

# JELL-O

*"America's Most Famous Dessert"*

OF WHAT and  
HOW MADE



Sugar



Gelatine



Fruit Acid



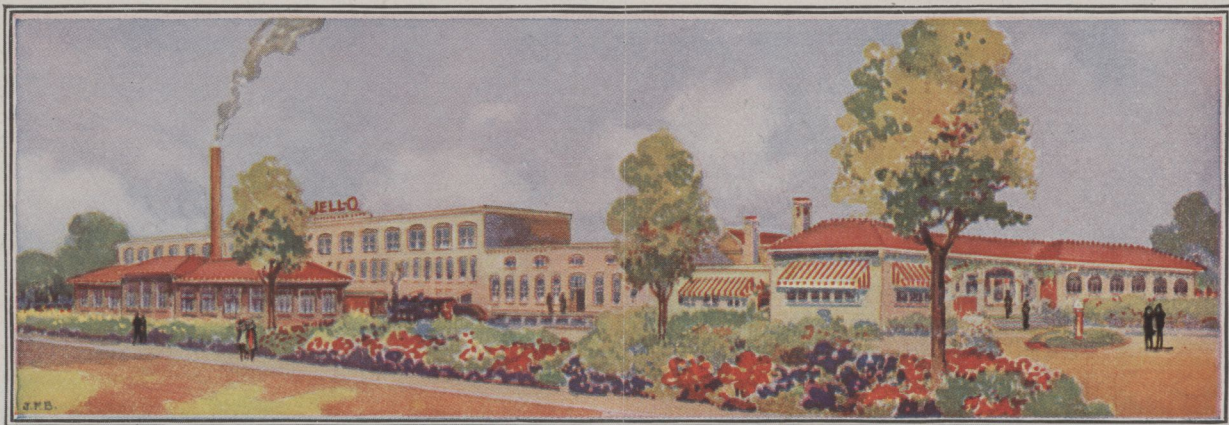
Color



Flavor

The Genesee Pure Food Company

*Le Roy, N.Y.*



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

**I**NTO the Jell-O factory you see pictured above come materials from five continents and from the islands of five seas.

Jell-O comes from the four corners of the globe. Jell-O is an international!

Have you any idea of the size of the task involved in manufacturing America's Most Famous Dessert?

Scattered over almost the whole world are thousands and thousands of human beings who, without knowing it, are largely dependent for their livelihood on what happens in the little town of Le Roy in the western part of the State of New York, U. S. A.

You good folk who have put your faith in Jell-O and have made it the indispensable food product it is, should by right know more about it.

Thousands of miles away from hundreds of thousands of Jell-O's friends, clear over in Sicily under the shadow of Mt. Etna, are the most beautiful groves imaginable! And from those groves in a slow, winding stream comes the fruit from which we make your citrus flavors. Funny little two-wheeled carts gaudily painted and drawn by a horse or mule with harness richly decorated with silver and tassels, are loaded high. And on the top sits a little old man with a long tasseled hat. Jell-O is kissed by the sun of Sicily!

**T**HAT you may have your orange and lemon colors, pure vegetable colors—we go into far off picturesque India, and there the brown man in turban and quiet dignity toils the long day through. The land of the Brahmans contributes its best to Jell-O.

Italy, France, and England from their grape vineyards send us the finest tartaric acid to be obtained. It is not to be wondered at that Jell-O has the delicious tartness of fruit itself.

Far away tiny Java with its motley horde of Orientals, touches Jell-O by sending to us her finest sugar. But Java is but one source of sugar. Huge quantities come from South America and Cuba.

Bustling Brazil and its wealth of splendid vegetation provide its choicest chocolate.

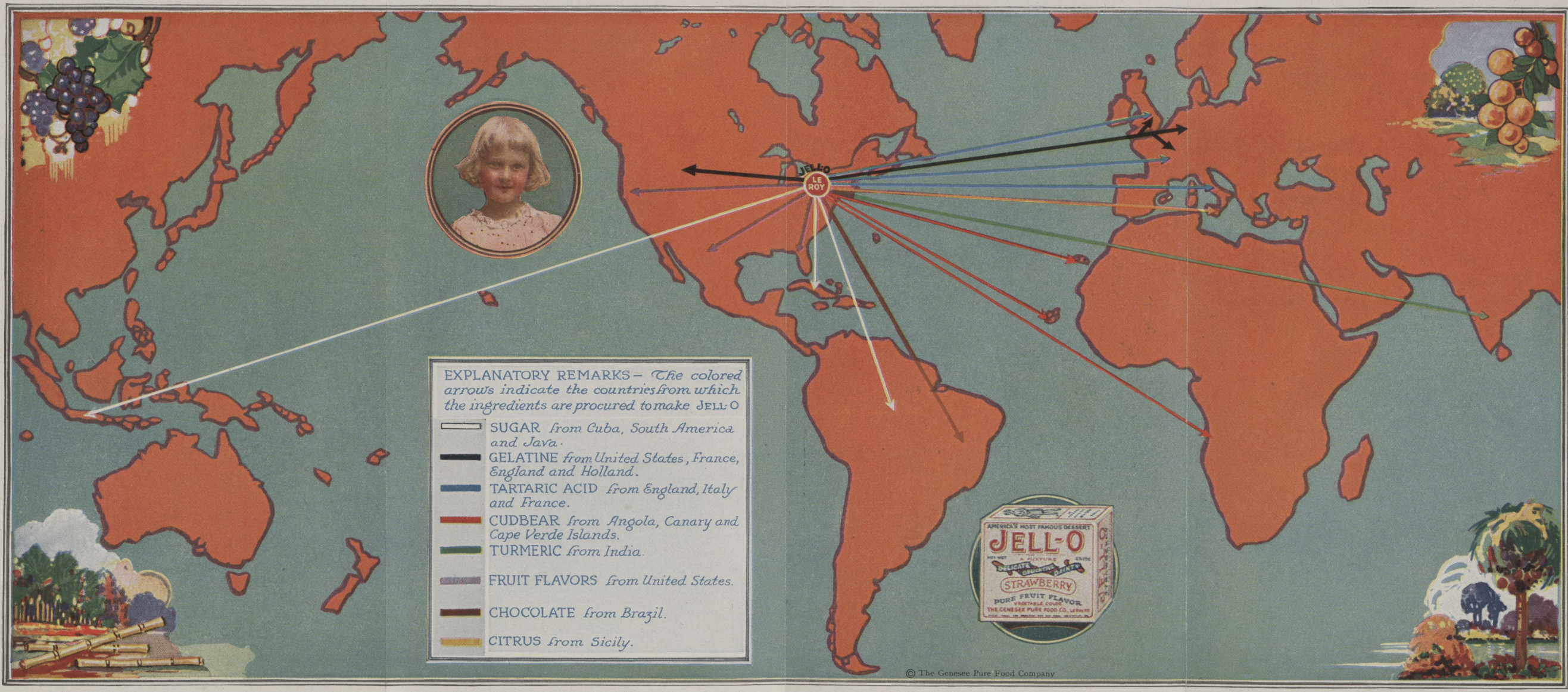
And again to the far side of the world we go for cudbear, a vegetable product from which we make the various reds you like so well in Jell-O.

Of course, our own homeland contributes its share, for much of the gelatine in Jell-O is domestic, as is much of the fruit flavor.









True it is then that we comb the world to give you the best in Jell-O.

True it is also that Jell-O is a national—international—food product of the purest, cleanest possible sort.



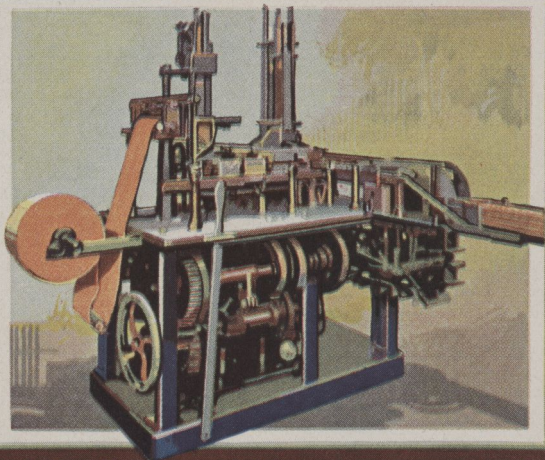


EXPLANATORY REMARKS - *The colored arrows indicate the countries from which the ingredients are procured to make JELL-O*

-  SUGAR *from Cuba, South America and Java.*
-  GELATINE *from United States, France, England and Holland.*
-  TARTARIC ACID *from England, Italy and France.*
-  CUDBEAR *from Angola, Canary and Cape Verde Islands.*
-  TURMERIC *from India.*
-  FRUIT FLAVORS *from United States.*
-  CHOCOLATE *from Brazil.*
-  CITRUS *from Sicily.*







**T**HE machines which put up Jell-O (like one shown above) are without doubt as wonderful as any man has invented to facilitate production in large quantity and safeguard cleanliness. No outside metal, no oil, dirt, or dust, no human hand, *can touch* Jell-O while the machines are at work. *You* in your clean American kitchen expose Jell-O in your preparation of it to a much greater extent than we do in its manufacture. Each machine completes a package every two seconds. Think of it! Count two seconds on your watch. Then see how impossible it is for Jell-O to be in the slightest degree contaminated in the packing, or before it gets to the packing machines. We wish you could see our factory. If a food product can be made, surrounded by any greater sanitary perfection than surrounds Jell-O, we should be glad to know about it. The 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 in the carton, glue the carton and pass the completed package to the operator. *All in Two Seconds.*