BORDEN'S EAGLE BRAND

70 MAGIC RECIPES
Luscious pie fillings that need no cooking... wholesome, nourishing puddings made in a twinkling... glamorous party desserts you just blend and chill... smooth, swirly frostings in minutes.

These are only a few of the thrills you'll discover in this book of "70 Magic Recipes."

The secret? It's Borden's Eagle Brand Sweetened Condensed Milk. For Eagle Brand is the "magic" milk product, cooked down and blended to a creamy smoothness to save you tedious blending and cooking... to make Eagle Brand recipes "magic-quick," easier than you ever dreamed.

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You'll want to try all these recipes... but remember... be sure to use Borden's Eagle Brand Sweetened Condensed Milk!

Wholesome, nourishing, too!
The same cooking and blending process that makes Borden's Eagle Brand so "magic-quick," makes it "double-rich," too. So everything you make with it is nutritious as well as delicious. And what a wonderfully easy way of getting extra milk in your family's diet!

Makes everything richer-tasting!
The "double-richness" of Eagle Brand is reflected in every "magic" dish. Chocolate ones surprise you with an old-fashioned "fudgy" taste. Puddings and pies have a richer flavor. Beverages are more luscious, more full-bodied. No wonder Eagle Brand has been a favorite with good cooks for years and years.

So sure! So failure-proof!
As any chef can tell you, careful blending and cooking are half the trick in making perfect desserts. Eagle Brand (already cooked for you) blends like magic with chocolate, fruit juices, peanut butter, other ingredients. So, even if you're a beginner, you're sure of glorious results with Eagle Brand.

Economical, too!
As you read this book you'll notice that many recipes take no sugar, no butter. Even extra-fancy desserts that ordinarily call for lots of eggs and heavy cream can be made with half the usual amount or less, because Eagle Brand is so creamy-rich in itself.

Evaporated Milk won't work in these recipes.
Remember! Evaporated milk is milk alone, no sugar added as in sweetened condensed milk. Evaporated milk is fine for many cooking uses... but it can't succeed in the recipes in this book.
PIES— that are easy as pie!

Creamy-smooth pie fillings are no trick at all with Borden’s Eagle Brand. In fact, most of these recipes require no cooking at all! No worrying about the results, either . . . for Eagle Brand gives you perfect pie fillings every time.

**Here’s proof** that this pie is a favorite without equal. Over 10,000,000 “magic” lemon pies were made last year with Borden’s Eagle Brand!

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**MAGIC LEMON MERINGUE PIE**

A no-cook, creamy, full-flavored lemon filling that’s as easy and quick to fix as a mix. Makes an 8-inch pie or 5 to 6 servings.

**FILLING**

- 1 crumb or baked pastry 8-inch pie shell, cooled
- 1 and 1/3 cups (15-oz, can) Eagle Brand Sweetened Condensed Milk
- 1/2 cup lemon juice (fresh, reconstituted or frozen)
- 1 teaspoon grated lemon peel (fresh or dried)
- 2 egg yolks

1. In medium-sized mixing bowl blend together Eagle Brand Sweetened Condensed Milk, lemon juice, lemon peel and yolks until thickened. 2. Turn into pie shell.

**MERINGUE**

- 2 egg whites (at room temperature)
- 1/4 teaspoon cream of tartar
- 1/4 cup sugar

1. In small-sized mixing bowl whip whites with cream of tartar until they hold a soft peak. Gradually whip in sugar; continue to whip just until whites hold firm peaks. 2. Pile onto pie filling and seal to inside edge of pie shell. 3. Bake in 325°F. (slow) oven until top is golden brown, about 15 minutes. Cool.
CHERRY-O CREAM CHEESE PIE
No cooking and flavor perfect. Makes a 9-inch pie or 7 to 8 servings.

1. Let cream cheese stand at room temperature until softened; beat until fluffy.
2. Gradually add Eagle Brand Sweetened Condensed Milk while stirring; stir until thoroughly mixed. 3. Add lemon juice and vanilla extract; stir until well mixed. Turn into prepared crust.
4. Chill 2 to 3 hours in refrigerator (Do not freeze) before garnishing top of pie with Cherry Pie Filling or Cherry Glaze.**

**CHERRY GLAZE
Makes 1 cup
1 cup (1/2 of a 1 lb. can) drained red tart pitted cherries
2 tablespoons sugar
2 teaspoons cornstarch
1/2 cup cherry juice

Blend sugar and cornstarch; stir in cherry juice. Cook till thickened and clear, stirring constantly. Stir in few drops red food coloring if desired. Add cherries. Cool; garnish top of pie.

*Do not use lemon extract. If you use frozen lemon juice, accurately follow directions for making juice of regular strength.

APRICOT PRUNE PIE
Here's a nutrition-packed, ideal winter-time pie. Makes a 9-inch pie or 7 to 8 servings.

1. In medium-sized mixing bowl blend together Eagle Brand Sweetened Condensed Milk, water, salt and vanilla extract. 2. In small-sized mixing bowl beat eggs just until blended. Stir into condensed milk. 3. Pour custard into pie shell. Sprinkle nutmeg on top. 4. Bake in 400°F. (hot) oven 10 minutes. Reduce oven heat to 300°F. (slow) and bake pie until sharp bladed knife inserted near center comes out clean, about 25 minutes. Cool pie to room temperature; refrigerate.

CREAM CHEESE FRUIT PIE
This pie offers variety in flavor. Makes a 9-inch pie or 7 to 8 servings.

1. In large-sized mixing bowl blend together Eagle Brand Sweetened Condensed Milk and lemon juice until thickened. 2. In medium-sized mixing bowl beat cheese until smooth. Beat in one egg yolk at a time. Stir in one of the listed fruits. 3. Fold cream cheese with one of the listed fruits. 4. In small-sized mixing bowl whip egg whites and cream of tartar until they hold a soft peak. Gradually whip in sugar; continue to whip just until whites hold firm peaks. 5. Pipe onto filling and seal to inside edge of pie shell. 6. Bake in 325°F. (slow) oven until top is golden brown, about 15 minutes. Cool pie to room temperature. Refrigerate.

*Use only one of these fruits:
1 cup fresh raspberries or sliced fresh strawberries
1 cup drained canned crushed pineapple
1 1/2 cups (1 lb. 4 oz.-can) well-drained, pitted tart red cherries
2 medium-sized bananas, sliced
COOKIES
that almost make themselves

Have trouble keeping your cooky jar filled! You needn't for you can make a batch of tasty delights in a flash when you have Eagle Brand Sweetened Condensed Milk on your pantry shelf.
1. **MAGIC 6-IN-1 COOKIES**

* A basic recipe you’ll use again and again. Makes about 4 dozen 2½-inch diameter cookies.

3 cups sifted all-purpose flour
3 teaspoons baking powder
3/4 teaspoon salt
3/4 cup butter, melted
2 eggs
1 teaspoon vanilla extract
1 1/2 cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
*Optional flavoring*

1. Into large-sized mixing bowl sift blended dry ingredients. 2. In large-sized mixing bowl blend peanut butter and egg. 3. Stir in half the Eagle Brand Sweetened Condensed Milk; blend in half the dry ingredients. Repeat. Stir in vanilla extract and nut meats. 4. Drop tablespoonfuls, about 2 inches apart, onto well-greased cooky sheet. 5. Bake in 350°F. (moderate) oven until cooky edges are lightly browned, 10 to 12 minutes. 6. Remove at once from cooky sheet.

2. **QUICK BROWNIES**

*Everybody loves these fudge-like brownies. Makes about 1½ dozen 2-inch squares.*

1 cup (6-oz. package) semi-sweet chocolate pieces
1 1/2 cups seedless raisins
1 1/2 cups corn flakes
1 1/2 cups toasted shredded coconut
1 1/2 cups coarsely cut dried dates
1 1/2 cups coarsely chopped nut meats

1. In top of double boiler, placed over simmering water, melt chocolate. 2. Stir in Eagle Brand Sweetened Condensed Milk. 3. Turn into greased, waxed paper- or metal foil-lined and greased again 8x8x2-inch pan. 4. Bake in 375°F. (moderate) oven until toothpick inserted in center comes out clean, about 25 minutes. 5. Turn out of pan onto cake rack. Peel off paper. Cool. 6. With sharp knife cut into 2-inch squares.

3. **PEANUT BUTTER COOKIES**

*Watch fingers eagerly grasp for these cookies. Makes about 4 dozen 3-inch diameter cookies.*

2 cups sifted all-purpose flour
2 teaspoons baking powder
1/2 teaspoon salt
3/4 cup peanut butter
1 egg, slightly beaten
1 1/2 cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
1 teaspoon vanilla extract
1/2 cup finely chopped nut meats, if desired

1. Sift blended dry ingredients. 2. Drop one ball of dough at a time. Shape dough, cut in half the dry ingredients. Repeat. Stir in vanilla extract and nut meats. 3. Drop teaspoonfuls of dough 2 inches apart, onto well-greased cooky sheet. 4. Bake in 350°F. (moderate) oven until cooky edges are lightly browned, 10 to 12 minutes. 5. Remove at once from cooky sheet.

4. **FUDGY OATMEAL COOKIES**

*If you like oatmeal-flavored cookies you’ll be sure to like these chewy cookies. Makes about 2 dozen 1 1/2-inch diameter cookies.*

1 1/2 cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
2 squares (2-oz.) unsweetened chocolate
1 teaspoon vanilla extract
1 cup quick-cooking oats
1/2 cup coarsely chopped nut meats


5. **OLD FASHIONED SUGAR COOKIES**

*A wonderful rich, crisp cookie. Wonderful for family treats and for special occasions. Makes about 7 1/2 dozen 3-inch diameter cookies.*

2 1/4 cups sifted all-purpose flour
2 teaspoons baking powder
1/2 teaspoon salt
1/2 cup butter, melted
3/4 cup (1 1/2 oz. can) Eagle Brand Sweetened Condensed Milk
1 egg, slightly beaten
1 teaspoon vanilla extract
1 teaspoon lemon extract
Cinnamon-flavored sugar

1. In large-sized mixing bowl sift blended flour, baking powder and salt. Make a well in center and put in the remaining ingredients except cinnamon-flavored sugar. 2. Beat until blended and smooth. 3. Divide dough into 3 equal parts; wrap each and refrigerate until firm, about 2 hours. 4. Remove from refrigerator one portion of dough at a time. Shape dough, about 1/2 teaspoonful at a time, into balls; place about 2 inches apart on well-greased cooky sheet. Flatten each ball to 1/16-inch thickness with well-floured glass bottom. Sprinkle with cinnamon-flavored sugar. Bake in 375°F. (moderate) oven until cooky edges are lightly browned, about 5 minutes. Remove at once from cooky sheet.
6. **CHOCOLATE COCONUT DROPS**

Youngsters — oldsters, too — love these chocolate goodies bursting with coconut. Makes about 1½ dozen 1½-inch diameter cookies.

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\begin{align*}
\text{\(\frac{3}{4}\) cup (\(\frac{3}{4}\) can or 7 1/2 oz.) Eagle Brand} \\
\text{Sweetened Condensed Milk} \\
1 \text{ square (1 oz.) unsweetened chocolate} \\
\frac{1}{2} \text{ teaspoon salt} \\
\frac{1}{8} \text{ cups (4-oz. can) moist shredded coconut} \\
\frac{1}{2} \text{ teaspoon vanilla extract} \\
\end{align*}
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1. In top of double boiler combine Eagle Brand Sweetened Condensed Milk, chocolate and salt. Cook over rapidly boiling water, stirring constantly, until thickened. Remove from heat. 2. Stir in coconut and vanilla extract. 3. Drop teaspoonfuls, about 1 inch apart, onto well-greased cooky sheet. 4. Bake in 350°F. (moderate) oven until set, 10 to 12 minutes. 5. Remove at once from cooky sheet.

7. **COCONUT MACAROONS**

These chewy cookies are a long-time favorite of many families. Makes about 1 1/2 dozen 1 1/2-inch diameter cookies.

\[
\begin{align*}
\frac{2}{3} \text{ cup (\(\frac{3}{3}\) can or 7 1/2 oz.) Eagle Brand} \\
\text{Sweetened Condensed Milk} \\
3 \text{ cups (2 cans, 4 oz. each) moist} \\
\text{shredded coconut} \\
1 \text{ teaspoon vanilla extract} \\
\frac{3}{4} \text{ teaspoon almond extract} \\
\end{align*}
\]

1. In medium-sized mixing bowl blend together all ingredients. 2. Drop teaspoonfuls, about 1 inch apart, onto well-greased cooky sheet. 3. Bake in 350°F. (moderate) oven until set, 10 to 12 minutes. 4. Remove at once from cooky sheet.

8. **CHOCOLATE CHIP MACAROONS**

Children love to find these tidbits in their lunch boxes. Makes about 2 dozen 1 1/2-inch diameter cookies.

Proceed as for Coconut Macaroons but use 1 cup (6-oz. package) semi-sweet chocolate pieces for 1 cup of coconut. Bake in 350°F. (moderate) oven until set, 10 to 12 minutes.

9. **NUT MACAROONS**

These crunchy confections are delicious with hot or iced drinks. Makes about 2 dozen 1 1/2-inch diameter cookies.

Proceed as for Coconut Macaroons but use 1 cup coarsely chopped nut meats for 1 cup coconut. Bake in 350°F. (moderate) oven until set, 10 to 12 minutes.

10. **GOLDEN SQUARES**

Golden squares flecked with chocolate, they’re dreamy! Makes about 1 1/5 dozen 2-inch squares.

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\begin{align*}
2 \text{ cups (about 24 crackers or 4 3/4 oz.) fine} \\
\text{graham cracker crumbs, firmly packed} \\
1 \text{ cup (6-oz. package) semi-sweet chocolate} \\
\text{pieces} \\
\frac{1}{2} \text{ cup coarsely chopped nut meats} \\
1 \frac{3}{4} \text{ cups (15-oz. can) Eagle Brand} \\
\text{Sweetened Condensed Milk} \\
\end{align*}
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1. In large-sized mixing bowl blend together dry ingredients. Stir in Eagle Brand Sweetened Condensed Milk. 2. Turn into well-greased, waxed paper- or metal foil-lined and greased again 8 x 8 x 2-inch pan. 3. Bake in 350°F. (moderate) oven until toothpick inserted in center comes out clean, about 40 minutes. 4. Remove at once from pan. Peel off paper. Cool on cake rack. 5. With sharp knife cut into 2-inch squares.

11. **MOLASSES DROP COOKIES**

An easy way to make an old-fashioned favorite. Makes about 3 1/2-dozen 2-inch diameter cookies.

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\begin{align*}
\frac{1}{2} \text{ cups (15-oz. can) Eagle Brand} \\
\text{Sweetened Condensed Milk} \\
\frac{1}{2} \text{ cup table molasses} \\
\frac{1}{4} \text{ cup sifted all-purpose flour} \\
\frac{1}{2} \text{ teaspoon salt} \\
\frac{1}{2} \text{ teaspoon ginger} \\
\frac{1}{2} \text{ teaspoon cinnamon} \\
2 \frac{1}{2} \text{ cups corn flakes} \\
\frac{1}{2} \text{ cup coarsely chopped nut meats} \\
\frac{1}{2} \text{ cup seedless raisins, coarsely chopped} \\
\end{align*}
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1. In top of double boiler combine Eagle Brand Sweetened Condensed Milk and molasses. Cook over rapidly boiling water, stirring constantly, until thickened. Remove from heat. Cool. 2. Into large-sized mixing bowl sift blended flour, salt and spices. Stir in milk mixture. Fold in remaining ingredients. 3. Drop teaspoonfuls, 2 inches apart, onto well-greased cooky sheet. 4. Bake in 350°F. (moderate) oven until cookies are set, 10 to 12 minutes. 5. Remove at once from cooky sheet.

12. **PRALINE COOKIES**

As delicious as the famous candy they’re named for. Makes about 2 dozen 2 1/2-inch diameter cookies.

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\begin{align*}
\frac{3}{4} \text{ cup (\(\frac{3}{4}\) can or 7 1/2 oz.) Eagle Brand} \\
\text{Sweetened Condensed Milk} \\
\frac{3}{4} \text{ cup dark brown sugar, firmly packed} \\
3 \text{ tablespoons butter, melted} \\
1 \text{ egg} \\
\frac{1}{4} \text{ cup sifted all-purpose flour} \\
1 \text{ cup coarsely chopped nut meats} \\
\frac{1}{2} \text{ teaspoon maple flavoring} \\
\end{align*}
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A quick, easy, tasty coffee-time snack is made by trimming crust from bread slices and cutting each slice into three equal strips. Spread bread on all sides with Eagle Brand Sweetened Condensed Milk and sprinkle lightly with grated fresh orange peel or shredded, moist coconut. Bake on greased cooky sheet in 350°F. (moderate) oven until slightly dried, 15 to 20 minutes. Serve warm or cool.
Have you ever heard of homemade puddings starting from scratch that are almost as easy to make as the prepared mixes? Here are some. Their secret is Borden's Eagle Brand Sweetened Condensed Milk.

**CHOCOLATE PUDDING**

No mix gives the rich fudge-like taste of this homemade pudding. Makes six 1/2-cup servings.

1 1/2 cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
1/4 teaspoon salt
2 cups water
3 squares (3 oz.) unsweetened chocolate
3 tablespoons cornstarch
1 teaspoon vanilla extract

1. In top of double boiler blend together Eagle Brand Sweetened Condensed Milk, salt and 1 1/2 cups of the water. Add chocolate. Cook over boiling water, stirring, until chocolate melts. 2. Gradually stir remaining 1/2 cup water into cornstarch, keeping mixture smooth; add gradually, while stirring rapidly, to milk mixture. 3. Continue to cook, stirring constantly, until thickened. 4. Stir in vanilla extract. 5. Turn into individual serving dishes. Refrigerate.

**PINEAPPLE BAVARIAN CREAM**

This recipe uses only half the amount of cream usually used. Makes 1 1/2 pints or six 1/2-cup servings.

1 tablespoon (1 envelope) unflavored gelatine
1/4 cup cold water
1/4 cup boiling water
2/3 cup (1 1/2 can or 7 1/2 oz.) Eagle Brand Sweetened Condensed Milk
2 tablespoons lemon juice (fresh, reconstituted or frozen)
1/2 teaspoon grated lemon peel (fresh or dried)
1 cup CANNED pineapple juice
1/2 cup Borden's Heavy Cream, whipped
CANNED crushed pineapple, berries or custard sauce

1. In medium-sized mixing bowl soften gelatine in cold water 5 minutes. Add boiling water and stir until gelatine is dissolved. 2. Stir in Eagle Brand Sweetened Condensed Milk, lemon juice, lemon peel and pineapple juice. 3. Place mixing bowl in ice water; stir until mixture mounds when a little is dropped from a spoon. Fold in whipped cream. 4. Turn into greased 3-cup mold. Refrigerate until firm, 3 to 4 hours. 5. Unmold onto serving dish. 6. Serve with crushed pineapple or berries or custard sauce.
**BREAD PUDDING**

This family favorite is wonderfully smooth made by this recipe. Makes eight ½-cup servings.

1 ½ cups (1 5-oz. can) Eagle Brand Sweetened Condensed Milk
3 cups hot water
2 cups ½-inch cubes or pieces of 2-day-old bread
3 eggs, slightly beaten
1 tablespoon melted butter
½ teaspoon salt
1 teaspoon vanilla extract
or grated lemon peel (fresh or dried)
Jelly or fruit or cream

1. Into large-sized mixing bowl combine Eagle Brand Sweetened Condensed Milk and hot water. Add bread and let stand until mixture is lukewarm. 2. Stir in the next four ingredients. 3. Turn into greased 1½-quart casserole or baking dish. Put casserole into a shallow pan; fill pan with hot water to depth of 1 inch. 4. Bake in 350°F. (moderate) oven until a sharp bladed knife inserted near center of pudding comes out clean, about 1 hour. 5. Serve hot or chilled with jelly or fruit or cream.

**BREAD PUDDING DE LUXE**

Eagle Brand Sweetened Condensed Milk Bread Pudding needs no glorifying, but it's fun to splurge once in a while. Makes eight ½-cup servings.

Proceed as for Bread Pudding and then stir in 1 cup moist shredded coconut after the vanilla extract. Serve with whipped cream or lemon sauce, or jelly.

**CREAMY RICE PUDDING**

Watch your family eat this creamy, tasty rice pudding with glee. Makes eight ½-cup servings.

½ cup uncooked rice, washed
3 cups boiling water
1 ½ teaspoons salt
1 ½ cups (1 5-oz. can) Eagle Brand Sweetened Condensed Milk
½ cup seedless raisins, if desired
2 eggs
1 teaspoon vanilla extract
½ teaspoon nutmeg

1. Put rice, water and salt into heavy 2-quart saucepan. Cover and cook over medium heat until water boils. Reduce heat and simmer until rice is tender, about 15 minutes. 2. Remove from heat. Stir in Eagle Brand Sweetened Condensed Milk and raisins. 3. Beat eggs just until blended. Add gradually, while stirring briskly, to rice-milk mixture. 4. Return to low heat and cook, stirring constantly, until mixture coats a metal spoon. 5. Remove from heat. Stir in vanilla extract and nutmeg. 6. Serve hot or chilled.
1. **MAGIC BAKED CUSTARD**

As your spoon sinks into this custard you know you're in for a glorious treat. Makes six 1/2-cup servings.

- 2 1/2 cups (1 1/2 cans or 7 1/2 oz.) Eagle Brand Sweetened Condensed Milk
- 2 cups hot water
- 1/2 teaspoon salt
- 1 teaspoon vanilla extract
- 3 eggs, slightly beaten

1. In quart measure or pitcher blend together Eagle Brand Sweetened Condensed Milk, water, salt, and vanilla extract. Gradually add eggs while stirring rapidly.

2. Pour custard into greased 1-quart casserole or 6 individual custard cups. Sprinkle top with nutmeg.

3. Set casserole into shallow pan; fill pan with hot water to depth of 1 inch. Bake in 325°F. (slow) oven until a sharp bladed knife inserted near center of casserole comes out clean, about 45 minutes. Cool at room temperature. Refrigerate.

4. **COFFEE CUSTARD**

The fine, full-bodied coffee flavor of this creamy custard makes it an extra dreamy dessert. Makes six 1/2-cup servings.

- 3 1/2 teaspoons Borden's Instant Coffee
- 2 cups hot water
- 2 1/2 cups (1 1/2 can or 7 1/2 oz.) Eagle Brand Sweetened Condensed Milk
- 1/2 teaspoon salt
- 1 teaspoon vanilla extract
- 3 eggs, slightly beaten

1. In quart measure or pitcher blend together instant coffee and water. Stir in Eagle Brand Sweetened Condensed Milk, salt and vanilla extract. Add eggs gradually while stirring rapidly.

2. Pour into greased 1-quart casserole or 6 individual custard cups. Sprinkle top with nutmeg.

3. Put casserole into shallow pan; fill pan with hot water to depth of 1 inch. Bake in 325°F. (slow) oven until a sharp bladed knife inserted near center comes out clean, about 45 minutes. Cool at room temperature. Refrigerate.

5. **BAKED PEACH CUSTARD**

A luscious peach hides inside a rich, extra creamy custard. Makes nine 1/2-cup servings.

- 2 1/2 cups (1 1/2 cans or 7 1/2 oz.) Eagle Brand Sweetened Condensed Milk
- 2 cups hot water
- 1/2 teaspoon salt
- 1 teaspoon vanilla extract
- 3 eggs, slightly beaten
- 9 peach halves (fresh or canned)

1. In quart measure or pitcher blend together Eagle Brand Sweetened Condensed Milk, water, salt and vanilla extract. Add eggs while stirring rapidly.

2. Pour custard into greased 1-quart casserole or 6 individual custard cups. Pour custard on top of peaches. Sprinkle top with nutmeg.

3. Put casserole into shallow pan; fill pan with hot water to depth of 1 inch. Bake in 325°F. (slow) oven until a sharp bladed knife inserted near center comes out clean, about 45 minutes. Cool at room temperature. Refrigerate.

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You'll find yourself serving custards more often, once you've made them with Eagle Brand. They're so smooth, so tender, so delicious. And they always turn out just right—thanks to Eagle Brand's success secret.
PARTY DESSERTS

that are exciting, different!

Want some good dessert ideas for gala occasions? Try one of these glamour treats and discover how easy it is to make impressively beautiful, delicious desserts with Eagle Brand Sweetened Condensed Milk. After tasting them, your friends are sure to ask for your recipes.

MARSHMALLOWS ROLL

Here's a dress-up dessert that’s grand for a crowd.

Makes 10 servings.

- ⅔ cup Eagle Brand Sweetened Condensed Milk
- ¼ cup water
- ½ pound (about 32) regular-sized marshmallows, cut into quarters
- 1/2 cup coarsely chopped nut meats
- ½ cup finely cut dried dates
- 2 ½ cups (about 30 crackers or 5 ½ oz.) fine graham cracker crumbs

Whipped cream, if desired

2. Shape into a roll about 3 inches thick and 6 inches long. Wrap and refrigerate at least 12 hours.

APPLESAUCE REFRIGERATOR CAKE

Applesauce swirls in lemon fluff make this a popular party dessert. Makes 9 servings, 2 x 4-inches.

- 1 ½ cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
- ½ cup PLUS 2 tablespoons lemon juice
  (fresh, reconstituted or frozen)
- 2 egg whites (at room temperature)
- 2 cups (1-lb. can) applesauce
- Vanilla wafers, about 44 or 5 ½ oz.
- Whipped cream, if desired

1. In large-sized mixing bowl blend together Eagle Brand Sweetened Condensed Milk and ⅓ cup of the lemon juice until thickened.
2. In medium-sized mixing bowl whip egg whites until stiff but not dry. Fold into milk mixture.
3. Combine the 2 tablespoons of lemon juice and applesauce.
4. Line an 8 x 8 x 2-inch pan with waxed paper, metal foil or plastic wrap.
5. Place layer of wafers in bottom of pan; cover with half the milk mixture; spread half the applesauce on top. Repeat. Top with layer of wafers. Refrigerate 12 or more hours. Just before serving unmold onto serving plate and peel off lining. Cut into 2 x 4-inch pieces. Garnish with whipped cream, if desired.
PRIZE CHIFFON CHEESE CAKE
A truly luscious cheese cake. Makes a 9-inch cake.

1 cup (about 12 crackers or 3 oz.) fine graham cracker crumbs
1/4 cup sugar
1/4 cup melted butter
4 packages (3 oz. each) Borden's Cream Cheese (at room temperature)
3/4 cup (1/2 can or 7 1/2 oz.) Eagle Brand Sweetened Condensed Milk
2 large eggs, separated
1/3 cup Borden's Sour Cream
2 teaspoons confectioners' sugar
1/2 teaspoon vanilla extract
1/2 teaspoon grated lemon peel (fresh or dried)
1/4 teaspoon salt

1. In medium-sized mixing bowl combine cracker crumbs, sugar and butter. Set aside 1/4 cup; pat rest evenly on bottom and half-way up side of 9-inch spring-form pan. 2. In large-sized mixing bowl beat cheese until fluffy. Blend in Eagle Brand Sweetened Condensed Milk. Beat in egg yolks, one at a time. Beat in remaining ingredients except salt. 3. In small-sized mixing bowl whip egg whites with salt until stiff; fold into cheese mixture. 4. Turn into prepared pan. Sprinkle reserved crumbs on top. 5. Bake in 300°F. (slow) oven 30 minutes. Cool in pan away from drafts. Refrigerate.

DATE AND NUT ROLL
This is “elegant eating.” Makes 8 servings.

2 cups (about 44 wafers or 5 3/4 oz.) fine vanilla wafer crumbs
1 cup coarsely cut dried dates
1/2 cup coarsely chopped nut meats
1/2 cup Eagle Brand Sweetened Condensed Milk
2 teaspoons lemon juice (fresh, reconstituted or frozen)

Whipped Cream or Hard Sauce

1. In medium-sized mixing bowl combine wafer crumbs, dates and nut meats. 2. In measuring cup combine Eagle Brand Sweetened Condensed Milk and lemon juice; pour into crumb mixture and knead well. 3. Form into roll about 3 inches thick and 3 1/2 inches long. Wrap and refrigerate at least 12 hours. 4. Serve with whipped cream or hard sauce.

UNCOOKED SPANISH CREAM
A light, refreshing dessert! Makes 4 servings.

1 tablespoon (1 envelope) unflavored gelatine
1/4 cup cold water
1 cup boiling water
2 eggs, separated
1/2 cup (1/2 can or 7 1/2 oz.) Eagle Brand Sweetened Condensed Milk
1/8 teaspoon salt
1/2 teaspoon vanilla extract

Whipped Cream or fruit, if desired

1. In small-sized mixing bowl soften gelatine in cold water for 5 minutes. Add boiling water and stir until gelatine dissolves. 2. In large-sized mixing bowl beat egg yolks until lemon colored. Stir in remaining ingredients except cream or fruit. Stir in gelatine mixture. Place bowl in ice water, stirring often, until a little mixture mounds when dropped from a spoon. Remove bowl at once from ice water. 3. In small-sized mixing bowl whip egg whites until they hold soft peaks. Fold into gelatine mixture. 4. Turn into lightly greased 1 1/2-pint mold. 5. Refrigerate until firm, 2 to 3 hours. 6. Unmold onto serving dish. Serve with whipped cream or fruit.
SAUCES and SALAD DRESSINGS
quick as a wink, smooth as velvet

MAGIC CHOCOLATE SAUCE

Desserts take on a party air served with this long-time family favorite sauce. Makes about 2 cups.

1 1/3 cups (1 1/2 can) Eagle Brand Sweetened Condensed Milk
2 squares (2 oz.) unsweetened chocolate
1/2 teaspoon salt
1/2 to 1 cup hot water
1/2 teaspoon vanilla extract

1. In top of double boiler put Eagle Brand Sweetened Condensed Milk, chocolate and salt. Cook over rapidly boiling water, stirring often, until thickened. Remove from heat.
2. Slowly stir in hot water until sauce is of desired thickness.
3. Stir in vanilla extract. Serve hot or chilled.

SOFT CUSTARD SAUCE

This satin-smooth custard sauce makes desserts taste simply wonderful. Makes about 3/4 cups.

1/2 cup Eagle Brand Sweetened Condensed Milk
1 tablespoon flour
1/4 teaspoon salt
1 1/2 cups hot water
1 egg slightly beaten
1/2 teaspoon vanilla extract

1. In top of double boiler combine Eagle Brand Sweetened Condensed Milk, flour and salt. Slowly stir in hot water. Cook over boiling water, stirring constantly, until thickened. Remove from heat.
2. Add a little milk mixture to egg while stirring rapidly; slowly return egg mixture to double boiler while stirring rapidly.
3. Cook over hot water, stirring constantly, until mixture coats a metal spoon. Remove from heat at once and turn into bowl placed in cold water.

HOT FUDGE SAUCE

An extra rich sauce with a wonderful “chocolate candy-bar” flavor. Makes about 1 1/3 cups.

2 1/3 cup (1 1/2 can or 7 1/2 oz.) Eagle Brand Sweetened Condensed Milk
1/2 cup water
1/2 teaspoon salt
1/4 cup sugar
1 1/2 squares (1 1/2 oz.) unsweetened chocolate
1/2 teaspoon vanilla extract

1. In top of double boiler combine Eagle Brand Sweetened Condensed Milk, water, salt and sugar. Add chocolate. Cook over rapidly boiling water, stirring often, until thickened. Remove from heat.

CREAMY FRUIT SALAD DRESSING

This dressing is especially delicious with fruit salads. Makes about 2 cups.

2 1/3 cup (1 1/2 can or 7 1/2 oz.) Eagle Brand Sweetened Condensed Milk
3 tablespoons lemon juice (fresh, reconstituted or frozen)
*1 cup fruit
Cold water

1. In medium-sized mixing bowl put all ingredients except cream; beat until thickened. Refrigerate at least 1 hour before using.
1. Everyone loves this easy-to-make, always smooth Magic French Fudge. To make: Melt chocolate in top of double boiler.

2. Remove from heat. Then stir in rich, smooth Eagle Brand Sweetened Condensed Milk, salt, vanilla extract and nut meats.

3. Next put magic fudge into waxed paper or metal foil-lined container and press it into an inch-high block and chill it about 2 hours.

4. Now the last easy step. Turn out fudge, peel off paper and cut into 1-inch squares. Could anything be easier!

MAGIC CHOCOLATE FRENCH FUDGE – MADE IN 12 MINUTES
This super-smooth chocolate-rich fudge does not need to be beaten. Makes about 1¾ pounds.

3 cups (3 packages - 6 oz. each) semi-sweet chocolate pieces
1 can (15-oz.) Eagle Brand Sweetened Condensed Milk
Pinch Salt
1 ½ teaspoons vanilla extract
½ cup ground nut meats, if desired

1. In top of double boiler melt chocolate over hot water; stir a few times. Remove from heat. 2. Stir in Sweetened Condensed Milk, salt, vanilla extract and nut meats, if used. Stir only until smooth. 3. Turn onto waxed paper-lined 8-inch square pan; spread evenly and smooth surface. Refrigerate until firm, about 2 hours. 4. Turn candy out onto cutting board. Peel off paper. With a sharp-bladed knife, cut fudge into serving sized pieces. 5. Store in airtight container.

MOCHA VARIATION: Make as directed for Magic Chocolate French Fudge but omit vanilla extract and use 1½ tablespoons Borden's Instant Coffee instead.
CANDIES
so easy a child can make them

Children love to make candy. Next time yours beg to make fudge or taffy, reach for a can of Eagle Brand Sweetened Condensed Milk. They'll get wonderful results every time . . . smooth, creamy candy. You'll want to try these recipes, too.
3. **CHOCOLATE PEANUT CLUSTERS**

Gems of sweet crunchiness. Makes about 2 dozen 1¾-inch diameter candies.

- ½ pound sweet chocolate
- ¾ cup (½ can or 7 ½ oz.) Eagle Brand Sweetened Condensed Milk
- *1 cup (5 oz.) shelled, unsalted whole peanuts*

1. In top of double boiler melt chocolate over hot water. Remove from heat. 2. Stir in Eagle Brand Sweetened Condensed Milk and peanut butter; stir until blended. 3. Mix in added flavoring and food coloring and form into balls or flat round candies and top each with a piece of glacé fruit or nut meat half.

4. **MOLASSES TAFFY**

Star this one for children's parties and get-togethers.

- 1½ cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
- ½ cup table molasses
- ½ teaspoon salt
- Butter

1. In heavy, shallow saucepan blend together Eagle Brand Sweetened Condensed Milk, molasses and salt. Cook over medium heat, stirring constantly, to 235°F. or until a little dropped into very cold water forms a semi-firm ball which holds its shape when taken from water. Remove from heat at once. 2. Pour into buttered large platter or 8 x 8 x 2-inch pan. Let stand until cool enough to handle. 3. Pull taffy between butted fingers until shiny and light colored. Twist into rope about ¼-inch thick. Cut into 1-inch pieces with kitchen scissors.

5. **CHOCOLATE CARAMELS**

Chocolate 'n chewy are these smooth caramels. Makes about 1 pound.

- 1 ½ cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
- 1 cup light corn syrup
- 1 tablespoon butter
- ½ teaspoon salt
- 2 squares (2 oz.) unsweetened chocolate
- 1 teaspoon vanilla extract

1. In 1½-quart heavy saucepan mix together ½ cup Eagle Brand Sweetened Condensed Milk, corn syrup, butter and salt. Cook over medium heat, stirring constantly, to 235°F, or until a little when dropped into very cold water forms a semi-firm ball which holds a soft shape when taken from water. 2. Stir in remaining cup of Eagle Brand Sweetened Condensed Milk slowly enough to keep mixture boiling. 3. Stir in chocolate, a piece at a time. Boil until syrup temperature reaches 235°F. again. Remove from heat. 4. Stir in vanilla extract. Pour into 8 x 8 x 2-inch buttered pan. Cool. 5. With sharp knife cut into 1½-inch squares.

6. **PEANUT BUTTER FRUIT SQUARES**

A no-cook, yummy confection. Makes about 1½ pounds.

- 1 cup pitted dried dates
- ½ cup seedless raisins
- ¼ cup currants
- ¼ cup Eagle Brand Sweetened Condensed Milk
- 1 cup peanut butter
- Confectioners' sugar

1. Force fruits through food chopper into medium-sized mixing bowl. 2. Add Eagle Brand Sweetened Condensed Milk and peanut butter; stir until blended. 3. Sprinkle bottom of 8 x 8 x 2-inch pan with sugar. Turn mixture into pan and press evenly on bottom. Sprinkle top with sugar. Refrigerate until firm. 4. Cut into 1-inch squares with sharp knife.
How many times have you wished you could find a quick way to make luscious frostings? Just follow these recipes and you'll turn out the creamiest frostings in the twinkling of an eye.
MAGIC CHOCOLATE FROSTING

Imagine! Without beating you get a "fudgy" chocolate frosting. Makes 1 1/2 cups or enough to cover tops and sides of two 8-inch cake layers or 12 cupcakes.

1 1/2 cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
1 tablespoon water
1/2 teaspoon salt
2 squares (2 oz.) unsweetened chocolate
1/2 teaspoon vanilla extract


3 tablespoons cream style peanut butter
1 1/2 cups (15-oz. can) Eagle Brand Sweetened Condensed Milk

PEANUT BUTTER FROSTING

A mellow peanut flavor makes this extra good. Makes 1 1/2 cups or enough to cover tops and sides of two 8-inch cake layers or 12 cupcakes.

1. In top of double boiler combine peanut butter and Eagle Brand Sweetened Condensed Milk. Cook over rapidly boiling water, stirring constantly, until thickened. Cool. 2. Spread on cooled cake.

MOCHA PECAN FROSTING

Coffee and chocolate flavors are blended to perfection. Makes 1 1/2 cups or enough to cover tops and sides of two 8-inch cake layers or 12 cupcakes.


CHOCOLATE PEPPERMINT FROSTING

If you like peppermint flavor you'll love this frosting. Makes 1 1/2 cups or enough to cover tops and sides of two 8-inch cake layers or 12 cupcakes.


CHOCOLATE ORANGE FROSTING

Chocolate flavor enhanced with the tang of orange. Makes 1 1/2 cups or enough to cover tops and sides of two 8-inch cake layers or 12 cupcakes.

Proceed as for Magic Chocolate Frosting, omitting water and vanilla extract. Add 1 tablespoon orange juice and 1 tablespoon grated orange peel. Cool. Spread on cooled cake. Garnish with grated peel.

BAKED MOCHA NUT FROSTING

A baked-on frosting that's delicious. Makes 1 cup or enough to cover top of an 8- or 9-inch square cake.

1 square (1 oz.) unsweetened chocolate
2 1/2 cups (1 1/2 can or 3 1/2 oz.) Eagle Brand Sweetened Condensed Milk
1 teaspoon water
2 teaspoons Borden's Instant Coffee
1/2 cup coarsely chopped nut meats

1. In top of double boiler combine chocolate, Eagle Brand Sweetened Condensed Milk, water and instant coffee. Cook over rapidly boiling water, stirring often, until thick. Remove from heat. 2. Stir in nut meats. 3. Spread on top of baked cake in baking pan. Bake in 400°F. (hot) oven until top is lightly browned and set, about 10 minutes. 4. Cool in pan on cake rack for ten minutes. Slip out of pan, frosted-side up, onto cake rack and finish cooling.

LEMON BUTTER FROSTING

A rich, tangy frosting. Makes 2 cups or enough to cover tops and sides of two 8-inch cake layers.

1/2 cup butter
1 1/2 teaspoons grated lemon peel (fresh or dried)
2 1/2 cups (1 1/2 can or 3 1/2 oz.) Eagle Brand Sweetened Condensed Milk
3 1/2 cups sifted confectioners' sugar
1 to 2 tablespoons lemon juice (fresh, reconstituted or frozen)

1. In medium-sized mixing bowl combine cream butter with lemon peel. Gradually stir in half the Eagle Brand Sweetened Condensed Milk. 2. Alternately stir in sugar and remaining milk; beat until smooth. 3. Add lemon juice, a little at a time, until of desired tartness; beat well. Spread on cooled cake.

FRUIT CREAM FILLING

A hurry-up, elegant cake filling. Makes 1 1/4 cups or enough for between two 8- or 9-inch cake layers.

2/3 cup (1/2 can or 7 1/2 oz.) Eagle Brand Sweetened Condensed Milk
2 tablespoons lemon juice (fresh, reconstituted or frozen)
1/2 cup fruit
Confectioners' sugar

1. In medium-sized mixing bowl combine Eagle Brand Sweetened Condensed Milk and lemon juice until thickened. 2. Fold in one of the fruits listed. 3. Spread on top of cake layer; top with second cake layer. 4. Dust top with sugar.

* Use only one of these fruits:
- Fresh raspberries
- Sliced fresh strawberries
- Drained, crushed fresh peaches
- Crushed pineapple
- Prune or apricot puree
ICE CREAMS
(for automatic refrigerators)

More Delicious... More Nutritious made the Eagle Brand way

What’s more, with Eagle Brand you can control the flavor, make it exactly to suit your own taste. Besides, Eagle Brand is more wholesome. It contains no starches, fillers or gums... just pure whole milk and cane sugar.

Maybe you’ve already discovered what a wonderful ice cream “mix” Eagle Brand is. If you haven’t, listen to this! All you do is add flavoring, a little cream; chill; beat once, and you’ve got the richest, smoothest ice cream ever!
VANILLA ICE CREAM
This is a creamy ice cream. Makes about 1 1/2 pints.

* 3/4 cup (1/2 can or 7 1/2 oz.) Eagle Brand
  Sweetened Condensed Milk
  1/2 cup water
  1/2 teaspoons vanilla extract
  1 cup Borden's Heavy Cream

1. Turn refrigerator temperature control to coldest setting. 2. In quart measure or pitcher combine Eagle Brand Sweetened Condensed Milk, water and vanilla extract. Chill in refrigerator. 3. Whip cream to soft custard consistency. Fold into chilled mixture. 4. Turn into ice-cube tray. Cover tray top with waxed paper, metal foil or pliofilm wrap. Freeze to firm mush, about 1 hour. 5. Turn into chilled, medium-sized bowl; break into pieces. Whip until fluffy but not melted. 6. Quickly return to tray, cover tray and return to freezing unit. Freeze until firm.

COFFEE ICE CREAM
A full-flavored, creamy smooth ice cream. Makes about 1 1/2 pints.

Proceed as for Vanilla Ice Cream but dissolve 2 teaspoons Borden's Instant Coffee in water before adding to Eagle Brand Sweetened Condensed Milk.

MAPLE NUT ICE CREAM
An old-fashioned flavor favorite made the easy refrigerate way. Makes about 1 1/2 pints.

Proceed as for Vanilla Ice Cream but use 2 teaspoons maple flavoring instead of vanilla extract. Fold in 1/4 cup coarsely chopped walnut meats after frozen mixture is whipped until fluffy.

CHOCOLATE ICE CREAM
Here's an all-time favorite. Makes about 1 1/2 pints.

* 3/4 cup (1/2 can or 7 1/2 oz.) Eagle Brand
  Sweetened Condensed Milk
  1 square (1 oz.) unsweetened chocolate
  1/2 cup water
  1/2 teaspoon vanilla extract
  1 cup Borden's Heavy Cream

1. Turn refrigerator temperature control to coldest setting. 2. In top of double boiler put Eagle Brand Sweetened Condensed Milk and chocolate. Cook over rapidly boiling water, stirring often, until thick. Remove from heat. Stir in vanilla extract. Chill in refrigerator. 3. Whip cream to soft custard consistency. Fold into chilled mixture. 4. Turn into ice-cube tray. Cover tray top with waxed paper, metal foil or pliofilm wrap. Freeze to firm mush, about 1 hour. 5. Turn into chilled, medium-sized bowl; break into pieces. Whip until fluffy but not melted. 6. Quickly return to tray, cover tray and return to freezing unit. Freeze until firm.

FRESH STRAWBERRY ICE CREAM
"It's the berries." Makes about 1 1/2 pints.

* 3/4 cup (1/2 can or 7 1/2 oz.) Eagle Brand
  Sweetened Condensed Milk
  1/2 cup water
  1/4 cup crushed fresh strawberries
  1/4 cup sugar, about
  1 cup Borden's Heavy Cream

1. Turn refrigerator temperature control to coldest setting. 2. In quart measure or pitcher combine Eagle Brand Sweetened Condensed Milk and water. 3. Sweeten berries to taste. Stir into milk mixture. Chill in refrigerator. 4. Whip cream to soft custard consistency. Fold into chilled mixture. 5. Turn into ice-cube tray. Cover tray top with waxed paper, metal foil or pliofilm wrap. Freeze to firm mush, about 1 hour. 6. Turn into chilled, medium-sized bowl; break into pieces. Whip until fluffy but not melted. 7. Quickly return to tray, cover tray and return to freezing unit. Freeze until firm.

PEPPERMINT CANDY ICE CREAM
This pretty pale pink peppermint ice cream is refreshing. Makes about 1 1/4 pints.

* 3/4 cup (1/2 can or 7 1/2 oz.) Eagle Brand
  Sweetened Condensed Milk
  1/2 cup water
  1 cup Borden's Heavy Cream
  1 cup crushed peppermint stick candy

1. Turn refrigerator temperature control to coldest setting. 2. In quart measure or pitcher combine Eagle Brand Sweetened Condensed Milk and water. 3. Whip cream to soft custard consistency. Fold into chilled mixture. 4. Turn into ice-cube tray. Cover tray top with waxed paper, metal foil or pliofilm wrap. Freeze to firm mush, about 1 hour. 5. Turn into chilled, medium-sized bowl; break into pieces. Whip until fluffy but not melted. Fold in candy. 6. Quickly return to tray, cover tray and return to freezing unit. Freeze until firm.

FRESH BERRY SHERBET
A wonderfully smooth sherbet. Makes about 1 1/2 pints.

* 1 1/2 cups fresh strawberries or raspberries
  1/4 cup sifted confectioners' sugar
  3/4 cup (1/2 can or 7 1/2 oz.) Eagle Brand
  Sweetened Condensed Milk
  2 tablespoons lemon juice (fresh, reconstituted or frozen)
  2 egg whites (at room temperature)

1. Turn refrigerator temperature control to coldest setting. 2. Mash berries and force through a sieve. Stir in sugar. 3. In quart measure or pitcher combine Eagle Brand Sweetened Condensed Milk and lemon juice. Fold in berry purée. Chill in refrigerator. 4. In small-sized mixing bowl whip egg whites until stiff but not dry. Fold into chilled mixture. 5. Turn mixture into ice-cube tray. Cover tray top with waxed paper, metal foil or pliofilm wrap. Freeze to a firm mush, about 1 hour. 6. Turn into chilled, medium-sized bowl; break into pieces. Whip until fluffy but not melted. 7. Quickly return to tray, cover tray and return to freezing unit. Freeze until firm.
MAGIC SURPRISE FRUIT CAKE

Takes only 10 minutes to prepare. Makes two 9 x 4-inch loaf cakes or a 9-inch tube cake.

1 1/3 cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
2 eggs, slightly beaten
*2 1/2 cups (28-oz. jar) Borden’s Ready-to-Use None Such Mince Meat
2 cups (16-oz. jar) Borden’s Tropical Cut Mixed Fruits and Peels
1 cup walnut meats, coarsely chopped
2 1/2 cups sifted all-purpose flour
1 teaspoon baking soda
Borden’s Tropical Glacé Cherries
Blanched almonds

1. Grease, line with waxed paper and grease again a 9-inch tube pan or two 9 x 4 x 3-inch loaf pans. 2. In large-sized mixing bowl blend together Eagle Brand Sweetened Condensed Milk, eggs, mince meat, fruits and peels, and walnut meats. 3. Sift blended flour and baking soda onto top of batter; fold in. 4. Turn batter into prepared pan(s). 5. Bake in 300° F. (slow) oven until center springs back when lightly touched with finger, about 2 hours for tube cake or 1 1/2 hours for loaf cakes. 6. Cool in pan(s) 5 minutes. Turn cake out of pan, peel off waxed paper and cool to room temperature. Decorate with cherries and almonds.

*A 9-ounce package None Such Condensed Mince Meat and 1 1/2 cups water boiled briskly for 1 minute and cooled may be used.

MAGIC PUMPKIN PIE

A creamy pumpkin pie that’s sure to please your family. Makes a 9-inch pie.

1 unbaked 9-inch pastry pie shell
2 cups (16- to 17-oz. can) canned pumpkin
1 1/3 cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
1 egg
1/2 teaspoon salt
1/2 teaspoon nutmeg
1/2 teaspoon ginger
3/4 teaspoon cinnamon

1. In large-sized mixing bowl blend together all ingredients. 2. Turn mixture into pie shell. 3. Bake in 375°F. (moderate) oven until sharp bladed knife inserted near center comes out clean, 50 to 55 minutes. Cool. Refrigerate at least 1 hour.
MAGIC CHOCOLATE PIE

Here's a chocolate pie that's sure to become a family favorite. Makes an 8-inch pie.

1. baked 8-inch pastry pie shell, cooled
2. 1⅛ cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
3. 2 squares (2 oz.) unsweetened chocolate
4. ⅛ teaspoon salt
5. ½ cup hot water
6. ½ teaspoon vanilla extract
7. ½ cup Borden's Heavy Cream, whipped

1. In top of double boiler put Eagle Brand Sweetened Condensed Milk, chocolate and salt. Heat over rapidly boiling water, stirring constantly, until mixture is very thick.
2. Gradually stir in water, keeping mixture smooth. Continue cooking, stirring often, until mixture thickens.* Remove from heat.
3. Stir in vanilla extract. 4. Pour into pie shell. Cool at room temperature about ½ hour. Refrigerate at least 3 hours. 5. Just before serving garnish with whipped cream.

*If glassware double boiler is used, cover and continue to cook mixture, without stirring, until thickened.
HINTS
on using Borden's Eagle Brand

HOW TO OPEN A CAN OF EAGLE BRAND
Because Eagle Brand is "double-rich," remove the whole top of the can to pour it out. Eagle Brand is too thick and creamy to pour through a small opening.

HOW TO MEASURE EAGLE BRAND
Be sure to use standard measuring cups or spoons. Pour in Eagle Brand and allow the milk to level itself. If recipe calls for a full can of Eagle Brand, pour directly from the can into mixing bowl or saucepan to save yourself work.

HOW TO KEEP EAGLE BRAND
Eagle Brand will keep indefinitely on your kitchen or pantry shelf provided it is unopened. Even after Eagle Brand is opened it keeps much longer than fresh milk or cream. Leave it right in the can, cover the can with waxed paper, aluminum foil, or a saucer, and store in your refrigerator.

HOW TO USE SMALL AMOUNTS OF EAGLE BRAND
You can use small amounts in all sorts of wonderful ways. For instance, if you make a small batch of ice cream, use the rest of your Eagle Brand for a chocolate sauce. Or, after you've made a baked custard, there'll be plenty for mayonnaise or coconut drops. And of course, it's always grand in coffee, tea, or cocoa.

CHILDREN LOVE IT ON BREAD
Spread a little Eagle Brand on plain bread and see how the youngsters go for it. It's good for them, too . . . helps put extra milk in their diet.

GRAND FOR PICNICS, CAMPING TRIPS
Take Eagle Brand Sweetened Condensed Milk along when you go camping or picnicking. You'll find it wonderful for creaming and sugaring beverages. Remember, too, it keeps without refrigeration in the unopened can—keeps well after opening, too.
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