

# Why haven't you told the women of America these facts about condensed milk before?

asked Mildred Maddocks Bentley



MILDRED MADDOCKS BENTLEY

Formerly Director of Good Housekeeping Institute, Mrs. Bentley is today recognized as a leading consultant and authority on cooking and domestic science matters, besides being a practical housekeeper at her home in New Rochelle, N. Y.

"We have always thought women were quite familiar with condensed milk," we argued.

"From what they say in their letters to you, apparently most women are familiar with Eagle Brand Condensed Milk as an infant food," she replied. "But I am sure there are thousands—yes, millions—who do not yet know what a special place it fills in everyday family cooking. They'll feel grateful to you for telling them of all these other new uses for condensed milk and will want to try them too."

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*We decided the broader story condensed milk and its many uses could be told—and we asked Mrs. Bentley to tell it.*

*Each month you will have an opportunity to read what she has to say on the advantages of condensed milk in various table and cooking uses.*

WHEN I was director of Good Housekeeping Institute my chief source of inspiration and information was the mailbag. The letters women wrote us were a perfect mine of new good ideas that we could pass on for the benefit of others. I felt the same way recently when I had an opportunity to look over some of the letters that women have written to the Borden Company. Only one but contained some reference to condensed milk. Here a condensed milk recipe—there a suggestion for serving condensed milk coffee. Eager questions by the women—requests, and more requests, for new recipes made with condensed milk.

That very day I bought several cans of Eagle Brand Condensed Milk, determined to find out more about it. I made scores of tests with it, tried other women's recipes, worked out many of my own, and satisfied myself that condensed milk has a very real place in the average family diet. In this month's article I want to explain what condensed milk is and touch on just a few of its outstanding advantages.

First of all—condensed milk is in essence a milk substitute. It is milk—the finest, freshest obtainable—blended with sugar. Do not confuse it with evaporated milk which contains no sugar. Both are pure full-cream milk with part of the water removed. The main difference between the two is that condensed milk is sweetened while evaporated milk

is unsweetened. I want to be sure that point of difference is perfectly clear.

Having the milk and sugar already blended is a great advantage in any cooking that requires both milk and sugar. Aside from saving sugar and the trouble of mixing I actually get better results in many dishes by using condensed milk. I believe it's largely because the milk and sugar are so perfectly blended—pre-cooked, you might say—that condensed milk combines so quickly and easily with all the other ingredients—binds them closer together—gives a smoother texture to the finished dish.

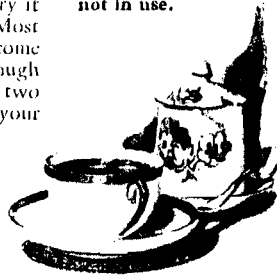
But my advice is to try it first in your coffee. Most women, I find, have become acquainted with it through that use. A spoonful or two of condensed milk in your cup, then add the coffee. No sugar needed. See the rich golden color it gives taste the velvety creaminess that comes from the blended quality of the milk and sugar. A flavor you can get in no

other way. Then compare it with the cost of cream for every morning in the year! Probably over a million people are using it in that way every day.

And the convenience of it. You can keep several cans on hand (without taking up valuable ice-box space, either). No matter when you open it today, tomorrow, next week you know you are getting milk that is just as clean and rich and fresh as when it left the dairy. No running out of milk at the last moment. No upsetting discovery that the milk has an "off taste."

Once you have Borden's Condensed Milk in your home for coffee, you'll want to try it in cooking, too. I am planning to cover many of these cooking uses (with recipes) in future articles. Meanwhile let me suggest that you send to the Borden Company for their new book, which I have prepared, *Milk and Its Place in Good Cookery*.

**THE most attractive way to serve condensed milk for your coffee is from a covered container (a marmalade or jam jar). Replenish from time to time and keep covered when not in use.**



## Borden's

always the right MILK for the right purpose

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| <b>Borden's</b><br>EAGLE BRAND<br>CONDENSED MILK<br>(sweetened)  | <b>Borden's</b><br>OTHER BRANDS<br>CONDENSED MILK<br>(sweetened)                          | <b>Borden's</b><br>EVAPORATED MILK<br>(unsweetened)   | <b>Borden's</b><br>MALTED MILK<br>(plain<br>or chocolate flavor)  |
| The original and finest grade of condensed milk. Famous as an infant food since 1857. A wonderful upholder for malnourished children. Full-cream cow's milk—exceptionally rich in butter fat, energizing elements and all the vitamins of fresh milk. Use in coffee and all kinds of sweetened dishes. | Not so rich as Eagle Brand and packed in smaller sized cans, are on sale in many markets. | For all kinds of cooking in which sugar is not needed. Pure, rich milk—with part of the natural water content removed and nothing added. Canned fresh—and kept that way until you need it. Packed in large and small cans for your convenience. | An ideal food-beverage for all ages. Delicious, highly nourishing, digestible—and easy to prepare. Its uses are endless—for light lunches, between-meals or at bedtime—for picnics and motor trips. |
| Magnolia Standard Peninsular   | Star Leader Darling Dime  |   | Ask for a Borden Special at your favorite fountain.   |

This book tells all about milk and its different forms—why it is such a valuable food for all ages—the important part it plays in everyday eating—the most effective ways to use it in cooking—how to care for it—facts that will be most helpful in planning and cooking well-balanced meals. It contains over 200 practical tested recipes for all kinds of milk dishes. I have tried to make this book both comprehensive and practical—a book that will prove of real value in every woman's kitchen library. If you will forward your name and address, the Borden Company will gladly send you a free copy.

After you have read the book, if you have any questions or comments to make, I shall be delighted to hear from you and to give any advice I can in the light of my own experience with these forms of milk.

Meanwhile I want you to try Borden's Condensed Milk in your coffee. I know you'll like the distinctive flavor it gives. You'll find Borden's Eagle Brand Condensed Milk (one of the several Borden brands) on sale at any grocery store. And always remember condensed milk is pre-sweetened while evaporated milk is unsweetened.

Mildred Maddocks Bentley

THE BORDEN COMPANY  
401 Borden Bldg., 150 Madison Ave., New York, N. Y.

Please send me a free copy of Mildred Maddocks Bentley's new book, *Milk and Its Place in Good Cookery*.

Name \_\_\_\_\_

Address \_\_\_\_\_