

HELLO?

JELL-O



THE
DAINTY DESSERT





JELL-O AT HOME

JELL-O FOR DESSERT.

Grocers' phones everywhere are kept ringing from morning till night by housewives, chefs and cooks who must have Jell-O, the dessert that is made by simply adding a pint of boiling water.

The housewife who wishes to get up a nice dish for dessert at dinner with little expense, uses Jell-O. The chef, who appreciates its possibilities and its popular qualities, relies on Jell-O for many of his choicest desserts. The cook who loves to prepare dainty dishes knows all about Jell-O and serves "made-in-a-minute" desserts.

Everybody who cooks or keeps house should serve Jell-O desserts, and nobody who loves good things to eat should miss them.

THE JELL-O PRICE NEVER GOES UP.

The five-cent loaf of bread weighs less than it used to, and the roast that was fifty cents is a dollar now, but the ten-cent Jell-O dessert has never gone up in price, and is as big and good as ever.

Jell-O is made in seven flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

Ten cents a package at all grocers'.

The Genesee Pure Food Co.,
LeRoy, N. Y.



JELLO ON THE MOTOR TRIP

HELLO! THAT'S IT
ORANGE JELL-O



Do not mistake Jell-O Ice Cream Powder for Jell-O.

ALWAYS GOOD.



Jell-O is the year-round dessert. In the fall it is combined with fresh fruit in the most delightful dishes. In the winter it furnishes a piquant jelly with fowl or other meat at dinner, and either alone or with fresh or canned fruits, is made into substantial desserts that are in keeping with the season.

In the spring and early summer, when the supply of canned fruit has given out and it is too early for fresh fruit, Jell-O, with its dainty fruit flavors, supplies the most enjoyable desserts. During the hot weather, the light, cool, sparkling summer desserts, made in a minute from Jell-O, satisfy the peculiar craving for something good as nothing else can.

"MADE IN A MINUTE."

The woman who has a little time can make Jell-O into the most elaborate desserts, with layers of fruit, nuts, or confectionery. She who has no time to spare can make in a minute plainer desserts that will be simply delicious. Every Jell-O dessert is beautiful. This is

THE MOST POPULAR RECIPE.

Dissolve one package of Jell-O, any flavor, in a pint of boiling water. Pour into a bowl or mould and put in a cold place to harden. When set, turn out on a plate and serve.



JELL-O IN THE COUNTRY

JELL-O RECIPES.

Visitors at Jell-O demonstrations in the big stores often express surprise at the many beautiful and elaborate forms in which Jell-O desserts have been prepared for exhibition. The making of these fancy dishes is a much more simple matter than might be imagined, as the following recipes will show.

Peach Whip.

Dissolve one package Peach or Orange Jell-O in one teacupful of boiling water. Just as it begins to set add one-half pint peach juice and whip. Then beat in one cup whipped cream and one cup crushed peaches. Serves twelve persons.

Fruited Jell-O.

Dissolve a package of Jell-O, any flavor, in a pint of boiling water. Pour into a bowl or mould. Just as Jell-O is beginning to set, arrange in it, with the aid of a fork, sliced oranges and bananas, or peaches and strawberries, or cherries and currants, or any other fruit that may be preferred. Set away to harden. A great variety of fruit pieces can be made by using the different flavors of Jell-O and different kinds of fruit.

Chocolate Nut Jell-O.

Dissolve one package of Chocolate Jell-O in one pint of boiling water. Set in a cold place. When half congealed add one cup whipped cream, one-half cup of English walnut meats, and one-half dozen figs cut fine.

Marshmallow Jell-O.

Dissolve one package of Strawberry Jell-O in one pint of boiling water. Let a little harden in the bottom of a square mould. Lay in marshmallows so that a checker-board effect is given. Add enough cold Jell-O to cover, then another row of marshmallows and more Jell-O until mould is full. This is very attractive for display and nice for serving.



JELL-O AT THE SEASHORE



JELL-O FOR THE INVALID

HELLO! OF COURSE
LEMON JELL-O



CHOCOLATE



CHERRY



Do not mistake Jell-O Ice Cream Powder for Jell-O.

HELLO! CERTAINLY
STRAWBERRY JELL-O

RASPBERRY



STRAWBERRY



ORANGE



Do not mistake Jell-O Ice Cream Powder for Jell-O.



Raspberry-Lemon Jell-O.

Dissolve one package Raspberry Jell-O in one pint of boiling water. When cold pour one-half into a mould and set in a cold place. When it begins to thicken insert fresh red raspberries, first rolling them in sugar. When this layer has set, dissolve one package of Lemon Jell-O in one pint of boiling water, and when it begins to set divide it in halves and beat half of it and pour onto the layer of Raspberry Jell-O in mould. Let stand in a cold place at least 15 minutes, then add with a spoon the rest of the Raspberry Jell-O and more berries. The balance

of the Lemon Jell-O may be served at another time.

Instead of Raspberry Jell-O and raspberries, use, if desired, Strawberry Jell-O and strawberries, Cherry Jell-O and cherries or almonds, Orange Jell-O and sliced oranges, or Lemon Jell-O and sliced bananas, grapes, and other fruits.

Prune Souffle.

Make one pint stewed prune pulp. Dissolve one package Chocolate Jell-O in one pint boiling water. When it begins to thicken add the prune pulp and one teaspoonful cinnamon, and beat into it one cup whipped cream. Pile into custard cups and serve with whipped cream.

Pineapple Trifle.

One-half can grated pineapple, two-thirds cup sugar. Cook up together. Dissolve one package Orange Jell-O in one-half pint of boiling water. Add the pineapple and juice of half an orange to the Jell-O when it has cooled a little and set away to harden. When it begins to thicken, add one-half pint cream whipped stiff. Stir thoroughly and turn into a bowl or mould to harden.

Peach Jell-O.

Dissolve one package of Peach Jell-O in one pint of boiling water, or one-half pint of boiling water and one-half pint juice from peaches. Pour a little of the Jell-O into the mould, lay in sliced peaches, add a little cool Jell-O, let it harden, then add another layer of peaches and more Jell-O until mould is full. Serve with whipped cream.



JELLO FOR THE CHILDREN

Transparent Fruit Jell-O.

Two oranges shredded, two bananas sliced, one cup of seeded white grapes, one cup English walnuts. Dissolve one package of Lemon Jell-O in one pint of boiling water. As it begins to thicken, add the fruits and nuts. Put in mould and when firm cut in squares. The grapes may be omitted if necessary. Serve with whipped cream.

Berry Frappe.

Dissolve one package of Raspberry or Strawberry Jell-O in one pint of boiling water. Just as it begins to set add one pint of whipped cream, beating all together until thick. Serve in frappe glasses, partly filled with crushed fresh raspberries or strawberries. Canned berries are good when fresh fruit is out of season.

Cherry-Almond Jell-O.

Dissolve one package of Cherry Jell-O in one pint of boiling water. When cold pour a little in a mould and when it begins to harden sprinkle onto it blanched and chopped almonds, and add a little more Jell-O. Repeat this process till a little more than half the Cherry Jell-O is used. Then dissolve one package Lemon Jell-O in one pint of boiling water, and when it is just ready to set beat half of it with an egg beater. When the Cherry Jell-O is hard put the beaten Lemon Jell-O on top of it, and when this is set add the rest of the Cherry Jell-O, either plain or beaten, with a spoon.

Apple Snow Jell-O.

Dissolve one package of Strawberry Jell-O in one pint of boiling water. When partly cold pour in tall, slender glasses, filling three-quarters full. When firm pile apple snow on top.

Apple Snow. — White of one egg, one grated apple and one-half cup sugar. Beat till light and feathery.



JELLO IN CAMP



JELL-O AFLOAT



JELL-O AFTER CARDS

HELLO! YAS SAH
PEACH JELL-O



PEACH



CHERRY



CHOCOLATE



Do not mistake Jell-O Ice Cream Powder for Jell-O.

THE EASY-MADE DESSERT.

On the back of every package of Jell-O are full directions for preparing Jell-O. Inside every package of Jell-O is a little booklet containing many recipes for the finest Jell-O desserts. These are all so simple that a ten-year-old girl can follow them and make as nice desserts as her mother.

Eggs or other expensive materials are not necessary in making Jell-O desserts.

There are other preparations called "quick desserts," but they are not "another kind of Jell-O," as some people are led to believe. Some of them may be good, but certainly not as good as Jell-O, for they are only imitations. Don't use them, expecting them to be as good as Jell-O.

If the name Jell-O is not on the package, it is not Jell-O, but something made to sell on Jell-O's reputation.

Jell-O received highest award gold medals at the St. Louis Exposition in 1904, the Portland Exposition in 1905, the Jamestown Exposition in 1907, and the Seattle Exposition in 1909.

**The Genesee Pure Food Company,
LeRoy, N. Y.**



THIS IS THE JELL-O PACKAGE.



JELL-O AT THE BANQUET

NET

HELLO! THEY ALL WANT JELL-O

