



BLUE MOON

RECIPE BOOK

USING THE FAMOUS VITAMIN-ENRICHED
BLUE MOON CHEESE SPREADS



TESTED *Recipes*

USING THE FAMOUS
VITAMIN-ENRICHED

BLUE MOON CHEESE SPREADS

In this handy little booklet

is offered a collection of carefully selected and tested BLUE MOON CHEESE SPREAD recipes. There are tasty combinations to tempt the most jaded palate . . . and delectable dishes that will add distinction to any occasion, and delight the most discriminating guests.

For years BLUE MOON CHEESE SPREADS have been noted for their delicious tang and cheese flavor. Remember, BLUE MOON was the originator of cheese spreads, and it is only "Once in a BLUE MOON" that an idea so right—a product so satisfying—is offered to the public. The outstanding individuality of BLUE MOON SPREADS met with overnight acceptance.

Now, it is generally recognized that—not once, but *always* in a BLUE MOON SPREAD, you will find savory deliciousness and the delightful tang that comes only from the best of cheese.

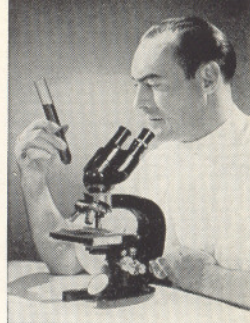
There are innumerable dishes in which one or another of the delicious flavors of BLUE MOON CHEESE SPREADS can be used to add variety and zest to the menu.

Here in this BLUE MOON RECIPE BOOK you may learn the many delightful ways BLUE MOON CHEESE SPREADS can be made to serve you.

You will find rare dishes for the epicure and practical suggestions for every day: Delicious Sauces—Plain and Fancy Sandwiches—Appetizers and Garnishes—Breads and Biscuits—Luncheon and Supper Dishes—Salads and Dressings—and numerous timely hints for the hostess.

● This BLUE MOON RECIPE BOOK was prepared especially for your convenience and enjoyment. We hope you will find it useful.

Now . . .
**BLUE MOON
CHEESE SPREADS**
ARE
Vitamized



Once more **BLUE MOON**

has been first to introduce a new idea—that of enriching cheese spreads with Sunshine Vitamin D.

The following statement appeared in the Journal of the American Medical Association: "American diets are poor in Vitamins A, D, B₁ and calcium."

Realizing the tremendous importance of this statement, BLUE MOON's research department had assays made by an independent laboratory of all BLUE MOON CHEESE SPREADS. It was found that, while these cheese spreads naturally contain Vitamins A, B₁, B₂ (G) and calcium, they still lacked any appreciable quantity of Sunshine Vitamin D, a vitamin so necessary to our daily health.

BLUE MOON then decided it could best serve the American public by the addition of this all-too-scarce Sunshine Vitamin D to its complete line of BLUE MOON CHEESE SPREADS.

This recipe book has been compiled to aid you in using BLUE MOON CHEESE SPREADS for health as well as enjoyment.

The United States Health Department has indicated that approximately 400 U. S. P. units of Vitamin D are required daily by each individual. BLUE MOON CHEESE SPREADS contain 255 U. S. P. units per ounce, and it is easy to determine the number of U. S. P. units of Vitamin D provided by each recipe in this book.

● Why not start today to get your vitamins and minerals the Fresh-Food way by using BLUE MOON CHEESE SPREADS regularly?



BLUE MOON FOUNDATION SAUCE

Here's a Foundation recipe for dishes that use BLUE MOON Cheese Spreads as a sauce. You will find this sauce referred to on many pages of this book.

To 2 packages BLUE MOON, any variety, add ½ cup of hot thin cream or thin cream

sauce, a little at a time, stirring smooth after each addition. (2040 U. S. P. units Vitamin D.)

FOR GOODNESS SAKE! To get ALL of the goodness from a package of BLUE MOON CHEESE follow these simple directions for opening this exclusive BLUE MOON package.



1. To open pinch pleats just below seal with one hand and with the other hand pinch a portion of the top and pull the two apart.



2. Remove cellophane wrapper from top.



3. Peel off cellophane wrapper from side.



4. Place on plate or tray ready for serving.

5.

After serving, cover with Blue Moon Kup turned upside down and place in ice box. This avoids spoilage—keeps the cheese fresh for later use.



CAULIFLOWER, BLUE MOON SAUCE, SPINACH TIMBALES

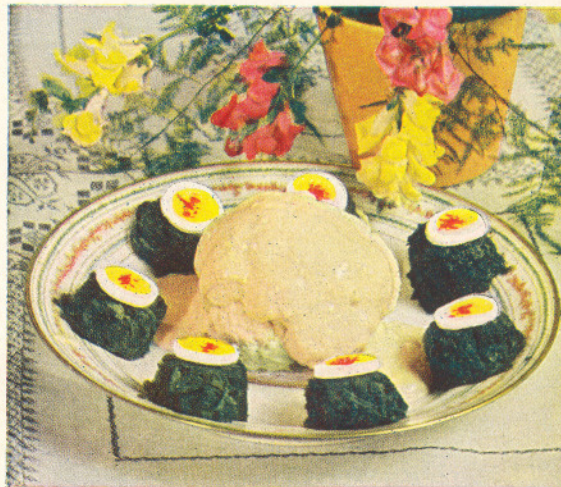
Cook cauliflower in half milk and half water until tender, salting when about half done. Drain well. Place in center of large round platter. Surround with molds of hot chopped cooked spinach seasoned with salt, butter and grated horseradish. Oil molds well before filling with spinach. Pack closely, unmold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





TO SCHOOL *or* TO WORK *with*

DELICIOUS SANDWICHES

BLUE MOON

Cheese is Rich in
Proteins-the Body
Building Element
That Busy People
Need for Health

EAST INDIAN BLUE MOON SANDWICH

To 1 package of BLUE MOON AMERICAN add 1 tablespoon of chopped East Indian Chutney. Make into sandwiches of any desired shape. (1020 U. S. P. units Vitamin D.)

ORANGE, BLUE MOON AND CURRANT SANDWICH

To 1 package BLUE MOON AMERICAN add 2 tablespoons currant jelly, the grated rind of 1 orange and $\frac{1}{2}$ 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. 255 U. S. P. units of Vitamin D per ounce.

BLUE MOON BAVARIAN SPECIAL

Blend 1 package of BLUE MOON BAVARIAN CHEESE SPREAD with one chopped green pepper, one chopped hard boiled egg, one tablespoon finely chopped ham and one tablespoon mayonnaise thinned with onion juice. Spread thickly on wholewheat bread or toast.

BLUE MOON JELLY TARTS

Blend 1 package BLUE MOON SPREAD, any variety, with $\frac{1}{2}$ 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.

BLUE MOON CLUBHOUSE SANDWICH

Toast three slices of bread. Spread two of them generously with BLUE MOON, OLD SMOKEY. Cover one slice with lettuce, the second slice pieces of cooked bacon and sliced tomato on top of the cheese, the third slice of bread on top. Cut diagonally and top with slice of tomato garnished with mayonnaise and olive.





Fancy SANDWICHES

RIBBON SANDWICHES

Cut 7 medium thick slices of bread. Spread the first slice with $\frac{1}{2}$ package BLUE MOON BAVARIAN, 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 $\frac{1}{2}$ inch slices from this sandwich loaf, wipe knife after each slice is cut. 255 U. S. P. units Vitamin D per ounce.

ROLLED SANDWICH

With a very sharp knife, cut the bottom crust from a loaf of bread. Cut 2 slices about $\frac{1}{2}$ 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 $\frac{1}{2}$ inch thick slices; toast if desired.

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 $\frac{1}{4}$ 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 $\frac{1}{2}$ 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 $\frac{1}{2}$ 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 jelly, 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.



Appetizers AND Garnishes

PRUNES STUFFED WITH BLUE MOON

Steam medium sized prunes until tender. Remove pits. Stuff with BLUE MOON, any variety.

DRIED BEEF AND OLD SMOKEY

Spread one end of piece of dried beef with thick layer of BLUE MOON OLD SMOKEY. Roll tightly and fasten with a dot of BLUE MOON.

SLICED TOMATO CANAPE

Spread circle of fresh buttered toast with BLUE MOON CAVEAU ROQ. 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.

BLUE MOON CARROTS

Form BLUE MOON PIMIENTO into tiny cones. Insert bit of parsley in large end for leaves.

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.

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, any variety.

STUFFED OLIVES AND BACON

Remove the pimiento from large stuffed olives and replace with BLUE MOON, any variety. 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 CAVEAU ROQ. 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 CORN COBS

Roll BLUE MOON SPREAD, any variety, 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 finest 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 fillet 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 1 teaspoon salt. Add $\frac{2}{3}$ 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 $\frac{1}{8}$ inch in thickness. Spread thickly with BLUE MOON CHEESE SPREAD, any variety, $\frac{1}{2}$ the dough. Fold other $\frac{1}{2}$ 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 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 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.

ROLLED BLUE MOON AND OLIVE BISCUITS

Make biscuit dough according to recipe given under Sandwich Biscuit. Roll to $\frac{1}{8}$ inch in thickness. Spread generously with BLUE MOON BAVARIAN, 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 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, $\frac{1}{2}$ teaspoon salt. Add $\frac{1}{4}$ cup sugar, $\frac{1}{2}$ cup of raisins, 1 cup milk, $\frac{1}{4}$ 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, $\frac{1}{4}$ 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, any variety, 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 four. 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 four, add $\frac{1}{2}$ cup diced ham, $\frac{1}{2}$ cup cooked mushrooms, $\frac{1}{4}$ cup chopped ripe olives and 1 cup macaroni cooked tender in salted water. Serve on toast or crackers.

BLUE MOON SOUFFLE

Pour $\frac{1}{2}$ 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 4). 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, any variety, 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 four, 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 1 quart milk with a slice of onion and a few leaves of celery. Strain over 1 package BLUE MOON AMERICAN blended with 4 tablespoons flour and 1 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 Dressing

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 tablespoons gelatine soaked in $\frac{1}{2}$ cup cold water. Blend an additional $1\frac{1}{2}$ 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.

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 $\frac{1}{4}$ of a package of BLUE MOON, any variety. Roll in finely shredded coconut. Top with a date and pass French dressing.

FROZEN BLUE MOON CAVEAU ROQ SALAD

Soften 3 packages BLUE MOON CAVEAU ROQ with $\frac{1}{2}$ cup top milk. Blend with $\frac{1}{2}$ cup whipping cream whipped and 1 stiffly beaten egg white. Add $\frac{1}{4}$ cup chopped stuffed olives, $\frac{1}{2}$ cup very finely minced celery, $\frac{1}{2}$ 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.

BAKED APPLE SALAD

Fill center of a beautifully baked apple, cooled, with BLUE MOON AMERICAN, BAVARIAN OR PIMIENTO. Top with pecan halves. Pass mayonnaise mixed with whipped cream and chopped celery.

CRABMEAT SALAD—BLUE MOON STYLE

Soak 1 tablespoon gelatine in $\frac{1}{4}$ 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 BAVARIAN 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.

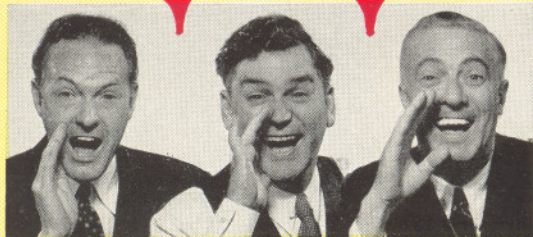
CAVEAU ROQ MAYONNAISE

Rice 1 package BLUE MOON CAVEAU ROQ into 1 cup mayonnaise.

CURRENT 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.

MAKE 'EM WITH **BLUE MOON!**



FOR A REAL *Dutch Lunch*

DUTCH LUNCH

With BLUE MOON BAVARIAN or OLD SMOKEY 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.

CAVEAU ROQ PUFFS

Blend 1 package BLUE MOON CAVEAU ROQ 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. Old Smokey is particularly good.

OLIVE BLUE MOON ROLLS

Roll rich flaky pie crust to $\frac{1}{8}$ inch thick. Spread generously with Bavarian and chopped ripe or stuffed olives. Have the whole roll not more than 1 inch in diameter. Cut in $\frac{1}{2}$ 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 sautéed until delicately browned. Cover with BLUE MOON Foundation Sauce. Garnish with a piece of bacon.

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.



.. MARY AND I
ARE GOING TO
DROP IN ...

Be Prepared for unexpected droppers-in. Keep a good supply of BLUE MOON SPREADS—several varieties always on hand. Your friends will enjoy tangy “hand-outs” made with BLUE MOON CHEESE SPREADS.

As a SPREAD for BREAD

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, 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.

Serve it HOT

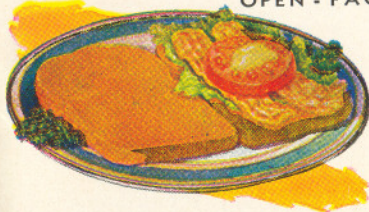
There are numerous ways to serve BLUE MOON CHEESE SPREADS piping hot—in rarebits, on toasted sandwiches, in delightful sauces for use with many dishes, and to lend body and delightful flavor to creamed soups. One of the joys of using BLUE MOON CHEESE SPREADS is the ease with which they can be melted and blended with other foods.

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.



OPEN - FACE SANDWICHES



are always popular. Try this Bacon and Tomato combination with melted BLUE MOON CHEESE SPREADS.



Look

FOR THIS PACKAGE



AMERICAN • Made from the finest of American Cheese, carefully selected and aged.



PIMIENTO • Here spicy pimientos are added to smooth, mild cheese for a delicately tart flavor.



CAVEAU ROQ • A delicious spread made from Blue Moon's own Caveau Bleu, for those who enjoy a Roquefort Cheese flavor.



BAVARIAN • Made of rare aged cheeses blended in a spread that is tangy but not sharp. Bavarian can be utilized in practically any of the famous BLUE MOON recipes.



OLD SMOKEY • This popular spread is made from the finest American Cheddar Cheese carefully aged and brought to a uniform, tangy, smoked "flavor point." Perfect for many special recipes.

BLUE MOON FOODS, INC.

THORP, WISCONSIN