



COWAN'S COCOA

Insures a Wealth of Health



CHILDREN THRIVE ON COWAN'S COCOA

CHILDREN do thrive on cocoa. Your Doctor says so and every Mother knows what an important part this food should play in the diet of the little ones. At school luncheons it ranks first in the list of foods. Many a child that will not drink milk welcomes a cup of cocoa, and for real body building powers, there is no food so efficient as this delightful beverage.

In winter when the children are enjoying the cold, snappy weather serve Cowan's Cocoa piping hot, whilst in the hot days of summer let the kiddies have it iced, quickly made by using cold milk to which is added a spoonful of cocoa syrup.

Cakes, puddings, custards and other tempting dishes that have the delicious flavor which Cowan's Cocoa imparts will always be in great demand by the children.

COWAN'S

T O R O N T O



COCOA WALNUT CAKE

$\frac{3}{4}$ cup butter
 1 cup sugar
 Yolk of 3 eggs
 $\frac{1}{2}$ cup milk
 $\frac{1}{8}$ teaspoon cinnamon
 3 tablespoons Cowan's
 Cocoa

$1\frac{3}{4}$ cups flour
 $2\frac{1}{2}$ teaspoons baking powder
 Whites of 2 eggs
 $\frac{1}{2}$ cup walnuts
 (chopped)
 1 teaspoon vanilla
 $\frac{1}{2}$ teaspoon salt

Method. Cream butter, add sugar gradually. Add beaten egg yolks and beat vigorously. Mix and sift dry ingredients, Cowan's Cocoa, flour, baking powder, cinnamon and salt three times. Add alternately with milk; add vanilla and fold in whites of eggs beaten stiff. Add chopped and floured walnuts. Turn into a greased and floured pan and bake in a moderate oven 45 minutes.

COCOA FRUIT ROLL

(See Illustration on Page 3)

1 tablespoon butter
 1 cup sugar
 1 cup flour
 3 eggs
 $\frac{1}{2}$ teaspoon vanilla

1 teaspoon baking powder
 $\frac{1}{2}$ teaspoon salt
 $\frac{1}{2}$ tablespoon milk
 $1\frac{1}{2}$ tablespoons Cowan's
 Cocoa

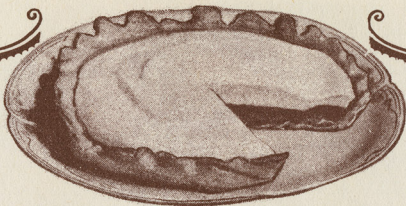
Method. Beat eggs until light, add sugar gradually. Add milk. Mix and sift flour, baking powder, salt and Cowan's Cocoa. Add to above mixture, mixing thoroughly. Add vanilla and melted butter. Line a shallow pan with paper, butter paper and sides of pan. Cover bottom of pan with mixture, and spread evenly. Bake 12 minutes in a moderate oven. Take from oven and turn on a paper sprinkled with powdered sugar. Quickly remove paper, and cut off a thin strip from sides and ends of cake. Spread with cream cocoa filling or fruit filling, roll quickly and cover with cocoa frosting.



*Cocoa Fruit
Roll*



Cocoa Float



COCOA PIE

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|---------------------------------|------------------------------------------|
| 2 eggs | $\frac{1}{2}$ teaspoon vanilla |
| $\frac{1}{4}$ teaspoon salt | 2 tablespoons cornstarch |
| 1 cup sugar | $1\frac{1}{2}$ tablespoons Cowan's Cocoa |
| $\frac{1}{4}$ teaspoon cinnamon | Yolk of 3 eggs |
| $1\frac{1}{2}$ cups hot milk | Whites of 2 eggs |

Method. Mix sugar, cornstarch, salt, cocoa and hot milk, and cook over hot water 45 minutes. Add yolks of eggs, and cook a few minutes longer, add vanilla. Fill baked crust with mixture. Cover with meringue, made of beaten whites, and 2 tablespoons of icing sugar. Brown in the oven. Meringue may be folded in mixture when cooled instead of spreading on top.

COCOA FLOAT

(See Illustration on Page 4)

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|---------------------------------|--------------------------------|
| 2 cups milk | $\frac{1}{4}$ cup sugar |
| 2 eggs | 1 tablespoon Cowan's Cocoa |
| Salt | 2 tablespoons cornstarch |
| $\frac{1}{4}$ teaspoon cinnamon | $\frac{1}{2}$ teaspoon vanilla |

Method. Scald milk, mix cornstarch, cocoa, salt and cinnamon. Add scalded milk slowly. Cook in a double boiler 20 minutes or until thick and there is no taste of raw starch, stirring constantly. Add egg yolks beaten slightly, and cook till egg thickens; flavor; cool. Beat egg whites until stiff and firm, add 4 tablespoons of icing sugar, gradually, beating all the time; flavor. Turn cocoa mixture into a glass, and drop by tablespoons the egg white mixture on top.



MISS MAY MAC AVOY

This Beautiful Artist of the Screen Enjoys Cowan's Cocoa

HOW TO MAKE REALLY DELICIOUS COCOA

Take a teaspoonful of Cowan's Cocoa for each cup required, adding an equal quantity of sugar and stir to a smooth paste with a little hot water. To this add just a little more hot water and allow to boil from three to five minutes. Then add enough milk to make the required quantity and let it just come to a boil. The Cocoa is then ready to serve. If you wish the cocoa to taste like chocolate use all milk.

COWAN'S COCOA SYRUP

1 cup Cowan's Cocoa	2 cups fresh boiling
1½ cups sugar	water
¼ teaspoon salt	1 teaspoon vanilla

Method. Mix cocoa, sugar and salt. Add water, and stir until sugar is dissolved. Boil ten minutes, add vanilla; cool, strain and place in jars, seal and keep in a cool place until ready to use.

ICED COCOA

Take one tablespoon of cocoa syrup to one glass of ice cold milk.

A delicious cup of hot cocoa can be made from this syrup by using hot milk instead of iced.

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COWAN'S

Chocolate Bars



5¢



DELICIOUS DESSERTS

COCOA BLANC MANGE

2 tablespoons Cowan's Cocoa	$\frac{1}{8}$ teaspoon cinnamon
2 tablespoons butter	2 cups milk
4 tablespoons cornstarch	$\frac{1}{2}$ teaspoon salt
$\frac{1}{4}$ cup sugar	$\frac{1}{2}$ teaspoon vanilla

Method. Mix cocoa, sugar, cornstarch, salt and cinnamon. Heat milk to scalding point, add slowly to above mixture, place in top of double boiler. Cook until there is no taste of raw starch and until the mixture is thick, stir constantly about 25 minutes. Add vanilla and butter. Pour into a moistened mould, chill thoroughly, unmould and serve with sugar and cream, or custard sauce.

FRUIT PUDDING

$1\frac{1}{2}$ cups flour	$\frac{1}{3}$ cup finely chopped suet
2 tablespoons Cowan's Cocoa	$\frac{1}{3}$ cup raisins, seeded and cut in pieces
3 teaspoons baking powder	$\frac{1}{3}$ cup currants
$\frac{1}{4}$ teaspoon salt	$\frac{1}{3}$ cup milk
$\frac{1}{3}$ teaspoon nutmeg	3 tablespoons molasses
$\frac{1}{8}$ teaspoon cinnamon	$\frac{1}{2}$ teaspoon vanilla

Method. Mix and sift dry ingredients. Add suet and fruit, mix thoroughly. Mix molasses, milk and flavoring to dry ingredients. Turn into a greased mould, cover tightly. Steam $1\frac{1}{4}$ hours. Serve with hard sauce.

COCOA BREAD PUDDING

2 cups stale bread crumbs	$\frac{1}{4}$ teaspoon salt
4 cups scalded milk	2 eggs
$\frac{3}{8}$ cup sugar	1 teaspoon vanilla
	3 tablespoons Cowan's Cocoa

Method. Soak bread in milk 30 minutes. Mix sugar, cocoa, salt, add to above mixture, add vanilla. Beat eggs slightly, add and mix thoroughly. Turn into a buttered baking dish and bake one hour in a moderate oven. Serve with cocoa hard sauce.



COCOA DOUGHNUTS

3½ cups flour	¼ teaspoon cinnamon
1½ teaspoons salt	½ tablespoon butter
1¾ teaspoons soda	1 cup sugar
1¾ teaspoons cream	1 cup sour milk
of tartar	1 egg
¼ teaspoon grated nutmeg	2 tablespoons Cowan's Cocoa

Method. Mix and sift dry ingredients. Work in butter with tips of fingers, add beaten egg, and then add sour milk, mix thoroughly. Turn out on floured board, knead slightly; more flour may have to be added to obtain a soft firm dough. Shape and fry **60 seconds** in hot fat, drain thoroughly on brown paper and dust with pulverized sugar. Be careful to reheat fat before adding a fresh amount of doughnuts, or fat will not be hot enough to fry doughnuts. Fat is hot enough when a cube of bread will fry or brown in 60 seconds.

COWAN'S COCOA LAYER CAKE

(See Illustration on Page 11)

½ cup butter	1½ teaspoons baking powder
1 cup light brown sugar	½ teaspoon soda
2 eggs	½ teaspoon salt
½ cup sour milk	½ teaspoon cinnamon
1 teaspoon vanilla	3 tablespoons Cowan's Cocoa
2¼ cups flour	

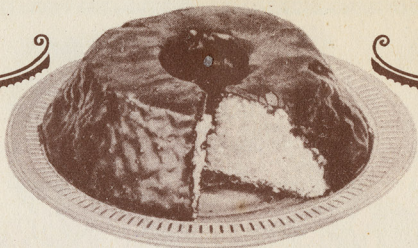
Method. Grease and flour pan. Mix and sift dry ingredients, flour, baking powder, soda, salt, cinnamon and cocoa. Cream butter, add sugar gradually. Separate eggs, beat yolks until thick and lemon-colored, add to butter and sugar and beat vigorously. Add dry ingredients alternately with milk, add flavoring. Beat egg whites until stiff and dry. Fold in, turn into greased and floured layer pans. Bake in a moderate oven 35-40 minutes. Spread cocoa cream filling between layers and cover top with cocoa or a boiled frosting.



*Cocoa Layer
Cake*



*Cocoa Reception
Cake*



COWAN'S COCOA ANGEL CAKE

$\frac{3}{4}$ cup sugar	4 teaspoons baking powder
$\frac{1}{4}$ teaspoon salt	4 egg whites
$\frac{1}{2}$ cup pastry flour	1 teaspoon vanilla
1 teaspoon cream of tartar	Grated rind of one lemon
1 tablespoon Cowan's Cocoa	

Method. Beat whites of eggs until light and fluffy. Add cream of tartar, and beat until firm and stiff. Add grated lemon rind. Mix and sift together four times, sugar, flour, baking powder, salt and Cowan's Cocoa. **Fold** into egg mixture, add vanilla, pour into an unbuttered angel cake pan. Bake in a **moderate** oven 50 minutes. Invert pan, and let cake cool and stretch. Do not remove from pan until cold. Ice with Cowan's Cocoa Icing.

RECEPTION CAKES

(See Illustration on Page 12)

$\frac{1}{2}$ cup butter	$\frac{1}{2}$ cup milk
1 cup sugar	$1\frac{1}{2}$ cups flour
2 eggs	3 teaspoons baking powder
$\frac{1}{4}$ teaspoon salt	$1\frac{1}{2}$ tablespoons Cowan's
$\frac{1}{2}$ teaspoon vanilla	Perfection Cocoa

Method. Cream butter, add sugar slowly. Separate eggs, beat yolks till light and lemon coloured. Add to butter and sugar, and beat vigorously. Add flavoring. Mix and sift dry ingredients, add alternately with milk to above mixture. Beat egg whites stiff and dry, fold in above mixture, turn into a greased and floured shallow pan or small patty cake tins, and bake 25 to 30 minutes in a moderate oven. Cool, cut in small pieces if baked in shallow pan, dip in boiled frosting or cocoa icing, and roll in chopped peanuts or walnuts.

DELIGHTFUL CONFECTIONS

COCOA TOFFEE

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|---------------------------------|------------------------------------|
| 1 lb. brown sugar | $\frac{1}{4}$ cup butter |
| 3 tablespoons Cowan's
Cocoa | $\frac{1}{4}$ cup molasses (scant) |
| $\frac{1}{2}$ cup milk or cream | 1 teaspoon vanilla |
| | $\frac{1}{4}$ teaspoon cinnamon |

Method. Cook all ingredients together except vanilla. Boil until a firm ball may be formed when tried in cold water. Remove from fire, add vanilla and pour immediately into a shallow, well-buttered pan. Mark into squares before it hardens.

COCOA CARAMELS

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|--------------------------|-----------------------------------|
| 3 cups brown sugar | 3 tablespoons Cowan's
Cocoa |
| 1 tablespoon molasses | $\frac{1}{2}$ cup chopped nuts |
| $\frac{3}{8}$ cup milk | $\frac{1}{6}$ cup sultana raisins |
| $\frac{1}{4}$ cup butter | $\frac{1}{4}$ teaspoon cinnamon |
| 1 teaspoon vanilla | |

Method. Put all ingredients in a saucepan except vanilla, nuts and raisins, stir over gentle heat till sugar is dissolved. Boil until a soft ball may be formed when tried in cold water. Cool slightly, beat until creamy, add nuts, vanilla and raisins. Pour on to greased plates and mark in squares before it hardens.

COWAN'S FUDGE

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|---------------------|-----------------------------|
| 1 cup white sugar | 2 tablespoons Cowan's Cocoa |
| 1 cup brown sugar | $\frac{3}{4}$ cup milk |
| 1 tablespoon butter | 1 teaspoon vanilla |
| Chopped nuts | $\frac{1}{4}$ teaspoon salt |

Method. Put all ingredients but vanilla into a saucepan. Stir over gentle heat until sugar is dissolved. Boil without stirring until a soft ball forms when dropped in water. Cool slightly, beat until creamy. Add nuts and vanilla, pour on greased plates. Mark in squares before it hardens.



COWAN'S COCOA



INSTANT
AND
PERFECTION
BRANDS

