THE Hellmann SALAD Book
DOUBLE WHIPPED
FOR PERFECTION

Everyday in the spotless Hellmann kitchen, these gay little blue-labelled bottles are being filled with luscious, creamy mayonnaise...always with the same perfect blend of flavor, the same satin-smooth texture.

For Hellmann chefs use only fresh ingredients of the finest quality. They measure them carefully, exactly, by the treasured old Hellmann recipe. Then in big shining mixers, the mayonnaise is beaten and beaten with the long, even, rhythmic stroke that only a powerful machine can give, till it is thick and fluffy and silky-smooth.

Then—and herein lies the magic—this wonderful mayonnaise is whipped all over again, completely double whipped! That's the secret of the extra creaminess, the subtly blended flavor, the added reliability of Hellmann's.

There is never a mayonnaise worry with the exactly measured double whipped mayonnaise. It means perfection every time...an unfailing source of pride and delight.

Of course women prefer it and the best of cooks wonder why-in-the-world they ever bothered to make their own.
WHEN SALADS ARE THEIR BEST

SALADS are so dainty and refreshing that every woman loves to make them. A simple salad of greens for dinner, something heartier for lunch, or a festive salad for a party—these constantly challenge her ingenuity. But, whatever the ingredients may be, the experienced hostess knows that the secret of a perfect salad lies in its thoughtful preparation, and she judges it sternly for these qualities. To serve salads at their best, be sure they are:

Artfully Blended—a combination of ingredients both delicious and stimulating, piquant and satisfying.

Crisp—with tender, fresh greens, that have been washed under cold running water, dried carefully, and placed near the ice for a short time.

Cold—with ingredients thoroughly chilled, and served on a frosty plate.

Colorful—gay and enticing, but simply garnished. To keep such foods as apples, peaches, and bananas fresh-looking, sprinkle with lemon juice.

Perfectly Dressed—with the smooth, mellowing flavor, the unfailing goodness of Hellmann’s Mayonnaise.
NEW RECIPES FOR OLD FAVORITES

BOLIVIA POTATO SALAD

2 cups cold boiled potatoes, cut in 1/2 inch cubes
2 pimientos, chopped
1/2 tablespoon onion or chives, finely chopped
3 hard-cooked eggs, chopped

Rub bowl in which salad is to be mixed with cut-side of clove of garlic, if desired. Add potatoes, pimientos, onion, and eggs. Combine 1 tablespoon mayonnaise with vinegar, salt, and pepper, and add to potato mixture. Toss lightly together and chill 1 hour or longer. Add remaining mayonnaise and blend. Arrange in lettuce cups. Sprinkle with chopped chives. Serves 6.

CABBAGE SLAW

3 cups cabbage, finely shredded
1/3 cup vinegar
2 tablespoons sugar


NEW CHICKEN SALAD

1 1/2 cups chicken, cooked and diced
1 cup celery, diced
1/2 cup canned or fresh pineapple, diced

COMBINATION SALAD

1 cucumber, sliced  1 green pepper, cut in thin rings  
¼ teaspoon salt  1 small onion, sliced  
Dash of paprika  6 radish roses  
2 tomatoes, cut in wedges  ½ cup Hellmann’s Mayonnaise

Crisp cucumber slices by allowing them to stand in ice water. Drain and dry thoroughly. Season with salt and paprika. Line salad bowl with crisp salad greens. Arrange cucumber slices in one section, tomato wedges in another, and green pepper rings and onion slices in a third. Garnish the salad with radish roses. Place mayonnaise in a lettuce cup in the center. Serves 6.

WALDORF SALAD

1½ cups celery, diced  1½ cups apples, diced  
3 tablespoons lemon juice  ½ cup of Hellmann’s Mayonnaise  
2 tablespoons sugar  ½ cup cream, whipped  
Dash of salt

Crisp celery by allowing it to stand in ice water. Drain and dry thoroughly. Add lemon juice, sugar, and salt to apples, and chill for 10 minutes. Add celery. Toss lightly together with dressing made by folding mayonnaise into whipped cream. Arrange crisp lettuce in salad bowl and pile salad lightly in it. Garnish with strips of pimiento and halves of English walnuts. If red apples are used, leave the skin on half of them. Serves 6.

SALAD TEMPTATION

2 large fresh pears, sliced  ½ teaspoon salt  
3 teaspoons sugar (if desired)  1 cucumber, sliced  
4 teaspoons lemon juice  ½ cup Hellmann’s Mayonnaise


NEW YORKER’S PINEAPPLE SALAD

½ cup cream cheese  ½ cup Hellmann’s Mayonnaise  
6 slices canned pineapple, drained  ¼ cup cream, whipped  
Mint jelly

Cream cheese until smooth and soft enough to spread easily. Pile onto pineapple slices in thick uneven layer. Arrange on crisp lettuce or watercress. Garnish with bits of mint jelly. Serve with dressing made by folding mayonnaise into whipped cream. Serves 6.
For tomato salads, select bright, firm, medium-sized tomatoes. Scald them quickly, peel, and chill.

*Sliced Tomatoes*—Cut tomatoes into \( \frac{1}{3} \)-inch slices. Arrange overlapping slices on crisp lettuce. Serve with Hellmann’s Mayonnaise.

*Tomato Wedges*—Cut tomatoes into sixths. Stand or arrange these wedge-shaped sections in swirl on lettuce. Serve with Hellmann’s Mayonnaise.

*Tomato Cups*—Cut tiny tomatoes in halves. Hollow centers slightly, sprinkle with salt, invert, and chill. Pile Hellmann’s Mayonnaise in center.

*Poinsettias*—Use large tomatoes; do not peel. With sharp, pointed knife score each tomato in sixths, cutting through skin and outer layer of tomato pulp from center of top to within 1 inch of center of base. Insert knife at top and gently pry away scored sections from inside pulp, opening them out like six petals. Pile Hellmann’s Mayonnaise in center. Serve on crisp lettuce and garnish with watercress.

---

**TOMATO SURPRISE**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 medium-sized tomatoes, peeled</td>
<td>3 tablespoons</td>
</tr>
<tr>
<td>1 cup cooked chicken, diced</td>
<td>Hellmann’s Mayonnaise</td>
</tr>
<tr>
<td>( \frac{1}{4} ) cup celery, diced</td>
<td>( \frac{1}{2} ) teaspoon salt</td>
</tr>
<tr>
<td></td>
<td>Dash of white pepper</td>
</tr>
</tbody>
</table>

Cut away stem-end of tomatoes and cut tomatoes down half way in sixths. Sprinkle inside of each tomato with salt, invert, and chill 30 minutes. Toss lightly together chicken, celery, mayonnaise, salt, and pepper. Spread tomatoes slightly and place chicken mixture in each tomato. Serve on crisp lettuce. Garnish *top* of each tomato with mayonnaise. Sprinkle with paprika. Serves 6.
STUFFED TOMATO SALAD

6 medium-sized tomatoes, peeled  1/2 teaspoon salt
2 cups cucumber, diced  1/3 cup Hellmann's Mayonnaise

Remove thin slice from stem-end of each tomato and take out seeds and part of pulp. Sprinkle inside with salt, invert, and chill 30 minutes. Add salt to mayonnaise, add to cucumbers, and toss lightly together. Pile lightly in tomatoes and sprinkle top with paprika. Serve on crisp lettuce. Serves 6.

APPLE, TOMATO, AND ONION SALAD

3 tomatoes, peeled and cubed  3 cold boiled potatoes, diced
1 apple, pared and diced  1/2 cup Grape-Nuts, toasted
1 onion, finely chopped  1 cup Hellmann's Mayonnaise


TOMATO AND PINEAPPLE SALAD

4 tomatoes, sliced  1/2 cup nut meats, broken
1 cup pineapple, shredded  1 cup Hellmann's Mayonnaise


STUFFED EGG AND TOMATO SALAD

6 hard-cooked eggs  1 tablespoon vinegar
2 tablespoons Hellmann's Mayonnaise  1/4 teaspoon salt
4 tomatoes


TART TOMATO SALAD

1 package Lemon Jell-O  Dash of salt
1 pint canned tomatoes, strained  1 teaspoon Worcestershire sauce
1 1/2 teaspoons lemon juice  1/2 cup celery, diced
1/2 cup sweet pickles, or ripe cucumber pickles, diced

FISH, MEAT, AND EGG SALADS

**EXCELSIOR SALAD**

- 2 cups cooked chicken, diced
- 1 cup celery, diced
- ½ teaspoon salt
- Dash of pepper
- 1 cup Hellmann’s Mayonnaise
- 1 cup cream, whipped
- 1 cup Hellmann’s Mayonnaise
- 2 apples, cut in thin slices


**ROAST BEEF AND STRING BEAN SALAD**

- 1 tablespoon Hellmann’s Mayonnaise
- 1½ teaspoon salt
- ⅛ teaspoon pepper
- 3 tablespoons salad oil
- 3 tablespoons vinegar
- Dash of paprika
- 2 cups string beans
- 1 cup roast beef, diced

Blend mayonnaise, oil, vinegar, salt, pepper, and paprika, and combine with beans. Chill 1 hour. Drain. Add roast beef and toss lightly together. Pile in center of salad bowl and arrange around the base thin slices of radishes overlapping one another. Garnish top with mayonnaise and paprika. Serves 6.

**HELLMANN’S SALMAGUNDI**

- 1 cup boiled potatoes, diced
- 2 pimientos, chopped
- 2 cups boiled ham or pork, diced
- ½ cup celery, diced
- 2 sweet pickles, finely diced
- ⅛ cup Hellmann’s Mayonnaise

STUFFED EGGS

6 hard-cooked eggs  12 pecan meats, chopped
2 tablespoons Hellmann’s Mayonnaise  2 small sour pickles, chopped
4 olives, chopped  1 1/2 tablespoons chili sauce
1/4 teaspoon salt
2 teaspoons vinegar

Cut eggs in half lengthwise, remove yolks, and mash well. Add remaining ingredients and blend. Refill cavities. Serve on crisp lettuce with Hellmann’s Thousand Island Dressing. Serves 6.

GRAPEFRUIT AND SHRIMP SALAD

1 cup grapefruit, sections free from membrane and cut in pieces  1/3 cup cucumber, diced
1 cup shrimps, flaked  3/4 cup celery, finely cut
1/2 cup Hellmann’s Mayonnaise


Note: Vary this salad by substituting for shrimp 1 cup crab meat, flaked.

SALMON SALAD

2 cups salmon, flaked  1 cup cucumber, diced
2 tablespoons lemon juice  1/4 teaspoon salt
1 cup celery, diced  Dash of Cayenne
1/3 cup Hellmann’s Mayonnaise

Sprinkle salmon with lemon juice and chill 15 minutes. Toss salmon and remaining ingredients lightly together. Arrange in crisp lettuce cups. May be garnished with yolk of hard-cooked egg forced through a sieve, and white of egg cut in strips. Serves 6.

MOLDED FISH SALAD

3 cups cooked fish, flaked  1/2 teaspoon salt
1 green pepper, finely chopped  1/2 cup celery, diced
1/4 teaspoon pepper  1 teaspoon grated onion
1 1/4 cups Hellmann’s Mayonnaise

VEGETABLE SALADS

FRESH VEGETABLE SALAD

1 cup cooked string beans, cut in short pieces
1/2 cup cooked Lima beans
1/4 cup vinegar
1/2 cup cooked carrots, diced
1/2 cup cooked peas
1 cup cooked asparagus stalks, cut in short pieces
1/4 cup Hellmann’s Mayonnaise
3/4 cup cooked beets, diced

Combine string beans and Lima beans with vinegar, and chill 15 minutes. Season carrots, peas, and asparagus with salt, white pepper, and Cayenne. Add to first mixture and toss lightly together with mayonnaise. Arrange crisp lettuce on large salad plate, place beets in small mounds around the edge, and pile salad lightly in center. Garnish with asparagus tips. Serves 6.

CRISP CARROT AND CABBAGE SALAD

2 cups carrots, cut in fine, long strips
2 cups cabbage, finely shredded
1/3 cup vinegar
1/2 cup Hellmann’s Mayonnaise
1/2 tablespoon confectioners’ sugar
Dash of salt
1/2 cup cream, whipped

Crisp carrots and cabbage by allowing them to stand in ice water. Drain cabbage, add vinegar, and chill 15 minutes. Drain and dry vegetables thoroughly. Combine carrots and cabbage and toss lightly together with dressing made by folding mayonnaise, sugar, and salt into whipped cream. Serves 6.

ALMA SALAD

3/4 cup Hellmann’s Mayonnaise
3 hard-cooked eggs, sliced
3 medium-sized cooked beets, sliced

Spread mayonnaise thickly on crisp romaine. Press into mayonnaise alternate slices of beets and eggs. Serves 6.
POTATO AND APPLE SALAD

1 1/2 cups potatoes, cooked, peeled, and diced  1/4 cup sweet pickles, chopped
1/2 cup celery, diced  4 tablespoons peanuts
1/2 green pepper, chopped  1/2 cup Hellmann’s Mayonnaise
1/2 pimiento, cut in strips  1 1/2 tablespoons vinegar
1 apple, diced  1/2 teaspoon onion juice

Dash of Worcestershire sauce


COCONUT SALAD DELICIOUS

2 cups cabbage, finely shredded  3/4 cup Hellmann’s Mayonnaise
1 cup grated pineapple, drained  Dash of salt
1 cup Baker’s Coconut


SPANISH ONION SALAD

3 cups Spanish onions, thinly sliced  1/2 teaspoon sugar
1/4 teaspoon soda  1/4 teaspoon salt
1/4 cup vinegar  Dash of pepper
1/4 cup Hellmann’s Mayonnaise


SEA DREAM SALAD

1 package Lemon Jell-O  1 teaspoon onion juice
1 cup boiling water  Dash of Cayenne
1 cup grated cucumber  1/2 teaspoon salt
1 tablespoon vinegar  Green coloring

FRUIT SALADS

APRICOT EMERALD SALAD

- 6 apricots, halved and seeded
- 2 tablespoons lemon juice
- 1 1/2 tablespoons confectioners’ sugar
- 1 cup white grapes, seeded and stuffed with pimiento

Sprinkle apricot halves with lemon juice and sugar. Chill 10 minutes. Arrange crisp lettuce in salad bowl. Place stuffed grapes in apricot halves and arrange apricots and remaining grapes in salad bowl. Serve with dressing made by folding cream cheese and nuts into mayonnaise. Serves 6.

MEDITERRANEAN SALAD

- 1 grapefruit, free from membrane and cut in sections
- 3 oranges, free from membrane and cut in sections
- 12 maraschino cherries, halved
- Crisp lettuce
- 1/2 cup Hellmann’s Mayonnaise

Arrange grapefruit and orange sections and cherries on lettuce. Garnish with Hellmann’s Mayonnaise or Maple Mayonnaise. Serves 6.

PEAR SALAD WITH GINGER MAYONNAISE

- 3 cups pears, diced
- 1 1/2 tablespoons lemon juice
- Dash of salt
- 4 tablespoons chopped preserved ginger and syrup
- 1/3 cup Hellmann’s Mayonnaise
- 1/2 cup cream, whipped

Sprinkle pears with lemon juice and salt. Toss lightly together with dressing made by folding ginger and mayonnaise into whipped cream. Serve on crisp lettuce. Serves 6.
TROPIC SALAD

2 bananas, diced  
1 tablespoon lemon juice  
1/2 tablespoon confectioners’ sugar  
1/2 cup dates, seeded and cut in pieces  
1/3 cup cream, whipped

1/2 cup nut meats, broken  
1/2 cup celery, cut in thin strips  
Dash of salt  
1/3 cup Hellmann’s Mayonnaise

Sprinkle bananas with lemon juice and sugar. Chill 10 minutes. Add dates, nuts, celery, and salt. Toss together lightly with dressing made by folding mayonnaise and 2 additional tablespoons each of lemon juice and sugar into whipped cream. Serve on crisp lettuce. Garnish with rings of maraschino cherries. Serves 6.

FRESH PINEAPPLE AND STRAWBERRY SALAD

1 pint fresh strawberries, hulled and halved  
1/2 tablespoon lemon juice  
1 1/2 tablespoons confectioners’ sugar  
1/3 cup cream, whipped

3/4 cup fresh pineapple, diced and sweetened, or 3/4 cup canned pineapple, diced and drained


LOS ANGELES SALAD

1/4 cup seedless raisins  
1 cup fresh peaches, sliced  
1 1/2 tablespoons lemon juice  
1 1/2 tablespoons sugar  
3 tablespoons peanuts, chopped

3 oranges, sections free from membrane  
1/3 cup Hellmann’s Mayonnaise  
2 teaspoons confectioners’ sugar  
1/3 cup cream, whipped

Soak raisins in cold water 15 minutes and drain. Combine peaches, lemon juice, and sugar. Add peanuts, oranges, and raisins, and toss lightly together. Arrange on crisp chicory or on lettuce and watercress. Serve with dressing made by folding mayonnaise and sugar into whipped cream. Serves 6.

CHERRY MAYONNAISE SALAD

1 package Lemon Jell-O  
1 cup boiling water  
1 teaspoon vinegar

1/4 teaspoon salt  
1/2 cup cherry juice  
1/4 cup Hellmann’s Mayonnaise

2 cups canned white cherries, seeded

A DOZEN DRESSINGS MADE WITH HELLMANN’S

CHIFFONADE DRESSING
2 tablespoons parsley, chopped 1 small onion, finely chopped
2 tablespoons pepper, chopped 1 cup Hellmann’s Mayonnaise
1 tablespoon pimiento, chopped Paprika to color


SAUCE INDIENNE
1/2 cup chili sauce 1/2 cup Hellmann’s Mayonnaise 1/2 cup cream, whipped

Combine chili sauce and mayonnaise. Fold into whipped cream. Serve on crisp greens. Makes 2 1/2 cups sauce.

PERFECT DRESSING
1 hard-cooked egg yolk, chopped 1 teaspoon chili sauce
1 teaspoon vinegar 1 cup Hellmann’s Mayonnaise

Combine ingredients. Chill. Serve on greens or on fish salads. Makes 1 cup.

NEW YORK DRESSING
1 1/2 cups Hellmann’s Mayonnaise 1 tablespoon parsley, chopped
1 tablespoon chives, chopped 1/2 onion, grated
1 tablespoon chervil, chopped


TOMATO DRESSING
3 tablespoons chili sauce or ketchup 1 cup Hellmann’s Mayonnaise 1/2 teaspoon salt

Combine ingredients. Chill. Serve on crisp greens, or on egg, cheese, or meat salads. Makes 1 cup dressing.

HELLMANN’S CREAM DRESSING
1 cup Hellmann’s Mayonnaise 1/3 cup thick cream, whipped

LEMON CREAM MAYONNAISE

$\frac{1}{2}$ cup Hellmann’s Mayonnaise
Dash of salt
$\frac{1}{2}$ tablespoons lemon juice
$\frac{1}{4}$ cup cream, whipped

2$\frac{1}{2}$ tablespoons confectioners’ sugar

Fold mayonnaise, sugar, salt, and lemon juice into whipped cream. Serve with fruit salad. Makes 1 cup mayonnaise.

MAPLE MAYONNAISE

1 tablespoon Log Cabin Syrup
$\frac{1}{4}$ cup Hellmann’s Mayonnaise

Combine syrup with mayonnaise. Fold in whipped cream. Serve with fruit salad. Makes $\frac{3}{4}$ cup maple mayonnaise.

HELLMANN’S FRUIT SALAD DRESSING

$\frac{1}{2}$ cup Hellmann’s Mayonnaise
3 tablespoons grated pineapple, drained
$\frac{1}{2}$ cup cream, whipped

2 tablespoons confectioners’ sugar
2 teaspoons lemon juice

Combine mayonnaise, pineapple, sugar, and lemon juice. Fold into whipped cream. Makes 1$\frac{1}{2}$ cups dressing.

RASPBERRY MAYONNAISE

2 tablespoons raspberry jam or jelly
2 tablespoons lemon juice

Dash of salt
$\frac{1}{4}$ cup cream, whipped

$\frac{1}{4}$ cup Hellmann’s Mayonnaise

Break up raspberry jam or jelly with silver fork. Add lemon juice, salt, and mayonnaise. Fold into whipped cream. Serve with fruit salads. Makes $\frac{3}{4}$ cups.

MINT MAYONNAISE

3 tablespoons mint jelly
1 tablespoon lemon juice

Dash of salt
$\frac{1}{4}$ cup cream, whipped

$\frac{1}{4}$ cup Hellmann’s Mayonnaise

Break up mint jelly with silver fork. Add lemon juice, salt, and mayonnaise. Fold into whipped cream. Serve with fruit salad. Makes $\frac{3}{4}$ cup mayonnaise.

HOT MAYONNAISE

(Sauce for fish, asparagus, artichokes, cauliflower, etc.)

2 tablespoons butter
$\frac{1}{2}$ tablespoons flour
$\frac{1}{2}$ cup thin cream
1 egg, slightly beaten
$\frac{1}{2}$ cup Hellmann’s Mayonnaise
$\frac{1}{2}$ teaspoon salt
$\frac{1}{2}$ teaspoon lemon juice
$\frac{1}{2}$ teaspoon vinegar
2 tablespoons melted butter
Dash of paprika
6 drops tabasco
$\frac{1}{6}$ teaspoon Worcestershire sauce

Melt butter in double boiler, add flour and salt, and mix until smooth. Add cream gradually, and cook until thickened, stirring constantly. Continue cooking 5 minutes longer. Add egg, remove from fire immediately, and stir over hot water until thickened. Add mayonnaise, then lemon juice and vinegar, a few drops at a time, mixing thoroughly after each addition. Add butter, 1 tablespoon at a time, mixing well after each addition. Add paprika, tabasco, and Worcestershire sauce. Makes 1$\frac{1}{2}$ cups hot mayonnaise.
SANDWICH SUGGESTIONS

HELLMANN'S CLUB SANDWICH

1 loaf bread, thinly sliced and toasted
Crisp lettuce
4 tomatoes, thinly sliced and sprinkled with salt

Toasted 2 cups (1 can) chicken, sliced

On a slice of toast place lettuce, spread thinly with mayonnaise, arrange slices of chicken on this, and cover with another piece of toast. On this place more lettuce, mayonnaise, bacon, and slices of tomato. Cover with a third piece of toast. Trim edges and cut diagonally across each sandwich to form triangles. Garnish with radish roses or stuffed olive slices, strips of pimiento, or green pepper. Makes 6 double sandwiches.

SARDINE SANDWICHES

1/4 cup Hellmann’s Mayonnaise
1/2 cup sardines, finely chopped
3 tablespoons sour pickles, chopped
1 teaspoon lemon juice

Rub bowl in which mixture is to be mixed with cut-side of clove of garlic, if desired. Add ingredients and mix well. Spread between thin slices of buttered bread and cut in desired shapes. Makes 6 sandwiches.

CHICKEN AND HAM SANDWICH FILLING

1/4 cup Hellmann’s Mayonnaise
1/4 cup cooked ham, chopped
1/2 cup cooked chicken, chopped
1/2 cup celery, finely chopped

Combine ingredients and chill. Makes 1 cup filling.

BACON AND PICKLE SANDWICH FILLING

1/4 cup Hellmann’s Mayonnaise
6 slices crisp broiled bacon, chopped
3 medium-sized dill pickles, chopped


EGG AND OLIVE SANDWICH FILLING

1/4 cup Hellmann’s Mayonnaise
2 hard-cooked eggs, chopped
8 olives, chopped

UNIQUE HORSE-RADISH SAUCES

COCKTAIL SAUCE
1 1/4 tablespoons Hellmann's Horse-radish
3/4 cup tomato ketchup
3 tablespoons chili sauce
2 tablespoons lemon juice
Dash of salt

Combine ingredients and blend. Chill thoroughly. Serve with oyster or clam cocktail, or with cooked fish. Makes 1 cup sauce.

HOT HORSE-RADISH SAUCE
3 1/2 tablespoons butter
1 1/2 cups milk, scalded
4 tablespoons flour
1 cup hot meat stock
1/2 cup milk, scalded
3 tablespoons Hellmann's Horse-radish
Dash of salt

Combine butter and flour and heat until mixture bubbles, stirring constantly. Combine stock and milk, and add to flour mixture gradually, stirring well. When all stock is added, place over hot water and cook 10 to 15 minutes, stirring frequently. Add horse-radish and salt. Serve hot with roast or boiled beef, or with boiled tongue. Makes 1 1/2 cups sauce.

CUCUMBER AND HORSE-RADISH RELISH
2 2/3 tablespoons Hellmann's Horse-radish
1/2 cup Hellmann's Mayonnaise
1/2 cup cucumbers, chopped
1/4 cup sweet gherkins, finely chopped
2 2/3 tablespoons green pepper, finely chopped
1 tablespoon pimiento, finely chopped
1 teaspoon salt

Combine ingredients and blend. Chill thoroughly. Serve as relish with hot or cold meat or fish, with smoked or fresh fish salad, or in sandwich combinations. Makes 1 cup relish.

HORSE-RADISH HOLLANDAISE SAUCE
1/2 cup butter
3 egg yolks, slightly beaten
1/3 cup Hellmann's Horse-radish, drained
1 teaspoon lemon juice
3/4 teaspoon salt

Wash butter in ice water and pat out moisture. Divide in small pieces. Combine egg yolks, lemon juice, and salt in double boiler. Add one piece butter, stirring constantly until melted; then add second piece butter, and, as mixture thickens, continue stirring and adding remaining pieces butter, one at a time, keeping water in lower part of double boiler below boiling point. When all butter is added and mixture is thickened and smooth, add horse-radish, and blend. Serve at once with boiled fresh fish. Makes 1 cup sauce.
ONE of the most delightful salads of all, and one that fits into any menu perfectly, is the lovely mixed green salad that is made right before one's eyes at the table. In this, a combination of perfectly crisped greens (perhaps escarole, watercress, endive, and lettuce) is served from a large salad bowl, and topped generously with an unusual mayonnaise dressing (pages 14-15).

Since lettuce is the favorite of all salad greens, the majority of the recipes in this booklet suggest crisp lettuce for their foundation. But by using less usual ones—romaine, escarole, dandelion greens, chicory, endive, cabbage, Chinese celery, or watercress—and by adding an original garnish, you may vary your salads in most distinctive ways.

Choose dainty, fresh garnishes, not too elaborate and of an appropriate flavor. Gay little radish roses, curls of celery, green and red pepper rings, strips of pimiento, tomato slices and wedges, thin wafers of cucumber, small fruits, bits of candied fruit, and nuts are some of the many attractive ones.

Fish, meat, and vegetable salads are always improved by marinating, i.e., tossing the ingredients lightly in a dressing of 3 tablespoons of oil, 1 tablespoon of vinegar or lemon juice, and seasoning of salt and pepper, and by placing them on ice for one hour before serving.
PARISIENNE indeed is this spicy, piquant, double whipped mayonnaise, with its subtle blend of flavor. It could scarcely be otherwise. For it was in France that mayonnaise dressing originated, and there, in a little restaurant on the Bois de Boulogne, that a famous mayonnaise connoisseur discovered the original recipe for today’s Hellmann’s Mayonnaise.

That was years ago. It was brought to this country, carefully guarded, and even today it is a secret to all but three trusted Hellmann employees.

This famous recipe has inspired a tremendous business. It forms the actual basis for every jar of Hellmann’s Mayonnaise you buy.

Still followed exactly, with the finest of ingredients . . . breakfast eggs, golden clear oils, selected vinegar, and a secret blend of spices . . . it is the cherished recipe that makes the delicious mayonnaise known to thousands—the popular, double whipped Hellmann’s Mayonnaise.

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.
DO YOU KNOW ALL THESE DELICIOUS HELLMANN PRODUCTS?

If you know Hellmann’s Mayonnaise, you will want to try some of these other delicious Hellmann products—Hellmann’s Sandwich Spread, Hellmann’s Tartar Sauce, Hellmann’s Thousand Island Dressing, Hellmann’s Horseradish, Hellmann’s Olive Relish. These superb products are ready for your use, freshly made in the same spotless kitchen by the same talented chefs.