Why You Should Use Cocoa
And Some Recipes for Its Use
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Cocoa, made from the seed found in the fruit of the small tropical tree, "Cacao Theobroma," is one of the most nourishing and perfect natural foods known to man. It contains, in large percentage, two of the most important elements in human food—proteids (for building new and repairing waste tissue) and carbohydrates (for furnishing heat and energy).

Cocoa nourishes and strengthens the body by building real muscle and sinew. It refreshes the system, mildly stimulates the brain, quiets the nerves. It is easily digested and supplies great sustenance in compact form. For this reason the United States Government keeps her soldiers and sailors liberally supplied. For the same reason its use is highly beneficial, not only to all those engaged in prolonged physical effort, such as travelers, explorers and outdoor men generally, but also to those engaged in pursuits where mental concentration is required.

That cocoa has not been more generally used in the home as a staple article of food is largely due to the fact that housewives have never been shown the advantages of its use—how simple and how many are the ways it can be employed. Help the Government in the conservation of meat, flour and other articles of food by trying one or more of the following recipes, and find what palatable and nutritive foods can be made with cocoa.

The fact that they are inexpensive, wholesome, easy to make and of great food value, we hope will suggest a sufficient reason.
### Corn Meal Cocoa Cake

- ½ Cup of Cocoa
- 1 Cupful of Corn Meal
- 1 Cupful of Boiled Potatoes
- 1 Cupful of Sugar
- 1 Cupful of Milk
- 2 Eggs
- 2 Tablespoonfuls of Melted Fat
- 1 Level Teaspoonful of Salt
- 1 Level Teaspoonful of Powdered Cinnamon
- 4 Level Teaspoonfuls of Baking Powder

Mash the potatoes through ricer or strainer, add corn meal and milk; mix until smooth; then add cocoa, sugar, well-beaten egg yolks, melted fat, salt, cinnamon and baking powder.

Beat the egg whites until light and mix in very lightly. Brush good-sized shallow pan with oil or oleomargarine, pour in mixture and put in rather hot oven. Bake thirty minutes.

When cold cut in squares.

### Cocoa Cakes

**Using Only One-Half Cup of Flour**

- ½ Cup of Wilbur Cocoa
- 1 Cupful of Sugar
- ¼ Cup of Cold Water
- 3 Eggs
- ½ Cup of Flour
- 2 Level Teaspoonfuls of Best Baking Powder
- Pinch of Salt

Put sugar, cocoa and water into bowl, stir until sugar is dissolved, then add well-beaten yolks of eggs, and salt; sift flour and baking powder into mixture. Beat the whites of eggs until dry and fold in very lightly.

Brush muffin pans or gem irons with a little melted
butter or oil and fill half full. Place in moderate oven and bake fifteen minutes to twenty minutes. Sprinkle top with sugar and carefully remove from pans.

Special Cocoa Cake

| 1/2 Cup Wilbur Cocoa | 1 Teaspoonful Baking Powder |
| 1/2 Cup Flour | 3 Eggs |
| 1 Cupful Sugar | Pinch Salt |
| 1/2 Cup Cold Water | 1/4 Teaspoonful Cinnamon |

Put the Wilbur Cocoa and sugar into bowl, then add the cinnamon and water; mix the sugar until dissolved; separate the eggs and beat the yolks until light; add to the Wilbur Cocoa, sugar and water; sift the flour, baking powder and salt into mixture. Beat the whites of eggs until dry and add lightly. Line Turk’s-head with paper, pour in mixture and bake forty minutes in moderate oven.

Something new. A delicious cake with no butter. The great economy of time, money and experience, made possible by the use of Wilbur Cocoa, is well illustrated in the above recipe. A child of twelve can make it without failure. The most inexperienced person will have success. It is rich from the Wilbur Cocoa; light as a feather; good when first made and good when a week old.

It Is Economy to Make Wilbur Cocoa Syrup

| 1 Cupful of Wilbur Cocoa | 2 Cupfuls of Sugar |
| 2 Cupfuls of Water | 1/2 Teaspoonful of Salt |
Put the water and sugar in sauce pan; stir until dissolved; put on fire and boil five minutes; mix cocoa with cold water to make a paste and add to the boiling water and sugar; boil slowly for ten minutes; add the salt.

When cold put into bottle or glass jar.

Add one tablespoonful of cocoa syrup to one cupful of milk or water, or half milk and half water.

Be Patriotic and Use Wilbur Cocoa Spread for Bread

\[
\begin{align*}
\frac{1}{2} \text{ Cup of Wilbur Cocoa} & \quad \frac{1}{2} \text{ Cup of Honey or Syrup} \\
\frac{1}{2} \text{ Cup of Powdered or Confectioner's Sugar} & \quad \frac{1}{4} \text{ Cup of Boiling Water} \\
\end{align*}
\]

Pour the boiling water over sugar and cocoa, stir until smooth, add honey or syrup and salt.

This spread is good for young and old.

Or

\[
\begin{align*}
4 \text{ Level Tablespoonfuls of Wilbur Cocoa} & \quad 1 \text{ Cupful of Syrup} \\
& \quad \text{Pinch of Salt} \\
\end{align*}
\]

Mix together, put on fire and bring to a boil. Boil slowly for two minutes.

Quick Economical Pudding

\[
\begin{align*}
\frac{1}{4} \text{ Cup of Wilbur Cocoa} & \quad 4 \text{ Cupfuls of Water} \\
\frac{1}{2} \text{ Cup of Sugar} & \quad \text{Pinch of Salt} \\
\frac{1}{4} \text{ Cup of Granulated Tapioca} & \\
\end{align*}
\]
Put the tapioca and three cupfuls of water on to boil for twenty minutes or until clear; then add the salt, cocoa and sugar, which have been mixed with one cupful of water; boil five minutes.

Pour in glass bowl and serve with orange sauce made as follows:

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\begin{align*}
\frac{1}{2} \text{ Cup of Orange Juice} & \quad 1 \text{ Egg} \\
1 \text{ Teaspoonful of Grated Orange Peel} & \quad 2 \text{ Level Teaspoonfuls of Corn Starch} \\
\frac{1}{2} \text{ Cup of Water} & \quad \frac{1}{4} \text{ Cup of Sugar}
\end{align*}
\]

Beat the egg until light, add the other ingredients, put on fire and boil until thick and smooth, about five minutes. Serve cold with the pudding.

**Cocoa and Honey Cushions**

\[
\begin{align*}
\frac{1}{4} \text{ Cup of Wilbur Cocoa} & \quad \text{Pinch of Baking Soda} \\
1 \text{ Cup of Strained Honey} & \quad 1 \text{ Tablespoonful of Water}
\end{align*}
\]

Put the honey into iron fry pan over very slow fire, stir until it begins to boil, add the cocoa, which has been mixed with the water (it will be a thick paste). Continue boiling very slowly, stirring constantly until it forms a soft ball when dropped in cold water. Add soda, stir well and pour in platter that has been brushed with butter or butter substitute until cold enough to handle. Then pull until it is glassy and cold. Form into long, thin strips and with greased scissors cut into half-inch or inch lengths. This will be crisp, but the chewy kind.
Wilbur Cocoa Dessert

\[
\begin{align*}
\frac{1}{4} \text{ Cup of Wilbur Cocoa} & \quad 1 \text{ Level Tablespoonful of Gelatin} \\
\frac{1}{4} \text{ Cup of Syrup} & \quad \frac{1}{2} \text{ Teaspoonful of Vanilla} \\
\frac{1}{2} \text{ Cup of Sugar} & \quad \text{A Few Grains of Salt} \\
& \quad 1 \text{ Cup of Boiling Water}
\end{align*}
\]

Mix cocoa, syrup and sugar and water; put on fire and boil five minutes. Soak the gelatin in two tablespoonsfuls of cold water for five minutes, then add to the boiling cocoa. Remove from fire and when cold add the salt and flavoring. Pour into bowl and whip (beat) until it is firm and light. Put into ice cream glasses.

This can be served with whipped cream.

Recipe for Wilbur Cocoa Molds

\[
\begin{align*}
\frac{1}{4} \text{ Cup of Wilbur Cocoa} & \quad \frac{1}{4} \text{ Cup of Syrup} \\
\frac{1}{4} \text{ Cup of Sugar} & \quad \frac{1}{4} \text{ Cup of Syrup} \\
4 \text{ Cupfuls (1 Quart) of Milk} & \quad \frac{1}{4} \text{ Cup of Sugar} \\
\frac{1}{4} \text{ Cup of Corn Starch} & \quad \text{Pinch of Salt} \\
& \quad 2 \text{ Eggs}
\end{align*}
\]

Put the milk on in top of double boiler. Mix cocoa and corn starch with a half cupful of milk until smooth; add syrup and sugar. Add this to the boiling milk and boil ten minutes. Separate the eggs, beat the whites until dry, then fold into the hot cocoa mixture. Remove from fire at once. Pour into custard cups that have been rinsed in cold water or brushed with a little butter. When cold and firm turn out into shallow bowl or individual sauce dishes and serve with cold custard sauce made as follows:
Put one cupful of milk on to boil; when boiling add the two egg yolks which have been beaten with two tablespoonfuls of sugar and a few grains of salt and flavoring to taste. Remove from fire at once.

**Nut Fudge**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>1/4 Cup of Cocoa</td>
<td>1/2 Cup of Chopped Nuts or Grated Cocoanut</td>
</tr>
<tr>
<td>1 Cupful of Sugar</td>
<td>1/4 Level Teaspoonful of Cinnamon</td>
</tr>
<tr>
<td>1/2 Cup of Milk</td>
<td></td>
</tr>
<tr>
<td>1 Level Tablespoonful of Butter</td>
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</tbody>
</table>

Mix all together in sauce pan, bring slowly to boil and boil until it spins a thick thread, three to five minutes. Do not stir. Then add cinnamon and chopped nuts and beat until creamy.

Pour into pie plate brushed with oil or butter, and when nearly firm mark into squares.

This is a good dessert for children’s luncheons.

**Frozen Pudding**

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<tr>
<td>1/4 Cup of Wilbur Cocoa</td>
<td>4 Level Tablespoonfuls of Corn Starch</td>
</tr>
<tr>
<td>1 Quart of Milk</td>
<td>Pinch of Salt</td>
</tr>
<tr>
<td>1 1/2 Cupfuls of Sugar</td>
<td>1 Teaspoonful of Vanilla</td>
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Put the milk on to boil; when boiling add the cocoa, corn starch, sugar and salt which have been mixed with a little cold milk; boil five minutes.

When cold add vanilla and freeze the same as ice cream.
Chocolate Souffle—a Meat Substitute

2 Squares (2 Ounces) Wilbur's Baking Chocolate
1 Cupful of Milk
1/4 Cup of Sugar
2 Level Tablespoonfuls of Butter or Oleomargarine
2 Level Tablespoonfuls of Flour
3 Eggs

Put the milk on in top of double boiler, have the butter quite soft and mix with flour until smooth, add to the hot milk and boil five minutes stirring constantly. Grate or shave the chocolate, add to the sugar and put into small pan over fire, stir until smooth, then add to mixture in double boiler; remove from fire and add well-beaten yolks of eggs. Pour into greased casserole or bake dish that holds a quart. Put in moderate oven twenty-two to twenty-five minutes. Serve at once with milk, cream or thin custard sauce.

Philadelphia Chocolate Ice Cream

1/2 Cup of Grated Wilbur's Baking Chocolate
1 Quart of Cream
1 Quart of Milk
2 Cupfuls of Sugar
4 Level Tablespoonfuls of Corn Starch
1 Teaspoonful of Vanilla
or 1/4 Level Teaspoonful of Cinnamon
2 Parts Ice and 1 Part Rock Salt for Freezing

Put the milk on in top of double boiler; when boiling add the corn starch that has been mixed with a little cold milk with the grated chocolate and sugar; boil
fifteen minutes, remove from fire and when cold add the cream and vanilla.

Put in freezer, pack with ice and salt and turn fifteen minutes; remove dasher, drain the water from freezer and pack alternately with ice and salt.

Let stand about one hour.

**Chocolate Pie**
**Without Flour or Shortening**

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\begin{align*}
\frac{1}{4} \text{ Cup of Wilbur Cocoa} & \quad \text{Pinch of Salt} \\
2 \text{ Cupfuls of Milk} & \quad \frac{1}{4} \text{ Level Teaspoonful of Cinnamon} \\
\frac{3}{4} \text{ Cup of Sugar} & \quad 2 \text{ Level Tablespoonfuls of Gelatin} \\
1 \text{ Egg} & \\
\end{align*}
\]

Put the milk on in top of double boiler; when boiling add the cocoa and sugar which have been mixed with cold milk and the yolk of egg until smooth; boil five minutes, then add the gelatin that has been soaked in two tablespoonfuls of cold water. Add salt and cinnamon.

Rinse pie plate in cold water and pour in mixture. When cold cover with the white of egg that has been beaten until dry with one tablespoonful of sugar. Wet knife before cutting. This is cut the same as pie.

To secure the full food value and satisfactory results with the foregoing recipes, specify "Wilbur's" when requiring Cocoa or Baking Chocolate.
WILBUR’S BAKING CHOCOLATE

Made of a selected blend of rich cocoa beans, containing all the full food values of Chocolate.

This product is free from added starch or any adulterant and is of especial value for icings, puddings, sauces and general household use—scientific roasting and milling give the fine flavor and excellent quality found only in Wilbur’s.

Put up in 1/2-lb. and 1/4-lb. cartons.

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