



(PLAIN OR TIPPED)

Raleigh Cigarettes

It pays to pay a trifle more for RALEIGH

All this painstaking care about a package is merely an incident to a cigarette that deserves to be served and protected as well as it is made

Art Director: Harry Payne

Agency: Batten, Barton, Durstine & Osborn

Advertiser: Brown & Williamson Tobacco Corp.

Compare them!

See what you'll save IN TIME · IN WORK · IN MONEY when you use these Magic Recipes



MAYONNAISE

Usual Method Recipe	Magic Method Recipe
15 MINUTES	4 MINUTES
6 INGREDIENTS	6 INGREDIENTS
4 TEASPOONS	2 TEASPOONS

The cost of the Magic Method is approximately 1 cent less.

MAYONNAISE

Early Brand Magic Method

Ingredients: 1 egg yolk, 1/2 cup oil, 1/2 cup vinegar, 1/2 cup milk, 1/2 cup mustard, 1/2 cup salt, 1/2 cup sugar, 1/2 cup lemon juice.

Place ingredients in a bowl and beat thoroughly with a wire whisk. This mayonnaise is served, plain or in other ways as called for in recipes.

LEMON CREAM PIE FILLING

Usual Method Recipe	Magic Method Recipe
15 MINUTES	5 MINUTES
7 INGREDIENTS	6 INGREDIENTS
7 TEASPOONS	5 TEASPOONS

The cost of the Magic Method is approximately 1 cent less.

LEMON CREAM PIE FILLING

Early Brand Magic Method

Ingredients: 1/2 cup lemon juice, 1/2 cup sugar, 1/2 cup milk, 1/2 cup cream, 1/2 cup butter, 1/2 cup flour, 1/2 cup salt.

Blend together 1/2 cup lemon juice, 1/2 cup sugar, 1/2 cup milk, 1/2 cup cream, 1/2 cup butter, 1/2 cup flour, 1/2 cup salt. Beat thoroughly with a wire whisk. This is lemon cream pie filling.

CHOCOLATE SAUCE

Usual Method Recipe	Magic Method Recipe
15 MINUTES	5 MINUTES
6 INGREDIENTS	6 INGREDIENTS
4 TEASPOONS	4 TEASPOONS

The cost of the Magic Method is approximately 1 cent less.

CHOCOLATE SAUCE

Early Brand Magic Method

Ingredients: 1/2 cup chocolate, 1/2 cup sugar, 1/2 cup milk, 1/2 cup cream, 1/2 cup butter, 1/2 cup flour, 1/2 cup salt.

Melt 1/2 cup chocolate, 1/2 cup sugar, 1/2 cup milk, 1/2 cup cream, 1/2 cup butter, 1/2 cup flour, 1/2 cup salt. Beat thoroughly with a wire whisk. This is chocolate sauce.

Art Director: Carl Lins
Agency: Young & Rubicam, Inc.
Advertiser: The Borden Co.

YOU certainly ought to have the complete advantage of Early Brand Magic Recipes. Most of our recipes are "magic" and help you save time, money and effort. They are so easy to use that you can be sure you'll get the best results. In fact, you can be sure you'll get the best results. In fact, you can be sure you'll get the best results.



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