

RICHARD HELLMANN'S
BLUE RIBBON MAYONNAISE



RICHARD HELLMANN'S
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1 PINT
BLUE RIBBON
TRADE MARK REG. U.S. PAT. OFFICE
ABSOLUTELY PURE AND WHOLESOME
MAYONNAISE

THIS TRUE MAYONNAISE IS PERISHABLE, KEEP COOL, BUT DO NOT FREEZE

DELICIOUS WITH COLD MEAT, FISH,
VEGETABLES, SALADS, SANDWICHES.

CAN BE MIXED WITH
LEMON JUICE OR CREAM

RICHARD HELLMANN, INC.
LONG ISLAND CITY
NEW YORK

THE HOME MADE SALAD DRESSING
MADE OF EGGS, OIL AND VINEGAR, SPICES, SUGAR AND SALT

*Recommendation—Add the juice of ½ lemon
to an 8 Oz. Jar of Blue Ribbon
Mayonnaise before serving*

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Bermuda Salad

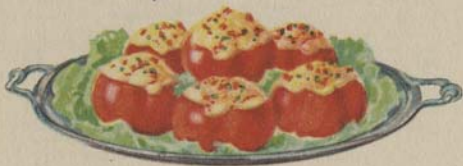
- 4 Tart Apples
- 2 Mild Bermuda Onions
- ½ 8-oz. jar Blue Ribbon Mayonnaise
- Lettuce

Slice the apples and onions very thinly, sprinkle with salt and lay in alternate layers on crisp leaves of lettuce. Cover with Blue Ribbon Mayonnaise and serve immediately.

Tomato Surprise Salad

- 6 large firm tomatoes
- 1 cup chicken or salmon
- 2 tbs. chopped stuffed olives
- 2 tbs. very finely chopped onion
- ½ cup chopped celery
- ½ cup Blue Ribbon Mayonnaise
- 1 small head of lettuce

Wash the tomatoes and cut a one inch cross-slice from the top of each. Scoop out the contents of the tomato and refill the case with a mixture of chicken or salmon, with celery, olives, onion and mayonnaise, seasoning well with salt and pepper. Replace the top and arrange the lettuce. Serve very cold.



"Beyond compare, sold everywhere."

Salmagundi Meat Salad

A wonderfully good salad that can be made from your "left-overs."

- 2 cups cold diced meat (lamb, veal, pork or beef)
- 1 cup cooked vegetables (potatoes, carrots, peas, beans or beets)
- 2 hard boiled eggs—diced
- 1 medium sized onion—very finely chopped
- $\frac{1}{2}$ cup chopped sweet mixed pickles
- 1 8-oz. jar Blue Ribbon Mayonnaise
- 1 small head of lettuce

Mix the ingredients together in the order named, tossing lightly with a fork to prevent mashing. Allow to stand in a bowl for ten or fifteen minutes to thoroughly blend and serve very cold on leaves of lettuce, seasoning with salt and pepper as desired.

Bacon Salad

—seldom used but really delicious and well worth trying—

- 1 cup cold fried bacon cut into strips
- $\frac{1}{2}$ cup diced apples
- $\frac{1}{2}$ cup diced celery
- 1 small head of lettuce
- $\frac{1}{2}$ 8-oz. jar Blue Ribbon Mayonnaise

Mix the apples, celery and Blue Ribbon Mayonnaise and allow to stand for five or ten minutes. Shred a small head of lettuce and to it add the bacon cut into narrow strips. When ready to serve, combine with the apples, celery and mayonnaise, tossing them all lightly together with a fork.

Western Salad

- 2 cups shredded cabbage
- 1 cup diced beets
- 2 tsp. horseradish
- 2 tbs. chopped mixed pickles
- $\frac{1}{2}$ 8 oz. jar Blue Ribbon Mayonnaise
- $\frac{1}{2}$ small head of lettuce

Combine the cabbage, beets, horseradish and pickles. Season well with salt and pepper. Arrange on crisp leaves of lettuce, cover with Blue Ribbon Mayonnaise and serve at once.

Blue Ribbon Chicken Salad

—A rich but delicious salad that is suitable for a supper party or after the theatre—

- 1 cup diced cooked chicken
- $\frac{1}{2}$ cup diced celery
- 2 tbs. chopped green peppers
- 2 tbs. chopped pimientos
- $\frac{1}{2}$ cup cooked diced mushrooms
- 1 8-oz. jar Blue Ribbon Mayonnaise
- 1 head of lettuce

Arrange the crisp leaves of lettuce in a salad bowl. Mix the chicken, celery, green peppers, pimientos and mushrooms together, seasoning with pepper and salt. Place the mixture in the nest of lettuce, covering thickly with Blue Ribbon Mayonnaise and serve at once.

Salad Brazil

- 3 large firm tomatoes
- $\frac{1}{2}$ cup Roquefort Cheese
- $\frac{1}{2}$ cup chopped celery
- $\frac{1}{2}$ cup chopped nuts
- $\frac{1}{2}$ 8-oz. jar Blue Ribbon Mayonnaise
- 1 small head of lettuce

Cream the cheese and roll into small balls. Slice the tomatoes in $\frac{1}{4}$ inch slices and place two balls of cheese upon each. Mix the celery, nuts and Blue Ribbon Mayonnaise together and place in teaspoonsful around the slices of tomato. Garnish with mayonnaise and serve on crisp lettuce.

German-American Salad

- $\frac{1}{2}$ cup bologna cut into thin strips
- 1 cup diced boiled potatoes
- $\frac{1}{2}$ cup diced celery
- $\frac{1}{2}$ cup diced apples
- 1 small head of lettuce
- $\frac{1}{2}$ 8-oz. jar Blue Ribbon Mayonnaise

Combine the bologna, potatoes, celery, apples and Mayonnaise, seasoning as desired. Place on leaves of lettuce and serve at once.

Astoria Salad

—Try serving this as a main supper dish some hot day—

- 1 cup cold diced veal or lamb
- $\frac{1}{2}$ cup chopped hard boiled eggs
- $\frac{1}{2}$ cup cooked peas, carrots or beans
- 1 head of lettuce
- $\frac{1}{4}$ cup chopped stuffed olives
- $\frac{1}{2}$ 8-oz. jar Blue Ribbon Mayonnaise

Mix the meat, eggs and vegetables and season with pepper and salt, add the Blue Ribbon Mayonnaise and chopped olives and allow to stand for five or ten minutes. Serve on crisp leaves of lettuce.



"Pure as the dew—and nutritious too."

Topsy-Turvy Salad

A new variety of potato salad which is excellent

- 1 cup diced cold potatoes
- 2 tbs. very finely chopped onion
- 1 cup cold broiled bacon cut in strips
- $\frac{1}{2}$ 8-oz. jar Blue Ribbon Mayonnaise
- 1 small head of lettuce

Mix the potatoes, onion and mayonnaise, seasoning well with pepper and salt. Allow to stand in a cool place until blended and then add the bacon, tossing together lightly with a fork to prevent mashing the potatoes. Serve very cold on leaves of lettuce.

Country Club Salad

- 1 cup Lobster Meat
- $\frac{1}{2}$ cup diced celery
- 1 tbs. finely chopped onion
- 1 tbs. capers
- 1 tbs. chopped sour pickles
- $\frac{1}{2}$ 8-oz. jar Blue Ribbon Mayonnaise
- 1 head of romaine

Mix the lobster meat, celery, onion, capers and pickles together and allow to stand for ten or fifteen minutes in a cold place. Place on crisp leaves of romaine, cover over with Blue Ribbon Mayonnaise and serve at once.



"Insist and demand—get Blue Ribbon Brand."

Southern Salad

This is a favorite recipe in the South

- 2 cups cooked corn
- 1 cup chopped roasted peanuts
- 1 cup chopped celery
- 1 tbs. finely chopped onion
- 1 8-oz. jar Blue Ribbon Mayonnaise
- 1 small head of lettuce

Combine the corn, peanuts, celery and chopped onion (if canned corn is used drain off the juice) and season well with salt and pepper. Place in little mounds on crisp leaves of lettuce, cover over thickly with Blue Ribbon Mayonnaise and serve at once.

Spaghetti Salad

- 1 cup cold cooked spaghetti
- $\frac{1}{2}$ cup diced tomatoes
- 1 hard-boiled egg
- $1\frac{1}{2}$ cups grated American cheese
- $\frac{1}{2}$ 8-oz. jar Blue Ribbon Mayonnaise
- $\frac{1}{2}$ small head of lettuce

Mix the spaghetti and mayonnaise and place on crisp leaves of lettuce. Sprinkle the grated cheese thickly over the top. Slice the hard boiled egg and place with the diced tomatoes around the edge of the bowl. Serve very cold.

Circus Salad

—Children love this, and grown-ups too—

- 1 cup shelled roasted peanuts
- 2 cups diced celery
- 1 cup diced apples
- 1 8-oz. jar Blue Ribbon Mayonnaise
- 1 small head of lettuce

Mix together the peanuts, celery, apples and Blue Ribbon Mayonnaise and when thoroughly blended serve on crisp leaves of lettuce.

Sardine Salad

- 1 cup chopped sardines
- $\frac{1}{2}$ cup chopped cucumbers
- $\frac{1}{2}$ cup chopped celery
- 1 small head of lettuce
- $\frac{1}{2}$ 8-oz. jar Blue Ribbon Mayonnaise

Remove all the bones from the sardines and combine with the cucumbers and celery. Season with salt and pepper, add the Blue Ribbon Mayonnaise and serve at once on the crisp leaves of lettuce.

Hawaiian Salad

- 6 slices of pineapple, canned or fresh
- $\frac{1}{2}$ cup grated cocoanut
- 1 small head of lettuce
- $\frac{1}{4}$ 8-oz. jar Blue Ribbon Mayonnaise

Arrange the slices of pineapple on leaves of lettuce and sprinkle the grated cocoanut over the top. Garnish with Blue Ribbon Mayonnaise and serve cold.



"The joy of the life of the modern housewife."

Chinese Salad

—Good for Sunday night supper when served with hot rolls—

- 6 hard boiled eggs
- 2 cups boiled rice
- 1 small onion—chopped very fine
- 1 small head of lettuce
- 1 cup Chili Sauce
- 1 8-oz. jar Blue Ribbon Mayonnaise

Line a bowl with lettuce leaves and cover with boiled cold rice. Dust with salt and pepper and add the mashed yolks of eggs, slicing the whites and placing them around the edge of the bowl. Mix the Chili Sauce and Blue Ribbon Mayonnaise, spreading thickly over the top. Serve at once.

Fish Salad

An excellent way in which to use your left-over fish.

- 2 cups cold cooked fish
- 1 cup diced cucumbers
- 2 tbs. horseradish
- 1 tbs. finely chopped chives
- 1 tbs. capers
- 1 tbs. finely chopped sour pickles
- 1 small head of lettuce
- 1 8-oz. jar Blue Ribbon Mayonnaise

Remove all the bones from the cooked fish and combine with the Blue Ribbon Mayonnaise. Place on crisp leaves of lettuce, cover with the mixed chopped chives, capers, pickles and horseradish and serve, seasoning as desired.

Cole Slaw—A Relish

—Light, but very popular—

- 2 cups shredded cabbage
- $\frac{1}{2}$ cup shredded green peppers
- $\frac{1}{2}$ cup chopped nuts
- 1 8-oz. jar Blue Ribbon Mayonnaise

Combine the cabbage, celery and peppers, season with salt and pepper and then add the Blue Ribbon Mayonnaise. Sprinkle with nuts and serve.

Alabama Salad

—A very attractive party salad—

- 2 cups diced watermelon
- 1 cup diced oranges
- $\frac{1}{2}$ cup chopped walnuts
- $\frac{1}{2}$ 8-oz. jar Blue Ribbon Mayonnaise
- Hearts of lettuce

Arrange the mixed watermelon and oranges on crisp leaves of lettuce. Sprinkle the chopped walnuts over the top, garnish with Blue Ribbon Mayonnaise and serve very cold.

Ambrosia Salad

- 2 cups diced bananas
- $\frac{1}{2}$ cup pitted cherries, canned or fresh
- $\frac{1}{2}$ cup diced pineapple, canned or fresh
- 2 tbs. lemon juice
- $\frac{1}{2}$ cup marshmallows, cut in small pieces
- $\frac{1}{2}$ 8-oz. jar Blue Ribbon Mayonnaise

Mix the bananas, cherries, pineapple and lemon juice. With a pair of scissors cut the marshmallows in small pieces and with the mixed fruits arrange on crisp leaves of lettuce. Garnish with Blue Ribbon Mayonnaise and serve very cold.

Chop Suey Salad

An excellent winter salad when it is hard to get fresh fruit

- $\frac{1}{2}$ cup chopped figs
- $\frac{1}{2}$ cup chopped dates
- $\frac{1}{2}$ cup chopped raisins
- $\frac{1}{2}$ cup chopped prunes
- $\frac{1}{4}$ cup lemon juice
- $\frac{1}{2}$ cup chopped nuts
- $\frac{1}{2}$ cup diced canned fruit, peaches, pears or pineapple
- 1 cup Blue Ribbon Mayonnaise
- Hearts of lettuce

Mix the fruits and lemon juice and allow to stand in a cool place for half an hour or so. Add the chopped nuts and mayonnaise, toss lightly together with a fork and serve at once.

Bohemian Sandwich

Sardines, boned and mashed
Finely chopped onion
Blue Ribbon Mayonnaise
Lettuce
Sliced white bread

Mix the sardines, chopped onion and mayonnaise. Spread the mixture thickly on the slices of bread, putting a crisp leaf of lettuce between. Press firmly together and serve.

Italian Fruit Salad

Try this and see if you don't like its unusual
flavor

1 cup diced tart apples
2 oranges cut in small pieces
1 grapefruit cut in small pieces
1 tbs. very finely chopped onion
 $\frac{1}{4}$ 8-oz. jar Blue Ribbon Mayonnaise
 $\frac{1}{2}$ head of romaine

Mix the apples, oranges, grapefruit and finely chopped onion. Arrange on leaves of romaine, garnish with Blue Ribbon Mayonnaise and serve at once.



"Quality first and always."

Log Cabin Salad

- 4 bananas peeled and cut lengthwise
- 1 cup diced apples
- ½ cup chopped nuts
- ¼ 8-oz. jar Blue Ribbon Mayonnaise
- ½ small head of lettuce

On individual serving plates put two or three crisp leaves of lettuce. On these place the cut sections of banana, log-cabin fashion, fill the centers with mixed apples and nuts and garnish with Blue Ribbon Mayonnaise. Serve at once.

Manhattan Salad

A simple salad that is a great favorite with men

- 2 cups diced tart apples
- 4 tbs. grated American Cheese
- 1-3 8-oz. Blue Ribbon Mayonnaise
- ½ head of lettuce

Mix the diced apples and mayonnaise. Arrange on crisp leaves of lettuce, sprinkle the cheese over the top and serve very cold

Dixie Salad

- 2 cups diced grapefruit
- 1 cup chopped celery
- 1 cup diced apples
- ½ cup chopped pecans
- ¼ 8-oz. jar Blue Ribbon Mayonnaise
- Hearts of lettuce

Mix the grapefruit, celery and apples and arrange on the hearts of lettuce. Sprinkle the chopped nuts over the top, garnish with Blue Ribbon Mayonnaise and serve at once.

Raisin-Date Salad

Children are very fond of this and it is good for them

- $\frac{1}{2}$ cup raisins cut in small pieces
- $\frac{1}{2}$ cup diced apples
- $\frac{1}{4}$ small head of lettuce
- $\frac{1}{4}$ 8-oz. jar Blue Ribbon Mayonnaise

Mix the apples, raisins and Blue Ribbon Mayonnaise and allow to stand for five or ten minutes until well blended. Arrange on leaves of lettuce and serve.

Bacon Sandwiches

- Bacon broiled until crisp
- Leaves of lettuce
- Blue Ribbon Mayonnaise
- Sliced white bread

Spread the bread thickly with mayonnaise. In between two slices put a crisp leaf of lettuce and one or two slices of broiled bacon. Press firmly together, cut in halves and serve.



'Blue Ribbon is bought when the purest is sought.'

Banana and Cheese Sandwich

Bananas
 Cream Cheese
 Blue Ribbon Mayonnaise
 Sliced white bread

Have the bananas very cold. Cut them up into slices and dip into Blue Ribbon Mayonnaise. Spread one side of the bread and the other with slices of banana and mayonnaise. Press together and serve very cold.

Cottage Cheese and Pear Salad

1 cup diced pears, canned or fresh
 $\frac{1}{2}$ cup cottage cheese
 $\frac{1}{4}$ cup chopped nuts
 $\frac{1}{4}$ 8-oz. jar Blue Ribbon Mayonnaise
 $\frac{1}{2}$ head of lettuce

Arrange the pears on crisp leaves of lettuce, sprinkling the cheese and chopped nuts over them. Garnish with Blue Ribbon Mayonnaise and serve very cold.



"Meets all your wishes in countless dishes."

Boston Sandwiches

Baked beans
Horseradish
Blue Ribbon Mayonnaise
Boston Brown Bread
Lettuce

Mix together the beans, horseradish and mayonnaise. Spread thickly between slices of Boston Brown Bread, putting a leaf of lettuce in each. Cut in triangles and serve.

Cape Cod Sandwich

Cold cooked fish
Hard boiled eggs
Radishes
Blue Ribbon Mayonnaise
Lettuce
Sliced white bread

Mix together the fish, eggs chopped fine, radishes cut in small pieces and mayonnaise. Season well with salt and pepper and spread thickly on white bread, putting a crisp leaf of lettuce between each two slices.

College Club Sandwich

—These are delicious for a "tea" or party—

Seeded raisins
Dates cut in small pieces
Chopped nuts
Blue Ribbon Mayonnaise
Thinly sliced white bread

Mix together the raisins, dates, nuts and mayonnaise. Spread thickly on white bread, cut diagonally and serve.

"Four O'clock" Sandwich

Celery cut in small pieces
 Diced apples
 Seeded raisins, chopped fine
 Whole wheat bread
 Blue Ribbon Mayonnaise

Mix together the celery, apples, raisins and Blue Ribbon Mayonnaise. Spread thickly between slices of whole wheat bread. Remove the crusts, cut in triangles and serve.

Hallowe'en Sandwiches

Diced apples
 Prunes cut in small pieces
 Chopped nuts
 Blue Ribbon Mayonnaise
 Graham bread

Mix together the apples, prunes, nuts and mayonnaise. Spread the mixture thickly between slices of graham bread. Remove the crusts, cut in thirds and serve.

Japanese Egg Sandwich

Cucumber
 Hard boiled eggs
 Blue Ribbon Mayonnaise
 Lettuce
 Sliced white bread

Run the cucumber through the meat chopper, and then the hard boiled eggs. Mix with Blue Ribbon Mayonnaise and spread thickly between slices of white bread. Season as desired, put a crisp leaf of lettuce in each and serve.

Waldorf Sandwiches

Tart apples
Celery
Blue Ribbon Mayonnaise
Lettuce
Sliced white bread

Put the celery and apples through chopper, then mix with Blue Ribbon Mayonnaise. Spread thickly on white bread, put a crisp leaf of lettuce between two slices, press firmly together. Remove the crusts, cut in triangles and serve.



"Best you can find and the homemade kind."

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Radish and Ham Sandwich

Radishes chopped fine
 Sliced cold boiled ham
 Blue Ribbon Mayonnaise
 Lettuce
 Sliced white bread

Spread white bread thickly with Blue Ribbon Mayonnaise. On one side place a leaf of lettuce and two thin slices of ham. On the other put two radishes, chopped very fine. Season as desired, press firmly together and serve.

Tomato and Horseradish Sandwich

Horseradish
 Blue Ribbon Mayonnaise
 Ripe tomatoes
 Sliced white bread

Place thin slices of tomato on one slice of white bread. Mix horseradish and mayonnaise and spread on another slice. Cut in triangles and serve.

Variations of Blue Ribbon Mayonnaise

Thousand Island or Russian Dressing

Mix two cups Blue Ribbon Mayonnaise with one cup Chili Sauce.

Tartar Sauce

Mix two cups of Blue Ribbon Mayonnaise with one cup of mixed chopped chives, capers and sour pickles.

Olive Relish

Mix two cups Blue Ribbon Mayonnaise with one cup chopped stuffed olives.