MILK CHOCOLATE, A PERFECT HEALTH FOOD

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(Written Exclusively for Hershey Chocolate Co.)

Pure Chocolate is a complete and concentrated food. It contains high percentages of fat and protein and of the essential minerals, calcium and phosphorous. When milk is added and concentrated, by being freed of its water, the chocolate is still further enriched by the milk forming the highest quality of nutrition known.

Chocolate and milk contain highly nutritive elements that are sometimes lacking in one’s general diet. Sweet Milk Chocolate, therefore, becomes a protective food, that is not only wholesome, but which serves to protect us against deficiencies in other foods.

Pure Milk Chocolate is usually well supplied with the elements which are lacking in ordinary candy and also lacking in white flour and other devitalized foods.

The addition of almonds to Milk Chocolate adds a pleasing flavor and variety to the confection. Almonds contain abundant protein of a more nutritious value than the protein of even the best of cereals.

An analysis indicates that a quarter pound of Milk Chocolate has more nutritive material in it than a quart of milk and nearly as much as a dozen of eggs. This analysis would not necessarily indicate the advisability of eating chocolate instead of milk and eggs. It simply illustrates in an emphatic manner the tremendous amount of nourishment in the chocolate.

The dietetic excellence and concentrated form of Sweet Milk Chocolate has been recognized by all food authorities and it is used freely by explorers, soldiers and athletes who are required to make long marches or to endure muscular exertion for prolonged periods.

Frequently, if one is desirous of taking a light lunch, a cake of Milk Chocolate will make an excellent substitute. In fact, it is considerably better than the conglomerated mixture that many consume at this meal. To test this suggestion, a two-ounce cake of Milk Chocolate would be sufficient and a four-ounce cake of Milk Chocolate might be termed the extreme limit of what one should take in the middle of the day.

Children may safely eat Milk Chocolate, though it is preferable that they eat it as a desert, after a meal.
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

\begin{align*}
\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} & \\
\end{align*}

\text{C}R\text{EAM} \text{ 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 ½ cup. Place on fire and boil. Then add ½ 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 ½ 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.
Hershey’s Cocoa
(for Hot Drink)

For each cup use 1 teaspoon of Hershey’s Cocoa, 1 teaspoon of sugar and 1/2 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.
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 ½ 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.
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.