The Chef's Standby
BLUE RIBBON SALADS

Vary your diet if you would be healthy! Prepare appetizing, tasty dishes for your table, using the healthful, fresh vegetables and fruits provided each season by wise Mother Nature.

One of the most pleasing ways of serving food is in salad form, with RICHARD HELLMANN'S BLUE RIBBON MAYONNAISE. Prettily arranged, and combined with RICHARD HELLMANN’S BLUE RIBBON dressing, ordinary food is easily transformed into a veritable treat.

In this little book we give you a few suggestions for using RICHARD HELLMANN’S BLUE RIBBON MAYONNAISE in preparing dishes that will delight your family. These will suggest many others to the resourceful hostess and housewife.

Always use RICHARD HELLMANN’S BLUE RIBBON MAYONNAISE when preparing salads, sandwich fillings, or sauces for meat or fish. It is rich in food values, pure and tasty; it adds to the delicious flavor of the food; it makes it easy to prepare the most appetizing dishes.

JOHN BEHRMANN INCORPORATED

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Asparagus Salad

Richard Hellmann’s BLUE RIBBON Mayonnaise
Lettuce
1 green pepper
1 teaspoon hard-boiled egg (chopped)

Place six or eight asparagus stalks on lettuce on each plate. Mix chopped ingredients and place in band across stalks. Mark edges of band with half-inch strips of green pepper (or strips of pimento if preferred). Serve Richard Hellmann’s Blue Ribbon Mayonnaise in a bowl.

Vegetable Bouquet Salad

Richard Hellmann’s BLUE RIBBON Mayonnaise
Lettuce
Paprika

Separate cauliflower into flowerets. Dip into Richard Hellmann’s Blue Ribbon Mayonnaise thinned with vinegar. Place flowerets in lettuce nests. Chop beet and mix with peas and Richard Hellmann’s Blue Ribbon Mayonnaise. Fill this mixture in around the flowerets. Sprinkle with paprika.
**Pineapple Isle Salad**

- Richard Hellmann's BLUE RIBBON Mayonnaise
- 1 can pineapple
- 1 cup preserved or canned red cherries
- Lettuce
- Paprika
- ½ cup chopped nuts
- 1 package cream cheese

Place pineapple rings in nests of lettuce. Cover with chopped cherries, nuts and Richard Hellmann’s Blue Ribbon Mayonnaise. Roll cheese in one-inch balls and roll in paprika until thoroughly covered. Top each salad with a cheese ball.

**Flower Fruit Salad**

- Richard Hellmann's BLUE RIBBON Mayonnaise
- 1 cup chopped dates and walnuts
- 3 grape fruit
- 3 oranges
- Lettuce
- Green pepper

Arrange lettuce as flat as possible on plates. Peel grape fruit and oranges, removing pulp in whole sections, free from all skin. Place pieces of grape fruit in circular formation, with chopped dates and walnuts mixture in center. Arrange orange similarly in smaller flowers. Use strips of pepper as stems. Serve Richard Hellmann’s Blue Ribbon Mayonnaise in a pretty bowl.
Crab Meat Salad

Richard Hellmann’s BLUE RIBBON Mayonnaise
Lettuce
Salt, pepper, paprika

1 lb. can crab meat
4 hard-boiled eggs
1/2 cup almonds
1 green pepper


Salmon or Tuna Fish Salad

Richard Hellmann’s BLUE RIBBON Mayonnaise
Lettuce

1 lb. can salmon (or tuna fish)
1 small can green peas
1 1/2 cups chopped celery

Remove all bones and skin from salmon; drain off liquid. Shred fish into convenient size pieces. Add chopped celery and mix with Richard Hellmann’s Blue Ribbon Mayonnaise. Serve on lettuce in mounds, banked at base with green peas, boiled and chilled.
**Tomato Baskets, with Various Fillings**

The many dainty salads that may be prepared with Richard Hellmann's Blue Ribbon Mayonnaise and tomatoes allow the hostess a wide choice and delightful variety.

Scald your tomatoes; peel and chill them; cut a small piece from the stem end and remove the core and seeds. Fill with any of the following mixtures and place on ice. When ready to serve, top each tomato with a generous spoonful of Richard Hellmann's Blue Ribbon Mayonnaise. Slice a green pepper in half-inch strips and use as handles.

**Mixture One** — Sweetbreads, boiled, chilled, cut in cubes and mixed with chopped walnuts and Richard Hellmann's Blue Ribbon Mayonnaise.

**Mixture Two** — Cold boiled peas with Richard Hellmann's Blue Ribbon Mayonnaise.

**Mixture Three** — Shrimp, cut fine and mixed with Richard Hellmann's Blue Ribbon Mayonnaise. Add chopped celery if desired.

**Mixture Four** — Cold chicken, cut in cubes, mixed with cut celery and Richard Hellmann's Blue Ribbon Mayonnaise.

**Mixture Five** — Anchovies, boiled ham (minced), chopped hard-boiled egg, and a small allowance of green pepper. Mix with Richard Hellmann's Blue Ribbon Mayonnaise, thinned with cream. Add a few pearl onions if desired.
Artichokes with Richard Hellmann's BLUE RIBBON Mayonnaise Sauces

RICHARD HELLMANN'S BLUE RIBBON MAYONNAISE is unsurpassed as a dressing for French artichokes. A few pearl onions, or a half spoonful of onion juice, add to the flavor; or garlic, rubbed on the spoon used to stir the mayonnaise and measure it into the serving dishes, may be used. Chopped capers, added to the mayonnaise, make a dressing that is very tasty. Select your artichokes carefully; the young artichokes are preferable, as they have fewer fibrous outer leaves. Boil the artichokes in a covered pan. A pinch of salt should be added to the water. Boil until the leaves may be pulled off easily; time, 30 to 40 minutes. Cool and then place on ice. Serve the dressing separately, in small saucer or wax paper cup.

Stuffed Celery

Clean stalks carefully, removing leaves and roots. Fill with mixture of finely chopped nuts and olives and RICHARD HELLMANN'S BLUE RIBBON MAYONNAISE. Use only enough mayonnaise to hold mixture together; fill stalks neatly, so they may be eaten with the fingers.

BLUE RIBBON mayonnaise
Chicken Salad

Richard Hellmann’s BLUE RIBBON Mayonnaise 2 cups chicken, diced
Lettuce 2 cups chopped celery
Olives, radishes, capers, etc.
Salt and pepper

Boiled or roasted chicken may be used; have it thoroughly chilled. Cut into half-inch cubes. Mix with chopped celery. Keep on ice until wanted. Mix with Richard Hellmann’s Blue Ribbon Mayonnaise and serve on crisp lettuce leaves. If you wish, the egg may be mixed with the salad; otherwise, slice your egg lengthwise in thin strips and use with slices of stuffed olives, radish roses, capers, or slices of pickle to garnish the salad.

Chicken, Sweetbread and Mushroom Salad

Richard Hellmann’s BLUE RIBBON Mayonnaise 1 cup cooked chicken cut in cubes
2 cups chopped celery ½ cup chopped fried mushrooms
Lettuce Pimentos ½ cup sweetbreads, cut in small pieces

Chill ingredients. When ready to serve, stir chicken, sweetbreads, mushrooms and celery with necessary amount of Richard Hellmann’s Blue Ribbon Mayonnaise. Serve on lettuce; decorate with pimento strips.
A Graceful Salad Service

On informal occasions such as Sunday evening tea—or in the warm summer weather when appetites must be tempted—the wise hostess will prepare the salad right before your very eyes! With a liberal supply of Richard Hellmann's Blue Ribbon Mayonnaise and the iced ingredients arranged attractively on a small platter, she is ready to make a most delicious and appetizing salad. First she lines her salad bowl with lettuce; then puts in a tablespoon or two of mayonnaise; then, her ingredients—a little of this, a little of that, with a spoonful of mayonnaise every so often. When everything is in she stirs gently with her big salad spoon. In serving the salad she puts a leaf or so of lettuce on each plate, several spoonfuls of salad, and tops the whole with a dash of Richard Hellmann's Blue Ribbon Mayonnaise.

Fresh fruits and vegetables are best adapted to this style of serving. Tomatoes, celery, cucumbers, shredded cabbage, or cold boiled peas, beets, beans or cauliflower, can be combined in a great variety of ways. Oranges, grapefruit, cherries, grapes and apples, with chopped nut-meats if you desire, also offer a number of tempting combinations. Season and garnish to taste; add onions or a bit of garlic if you prefer high flavor.

With fruit salads it is advisable to add an equal amount of whipped cream to the Richard Hellmann's Blue Ribbon Mayonnaise and sugar to suit.

BLUE RIBBON mayonnaise
Egg Sandwich

Chop the whites of hard-boiled eggs; put yolks through potato ricer. Mix yolks and whites; season to taste and moisten with Richard Hellmann’s Blue Ribbon Mayonnaise. Spread on thin slices of buttered bread.

Stuffed Olive Sandwiches

Chop stuffed olives, mix with Richard Hellmann’s Blue Ribbon Mayonnaise. Spread on thin slices of buttered brown or white bread.

Nut Sandwiches

Remove skin from roasted peanuts; pass through meat grinder. Mix with Richard Hellmann’s Blue Ribbon Mayonnaise. Spread on buttered bread. Same may be done with blanched almonds or walnut meats.
Blue Ribbon Club Sandwich

Richard Hellmann’s BLUE RIBBON Mayonnaise
Fried Bacon
Buttered Toast
Lettuce
Sliced cold chicken
Pickles and Olive

Sandwich consists of three layers of buttered toast; lower filling, lettuce, sliced chicken, a few slices of stuffed olive, and Richard Hellmann’s Blue Ribbon Mayonnaise; upper filling, lettuce, bacon and mayonnaise. A few anchovies may be added in upper filling if desired. Serve with olives and pickles; garnish plate with lettuce leaves or parsley.

Mushroom Sandwich

Wash and peel mushrooms; dry thoroughly; fry in butter for 20 minutes. Season with pepper and salt. Chop very fine. Mix with Richard Hellmann’s Blue Ribbon Mayonnaise and spread on toasted, buttered bread.
Thousand Island Dressing

- large jar Richard Hellmann's BLUE RIBBON Mayonnaise
- 1 tablespoon chopped chives
- 1 tablespoon chopped olives
- 1 tablespoon chopped pickle
- Juice of ½ onion
- ½ cup chili sauce

RICHARD HELLMANN'S BLUE RIBBON MAYONNAISE may be used as the base of a delicious Thousand Island Dressing and served over halved head lettuce. After mixing the dressing, put it in the original RICHARD HELLMANN'S BLUE RIBBON MAYONNAISE jar. It will keep for days.

Roquefort Cheese Dressing

Mash ¼ lb. Roquefort cheese and mix with 1 large jar RICHARD HELLMANN'S BLUE RIBBON MAYONNAISE.

Meat Sauces

RICHARD HELLMANN'S BLUE RIBBON MAYONNAISE, mixed with mustard or horseradish, makes the ideal relish to serve with cold roast beef, lamb, tongue, ham or chicken. To one cup of mayonnaise add ½ tablespoon of horseradish or ½ teaspoon of dry mustard. Mix mustard carefully with a small amount of mayonnaise until it forms a smooth paste, then stir with mayonnaise until thinned to taste.
Chefs in leading hotels and clubs use RICHARD HELLMANN'S BLUE RIBBON MAYONNAISE exclusively. They have found that it adds immeasurably to the character and tastiness of salads, sandwiches and sauces, and is very convenient to use, as it stays fresh and good indefinitely if kept cool but not cold. RICHARD HELLMANN'S BLUE RIBBON MAYONNAISE is absolutely pure, made of fresh eggs, specially blended salad oils, spices and vinegar. It is put up in 3½-ounce and 8½-ounce jars for home use; in pint, quart and gallon containers for hotels and clubs.