Dear Friend:

Nice as it is to have so many convenient, time-saving foods—isn’t the real thrill of cooking still in making something that’s really yours? And when you can turn those quick-and-easy’s into tempting new dishes, with just a little time and work, that’s the nicest kind of cooking.

That’s the kind of recipes you’ll find in this new book. They’re short and easy. They call for handy, ready-prepared ingredients... canned and frozen foods ... packaged mixes. They give you the fun of creative cooking, with perfect results ... deliciously yours.

And the convenient food that helps you most of all is Pet Evaporated Milk.

Double-rich Pet Milk does so many things no other form of milk can do... takes the place of cream, even whipping cream ... adds richness, adds flavor ... combines perfectly with other convenient foods. Then, too, it’s the handiest form of whole milk, because it stays sweet and good, in its sealed cans, so it’s always ready when you need it.

You’ll have fun with these recipes, I know—and I know your family will like the results. In fact, I’m sure that this modern way to good cooking will be the favorite way at your house!

Mary Lee Taylor

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The recipes in this book have been tested with well-known national brands of products and using standard level measuring cups and spoons.

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"PET" IS THE REGISTERED TRADE-MARK OF PET MILK CO. FORM NO. 1304
BUSY DAY MEAT LOAF

Juicy, tender, firm enough to slice just right!

1. Turn on oven and set at 350 (moderate).
   - 1 lb. ground beef
   - ¼ cup PET Evaporated MILK
   - ½ cup uncooked rolled oats
   - ¼ cup finely cut onion
   - 1 teasp. salt
   - ½ teasp. pepper

2. Mix well in a 2-quart bowl.

3. Put mixture into a shallow, ungreased baking pan. With wet hands, shape into a loaf in center of pan.

4. Spread on top of loaf.
   - ¼ cup catsup

5. Bake on center rack of oven 1 hour, or until brown.


Tip: Your meat loaf will be juicier and more flavorful if you use ground chuck rather than ground round steak.
NOW ANY TIME IS "SHORTCAKE TIME!"
Delicious shortcakes are so easy with this recipe and ready-to-serve fruit or berries (frozen or canned). Try your family's favorite.

Real old-time shortcakes — made the quick modern way!

STRAWBERRY SHORTCAKES

(See photograph below)

1. Turn on oven and set at 400 (hot).
2. Have ready a well-greased cooky pan.
3. Mix with a fork or pastry blender in a 1-quart bowl until mixture is fine.
   \[ \frac{1}{4} \text{ cup biscuit mix} \]
   \[ \frac{1}{4} \text{ cup sugar} \]
   \[ \frac{1}{2} \text{ cup PET Evaporated MILK} \]
4. Add, all at once, and stir just until dry ingredients are wet.
   \[ \text{Batter should look lumpy. Lumps will disappear during baking.} \]
5. With 2 tablespoons, drop dough 3 inches apart on greased cooky pan to make 4 shortcakes. Do not spread.
6. Bake near center of oven about 10 minutes, or until tops are golden brown. Cool or serve warm.
7. With a sharp knife, split shortcakes crosswise and put together with
   \[ \text{two 10-oz. pkgs. frozen strawberries, thawed} \]

Note: You'll have perfect success with this recipe in any altitude up to 3,000 feet. If you live in a higher altitude, write for a specially adjusted recipe, stating altitude at which you live and name of recipe.
EASY CHOCOLATE FROSTING

*Pet Milk takes the place of cream!*

1. Put into a heavy 1-quart saucepan.
   - 6-oz. pkg. semi-sweet chocolate pieces
   - ½ cup PET Evaporated MILK

2. Melt chocolate over very low heat, stirring all the time. Take off heat.

3. Add and stir until smooth.
   - 2 cups sifted powdered sugar

4. Spread on cooled cake. Makes enough to frost a 13 x 9 x 2-inch cake, or two 8-inch layers. If frosting becomes too thick to spread easily, add a few drops of Pet Milk.

WHIPPED LEMON TOPPING

*Looks rich, tastes rich — yet so inexpensive!*

1. Chill in ice tray until almost frozen around the edges.
   - ⅓ cup PET Evaporated MILK

2. Put ice-cold milk into a cold 1-qt. bowl with.
   - 4 teasp. granulated sugar

3. Whip with cold rotary beater by hand, or with electric beater at high speed, until fluffy.

4. Add and whip until stiff.
   - 2 teasp. lemon juice (see note)
   - ½ teasp. grated lemon rind

5. Serve as topping on Strawberry Shortcakes (see recipe opposite), Dessert Date Roll (see recipe below), plain cake, fruit, gelatin or other desserts. Makes 1 cup.

*Note: 1 Tablesp. frozen Lemonade Concentrate, thawed, can replace the lemon juice and grated lemon rind.*

DESSERT DATE ROLL

*No cooking, no baking — the secret is double-rich Pet Milk!*

1. Mix well in a 3-quart bowl.
   - 4 cups midget marshmallows
   - (see note)
   - ½ cup cut-up nuts
   - ½ cup cut-up dates
   - 2 cups fine graham cracker crumbs
   - ½ cup PET Evaporated MILK

2. With hands, shape mixture into roll about 2½ inches across.

3. Roll in.
   - ½ cup fine graham cracker crumbs


*Tip: Flavor is best when roll is made a day or two before serving.*

*Note: 32 large marshmallows, finely cut, can replace midget marshmallows.*
FISH STICKS AND RICE BAKE
This meal-without-meat gets a royal welcome!

1. Turn on oven and set at 350 (moderate).
2. Cut into ½-inch squares...
3. In a well-greased 6 x 10-inch baking dish mix the cheese squares with...
4. Bake near center of oven 20 minutes.
5. Arrange over top of rice mixture...
6. Bake another 20 minutes, or until rice is tender and fish sticks are golden brown. Serve hot with catsup or chili sauce, if desired. Makes 4 servings.

CREAMED PIMENTO CHICKEN IN TOAST CUPS
Tasty chicken favorite served a glamorous new way!

1. Turn on oven and set at 400 (hot).
2. Cut crusts from...
3. Press each slice into a 2½ or 3-inch muffin cup.
4. Bake near center of oven 8 minutes, or until golden brown.
5. Meanwhile, cook until tender in 10-in. skillet...
6. Add and stir well...
7. Stir in and heat until steaming hot, but do not boil...
8. Serve hot in the toast cups. Makes 4 servings of 2 toast cups each.

CREAMED TUNA IN TOAST CUPS
Use a 7-oz. can Tuna, drained and flaked, for the chicken in the recipe above for Creamed Pimiento Chicken in Toast Cups.
ONION BRAISED PORK CHOPS
This "something different" is guaranteed to please!

1. Sprinkle both sides of

- 4 lean pork chops, ½ to
  ¾-inch thick
- with 1 teasp. ground sage
- ¼ teasp. salt
- ⅛ teasp. pepper

2. Heat in a 10-inch skillet...

- 1 Tablesp. shortening

3. Brown chops slowly on both sides in hot shortening.

4. Pour off drippings and
   add to chops in skillet...

- 1 can beef consomme
- 1 cup sliced onions

5. Cover and cook over low heat 20 to 30 minutes, or until chops
   are tender. Put chops on warm platter.

6. In a small bowl, mix
   until smooth

- 2 Tablesp. flour
- ½ cup PET Evaporated MILK

7. Stir into mixture in skillet. Heat and stir until steaming hot, but

MEN SAY "M-M-M-M
. . . LET'S HAVE THIS
MEAL AGAIN!"
Onion Braised
Pork Chops *
Cut Green Beans
Fluffy Mashed
Potatoes *
Pineapple Ring Salad
Strawberry
Shortcakes *
Hot Coffee with
Pet Evaporated Milk
*Recipes are in this
book.

TOP-STOVE HAM SCALLOP
Meat, gravy, vegetables — all in one wonderful dish!

1. Heat in a heavy 10-inch
   skillet until butter melts...

- 1 Tablesp. butter or margarine
- 1 Tablesp. brown sugar

2. Add and brown on both
   sides.

- 1-lb. slice ready-to-eat ham,
  ½-inch thick

3. Take ham from skillet; cut into 4 servings. Let stand until needed.
   Drain drippings from skillet.

- 1 can cream of mushroom soup
- ½ cup water
- ¾ cup PET Evaporated MILK
- ¼ cup finely cut onion
- ½ teasp. salt
- ⅛ teasp. pepper
- 3 cups thinly sliced, peeled
  raw potatoes
- 1 cup sliced raw carrots

4. Mix in the same skillet.

5. Stir in

6. Cover and cook slowly, stirring now and then, until vegetables
   are tender, or about 35 min. Place ham on top of vegetables.
   Cover and heat until ham is hot, about 10 min. Makes 4 servings.

DELECTABLE DINNER...
AND JUST ONE DISH
TO COOK!
Top-Stove Ham
Scallops
Fruit Salad on
Lettuce
Dessert Date Roll*
with Whipped
Lemon Topping *
Hot Coffee with
Pet Evaporated Milk
*Recipes are in this
book.

Make it attractive —
make it convenient —
Use your prettiest skil-
llet to prepare the Ham
Scallop, and serve hot
from the skillet, right
at the table.

Before putting the ham
on top of the vege-
tables, stud with cloves
as shown in the picture.
Absolutely the world's best Banana Cream Pie!

**BANANA CREAM PIE**

(See photograph opposite)

1. Press in bottom and on sides of 9-inch pie pan a mixture of...
   - 1 cup fine graham cracker crumbs
   - 1/4 cup melted butter or margarine
   - 1/2 cup PET Evaporated MILK
   - 1/2 tsp unflavored gelatin
   - 1 pkg. vanilla instant pudding

2. Chill until needed.
3. Chill in ice tray until almost frozen around the edges.
4. While milk chills, soften in a 1/2-quart bowl...
   - 1/4 cup cold water
5. Add to softened gelatin and stir until dissolved.
6. Stir into the dissolved gelatin and let stand until needed.
7. Put ice-cold milk into a cold 1-quart bowl. Whip with cold rotary beater by hand, or with electric beater at high speed, until stiff. Keep chilled.
8. Add to gelatin mixture and beat with rotary beater 1 minute, or until well mixed.
9. Fold whipped milk into pudding.
10. Slice over bottom of crumb crust.
11. Pour pudding mixture over banana slices. Chill until firm and ready to serve. At serving time, garnish with a ring of banana slices, if desired.

---

**CHERRYTIME PUDDING**

Chock-full of goodies, pretty as a picture!

1. Have ready...
   - 1/4 cup finely cut maraschino cherries, well drained
   - 1/4 cup finely cut nuts
   - 1 cup cold PET Evaporated MILK
   - 1/2 cup cold water
   - 1/4 tsp. almond flavoring
2. Put into a 1-quart bowl.
3. Sprinkle over top...
4. Beat with rotary beater by hand, or with electric beater at low speed, 1 minute, or until well mixed.
5. Fold in cut cherries and nuts. Pour into 4 dessert dishes at once. Let stand 5 minutes, or until set. If pudding is to be served later, keep chilled.

---

**DESSERTS DOUBLE-QUICK**

with 
Pet Milk
and Instant Pudding

---

**CREAMY CHOCOLATE SAUCE**

No cooking...just mix, stir, and m-m-m-m, serve!

1. Mix in a 1-quart bowl...
   - 1 pkg. chocolate instant pudding
   - 1/2 cup corn syrup
2. Stir in, a little at a time...
   - 1 cup PET Evaporated MILK
   - 1 tsp. vanilla
3. Let stand at room temperature until thickened, about 15 minutes. Serve on ice cream, plain cake, puddings, etc. Makes 2 cups.

**SNOWBALLS WITH CHOCOLATE SAUCE**

(See photograph opposite)

Roll scoops of vanilla ice cream in coconut. Re-freeze. Serve with Creamy Chocolate Sauce (see recipe above).
**EASY CHEESE SAUCE**

(See photograph opposite)

1. Cut into ½-inch squares.
2. Put cheese into a heavy 1-quart saucepan with.
3. Stir over low heat until cheese is completely melted.
4. Stir in, a little at a time.
5. Heat until steaming hot, but do not boil. Remove from heat and serve hot on baked potatoes, split frankfurters and sandwiches like bacon and tomato or sliced chicken. Makes 1 cup.

**SPRINGTIME LIME SALAD**

Pretty and refreshing as a morning in spring!

1. Dissolve
2. Cool slightly, then stir in.
3. Chill until as thick as unbeaten egg whites.
4. Fold in
5. Pour into an 8-inch square pan, or a mold holding about 5 cups. Chill until firm. Cut into squares, or slice and serve on lettuce. Serves 4 for 2 meals.

**JIFFY CHILI DRESSING**

Creamy-smooth without cream — thanks to double-rich Pet Milk!

1. With a spoon, stir well in a small bowl.
2. Keep chilled. Serve on lettuce, shredded cabbage or other salad greens. Makes about 1 cup.

*Note: Use the kind that comes in a jar, not a bottle.*
The famous failproof gravy with only two ingredients!

MUSHROOM GRAVY
(See photograph opposite)

1. Pour out all drippings from skillet or pan used to cook meat.
2. Put into skillet and stir until smooth.
3. Stir in, a little at a time.
4. Stir and heat slowly until gravy is smooth and steaming hot, but do not boil. Makes about 2 cups.

For Creole Gravy: Use tomato soup in place of mushroom.
For Chicken Gravy: Use cream of chicken soup in place of mushroom.
For Ham Gravy: Use cream of celery soup in place of mushroom.

FLUFFY MASHED POTATOES
Rich tasting without a speck of butter!

1. Cook in tightly covered saucepan about 20 minutes, or until tender.
2. Drain potatoes and save water. Mash potatoes well.
3. Heat until steaming hot, and add to potatoes.

CREAMED PEAS SUPREME
M-m-m-m . . . that touch of chicken flavor!

1. Mix well in a 2-quart saucepan.
2. Add.
3. Stirring now and then, cook, uncovered, over medium heat 20 minutes, or until peas are tender. Makes 4 servings.

Hearty, rich, and quick as one-two-three!

SHRIMP CHOWDER
(See photograph opposite)

1. Mix in a 1-quart saucepan.
2. Drain and break into pieces.
AT COFFEE TIME

Morning, noon, or night—Pet Evaporated Milk is right at home in modern cream pitchers! Double-rich Pet Milk adds the creamy color that makes coffee look so appetizing...blends with the coffee to bring out more of the fine coffee flavor...makes it rich-tasting, delicious. And Pet Milk has fewer calories than cream, costs about half as much!

ORANGE PANCAKES AND SAUCE

“Family-style” version of a famous French dessert!

1. Mix in a 11/2-quart bowl:

\[
\begin{align*}
&1 \text{ egg} \\
&1 \text{ cup PET Evaporated MILK} \\
&1/4 \text{ cup frozen orange juice concentrate, thawed}
\end{align*}
\]

2. Add all at once:

\[
1 \text{ cup plain pancake mix}
\]

3. Stir well, but do not overmix, as overmixing toughens pancakes. Small lumps in batter disappear during baking.

4. Using a scant 1/4 cup for each pancake, pour onto a hot, lightly greased griddle or frying pan. Bake until bubbles appear on top and the edges are cooked. Turn and bake until other side is brown.

5. Meanwhile, stir and heat until steaming hot, but do not boil:

\[
\begin{align*}
&1/4 \text{ cup frozen orange juice concentrate, thawed} \\
&1/4 \text{ cup butter or margarine} \\
&1/4 \text{ cup PET Evaporated MILK} \\
&1/2 \text{ cup sugar}
\end{align*}
\]

6. Serve warm sauce with pancakes. Makes about a dozen 4-inch pancakes and 1 cup sauce, or enough for 4 servings.

Note: You’ll have perfect success with this recipe in any altitude up to 5,000 feet. If you live in a higher altitude, write for a specially adjusted recipe, stating altitude at which you live and name of recipe.

WAFFLES A LA MODE

Breakfast favorite becomes a dessert delight!

1. Turn on oven and set at 450 (extremely hot).

2. Mix in a small bowl:

\[
\begin{align*}
&1/2 \text{ cup brown sugar} \\
&1/4 \text{ cup PET Evaporated MILK} \\
&1/2 \text{ cup canned, flaked coconut}
\end{align*}
\]

3. Put on ungreased cooky pan.

4. Spread coconut mixture on top of waffles. Bake near center of oven 5 minutes, or until coconut mixture is bubbly hot.

5. Top waffles with:

\[
6 \text{ scoops vanilla ice cream}
\]


TV SUPPER...WITH A GLAMOROUS TOUCH!

Creamed Pimiento Chicken in Toast Cups★
Relish Tray (carrot sticks-celery-radishes)
Waffles a la Mode★
Hot Coffee with Pet Evaporated Milk
★Recipes are in this book.
Golden-brown, extra rich, made the Pet Milk way!

FRENCH TOAST
(See photograph above)

1. Mix in a shallow dish or pie pan.

\[
\begin{align*}
1 \text{ well-beaten egg} \\
\frac{3}{4} \text{ cup PET Evaporated MILK} \\
\frac{1}{4} \text{ teasp. salt}
\end{align*}
\]

2. Dip into mixture, one at a time, to moisten both sides.

\[
8 \text{ bread slices} \quad (2 \text{ days old})
\]

3. Melt enough butter to cover the bottom of a large skillet. Brown bread slices on both sides. Add more butter as needed for each batch.

4. Serve with syrup, or sprinkle with a mixture of \( \frac{3}{4} \) teasp. cinnamon and \( \frac{1}{4} \) cup sugar. Makes 4 servings.

Richer, fluffier, made with Pet Milk!

CREAMY SCRAMBLED EGGS
(See photograph below)

1. Put into a bowl.

\[
\begin{align*}
6 \text{ eggs} \\
\frac{1}{2} \text{ cup PET Evaporated MILK} \\
few \text{ grains pepper} \\
\frac{1}{2} \text{ teasp. salt}
\end{align*}
\]

2. Beat with a fork just until well mixed.

3. Meanwhile, melt in a 10-inch skillet.

\[2 \text{ Tablesp. butter or margarine}\]

4. Pour in egg mixture. For tender, fluffy eggs, cook over very low heat. Stir gently until eggs are cooked the way you like them.

**Butterscotch Nut Fudge**

*Like the good old-fashioned kind, but extra easy!*

1. Mix in a heavy 2-quart saucepan... 
   - 1 1/4 cups brown sugar 
   - 1 cup sugar 
   - 1/4 cup butter or margarine 
   - 5-oz. jar marshmallow creme 
   - 3/4 cup PET Evaporated MILK 

2. Cook and stir to a full, all-over boil. Boil and stir over medium heat 5 minutes. Take off heat.

3. Stir in... 
   - 1/2 cup broken nuts 

4. Stir until candy is thick and creamy and starts to lose its shine. Pour into buttered 8-inch square pan. Cool thoroughly. Cut into squares. Makes about 1 1/4 lbs.

---

**Gold Nugget Pie**

*A real super-duper peach pie... with no baking!*

1. Press in bottom and on sides of 9-inch pie pan a mixture of... 
   - 1 cup fine graham cracker crumbs 
   - 1/4 cup melted butter or margarine 

2. Chill until needed.

3. Chill in ice tray until almost frozen around the edges.

4. Drain and save syrup from... 
   - 2 1/2 cup PET Evaporated MILK 
   - 1-lb. 13-oz. can cling peach slices 

5. Cut each slice into about four pieces. Measure 1 cup of the syrup and heat to boiling in a 2-quart saucepan.

6. Add to hot syrup and stir until dissolved... 
   - 1 pkg. lemon gelatin 

7. Chill until mixture is as thick as unbeaten egg whites.

8. Put ice-cold milk into a cold 1-quart bowl with... 
   - 1/4 teasp. almond flavoring 

9. Whip milk with a cold rotary beater by hand, or with electric beater at high speed, until stiff. Fold cut-up peaches and whipped milk into chilled gelatin mixture. Put into crumb crust. Chill until firm, about 3 hours.
Watch the youngsters go for these yummy treats!

**BANANA COCONUT COOKIES**
*(See photograph below)*

1. Turn on oven and set at 375 (high moderate).
2. Mix in a 2-quart bowl...
   - 1 1/2 cups biscuit mix
   - 3/4 cup sugar
   - 1/4 cup PET Evaporated MILK
   - 1/2 cup mashed ripe banana
   - 1/4 cup melted shortening or salad oil
3. Add and stir until well mixed.
4. Then stir in 1 cup canned, flaked coconut
5. With 2 teaspoons, drop mixture about 2 inches apart onto a greased and floured cooky pan. Bake near center of oven 10 minutes, or until light brown. Take from pan at once and cool on a wire cake rack or folded towel. Makes about 3 dozen.

*Note: You'll have perfect success with this recipe in any altitude up to 3,000 feet. If you live in a higher altitude, write for a specially adjusted recipe, stating altitude at which you live and name of recipe.*

Folks like these bar cookies better than candy!

**CHOCOLATE GRAHAM SQUARES**
*(See photograph above)*

1. Turn on oven and set at 350 (moderate).
2. Mix well in a 2-quart bowl...
   - 1 1/4 cups fine graham cracker crumbs
   - 1/2 cup PET Evaporated MILK
   - 1/2 cup sugar
   - 1/3 cup semi-sweet chocolate pieces
   - 1/2 cup broken nuts
   - 1 teasp. vanilla
3. Spread in a well-greased 8-inch square baking pan.
4. Bake near center of oven 30 minutes, or until cake pulls from sides of pan. Take from oven and cool. Store covered in pan. These squares will stay moist for several days. Cut into 1 1/2-inch squares as needed. Makes 2 dozen.
If the stork is coming to your house...

You're looking forward eagerly to the day when he brings that precious little passenger to you...

And, of course, you want the best of everything for him from the very first.

That's why, if your baby needs milk from a bottle, you'll certainly want to ask your doctor about Pet Evaporated Milk. For this is the form of milk that has helped more than 50,000,000 babies grow safely and happily.

Nourishing, easy to digest, and fortified with vitamin D, Pet Evaporated Milk is the "going home" formula for more babies than any other brand. Ask your doctor about it...

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You'll love these shows!

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Everybody's "itty-bitty buddy"
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Saturday night*

RED SKELTON
Hilarious, unpredictable!
CBS-TV
Tuesday night*

*If not broadcast on this day in your city, call your station for correct day and time.

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