What's Cooking

with Real
Mayonnaise

HELLMANN'S
REAL
MAYONNAISE

The BEST FOODS, Inc.
In these recipes,
be sure to use Hellmann’s *Real Mayonnaise* ... don’t gamble with cheap brands of mayonnaise or “salad dressings”. Why? Because the dishes in this booklet require the rich, full body and the superb, delicate flavor of Hellmann’s. The recipes were all created with Hellmann’s *Real Mayonnaise* in the Best Foods Consumer Kitchens, so in following them you will get perfect results *only* if you use the same brand.

Hellmann’s, you know, is made of the finest ingredients ... it’s ALL mayonnaise ... that is why it is always

*SO GOOD SO MANY WAYS*
HOT POTATO SALAD

3 pounds small potatoes
8 strips bacon, cut in ½ inch pieces
2/3 cup Hellmann's Real Mayonnaise
6 tablespoons vinegar
2/3 cup diced celery
6 tablespoons chopped scallions
2 tablespoons chopped pimiento
2 teaspoons salt
¼ teaspoon pepper
1 teaspoon dry mustard
½ teaspoon sugar
1 tomato, cut in wedges
Salad greens
Parsley

Scrub potatoes and cook until tender; peel and dice while hot. Sauté bacon until crisp and light brown; drain. Combine Real Mayonnaise, vinegar, celery, scallions, pimiento and seasoning; heat for two minutes over a low flame. Add to potatoes and bacon, mixing carefully so potato pieces are not broken. Arrange in salad bowl lined with salad greens. Garnish with wedges of tomato and parsley. Yield: 6 servings.
VEAL SURPRISE

6 tomatoes
1 1/2 cups diced cooked veal
1/2 cup cooked peas
1/2 cup celery crescents
1 tablespoon minced onion
1/2 teaspoon salt
1/8 teaspoon pepper
Hellmann's Real Mayonnaise
6 slices toast
Parsley

Cut tops from tomatoes and remove pulp; turn cups upside down to drain. Combine veal, peas, celery, onion and season with salt and pepper. Add a little Real Mayonnaise just to hold mixture together. Sprinkle inside of tomato cups with salt and pepper and fill with veal mixture. Top each with spoonful of Real Mayonnaise and broil 10 minutes to brown lightly. When browned, serve hot on toast. Yield: 6 servings.
BRIDGE PARTY MOLDS

2 tablespoons unflavored gelatin
1/2 cup water
1 cup chili sauce
2 cups cottage cheese
1 cup diced celery
1 cup Hellmann's Real Mayonnaise
1/2 cup sliced stuffed olives
1 cup sweet pickle relish
1/2 teaspoon salt
Tomato slices
Lettuce cups
Watercress
Hellmann's Real Mayonnaise

Soften gelatin in cold water. Heat chili sauce to boiling, remove from heat, add softened gelatin and stir until dissolved. Let cool until syrupy. Combine cottage cheese, celery, Real Mayonnaise, olives, relish and salt with gelatin mixture. Fill 6 or 8 molds which have been rinsed in cold water and chill until firm. Turn out each mold on a slice of tomato in a lettuce cup. Garnish with additional sliced olives and watercress. Serve with Real Mayonnaise. Yield: 6—8 servings.
Hellmann's Real Mayonnaise not only supplies the fine flavor which a savory soup requires, but also gives richness which makes a soup really distinctive.

NEW STYLE CORN SOUP

1/2 cup Hellmann's Real Mayonnaise
1 can condensed cream of chicken soup
1 1/4 cups milk
1 medium sized can whole kernel corn, drained
Pimiento and parsley

SANDWICH

Remember Real Mayonnaise for sandwiches — bread and mayonnaise alone or with your favorite fillings.

KNIFE ’N FORK SANDWICHES

2 hard-cooked eggs, chopped
1/2 cup chopped cooked ham
1 tablespoon chopped parsley
1/4 cup chopped celery
Salt and pepper
1/2 tablespoon Best Foods Mustard-with-Horseradish
Sliced bread
1 cup chopped cucumber and tomato
Hellmann's Real Mayonnaise

Mix egg, ham, parsley, celery, seasonings, mustard-with-horseradish, and Real Mayonnaise to moisten. Spread 6 slices of bread with egg mixture. Top each with a slice of bread spread with Real Mayonnaise, chopped cucumber and tomato. Top each sandwich with Real Mayonnaise. Yield: 6 servings.
PARTY SANDWICH LOAF

Blend chopped turkey with Nucoa and season with salt and pepper. Mix together cheese, relish and 3 tablespoons Real Mayonnaise. Trim crusts from loaf of bread, and cut 4 lengthwise slices. Spread one slice with chopped turkey mixture. Cover with a second slice, and spread with cheese mixture. Cover with a third slice of bread, spread with Real Mayonnaise and cover with shredded lettuce and very thin tomato slices. Sprinkle with salt and pepper. Top with remaining slice of bread which has been spread with Real Mayonnaise. Blend cream cheese with 6 tablespoons Real Mayonnaise, and spread on top and sides. Place in refrigerator for about 4 hours. Arrange loaf on serving platter and garnish with chicory. When ready to serve, cut down into slices one to two inches thick. Yield: 6 – 8 servings.
SAUCE

A tasty sauce makes many a dish and Hellmann's makes many sauces.

FISH SAUCE SUPREME

3 tablespoons Nucoa Margarine  
1/2 cup Hellmann's Real Mayonnaise  
1 lemon, juiced  
1/8 teaspoon pepper  
1/2 teaspoon salt  
1/4 teaspoon paprika  
1 teaspoon small capers  
1/4 teaspoon celery salt

Melt Nucoa, add Real Mayonnaise and blend well. Add remaining ingredients and serve hot or cold on boiled or baked fish. Yield: 6 servings.
SEASONING

Real Mayonnaise steps into the gourmet class as a seasoning. Try it on asparagus or fish or with potatoes as suggested here.

IRISH POTATO PUFF

\[ \frac{1}{4} \text{ cup melted Nucoa Margarine} \]
\[ 1 \text{ cup dry bread crumbs} \]
\[ \frac{1}{3} \text{ cup Hellmann’s Real Mayonnaise} \]
\[ 1 \text{ teaspoon salt} \]
\[ 2 \text{ teaspoons grated lemon rind} \]
\[ 1\frac{1}{2} \text{ tablespoons lemon juice} \]
\[ \frac{1}{2} \text{ cup milk} \]
\[ 3 \text{ eggs, separated} \]
\[ 3 \text{ cups mashed potatoes} \]
\[ \frac{1}{4} \text{ cup shredded American cheese} \]

BAKING

Mayonnaise in biscuit dough? Yes, indeed, because Hellmann's contains at least 80% egg and oil. Real Mayonnaise makes wonderful pastry, too.

MAYONNAISE BISCUITS

3 cups sifted flour
6 teaspoons baking powder
1 teaspoon salt
6 tablespoons Hellmann's Real Mayonnaise
1 1/8 cups milk

Sift flour, baking powder, and salt together three times. Cut in Real Mayonnaise with a pastry blender or two knives. Add milk and stir until soft dough forms and follows the spoon around the bowl. Place on slightly floured board and knead lightly until smooth on one side. Roll to 1/2 inch thickness. Cut with floured biscuit cutter. Bake in hot oven (425° F.) 12 minutes or until done. Yield: 18 biscuits.
FISH-CHIP LOAF

3 cups flaked salmon
1 cup soft bread crumbs
1 1/3 cups crushed potato chips
3/4 cup Hellmann’s Real Mayonnaise
1 teaspoon minced onion
1 teaspoon lemon juice
Nucoa Margarine
Dry sifted bread crumbs

VARIATIONS
Because it is neither sissy sweet nor too tart, Hellmann's combines with countless ingredients to make tempting dressings for all types of salads.

THOUSAND ISLAND DRESSING
2 cups Hellmann's Real Mayonnaise
1/2 cup chili sauce
1/2 cup chopped celery
1 finely chopped medium-sized onion
3 finely chopped pimientos

Combine Real Mayonnaise with remaining ingredients. Delicious with any salad except fruit. Yield: Approximately 3 1/2 cups.

AVOCADO DRESSING
1 small avocado
1/2 cup Hellmann's Real Mayonnaise
Lemon or lime juice
Salt and pepper

Peel and mash avocado and stir slowly into Real Mayonnaise. Season with lemon or lime juice, salt and pepper. Serve with fruit salads. Yield: Approximately 1 1/3 cups.
FROSTED VEGETABLE SALAD

1 1/2 envelopes unflavored gelatin
2 1/4 cups tomato juice  
1 tablespoon lemon juice  
1 small onion, sliced  
2 bay leaves  
2 peppercorns  
1 cup parsley sprigs  
1 cup Hellmann's Real Mayonnaise  
1 teaspoon unflavored gelatin  
1 tablespoon cold water

Soften gelatin in 1/4 cup tomato juice. Scald remaining tomato juice with seasonings, strain, pour over softened gelatin. Stir until dissolved. Chill until syrupy, fold in vegetables and eggs. Pour into a loaf pan, 9x5x3 inches in diameter, and chill until firm. Unmold on serving platter and return to refrigerator for few minutes. Meanwhile, soak 1 teaspoon gelatin in cold water and dissolve over hot water; fold into Real Mayonnaise. Frost top and sides quickly, keeping mixture warm until all is used. Chill loaf at least 1/2 hour before serving. Garnish with salad greens. Yield: 6 servings.
FRISCO SALAD

Salad greens
3 large oranges
1 avocado
1 Spanish onion
Hellmann's Real Mayonnaise
Maraschino cherries

Line salad bowl with greens. Peel, slice oranges crosswise and arrange in a circle over the greens. Slice onion thin and slip into rings and place over orange slices. Peel and cut avocado lengthwise and arrange over fruit like spokes of a wheel. Pile Real Mayonnaise in center. Garnish with cherries. Yield: 6 servings.
CAPE COD FRUIT SALAD

2 packages lemon flavored gelatin
1/2 cup hot cranberry juice
1/4 cup cooked cranberries
1 1/2 cups water
1 stick cinnamon
6 cloves
6 pear halves
3 cups seedless grapes
Chicory
Hellmann’s Real Mayonnaise

Dissolve 1/2 package gelatin in cranberry juice, add berries and pour into bottom of ring mold. Chill until firm. Heat water and spices to boiling. Remove spices and dissolve remaining gelatin in liquid. Cool until syrupy. Place 3 cranberries in center of each pear and stand up with flat side against outside of ring mold. Fill in spaces with grapes and cover with remaining gelatin. Chill until firm and unmold. Garnish with chicory sprigs and small bunches of grapes. Serve with Real Mayonnaise to which has been added a few quartered marshmallows and whole cooked cranberries. Yield: 6 – 8 servings.
VARIATIONS

HONEY DRESSING
Add ½ cup honey to ⅔ cup Hellmann’s Real Mayonnaise, with 1 teaspoon celery seeds and a drop of onion juice. Serve with fresh fruit salads. Yield 1 cup.

COTTAGE CHEESE-NUT DRESSING
Blend ½ cup cottage cheese with 1 cup Hellmann’s Real Mayonnaise. Stir in ¼ cup broken nut meats. Serve with fruit salads. Yield: 1 ¾ cups.

TANGY DRESSING
Grate ½ clove garlic and blend in ½ cup Hellmann’s Real Mayonnaise, ¼ cup sour cream and 1 tablespoon anchovy paste. Add 1 ⅓ tablespoons vinegar slowly, stirring well. Add 4 tablespoons chopped parsley and pimiento. Serve with vegetable or fish salad. Yield: Approx. 1 cup.

CHIFFONADE DRESSING

| 1 cup Hellmann’s French Dressing | 1 tablespoon onion, finely chopped |
| ¼ cup Hellmann’s Real Mayonnaise | 2 tablespoons pimiento, finely chopped |
| 2 tablespoons parsley, finely chopped | 2 hard-cooked eggs, finely chopped |

SAUCES

CREAMY TOMATO SAUCE

1 can tomato sauce
1 bay leaf
3 tablespoons chopped parsley
5 tablespoons flour
5 tablespoons Hellmann's Real Mayonnaise
2 cups milk
Pinch of baking soda

Simmer tomato sauce, bay leaf and parsley about 15 minutes. Meanwhile, blend flour with Real Mayonnaise and gradually stir in 2 cups milk. Heat slowly until thickened. Just before serving, stir soda into tomato sauce and add slowly to the hot mayonnaise sauce. Serve with rice croquettes or cauliflower.

SNAPPY SAUCE

1/3 cup Hellmann's Real Mayonnaise
4 tablespoons flour
1 1/2 cups milk
2 tablespoons vinegar
1/4 cup sugar
1/4 teaspoon salt
1/2 cup Best Foods Mustard-with-Horseradish

FRUITED RIBBON SANDWICHES

- 1/2 cup chopped dates
- 1/2 cup chopped figs
- 1/3 cup chopped nuts
- 1 tablespoon grated orange rind
- 1/2 cup Hellmann’s Real Mayonnaise
- 3 dozen thin slices bread
- 9 ounces cream cheese
- Green food coloring

Combine dates, figs, nuts, orange rind and about half of the Real Mayonnaise.

Remove crusts from bread and spread 12 with fruit filling; top with 12 slices spread with soft Nucoa Margarine. Tint soft cream cheese with green food coloring and blend well with remaining Real Mayonnaise. Spread remaining slices of bread and cover fruit filled slices. Wrap in waxed paper and store in refrigerator until ready to serve. Just before serving cut in thirds. Yield: 3 dozen tea sandwiches.

LIVERWURST AND RELISH

- 1/4 lb. liverwurst
- 1/4 cup Hellmann’s Real Mayonnaise
- 1/4 cup India relish

PUFFY HAM SANDWICHES

1 egg white 6 slices rye bread

2 3-ounce packages cream cheese 6 tablespoons Hellmann’s Real Mayonnaise

$$\frac{3}{4}$$ cup chopped ripe olives $$\frac{1}{2}$$ cup chopped almond kernels

2 tablespoons minced parsley

1 1/2 teaspoons Best Foods Mustard-with-Horseradish

Beat egg white until stiff. Fold in Real Mayonnaise and mustard-with-horseradish. Arrange slices of ham on bread. Cover with mayonnaise mixture. Place under broiler until lightly browned or bake in very hot oven (475° F.) about 4 minutes or until puffed and brown.

ALMOND TEA SANDWICHES

2 3-ounce packages cream cheese 6 tablespoons Hellmann’s Real Mayonnaise

$$\frac{3}{4}$$ cup chopped ripe olives 1/2 cup chopped almond kernels

2 tablespoons minced parsley

Mash cream cheese, and season with a few drops of Tabasco. Combine with remaining ingredients and spread between thin slices of white bread spread with Nucoa Margarine. Yield: Filling for 8 to 10 sandwiches.
SOUP

CHERRY SOUP

1 can red cherries and juice
2/3 cup water
1/3 cup sugar
1/2 teaspoon salt
1 inch stick of cinnamon
1 tablespoon cornstarch
2 tablespoons almonds slivered
1/4 cup Hellmann's Real Mayonnaise
1/2 cup heavy cream

Set aside 1/4 cup cherries for garnish. Put remaining cherries and juice in saucepan with water, sugar, salt, cinnamon and lemon rind. Boil gently for eight minutes. Rub the cooked cherries through a sieve. Stir 2 tablespoons water into cornstarch and add to cherry puree. Add cherries put aside for garnish and almonds and simmer for four minutes, stirring frequently. Serve warm or chilled with topping made by folding 1/4 cup Real Mayonnaise into 1/2 cup whipped heavy cream. Yield: 6 servings.
Here's recipe proof that Real Mayonnaise gets honors as a binder and eliminates white sauce and eggs.

**BAKED CHICKEN CROQUETTES**

2 cups diced cooked chicken
or two 6-oz. cans
1 cup soft bread crumbs
1/4 cup chopped onion
3/4 cup finely chopped pimiento
3 tablespoons minced parsley
3/4 teaspoon salt
1/4 teaspoon paprika
3/4 cup milk
1/3 cup Hellmann's Real Mayonnaise

Combine all ingredients with Real Mayonnaise and mix well. Spoon into muffin pans which have been greased with melted Nucoa Margarine. Bake in a moderate oven (350° F.) 35 to 40 minutes. Serve with Curry Sauce. Yield: 6 to 8 croquettes.
BAKING

MAYONNAISE CANAPE PASTRY

2 1/3 cups Hellmann's Real Mayonnaise
1 teaspoon Best Foods Mustard-with-Horseradish
2 cups flour
1/4 teaspoon salt
2 tablespoons water

Blend Real Mayonnaise and mustard-with-horseradish thoroughly with flour and salt. Add water and mix well. Roll out on lightly floured board to 1/8-inch thickness. Cut desired number of round cooky shapes and an equal amount of doughnut shapes. Brush cooky shapes with water and top with the doughnut shapes. Place on cooky sheets and bake in hot oven (425° F.) 8 to 10 minutes. Cool and fill centers with Deviled Ham Salad. Top each with a sprig of parsley.

Remaining dough may be cut into assorted shapes and sprinkled with caraway or poppy seed. Or cut in diamond shapes and rolled around cocktail sausages, spread with mustard-with-horseradish. Bake as directed above.
One of the hottest stories to come out of the kitchen in years has been bottled up in a jar of Hellmann’s Real Mayonnaise. Until recently when Best Foods’ home economists raised the lid, no one discovered how delicious Hellmann’s is in soups and hot sauces, for baking and sauteing, as well as for salads and sandwiches.

Now that the good news is out, mayonnaise cookery offers new adventure in good eating, with results as tasty and tempting as anything imaginable. These recipes have been printed in card size for easy clipping and filing. Start here for new taste thrills with Real Mayonnaise.

IT’S SO GOOD SO MANY WAYS