Salad - Ideas
The new label... Early in 1929 it will be on every jar of Hellmann's Mayonnaise.

This NEW distinctive label helps you identify HELLMANN'S Blue Ribbon MAYONNAISE

Among the many salad dressings offered for sale today, there is only one Hellmann's Blue Ribbon Mayonnaise. Early in 1929 every jar of this, America's most popular mayonnaise, will come to you dressed in a new, distinctive label.

Wherever good cooks discuss salads and their dressings, Hellmann's Mayonnaise is known for its true mayonnaise flavor. Its unfailing goodness is your reason for insisting on it by name.
HOW to make a perfect salad

To make lettuce deliciously crisp, wash the leaves under cold running water. Dry the leaves carefully. Put the lettuce in a container near the ice for a short time before serving. To vary your salad base there are other attractive greens which may be used—endive, chicory, escarole, romaine, watercress, Chinese celery, or cabbage.

When using ingredients that discolor quickly—such as pears, apples, or bananas—a little lemon juice sprinkled over them will keep them fresh looking until eaten.

When ingredients are diced or chopped, use a sharp knife and then toss them lightly together, preferably with a wooden spoon and fork, to avoid any stirred-up look.

All meat, fish, and vegetable salads are improved by marinating. To prepare ingredients in this way toss them lightly in a dressing of 3 tablespoons of oil, 1 tablespoon of lemon juice or vinegar, and a seasoning of pepper and salt, and place on ice for one hour before serving.
A GOOD COOK may use choice ingredients, the utmost care, a favorite recipe . . .

Yet even the best of cooks cannot say that the mayonnaise she makes is perfect every time!

For a perfect mayonnaise is one that is thoroughly blended, smooth, and deliciously flavored. That is difficult to achieve working with a fork or an egg beater!

In making Hellmann’s Blue Ribbon Mayonnaise the finest, freshest ingredients are first mixed according to a treasured old recipe. Then they are perfectly blended with a long, rhythmic beating impossible by hand.

Delicious in flavor, smooth as velvet, perfect every time you serve it—Hellmann’s Blue Ribbon Mayonnaise is now the favorite salad dressing everywhere!
New Recipes for Tempting Salads

Meat and Fish Salads

Meat and fish salads are usually improved by marinating. To prepare ingredients in this way toss them lightly in a dressing of 3 tablespoons of oil, 1 tablespoon of lemon juice or vinegar, a seasoning of pepper and salt, and place on ice one hour before serving.

Ham and Celery Salad

- 1 cup ham, diced
- 1 cup celery, diced
- 1 green pepper, chopped

Lettuce

1 cup Hellmann's Blue Ribbon

Mayonnaise

Toss ham, celery, and pepper together lightly and serve on lettuce with mayonnaise or with Tomato Dressing (page 14).

New Chicken Salad

- 1¼ cups chicken, cooked and diced
- 1 cup celery, diced
- ½ cup canned or fresh pineapple, diced

2 cups Hellmann's Blue Ribbon

Mayonnaise

Lettuce

8 ripe olives

Toss chicken, celery, and pineapple together lightly. Moisten with mayonnaise just before serving. Arrange on lettuce and garnish with olives.

Fish and Pepper Salad

- 4 green peppers
- 1 cup any fish, cooked and flaked

1 cup Hellmann's Blue Ribbon

Mayonnaise

Lettuce

Scoop seeds from peppers and let pepper cases stand in cold salt water 30 minutes. Moisten fish with mayonnaise, drain and dry pepper shells, and fill with this mixture. Arrange on lettuce. Serve with mayonnaise or with Perfect Dressing (page 13).

A New Fish Salad

- 1 cup cold fish, flaked
- 1 cup apples, diced
- 1 tablespoon chives, chopped fine

1 cup Hellmann's Blue Ribbon

Mayonnaise

Lettuce

Toss fish and apples together lightly. Mix chives with mayonnaise and combine with fish mixture. Serve on lettuce.
Chicken Mousse

\[
\text{\(\frac{1}{2}\) package Lemon Jell-O} \\
\text{1 cup boiling chicken broth, free from fat} \\
\text{1 cup chicken, cut medium coarse} \\
\text{1 cup celery, cut fine} \\
\text{1 pimiento, cut fine} \\
\text{1 tablespoon vinegar}
\]

\[
\frac{1}{2}\text{ teaspoon salt} \\
\text{Dash of Cayenne} \\
\frac{1}{2}\text{ cup heavy cream, whipped} \\
\text{Watercress} \\
\text{Stuffed olives} \\
\text{1 cup Hellmann's Blue Ribbon Mayonnaise}
\]


Sardine Salad

\[
8\text{ canned sardines} \\
\text{Lettuce} \\
4\text{ hard-cooked eggs, diced} \\
2\text{ apples, sliced very thin} \\
1\text{ tablespoon lemon juice}
\]

\[
\frac{1}{2}\text{ teaspoon tabasco or Worcestershire sauce} \\
1\frac{1}{2}\text{ cups Hellmann's Blue Ribbon Mayonnaise}
\]

Place two sardines on lettuce on each individual salad plate and put between them mounds of eggs and apples. Mix lemon juice and tabasco sauce with mayonnaise and serve with salad.

Crab Salad

\[
1\text{ pint crab meat, cooked and flaked} \\
\text{Salt} \\
\text{White pepper} \\
1\text{ cup Hellmann's Blue Ribbon Mayonnaise}
\]

\[
\text{Lettuce} \\
2\text{ hard-cooked eggs, sliced} \\
\text{Beets, sliced} \\
\text{Celery curls}
\]

Season crab flakes well with salt and pepper. Moisten with mayonnaise and serve on lettuce. Garnish with egg slices, beets, and celery.

Tuna Fish with Asparagus

\[
1\text{ cup tuna fish, flaked} \\
1\text{ cup Hellmann's Blue Ribbon Mayonnaise} \\
1\text{ tablespoon chives, chopped fine}
\]

\[
\text{Lettuce} \\
16\text{ asparagus tips} \\
3\text{ hard-cooked eggs, sliced}
\]

Moisten tuna fish with mayonnaise to which chives have been added. Serve on lettuce with asparagus tips on one side and egg slices on the other. May also be served with Tomato Dressing.

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New Tomato Salads

Tomato Jell-O Salad

1 pint tomatoes
1 slice onion
½ cup celery, coarsely cut
4 whole cloves
1 tablespoon vinegar
¼ teaspoon salt
Dash of Cayenne
1 pint water and vegetable juice
1 package Lemon Jell-O
Lettuce
1 cup Hellmann’s Blue Ribbon
Mayonnaise

Cook tomatoes with onion, celery, and cloves for 5 minutes. Strain. Add vinegar, salt, pepper, and water to measure 1 pint. Heat to boiling point and dissolve Jell-O in it. Pour into individual molds rinsed with cold water. Chill. Serve in lettuce cups with mayonnaise.

Nut-Tomato-Pineapple Salad

4 tomatoes, sliced
Lettuce
1 cup pineapple, shredded
½ cup nut meats, broken
1 cup Hellmann’s Blue Ribbon
Mayonnaise

Place tomato slices on lettuce and pile pineapple on each slice. Sprinkle with nuts and serve with mayonnaise.

Cantaloupe and Tomato Salad

1 cup cantaloupe balls
8 tomato slices
Lettuce or watercress
Parsley, chopped
½ cup Hellmann’s Blue Ribbon
Mayonnaise

Cut small balls from firm cantaloupe and place on tomato slices. Place on lettuce or watercress. Sprinkle with parsley and garnish with mayonnaise.
**Stuffed Tomato Salad**

4 tomatoes  
Pepper and salt  
4 deviled eggs (see Deviled Egg Salad)

Cut centers from tomatoes; sprinkle with pepper and salt and insert deviled eggs. Serve on lettuce or romaine with mayonnaise or with Sauce Tartare (page 14).

**Apple, Tomato, and Onion Salad**

3 tomatoes, peeled and diced  
1 apple, pared and diced  
1 onion, chopped fine  
3 cold boiled potatoes, diced

Toss tomatoes, apple, onion, and potatoes together lightly. Mix in crumbs just before serving, and serve on lettuce, garnished with mayonnaise.

**Tomato Slaw**

1 tablespoon green pepper, chopped  
1 tablespoon chili sauce  
1 small jar anchovies

Mix pepper and chili sauce with mayonnaise, and use as dressing for cabbage, which has been crisped in ice water and dried.

**Tomato and Anchovy Salad**

4 whole tomatoes  
½ teaspoon onion juice  
1 small jar anchovies

Dip tomatoes in boiling water. Peel, and make hole in center. Sprinkle with onion juice and fill with anchovies. Place in ice-cream freezer packed with ice and salt, and let chill for 30 minutes. Serve on lettuce with mayonnaise, or with Cream Dressing (page 14).

**Cheese Salad with Variations**

1½ cups cheese  
¾ cup Hellmann’s Blue Ribbon Mayonnaise

Shape cheese into balls, about 1 tablespoon to each ball. Serve three balls to a person.

Vary this recipe by adding to cheese any of the following:

- Nuts
- Figs
- Dates

- Currants
- Chervil
- Chives

- Watercress
- Olives
- Parsley

- Green peppers
- Pickles
- Pimiento
Vegetable... and Egg Salads

Spinach Salad

2 cups cold boiled spinach, chopped fine
Cinnamon
Lettuce

2/3 cup stuffed olives, sliced
2 hard-cooked eggs, chopped
1 cup Hellmann’s Blue Ribbon Mayonnaise

Mold spinach and sprinkle with cinnamon. Arrange on lettuce. Garnish with olives and a mixture of olives, eggs, and mayonnaise.

Jerusalem Artichoke Salad

2 cups cooked Jerusalem artichokes, diced
2 cups celery, diced
1/2 cup cooked beets, diced

2 teaspoons onion, chopped fine
Lettuce
1 cup Hellmann’s Blue Ribbon Mayonnaise

Toss artichokes, celery, beets, and onion together lightly. Serve salad in lettuce cups and garnish with mayonnaise.

Potato Salad

6 potatoes
2 teaspoons onion, chopped fine
2 tablespoons celery, diced
1/2 teaspoon salt
2 tablespoons ketchup

1/2 cup Hellmann’s Blue Ribbon Mayonnaise
Lettuce
1 hard-cooked egg, sliced
Green pepper
Tiny beets

Boil potatoes in their skins. While they are boiling, prepare onion and celery. Place them in a bowl with salt, ketchup, and half the mayonnaise. Peel and dice potatoes while hot, moisten them with remaining mayonnaise, and let stand until cold. Arrange on lettuce. Garnish with egg slices, ribbons of green pepper, and tiny beets. Radishes or olives may be used in place of beets.
Green Peppers Stuffed with Cream Cheese

3 large green peppers, seeded  
2 packages cream cheese (2 oz. each)  
½ teaspoon paprika  
2 tablespoons Hellmann's Blue Ribbon Mayonnaise

Mix cheese, paprika, and mayonnaise. Stuff peppers with mixture. Put on ice to become very cold and firm. Cut three-eighths-inch crosswise slices, serve on lettuce with additional mayonnaise.

Greens and Dressing Salad

Lettuce, or other salad greens, well crisped, may be served with Hellman's Blue Ribbon Mayonnaise just as it comes from the jar, or with mayonnaise to which either a little cream cheese, a few onions, some celery, or a hard-cooked egg has been added.

Deviled Eggs

6 hard-cooked eggs  
1 tablespoon chives, chopped  
Pepper and salt  
2 tablespoons Hellmann's Blue Ribbon Mayonnaise

Halve eggs. Remove yolks, mash, add pepper and salt and moisten with mixture of chives and mayonnaise. Replace in egg whites and sprinkle additional chives over tops.

Asparagus Salad

16 asparagus tips  
Lettuce  
½ cup nut meats, broken  
1 cup celery, diced  
½ cup stuffed olives, chopped  
1 cup Hellmann's Blue Ribbon Mayonnaise

Arrange asparagus tips on lettuce. Mix nut meats, celery, and olives together with mayonnaise, and serve with asparagus tips.

Pepper and Radish Salad

1 cup green pepper, shredded  
Lettuce  
1 tablespoon chives, chopped  
1 cup radishes, cut fine  
1 cup Hellmann's Blue Ribbon Mayonnaise

Mix ingredients together. Serve on lettuce with mayonnaise.

Spring Salad

Lettuce  
16 asparagus tips  
2 cups green peas  
3 cups cooked carrots, diced  
Parsley, chopped  
Pimiento, diced  
½ cup Hellmann's Blue Ribbon Mayonnaise

Arrange lettuce on salad plate, and radiate asparagus tips toward the edge. In spaces between tips arrange one mound each of peas and carrots. Sprinkle carrots with parsley, and peas and asparagus with pimiento. Garnish with mayonnaise.
Fruit Salads

Cabbage and Pineapple Salad

1 cup white cabbage, shredded 
½ cup white grapes, halved and seeded 
½ cup orange, diced 
½ cup pineapple, shredded 
1 cup Hellmann’s Blue Ribbon Mayonnaise 

Toss cabbage, orange, pineapple, and grapes together lightly. Add mayonnaise just before serving. Serve on lettuce, and garnish with cherries.

Orange and Onion Salad

4 oranges, thinly sliced 
4 apples, diced 
8 thin slices Spanish onion 
1 cup Hellmann’s Blue Ribbon Mayonnaise 

Place orange slices on lettuce on individual salad plate, and on these, two slices of onion. Cover with apple and serve with mayonnaise.

Coconut Fruit Salad

¾ cup tart apples, diced 
¾ cup celery, cut fine 
½ cup Baker’s Coconut, Southern Style 
1 cup Hellmann’s Blue Ribbon Mayonnaise 
1 tablespoon lemon juice 
1 tablespoon orange juice 
Salt 
Paprika 
Lettuce 
Currant jelly, cut in tiny cubes 

Toss apples, celery, and coconut together lightly with mayonnaise. Sprinkle with lemon and orange juice, and with salt and paprika. Place in lettuce-lined bowl and dot with jelly.
Grapefruit and Orange Salad
1 grapefruit  4 oranges  Lettuce  ½ cup Hellmann’s Blue Ribbon Mayonnaise

Peel grapefruit and oranges, and separate into sections, removing all membrane. Arrange alternate sections of each in star pattern on lettuce. Put 1 teaspoon mayonnaise in center.

Imperial Salad
1 package Lemon Jell-O  ¼ can pimientos, shredded
1 cup boiling water  1 medium cucumber, cut fine, salted, and drained
1 cup pineapple juice  Lettuce
1 tablespoon vinegar
3 slices canned pineapple, diced  1 cup Hellmann’s Blue Ribbon Mayonnaise

Dissolve Jell-O in boiling water. Add pineapple juice and vinegar. Chill. When slightly thickened, add pineapple, pimiento, and cucumber. Turn into molds. Chill until firm. Serve on lettuce with mayonnaise or Cream Dressing (page 14).

Apricot Salad
2 cups lettuce, shredded  1 tablespoon preserved ginger, chopped
12 apricots, stewed or canned  1 cup Hellmann’s Blue Ribbon Mayonnaise
8 prunes, uncooked but soaked soft and seeded

On each plate arrange a bed of shredded lettuce. Place on it apricots and prunes. Serve with mixture of ginger and mayonnaise.

Spring Fruit Salad
6 slices pineapple, fresh or canned  8 strawberries
Lettuce  1 cup Hellmann’s Blue Ribbon Mayonnaise
6 slices orange  2 tablespoons honey
1 banana, sliced thin  6 sprigs fresh mint

Place slice of pineapple on lettuce on individual plate, and on this put slice of orange, then a layer of banana slices, and top with strawberry. Serve with mayonnaise to which honey has been added. Garnish with mint.

Pear and Date Salad (Park Avenue Salad)
2 tablespoons nuts, chopped  4 dates, pitted
1 tablespoon cream cheese  4 halves pears, canned
1 cup Hellmann’s Blue Ribbon Lettuce
Mayonnaise  1 tablespoon preserved ginger, chopped

Cream nuts, cheese, and half the mayonnaise to a soft paste, and stuff dates with mixture. Place dates in pear cavities. Serve on lettuce. Garnish with mayonnaise to which ginger has been added.

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Salad Dressing Variations

With Hellmann’s Blue Ribbon Mayonnaise as a base, you may vary your salad dressing in an infinite number of ways, to suit your individual taste or the particular salad. With highly flavored salads, serve Hellmann’s Blue Ribbon Mayonnaise just as it comes from the jar. With bland salads, serve it sharpened with spicy or pickled ingredients. For sweet salads, add cream, honey, nuts, or ginger to Hellmann’s Blue Ribbon Mayonnaise. Following are suggested recipes for salad-dressing variations:

In each recipe mix the ingredients in the order given.

Chiffonade Dressing

2 tablespoons parsley, chopped
2 tablespoons pepper, chopped
1 tablespoon pimiento, chopped
1 small onion, chopped fine
1 cup Hellmann’s Blue Ribbon Mayonnaise
Paprika enough to make quite red

Peanut Butter Dressing

2 tablespoons peanut butter
1 tablespoon olive oil
1 tablespoon tarragon vinegar
½ tablespoon lemon juice
Dash of paprika
1 cup Hellmann’s Blue Ribbon Mayonnaise

Ginger Dressing

1 tablespoon preserved ginger, chopped
1 cup Hellmann’s Blue Ribbon Mayonnaise

Perfect Dressing

1 hard-cooked egg yolk
1 teaspoon vinegar
1 teaspoon chili sauce
1 cup Hellmann’s Blue Ribbon Mayonnaise

Fluffy Dressing

1 egg white, beaten dry
1 cup Hellmann’s Blue Ribbon Mayonnaise
Salad Dressing Variations
(Continued)

In each recipe mix the ingredients in the order given.

New York Dressing

½ onion, grated
1 tablespoon chives, chopped
1 tablespoon parsley, chopped
1 tablespoon chervil, chopped
1½ cups Hellmann's Blue Ribbon Mayonnaise

Cream Dressing

3 to 6 tablespoons heavy cream, whipped
1 cup Hellmann's Blue Ribbon Mayonnaise

Tomato Dressing

1 tablespoon chili sauce or ketchup
½ teaspoon salt
1 cup Hellmann's Blue Ribbon Mayonnaise

Sauce Tartare

2 tablespoons capers, chopped
2 tablespoons cucumber pickles, chopped
2 tablespoons olives, chopped
1 teaspoon parsley, chopped
1 teaspoon grated onion
2 cups Hellmann's Blue Ribbon Mayonnaise

Sauce Indienne

½ cup chili sauce
½ cup heavy cream, whipped
½ cup Hellmann's Blue Ribbon Mayonnaise

Honey Dressing

2 tablespoons honey
1 cup Hellmann's Blue Ribbon Mayonnaise

A Delicious Hot Mayonnaise
(Like Hollandaise Sauce)

½ cup hot white sauce
1 tablespoon lemon juice
⅔ of a ½-pint jar of Hellmann's Blue Ribbon Mayonnaise.

Combine these ingredients in order given, and serve hot on asparagus tips, broccoli, French artichokes, or broiled fish.
Now the Favorite Everywhere

From east to west, from north to south, come enthusiastic letters. . . .

"I consider myself a good cook—but your mayonnaise is so much smoother than mine."

"Better flavored than the mayonnaise I used to make."

"As fresh as though I'd just made it myself."

Women everywhere are delighted with Hellmann's Blue Ribbon Mayonnaise. Today it is the most popular salad dressing in America.

Women tell us they choose Hellmann's Blue Ribbon Mayonnaise for its delicious home-made flavor, its wonderful freshness, its unfailing smoothness.

Ask your grocer for a jar today. . . the popular half-pint size is only 25 cents anywhere in the United States. Other sizes are 3½-ounce, pint, and quart jars.
No other dressing you can use
brings such luscious, blended flavor

Only Hellmann’s Mayonnaise can bring to your salads the gift of perfect flavor. Into the making of this justly famous salad dressing go the choicest of ingredients. The mayonnaise is blended to a mellow old recipe and beaten, beaten, beaten to a melting harmony of velvety smoothness, of luscious flavor.

Hellmann’s Mayonnaise is made by Richard Hellmann, Inc., Long Island City, N. Y. So that you may get it always fresh, other plants are located at strategic points: Chicago, Ill., San Francisco, Cal., Atlanta, Ga., Dallas, Texas, and Tampa, Fla.

HELLMANN’S Blue Ribbon MAYONNAISE