagle Brand Condensed Milk, lemon juice, grated lemon rind, 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.) until brown. Chill before serving.

MAGIC! Shake up a failure-proof Mayonnaise!

MAGIC MAYONNAISE
(Shaker Method)

1/4 cup vinegar 1 egg yolk (unbeaten)
1/4 cup melted butter or salad oil 1 teaspoon dry mustard
2/3 cup Eagle Brand Condensed Milk 1/2 teaspoon salt
Few grains cayenne

Place ingredients in a pint jar in the order listed. Fasten top on jar tightly and shake vigorously for two minutes. The mixture will blend perfectly. If thicker consistency is desired, place jar in refrigerator to chill before serving. (This Mayonnaise may also be made by stirring ingredients together in a bowl.)

MAGIC! Make Macaroons with two ingredients—in no time!

COCONUT MACAROONS
(24 Macaroons)

1/2 cup Eagle Brand Condensed Milk 2 cups shredded coconut
1 teaspoon vanilla (optional)

Mix Eagle Brand Condensed Milk and shredded coconut together. Drop by spoonfuls on a buttered pan, about one inch apart. Bake in a moderate oven (350° F.) until a delicate brown. (1 teaspoon vanilla may be added.)

MAGIC! Make Cocoa right in the cup!

HOT COCOA
(Made in the Cup)

2 1/2 tablespoons Eagle Brand Condensed Milk 1 1/2 teaspoons cocoa
2 1/2 cup boiling water
Few grains salt

Thoroughly blend Eagle Brand Condensed Milk, cocoa and a few grains of salt in the cup in which the cocoa is to be served. Add boiling water and blend well before serving.
MAGIC! Real Ice Cream—in the automatic refrigerator!

VANILLA ICE CREAM
(Automatic Refrigerator Method)

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

Mix Eagle Brand 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 has been frozen to a stiff mush (1 to 2 hours) remove from refrigerator. Scrape mixture well from sides and bottom of pan. Beat two minutes. Smooth out and replace in freezing unit for one hour, or until frozen for serving. Serves six. (2 to 4 hours, total freezing time.)

MAGIC! Make perfect Fudge in far less time!

SHORT CUT FUDGE

3 squares unsweetened chocolate  
1 can Eagle Brand Condensed Milk  
$1\frac{1}{2}$ tablespoons butter

1 tablespoon vanilla  
2 cups confectioner’s (XXXX) sugar (9 oz.)  
$1\frac{1}{2}$ cup chopped peanuts  
$1\frac{1}{2}$ cup chopped dates

Melt chocolate in a double boiler. Add Eagle Brand Condensed Milk and cook five minutes, stirring occasionally until mixture thickens. Remove from fire, add butter and vanilla. Sift confectioner’s (XXXX) sugar. (This will measure approximately $2\frac{1}{2}$ cups after sifting.) Work into chocolate mixture. Fold in chopped dates and nuts. Scrape mixture into ordinary sized fudge pan, smoothing out. Place in refrigerator until thoroughly chilled. Cut into squares for serving.

Magic recipes on the air!

Tune in on the Radio Household Institute’s morning programs, through your nearest N.B.C. station, and hear Jane Ellison broadcast her latest magic discoveries. Don’t miss her!

Free! Booklet of magic recipes

Send for this 56-page booklet. It’s brimful of magic recipes! Use coupon on back page.
MAGIC! Make a Pudding without opening the can!

MAGIC CARAMEL
(The Dessert That Makes Itself)

Place one or more unopened cans of Eagle Brand Condensed Milk in a kettle of boiling water and keep at boiling point for three hours, being careful to keep can covered with water. Remove from water and chill thoroughly.

MAGIC! Make a 5-minute Chocolate Frosting that never fails!

**CHOCOLATE FROSTING**

3 squares unsweetened chocolate  
1 1/2 cups Eagle Brand Condensed Milk  
1 tablespoon water

Melt chocolate in double boiler. Add Eagle Brand Condensed Milk. Stir over boiling water five minutes until it thickens. Add water. Cool cake before spreading frosting.

Note—Two squares of chocolate may be used for a mild chocolate frosting, and four squares may be used if bitter-sweet icing is desired.

MAGIC! Eagle Brand Condensed Milk creams and sugars your coffee at the same time—and at far less cost!

MAGIC! Eagle Brand makes a wonderful spread for bread—right from the can—children love it!

**Important!** Borden’s Magnolia, Star, Challenge, Standard, Peninsular, Leader, Dime Rose and Darling Brands of sweetened condensed milk can all be used equally well in these eight Magic Recipes.

---

**COUPON**

THE BORDEN COMPANY, DEPT. E.M.R.  
350 Madison Ave., New York, N. Y.

Please send me—FREE—copy of “New Magic in the Kitchen”.

Name..........................................................................................................................

Address......................................................................................................................

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

Serial No. 65 Printed in U.S.A.