LEMON Meringue Pie

1 crumb or baked shell pastry 8" pie

1/2 cup lemon juice
1 teaspoon grated lemon rind or 1/4 teaspoon cream of tartar, if desired
lemon extract

1 can (14 oz.) ~Bordens Sweetened Condensed Milk
2 eggs, separated

Combine lemon juice and grated lemon rind or lemon extract; gradually stir into ~Bordens Sweetened Condensed Milk. Add egg yolks and stir until well blended. Pour into chilled crumb crust or cooled pastry shell. Add cream of tartar to egg whites; beat until almost stiff enough to hold a peak. Add sugar gradually, beating until stiff but not dry. Pile lightly on pie filling. Bake in slow oven (325°F.) until lightly browned, about 15 minutes. Cool.

MAGIC FRUIT CAKE

PREPARATION TIME: 15 MINUTES
(Makes a 9x4x3-inch loaf cake)

19-oz. package Borden's None Such Mince Meat
1/2 cup water
1 cup walnut meats, coarsely chopped
2 3-oz. cans (% cup) mixed candied fruit
coarsely chopped

1 can (IV3 cups) Eagle Brand Sweetened Condensed Milk
1 egg, beaten
1/2 cup flour
1/2 teaspoon baking soda

Break mince meat into small pieces and put in 2-quart saucepan. Add water. Place over heat and stir until lumps are thoroughly broken. Boil briskly one minute, stirring constantly. Remove from heat and cool. Add nuts, candied fruit, Eagle Brand Sweetened Condensed Milk, and egg; blend well. Stir in flour and baking soda, until just blended. Pour mixture into 9" x 4" x 3" loaf pan which has been greased and waxed paper lined and greased again. Bake in a modern oven (350°F.) 1 hour and 30 minutes or until center springs back when lightly touched with finger and top is golden brown.

DATE AND NUT ROLL

(Makes 8 servings)

2 cups (1/2 lb.) vanilla wafer crumbs
1 cup chopped dates
1/2 cup chopped nut meats
2 teaspoons lemon juice

Combine wafer crumbs, dates and nut meats. Blend Eagle Brand Sweetened Condensed Milk and lemon juice. Add to crumb mixture and knead well. Form into roll 3 inches in diameter and cover with waxed paper. Chill in refrigerator for 12 hours or longer. Cut in slices. Garnish with whipped cream or hard sauce, if desired.

COCONUT MACAROONS

(Makes about 30 cookies)

1/2 can (% cup) Eagle Brand Sweetened Condensed Milk
3 cups shredded coconut

Blend together Eagle Brand Sweetened Condensed Milk, coconut and vanilla. Drop by teaspoonfuls, about 1 inch apart, onto well-greased baking sheet. Bake in moderate oven (350°F.) until a delicate brown, about 8 to 10 minutes. Remove from pan at once.
GOLD RUSH BROWNIES

(Makes 16—2-inch squares)

2 cups firmly packed coarse graham cracker crumbs (about 18 crackers)
1 pkg. (16 oz.) semi-sweet chocolate pieces

Mix together graham cracker crumbs, chocolate pieces and nut meats. Blend in Eagle Brand Sweetened Condensed Milk. Pour into 8” x 8” x 2” square pan which has been greased and bottom lined with waxed paper and greased again. Bake in moderate oven (350°F.) until top is golden brown, about 40 minutes. Remove from oven. Let stand in pan 10 minutes. Turn out from pan, remove waxed paper and cut into squares or bars. Cool.

CHOCOLATE SAUCE

(Makes 2 to 21/4 cups)

1 can (1/2 cup) 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

Put Eagle Brand Sweetened Condensed Milk, chocolate and salt in top of double boiler. Cook over rapidly boiling water, stirring often, until thick (about 10 minutes). Remove from heat. Slowly stir in water, amount depending on consistency desired. Cool. Stir in vanilla. Serve with ice cream, cake or pudding.

BREAD PUDDING

(Makes 8 servings—about 1/2 cup each)

1 can (1/2 cup) Eagle Brand Sweetened Condensed Milk
3 cups hot water
2 cups finely diced bread or soft bread crumbs
3 eggs, slightly beaten
1 tablespoon melted butter
1/2 teaspoon salt
1 teaspoon vanilla extract or grated lemon rind

Combine Eagle Brand Sweetened Condensed Milk and hot water. Pour over bread and let stand until lukewarm. Stir in eggs, butter, salt and vanilla or lemon rind. Pour into greased 1 1/2-quart casserole or baking dish. Set in shallow pan of hot water. Bake in moderate oven (350°F.) until a knife blade inserted near the center comes out clean, about 1 hour. Serve hot or cold with cream, fruit or preserves.

BAKED CUSTARD

(Makes 6 servings—1/2 cup each)

3/4 cup (1/4 can) Eagle Brand Sweetened Condensed Milk
2 cups hot water
3 eggs, slightly beaten
1/2 teaspoon salt
1 teaspoon vanilla extract

Combine Eagle Brand Sweetened Condensed Milk with hot water. Stir gradually into eggs. Stir in salt and vanilla. Pour into 1-quart greased casserole or 6 individual custard cups. Sprinkle top with nutmeg. Place in shallow pan filled with hot water to depth of one inch. Bake in slow oven (325°F.) 1 hour or until a knife inserted near center comes out clean. Chill.

PEANUT BUTTER FROSTING

(Makes about 1 1/2 cups)

1 can (1/2 cup) Eagle Brand Sweetened Condensed Milk
3 tablespoons peanut butter

Gradually add Eagle Brand Sweetened Condensed Milk to peanut butter in top of double boiler, mixing well. Cook over rapidly boiling water, stirring constantly, until thick (about 15 minutes). Cool. Spread on cold cake.
FRUIT CREAM CHEESE PIE
(Makes a 9-inch pie)

1 baked 1-inch pastry shell, cooled
2 egg yolks
1 can (1½ cups) Eagle Brand Sweetened Condensed Milk
1 cup lemon juice
1 package (3 oz.) Borden's Cream Cheese

Put Eagle Brand Sweetened Condensed Milk and lemon juice into mixing bowl; stir until mixture thickens. Beat cream cheese, softened at room temperature, until smooth. Add one egg yolk at a time, beating well after each addition. Add fruit and mix well. Fold the cheese-fruit mixture into Eagle Brand Sweetened Condensed Milk mixture. Put into cooled, baked pastry shell.

Add cream of tartar to egg whites; beat until almost stiff enough to hold a peak. Add sugar gradually, beating until whites are stiff and glossy but not dry. Pile egg whites lightly on pie filling. Bake in slow oven (325°F.) until lightly browned, about 15 minutes. Cool.

*Any one of following fruits may be used:
1 cup sliced strawberries
1 cup fresh raspberries
1 cup drained, crushed pineapple
2 medium bananas, sliced

MAGIC FRUIT CAKE
(Makes a 9x4x3-inch loaf cake)

1 oz. package Borden's None Such Mince Meat
1 can (1⅓ cups) Eagle Brand Sweetened Condensed Milk
1 cup walnut meats, coarsely chopped
1 cup (8 oz.) mixed candied fruit, coarsely chopped

Break mince meat into small pieces and put in 2-quart saucepan. Add water. Place over heat and stir until lumps are thoroughly broken. Boil briskly one minute, stirring constantly. Remove from heat and cool. Add nuts, candied fruit, Eagle Brand Sweetened Condensed Milk, and egg; blend well. Stir in flour and baking soda, until just blended. Pour mixture into 9 x 4 x 3-inch loaf pan which has been lightly greased, lined and greased again. Bake in a moderate oven (350°F.) 1 hour and 30 minutes or until center springs back when lightly touched with finger and top is golden brown.

DATE AND NUT ROLL
(Makes 8 servings)

2 cups (⅝ lb.) vanilla wafer crumbs
1 cup chopped dates
⅓ cup chopped nut meats
⅓ cup Eagle Brand Sweetened Condensed Milk
2 teaspoons lemon juice

Combine wafer crumbs, dates and nut meats. Blend Eagle Brand Sweetened Condensed Milk and lemon juice. Add to crumb mixture and knead well. Form into roll 3 inches in diameter and cover with waxed paper. Chill in refrigerator for 12 hours or longer. Cut in slices. Garnish with whipped cream or hard sauce, if desired.

COCONUT MACAROONS
(Makes about 30 cookies)

⅓ can (⅛ cup) Eagle Brand Sweetened Condensed Milk
1 cup shredded coconut
1 teaspoon vanilla

Blend together Eagle Brand Sweetened Condensed Milk, coconut and vanilla. Drop by teaspoonfuls, about 1 inch apart, onto well-greased baking sheet. Bake in moderate oven (350°F.) until a delicate brown, about 8 to 10 minutes. Remove from pan at once.
GOLD RUSH BROWNIES
(Makes 16—2-inch squares)
2 cups firmly packed coarse graham cracker crumbs (about 18 crackers)
1 pkg. (6 oz.) semi-sweet chocolate pieces
Vz cup coarsely chopped nut meats
1 can (1 Vz cups) Eagle Brand Sweetened Condensed Milk
Mix together graham cracker crumbs, chocolate pieces and nut meats. Blend in Eagle Brand Sweetened Condensed Milk. Pour into 8" x 8" x 2" square pan which has been greased and bottom lined with waxed paper and greased again. Bake in moderate oven (350°F) until top is golden brown, about 40 minutes. Remove from oven. Let stand in pan 10 minutes. Turn out from pan; remove waxed paper and cut into squares or bars. Cool.

CHOCOLATE SAUCE
(Makes 2 to 2 1/2 cups)
1 can (1 Vz cups) Eagle Brand Sweetened Condensed Milk
Vs teaspoon salt
Vs cup chocolate
2 squares (2 oz.) unsweetened chocolate
Put Eagle Brand Sweetened Condensed Milk, chocolate and salt in top of double boiler. Cook over rapidly boiling water, stirring often, until thick (about 10 minutes). Remove from heat. Slowly stir in water, amount depending on consistency desired. Cool. Stir in vanilla. Serve with ice cream, cake or pudding.

BREAD PUDDING
(Makes 8 servings—about 1/2 cup each)
1 can (1 Vz cups) Eagle Brand Sweetened Condensed Milk
3 cups hot water
2 cups finely diced bread or soft bread crumbs
3 eggs, slightly beaten
1 tablespoon melted butter
Vz teaspoon salt
1 teaspoon vanilla extract or grated lemon rind
Combine Eagle Brand Sweetened Condensed Milk and hot water. Pour over bread and let stand until lukewarm. Stir in eggs, butter, salt and vanilla or lemon rind. Pour into greased 1 Vz-quart casserole or baking dish. Set in shallow pan of hot water. Bake in moderate oven (350°F) 1 hour or until a knife blade inserted near the center comes out clean, about 1 hour. Serve hot or cold with cream, fruit or preserves.

BAKED CUSTARD
(Makes 6 servings—1/2 cup each)
3/4 cup (1/2 can) Eagle Brand Sweetened Condensed Milk
2 cups hot water
3 eggs, slightly beaten
1 teaspoon vanilla extract
Nutmeg
Combine Eagle Brand Sweetened Condensed Milk and water. Stir gradually into eggs. Stir in salt and vanilla. Pour into 1-quart greased casserole or 6 individual custard cups. Sprinkle top with nutmeg. Place in shallow pan filled with hot water to depth of one inch. Bake in slow oven (325°F) 1 hour or until a knife inserted near center comes out clean. Chill.

PEANUT BUTTER FROSTING
(Makes about 1 1/2 cups)
1 can (1 Vz cups) Eagle Brand Sweetened Condensed Milk
3 tablespoons peanut butter
Gradually add Eagle Brand Sweetened Condensed Milk to peanut butter in top of double boiler, mixing well. Cook over rapidly boiling water, stirring constantly, until thick (about 15 minutes). Cool. Spread on cold cake.
LEMON MERINGUE PIE

1 cup or baked pastry 8" pie shell
1/2 cup lemon juice
1 teaspoon grated lemon rind or 1/4 teaspoon cream of tartar or, if desired
1/2 cup sugar
4 tablespoons Eagle Brand Sweetened Condensed Milk

Combine lemon juice and grated lemon rind or lemon extract; gradually stir into Eagle Brand Sweetened Condensed Milk. Add egg yolks and stir until well blended. Pour into chilled crust or cooled pastry shell. Add cream of tartar to egg whites; beat until almost stiff enough to hold a peak. Add sugar gradually, beating until stiff but not dry. Pipe lightly on pie filling. Bake in slow oven (325° F.) until lightly browned, about 15 minutes. Cool.

CHEESESLESS CHEESE CAKE

4 eggs, separated
1-1/3 cups (15 oz. can) of Eagle Brand Sweetened Condensed Milk
1 teaspoon grated lemon rind
1/4 cup lemon juice
1 teaspoon vanilla
1/2 teaspoon nutmeg
2 tablespoons melted butter
2 tablespoons zwieback crumbs

Beat egg yolks and combine with Eagle Brand Sweetened Condensed Milk. Add lemon rind, juice, vanilla and nutmeg. Blend well. Fold in stiffly beaten egg whites. Combine melted butter and zwieback crumbs. Sprinkle buttered 8" x 8" x 2" square or 9" x 2" layer cake pan with half the crumbs. Pour in mixture and sprinkle with remaining crumbs. Bake in slow oven (325° F.) 30 minutes. Turn off heat; cool for 1 hour in oven with door closed.

VANILLA ICE CREAM

1/4 cup Eagle Brand 1/2 teaspoon vanilla 1/4 cup water 1/4 cup heavy cream*

Set refrigerator control at coldest point. Mix Eagle Brand Sweetened Condensed Milk, water and vanilla. Chill. Cream to custard-like consistency. Fold into chilled mixture. Pour into freezing tray; cover with waxed paper. Freeze to a firm mush. Turn into chilled bowl; break up with fork; heat until fluffy but not melted. Quickly return to tray, replace waxed paper; freeze until firm.

*Chilled light cream or evaporated milk may be used by reducing water to 1/2 cup.

CHOCOLATE COCONUT DROPS

3/4 cup Eagle Brand 1/4 teaspoon salt 1/4 cup water 1/4 teaspoon vanilla

Put Eagle Brand Sweetened Condensed Milk, chocolate and salt in top of double boiler. Cook over rapidly boiling water, stirring often, until thick (about 10 minutes). Remove from heat and stir in coconut and vanilla. Drop by teaspoonfuls on well-greased baking sheet 1-inch apart. Bake in moderate oven (350° F.) 10 to 12 minutes. Remove from pan at once.

APRICOT COCONUT BALLS

1 1/4 cups dried apricots, ground 2 cups shredded coconut 1/4 cup Eagle Brand Confectioners' sugar

Mix apricots and coconut. Add Eagle Brand Sweetened Condensed Milk and blend well. Shape into balls and roll in confectioners' sugar. Let stand until firm.
UNCOOKED SPANISH CREAM • MAKES 6 SERVINGS *

1 tablespoon (1 envelope) plain unflavored gelatine

1/4 cup cold water

2 eggs, separated

1/4 cup boiling water

Soften gelatine in cold water 5 minutes. Beat egg yolks until lemon colored. Stir in Eagle Brand Sweetened Condensed Milk, salt and vanilla. Pour boiling water over softened gelatine and stir until gelatine is dissolved. Stir gelatine into milk mixture. Beat egg whites until stiff but not dry; fold into milk mixture. Turn into 3-cup mold. Chill until set, then unmold.

SIX-WAY COOKIES • MAKES 30--21/2 INCH COOKIES •

1 1/3 cups (15 oz. can) Eagle Brand

1/2 cup peanut butter

Any one of the 6 ingredients listed below:

(1) 2 cups raisins

(2) 2 cups corn flaks

(3) 3 cups shredded coconut

(4) 2 cups bran flakes

(5) 1 cup chopped nut meats

(6) 2 cups chopped dates

Mix Eagle Brand Sweetened Condensed Milk, peanut butter, and any one of the six ingredients listed above. Drop by teaspoonfuls on greased baking sheet. Bake in moderately hot oven (375°F.) for 12 minutes or until brown. Remove from pan at once.

BAKED CUSTARD • MAKES 6 SERVINGS—1/4 CUP EACH *

1/2 cup Eagle Brand

1/4 teaspoon salt

2 cups hot water 1 teaspoon vanilla

3 eggs, slightly beaten

Mix Eagle Brand Sweetened Condensed Milk and hot water. Pour gradually over eggs, stirring constantly. Add salt and vanilla. Pour into greased baking dish or custard cups. Sprinkle with nutmeg. Place in pan filled with hot water to depth of 1 inch. Bake in slow oven (325°F.) about 1 hour or until custard is set. (A knife blade inserted will come out clean when custard is done.)

MAGIC TRUFFLES

SUPER-SMOOTH CHOCOLATE CANDY

1 package (6 oz.) semisweet chocolate pieces

1/2 cup plus 1 tablespoon Eagle Brand Sweetened Condensed Milk

Pinch of salt

1/2 teaspoon vanilla or imitation rum extract

Melt chocolate, without stirring, in top of double boiler over rapidly boiling water. Remove from heat. Add Eagle Brand Sweetened Condensed Milk, salt and flavoring; stir only until blended. Pour into waxed paper and press into block 1 inch high. Chill in refrigerator until firm (about 2 hours). Turn out of container, remove waxed paper and cut into serving pieces. Store in an airtight container. Makes more than 1/2 pound.

NUT VARIATION: Reduce flavoring to 1/4 teaspoon and add 3 tablespoons ground nut meats after flavoring.

BREAD INTO CAKE

1. Slice day-old white bread 1/4-inch thick. Re-moist bread. Cut strips 1/4-inch wide.

2. Dip strips, in Eagle Brand Sweetened Condensed Milk, covering well. Drain on waxed paper or cake rack.

3. Roll strips, shredded coconut or finely chopped nut meats.

4. Put on lightly greased baking sheet. Bake on top shelf in moderate oven (350°F.) until lightly browned (about 15 minutes).

5. Serve hot or cold.

NUT VARIATION: Reduce flavoring to 1/4 teaspoon and add 3 tablespoons ground nut meats after flavoring.
LEMON MERINGUE PIE

1 crumb or baked pastry 8" pie shell
1/4 cup lemon juice
1 teaspoon grated lemon rind or
1/4 teaspoon cream of tartar
4 tablespoons sugar

Combine juice and grated lemon rind or lemon extract; gradually stir into Eagle Brand Sweetened Condensed Milk. Add egg yolks and stir until well blended. Pour into chilled crumb crust or cooled pastry shell. Add cream of tartar to egg whites; beat until almost stiff enough to hold a peak. Add sugar gradually, beating until stiff but not dry. Pile lightly on pie filling. Bake in slow oven 325° F. until lightly browned, about 15 minutes. Cool.

CHEESELESS CHEESE CAKE

4 eggs, separated
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/2 cup lemon juice
1 teaspoon vanilla
1/2 teaspoon nutmeg
2 tablespoons melted butter
1/4 cup zwieback crumbs

Beat egg yolks and combine with Eagle Brand Sweetened Condensed Milk. Add lemon rind, juice, vanilla and nutmeg. Blend well. Fold in stiffly beaten egg whites. Combine melted butter and zwieback crumbs. Sprinkle buttered 8" x 8" x 2" or 9" x 2" layer cake pan with half the crumbs. Pour in mixture and sprinkle with remaining crumbs. Bake in slow oven 325° F. 30 minutes. Turn off heat; cool for 1 hour in oven with door closed.

VANILLA ICE CREAM

3/4 cup Eagle Brand cream
1 teaspoon vanilla
1/4 cup water

Set refrigerator control at coldest point. Mix Eagle Brand Sweetened Condensed Milk, water and vanilla. Chill. Whip cream to custard-like consistency and fold into chilled milk. Pour into freezing tray; cover with waxed paper. Freeze to a firm mush. Turn into chilled bowl; break up with fork; beat until fluffy but not melted. Quickly return to tray, replace waxed paper; freeze until firm.

CHOCOLATE COCONUT DROPS

4/5 cup Eagle Brand cream
1 square (1 oz.) unsweetened chocolate
1 teaspoon salt

Put Eagle Brand Sweetened Condensed Milk, chocolate and salt in top of double boiler. Cook over rapidly boiling water, stirring often, until thick (about 10 minutes). Remove from heat and stir until cool but still warm. Drop by teaspoonfuls on well-greased baking sheet 1-inch apart. Bake in moderate oven 350° F. 10 to 12 minutes. Remove from pan at once.
UNCOOKED SPANISH CREAM

MAKES 6 SERVINGS

1 tablespoon (1 envelope) plain unflavored gelatine
1 cup cold water
2 eggs, separated
1/4 cup cold water
1 teaspoon vanilla
1/2 cup boiling water
1/4 cup sweetened condensed milk
1/2 teaspoon salt
1/2 teaspoon vanilla
1/4 cup boiling water

Soften gelatine in cold water 5 minutes. Beat egg yolks until lemon colored. Stir in Eagle Brand Sweetened Condensed Milk, salt and vanilla. Pour boiling water over softened gelatine and stir until gelatine is dissolved. Stir gelatine into milk mixture. Beat egg whites until stiff but not dry; fold into milk mixture. Turn into 3-cup mold. Chill until set, then unmold.

SIX-WAY COOKIES

MAKES 30-21/2 INCH COOKIES

3/4 cups (15 oz can) Eagle Brand Sweetened Condensed Milk
1/2 cup peanut butter
Any one of the six ingredients listed below:
(1) 2 cups raisins
(2) 2 cups corn flakes
(3) 3 cups shredded coconut
(4) 2 cups bran flakes
(5) 1 cup chopped nut meats
(6) 2 cups chopped dates

Mix Eagle Brand Sweetened Condensed Milk, peanut butter, and any one of the six ingredients above. Drop by teaspoonfuls on greased baking sheet. Bake in moderately hot oven (375°F.) for 12 minutes or until brown. Remove from pan at once.

BAKED CUSTARD

MAKES 6 SERVINGS—1/2 CUP EACH

1/4 cup Eagle Brand
1/8 cup water
3 eggs, slightly beaten
1/4 cup sweetened condensed milk
1/2 teaspoon salt
1 teaspoon vanilla
Nutmeg

Mix Eagle Brand Sweetened Condensed Milk and hot water. Pour gradually over eggs, stirring constantly. Add salt and vanilla. Turn into greased baking dish or custard cups. Sprinkle with nutmeg. Place in pan filled with hot water to depth of 1 inch. Bake in slow oven (325°F.) for about 1 hour or until custard is set. (A knife blade inserted will come out clean when custard is done.)

MAGIC TRUFFLES

SUPER-SMOOTH CHOCOLATE CANDY

1 package (6 oz) semisweet chocolate pieces
1/2 cup plus 1 tablespoon Eagle Brand Sweetened Condensed Milk
Pinch of salt
1/2 teaspoon or imitation rum extract

Melt chocolate, without stirring, in top of double boiler over rapidly boiling water. Remove from heat. Add Eagle Brand Sweetened Condensed Milk, salt and vanilla, stir until blended. Turn into container lined with waxed paper and press into block 1 inch high. Chill in refrigerator until firm (about 2 hours). Turn out of container, remove waxed paper and cut into serving pieces. Store in airtight container. Makes more than 1/2 pound.

NUT VARIATION: Reduce flavoring to 1/4 teaspoon and add 3 tablespoons ground nut meats after flavoring.

BREAD INTO CAKE

2. Dip strips, in Eagle Brand Sweetened Condensed Milk, covering well. Drain on wax paper or on rack.
3. Roll in shredded coconut or finely chopped nut meats.
4. Put on lightly greased baking sheet. Bake on top shelf in moderate oven (350°F.) until lightly browned (about 15 minutes).
5. Serve hot or cold.
LEMON MERINGUE PIE

1 crumb or baked pastry 8" pie shell
1/2 cup lemon juice
1 teaspoon grated lemon rind or 1/4 teaspoon cream of tartar, if desired
2 tablespoons sugar
2 eggs, separated
1/2 cup (15 oz. can) Eagle Brand Sweetened Condensed Milk
Combine lemon juice and grated lemon rind or lemon extract; gradually stir into Eagle Brand Sweetened Condensed Milk. Add egg yolks and stir until well blended. Pour into chilled crust or cooled pastry shell. Add cream of tartar to egg whites; beat until almost stiff enough to hold a peak. Add sugar gradually, beating until stiff but not dry. Pipe lightly on pie filling. Bake in slow oven (325° F.) until lightly browned, about 15 minutes. Cool.

CHEESELESS CHEESE CAKE

4 eggs, separated
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1 teaspoon grated lemon rind
1/3 cup lemon juice
1/2 cup (15 oz. can) of Eagle Brand Sweetened Condensed Milk
1/2 teaspoon vanilla
1/4 teaspoon nutmeg
2 tablespoons melted butter
1/4 cup zwieback crumbs
Beat egg yolks and combine with Eagle Brand Sweetened Condensed Milk, water and lemon rind, juice, vanilla and nutmeg. Blend well. Fold in stiffly beaten egg whites. Combine melted butter and zwieback crumbs. Sprinkle buttered 8" x 8" x 2" square or 9" x 2" layer cake pan with half the crumbs. Pour in mixture and sprinkle with remaining crumbs. Bake in slow oven (325° F.) 30 minutes. Turn off heat; cool for 1 hour in oven with door closed.

VANILLA ICE CREAM

1/2 cup Eagle Brand 1/2 teaspoon vanilla 1 cup heavy cream*
Set refrigerator control at coldest point. Mix Eagle Brand Sweetened Condensed Milk, water and vanilla. Chill. Whip cream to custard-like consistency. Fold into chilled mixture. Pour into freezing tray; cover with waxed paper. Freeze to a firm mush. Turn into chilled bowl; break up with fork, beat until fluffy but not melted. Quickly return to tray, replace waxed paper; freeze until firm.

'Chilled light cream or evaporated milk may be used by reducing water to 1/3 cup.

CHOCOLATE COCONUT DROPS

1/2 cup Eagle Brand 1/4 teaspoon salt 1/2 cup shredded coconut
Put Eagle Brand Sweetened Condensed Milk, chocolate and salt in top of double boiler. Cook over rapidly boiling water, stirring often, until thick (about 10 minutes). Remove from heat and stir in coconut and vanilla. Drop by teaspoonfuls onto greased baking sheet 1-inch apart. Bake in moderate oven (350° F.) 10 to 12 minutes. Remove from pan at once.

APRICOT COCONUT BALLS

1/3 cups dried apricots, ground 1/2 cup shredded coconut
Mix apricots and coconut. Add Eagle Brand Sweetened Condensed Milk and bland well. Shape into balls and roll in confectioners' sugar. Let stand until firm.
UNCOOKED SPANISH CREAM

* MAKES 6 SERVINGS *

| 1 tablespoon (1 envelope) plain unflavored gelatine | 1/4 teaspoon salt |
| 1/2 cup cold water | 1/2 teaspoon vanilla |
| 1/2 cup boiling water | 1/4 teaspoon |}

Sift gelatine in cold water 5 minutes. Beat egg yolks until lemon colored. Stir in Eagle Brand Sweetened Condensed Milk, salt and vanilla. Pour boiling water over softened gelatine and stir until gelatine is dissolved. Stir gelatine into milk mixture. Beat egg whites until stiff but not dry; fold into milk mixture. Turn into 3-cup mold. Chill until set, then unmold.

SIX-WAY COOKIES

* MAKES 30—2 1/2 INCH COOKIES *

| 1 1/2 cups (15 oz. can) Eagle Brand sweetened condensed milk | 1/4 cup peanut butter |
| 1/2 teaspoon vanilla or imitation rum extract | Any one of the 6 ingredients listed below: |
| (1) 2 cups raisins | (2) 2 cups corn flakes |
| (3) 3 cups shredded coconut | (4) 2 cups bran flakes |
| (5) 1 cup chopped nut meats | (6) 2 cups chopped dates |

Mix Eagle Brand Sweetened Condensed Milk, peanut butter, and any one of the six ingredients listed above. Drop by boiling water on greased baking sheet. Bake in a moderately hot oven (375°F.) for 12 minutes or until brown. Remove from pan at once.

BAKED CUSTARD

* MAKES 6 SERVINGS—1/2 CUP EACH *

| % cup Eagle Brand sweetened condensed milk | 1/2 teaspoon salt |
| 2 cups hot water | 1 teaspoon vanilla |
| 3 eggs, slightly beaten | Nutmeg |

Mix Eagle Brand Sweetened Condensed Milk and hot water. Pour gradually over eggs, stirring constantly. Pour into greased baking dish or custard cups. Sprinkle with nutmeg. Place in pan filled with hot water to depth of 1 inch. Bake in slow oven (325°F.) about 1 hour or until custard is set. (A knife blade inserted will come out clean when custard is done.)

MAGIC TRUFFLES

* SUPER-SMOOTH CHOCOLATE CANDY *

| 1 package (6 oz.) semisweet chocolate pieces | 1/4 cup plus 1 tablespoon Eagle Brand sweetened condensed milk |
| Vi teaspoon vanilla or imitation rum extract | Pinch of salt |

Melt chocolate, without stirring, in top of double boiler over rapidly boiling water. Remove from heat. Add Eagle Brand Sweetened Condensed Milk and flavoring; stir only until blended. Turn into container lined with waxed paper and press into block 1 inch high. Chill in refrigerator until firm about 2 hours. Pour out of container, remove waxed paper and cut into serving pieces. Store in air tight container. Makes more than 1/4 pound.

NUT VARIATION: Reduce flavoring to 1/4 teaspoon and add 3 tablespoons ground nut meats after flavoring.

BREAD INTO CAKE

1. Slice day-old white bread 1/4-inch thick. Remove crusts. Cut strips 1/4-inch wide.
2. Dip strips, in Eagle Brand Sweetened Condensed Milk, covering well. Drain on waxed paper or cake rack.
3. Roll in shredded coconut or finely chopped nut meats.
4. Put on lightly greased baking sheet. Bake on top shelf in moderate oven (350°F.) until lightly browned (about 15 minutes). Serve hot or cold.

MAGIC TRUFFLES
FREE! A WHOLE COOK BOOK OF MAGIC SHORT-CUT RECIPES!

P cakes, cookies, frostings, candies, salad dressings, puddings, refrigerator cakes, ice creams (freezer and automatic).

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(You may paste this form on a penny postcard. Please PRINT.)
WHY MAGIC RECIPES?

Because—with Eagle Brand Sweetened Condensed Milk and just a “twist of the wrist” you can turn out perfect marvels of goodness! When you try these amazing recipes . . . when you see how quick, how easy and economical they are . . . you’ll know why women everywhere call these recipes “magic!”

For Coffee—at its Best

Try a cup of coffee flavored with Eagle Brand Sweetened Condensed Milk instead of separate cream and sugar. It costs much less and it gives your coffee such a rich, grand flavor . . . and creamy golden color. Try it today.

Eagle Brand Sweetened Condensed Milk keeps without refrigeration in the unopened can. Keeps well after opening. Just keep it in the can.
**5 MINUTE CHOCOLATE FROSTING**

2 squares (2 oz.) unsweetened chocolate
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk

Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick. Remove from heat. Add water. Cool. Spread on cold cake. Makes enough frosting to cover tops of 2 (9-inch) layers, or top and sides of loaf cake or about 24 cup cakes.
FRUIT CREAM FILLING

$\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk  
2 tablespoons lemon juice  
$\frac{1}{2}$ cup fruit*

Blend Eagle Brand and lemon juice. Stir until mixture thickens. Fold in fruit. . . Spread between cooled layers. Use as a filling for plain cake or Washington pie, dusting top of cake with confectioners’ (4X) sugar.

*Use any one of the following fruits:
- Fresh raspberries
- Sliced fresh strawberries
- Crushed fresh peaches, drained
- Crushed pineapple, drained
- Stewed apricots, sieved and drained

(For two 9-inch layers)
COCONUT STRIPS

Slice day-old white bread, 3/4-inch thick. Remove crusts. Cut into strips 3/4-inch by 2 inches long.

Spread strips on all sides with Eagle Brand Sweetened Condensed Milk, covering well. Roll in dry, shredded coconut, broken fine. Brown under broiler at low heat, or toast on fork over coals.
Easy! Quick! Only 2 Ingredients!

MAGIC MACAROONS

$\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
3 cups shredded coconut
1 teaspoon vanilla (optional)

Mix Eagle Brand Sweetened Condensed Milk and coconut. Add vanilla, if desired. Drop by spoonfuls on greased baking sheet, about 1 inch apart. Bake in moderate oven (350° F.) 10 minutes or until a delicate brown. Remove from pan at once. Makes 30.
FRUIT CREAM PIE

1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/4 cup lemon juice
1 cup fruit*

1/2 cup whipping cream
2 tablespoons confectioners’ (4X) sugar

Baked pie shell (9 inch)


*Fresh raspberries, sliced fresh strawberries, sliced peaches or apricots or 2 medium sized bananas, cut in small pieces may be used.
MOLASSES SPICE COOKIES

1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/2 cup molasses
1/4 teaspoon ginger
1/2 teaspoon allspice
1/2 teaspoon nut meats

CHOCOLATE SAUCE

2 squares (2 oz.) unsweetened chocolate
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/8 teaspoon salt
1/2 to 1 cup hot water

Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick. Remove from heat. Add salt and hot water; amount depending on the consistency desired. Makes 2 or 2 1/2 cups.

CHOCOLATE PEPPERMINT SAUCE: Add 2 or 3 drops of oil of peppermint to above recipe.

CHOCOLATE NUT SAUCE: Add 1 cup walnuts finely chopped.
Bittersweet Chocolate Drops

3/4 pound sweet chocolate
1/4 pound unsweetened chocolate
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1 teaspoon vanilla
1 cup chopped walnut meats

Melt sweet and unsweetened chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and mix thoroughly. Cook over boiling water for 3 minutes or until thickened. Remove from heat. Add vanilla and chopped walnuts. Drop by teaspoons on waxed paper. Allow to stand for several hours. Makes about 48.
Imagine: PERFECT lemon filling without cooking!

MAGIC LEMON MERINGUE PIE

1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/4 teaspoon lemon extract
1/2 cup lemon juice
2 eggs, separated
2 tablespoons sugar
Grated rind of 1 lemon or (8-inch) Baked pie shell

Blend Eagle Brand Sweetened Condensed Milk, lemon juice, grated lemon rind or lemon extract, and egg yolks. Pour into baked pie shell. Cover with meringue made by beating egg whites until stiff and adding sugar. Bake in moderate oven (350° F.) 10 minutes or until brown. Chill.
BAKED CUSTARD

2/3 cup Eagle Brand Sweetened Condensed Milk
2 1/4 cups hot water

Mix Eagle Brand Sweetened Condensed Milk and hot water. Pour gradually over eggs. Add salt. Pour into greased baking dish or custard cups. Sprinkle with nutmeg. Place in pan filled with hot water to depth of custard. Bake in slow oven (325° F.) about 1 hour or until custard is set. (A knife blade inserted will come out clean when custard is done.)

(Serves 6)
In 5 minutes—marvelous chocolate filling!

MAGIC CHOCOLATE PIE

2 squares (2 oz.) unsweetened chocolate
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk

Creamy — never grainy!
Less chance of failure!

MAGIC CHOCOLATE FUDGE

2 cups sugar 3 squares unsweetened chocolate, cut in small pieces
1/2 cup water
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1 cup water
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk

Mix sugar, water, and Eagle Brand Sweetened Condensed Milk in large saucepan. Cook, stirring constantly, over medium heat to 237° F. or until mixture forms firm ball when tested in cold water. Remove from heat. Add chocolate and beat until it is melted. Add nut meats. Beat at once, until thick and creamy. Pour into buttered pan. When cool, cut into squares.
The easiest salad dressing you ever made!

**MAGIC MAYONNAISE**

\[
\begin{align*}
\frac{2}{3} \text{ cup Eagle Brand Sweetened Condensed Milk} & \quad 1 \text{ egg yolk} \\
\frac{1}{4} \text{ cup vinegar or lemon juice} & \quad \frac{1}{2} \text{ teaspoon salt} \\
\frac{1}{4} \text{ cup salad oil or melted butter} & \quad \text{Dash of cayenne} \\
& \quad 1 \text{ teaspoon dry mustard}
\end{align*}
\]

Place ingredients in mixing bowl. Beat with rotary egg beater until mixture thickens. If thicker consistency is desired, place in refrigerator to chill before serving. Makes 1¼ cups.
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Printed in U. S. A.
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SWEETENED CONDENSED MILK
Magic Recipes FOR ICE CREAM DELICIOUS DESSERTS
25¢ PER CAN
FREE! A WHOLE COOK BOOK OF MAGIC SHORT-CUT RECIPES

Plain cake, cookies, frostings, candies, salad dressings, puddings, refrigerator cakes, ice creams (freezer and automatic).


Name

Street

City  State

You may paste this form on a penny postcard. Please PRINT.)
WHAT IS THE MAGIC IN EAGLE BRAND?

It's the blending of pure, rich milk and sugar into an almost unbelievable cream-like smoothness. Because of this magic smoothness, you can make superb ice creams. You can make gloriously smooth candies and frostings! Cookies that require no butter, no sugar! All easy! Just follow the magic foolproof recipes.

For Coffee—at its Best

Try a cup of coffee flavored with Eagle Brand Sweetened Condensed Milk instead of separate cream and sugar. It costs much less and it gives your coffee such a rich, grand flavor...and creamy golden color. Try it today.

Eagle Brand Sweetened Condensed Milk keeps without refrigeration in the unopened can. Keeps well after opening. Leave it in the can, cover with waxed paper or a saucer, and store in your refrigerator.
(Automatic Refrigerator Method)

VANILLA ICE CREAM

\[
\begin{align*}
\frac{2}{3} \text{ cup Eagle Brand Sweetened Condensed Milk} & \quad \frac{1}{2} \text{ cup water} \\
& \quad 1\frac{1}{2} \text{ teaspoons vanilla}
\end{align*}
\]

1 cup heavy cream*

Set refrigerator control at coldest point. Mix Eagle Brand Sweetened Condensed Milk, water and vanilla. Chill. Whip cream to custard-like consistency. Fold into chilled mixture. Pour into freezing tray; cover with waxed paper. Freeze to a firm mush. Turn into chilled bowl; break up with fork; beat until fluffy but not melted. Quickly return to tray, replace waxed paper; freeze until firm. Makes 4 servings.

*Chilled light cream or evaporated milk may be used by reducing water to \(\frac{2}{3}\) cup.
SIX-WAY COOKIES

1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/2 cup peanut butter
Any one of the 6 ingredients listed below:
(1) 2 cups raisins
(2) 2 cups corn flakes
(3) 3 cups shredded coconut
(4) 2 cups bran flakes
(5) 1 cup chopped nut meats
(6) 2 cups chopped dates

Mix Eagle Brand Sweetened Condensed Milk, peanut butter, and any one of the six ingredients listed above. Drop by teaspoonfuls on greased baking sheet. Bake in moderately hot oven (375° F.) for 12 minutes or until brown. Remove from pan at once. Makes 30 2 1/2-inch cookies.
FRUIT CREAM PIE

1 Baked 9-inch pie shell
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/4 cup lemon juice
1 cup fruit*
1/2 cup whipping cream
2 tablespoons confectioners' sugar


*May use raspberries, sliced strawberries, sliced peaches, sliced apricots, or 2 bananas, cut in small pieces.
COTTAGE CHEESE
SALAD DRESSING

$\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
$\frac{1}{2}$ cup vinegar
$\frac{1}{2}$ teaspoon salt
$\frac{3}{4}$ teaspoon dry mustard
$\frac{1}{2}$ teaspoon paprika
$\frac{1}{2}$ cup cottage cheese

Mix together Eagle Brand Sweetened Condensed Milk, vinegar, salt, mustard, and paprika. Force cottage cheese through sieve. Add to mixture beating with rotary egg beater until smooth. If thicker consistency is desired, chill before serving. Serve on fruit salad or salad greens.

Makes 1$\frac{1}{2}$ cups.
BAKED CUSTARD

2/3 cup Eagle Brand Sweetened Condensed Milk
2 1/4 cups hot water

3 eggs, slightly beaten
1/2 teaspoon salt
1 teaspoon vanilla

Nutmeg

Mix Eagle Brand Sweetened Condensed Milk and hot water. Pour gradually over eggs. Add salt and vanilla. Pour into greased baking dish or custard cups. Sprinkle with nutmeg. Place in pan filled with hot water to depth of custard. Bake in slow oven (325° F.) about 1 hour or until custard is set. (A knife blade inserted will come out clean when custard is done.) Makes 6 servings.
LEMON MERINGUE PIE

1 baked 8-inch pie shell (pastry or crumb)
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/2 cup lemon juice
Grated rind of 1 lemon or
1/4 teaspoon lemon extract
2 eggs, separated
1/4 teaspoon cream of tartar*
4 tablespoons sugar

Blend Eagle Brand Sweetened Condensed Milk, lemon juice, lemon rind or extract and egg yolks. Pour into pie shell. Add cream of tartar to egg whites; beat until almost stiff enough to hold a peak. Add sugar gradually, beating until stiff but not dry. Pile lightly on filling. Bake in slow oven (325° F.) 15 minutes or until lightly browned. Cool.

*May be omitted but it makes a more stable meringue.
MAGIC-QUICK
CHOCOLATE FROSTING

1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
2 squares (2 oz.) unsweetened chocolate
1/8 teaspoon salt
1 tablespoon water
1/2 teaspoon vanilla

Cook Eagle Brand Sweetened Condensed Milk, chocolate and salt over rapidly boiling water until thick, about 10 minutes, stirring constantly. Add water gradually. Cool. Add vanilla. Spread on cold cake. Makes enough frosting to cover tops of 2 (9-inch) layers, top and sides of loaf cake or 24 cup cakes.

CHOCOLATE SAUCE: Increase water, using 1/2 to 1 cup hot water, amount depending on the consistency desired. Makes 2 to 2 1/2 cups.
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
2 (7 oz.) pkgs. semi-sweet chocolate
1/8 teaspoon salt
1 teaspoon vanilla
1 cup chopped nut meats

Cook Eagle Brand Sweetened Condensed Milk, chocolate and salt over rapidly boiling water until thick, about 10 minutes, stirring constantly. Remove from heat. Add vanilla and nut meats. Turn into pan which has been buttered or lined with waxed paper. Chill for a few hours. When firm, cut into squares. Makes about 2 pounds.
MAGIC SHORT-CUT RECIPE
FREE! A WHOLE COOK BOOK OF MAGIC SHORT-CUT RECIPES!

Pies, cakes, cookies, frostings, candies, salad dressings, puddings, refrigerator cake creams (freezer and automatic).


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WHY WE CALL IT MAGIC MILK

Who renamed Eagle Brand? Women . . . women who’d tried Eagle Brand magic short-cut recipes. They called it “the magic milk.” And we put that name, “magic milk,” on the Eagle Brand can. The very same milk, mind you. But now it carries that title it earned for itself. You’ll say Eagle Brand is magic, too, when you try these recipes.
Imagine: PERFECT lemon filling without cooking!

MAGIC LEMON MERINGUE PIE

1 can Eagle Brand Magic Milk
1/2 cup lemon juice
Grated rind of 1 lemon or 1/4 teaspoon lemon extract
2 eggs, separated
2 tablespoons granulated sugar
Baked pie shell (8-inch)

Blend together Eagle Brand Magic Milk, lemon juice, grated lemon rind or lemon extract, and egg yolks. Pour into baked pie shell. Cover with meringue made by beating egg whites until stiff and adding sugar. Bake in moderate oven (350°F.) 10 minutes or until brown. Chill before serving.
Never grainy—

Never runny—

5 MINUTE CHOCOLATE FROSTING

2 squares unsweetened chocolate
1 can Eagle Brand Magic Milk

Melt chocolate in top of double boiler. Add Eagle Brand Magic Milk, stir over boiling water 5 minutes until it thickens. Add water. Cool. Spread on cold cake. Makes enough frosting to cover tops and sides of 2 (9-inch) layers, or top and sides of loaf cake generously, or about 24 cup cakes.
(Automatic Refrigerator Method)

CHOCOLATE ICE CREAM

1 square unsweetened chocolate

\( \frac{2}{3} \) cup Eagle Brand Magic Milk

\( \frac{1}{2} \) cup whipping cream

\( \frac{1}{2} \) teaspoon vanilla

\( \frac{2}{3} \) cup water

Melt chocolate in top of double boiler. Add Eagle Brand Magic Milk and stir over boiling water for 5 minutes until mixture thickens. Add water and mix well. Chill thoroughly. Add vanilla. Whip cream to custard-like consistency and fold into chilled mixture. Pour into freezing pan. Place in freezing unit. When mixture is about half frozen remove from refrigerator. Scrape mixture from sides and bottom of pan. Beat until smooth but not until melted. Smooth out and replace in freezing unit until frozen for serving. Serves 6.
Less cream—only 1 stirring—yet no ice splinters!

**VANILLA ICE CREAM**

(Made in the automatic refrigerator)

\[
\frac{2}{3} \text{ cup Eagle Brand Magic Milk} \quad \frac{1}{2} \text{ cup water} \\
1\frac{1}{2} \text{ teaspoons vanilla} \quad 1 \text{ cup whipping cream}
\]

Sounds crazy, but it works!

MAGIC CARAMEL PUDDING

Place one or more unopened cans of Eagle Brand Magic Milk in a kettle of boiling water and keep at boiling point for 3 hours. CAUTION—Be sure to keep can well covered with water. Chill. Blend with hot water, coffee or fruit juices. Beat until smooth and pile in sherbet glasses. Garnish with whipped cream, nut meats, fruit, etc., if desired.

NOTE: Use this pudding, blended with 2 tablespoons hot water, for a pie filling. Top with banana slices and whipped cream.
The easiest salad dressing you ever knew!

**MAGIC MAYONNAISE**

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3 cup Eagle Brand Magic Milk</td>
<td></td>
</tr>
<tr>
<td>1/4 cup vinegar or lemon juice</td>
<td></td>
</tr>
<tr>
<td>1/4 cup salad oil or melted butter</td>
<td></td>
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<tr>
<td>1 egg yolk</td>
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<tr>
<td>1/2 teaspoon salt</td>
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<tr>
<td>Few grains cayenne</td>
<td></td>
</tr>
<tr>
<td>1 teaspoon dry mustard</td>
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</tbody>
</table>

Place ingredients in mixing bowl. Beat with rotary egg beater until mixture thickens. If thicker consistency is desired, place in refrigerator to chill before serving. Makes 1 1/4 cups.
Easy! Quick!
Only 2 ingredients!

MAGIC MACAROONS

1/2 cup Eagle Brand 2 cups shredded coconut
Magic Milk  

In 5 minutes—marvelous chocolate filling!

MAGIC CHOCOLATE PIE

2 squares unsweetened chocolate
1 can Eagle Brand Magic Milk
1/2 cup water
1/4 teaspoon salt
1/2 teaspoon vanilla
Baked pie shell (8-inch)

Melt chocolate in top of double boiler. Add Eagle Brand Magic Milk, and stir over boiling water 5 minutes until mixture thickens. Remove from fire. Add water and salt, and stir until thoroughly blended. When cool add vanilla. Pour into baked pie shell. Garnish with whipped cream if desired. Chill.
Creamy—never grainy!
Less chance of failure!

MAGIC CHOCOLATE FUDGE

2 cups granulated sugar           3 squares unsweetened chocolate
1/2 cup water                     1 cup nut meats, chopped (optional)
1 can Eagle Brand Magic Milk

Mix sugar, water and Eagle Brand Magic Milk in large saucepan. Cook over medium flame to 237°F. or until mixture will form firm ball when tested in cold water. Stir mixture constantly to prevent burning. Remove from fire, add chocolate cut in small pieces. Add chopped nut meats. Beat at once until thick and creamy. Pour into buttered pan. When cool, cut into squares.
FOR COFFEE—AT ITS BEST

Try a cup of coffee “creamed” and sweetened with Eagle Brand Magic Milk. Just stir in enough Eagle Brand Magic Milk to suit the taste, and see coffee-black change to rich, golden, creamy brown. Now taste! Ah, here’s coffee worth talking about! No wonder coffee lovers from Maine to Texas like to start their day with coffee “creamed” and sugared this way! Yet Eagle Brand Magic Milk actually costs only half what it costs for separate cream and sugar! And remember—Eagle Brand Magic Milk keeps without refrigeration in the unopened can. Keeps well after opening. Just keep it in the can.
MAGIC RECIPES INSIDE

COOKIES • CANDIES
FROSTINGS
PIES
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Pie fillings, cookies, frostings, candies, salad dressings, puddings, refrigerator cakes, ice creams (freezer and automatic).

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Street __________________________

City __________________________ State __________________________

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WHY MAGIC RECIPES?

Because—with Eagle Brand Sweetened Condensed Milk and just a "twist of the wrist" you can turn out perfect marvels of goodness! When you try these amazing recipes . . . when you see how quick, how easy and economical they are . . . you'll know why women everywhere call these recipes "magic!"

For Coffee—at its Best

Try a cup of coffee flavored with Eagle Brand Sweetened Condensed Milk instead of separate cream and sugar. It costs much less and it gives your coffee such a rich, grand flavor . . . and creamy golden color. Try it today.

Eagle Brand Sweetened Condensed Milk keeps without refrigeration in the unopened can. Keeps well after opening. Just keep it in the can.
Never grainy—

Never runny—

5 MINUTE CHOCOLATE FROSTING

2 squares (2 oz.) unsweetened chocolate
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk

Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick. Remove from heat. Add water. Cool. Spread on cold cake. Makes enough frosting to cover tops of 2 (9-inch) layers, or top and sides of loaf cake or about 24 cup cakes.
Fruit Cream Filling

\[ \frac{2}{3} \text{ cup Eagle Brand Sweetened Condensed Milk} \]
\[ 2 \text{ tablespoons lemon juice} \]
\[ \frac{1}{2} \text{ cup fruit*} \]

Blend Eagle Brand and lemon juice. Stir until mixture thickens. Fold in fruit. Spread between cooled layers. Use as a filling for plain cake or Washington pie, dusting top of cake with confectioners' (4X) sugar.

*Use any one of the following fruits:
- Fresh raspberries
- Sliced fresh strawberries
- Crushed fresh peaches, drained
- Crushed pineapple, drained
- Stewed apricots, sieved and drained

(For two 9-inch layers)
Slice day-old white bread, \(\frac{3}{4}\)-inch thick. Remove crusts. Cut into strips \(\frac{3}{4}\)-inch by 2 inches long.

Spread strips on all sides with Eagle Brand Sweetened Condensed Milk, covering well. Roll in dry, shredded coconut, broken fine. Brown under broiler at low heat, or toast on fork over coals.
Easy! Quick! Only 2 Ingredients!

MAGIC MACAROONs

2/3 cup Eagle Brand Sweetened Condensed Milk
3 cups shredded coconut
1 teaspoon vanilla (optional)

Mix Eagle Brand Sweetened Condensed Milk and coconut. Add vanilla, if desired. Drop by spoonfuls on greased baking sheet, about 1 inch apart. Bake in moderate oven (350° F.) 10 minutes or until a delicate brown. Remove from pan at once. Makes 30.
FRUIT CREAM PIE

1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/4 cup lemon juice
1 cup fruit*


*Fresh raspberries, sliced fresh strawberries, sliced peaches or apricots or 2 medium sized bananas, cut in small pieces may be used.
MOLASSES SPICE COOKIES

1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/2 cup molasses
1/4 teaspoon ginger
1/2 teaspoon allspice
1/2 teaspoon cinnamon
1/2 teaspoon salt
2 1/2 cups graham cracker crumbs
1/2 cup seedless raisins
1/2 cup chopped nut meats

CHOCOLATE SAUCE

2 squares (2 oz.) unsweetened chocolate
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/8 teaspoon salt
1/2 to 1 cup hot water

Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick. Remove from heat. Add salt and hot water, amount depending on the consistency desired. Makes 2 or 2 1/2 cups.

CHOCOLATE PEPPERMINT SAUCE: Add 2 or 3 drops of oil of peppermint to above recipe.

CHOCOLATE NUT SAUCE: Add 1 cup walnuts finely chopped.
BITTERSWEET CHOCOLATE DROPS

3/4 pound sweet chocolate
1/4 pound unsweetened chocolate
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1 teaspoon vanilla
1 cup chopped walnut meats

Melt sweet and unsweetened chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and mix thoroughly. Cook over boiling water for 3 minutes or until thickened. Remove from heat. Add vanilla and chopped walnuts. Drop by teaspoons on waxed paper. Allow to stand for several hours. Makes about 48.
Imagine: PERFECT lemon filling without cooking!

MAGIC LEMON MERINGUE PIE

1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
Grated rind of 1 lemon or

Blend Eagle Brand Sweetened Condensed Milk, lemon juice, grated lemon rind or lemon extract, and egg yolks. Pour into baked pie shell. Cover with meringue made by beating egg whites until stiff and adding sugar. Bake in moderate oven (350° F.) 10 minutes or until brown. Chill.
Baked Custard

3/3 cup Eagle BrandSweetened Condensed Milk
2 1/4 cups hot water

3 eggs, slightly beaten
1/2 teaspoon salt
Nutmeg

Mix Eagle Brand Sweetened Condensed Milk and hot water. Pour gradually over eggs. Add salt. Pour into greased baking dish or custard cups. Sprinkle with nutmeg. Place in pan filled with hot water to depth of custard. Bake in slow oven (325° F.) about 1 hour or until custard is set. (A knife blade inserted will come out clean when custard is done.)

(Serves 6)
In 5 minutes—marvelous chocolate filling!

MAGIC CHOCOLATE PIE

2 squares (2 oz.) unsweetened chocolate
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk

1/2 cup water
1/4 teaspoon salt
1/2 teaspoon vanilla
Baked pie shell (8-inch)

Creamy — never grainy!
Less chance of failure!

MAGIC CHOCOLATE FUDGE

2 cups sugar
1/2 cup water
1 1/3 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
3 squares unsweetened chocolate, cut in small pieces
1 cup nut meats, chopped (optional)

Mix sugar, water, and Eagle Brand Sweetened Condensed Milk in large saucepan. Cook stirring constantly, over medium heat to 237°F or until mixture forms firm ball when tested in cold water. Remove from heat. Add chocolate and beat until it is melted. Add nut meats. Beat at once, until thick and creamy. Pour into buttered pan. When cool, cut into squares.
The easiest salad dressing you ever made

MAGIC MAYONNAISE

\[
\begin{align*}
\frac{2}{3} \text{ cup Laie Brand Sweetened Condensed Milk} & \quad 1 \text{ egg yolk} \\
\frac{1}{4} \text{ cup vinegar or lemon juice} & \quad \frac{1}{2} \text{ teaspoon salt} \\
\frac{1}{4} \text{ cup salad oil or melted butter} & \quad \text{Dash of cayenne} \\
\end{align*}
\]

Place ingredients in mixing bowl. Beat with rotary egg beater until mixture thickens. If thicker consistency is desired, place in refrigerator to chill before serving.

Makes 1 1/4 cups.
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FOR ICE CREAM AND DELICIOUS DESSERTS

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Cookies, frostings, candies, salad dressings, puddings, refrigerator cakes, ice creams (freezer and automatic).

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PLEASE PRINT
WHAT IS THE MAGIC IN EAGLE BRAND?

It's the blending of pure, rich milk and sugar into a cream-like smoothness. Because of this magic smoothness, you can make superb ice creams, smooth candies and frostings! Cookies that require no butter, no sugar! All easy! Just follow the magic recipes.

For Coffee—at its Best

Try coffee with Eagle Brand instead of separate cream and sugar. It gives your coffee a rich flavor and creamy golden color. Try it today.

Eagle Brand keeps without refrigeration in unopened can. After opening, leave in can, cover with waxed paper or a saucer and store in refrigerator.
CHEESELESS CHEESE CAKE

* MAKES 8 SERVINGS *

4 eggs, separated
1 1/3 cups (15 oz. can) of Eagle Brand
1 teaspoon grated lemon rind
1/3 cup lemon juice

1 teaspoon vanilla
1/2 teaspoon nutmeg
2 tablespoons melted butter
2/3 cup zwieback crumbs (12)

Beat egg yolks and combine with Eagle Brand Sweetened Condensed Milk. Add lemon rind, juice, vanilla and nutmeg. Blend well. Fold in stiffly beaten egg whites. Combine melted butter and zwieback crumbs. Sprinkle buttered 8” x 8” x 2” square or 9” x 2” layer cake pan with half the crumbs. Pour in mixture and sprinkle with remaining crumbs. Bake in slow oven (325° F.) 30 minutes. Turn off heat; cool for 1 hour in oven with door closed.
SIX-WAY COOKIES

MAKES 30—2½ INCH COOKIES

1 1/3 cups (15 oz. can) Eagle Brand
1/2 cup peanut butter
Any one of the 6 ingredients listed below:
(1) 2 cups raisins
(2) 2 cups corn flakes
(3) 3 cups shredded coconut
(4) 2 cups bran flakes
(5) 1 cup chopped nut meats
(6) 2 cups chopped dates

Mix Eagle Brand Sweetened Condensed Milk, peanut butter, and any one of the six ingredients listed above. Drop by teaspoonfuls on greased baking sheet. Bake in moderately hot oven (375° F.) for 12 minutes or until brown. Remove from pan at once.
APRICOT COCONUT BALLS

• MAKES 32 - 1 1/4 INCH BALLS •

1 1/2 cups dried apricots, ground
2 cups shredded coconut
2 1/3 cup Eagle Brand Confectioners' sugar

Mix apricots and coconut. Add Eagle Brand Sweetened Condensed Milk and blend well. Shape into balls and roll in confectioners' sugar. Let stand until firm.
SHORT CUT FUDGE

★ MAKES ABOUT 2 POUNDS ★

1 1/3 cups (15 oz. can) Eagle Brand
2 1/4 cups (14 oz.) pieces of semi-sweet chocolate
1/8 teaspoon salt
1 teaspoon vanilla
1 cup chopped nut meats

Put Eagle Brand Sweetened Condensed Milk, chocolate and salt in top of double boiler. Cook over rapidly boiling water, stirring frequently, until thick (about 10 minutes). Remove from heat. Add vanilla and nut meats. Pour into 8” x 8” x 2” pan which has been buttered or lined with waxed paper. Chill until firm (about 3 hours). Cut into squares.
2. Dip strips, in Eagle Brand Sweetened Condensed Milk, covering well. Drain on waxed paper or cake rack.
3. Roll in shredded coconut or finely chopped nut meats.
4. Put on lightly greased baking sheet. Bake on top shelf in moderate oven (350° F.) until lightly browned (about 15 minutes).
5. Serve hot or cold.
BAKED CUSTARD

* MAKES 6 SERVINGS—1/2 CUP EACH *

2/3 cup Eagle Brand  
2 cups hot water  
3 eggs, slightly beaten

1/2 teaspoon salt  
1 teaspoon vanilla  
Nutmeg

Mix Eagle Brand Sweetened Condensed Milk and hot water. Pour gradually over eggs, stirring constantly. Add salt and vanilla. Pour into greased baking dish or custard cups. Sprinkle with nutmeg. Place in pan filled with hot water to depth of custard. Bake in slow oven (325° F.) about 1 hour or until custard is set. (A knife blade inserted will come out clean when custard is done.)
PEANUT BUTTER HERMITS

★ MAKES 30—2½ INCH COOKIES ★

1 1/3 cups (15 oz. can) Eagle Brand
1/4 teaspoon salt
1/2 cup peanut butter
1 cup graham cracker crumbs

(12 crackers)

Mix Eagle Brand Sweetened Condensed Milk and peanut butter. Add salt and graham cracker crumbs. Blend well. Drop by teaspoonfuls on greased baking sheet, about 2 inches apart. Bake in moderately hot oven (375° F.) 12 minutes or until brown. Remove from pan at once.
VANILLA ICE CREAM

MAKES 1 1/2 PINTS

2/3 cup Eagle Brand 1 1/2 teaspoons vanilla
1/2 cup water 1 cup heavy cream*

Set refrigerator control at coldest point. Mix
Eagle Brand Sweetened Condensed Milk, water
and vanilla. Chill. Whip cream to custard-like
consistency. Fold into chilled mixture. Pour into
freezing tray; cover with waxed paper. Freeze to
a firm mush. Turn into chilled bowl; break up
with fork; beat until fluffy but not melted.
Quickly return to tray, replace waxed paper;
freeze until firm.

*Chilled light cream or evaporated milk may be
used by reducing water to 1/3 cup.
CHOCOLATE FROSTING

MAKES 1½ CUPS

1 ⅓ cups (15 oz. can) Eagle Brand
1 tablespoon water
⅛ teaspoon salt
2 squares (2 oz.) unsweetened chocolate
½ teaspoon vanilla

LEMON MERINGUE PIE

1 Pie Shell (8 inch) (Baked pastry or crumb)
1 1/3 cups (15 oz. can) Eagle Brand
1/2 cup lemon juice
1 teaspoon grated lemon rind

or 1/4 teaspoon lemon extract
2 eggs, separated
1/4 teaspoon cream of tartar*
4 tablespoons sugar

Blend Eagle Brand Sweetened Condensed Milk, lemon juice, lemon rind or extract and egg yolks. Pour into cool pie shell. Add cream of tartar to egg whites; beat until almost stiff enough to hold a peak. Add sugar gradually, beating until stiff but not dry. Pile lightly on filling. Bake in slow oven (325° F.) 15 minutes or until lightly browned. Cool.

*May be omitted but it makes a more stable meringue.