



# JELL-O

*America's Most Famous Dessert*

OF WHAT  
AND HOW MADE



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



# JELL-O

**I**N his notable work on dietetics, "What Shall I Eat? A Manual of Rational Feeding," Doctor Gouraud, formerly chief of the laboratory of the Medical Faculty of Paris, says:

"Gelatine is a most useful agent for the human economy, and, we think it is ordinarily too much neglected.

"Gelatin possesses very valuable properties. Being totally absorbed by the intestines, it exercises a marked influence on the economy of metabolism.

"Gelatinous foods are particularly recommended to those who get easily overheated, or who must build up their systems: emaciated, convalescent, or jaded persons."

Under the heading "Estimates of Food Values" in the hospital text book, "Practical Dietetics," edition of 1919, adopted by the medical department of the U. S. Army and Canadian Militia and placed in every army post, the following appears:

Jell-O —	Carbohydrates 85.8%	yielding 352	Calories
	Protein 12.2%	" 50	"
	Vegetable Acid 2.0%		
	Total Food Value, 402 Calories		

In his book on the chemistry and technology of gelatin, Dr. Robert Herman Bogue declares that there is no question of the value of gelatin in the dietary. He states: "Gelatin is a true food, a preserver of nitrogen, is easily digested, and is readily burned in the production of energy." He cites an experiment that "makes it appear certain that gelatin is capable of functioning as a protective colloid, in conjunction with lactalbumin, in preventing coagulation of milk during digestion."

Medical circles are at present engaged upon interesting research into the therapeutic properties of Jell-O. The value of feeding it to patients prior to tonsillotomy and other surgical operations in order to increase the coagulability of the blood is being carefully studied by physicians. All reports thus far are very favorable.

For persons afflicted with diabetes or other malady in which the carbohydrate of the diet must be restricted, there has been developed a sugar-free jelly powder. This preparation yields a jelly that closely resembles regular Jell-O. Upon request a special folder will be sent which fully states the composition and describes the ingredients of this Invalid's Dessert.





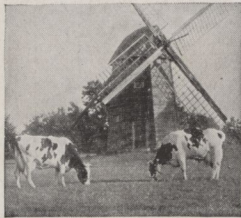
# GELATIN · FRUIT FLAVORS · SUGAR · CITROUS FLAVORS · CUDBEAR · CHOCOLATE · FRUIT ACID · TURMERIC



FROM THE UNITED STATES,  
HOLLAND, FRANCE AND  
ENGLAND

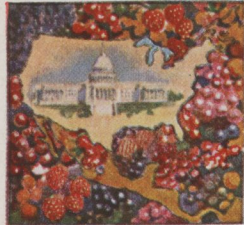
One of the most important elements of Jell-O is the gelatin which gives it its well-known jelly-like substance.

Gelatin is of animal origin, being extracted in hot water, from the sinews, connective tissues or fresh bones of the steer. It is not made from hoofs and horns, as is popularly believed. It is principally produced in the United States, Holland, France and England.



CATTLE IN HOLLAND

In the modern spotlessly clean gelatin factory, the gelatin is refined and dried; then ground fine to a glistening white powder. In this form, tasteless and odorless, it is used in making Jell-O.



FROM UNITED STATES

True fruit flavors are manufactured in two different ways, depending upon the variety of fruit employed.

In most fruits the flavoring is found in the form of powerful compounds dissolved in the juice. These are obtained by extraction with alcohol and concentrated by evaporation. Throughout the process great care is taken to preserve the full aroma of the fresh fruit.



AN OREGON FRUIT ORCHARD

Practically all of the fruit flavors, except of the citrus fruits, for Jell-O come from our own United States. The home of Jell-O, itself, is located in the midst of the great fruit belt of the Niagara Frontier.

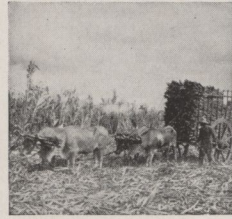


FROM CUBA, JAVA AND BRAZIL

Most of the sugar that is used in making Jell-O comes from Cuba, South America and Java.

Botanically the sugar cane is a mammoth perennial grass resembling bamboo, the stem of which is filled with a sweet juicy pith.

The cane is first crushed to extract the juice from which, by refining and evaporating, the crystals of "raw sugar" are obtained.



HARVESTING SUGAR CANE

The "raw sugar" is again refined and purified through a long and careful process in the great refineries along our Atlantic Coast. Then, in the form of the sharp, clear crystals of granulated sugar, it enters Jell-O.



FROM SICILY

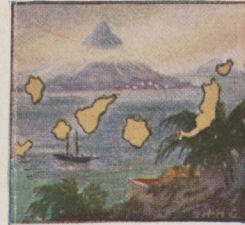
From sun-kissed Sicily, shore-washed by the warm waters of the Mediterranean Sea, come the rich, ripe fruits from which are made the delicious citrus flavors for "America's Most Famous Dessert."

Practically all of the flavor of the lemon and the orange is found in the skin of the fruit from which it is obtained in the form of clear oil.



PICKING ORANGES, SICILY

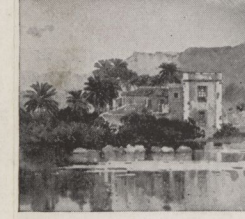
The oil is extracted from the skin of the fruit by a very carefully performed process of distillation in a vacuum at a low temperature which preserves the full, rich flavor of the freshly picked ripe fruit.



FROM CANARY ISLANDS

Only the purest vegetable colors are used in making Jell-O. Cudbear, one of these, is derived from lichens found on the Cape Verde and Canary Islands.

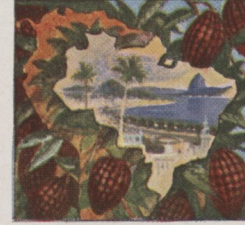
These lichens when dried have a most unpromising appearance, being of a grayish-green color. However, upon treatment with solvents certain compounds in the plant are converted into a beautiful purple coloring matter.



SAN SEBASTIAN, CANARY ISLANDS

The name cudbear is a corruption of the name of a Mr. Cuthbert, the man who discovered the process.

It is manufactured chiefly in England and is used to give Raspberry and Cherry Jell-O their pretty colors.



FROM BRAZIL

The chocolate used in making Jell-O comes from Brazil.

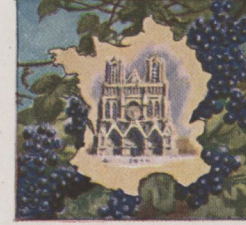
It is prepared from the seeds of the cocoa plant, which are first put through a process of sweating, and are then roasted and ground to a paste under heated millstones.

The paste is then run into molds and allowed to harden. During the process, sugar, starch and flavoring matter are added.



GATHERING COCOA PODS

The fruit or pod of the cocoa tree is from five to ten inches in length and three inches in diameter. It contains five rows of the seeds or beans, each about one-half an inch long, from which chocolate is made.



FROM FRANCE, ENGLAND AND  
ITALY

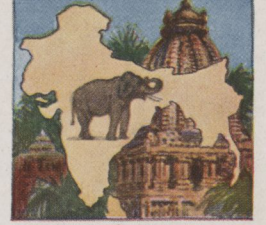
It is to the grape of France, from which tartaric acid is obtained, that we owe the delightful piquancy of many of the flavors of Jell-O.

Although it is one of the most widely distributed acids, being found in many fruits and occasionally in roots, leaves and flowers, its sole commercial source is as a by-product in the manufacture of the celebrated French wines.



SUN-LIT VINEYARDS OF FRANCE

From the fermentation of the grape juice crude tartar is formed. Refined, this becomes the common cream of tartar known to every housewife, which by a continuation of the process is converted into pure tartaric acid.



FROM INDIA

The sparkling greenish-yellow color of Lemon Jell-O is due to the vegetable color curcumin, which is obtained from the turmeric root.

The finger-like underground stems are first ground to a yellowish powder from which, by extraction with solvents and a lengthy purification process, the curcumin is separated from the oils, resin and fiber as golden yellow crystals.

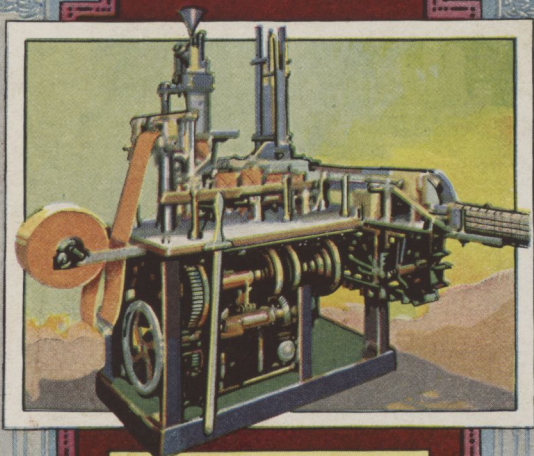


TRANSPORTATION IN INDIA

Turmeric is familiar to every housewife as being, when in powdered form, an ingredient of mustard pickles. The turmeric plant is a shrub of the ginger family, a native of India, the best varieties coming from Madras.

THUS FROM FIVE CONTINENTS AND FROM THE ISLANDS OF FIVE SEAS COME THE RAW MATERIALS USED IN JELL-O





THE Jell-O packing machines measure an exact amount of Jell-O, make a moisture-proof bag, fill the bag with Jell-O, seal the bag against air and moisture, open a carton, place the bag and a recipe folder in the carton, close and glue the carton and pass the completed package to the operator.

