



▼ **JELL-O** ▼

America's Most Famous Dessert

AT HOME EVERYWHERE

▼

JELL-O

At Home Everywhere

Because it is easy to make, because it is so inexpensive, because it is so even and so high in quality, Jell-O, in its rôle of "America's Most Famous Dessert," is confined to no one class of people.

It is as much at home in the mountain cabin as in the stately "big house" on the old plantation. There is no trail so long and cold that it has been thought unnecessary, particularly if there were children at the end of the road. Wherever men have built roofs against the heat or cold, Jell-O seems to have found its way.

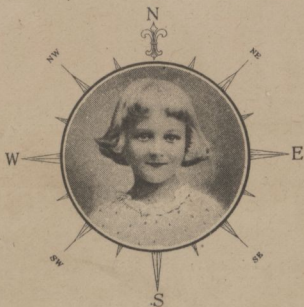
Next to quality, we have always worked for convenience to the user. Our package is as simple as may be for the perfect preservation of flavor. It can be opened and its contents added to a pint of boiling water in a moment's time.

We have noted that as people everywhere learn more about a sane diet, the more Jell-O we sell. Years ago, when we offered it as a substitute for pies and other heavy sweets, our sales were very modest; to-day when it has been found that health can be preserved and even mended by the careful selection of foods, we find our business growing past all expectation.

OUR STAFF OF EXPERTS

On the next two pages we are glad to present new recipes made up by our own capable staff. For many years these women have done much to make Jell-O popular. They have worked from East Coast to West Coast in both the States and Canada. Thousands of young housewives will remember some one of them from their days in Domestic Science.

*East, West,
Jell-O's best.*



*Has friends
all over.*



Jell-O is so easily made, and the package takes so little room, that it has been on the provision list of places like this for years. It makes a dessert possible where "pie timber" is both scarce and costly.



STRAWBERRY JELL-O

NEW RECIPES

JELL-O AND BAKED APPLES

Bake six medium-sized or small apples with cores filled with brown sugar and chopped nuts. When cold arrange the apples in a pan and cover them with Raspberry Jell-O (one package dissolved in a pint of boiling water). After the Jell-O has set, cut into squares, using a knife dipped in hot water, and serve with whipped cream. Or place each apple in a cup and pour the Jell-O over.

ELIZABETH PALMER BONESTEEL
New York and New England States

MOCHA CHARLOTTE

Dissolve one package Chocolate Jell-O in one and three-quarters cups of coffee (moderate strength) which has been strained through a fine cloth and heated to a boiling point. Add the Jell-O slowly, stirring meanwhile, and add one-eighth teaspoonful salt. When cold and beginning to thicken add one teaspoonful vanilla and one-half cup heavy whipped cream. Mould in individual moulds. Serve with whipped or plain cream slightly sweetened, or custard dressing. Nutmeats and diced marshmallows may be added to it or used as a garnish.

EDNA BURWELL WILLIAMS
Central Atlantic States

PEAR WHIP

Dissolve one package of Lemon Jell-O in one-half pint of boiling water and one-half pint of juice (strained) from canned pears. Pour into a quart measuring cup, pack in ice, and when cool but not thick whip with egg beater until of consistency of whipped cream. Then fold in one-half pint pears, halved and crushed with a fork. Beat one-half pint of whipping cream until thick, add one-half cup sugar and one-half teaspoonful vanilla, and fold lightly into the beaten Jell-O. Pile in stem glasses and garnish with chopped nuts.

JEAN SALISBURY GOLDSMITH
Central and Southern States

VARIETY SALAD

Dissolve one package of Cherry or Strawberry Jell-O in a pint of boiling water. Cut off the end of three sweet green peppers and slip into each pepper one hard-boiled egg. Fill in around the egg with the Jell-O (cooled) and place on ice to harden. Cut in slices with a sharp knife. Serve on a lettuce leaf with a red cross cut from pimento placed on center, which will be the yolk of the egg.

BERTHA RUSHTON STACK
Mid-Western States

CHERRY SALAD

Dissolve one package Cherry Jell-O in one pint boiling water. As it begins to jell add two packages candied ginger and two cups white cherries. Set to harden and serve with fruit salad dressing.

CORA ELLA KREASAN
Mid-Western States

DELICIOUS SALAD

Drain juice from one medium-sized can of white cherries, add two tablespoonfuls of vinegar, and enough water to make one pint. Heat to boiling point and add one package of Lemon Jell-O. Alternate layers of Jell-O with layers of cherries, cold chicken (chopped fine) and chopped celery. Mould in individual moulds, or one large mould and slice.

MARGARET VARNER WALES
Northwest States and Canada

LUNCHEON SALAD

Dissolve one package of Lemon Jell-O in one-half pint of boiling water. Stir until dissolved. Then add two tablespoonfuls of vinegar to enough water to make one-half pint and pour all together. Then add one tablespoonful of Spanish pepper. When the Jell-O starts to set add three or four slices of finely chopped cold boiled ham, one-half cup chopped raw cabbage, one-fourth cup pimento shredded, three sweet pickles chopped fine and one-half cup broken walnut meats. Serve on lettuce leaves with mayonnaise dressing.

LILLIAN MAY PAYNE
California

FRUIT WHIP

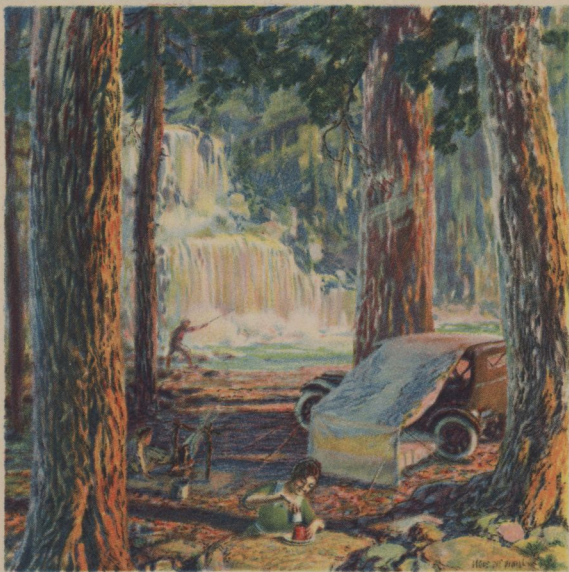
Dissolve one package of Jell-O, any flavor except Chocolate, in one pint of boiling water. When Jell-O is cold whip to consistency of whipped cream. Add two sliced bananas, one small can of grated pineapple, two oranges cut into small pieces and one-half cup of nutmeats. Turn into mould to harden.

CYNTHIA LIEBLER SHANNON
Mid-Western States

NEAPOLITAN JELL-O

Dissolve a package of Lemon Jell-O in a pint of boiling water. Pour two-thirds of it into a mould of proper shape and when it has set whip the rest, pour it on and let it harden. Dissolve a package of Strawberry or Raspberry Jell-O in a pint of boiling water and when it is cold put two-thirds of it, a spoonful at a time, on the Lemon Jell-O. For the fourth layer whip the rest of the Strawberry Jell-O or Raspberry Jell-O and pour it on the hardened plain layer. See directions on page 6 for whipping Jell-O.

All layers must be hard before others are added. Unmould by dipping in hot water as directed on back of Jell-O package.



Wherever hot water is available, even in a "Gipsy" auto camp, Jell-O may be enjoyed. Yet in other circumstances it may be moulded as elaborately as this Neapolitan.



NEAPOLITAN JELL-O

HOW TO WHIP JELL-O

Begin to whip the jelly when it is cool and still liquid—before it begins to congeal—and whip till it is of the consistency of whipped cream. Use a Dover or Ladd egg-beater and keep the Jell-O cold while whipping by setting the dish in cracked ice, ice water or very cold water. A tin or aluminum quart measure is an ideal utensil for the purpose. Its depth prevents spattering, and tin and aluminum admit quickly the chill of the ice or cold water.

HOW TO ADD FRUIT

When Jell-O has been dissolved and become cold, fruit and nutmeats can be placed in it in layers or rows, or arranged in any of the fanciful shapes seen in demonstrators' exhibits, in the following manner:

Pour a little of the Jell-O in the mould, set it in a cold place, and when hardened arrange on it the fresh or canned fruit or the nutmeats chosen for the dessert. Add just enough cold Jell-O to hold the fruit in place and let it harden. Then pour on the rest of the Jell-O, or add more layers of fruit in the same manner as the first one.

PEACH DELIGHT

Dissolve a package of Orange Jell-O in a pint of boiling water. Pour half in mould. Lay canned peaches in the bottom of mould. When hard pour in rest of Jell-O and add another layer of peaches. Turn out when hard and serve with whipped cream, sweetened.

SNOW PUDDING

Dissolve a package of Lemon Jell-O in a pint of boiling water. When cold and still liquid whip according to the directions at the top of this page. Let stand till firm and then pile by spoonfuls into sherbet glasses and serve with custard described on page 9, or any egg custard.

PEACH WHIP

Dissolve a package of Lemon or Orange Jell-O in half a pint of boiling water. When cold and still liquid add half a pint of peach juice and whip. Then fold in one cup of the crushed peaches from which the juice was drained. Set in a cold place to harden. Serves twelve persons. See directions on this page for whipping Jell-O.

PRUNE WHIP

Dissolve a package of Orange Jell-O in a pint of boiling water. Prepare one cup of prune pulp. Just as Jell-O begins to thicken, add prune pulp and two tablespoonfuls sugar. Serve with whipped cream or cream and sugar.



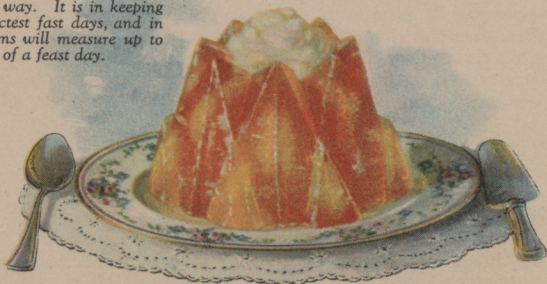
Far-fetched? Not a bit of it, except in the sense that this box of Jell-O has been brought a long, long way. For we do have customers who live under the Arctic Circle, and who say cold, hard things of us if we do not arrange for shipping connections before the trails are closed with the winter's snows.



RASPBERRY JELL-O



It is a many-sided America. Into the quiet of such places as this Jell-O has made its way. It is in keeping with the strictest fast days, and in its fancy forms will measure up to the standard of a feast day.



ORANGE JELL-O

DELICIOUS WHIPS

See directions for whipping Jell-O on page 6

GLORIFIED RICE

Dissolve a package of Lemon Jell-O in half a pint of boiling water. Add one-half pint of canned pineapple juice or any fruit juice. When a cold liquid, whip to the consistency of heavy whipped cream. Have two cups of cold boiled rice cooked dry. Fold the rice into the whipped Jell-O. Add one cup whipped cream, four tablespoonfuls sugar, and salt to taste. Set in a cold place to harden.

NUT FRAPPÉ

Dissolve a package of Jell-O, any flavor, in a pint of boiling water. Set aside to harden. Stir four tablespoonfuls of sugar into one-half pint of whipped cream. When Jell-O is just on the point of setting, mix Jell-O and whipped cream by beating with a fork, and add one cup chopped nuts. Serve in sherbet glasses with fresh or preserved fruit, saving some of the nuts to use as a garnish.

PINEAPPLE BAVARIAN CREAM

Dissolve a package of Lemon Jell-O in half a pint of boiling water and add half a pint of juice from a can of pineapple. When cold and still liquid whip to consistency of whipped cream. Add a cup of the shredded pineapple. Pour into mold and set in a cold place to harden. Turn from mould and garnish with sliced pineapple, cherries or grapes.

RASPBERRY BAVARIAN CREAM

Wash one box of raspberries and sprinkle with four tablespoonfuls of sugar. Dissolve a package of Raspberry Jell-O in three-fourths pint of boiling water and when cold and still liquid whip to consistency of whipped cream. Then fold in the raspberries and juice. Set in a cold place to harden. Serve with whipped cream and garnish with fresh berries. Use canned berries when fresh are out of season.

CUSTARD FOR WHIPPED JELL-O

Place one pint of milk, one-half cup of sugar and grated rind of one lemon in top of double boiler, heat to scalding point and pour it over the well beaten yolks of two eggs. Return to double boiler and cook until the custard coats a spoon, being careful not to cook too long or it may curdle. Should it curdle, whip for a minute or so with an egg-beater.



Jell-O costs so little that it may be found in the most unpretentious homes of the old plantation. It is delicious enough to be accepted by those at the "Big House" who have cultivated good living as a fine art.



LEMON JELL-O

FOR SPECIAL OCCASIONS

CRANBERRY MOULD

Dissolve a package of Lemon Jell-O in three-fourths pint boiling water. When cool add two-thirds cup cranberry pulp which has been sweetened and rubbed through a sieve. Pour half in a mould and when firm pour on the other half whipped according to directions on page 6. Very fine with turkey and fowl generally.

PLUM PUDDING

Dissolve a package of Lemon Jell-O in a pint of boiling water, and while it is still hot stir in three-fourths cup Grape Nuts or one cup coarse dried and browned bread crumbs, three-fourths cup stoned raisins, three-fourths cup English walnut meats, three-fourths cup cooked prunes and one-fourth cup citron—all cut fine; one-half teaspoonful cinnamon, one-fourth teaspoonful cloves. Salt to taste. Mix and let harden. Serve with whipped cream or pudding sauce.

PARADISE PUDDING

Take one-quarter pound blanched almonds, one dozen marshmallows, one dozen candied cherries, one-half dozen macaroons. Cut these fine and stand aside in a cool place. To a package of Lemon Jell-O add a pint of boiling water, and when cold set the dish in cold (or ice) water and whip to consistency of whipped cream. Then fold in one cup of whipped cream, the cut fruit and one-quarter cup of sugar. Turn into a square pan and set it in a cold place to harden. Serve in slices. Will serve twelve or more.

JAPPY JELL-O COMPOTE

Pour half to full cup of peach juice into a pint measure; fill with water, let come to boiling point, and dissolve a package of Lemon or Orange Jell-O in it. Add one cup of cooked rice (cold). Pour half into a dish or individual moulds and let harden. Place six or seven halves of peaches on the jellied rice and cover with the rest of the rice. Serve with meat course, or for dessert with whipped cream.

APPLE SNOW JELL-O

Dissolve a package of Strawberry Jell-O in a pint of boiling water. When partly cold turn into sherbet glasses, filling three-quarters full. When firm pile Apple Snow on top. To make Apple Snow dissolve one-half package of Lemon Jell-O in half a pint of boiling water. When cool whip to consistency of thick whipped cream. Then add one grated apple and four tablespoonfuls of sugar.

JELL-O SALADS

SPRING SALAD

Dissolve a package of Lemon Jell-O in a pint of boiling water and one tablespoonful vinegar. Let cool until it begins to thicken and add to it one cup nutmeats, two cups chopped cucumbers which have been salted and drained, or one cup chopped celery. Mould and serve on crisp lettuce leaves with salad dressing.

CUCUMBER SALAD

Grate enough cucumber to fill one cup. Add two tablespoonfuls vinegar and pinch of salt. Dissolve a package of Lemon Jell-O in one-half pint boiling water. When cool and it begins to thicken, add cucumber mixture, press through a sieve, add a few drops of green coloring and turn into a pan. When firm cut in squares. Serve on sliced cucumbers or lettuce. Fine with fish.

NEW MANHATTAN SALAD

Dissolve a package of Lemon Jell-O in a pint of boiling water and one tablespoonful vinegar. While it is cooling, chop one cup tart apples, one cup English walnuts, one cup celery. Mix these ingredients, season with salt, and pour over them the Jell-O. Cool in individual moulds. Serve with mayonnaise or French dressing.

JELLO HORSERADISH RELISH

Dissolve a package of Lemon Jell-O in a scant pint of boiling water and two tablespoonfuls vinegar. Add one pimento, one-half green pepper cut fine, and half a cup of grated horseradish. As it begins to thicken mould in sweet green peppers, and when set cut in slices. Serve with meat or fish.

CALIFORNIA SPECIAL

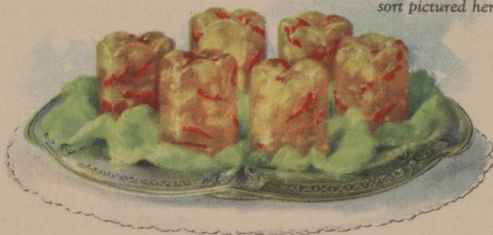
To the juice from a can of white cherries add enough water to make a pint. Heat to boiling point and dissolve a package of Lemon Jell-O in it. When it begins to thicken add a cup of chopped white cherries, half a cup of nutmeats, half a cup of celery. Set away to harden. Serve with mayonnaise dressing.

BEAUTY SALAD

Dissolve a package of Raspberry Jell-O in a pint of boiling water and fill individual moulds or cups one-fourth full. Let harden. Coarsely chop three bananas, sprinkle with lemon juice, and add half a cup of English walnut meats coarsely chopped. Put the mixture in the moulds and pour on rest of Jell-O when it is a cold liquid. At serving time arrange on lettuce with slices of banana sprinkled with nutmeats around the turned-out Jell-O. Serve with salad dressing. This makes nine individual servings.

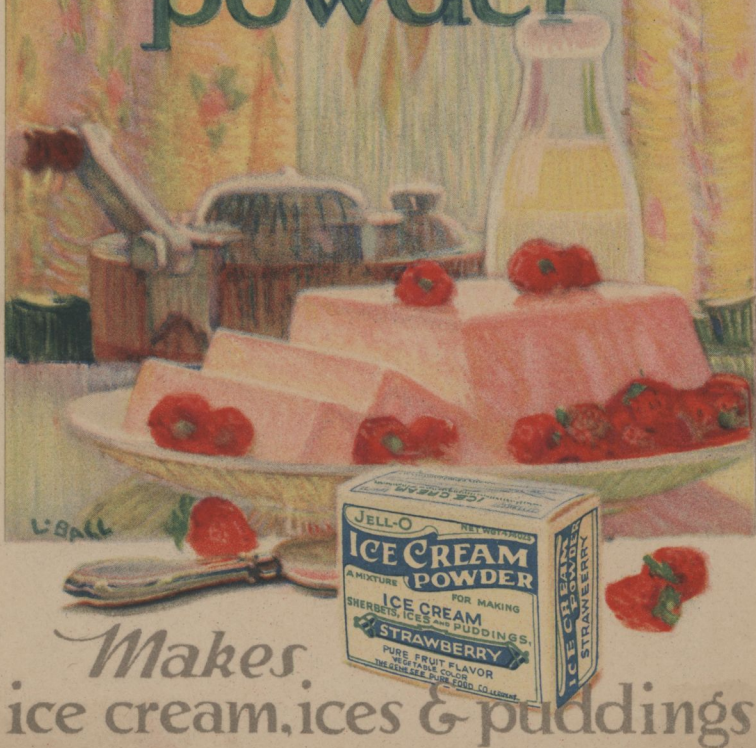


In the Wheat Belt a thing has to prove its worth before it finds a place on a table like this. As a dessert or as a salad, Jell-O has no stauncher friends than those of the sort pictured here.



THRIFTY SALAD

JELL-O ice cream powder



Makes
ice cream, ices & puddings

Easily and Quickly Made

WE make Jell-O Ice Cream Powder to bring the making of ice cream at home to as simple a process as the making of Jell-O. We have a powder that requires no sugar, no eggs, no flavoring, no cooking, no bother at all in order to make the most delicious ice cream. Each package makes nearly two quarts.

Just Add Milk

Be sure you get the genuine Jell-O Ice Cream Powder and be sure not to confuse it with Jell-O. Dissolve the contents of the package in a quart of milk, or three-fourths milk and one-fourth cream, and freeze in the usual way. The more cream you use, of course, the richer your finished result will be. Condensed or evaporated milk may be used.

Four Flavors

Jell-O Ice Cream Powder is made in four flavors—Vanilla, Strawberry, Lemon, and Chocolate. It is also made Unflavored so that the user may add any flavor desired.

It is sold by grocers and general storekeepers.

The Same Price as Jell-O

PLAIN ICE CREAM

Dissolve the contents of a package of Jell-O Ice Cream Powder (any flavor) in a quart of milk, or three-fourths milk and one-fourth cream mixed. Put Jell-O Ice Cream Powder in a dish and pour on it one cup of the fluid, and stir it to a thick smooth paste to avoid lumps; add rest of the fluid and stir till thoroughly dissolved. Freeze in the usual way.

A ONE FLAVOR BRICK

For a "brick" of one flavor alone, like the Strawberry brick on the front cover page, pack the mould full of the ice cream that has been frozen for the purpose. Pack the ice cream into the mould firmly and smoothly or it will not become a firm brick. Put the cover on and pack it in salt and ice. Let it remain there for an hour or more. To remove from the mould, immerse in warm water for an instant, turn out on a flat plate and cut with a knife which has been dipped in warm water.

DELICIOUS CREAM PUDDING

Mix a package of Jell-O Ice Cream Powder, any flavor, with five level tablespoonfuls of cornstarch, and a pinch of salt. Dissolve in a little cold milk, taken from a quart, adding the milk, a little at a time, until you have a smooth paste. Put the rest of the quart of milk in a double boiler, heat to scalding point, stir the powder mixture into it, and cook about fifteen minutes.

PEACH ICE CREAM

Dissolve one package of Vanilla Jell-O Ice Cream Powder and two cups sugar in one quart of milk and cream mixed, and freeze very thick but not hard.

Pare and mash a quart of peaches.

Stir them quickly, into the frozen cream. Turn the crank rapidly five minutes, then remove the dasher and set away two hours to ripen.

ORANGE SHERBET

Three-quarters of a cup of orange juice and juice of one lemon, two cups of sugar, five cups of water. Grate the rind of two oranges and rub into the sugar. Add the water and boil three minutes. Strain through a cheese cloth. Dissolve in the sugar and water one package of Lemon or Unflavored Jell-O Ice Cream Powder. Add the juice of orange and lemon, and when perfectly cold, freeze. Makes three quarts.

LEMON SHERBET

Three-quarters of a cup of lemon juice, two cups of sugar, five cups of water. Grate the rind of two lemons and rub into the sugar. Add the water and boil three minutes. Strain through a cheese-cloth. Dissolve in the sugar and water one package of Lemon or Unflavored Jell-O Ice Cream Powder. Add the lemon juice, and when perfectly cold, freeze. This makes about three quarts of delicious sherbet.

*Write us for a book of Jell-O
Ice Cream Powder Recipes*

THE GENESEE PURE FOOD COMPANY
LE ROY, N. Y.

The logo is an oval shape with a background of soft, blended colors in shades of yellow, orange, and red, resembling a sunset or a warm glow. The text "JELL-O" is written in a large, bold, red serif font at the top. Below it, the words "ice cream" and "powder" are written in a smaller, dark green serif font, stacked vertically.

JELL-O
ice cream
powder

OTHER SALADS

IMPERIAL SALAD

Drain juice from half a can of pineapple, add one tablespoonful of vinegar and enough water to make a pint. Heat to boiling point and add one package of Lemon Jell-O. Just as Jell-O begins to set, add three slices of canned pineapple, cubed, one-half can Spanish pimentos, shredded, and one medium size cucumber, salted and cut fine. Mould in individual moulds or in one large mould and slice. Serve with cream salad dressing.

GINGER ALE SALAD

Pour one-half cup of boiling water over one package of Lemon Jell-O, set in hot water till thoroughly dissolved, stirring all the time. Cool and add one and one-half cups ginger ale. Set in a cold place until it begins to thicken, then stir in one-fourth cup finely cut nutmeats, one-fourth cup finely cut celery, one cup finely cut assorted fruits (pineapple, orange, apple, cherries or grapes), one tablespoonful finely cut crystallized ginger.

TOMATO JELLO SALAD

Cook half a can tomatoes with half a cup celery, half a bay leaf and a small onion cut fine, for five minutes. Strain through a coarse sieve, add two tablespoonfuls vinegar and enough water to make a pint. Heat to boiling point and pour it over a package of Lemon Jell-O. Add a dash of red pepper and salt to taste. Pour in individual moulds and when firm serve on lettuce leaves with salad dressing, or jell in border mould, turn on a platter and fill center with chicken or celery salad.

MINT JELL-O

To one and three-fourths cups of water add one-fourth cup of vinegar and two tablespoonfuls of sugar. Let come to boiling point; add one-fourth cup of finely chopped fresh mint leaves, and boil one minute. Strain through fine cloth and dissolve one package of Lemon Jell-O in the liquid while it is still at boiling point.

A BOOK OF MENUS

We have prepared a de luxe Book of Menus written by an eminent expert and illustrated by china and silver service selected from the most exclusive shop on The Avenue. A copy will be mailed for twenty cents in stamps.

THE GENESEE PURE FOOD COMPANY, LE ROY, N. Y.



*No matter where you
live, this perfect pack-
age brings Jell-O to you
as fresh as when it is
packed at the factory*

