

FREE!

A WHOLE COOK
BOOK OF MAGIC
SHORT-CUT RECIPES

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

Address The Borden Company, Dept. M. R. 0-62
P. O. Box 175, New York 46, N. Y.

Name

Street

City State

PLEASE PRINT

You may paste this form
on a postcard.

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.

CHOCOLATE FROSTING

★ Makes 1½ cups ★

1 can (1½ cups) Eagle
Brand Sweetened
Condensed Milk
1 tablespoon water
¼ teaspoon salt

2 ounces (2 sq.) un-
sweetened chocolate
½ teaspoon vanilla
extract

Put Eagle Brand Sweetened Condensed Milk, water and salt into top of double boiler and mix well. Add chocolate. Cook over rapidly boiling water, stirring often, until thick (about 10 minutes). Remove from heat. Cool. Stir in vanilla. Spread on cold cake.

SIX-WAY COOKIES

★ MAKES 30—2½ INCH COOKIES ★

1½ cups (15 oz. can) Eagle Brand
½ 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 (350 F.) for 10 minutes or until brown. Remove from pan at once.

MAGIC ★ RECIPES

379



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OUTSEPT 9, Pa.

A Division of Eagle Brand Company



EIL

A

LEMON MERINGUE PIE

★ Makes an 8-inch pie ★

- | | |
|--|---|
| 1 crumb or baked pastry 8" pie shell | 1½ cups (15 oz. can) Eagle Brand Sweetened Condensed Milk |
| ½ cup lemon juice | |
| 1 teaspoon grated lemon rind or ¼ teaspoon lemon extract | 2 eggs, separated |
| | ¼ teaspoon cream of tartar, if desired |
| | 4 tablespoons sugar |

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 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 FRUITCAKE

★ Oven Ready in 9½ Minutes ★

- 1 cup *Borden's* Instant None Such Mince Meat*
- 1 cup walnut meats, coarsely chopped
- 1 cup (8 oz.) mixed candied fruit, coarsely chopped
- 1 can (15 oz. can) Eagle Brand Sweetened Condensed Milk

1 egg, beaten. ¾ cup flour, ½ teaspoon baking soda

Combine Mince Meat, nuts, candied fruit, Eagle Brand Sweetened Condensed Milk and egg. Stir in flour and baking soda. Pour into 9 x 4 x 3 in. greased loaf pan, waxed-paper lined and greased again. Bake at 350° F. for 1½ hrs. or till center springs back. If glass baking dish use 325° F.

* The 9-oz. package *Borden's* None Such Mince Meat may be substituted following directions on folder inside package.

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Mr. Grocer:

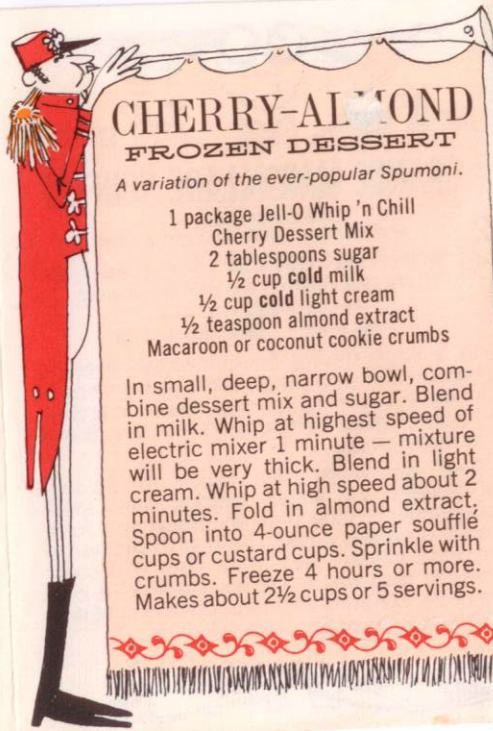
Jell-O Division will redeem this coupon for 5¢ plus 2¢ handling, if you received it on your sale of two packages of Jell-O Whip 'n Chill. For payment, present it to your Jell-O Division representative, or mail it to General Foods Coupon Redemption Office, P.O. Box 103, Kankakee, Illinois. Coupon may not be assigned or transferred by you. Invoice proving purchase of sufficient Jell-O Whip 'n Chill to cover coupons presented for redemption must be shown upon request. Customer must pay any sales tax. Void where prohibited, taxed, or restricted by law. Good only in U.S.A. Cash value 1/20¢.

General Foods Corp.
2150-5

5¢

5¢

GENERAL FOODS



CHERRY-ALMOND FROZEN DESSERT

A variation of the ever-popular Spumoni.

- 1 package Jell-O Whip 'n Chill
Cherry Dessert Mix
- 2 tablespoons sugar
- ½ cup cold milk
- ½ cup cold light cream
- ½ teaspoon almond extract
- Macaroon or coconut cookie crumbs

In small, deep, narrow bowl, combine dessert mix and sugar. Blend in milk. Whip at highest speed of electric mixer 1 minute — mixture will be very thick. Blend in light cream. Whip at high speed about 2 minutes. Fold in almond extract. Spoon into 4-ounce paper souffle cups or custard cups. Sprinkle with crumbs. Freeze 4 hours or more. Makes about 2½ cups or 5 servings.

CREAMY PUMPKIN PIE

A one-step, no-bake pumpkin pie.

- 1 package Jell-O Whip 'n Chill Orange Dessert Mix
- ¼ cup sugar
- 1 teaspoon pumpkin pie spice
- 1 cup canned pumpkin
- ½ cup cold milk • ¼ cup cold water
- 1 baked 9-inch pie crust, cooled
- 1 envelope prepared Dream Whip Whipped Topping Mix (optional)

Combine dessert mix, sugar, and pumpkin pie spice. Blend in pumpkin, milk, and water. Whip at high speed of electric mixer 3 minutes. Pour into crust. Chill 3 hours or more. Garnish with prepared whipped topping mix.

CREAMY PUMPKIN CHIFFON PIE. Prepare Creamy Pumpkin Pie as directed, omitting sugar. Beat 2 egg whites until foamy throughout. Gradually add ¼ cup sugar, beating thoroughly after each addition. Continue beating until egg white mixture will form soft rounded peaks; then fold into pumpkin mixture and pour into pie crust. Chill 3 hours or more.



WELCOME to the

2 NEW FLAVOR
FUN HOUSE

FEATURING INSIDE

5 FUN n FANCY RECIPES

5¢ FUN n FRUGAL COUPON



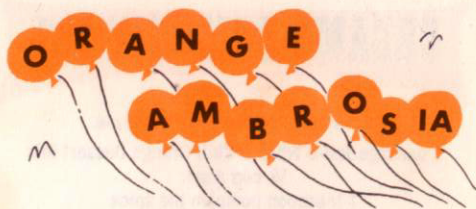
CHILLED PEACH-CHERRY PINWHEEL



A two-layer cake and fruited pudding dessert.

- 1 can (1 lb. 13 oz.) sliced peaches, chilled
- 1 package Jell-O Whip 'n Chill Cherry Dessert Mix
- ½ cup cold milk
- 1 baked 9-inch white cake layer, cut into 6 wedges

Drain peaches, reserving ½ cup syrup. Cut up peaches. In small, deep, narrow bowl, thoroughly blend dessert mix and milk. Whip at highest speed of mixer 1 minute—mixture will be very thick. Blend in ½ cup syrup. Whip at high speed about 2 minutes. Fold in peaches. Chill 10 minutes. Arrange 3 cake wedges in bottom of 9-inch spring-form pan, leaving equal spaces between. Fill spaces with half of prepared dessert mix. Arrange remaining cake wedges on top of the dessert mix. Fill spaces with remaining prepared dessert mix. Chill 2 hours or more. Loosen edges with knife; remove side of pan. Garnish with maraschino cherry halves, if desired. Makes 12 servings.



A Bavarian-type version of a popular dessert.

- 2 oranges
- 1 package Jell-O Whip 'n Chill Orange Dessert Mix
- ½ cup cold milk
- 2 bananas • Lemon juice
- ⅔ cup Baker's Angel Flake Coconut

Section oranges, reserving fruit and measuring juice. Add cold water to juice to make ½ cup. In small, deep, narrow bowl, thoroughly blend dessert mix and milk. Whip at highest speed of electric mixer 1 minute — mixture will be very thick. Blend in the ½ cup measured liquid. Whip at high speed about 2 minutes. Slice bananas; sprinkle with lemon juice. Fold into prepared dessert mix with orange sections and coconut. Spoon into individual serving dishes. Chill 2 hours or more. Makes about 1 quart or 6 to 8 servings.



ORANGE MARMALADE SOUFFLÉ

A little different — orange marmalade adds the accent.

- 2 packages Jell-O Whip 'n Chill Orange Dessert Mix
- 1 cup cold water • 1 cup cold orange juice
- ¼ cup orange marmalade
- 1 egg white • 2 tablespoons sugar

In a large mixing bowl, thoroughly blend dessert mix and water. Whip at high speed of electric mixer 2 minutes. Blend in orange juice. Whip at high speed 5 minutes. Blend in marmalade.

Beat egg white until foamy throughout. Gradually add sugar, beating thoroughly. Continue beating until meringue will form soft rounded peaks. Fold into prepared orange dessert mix. Pour into a 1-quart soufflé dish which has been extended with a paper collar. Chill 4 hours or more. Makes about 7 cups or 8 to 10 servings.



FUN & FRUGAL

5¢ STORE COUPON 5¢
SAVE

GENERAL FOODS **5**¢ GENERAL FOODS



ON TWO
PACKAGES
ANY FLAVOR
OF
NEW
JELL-O®



5¢ **Whip 'n Chill**™ 5¢
DELUXE DESSERT MIX
2150-5



"BUTTER" SPONGE CAKE

Delicious and a sure-fire hit with the family because of its good, satisfying flavor and airy texture! Yet inexpensive to make, using only 2 eggs! This recipe is tested in the Betty Crocker Kitchen. Try it — think of a name for it — write the name on the entry blank and send it in for a big cash prize! Your entry must be postmarked before midnight, July 31, 1939.

- 2 Eggs
- 1/4 tsp. Salt
- 1 cup Sugar
- 1 tsp. Flavoring (vanilla or lemon extract)
- 1/2 cup Milk
- 1 tbsp. Butter
- 1 cup GOLD MEDAL "Kitchen-tested" Flour
- 1 tsp. Baking Powder

BEAT EGGS until very light with rotary beater. Then beat in salt, sugar and flavoring. Beat in milk which is boiling hot and which has been heated with the butter.

Sift the flour once before measuring. Then sift flour and baking powder together and beat into the egg mixture.

Pour **very quickly** into greased and floured pan, and bake **immediately**. (Use a 9-inch round layer pan 1 1/2 inches deep, or an 8-inch square pan 2 inches deep.)

Pre-heat oven to 350°, *moderate oven*, before putting cake in. Do this while you're mixing ingredients — because, you want to bake this cake as soon as it's mixed!

Bake your cake at this 350° temperature for 25 to 30 minutes. To tell when cake is done, press top surface lightly with your finger when the baking time is almost up. If the surface springs back — the cake is done. As a double check for square or loaf cakes, thrust wooden pick or straw into center. If wooden pick or straw comes out of cake clean, cake is done.

Remove from pan a minute after taking from oven, and place on wire cake rack to cool.

With Coconut Custard Cream

Mix together 1/2 cup Sugar, 1/4 tsp. Salt and 5 tbsp. GOLD MEDAL "Kitchen-tested" Flour in top of a double boiler. Beat 1 Egg slightly in a bowl, add to it 1 1/2 cups Milk and stir slowly into sugar and flour mixture.

Cook over hot water — *stirring constantly* — until thick and no starchy taste remains (about 20 minutes). Remove from heat, blend in 1/2 tsp. Vanilla or Lemon Extract, and cool.

Shortly before serving, spread the *cooled* custard over the *cooled* cake. Let stand a few minutes to "set". Spread 1 cup cold Whipped Cream, *whipped stiff*, over the custard. Sprinkle cream generously with **grated Coconut** (either fresh or moist canned coconut).

With Fruit or Berries, Whipped Cream

Spread a thin coating of sweetened whipped cream over *cooled* cake. Arrange fresh sliced and sweetened peaches, sliced bananas, or sweetened fresh berries on top. Cover with more sweetened whipped cream. (1 cup cold whipped cream, *whipped stiff*, will be needed in all.)

\$3,334

in Cash Prizes!

SERIES 1

2



FOR NAMING THIS LUSCIOUS "BUTTER" SPONGE CAKE!

Bake Betty Crocker's Inexpensive "Butter" Sponge Cake — think of a name for it — and be in line for a big cash prize!

\$3,334 in cash prizes is offered for the best names for this luscious, airy-textured cake!

The recipe for it is at the left — and the entry blank and rules are on the back of this page.

Bake the cake — and once tasted, your family and friends and *you* will be able to think of *dozens* of names to do credit to its deliciousness! Send as many names as you want, just so each is written on a separate entry blank, found only in these recipe inserts in GOLD MEDAL "Kitchen-tested" Flour (see entry blank on back of this page).

Rules:

1. Think of a name for the inexpensive sponge cake described in this folder, and print it on the entry blank at right. Clip the entry blank out of this folder and mail to GOLD MEDAL FLOUR CONTEST, Minneapolis, Minn. Your envelope must be postmarked before midnight, July 31, 1939.

2. You may send as many entries as you wish, provided each is written on a separate entry blank from one of these leaflets, found only in the sacks of Gold Medal "Kitchen-tested" Flour.

3. All names will be judged on the basis of aptness, uniqueness and originality. Fancy entries will not be given extra consideration.

4. Judge of the contest will be Prof. Lloyd D. Herrold of Northwestern University. His decision shall be final, binding.

5. All entries become the property of General Mills, Inc. None can be returned.

6. In case of tie, identical prizes will be awarded.

7. Contests are open only to residents of the continental United States and Hawaii. No person connected with General Mills, Inc., or its advertising agencies, or their families, is eligible.

Prize Contest

The following prizes are offered for naming the sponge cake described in this folder. 1st prize, \$1000; 2nd prize, \$100, 5 prizes of \$50 each; 50 of \$5 each; 500 of \$1.50 each and 984 of \$1 each.

Enter the contest *today!* Send as many names as you like, just so each name is written on a separate entry blank (see below), from one of these folders found only in the sacks of GOLD MEDAL "Kitchen-tested" Flour.

Bake the cake and think of names yourself — ask your family and friends! And don't delay — your entry must be postmarked before midnight, July 31, 1939.

ENTRY BLANK

Write on the space provided below the name you wish to submit. This entry blank is good for one name only. Mail entry blank to:

GOLD MEDAL FLOUR CONTEST
Minneapolis, Minnesota

The name I submit for the inexpensive sponge cake is: (print clearly).....

My name is.....

My address is.....

Town..... State.....
(See rules at left)

Try Betty Crocker's

SUNDAY NIGHT SUPPER MENU...



Surprise Supper Puffs*

Platter of Cucumber Sticks, Olives and Radish Roses garnished with lettuce hearts or sprigs of watercress

Inexpensive "Butter" Sponge Cake* (with fresh fruit or berries and whipped cream)

Coffee or Iced Tea

*Recipe in this folder



A "Different" Quick-Bread . . . PRUNE LOAF

15 large Prunes	1 Egg
2 cups GOLD MEDAL "Kitchen-tested" Flour	¾ cup liquid (½ cup milk and ¼ cup prune juice)
3 tsp. Baking Powder	2 tsp. grated Lemon Rind (from 1 lemon)
½ tsp. Salt	
½ cup Sugar	
4 tbsp. Shortening (part butter for flavor)	

WASH THE PRUNES thoroughly in hot water. Then cover with fresh hot water and let soak for 2 hours ("tenderized" prunes do not need to be soaked). Cook in same water until soft. Drain well, pit and cut into ½-inch pieces (they should measure 1 cup).

Sift flour once before measuring. Then sift flour, baking powder, salt and sugar together. Cut in the shortening with a pastry blender or two

knives until finely blended. Beat the egg, add the liquid (milk and prune juice) to it, and stir into the dry ingredients. Blend well. Then stir in the prunes and lemon rind carefully, until thoroughly blended. Pour into well greased loaf pan. (Size of pan: 3¾ by 7¾ inches across the bottom and 2¾ inches deep.)

Now bake the loaf 55 to 60 minutes in a moderate oven (350°). Try this new quick bread today.

Surprise Supper PUFFS

8 Bread rounds, toasted on one side only	1 cup flaked Crabmeat (6-oz. can) (or diced cooked chicken)
8 slices Boiled Ham (about ½ lb.), cut to fit bread rounds	½ cup creamy Salad Dressing (boiled mayonnaise, mayonnaise or a plain boiled dressing)
4 tbsp. prepared Mustard	
8 thin slices of Tomato	(1 large tomato)

On the untoasted side of each round of bread, place in order: a slice of boiled ham, a thin layer of mustard, a slice of tomato and a generous layer of crabmeat (or chicken). Then spread a coating of salad dressing over the top and sides.

Place on a heavy baking sheet and place low in your broiling oven. Broil very slowly, until salad dressing bubbles and puffs up and is a delicate golden brown. This takes about ten to twelve minutes. Serve immediately.

2 KINDS OF COOKIES



3-in-One Cookies

3-in-1 Cookies surprise and delight everyone! . . . because inside each luscious cookie is a whole stuffed date! Your cookie reputation will hit the skies! Try the Salted Peanut Cookies, too. They're dependable favorites, particularly with the youngsters.

CREAM THE SHORTENING, add sugar gradually and cream thoroughly. Then blend in the well beaten eggs and vanilla.

Sift flour once before measuring. Then sift flour, baking powder and salt together, and add to

1/2 cup Shortening (part
butter for flavor)
1/2 cup Sugar
2 Eggs
1 tsp. Vanilla
1 1/2 cups GOLD MEDAL
"Kitchen-tested" Flour
1/2 tsp. Baking Powder
1/2 tsp. Salt
1/4 cup Milk

1/2 sq. unsweetened
Chocolate (1/2 oz.),
melted
1/4 cup Shredded
Coconut
4 dozen whole Dates,
pitted
Walnuts, Pecans or any
nuts desired for
stuffing dates

creamed mixture alternately with the milk. Divide the batter into three equal parts. Add the unsweetened chocolate to one part, the shredded coconut to one part and leave one part plain.

CONTINUED ON BACK OF THIS PAGE

A Chorus of "YUMS" for FRESH BERRY PIE!

1 1/2 cups GOLD MEDAL "Kitchen-tested" Flour
1/2 tsp. Salt
1/2 cup Shortening
Ice Water (3 to 4 tbsp.)
1 tsp. Melted Butter
3 cups Fresh Berries (Blueberries or Raspberries or Blackberries, etc.)

3/4 cup Sugar for Blueberry Pie, 1/4 cup for Raspberry or Blackberry Pie
3 tbsp. GOLD MEDAL "Kitchen-tested" Flour (for thickening)
1/2 tsp. Cinnamon (if desired)
2 tbsp. Butter

Sift flour once before measuring. Sift flour and salt together. Cut in shortening with 2 knives or a pastry blender, leaving some of shortening in lumps size of giant peas. Add ice water, sprinkling it lightly over the flour and shortening, a little at a time. At first, blend it gently with a fork, then gather dough together lightly with fingertips. As soon as you can make dough stay together, you have plenty of water in it.

Now round up dough on cloth-covered board, using flour rubbed into the cloth to keep dough from sticking. Divide dough, using the more generous half for under crust. Roll out bottom crust 1/8 of an inch thick, to fit pie pan. Put dough into pan loosely to avoid stretching. Let pan rest on table when cutting off extra

HOW TO ORDER YOUR SILVERWARE

Mail coupons with a letter telling just what pieces you want. Print your name and address. Send your letter to COUPON SERVICE of General Mills, Inc., Minneapolis, Minn. To complete your set more quickly, take advantage of the generous part-cash offer.

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MAIL small groups of coupons by first-class mail. Send large groups of coupons parcel post, with your letter (with a 3c stamp on it) attached to outside of package. Put enough postage on package, too. Make large remittances by postal money order or check.

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1 SOLID HANDLE KNIFE (Stainless Blade) for 2 coupons and 40c or 50 coupons alone.
1 FORK for 2 coupons and 30c or 45 coupons alone.
1 SALAD FORK for 2 coupons and 30c or 45 coupons alone.
1 BUTTER SPREADER for 2 coupons and 30c or 45 coupons alone.

This coupon not negotiable, good only within the continental limits of the United States and not redeemable after September 30, 1946. This coupon is not redeemable for cash. Coupon is void and not redeemable where the business or redemption of coupons is prohibited, limited, licensed, taxed, or regulated in any manner, including Nevada, or other state or locality where the business or redemption of coupons is prohibited, limited, licensed, taxed, or regulated in any manner. © General Mills, Inc. A-1387

BERRY PIE CONT'D

dough. Now, brush dough in pan with melted butter, and chill thoroughly.

Roll out other half of dough for top crust. It should extend *beyond* edge of pan. Fold in half and make several cuts for steam to escape. Unfold, place on waxed paper, chill thoroughly.

Now mix the sugar, the 3 tbsp. flour, and the cinnamon (if desired). Sprinkle a little of this mixture on bottom pastry in the pan. *Cover with berries.* Sprinkle them with flour and sugar mixture. Add remaining berries, and sprinkle with rest of flour and sugar mixture. Dot with butter. Wet edge of bottom crust.

Lay top crust gently on top of filling, folding extra rim of pastry under edge of lower crust. Pinch the two edges together, and build up fluted edge. If sugared crust is desired, brush top with milk — then sprinkle with sugar. Now, pre-heat your oven to 450° (*hot oven*) before putting in the pie. Bake for 10 minutes at this temperature and 30 more minutes at 350° (*moderate oven*) to finish baking. Use an 8-inch pie pan, 1 1/4 inches deep.

If you use Canned Berries

For a shallow pie, use 2 cups well drained berries (No. 2 can) and 1 to 3 tbsp. juice to moisten. Prepare just as with fresh berries (*except thicken with 3 tbsp. flour and sweeten with only as much sugar as seems desirable*). The baking time is different — bake 15 minutes at 450° (*hot oven*), then 15 minutes more at 350° (*moderate oven*). Use an 8-in. pie pan, 1 in. deep.

3-IN-1 COOKIES, CONT'D.

*Now, stuff dates with nuts. Drop some into the chocolate batter, some into the coconut batter and some into the plain batter. Be sure they are thoroughly coated. Place each date coated with batter on lightly greased baking sheet.

Bake 12 to 15 minutes in a *quick moderate oven* (375°). This recipe makes 4 dozen cookies.

*NOTE: To make the cookies more decorative, roll the coconut cookies in coconut and the chocolate cookies in chopped nuts before baking. 1/4 tsp. cinnamon and 1/4 tsp. nutmeg may be blended into the plain cookie batter, if desired.

SALTED PEANUT COOKIES

1 cup Shortening (part butter for flavor)	1 tsp. Soda
2 cups Brown Sugar (packed in cup)	1/2 tsp. Salt
2 Eggs	2 cups quick-cooking Oatmeal
2 cups GOLD MEDAL "Kitchen-tested" Flour	1 cup WHEATIES
1 tsp. Baking Powder	1 cup coarsely chopped Salted Peanuts

CREAM THE SHORTENING, add the sugar gradually and cream thoroughly. Then blend in the well beaten eggs.

Sift flour once before measuring. Then sift flour, baking powder, soda and salt together, and add with the oatmeal to the creamed mixture. Blend in the WHEATIES and salted peanuts.

Now, drop by teaspoonfuls on a lightly greased heavy baking sheet. Flatten out each cookie with a fork dipped in flour, making a criss-cross pattern.

Bake 10 to 12 minutes in a *moderately hot oven* (400°). This recipe makes about 60 cookies, 2 inches in diameter.

If you'd like any special GOLD MEDAL recipe you've seen advertised recently, write Betty Crocker, Minneapolis, Minnesota, for it.

"Kitchen-tested" is a registered trade-mark of General Mills, Inc.

General Mills, Inc., Minneapolis, Minn.

ALWAYS use Gold Medal Flour in Baking...

In a recent nation-wide survey, the majority of home economics authorities replying stated that, apart from the recipe, flour is the most important factor in baking. The reason is that flour is the principal ingredient, and if it varies from sack to sack, you can't be sure that what you bake will "turn out right"! It is well to consider this when buying your flour. To be on the safe side, ask for GOLD MEDAL "Kitchen-tested" Flour always.

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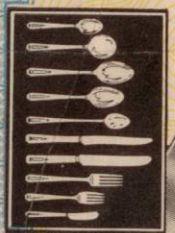
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2
GOLD MEDAL
COUPON
VALUE



FREE BAKE-OFF WINNING RECIPES

From the Pillsbury Bake Off



1 MAGIC MARSHMALLOW CRESCENT PUFFS

- ¼ cup sugar
- 1 teaspoon cinnamon
- 16 *Kraft Jet-Puffed Marshmallows*
- ¼ cup *Parkay Margarine*, melted
- 2 cans (8 oz. each) *Pillsbury Refrigerated Quick Crescent Dinner Rolls*
- Powdered Sugar Icing
- ¼ cup chopped nuts, if desired

GRAND
PRIZE
WINNER

OVEN 375°

16 ROLLS

Combine sugar and cinnamon. Dip marshmallows in melted margarine; roll in sugar-cinnamon mixture. Wrap a crescent triangle around each, completely covering marshmallow and squeezing edges of dough tightly to seal. Dip in margarine; place in muffin pans. Put on foil and bake at 375° for 10 to 15 minutes or until golden brown. Immediately remove; drizzle with Icing. Sprinkle with nuts.

2 COOKIE CRUST PECAN PIE

- 1 roll *Pillsbury Refrigerated Butterscotch Nut, Peanut Butter or Sugar Slice 'N Bake Cookies*
- 1 package (4 oz.) instant butterscotch pudding mix
- 1 ½ cups pecan halves
- ¾ cup dark corn syrup
- ¾ cup milk
- 1 egg

BAKE-OFF
WINNER

OVEN 350°

12 SERVINGS

Slice cookie dough into ¼-inch slices; place in ungreased 13x9-inch baking pan. Press dough over bottom and ¾ inch up sides of pan.

In medium size mixing bowl, combine instant pudding mix, pecan halves, corn syrup, milk and egg; mix well. Pour mixture into crust. Bake at 350° for 30 to 35 minutes or until edges are deep golden and filling is set. Cool; cut into squares. If desired, top with whipped cream.



3

QUICK TRICK APPLE PASTRY

- 1 package (13.8 oz.) Pillsbury Refrigerated Apple-Cinnamon or Cherry Coffeecake with Streusel and Icing
- 1 egg
- $\frac{1}{3}$ cup chopped walnuts
- $\frac{1}{4}$ cup graham cracker crumbs
- $\frac{1}{4}$ cup dairy sour cream
- $\frac{1}{4}$ teaspoon baking powder

OVEN 375°

6 SERVINGS

Unroll coffeecake dough; place in an ungreased 10x6-inch baking dish. Press slits in dough together and press dough $\frac{3}{4}$ inch up sides of dish. Spread apple filling from coffeecake over dough.

In small mixing bowl, thoroughly combine egg, walnuts, graham cracker crumbs, sour cream, baking powder, icing and streusel. Spread mixture evenly over apple filling. Bake at 375° for 20 to 25 minutes or until topping is set. Serve warm. If desired, top with whipped cream and grated lemon peel.



4

4

BARBECUPS

- $\frac{3}{4}$ lb. ground beef
- $\frac{1}{2}$ cup Kraft Barbecue Sauce
- 1 tablespoon instant minced onion
- 2 tablespoons brown sugar
- 1 can (8 oz.) Pillsbury Refrigerated Tenderflake Biscuits
- $\frac{3}{4}$ cup Kraft Shredded Cheddar Cheese

OVEN 400°

12 BARBECUPS

In a large skillet, brown ground beef; drain. Add barbecue sauce, onion, and brown sugar. Set aside.

Separate biscuit dough into 12 biscuits. Place one biscuit in each of 12 ungreased muffin cups, pressing dough up sides to edge of cup. Spoon meat mixture into cups. Sprinkle each with cheese. Bake at 400° for 10 to 12 minutes or until golden brown.

Tip: $\frac{3}{4}$ cup (8 oz. jar) Cheez Whiz by Kraft can be substituted for Kraft Shredded Cheddar Cheese. Spoon 1 tablespoon on each meat filled cup.



FREE BAKE-OFF RECIPE BOOKS

Check items below and send to
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(Please send me free of charge.)

- Bake-Off '69 Recipe Booklet
- Fifty Nifty Recipe Booklet
- Bake-Off '70 Entry Kit

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Allow three weeks for delivery. Offer expires May 1, 1970.

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Raisin Bran Chex Doll

... and lots more fun
for every child with this
big 15" lovable, huggable
great gift idea.
Surprise the kids with this



We're raisin'
the raisins
now lots more raisins in...
RAISIN BRAN Chex

Serve
Chex Party Mix
2 different ways
and have
twice the fun



**PARTY MIX MAKES
A GOOD PARTY BETTER!**

TRADITIONAL PARTY MIX



Taste the raisin population explosion in delicious, iron-fortified Raisin Bran Chex® and use this handy coupon to surprise the kids with their very own lovable, huggable



Raisin Bran Chex Doll

Just fill in the coupon and send it to us with \$1.00 (check or money order), and one Raisin Bran Chex proof of purchase seal. Allow 4 to 5 weeks for delivery.

SEND TO: RAISIN BRAN CHEX DOLL
P.O. BOX 2013
REIDSVILLE, N.C. 27320

Please send me ___ Raisin Bran Chex Dolls. For each doll I order, I enclose \$1.00 (check or money order), and one Raisin Bran Chex proof of purchase seal.

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(Zip Code must be included to assure delivery.)

Offer good while supply lasts. Offer good only in U.S.A. Void where prohibited, taxed, or otherwise restricted.

2 GREAT WAYS TO MAKE A GOOD PARTY BETTER

15TH ANNUAL TRADITIONAL PARTY MIX RECIPE

6 tablespoons butter or margarine	2 cups Wheat Chex®
4 teaspoons Worcestershire sauce	2 cups Corn Chex®
1 teaspoon seasoned or savor salt	2 cups Rice Chex®
	3/4 cup salted nuts

HERE'S HOW TO MAKE IT

Heat your oven to 250°. ● Melt butter or margarine in a shallow pan over low heat. Stir in Worcestershire sauce and seasoned salt. ● Add 6 cups assorted Chex (Wheat, Corn and Rice combined equally or any way you like), and 3/4 cup salted nuts. ● Mix over low heat until all the pieces are coated. ● Heat for 45 minutes in the oven, stirring every 15 minutes. ● Spread out on absorbent paper to cool. ● Yields 6 3/4 cups.

ALL-NEW NUTTY CHEX MIX RECIPE

3 tablespoons salad oil	1/4 teaspoon garlic powder
3 tablespoons smooth peanut butter	2 cups Corn Chex®
2 teaspoons Worcestershire sauce	2 cups Rice Chex®
1/4 teaspoon salt	2 cups Raisin Bran Chex®
	3/4 cup salted peanuts

MAKE IT THIS EASY WAY

In a large skillet, combine oil and peanut butter. Stir over low heat until smooth. Remove from heat. ● Blend in seasonings. Add Chex and nuts. ● Mix until pieces are well coated. ● Heat over low heat for 10 minutes until Chex are crisp. Stir continuously. Spread on absorbent paper to cool. ● Yields 6 3/4 cups.

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
5

Never grainy—

Never runny—

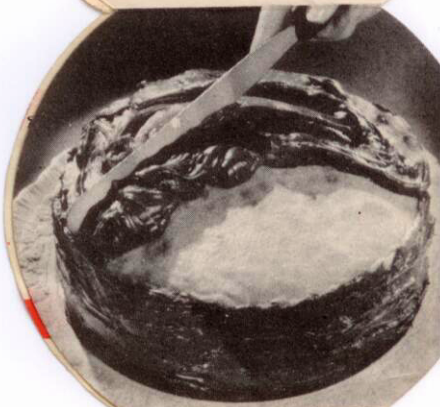
5 MINUTE CHOCOLATE FROSTING

2 squares unsweetened chocolate

1 tablespoon water

1 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 it thickens. 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.



(Automatic Refrigerator Method)

CHOCOLATE ICE CREAM

1 square unsweetened chocolate

$\frac{3}{8}$ cup water

$\frac{1}{2}$ teaspoon vanilla

$\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk

$\frac{1}{2}$ cup whipping cream

Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes until thick. Add water. Mix well. Chill. Add vanilla. Whip cream to custard-like consistency. Fold into chilled mixture. Freeze in freezing unit of refrigerator until half frozen. Scrape mixture from freezing tray and beat until smooth, but not melted. Replace in freezing unit until frozen. Serves 6.

Less cream—only 1 stirring—
yet no ice splinters!

VANILLA ICE CREAM

(Made in the automatic refrigerator)
 $\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
 $\frac{1}{2}$ cup water
 $1\frac{1}{2}$ teaspoons vanilla
1 cup whipping cream

Mix Eagle Brand Sweetened Condensed Milk, water, and vanilla. Chill. Whip cream to custard-like consistency. Fold into chilled mixture. Freeze in freezing unit of refrigerator until half frozen. Scrape mixture from freezing tray. Beat until smooth, but not melted. Replace in freezing unit until frozen. Serves 6.

If you have no Automatic Refrigerator send coupon for cook book with freezer method.

Easy! Quick! Only 2 Ingredients!

MAGIC MACAROONS

$\frac{1}{2}$ cup Eagle Brand Sweetened Condensed Milk
2 cups shredded coconut

Mix Eagle Brand Sweetened Condensed Milk and shredded coconut together. 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 24.

FRUIT CREAM PIE

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

Blend Eagle Brand Sweetened Condensed Milk and lemon juice. Stir until mixture thickens. Fold in prepared fruit. Pour into baked pie shell. Cover with whipped cream sweetened with confectioners' sugar. Chill before serving.

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

MOLASSES SPICE COOKIES

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

Mix together Eagle Brand Sweetened Condensed Milk, molasses, spices, salt, graham cracker crumbs, raisins and nut meats. Drop by spoonfuls onto greased baking sheet. Bake in moderate oven (350° F.) about 15 minutes. Remove from pan at once. Makes about 36.

Sounds crazy, but it works!

MAGIC CARAMEL PUDDING

Place one or more unopened cans of Eagle Brand Sweetened Condensed Milk in a kettle of boiling water and keep at boiling point 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.

Imagine: PERFECT
lemon filling without cooking!

MAGIC LEMON MERINGUE PIE

1 can Eagle Brand Sweetened Condensed Milk
 $\frac{1}{2}$ cup lemon juice
Grated rind of 1 lemon or
 $\frac{1}{4}$ teaspoon lemon extract

2 eggs, separated
2 tablespoons sugar
Baked pie shell (8-inch)

Blend together 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.

BITTERSWEET CHOCOLATE DROPS

$\frac{3}{4}$ pound sweet chocolate
 $\frac{1}{4}$ pound unsweetened chocolate
 $1\frac{1}{3}$ 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.

CHOCOLATE SAUCE

2 squares unsweetened chocolate
 $1\frac{1}{3}$ cups (15 oz. can) Eagle Brand Sweet-

ened Condensed Milk
 $\frac{1}{8}$ teaspoon salt
 $\frac{1}{2}$ to 1 cup hot water

Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir over boiling water 5 minutes until mixture thickens. Add salt and hot water, amount depending on the consistency desired. Makes 2 or $2\frac{1}{2}$ 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.

The easiest salad dressing
you ever made!

MAGIC MAYONNAISE

- | | |
|--|-----------------------------|
| $\frac{3}{8}$ cup Eagle Brand Sweetened Condensed Milk | 1 egg yolk |
| $\frac{1}{4}$ cup vinegar or lemon juice | $\frac{1}{2}$ teaspoon salt |
| $\frac{1}{4}$ cup salad oil or melted butter | Few grains cayenne |
| | 1 teaspoon dry mustard |

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 $1\frac{1}{4}$ cups.

Creamy — never grainy!
Less chance of failure!

MAGIC CHOCOLATE FUDGE

- | | |
|--|-------------------------------------|
| 2 cups sugar | 3 squares unsweetened chocolate |
| $\frac{1}{2}$ cup water | 1 cup nut meats, chopped (optional) |
| 1 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 will form firm ball when tested in cold water. Remove from heat. Add chocolate, cut in small pieces. Add nut meats. Beat at once until thick and creamy. Pour into buttered pan. When cool, cut into squares. Makes $1\frac{1}{4}$ pounds.

In 5 minutes—marvelous
chocolate filling!

MAGIC CHOCOLATE PIE

- | | |
|--|--------------------------------|
| 2 squares unsweetened chocolate | $\frac{1}{2}$ cup water |
| 1 can Eagle Brand Sweetened Condensed Milk | $\frac{1}{4}$ teaspoon salt |
| | $\frac{1}{2}$ teaspoon vanilla |
| | Baked pie shell (8-inch) |

Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk, and stir over rapidly boiling water 5 minutes until mixture thickens. Remove from heat. Add water and salt. Stir until thoroughly blended. When cool, add vanilla. Pour into baked pie shell. Garnish with whipped cream, if desired. Chill.

GOURMET GUIDE TO 2-ALARM

Two pounds of coarse-ground meat (chuck, round, bull round, venison, or a mixture), sear until grayish color.

Add the 8-oz. can tomato sauce and two 8-oz. measures of water.

Add all packets of ingredients except the Masa Flour in the amber packet. For 1-ALARM, use only half of the red pepper in the small amber packet.

For FALSE-ALARM CHILI, do not use the small packet of pepper.

Let simmer for about an hour and a half, then skim off the grease. Mix the Masa Flour with warm water into a thick, but flowable, mixture and stir into the chili to "tighten" it.

Cook another 15-20 minutes, then taste for meat tenderness and salt seasoning (we think the package is under-salted.)

Serve, or leave in pot overnight and it will taste even better. Freeze surplus in unwaxed containers.

Many chili lovers like to prepare a HIS and HER offering of this wonderful chili—a 2-ALARM and a 1-ALARM, and even a FALSE-ALARM batch, so that all guests may have a heat choice.

For 3-ALARM CHILI, add a teaspoon of Tabasco sauce.

(Turn page for serving suggestions.)

2-ALARM CHILI SERVING SUGGESTIONS:

Serve with pinto beans—cooked separately, rice, cornbread, crackers, or other bread. For a 2-ALARM pie, put some corn chips in the chili bowl and grate cheese over it.

For a tasty, delightful TV dinner, make a Caliente Chiliwich. Toast buns or bread slices. Cover them with a slice of cheese and lots of chili. Heat in oven.

For a breakfast treat, try 2-ALARM over eggs.

2-ALARM CHILI is a widely publicized preparation developed by Wick Fowler, long-time Texas newspaper writer and columnist, amateur boat builder and sailor. The seven packets containing nine ingredients are custom packaged for the convenience and pleasure of those who like the flavor and warmth of real chili.

The package makes a much-appreciated gift. Just send names and addresses to Caliente Chili, Inc., along with your personal card for each box, and we will do the mailing for you to friends, relatives, and business clients, anywhere in the world.

CALIENTE CHILI, INC., P.O. Box 1444, Austin, Texas 78767