ASK FOR BLUE MOON AND SEE THAT YOU GET IT



AMERICAN

Blue Moon American is made from the finest of American cheese, aged and cured, and appeals to those who love the bland flavor of mild cheese. This variety can be utilized in practically any of the famous Blue Moon recipes.



PIMIENTO

BLUE MOON PIMIENTO takes its delicate color and intriguing flavor from the fine Spanish Pimientos. Its smooth creaminess is a delight in innumerable tasty recipes.



ROQUEFORT

To lovers of the piquant flavor of Roquefort cheese—Blue Moon Roquefort is a new experience. Only the finest of Roquefort cheese imported by us from France, is good enough for Blue Moon Roquefort.



LIMBURGER

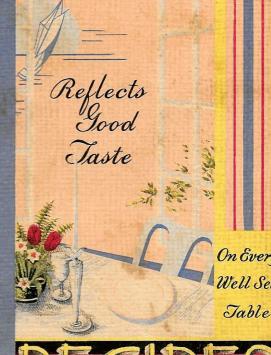
BLUE MOON LIMBURGER while mild and refined, still retains the lusty character of real Limburger with the creamy smoothness which is found only in Blue Moon. In many recipes and for the popular evening or picnic lunch it is without equal.

BLUE MOON CHEESE PRODUCTS, INC.

718 Washington Ave., North . Minneapolis, Minn.

BROWN - BLODGETT COMBANY, ST. PAU

BLUE



Something NEW Under the Sun

Once in a Blue Moon comes a really new contribution to our diet. In the history of cheese we find an ancient art. Cheese is derived from milk, the first natural food of all the human races.

From earliest recorded times have come over 700 ways of making cheeses. The Romans, Egyptians, Phoenicians, all had ways of extracting curds from milk and making cheese. They wrapped it in leaves, buried it, stowed it in caves, tucked it under waterfalls,—to age and cure. They found strange herbs and juices of fruits in nature, to add new flavors. The art of cheese has grown and grown.

Now comes Blue Moon, a discovery, a departure, a contribution. Blue Moon is the art of extracting from properly aged and cured old cheeses the legitimate cheese substance and flavors, and processing them in a base of fresh, rich, sweet cream, into new and delightful cheese spreads. Blue Moon is true to the time-honored flavor of cheeses, but to these have been added something,—a striking, appealing freshness. Blue Moon Spreads are more than cheese. They are fresh, elemental foods, that blend with all of the other basic foods, and are assimilated as readily as fresh milk.

IF YOU

like to make Discoveries of your own,

may we suggest that you try the different varieties of Blue Moon with all the different kinds of bread, toast, crackers and biscuit you can muster? Spread it thick. Spread it thin. Try it with and without butter. Sprinkle a few nuts. Introduce other condiments, jellies, preserves, pickles, chili sauce, crisp bacon, smoked fish. There are hundreds of delightful combinations. Invent some of your own. A complete and varied tray of Hors D'Oeuvre can be prepared easily with Blue Moon and a few accessories.

Then there are the possibilities of adding distinction to fruit with Blue Moon. Spread Blue Moon on a raw apple, pear or banana. It is delicious with prunes, dates and figs. Blue Moon Roquefort is the perfect stuffing for celery. And when it comes to salads, a whole book could be written on salad improvement a la Blue Moon. In the dressing, on the side, where you will. How many salads are there which can not gain zest by the addition of Blue Moon Spreads so quickly and easily applied?

WE cannot in such limited space present a complete repertoire of sandwiches, but, how old Lord Sandwich would sigh could he know of the spread delights he missed! Single deckers, double deckers, dainty colorful miniatures, huge hunger-satisfying slabs; combinations with lettuce, tomato, cole-slaw, onion, ham, tongue, liver-sausage, bologna, jelly, anchovies. Why go on? Surely we have said enough to prove our point: Blue Moon Spread is more—much more—than a new and better cheese!

BLUE MOON FOUNDATION SAUCE

To 2 packages Blue Moon, any variety, add $\frac{1}{2}$ cup hot thin cream or thin cream sauce, a little at a time, stirring smooth after each addition.

Choose from four delicious varieties:

BLUE MOON AMERICAN
BLUE MOON PIMIENTO
BLUE MOON ROQUEFORT
BLUE MOON LIMBURGER

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718 Washington Ave., North · Minneapolis, Minn.

Recipes originated and tested by Lois S. Kellogg, Home Economist

FANCY SANDWICHES



RIBBON SANDWICHES

Cut 7 medium thick slices of bread. Spread the first slice with ½ package Blue Moon Roquefort, mixed with chopped parsley. Top with second slice of bread, spread with Blue Moon American mixed with chopped hard-cooked egg yolks. Top with third slice of bread, spread with Blue Moon Pimiento. Top with fourth slice of bread and repeat in order given. Press together firmly; roll in waxed paper and chill. Trim crusts with a sharp knife. Cut ½ inch slices from this sandwich loaf, wipe knife after each slice is cut.

ROLLED SANDWICHES

With a very sharp knife, cut the bottom crust from a loaf of bread. Cut 2 slices about ½ inch thick, and lengthwise of the loaf. Remove crust; spread thickly with BLUE MOON, any variety. Place the two slices together, end to end, and roll up into a roll to form one large roll. Wrap in waxed paper; put in refrigerator until thoroughly set. Cut in ½ inch thick slices; toast if desired.

FANCY SANDWICHES

ST. PATRICK'S DAY SANDWICHES

Color green, Blue Moon, any variety, and proceed as for Rolled Sandwiches.

BRIDGE SANDWICHES

Cut clubs, diamonds, hearts and spades from fairly thick slices of bread. Spread with BLUE MOON, any variety; outline the edge with tiny rosettes, made by using rose-tip and cake decorating tube. Fill center of heart and diamond with chopped pimiento; club and spade with chopped ripe olives.

BLUE MOON TART SANDWICHES

Cut bread ¼ inch thick. Cut in small circles. Spread one with Blue Moon, any variety, and top with another circle from which the center has been cut. Decorate with small ball or rose of Blue Moon and sections of olive.

PYRAMID

Cut from ½ inch thick slice of bread three circles of different sizes. Spread the largest with Blue Moon, any variety, and top with small circle of bread. On that put a slice of tomato, on top of that the smaller with slice of egg or an olive. Garnish with piece of parsley.

STEEPLE SANDWICH

From ½ inch thick slices of bread, cut seven circles of varying sizes. Spread the bottom one with Blue Moon, second with lettuce and dressing, third with minced or sliced chicken, the fourth, tomato, the fifth with jam or glelly, the sixth with cucumber, the seventh with egg and on top of the seventh a stuffed olive. Fasten with toothpicks so that they do not show. Garnish with parsley.

BLUE MOON, HAM AND CHUTNEY SANDWICH

Cut fresh bread into delicately thin slices. Spread generously with Blue Moon American. Spread again with deviled ham and chopped chutney sauce or chopped watermelon pickle. Cut in fancy shapes.

SANDWICHES

EAST INDIAN BLUE MOON SANDWICH

To 1 package of Blue Moon American add 1 tablespoon of chopped East India Chutney. Make into sandwiches of any desired shape.

ORANGE, BLUE MOON AND CURRANT SANDWICH

To 1 package Blue Moon American add 2 table-spoons currant jelly, the grated rind of 1 orange and ½ orange diced fine. Spread on graham bread and cut as desired.

BLUE MOON, PINEAPPLE AND PEANUT SANDWICH

Blend equal quantities of Blue Moon American or Pimiento, with crushed pineapple and chopped salted peanuts. Use as desired.

BLUE MOON CLUBHOUSE SANDWICH



BLUE MOON SAUCES



CAULIFLOWER, BLUE MOON SAUCE, SPINACH TIMBALES

Cook cauliflower in half milk and half water until tender, salting when about half done. Drain well. Place in center of large round platter. Surround with molds of hot chopped cooked spinach seasoned with salt, butter and grated horseradish. Oil molds well before filling with spinach. Pack closely, unmold around edge of platter. Pour Foundation Sauce over cauliflower.

BLUE MOON TOMATO SAUCE

To 1 package of Blue Moon American add 1 cup of seasoned tomato juice, blended with 1 tablespoon of flour and ½ teaspoon of salt. Cook until thick, use over spinach, cauliflower, potatoes, macaroni or toast.

NEW POTATOES-CHIVE SAUCE

Boil new potatoes in well salted water until tender. Serve with Foundation Sauce. Sprinkle thickly with chopped fresh chives.

APPETIZERS AND GARNISHES



PRUNES STUFFED WITH BLUE MOON

Steam medium sized prunes until tender. Remove pits. Stuff with Blue Moon.

DRIED BEEF AND ROQUEFORT

Spread one end of piece of dried beef with thick layer of Blue Moon Roquefort. Roll tightly and fasten with a dot of Blue Moon.

SLICED TOMATO CANAPE

Spread circle of fresh buttered toast with Blue Moon Roquefort. Cover with slice of peeled tomato. Salt. Put ball or rose of Blue Moon on top of slice of tomato. Garnish with parsley or chives.

COLE SLAW CANAPE

Chop crisp cabbage as fine as possible. Salt. Mix with mayonnaise and spread on circles or fingers of buttered bread spread with BLUE MOON PIMIENTO or decorate with BLUE MOON through rose tip of cake decorating tube. Add a sprig of parsley.

APPETIZERS AND GARNISHES

SMOKED SALMON CANAPE

Cover triangle of buttered bread or toast with thinly sliced smoked salmon. Decorate with Blue Moon, any variety, as desired.

SPINACH CANAPE

Cook washed spinach in an uncovered kettle with no additional water and fire turned low at first. Cook for 10 minutes. Drain. Chop. Season with salt and horseradish. Spread on buttered bread of any desired shape. Garnish with ring of hard boiled egg and dots of Blue Moon.

STUFFED OLIVES AND BACON

Remove the pimiento from large stuffed olives and replace with BLUE MOON. Roll in half slice of bacon. Fasten with tooth-pick. Cook in hot oven until bacon is crisp. Serve on small round cracker without removing tooth-pick.

SALAMI SAUSAGE SANDWICH

Spread one very thin slice of salami sausage with Blue Moon Roquefort. Add another slice of sausage.

BLUE MOON PECANS

Roll any variety Blue Moon into ball one inch in diameter. Press two large size pecans into opposite sides.

BLUE MOON CARROTS

Form Blue Moon Pimiento into tiny cones. Insert bit of parsley in large end for leaves.

BLUE MOON CORN COBS

Roll Blue Moon with butter paddles into little cylinders. Turn at right angles and mark in ridges the opposite way.

BLUE MOON PUMPKINS

Roll Blue Moon into good sized balls. Flatten at end. Mark in vertical ridges with dull edge of a silver knife dipped in water. Insert small piece of green pepper for stem.

THERE IS CHARM IN A WELL APPOINTED TABLE



A CHARMINGLY appointed formal dinner table is a challenge to the artistic taste of the hostess. Its colorful beauty should delight the eye of the guest and will add zest to the repast. This beautiful table has been especially arranged for you by a leading authority and its china, crystal and silver represent the newest in charming table appointments. Place cards should be simple and may follow the color scheme or the occasion.

THE LUNCHEON TABLE setting may be simpler in its appointments. Omit candles and substitute glass or silver ornaments. Stretchers or runners of linen filet replace the more formal damask. Both settings should be enhanced with bright and cheerful colors not only in the floral center piece but in the dishes as well. The silver used will of course depend on the number of courses served.

BREADS AND BISCUITS



BLUE MOON SANDWICH BISCUITS

Cut 4 tablespoons shortening into 2 cups flour sifted with 4 teaspoons baking powder and I teaspoon salt. Add ½ cup of milk in three additions, making a small ball of dough with each addition. Turn on to floured board. Knead lightly until smooth. Roll or pat out to ½ inch in thickness. Spread thickly with BLUE Moon, any variety, ½ the dough. Fold other ½ over. Press together gently. Cut out with small round cutter. Bake at 450° for 15 minutes. Decorate with dot of BLUE MOON and half of stuffed olive.

BLUE MOON JELLY BISCUIT

Cut 2 tablespoons shortening and 1 package Blue Moon, American or Pimiento, into 2 cups flour sifted with 4 teaspoons baking powder and 1 teaspoon salt. Add milk to make dough same consistency as regular biscuit. Mix as directed above. Roll to 1 inch in thickness. With thumb make indentation in middle deep enough to hold 1 teaspoon currant jelly. Bake at 450° for 15 minutes.

BREADS AND BISCUITS

ROLLED BLUE MOON AND OLIVE BISCUITS

Make biscuit dough according to recipe given under Sandwich Biscuit. Roll to $\frac{1}{3}$ inch in thickness. Spread generously with BLUE MOON, any variety, sprinkle with chopped stuffed olives. Roll up and cut down in 1 inch thick slices. Place cut side down on oiled cookie sheet or pan. Bake at 450° for 15 minutes.

BLUE MOON BREAD

Make dough after recipe given under Cheese Jelly Biscuit. Put dough into oiled baking powder cans. Bake. Cool thoroughly. Cut in thin slices. Use for fancy sandwiches. Chopped nuts may be added.

BLUE MOON SHORTCAKE

Add 2 tablespoons shortening to Sandwich Biscuit Recipe. Place a little more than half the dough on a buttered pie pan. Brush over with melted butter. Put rest of dough on top. Pat out to within an inch of edge of first portion. Brush with butter. Bake at 450° for 15 minutes. Separate with two forks. Cover lower portion with Blue Moon Foundation Sauce. Garnish with crisp bacon and serve Tomato Salad.

BLUE MOON COFFEE CAKE

Sift together 2 cups of flour, 4 teaspoons baking powder, ½ teaspoon salt. Add ¼ cup sugar, ½ cup of raisins, 1 cup milk, ¼ cup melted butter. Pour into buttered and floured 9-inch square pan. Bake at 400° for 25 minutes. While hot spread with a thick coating of Blue Moon AMERICAN, sprinkle with sugar and cinnamon, return to hot oven for one minute, cut in squares and serve hot.

BLUE MOON POPOVERS

Into piping hot heavy muffin pans well buttered, pour batter made by mixing 1 cup milk, 1 cup flour, ½ teaspoon salt, 2 eggs and 1 tablespoon melted butter. Bake at 450° for 30 minutes. Reduce to 350° for 15 minutes. Split and put good sized piece of Blue Moon into the hot popover. Serve immediately.

LUNCHEON AND SUPPER DISHES



BLUE MOON RING WITH ASPARAGUS TIPS

Make a 3 cup mixture of baking powder biscuit and bake in a well oiled ring mold. Turn out immediately on hot plate. Have ready the BLUE Moon Foundation Sauce recipe given on page three. Pour this Foundation Sauce over biscuit ring, fill center with hot cooked asparagus tips. Surround with individual tomato salad.

BLUE MOON PATTIES

Fill center of Patty Shell with Blue Moon, any variety. Serve over it (1) Creamed Asparagus, (2) Creamed Chicken, (3) Creamed Crabmeat, (4) Creamed Eggs, (5) Tomato Sauce.

BLUE MOON FOUR-FOLD RAREBIT

To the Foundation Sauce recipe on page three, add ½ cup diced ham, ½ cup cooked mushrooms, ¼ cup chopped ripe olives and I cup macaroni cooked tender in salted water. Serve on toast or crackers.

LUNCHEON AND SUPPER DISHES

BLUE MOON SOUFFLE

Pour ½ cup cream over 4 tablespoons flour blended with 2 packages Blue Moon, any variety. Cook until thickened. Cool. Fold in the yolks of 6 eggs beaten well. Fold in the stiffly beaten whites of 8 eggs. Pour into oiled baking dish. Place this dish in a larger pan filled with water. Bake at 350° for 50 to 60 minutes. Serve with Brown Mushroom Sauce.

BOSTON TOMATO

Cut ripe tomato in two. Sprinkle with salt, a bit of sugar, flour and dot with butter. Broil 10 minutes. Cut an inch thick slice of hot Boston Brown Bread. Cover with Foundation Sauce (see page 3). Top with tomato. Garnish with parsley.

BLUE MOON SURPRISE

Toast slices of bread on one side only. Spread untoasted side with butter, minced ham seasoned with onion juice. Spread lightly with prepared mustard. Press Blue Moon through ricer. Sprinkle on mustard. When ready to serve, run into hot oven for 10 minutes or until Blue Moon is soft.

BLUE MOON NOODLE CRISP

To recipe for Foundation Sauce on page three, add 1 cup diced celery cooked tender, 2 tablespoons celery juice and 2 tablespoons tomato catsup. Serve hot over Chow Mein Noodles.

CREAM OF BLUE MOON SOUP

Scald I quart milk with a slice of onion and a few leaves of celery. Strain over I package Blue Moon American blended with 4 tablespoons flour and I scant teaspoon salt. Cook over hot water until thickened. Serve hot garnished with crisp croutons or sliced stuffed olives.

TOMATO BLUE MOON SOUP

Scald 3 cups of seasoned tomato juice. Pour over 2 packages Blue Moon American blended with 2 tablespoons flour and 1 cup crushed pineapple and juice. Heat until thickened. Serve hot. Pineapple may be omitted if desired and another cup of tomato used.

SALADS AND DRESSINGS



TOMATO BLUE MOON RING-CHICKEN SALAD

Heat 1 cup tomato juice with a slice of onion, a bay leaf and a few whole black peppers. Strain over 2 table-spoons gelatine soaked in ½ cup cold water. Blend an additional 1½ cups tomato juice with 2 packages BLUE Moon, any variety. Combine the two above mixtures. Add salt to taste. Cool. When just beginning to thicken, fold in 1 cup whipping cream whipped. Chill until solid. Unmold on large round platter. Fill center with chicken salad. Surround with lettuce cups filled with the same.

FROZEN BLUE MOON ROQUEFORT SALAD

Soften 3 packages Blue Moon Roquefort with ½ cup top milk. Blend with ½ cup whipping cream whipped and 1 stiffly beaten egg white. Add ¼ cup chopped stuffed olives, ½ cup very finely minced celery, ½ teaspoon onion juice, if desired. Freeze in tray of automatic refrigerator, or pack in ice and salt. Serve on sliced tomato or pineapple. Pass French Dressing.

SALADS AND DRESSINGS

BAKED APPLE SALAD

Fill center of a beautifully baked apple, cooled, with Blue Moon American, Roquefort or Pimiento. Top with pecan halves. Pass mayonnaise mixed with whipped cream and chopped celery.

GARDEN OF ALLAH SALAD

Place slice of pineapple on 2 leaves of lettuce arranged to form a cup. Alternate on it sections of orange and whole pitted dates. Make a ball, using ¼ of a package of Blue Moon, any variety. Roll in finely shredded cocoanut. Top with a date and pass French dressing.

CRABMEAT SALAD-BLUE MOON STYLE

Soak 1 tablespoon gelatine in ½ cup cold water. Dissolve in 1 cup canned pineapple juice. Add juice of 1 lemon. Mix with 1 can of crabmeat. Soften 2 packages of Blue Moon American. Blend with 1 cup whipping cream whipped. Put into wet molds. Chill until solid. Unmold on slice of pineapple. Garnish with sections of grapefruit.

FRUIT SALAD DRESSING

Blend one package Blue Moon American with $\frac{1}{4}$ cup of pineapple juice. Add one teaspoonful sugar and $\frac{1}{8}$ teaspoonful salt. Fold in $\frac{1}{2}$ cup whipping cream whipped and add 1 teaspoonful lemon juice.

FRENCH DRESSING—BLUE MOON STYLE

Blend 1 cup of French dressing with 1 package Blue Moon Pimiento. Add $\frac{1}{4}$ cup chopped stuffed olives and $\frac{1}{4}$ cup finely chopped celery. Serve over lettuce, tomato or cucumber.

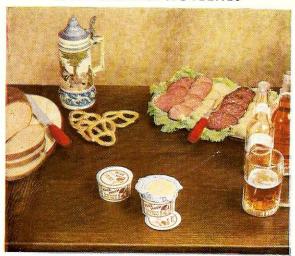
ROQUEFORT MAYONNAISE

Rice 1 package Blue Moon Roquefort into 1 cup mayonnaise.

CURRANT DRESSING

Blend 1 package Blue Moon American with 1 small glass of currant jelly. When smooth, fold in 1 cup of whipped cream. Serve on fruit.

SAVORIES AND NOVELTIES



DUTCH LUNCH

With Blue Moon Limburger serve rye bread, various kinds of sausages, Bismarck herring, pretzels, hot coffee or beer ice cold!

TOASTED BLUE MOON FINGERS

Cut very thin slices of fresh bread. Remove the crusts and spread with Blue Moon, any variety; roll up and toast as desired.

ROQUEFORT PUFFS

Blend 1 package Blue Moon Roquefort with 2 stiffly beaten egg whites. Heap onto tiny circles of bread or round crackers. Bake in slow oven for 15 minutes and serve immediately.

HOT TOAST-BLUE MOON STYLE

Spread freshly toasted bread with Blue Moon, any variety, instead of butter.

SAVORIES AND NOVELTIES

CHILI BLUE MOON

Blend 1 package Blue Moon, any variety with 1 to 2 tablespoons of chili sauce. Spread on crackers. Garnish with sliced olives.

OLIVE BLUE MOON ROLLS

Roll rich flaky pie crust to ½ inch thick. Spread generously with BLUE MOON and chopped ripe or stuffed olives. Have the whole roll not more than 1 inch in diameter. Cut in ½ inch thick slices and bake at 400° for 10 to 15 minutes.

GINGERBREAD LAYER CAKE

Bake your favorite recipe for gingerbread in 2 or 3 layers. Put together with filling made by mixing chopped raisins with Blue Moon American. Chopped nuts may be added if desired.

HAWAIIAN GINGERBREAD

Bake gingerbread in sheets and cut in squares. Top with slice of Hawaiian pineapple heated in its own juice and drained. Cover generously with Blue Moon Foundation Sauce.

APPLE PIE-BLUE MOON STYLE

Serve Blue Moon Foundation Sauce hot over wedges of apple pie, or spread with Blue Moon on the top crust of the pie.

GRILLED TOMATOES

Cover slices of hot buttered toast with slices of tomato dipped in flour and seasoned with salt and pepper and sauted until delicately browned. Cover with Blue Moon Foundation Sauce. Garnish with a piece of bacon.

BLUE MOON JELLY TARTS

Blend 1 package Blue Moon Spread, any variety, with ½ the quantity of tart jelly. Fill centers of puff paste tart shells. Serve for afternoon tea.

MACAROON SANDWICHES

Put 2 almond or cocoanut macaroons together sandwich style with Blue Moon.

FOR THE UNEXPECTED GUEST

Spread white or dark bread with Blue Moon American, thinly sliced tomatoes on top. Make open or closed.

- white or dark bread with Blue Moon, any variety. Spread thinly with chili sauce, leaf of lettuce.
- light or dark bread with Blue Moon, any variety.
 Spread with minced chopped olives and celery.
- —light or dark bread with Blue Moon, cabbage salad or cole slaw.
- light or dark bread with Blue Moon, any variety, a thin slice of dried beef and a very thinly sliced tomato.
- light or dark bread with Blue Moon, any variety, and minced or sliced cooked bacon.
- —light or dark bread with Blue Moon, any variety, and then cold sliced ham or minced ham.
- —light or dark bread with Blue Moon, any variety, and chopped salted nuts.

Toast plain or minced chicken sandwich, cut in two diagonally and serve with spoonful of hot Blue Moon sauce over.

- —a hot fried egg sandwich and serve hot Blue Moon sauce over. Sprinkle with chopped olives.
- a sandwich made of any variety of Blue Moon, hot tomato sauce over and garnish with slice of bacon.
- —a sardine and rye bread sandwich and put hot Blue Moon sauce over. Serve with section of lemon.