This illustrates a real cocoa pod right from the plantation, broken open, showing the natural cocoa beans as used by the Hershey Chocolate Co., Hershey, Pa.
Cocoa Sauce

2 Ounces Hershey’s Cocoa
1 Pint Water
1 Pound Sugar
2 Teaspoons Vanilla

Make paste of cocoa with part of water. Add entire quantity of water and boil 3 to 5 minutes. Add entire quantity of sugar, dissolve thoroughly and remove from fire. When cold add 2 teaspoonfuls of vanilla. Serve on puddings or ice cream.
Cocoa Cake

\[ \frac{1}{4} \text{ Cup Butter} \quad 1 \frac{1}{2} \text{ Cups Flour} \]
\[ 1 \text{ Cup Sugar} \quad 3 \text{ Teaspoons Baking Powder} \]
\[ 2 \text{ Eggs} \quad \frac{1}{2} \text{ Teaspoon Salt} \]
\[ 2 \frac{1}{2} \text{ Tablespoons Hershey’s Cocoa} \quad 1 \text{ Teaspoon Vanilla} \]
\[ \frac{1}{2} \text{ Cup Sweet Milk} \]

**Cream** the butter and sugar gradually, then add eggs well beaten. Make paste of Cocoa by adding milk. Mix baking powder with flour and sift. Add salt and vanilla. Turn into a buttered and floured cake pan and bake in moderate oven for 45 minutes. Cover with ice cream frosting.
Cocoa Cream Pie

1/2 Cup Hershey’s Cocoa
1 1/2 Cups Sugar
1/4 Cup Corn-Starch
2 Cups Milk
3 Eggs
1/4 Teaspoon Salt
2 Teaspoons Vanilla

Mix Cocoa, corn-starch, yolks of eggs, salt and milk. Cook until thick. Stir constantly, add flavoring and pour into a baked pie crust. Cover with a meringue made by beating the whites of eggs until stiff and adding two tablespoons of brown sugar. Brown in oven.
Devil’s Food Cake

PART I

1 Cup Brown Sugar
½ Cup Butter
½ Cup Sweet Milk
Yolks of 3 Eggs
2 Cups Flour
1 Teaspoon Soda

PART II

½ Cup Hershey’s Cocoa
1 Cup Brown Sugar
½ Cup Sweet Milk
1 Teaspoon Vanilla

Boil and when cool mix with Part I. Bake in slow oven.
Cocoa Fudge

4 Ounces Hershey’s Cocoa
4 Cups Sugar
2 Cups Milk
Butter Size of Egg

PLACE Cocoa into sauce pan and rub into smooth paste by adding part of milk. Add 4 cups of sugar, piece of butter and all of milk except $\frac{1}{2}$ cup. Place on fire and boil. Then add $\frac{1}{2}$ cup of milk and cook until it forms a soft ball when dropped into cold water. Take from fire, add vanilla and beat until it is just thick enough to pour into buttered tins. By adding $\frac{1}{2}$ cup of milk last you will find fudge to be free from grain and to be nice and smooth. When cool score into blocks 1 inch square and break.
Iced Cocoa

MAKE a heavy syrup by mixing thoroughly 1 cup Hershey’s Cocoa and 2 cups sugar. Add enough water to make a paste, then stir this into 2 cups of boiling water and let it boil for 6 minutes. Remove from fire and add a pinch of salt. When cool put into glass jar and place in refrigerator. This enables you to serve instantly a cool, refreshing drink by using a tablespoon of syrup in a glass, a small quantity of cracked ice, and fill with milk, or one-half water can be used with good results. This is a very nourishing and healthful drink for children.
Cocoa Syrup
(for Ice Cream Sundaes)

For 1 pint of syrup use three heaping teaspoons of Hershey’s Cocoa and mix thoroughly after adding enough cold water to make a thick paste. Add this to \( \frac{1}{2} \) pint of boiling water and boil for 6 minutes, then stir in one and two-thirds cups of sugar. Remove from fire after again boiling one minute. Add a pinch of salt. Keep in a cool place.
Cocoa Icing

2 Ounces Hershey’s Cocoa
Pound of Confectioner’s Sugar
Piece of Butter Size of Walnut
1 Teaspoon Vanilla
Boiling Water

PLACE Cocoa into sauce pan. Add enough boiling water to make paste. Add sugar, butter and vanilla. Rub into smooth paste and ice cake.
A FEW choice Cocoa formulas that are practical and useful.
Do not fail to paste these in your Cook Book.

3 teaspoonfuls Hershey’s Cocoa is equal to 1 ounce

HERSHEY CHOCOLATE COMPANY
HERSHEY : PENNSYLVANIA
Hershey’s Cocoa
(for Hot Drink)

For each cup use 1 teaspoon of Hershey’s Cocoa, 1 teaspoon of sugar and ½ cup of hot water. Mix cocoa and sugar. Add sufficient water to make a paste. Stir this into the water and let it boil for 4 minutes, then add the same quantity of hot milk as water used, and it is ready to serve. A pinch of salt added improves the flavor.