"VOGUE" is another word for fashion. Salads are in fashion—growing in popularity, year after year, with amazing rapidity. And for very good reasons, too—millions of families are discovering their health-giving qualities, their low cost, their knack of transforming the simplest meal into a social pleasure.

The selection of the dressing for a salad varies according to the salad’s place in the meal. For light and delicate salads, select Best Foods Mayonnaise. For heavier salads, such as meat and fish salads, choose Gold Medal Salad Dressing.

This is the general preference; but the thoughtful hostess experiments with both dressings, discovering which best suits her own taste with each particular salad. Incidentally, she will find that most men prefer Gold Medal Salad Dressing.

With women who wish to grow slender or to remain slender, Gold Medal Salad Dressing is the favorite. It contains less oil, and its sweet-tart-spicy flavor makes it the ideal dressing for salads eaten twice a day as a slenderizing diet.

The correct service of salads

In the general arrangement of a meal, the salad occupies one of three positions—it may be served at the beginning, as
a delicate introduction to a course dinner; or, in larger quantity, it may itself form the main course; or, it may be served as a dainty dessert to conclude a course dinner.

New recipes, better recipes, by Martha Adams, Director of The Best Foods Home Economics Service—each recipe tested in the famous Best Foods Kitchens—are given in the pages following. From this variety, select the right salad for the right occasion.

The correct table service

When served with the meat, the salad, already dressed, is placed at the left of the dinner plate. In this case, the salad is eaten with the dinner fork, just like another vegetable.

When the salad is a course by itself at dinner, everything pertaining to the meat service is removed from the table. The individual salad plate is then placed directly in front of each person.

When the hostess serves. Another attractive custom is to place the "capacious salad bowl" before the hostess who serves the salad on the individual plates, borrowing the dainty formality of France, where salad service is a ceremonial rite.

At all times, it is the correct usage to place upon the table a bowl containing the dressing, which each guest may add to the salad as he wishes. The new Crystal Jar containing Best Foods Mayonnaise, Relish Spread and Thousand Island Dressings and the Big Square Jar containing Gold Medal Salad Dressing are so beautiful that many hostesses place them right on the table.

Glassware courtesy Fostoria Glass Company
## AND IN QUANTITIES

### Quantity Guide for Salads

#### BEST FOODS PRODUCTS

<table>
<thead>
<tr>
<th>Food</th>
<th>Servings</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Medium size jar</strong>&lt;br&gt;BEST FOODS&lt;br&gt;Mayonnaise</td>
<td>Prepares sufficient for 10 persons (1 tablespoon each)</td>
<td>Especially delicious with the lighter kinds of salads</td>
</tr>
<tr>
<td><strong>Medium size jar</strong>&lt;br&gt;GOLD MEDAL&lt;br&gt;Salad Dressing</td>
<td>Will serve 16 individual salad plates (1 tablespoon each)</td>
<td>The ideal dressing to use with &quot;slenderizing&quot; salad diet—Delicious with the heavier salads, such as meat or fish salads.</td>
</tr>
<tr>
<td><strong>Medium size jar</strong>&lt;br&gt;BEST FOODS&lt;br&gt;THOUSAND&lt;br&gt;ISLAND&lt;br&gt;DRESSING</td>
<td>Enough for 10 servings or will garnish 16 (1 tablespoon each)</td>
<td>Piquant for lettuce and all other green salad plants</td>
</tr>
<tr>
<td><strong>Medium size jar</strong>&lt;br&gt;BEST FOODS&lt;br&gt;RELISH SPRED</td>
<td>Will serve 10 individual salads</td>
<td>Excellent as a dressing on meat, fish and fruit salads or as a garnish for cold meat or fish</td>
</tr>
<tr>
<td>1 jar BEST FOODS&lt;br&gt;BREAD AND&lt;br&gt;BUTTER&lt;br&gt;PICKLES</td>
<td>Will provide small servings for 14 persons.</td>
<td>Adds zest to salads and makes an attractive garnish</td>
</tr>
</tbody>
</table>
The way in which Best Foods Mayonnaise is made is the whole secret of its perfection—it is no secret recipe, just the recipe which millions of American housewives use when they make mayonnaise at home. This perfection is due to the fact that Best Foods uses only whole fresh eggs (broken only after the candling test), finest salad oil, pure fruit vinegar and choice spices, blending them into the smooth, flavy, creamy deliciousness of Best Foods Mayonnaise. Then it is placed in the Crystal Jar—a jar so beautiful that you'll want to place it right on your table!

Gold Medal Salad Dressing, the newest addition to "The Best Foods Family," is a home boiled dressing, with a wonderful sweet-tart-spicy flavor that makes it an especial favorite with men. It is also the favorite with women who wish to grow slender, or to keep their slenderness—because it contains less oil and because its lightness and delicacy make it the ideal dressing in a "slenderizing" diet.

We add selected pickles and imported pimientos, ground small, to Best Foods Mayonnaise to form Best Foods Relish Spread—a piquant spread for dainty sandwiches; or used to lend an appetizing tang to meats, fish and salads; or to stuff celery or eggs; and in dozens of other delicious ways. Just the thing for a picnic snack.
Bread and Butter Pickles, the "crunchy" member of The Best Foods family, are fresh sliced cucumber pickles, packed as soon as they have come from the vine. Prepared after an old-fashioned recipe, they have a "sour sweet" flavor that makes them irresistible. The unique feature of Bread and Butter Pickles is that they retain their crispness indefinitely. Serve them "as is" or as a garnish on meat or fish salads. For an interesting variation, try adding chopped Bread and Butter Pickles to any of the Best Foods dressings.

Best Foods Thousand Island Dressing also has a base of Best Foods Mayonnaise, to which is added a special piquant chili sauce, forming a spicy, delicious dressing which may be used in preference to the mayonnaise for certain types of salad combinations. The interesting combination of blandness and piquancy in Best Foods Thousand Island Dressing makes it particularly popular served on quartered head lettuce. It is also very well adapted to fish salads, as a base for Roquefort Cheese Dressing, etc.
Tomato and Endive Salad

Dip tomatoes in boiling water and peel from the top down with a sharp knife. Cut off top for cover and scoop out a small portion of the pulp. Combine the pulp with chopped celery and chopped Bread and Butter Pickles. Season with salt and paprika and moisten with Best Foods Mayonnaise. Sprinkle each tomato with minced parsley and fill the tomato cup with the salad mixture. Before replacing the top, stick three short endive points in each tomato cup. Garnish top with parsley and stand each tomato on a large slice of Bread and Butter Pickle. Arrange on lettuce leaves, garnished with endive.
Fresh Vegetable Salad

Cut equal amounts of raw carrots, cabbage, beets and celery into small pieces. Add salt, pepper and Best Foods Relish Spread. Serve on lettuce leaves. Garnish with slices of Best Foods Bread and Butter Pickles.

Sunday Night Salad

Peel and cut in thin slices medium sized oranges, cut in quarters and combine with cubed slices of onion and Thousand Island Dressing. Serve on crisp romaine leaves.

Macaroni and Tomato Salad

Cook the macaroni, which has been broken into two-inch pieces, in boiling salted water until tender. Drain and chill. Blanch, peel and chill the tomatoes, and cut into eighths. Combine macaroni, tomatoes and onion with Gold Medal Salad Dressing, and season to taste. Serve on lettuce generously sprinkled with grated cheese.

Thousand Island Salad

Lay hearts of romaine on platter. Place sliced tomato on the hearts, then asparagus tips, alternating until the ingredients are used. Serve with Best Foods Thousand Island Dressing.
Mashed Potato Salad

- 2 cold boiled potatoes
- ¾ cup finely shredded raw cabbage
- ¼ cup Bread and Butter Pickles, chopped fine
- 1 head lettuce
- Yolks of 2 hard cooked eggs
- Best Foods Mayonnaise

Bread and Butter Pickles

Press the cold boiled potatoes through a colander. Mix with three quarters of a cup finely shredded raw cabbage and quarter cup of finely chopped Bread and Butter Pickles. Add the yolks of the hard cooked eggs which have been rubbed through a sieve. Serve on lettuce and garnish with pieces of placed inside slices of the hard cooked egg whites—and Best Foods Mayonnaise.

Bean and Beet Salad

- 2 1/2 cups baked beans or canned red kidney beans
- 2 tablespoons chopped onion
- ½ cup diced red beets
- 18 pieces Best Foods Bread and Butter Pickles
- 1 head lettuce
- 1 cup Gold Medal Salad Dressing

Mix the beans and onion, add the beets and combine with Gold Medal Salad Dressing. Serve on lettuce and garnish with Bread and Butter Pickles.
Spinach Salad

2 cups cooked chopped spinach, well drained
6 slices cold boiled ham
1 head lettuce
few drops lemon juice
Bread and Butter Pickles
Gold Medal Salad Dressing

Drain two cups of cooked chopped spinach, seasoned to taste with salt, pepper and few drops lemon juice. Pack tightly in small molds and cool. On crisp lettuce leaves place slices of cold boiled ham, with a mold of the spinach on each side. Garnish with Bread and Butter Pickles and Gold Medal Salad Dressing.

Cucumber Supreme Salad

3 medium sized cucumbers
2 tomatoes
3 stalks celery
1 head lettuce
Best Foods Mayonnaise

Peel the cucumbers, cutting them in two lengthwise, and scraping out the seeds. Peel and chop the tomatoes. Dice the celery. Mix together; add a few drops of onion juice and Best Foods Mayonnaise. Fill the halved cucumbers with this mixture. Arrange on lettuce leaves. Thin slices of radishes with the red skin left on make a pretty garnish.

Cabbage Spice

2 cups shredded cabbage
1 green pepper (chopped fine)
3 tablespoons chopped nuts
1 tart apple
1 pimiento (chopped)
1 tablespoon vinegar
¾ teaspoon salt
1 head lettuce
Best Foods Thousand Island Dressing

Cut the apple in slender strips about an inch long, pour vinegar over cabbage, then mix all ingredients lightly with Thousand Island Dressing. Serve cold on lettuce leaves.
Sardine Salad

In the boiling water, dissolve bouillon cubes. Add few drops grated onion juice and enough lemon juice to taste. In this dissolve the gelatin soaked in cold water. Strain and pour a little into a mold and chill. When it is stiff, place a slice of hard-cooked egg in the center and radiate sardines from it. Be sure the oil is drained from the sardines. Cover carefully with the rest of the aspic and place in refrigerator until firm. Serve on lettuce with Gold Medal Salad Dressing.

Best Foods Ham Salad

Combine the salad ingredients —diced ham, celery, pimientos, potatoes, and Best Foods Bread and Butter Pickles. Moisten with Best Foods Mayonnaise and serve on crisp lettuce. Garnish with whole Best Foods Bread and Butter Pickles and Best Foods Mayonnaise.

Supper Salad

Put liver through the food-chopper, add cottage cheese and mix well with fork; add seasonings and two tablespoons of Best Foods Mayonnaise to bind. Arrange the lettuce on plates, placing half a pimiento on each bed of lettuce; put some of the salad mixture on top of the pimiento. Garnish with Best Foods Mayonnaise.
Harlequin Shrimp Salad

Prepare the cooked shrimps, canned or fresh, remove the black vein, and let stand in ice water for fifteen minutes. Drain and dry. Combine the celery and green pepper and mix with three tablespoons of GOLD MEDAL SALAD DRESSING. In the middle of each salad plate place a heaping tablespoonful of the celery mixture on a lettuce leaf, and garnish with a dash of paprika. Surround with the whole shrimp. Place three or four small leaves of lettuce around the edge, garnish with the tomato (jelly cubes or slices) and place small sprays of cress between them. At three intervals equally spaced, and between the tomato cubes put three rounded teaspoons of the GOLD MEDAL SALAD DRESSING. (If sliced tomatoes are used, place the dressing in the center of the slices.) The shrimp and tomato may be eaten with the dressing and the colors are displayed better than when mixed.

Tuna Fish Salad

Shred tuna fish with fork after pouring off the oil. Add to diced apples, lemon juice and diced celery. Chill. Add BEST FOODS MAYONNAISE before serving. Garnish with strip of pimiento.
Veal Salad

Chop the eggs rather coarsely, and combine them with the veal, string beans, oil, vinegar, salt and pepper. Let stand thirty minutes to marinate. Then add Best Foods Mayonnaise to moisten. Arrange the salad in a mound on a large platter, cover with Best Foods Mayonnaise, border with lettuce, parsley and sliced tomatoes.

Chicken Salad

Wash and cut the tops off the peppers, scoop out all the seeds with a sharp knife and chill in ice water. Cut chicken in cubes and marinate an hour in French dressing to develop flavor. Add celery and purple grapes or seedless raisins, and Bread and Butter Pickles. Mix with Best Foods Relish Spread. Fill the pepper shells. Serve on crisp lettuce and garnish with rose radishes.
Jellied Egg Salad

Soak the gelatin in the cold water for five minutes. Add boiling water and stir until gelatin is dissolved. Add other ingredients and mix thoroughly. Pour into six individual wet, cold molds, and chill until set. Turn out on crisp lettuce leaves and serve with additional Gold Medal Salad Dressing.

Salmon Surprise

Wash, peel and slice cucumbers and onion, add the four cups water, salt and pepper and simmer until soft. Strain and pour over the gelatin which has been softened in one-half cup of cold water. Cool until it begins to thicken, add flaked salmon which has been moistened in lemon juice and turn into individual molds. Serve on lettuce leaves. Top off with Best Foods Mayonnaise, and garnish with Best Foods Bread and Butter Pickles.
Best Foods Frozen Fruit Salad

Dissolve the gelatine in two tablespoons of pineapple juice by placing it over a bowl of hot water. Mash the cream cheese, and add slowly to the whipped cream which has been combined with the Best Foods Mayonnaise. Cut the cherries or strawberries into small pieces. Drain the juice from the fruit and fold all ingredients lightly together. Place in a mold, spread with waxed paper, cover, and pack in ice and salt (using two parts ice to one of salt) for three hours. Serve on lettuce leaves.

Pear (Rabbit in a Nest) Salad

Invert half a pear on bed of lettuce. Cut an extra section of pear to form a head. Insert two blanched almonds for ears and cloves for eyes and nose. Add half a marshmallow for a little tail. Serve with Best Foods Mayonnaise.

Fruit and Vegetable Salad

Wash raisins and let stand in juice of pineapple for one hour. Mix together the shredded cabbage and pineapple and add raisins. Chill mixture thoroughly and serve on crisp lettuce, topping with Gold Medal Salad Dressing which has been thinned with 1 tablespoon each of pineapple and lemon juice.
Grapefruit and Orange Salad

2 grapefruit
3 oranges
maraschino cherries
watercress
\( \frac{1}{2} \) cup American cheese, grated
1 head lettuce

BEST FOODS MAYONNAISE

Peel grapefruit and oranges and free the sections from all membrane and seeds. Place the grapefruit and orange sections alternately on lettuce leaves and sprinkle with grated American cheese. Garnish with maraschino cherries and watercress. Serve with BEST FOODS MAYONNAISE.
Baked Apple Salad

Loosen the skin of the baked apple while still hot, so that you can easily remove the skin when the apple cools. Fill the center with the chopped nuts, serve on watercress or lettuce heart leaves and garnish with Gold Medal Salad Dressing.

Apple and Cheese Ring

Cut slice off stem end of large red apples. Scoop out center to form cups. Refill with cheese to which have been added the nuts. Chill. Serve stuffed apple whole, or cut in slices, arranging one or more on salad plate. Serve on lettuce leaves with Best Foods Mayonnaise and garnish with maraschino cherries.

Melon Fruit Salad

On a bed of small lettuce leaves, radiate sections of honey dew, watermelon and orange from a center rosette of cream cheese mixed with Best Foods Mayonnaise. Place watermelon ball in center of rosette. Cut all melon sections about the same size as the orange. Cut honey dew melon ahead of time and squeeze lemon juice over it and allow to stand in icebox.
Strawberry Salad

Crush about a dozen berries and cover with two teaspoons sugar and let it stand to obtain juice for the mayonnaise. Separate the oranges and grapefruit into sections. Mince the mint leaves very fine with a pair of scissors and then place in a bowl with the cup of sugar until it is entirely absorbed. Add this mint sugar to the grapefruit and place in the refrigerator over night. When ready to serve, arrange the grapefruit and oranges alternately on romaine or lettuce, and decorate with the whole strawberries. And here’s the crowning joy of this delicious salad—the dressing.

To one cup of Best Foods Mayonnaise add the juice of half an orange (about 2 tablespoons), 1 tablespoon lemon juice, 2 tablespoons of the sweetened strawberry juice you prepared previously, 2 tablespoons honey or powdered sugar, 1/2 teaspoon each of salt and paprika. Fold in lightly one-half cup of heavy cream whipped stiff, and chill.

Pineapple Surprise Salad

Dissolve gelatine in the pineapple juice drained from can of shredded pineapple. When the mixture has hardened somewhat, add the shredded pineapple and carrots which have been put through the coarse knives of a food chopper. Pour this into large oblong mold so that it may be cut into slices for serving, or fill small molds for individual portions. Place each portion on a lettuce leaf, and garnish with Best Foods Mayonnaise when ready to serve on the table.
TARTAR SAUCE—Mix \( \frac{1}{2} \) pint jar of Best Foods Mayonnaise, 2 tablespoons chopped Bread and Butter Pickles, 1 teaspoon finely chopped onion, 1 teaspoon chopped parsley and 1 teaspoon chopped capers.

COCKTAIL SAUCE—Mix \( \frac{1}{2} \) cup Best Foods Thousand Island Dressing, 2 drops Tabasco Sauce, \( \frac{1}{4} \) cup tomato catsup, 1 teaspoon Worcestershire Sauce, 3 teaspoons horseradish, \( \frac{1}{2} \) teaspoon salt and 2 teaspoons lemon juice.

ROQUEFORT DRESSING—Beat 6 tablespoons Best Foods Mayonnaise and \( \frac{1}{6} \) pound Roquefort cheese until an emulsion is formed. Add 2 teaspoons lemon juice and \( \frac{1}{2} \) teaspoon chopped pimiento.

HORSERADISH DRESSING—Beat \( \frac{1}{2} \) cup sour cream into \( \frac{1}{2} \) cup Best Foods Mayonnaise. Add \( \frac{1}{4} \) cup prepared horseradish and 2 teaspoons of finely chopped parsley.

PIQUANT MAYONNAISE—To \( \frac{1}{2} \) pint jar of Best Foods Mayonnaise, add 2 tablespoons chopped olives and 2 tablespoons chopped Bread and Butter Pickles.

CELEY MAYONNAISE—Chop together one large stalk of celery and \( \frac{1}{2} \) a green pepper and beat into a \( \frac{1}{2} \) pint jar of Best Foods Mayonnaise.

ANCHOVY MAYONNAISE—Mix thoroughly 2 tablespoons of anchovy paste and a \( \frac{1}{2} \) pint jar of Best Foods Mayonnaise.

CURRY DRESSING—Dissolve 1 teaspoon curry powder in 1 tablespoon vinegar. Stir into \( \frac{1}{2} \) pint jar Best Foods Mayonnaise. For more piquant and colorful dressing, add also 1 small green pepper chopped fine, \( \frac{1}{2} \) onion chopped, 1 hard cooked and chopped egg, 1 tablespoon of catsup.

SWEET FRUIT DRESSING—Mix \( \frac{1}{2} \) cup of Best Foods Mayonnaise, 3 tablespoons powdered sugar, \( \frac{1}{2} \) cup whipped cream and 2 teaspoons lemon juice. Beat until smooth and fluffy.

SINGAPORE SAUCE—To Best Foods Mayonnaise, add one tablespoon of finely diced red and green pepper and one of celery.
CHIVE DRESSING—To Best Foods Mayonnaise add finely chopped chives and mix well.

MARASCHINO DRESSING—Whip juice of cherries into Best Foods Mayonnaise. Mix with cherries finely chopped.

CHEESE DRESSING—Grate sufficient American cheese to make a cup. Stir it into a cup of Best Foods Mayonnaise, season with celery salt and paprika.

SAUCE A LA SALMIS—Put one cup of Best Foods Mayonnaise into an enamel bowl on ice, color it with kitchen bouquet of beef extract; season to taste. When ready to serve, add three spoons of whipped cream.

PARSLEY MAYONNAISE DRESSING—Put one cup of Best Foods Mayonnaise in an enamel bowl on ice; add to it gently one cup of sour cream whipped; season it with cayenne pepper and salt to taste; add to it two tablespoons of finely chopped parsley.

ANOTHER VARIATION

BREADED VEAL CUTLET—You will find Gold Medal Salad Dressing admirable for spreading chops, instead of fussing with egg and seasonings.

Cut one cutlet into four or five pieces for serving. Rub salt and pepper into both sides, as usual. Prepare a cup of fine, stale bread crumbs. Spread one side generously with Gold Medal Salad Dressing and lay in the bread crumbs, spread other side with dressing and turn, imbedding in the crumbs. Place in a skillet containing four tablespoons of hot fat and brown quickly (about fifteen minutes), turning once and adding two more tablespoons of fat. When brown on both sides, add half a cup of hot water and a tablespoon of vinegar to the pan. Cover tightly and allow to simmer for about forty-five minutes. Remove veal from pan, make a brown gravy of the pan liquid, thickening slightly and seasoning to taste, and strain over cutlet. This was voted most delicious, and recipe would apply equally well to pork and mutton chops, veal chops, and pigs' feet, varying the time of cooking only with the different meats.
In a few brief years, The Best Foods Family has grown from one product—Nucoa Nut Margarine—to seven fine food delicacies which women the country over are using in ever increasing quantities.

These seven food products are made in plants strategically located to insure freshness in all parts of the country at all times. In these spotless kitchens, the most rigid standards of scientific care and precision continually surround the manufacture of all Best Foods Products.

Only the finest ingredients enter the sunny Best Foods Kitchens. Only the most skilled food experts are allowed to supervise the making of the products. Only perfect product is allowed to leave any of the Best Foods Kitchens. For flavor, for healthfulness, for economy—get acquainted with each member of The Best Foods Family. Here they are:

- Nucoa Nut Margarine
- Best Foods Mayonnaise
- Gold Medal Salad Dressing
- Best Foods Relish Spread
- Best Foods Thousand Island Dressing
- Best Foods Bread and Butter Pickles
- Best Foods Peanut Spread

You will be interested in the booklets in The Best Foods Library. Write to Martha Adams or send in the library card.