

Salem Grocers Feature "Salad Serenade", Help Plan Menus

Store Shelves Are Loaded With Salad "Makings" Now

Grocers in Salem are now featuring "salad serenade time," and all stores are literally loaded with large and attractive displays of garden fresh fruits and vegetables, most of which are grown locally. Many other salad-time menu suggestions are also being featured by local merchants.

Salads provide an abundant quantity of vitamins. Home economists and health experts recommend that you serve at least one salad a day.

Local grocer now have available, or can secure for their customers without cost, the special serenade edition of the "Best Foods menu planner." A variety of salad recipes, menu suggestions, and other meal-planning information is included in this colorful eight-page menu planner.

Here is one of the many recipes listed:

VITAMIN VARIETY SALAD

For Young and Old
7 slices of red apple
6 slices onion
12 slices orange
10 large prunes
1 package (3 ounces) cream cheese
Cherries
Lettuce
Best Foods Real Mayonnaise

1. Remove core and slice unpeeled apples crosswise. 2. Peel and slice seeded oranges crosswise. 3. Remove pits from prunes, steam or cook until tender and cool. 4. Stuff each with cream cheese mixed with 1 tablespoon Best Foods Real Mayonnaise and insert a half cherry on top. 5. Arrange apple, onion and orange slices on lettuce leaves on chop plate. 6. Garnish with stuffed prunes and whole cherries, as illustrated. 7. Serve with Best Foods Real Mayonnaise. Yield: 6 servings.

APPLE AND CELERY SALAD

6 peeled apples, chopped not too fine
1 cup celery, chopped
1 cup walnuts, chopped
Lightly toss together in a bowl with Mayonnaise variation made by blending well:
½ cup Hellmann's or Best Foods Real Mayonnaise
½ cup Hellmann's or Best Foods Sandwich Spread
Serve on salad greens. Garnish with sprigs of mint and chopped cherries.

COCKTAIL SAUCE

1 cup Hellmann's or Best Foods Real Mayonnaise
2 tablespoons catsup
2 tablespoons sherry sauce
1 tablespoon malt vinegar
1 teaspoon lemon juice
1 tablespoon Best Foods Mustard with Horseradish
Blend well and chill.
Recommended for shrimp, crabmeat or lobster.

BOMBAY MAYONNAISE

½ cup Hellmann's or Best Foods Real Mayonnaise
½ cup Best Foods Mustard with Horseradish
1 tablespoon chutney, chopped
1 to 1½ tablespoons lemon juice
Pinch curry powder
Blend well. Serve with chopped chicken or turkey, celery and apples. Garnish with sprigs of parsley.

BAKED BEAN SALAD

1 can baked beans
1 peeled tomato, diced
1 cup boiled ham, diced
1 small onion, chopped
1 hard-cooked egg, chopped
1 teaspoon parsley, finely chopped
1 tablespoon cider vinegar
1 cup Hellmann's or Best Foods Real Mayonnaise
Lightly toss together in bowl and chill. Serve on salad greens.

Woody Herman Mixes it With Blues or Greens

Leader of Blues Band Also Mixes Salads, Likes Garlic Flavoring

Woody Herman, well-known blues-playing band leader, can also turn out a "Salad Serenade" of no mean gastronomic proportions.

"Next to waving a baton, I like mixing up a real he-man Chef's Salad served with a special topping of real mayonnaise and French dressing, garlic flavored," he says.

If you, too, would like to toss up Woody Herman's favorite, here's the recipe for dressing and all.

CHEF'S SALAD

36 salami sticks
36 cheese sticks
12 carrot curls
4 scallions
Radish roses
Lettuce, shredded.
Romaine
Appetizer Mayonnaise*
Wash and scrape carrots; cut in very thin lengthwise strips and leave in ice water until curled. Cut scallions in 1½-inch pieces. Arrange salami, cheese, carrot curls, scallions and radish roses on shredded lettuce on romaine, in salad bowl. Add Appetizer Mayonnaise* and toss lightly together. Serve with additional Ap-

Refreshing Needed? Try Salad Remedy

When the thermometer soars and collars wilt, nothing quite hits the spot like a fresh, sparkling salad, fresh from the refrigerator. Its variety of color delights the eye. Its variety of cool, crisp flavors revives the flagging appetite.

Today it is easy to prepare attractive appetizing salads. Your great grandmother would be astonished at the tremendous variety of vitamin-rich fruits and vegetables that you are able to buy just down the street—and at amazingly reasonable prices.

A call at the store, a little ingenuity, and presto! you can prepare any one of a hundred tempting salad combinations in no time at all. And, for complete enjoyment, serve them with creamy Real Mayonnaise Really Fresh.

CHICKEN SALAD ROLL

6 soft rolls, oblong
2 cups cooked chicken, cut in pieces
1 cup celery, diced
1½ teaspoons salt
2 oranges, sections free from membrane, diced
2 tomatoes, sectioned
Romaine Watercress
Hellmann's or Best Foods Real Mayonnaise

Remove a thin slice from top of roll and scoop out a portion of it. Spread inside of roll with Real Mayonnaise and place on individual plates on salad greens. Fill each roll with a mixture of chicken, celery, salt and oranges and top with Real Mayonnaise and watercress. Serve with Real Mayonnaise. Yield: 6 servings. Note: chicken, celery, salt and oranges may be mixed with ½ to ¾ cup of Real Mayonnaise before filling roll.

SUMMER FRUIT SALAD

2 bananas, sliced
3 peaches, cut in sixths
9 plums, cut in half
Lettuce
Mint
Hellmann's or Best Foods Real Mayonnaise

Flute bananas by running the prongs of a fork lengthwise down a peeled banana, then slice crosswise. Place peaches and plums in lettuce leaves on salad plates. (Fresh or canned fruit may be used). Arrange fluted banana slices and watercress in front of lettuce leaf. Serve with Real Mayonnaise in small lettuce cups. Yield: 6 servings.

CHEF'S SPECIAL SALAD

30 celery sticks
30 ham sticks
30 Swiss cheese sticks
18 tomato sections
Lettuce
Watercress
Parsley
Appetizer Mayonnaise*
Cut celery, Swiss cheese and ham in sticks. Arrange sticks on bed of lettuce pyramid fashion. Garnish with watercress, parsley and tomato sections. Serve with Appetizer Mayonnaise. Yield: 6 servings.

APPETIZER MAYONNAISE

½ cup Hellmann's or Best Foods Real Mayonnaise
Clove of garlic
½ cup Hellmann's or Best Foods French Dressing
Rub bowl in which dressing is to be mixed with cut-side of clove of garlic. Slowly add French dressing to Real Mayonnaise, beating constantly. Makes 1 cup of delicious Appetizer Mayonnaise.

Blues Player



Woody Herman

petizer Mayonnaise*. Serves 6 to 8.
APPETIZER MAYONNAISE
Rub bowl in which dressing is to be mixed with cut side of a clove of garlic. Slowly add ½ cup Best Foods French dressing to ½ cup Best Foods real mayonnaise, beating constantly. Makes 1 cup of delicious Appetizer Mayonnaise.

There's Real Secret for Best Meal

By GEORGE LAMAZE

The difference between an ordinary meal—a meal where food is only eaten so that life continues—and a fine meal—where there is also an enjoyment that is soul satisfying—is the salad. The home where this is recognized is fortunate. The hostess who has learned this is popular and appreciated. The hotel where this is known is the successful hotel.

The salad makes the meal a gustatory occasion. A salad only becomes a perfect salad, however, when its ingredients are blended properly; the secret of its success is largely in the mayonnaise used—a problem which is easily solved by the choice of Real Mayonnaise.

You can put anything that is edible into a salad in almost any combination. You cannot name a food from the four corners of the earth or from the nearby garden, or one found on land or in the sea, or on trees, or under the earth, or from mountain or valleys, or an herb, root, green, fish, fowl, or flesh that cannot be appropriately used. The salad should be the least orthodox part of the meal.

No matter what you like to eat—it can be had in the salad. Do you want calories or should you diet? The salad need only be made accordingly. Do you like only the kind of food you are used to, or

Here's New Calavo Idea



New design in salads. (See story at right.)

do you like new and strange foods? The salad can furnish either one. Have you gustatory curiosity and a desire for adventure? The salad offers an unlimited field for exploration.

Bowknot Tied With Orange Salad Idea

New in design and taste is the bowknot salad. A combination of calavos and oranges form the design and it is topped with calavo balls and served with Best Foods French dressing.

CALAVO BCV KNOT SALAD

2 medium-sized calavos
Peel two calavos and slice them crosswise; cut remaining calavo lengthwise and cut inside into balls using a round ball cutter.
Arrange two calavo slices side by side on lettuce or individual salad plates. On them place orange slice topped with calavo balls, to form the bow knot; 2 oranges, peeled and sliced.
Lettuce.
Serve with: Best Foods French dressing.
Serves six.

"LEFT-OVER" SALAD

Cut left-over meat in cubes. Marinate in Hellmann's or Best Foods French Dressing and allow to stand at least one hour. Add equal amount of crisp celery cut fine. Just before serving, drain and serve with Hellmann's or Best Foods Real Mayonnaise thinned with a little lemon juice. Serve on lettuce leaves or salad greens. Garnish with tomato sections and sprigs of parsley.

Regatta Shrimp Is Jimmy's Choice for Summer Salad

Cucumber Mayonnaise Adds Cool, Tangy Touch, Says Musician

Food merchants throughout the town, who are currently featuring the "Salad Serenade," asked Jimmy Dorsey of saxophone and orchestra fame, to make a note for the occasion.

"Regatta Shrimp Salad with Cucumber Mayonnaise has that cool, fresh, sea-breeze tang I crave when summer comes. Fair makes a man call for his yachting cap, it does!" said Dorsey.

And if you, too, would like to try this appetizing favorite, here's the recipe:

REGATTA SHRIMP SALAD

1 package lime-flavored gelatin
1½ cups boiling water
3 or 4 tablespoons vinegar
½ teaspoon salt
½ cup cucumber, peeled, scored and sliced
½ cup radishes, sliced
Tomatoes
Lettuce—Parsley
Cucumber Mayonnaise*
Dissolve lime-flavored gelatin in boiling water. Add vinegar and salt. Chill until it begins to thicken; add cucumber and radishes. Pour into ring mold; chill until firm. Unmold on chop plate. Fill center with lettuce leaves and sliced tomatoes. Around mold arrange shrimps and lettuce cups.

Great Saxophonist



Jimmy Dorsey

filled with Cucumber Mayonnaise*. Garnish with parsley and tomato wedges. Serves 6.

*CUCUMBER MAYONNAISE
½ cup Best Foods real mayonnaise
½ cup cucumber, finely sliced
½ cup sour cream, whipped
Mix real mayonnaise and cucumber together thoroughly and fold in whipped cream. Makes 1½ cups of tasty Cucumber Mayonnaise.

Sing a Song of Salads!

It's SALAD SERENADE TIME IN SALEM

OH SUMMERTIME WILL SOON BE HERE AND YOU KNOW WHAT THAT MEANS IT BRINGS THE BEST MEALS OF THE YEAR WITH FRUITS AND SALAD GREENS

WITH VEGETABLES FRESH-PICKED THESE DAYS FROM RADISHES TO BEANS TOSSED UP WITH ZESTY MAYONNAISE THEY'RE FULL OF VITAMINS

SO SING THE NEWS... LINE UP FOR TREATS... SEEK OUT YOUR NEAREST GROCER HE'S GOT SOME LOVELY SALAD EATS FOR VERY LITTLE DOUGH, SIR!

Best Foods MAYONNAISE

Big doings in the Salad world! "Salad Serenade Time" is your opportunity to get new salad ideas and to learn how much Best Foods Real Mayonnaise can do for your salads!

Best Foods Real Mayonnaise is different from "Salad Dressing." It is all mayonnaise—real mayonnaise—with no starchy filler in it. It doesn't turn watery when you add milk or fruit juices.

And this Real Mayonnaise tastes even fresher than home-made, for it is made with our own "FRESH-PRESS" Salad Oil which we ourselves prepare fresh each day, as it is needed. Then, in our powerful new kind of double-whipper the ingredients are so completely blended that Real Mayonnaise, with all its home-made richness, is even lighter and creamier in texture than home-made, and has a zestfully light, delicate flavor, free from oily taste.



"COME IN TODAY!"

See Special Displays at Your Grocers

SALAD SERENADE TIME SPONSORED BY BEST FOODS REAL MAYONNAISE

See Your Grocer's SPECIAL DISPLAY OF SALAD ITEMS

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|----------------------------|---------------------------|
| Four Star Mkt. | Clark's Groc. |
| Western Food Mkt. | Rudy's Red & White |
| Caplans | Zitzow Groc. |
| Walker's Groc. | R. H. Bailey |
| Paramount Mkt. | Berg's Groc. |
| Pearson Cash Store | Largent |
| Piggly Wiggly | LeGarde's Groc. |
| Busicks | Folson Groc. |
| Fred Meyer | Boylan |
| McEwen's Mkt. | Greens |
| Model Food | Lemons |
| Grand Central Market | Busick's Mkt. & Groc. |
| Krechter Groc. | McMullen Groc. |
| Danes' Groc. | Capitol St. Groc. |
| M & F Groc. | Fulton Groc. |
| Kightlinger Groc. | C. M. Roberts |
| Kruegers | McMorris' Groc. |
| Hughes' Groc. | Robinson Groc. |
| Gillings | Ebner Groc. |
| Clendening | Johnson |
| Marrs | Lena Anderson |
| Halderman | Brown's Groc. |
| Waring | Seamsters |
| Krauger | Glen's Red & White |
| A. C. Free | G. H. Usul |
| Dickson's Another-way Mkt. | Davies Groc. |
| Gatchell Groc. | Ross Goodman |
| Serve Rite Groc. | Hi-Way Food |
| Mickey Mouse Groc. | C. A. Johnson |
| Tschauner Groc. | Woodruffe's Saving Center |
| Wilkes' Groc. | Pat Jarvil |
| Conover Groc. | Wariner Groc. |
| Bert & Ed's Groc. | O. P. Driggs |
| Chappelle Groc. | Wink's Groc. |
| Mission Mkt. | Toombs Groc. |
| Jones' Groc. | Mark Wilbur |
| Bailey Groc. | Broadway Mkt. |
| Watry Groc. | Mischlers |
| Painter | Carl Gammon |
| State Street Groc. | Lightfoot Groc. |
| Pades Groc. | Durham's Groc. |
| Paul Bale | Slopers |
| Anderson Groc. | Gerths |
| Emil Ronner | Busick's, West Salem |
| Tompkin's Groc. | Fish Groc. |
| C. M. Eppley Co. | Krueger's Kash & Karry |
| Ficklin's Groc. | Tusch Groc. |
| Cooley Groc. | Milletts |
| | Smith & Ward |