JELL-O
ICE CREAM POWDER

Makes Ice Cream Sherbets Ices and Puddings

VANILLA ICE CREAM

10¢ A PACKAGE
JELL-O ICE CREAM POWDER.

Housewives who believe that making good ice cream is a difficult operation usually base their opinion on their experience in making it in the old form—which was nothing more than a frozen boiled custard, and not real ice cream at all. Some, of course, have tried the newer method of boiling sweetened milk, adding eggs and boiling again, then flavoring and freezing the mixture. This makes better ice cream than the old way, when the housewife has good luck, but too often she has the other kind.

As everyone likes ice cream, and every hostess considers it a necessary part of the menu for a formal function, it is important that the simplest and most economical method be adopted for obtaining it. This was the problem we set about solving when we produced Jell-O Ice Cream Powder.

It's All in the Powder.

This powder, added to milk and frozen, makes the kind of ice cream one's appetite craves—pure, smooth, and of delicious flavor. The sugar, the flavoring—everything except the milk—is in the powder. Of course, the cost is less than when eggs and other expensive ingredients are required. It amounts to just a little more than a cent a dish. As for trouble—there is nothing of the kind. There can be nothing easier than stirring the powder in the milk.

At first all this seemed to be too good to be true, and housewives would ask the grocers: “Don’t I have to add sugar or eggs or anything except the powder to the milk?” Not until they tried it for themselves were some of them convinced that, though it seemed like magic, it was very real.

A Healthful Hot-Weather Food.

In Good Housekeeping Magazine for August, 1914, Woods Hutchinson, A.M., M.D., the noted physician-author, says that “ice cream every day, if fresh and pure, is to be recommended in hot weather, even for children.” Of course, Jell-O Ice Cream Powder is as pure as the use of the most wholesome ingredients and the most modern scientific processes can make it. Ice Cream made from it is pure.

Puddings of exquisite flavor, and sherbets, souffles and other ices are also made of Jell-O Ice Cream Powder. This book contains recipes for some of the best forms of these popular dishes.

There are five different flavors of Jell-O Ice Cream Powder: Vanilla, Strawberry, Lemon, Chocolate, Unflavored.

At all grocers, 10 cents each.

THE GENESEE PURE FOOD CO., LE ROY, N. Y.
HOW TO MAKE ICE CREAM.

This is the ONLY EASY WAY to make it.

Stir the contents of one package of Jell-O Ice Cream Powder (any flavor) into a quart of milk or milk and cream and freeze in the usual way. (See directions on back of package.) Do not cook or heat the milk. Do not add eggs, sugar, flavoring or anything else, as everything is contained in the package of Jell-O Ice Cream Powder. This will make nearly two quarts of delicious ice cream, and the cost will be about nine cents a quart.

Condensed or evaporated milk, thinned with water, can be used instead of fresh milk, if necessary, and the ice cream made from it will be entirely satisfactory. Use evaporated milk weakened with cold water to the richness of cow’s milk; or, if you prefer it very sweet, use condensed milk weakened with cold water to the richness of cow’s milk.

There are full directions on every package, and in every package is a little booklet or folder containing recipes for different kinds of ice cream, ices and puddings. One of the pudding recipes is so popular that it deserves a more conspicuous place, and accordingly it appears here.

Delicious Cream Pudding.

Put one quart of milk in double boiler (saving out one-half cup) with one package of Jell-O Ice Cream Powder and a pinch of salt. Stir all together. Let heat to the scalding point. Then stir two heaping tablespoonfuls of cornstarch (or flour, if preferred) into the half cup of cold milk saved from the quart, and stir this slowly into the scalding milk and thicken to the desired consistency. In this way a thick or thin pudding can be made.

A dozen other fine recipes for puddings are given on pages 7 and 8. Be sure to try them when you desire particularly delicious puddings at very low cost.

Recipes for sherbets and other ices are on page 9.

On page 10 there are some recipes for Chocolate and Orange sauces for serving with puddings and ice creams, one for a delightful Fruit Nougat for ice cream, and one for a popular hard sauce.

Directions for making Neapolitan or “Brick” ice cream are given on page 4.

Never More than 10 Cents.

Notwithstanding the advance in prices of most food products, Jell-O Ice Cream Powder still sells at 10 cents a package. Everybody can afford ice cream on these terms, which mean nine cents a quart.
ICE CREAM SUGGESTIONS.

A great variety of ice creams can be obtained by adding fresh fruit, crushed and sweetened, to ice cream. Strawberries, raspberries, shredded pineapple and bananas are particularly delicious. When fresh fruit cannot be obtained, canned fruit may be substituted. Fruit is added to the cream after it is partly frozen. The mixture is then frozen until stiff, packed in a mould in salt and ice, and allowed to stand about two hours before serving. The plain vanilla ice cream combined with fruit at serving time will afford many other dainty desserts. With a little ingenuity one may have an almost endless variety.

Ice Creams of any kind, except the "brick" form, are always more appealingly attractive in individual glasses. Press in the top of each mound a walnut meat, a cherry, a bit of fresh fruit, or a preserved fig or apricot. Any little embellishment of the kind repays the slight effort.

At their parties, children enjoy these decorative effects very much more than may be supposed. For their birthday parties and on the Fourth of July and Washington's Birthday, little American flags may be placed at the top of each individual mould of ice cream.

ICE CREAM RECIPES.

Banana Ice Cream.

Thoroughly mash and mix seven bananas, and the juice of one lemon, with one pint of milk or milk and cream; then add another pint of milk and one package of Unflavored Jell-O Ice Cream Powder. Freeze.

Walnut Ice Cream.

Dissolve one package of Vanilla Jell-O Ice Cream Powder in a quart of milk or milk and cream. Chop fine one-half cup of English walnut meats without blanching, and stir them into the ice cream just as it is thoroughly chilled and beginning to freeze. A little salt may be added.

Watermelon Ice Cream.

One package Strawberry Jell-O Ice Cream Powder, one quart milk, one-half cup sugar, one quart watermelon pulp, whites of two eggs. Dissolve the Jell-O Ice Cream Powder in the milk, beat the whites of the eggs very stiff and add the sugar. Place the pulp mixture in the freezer and freeze until mushy. Then stir in the egg mixture. Lastly add the watermelon pulp and finish freezing.

Apricot Ice Cream.

One package Vanilla Jell-O Ice Cream Powder, one quart canned apricots, one pint cream, one cup double cream, one pint milk, juice and pulp of one orange, one-half cup powdered sugar. Dissolve the Jell-O Ice Cream Powder in the milk and add the cream. Drain the syrup from the apricots and reduce the latter to a pulp. Add the orange pulp and juice to the apricots. Mix the powdered sugar and double cream, and beat until solid. Place the Jell-O Ice Cream Powder mixture in the freezer and freeze until mushy. Then add the apricot mixture and lastly the cream, and finish freezing.
Plum Pudding Ice Cream.

One package of Chocolate Jell-O Ice Cream Powder, one quart of milk, one tablespoonful powdered cinnamon, one cup seeded raisins, one-half cup chopped citron, one-half cup chopped figs, one-half cup currants, juice of one large orange, one-half cup sugar. Dissolve the Jell-O Ice Cream Powder in the milk. Mix together the fruits, stir in the cinnamon, then add the sugar and orange juice and let stand one-half hour. Then stir the two mixtures together and freeze.

Fruit Pudding Ice Cream.

Line a mould one or one and one-half inches thick with Strawberry Jell-O Ice Cream which has been frozen according to directions. Fill the center with fresh strawberries or other fruit. Cover the top with ice cream. Pack for two hours. Garnish the mould with strawberries.

Directions for Making Brick Ice Cream.

(Illustrated on back cover.)

Prepare from Jell-O Ice Cream Powder the desired flavors of ice cream. When frozen enough for packing, fill the mould one-third full of one flavor, packing as firm and smooth as possible. Put on the tight cover and immerse in three parts ice and one part salt for fifteen minutes. Remove from ice, wipe perfectly dry, remove cover, and pack the next layer same as first, immersing in ice and salt fifteen minutes. Then proceed in the same way with the third layer, but now leave it in the ice and salt 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. Water ice may be used for one of the layers if desired.

Caramel Ice Cream.

To make the caramel, put six tablespoonfuls of granulated sugar in a granite saucepan and stir constantly over the fire till a light golden brown, being careful not to burn. Dissolve one package of Vanilla Jell-O Ice Cream Powder in a quart of milk, add caramel and freeze.

Peach Ice Cream.

Dissolve one package of Vanilla Jell-O Ice Cream Powder and two cups sugar in one quart of milk or milk and cream, and freeze very thick but not hard. Pare and mash a quart of peaches and stir them quickly into the frozen cream. Turn the crank rapidly five minutes, then remove the dasher and stand away two hours to ripen.

Kentucky Cream.

Dissolve one package of Vanilla Jell-O Ice Cream Powder in one quart of milk. Put in ice cream freezer, and as soon as it begins to freeze add one pound raisins, one pint strawberry or other preserves, and one quart of whipped cream. Serve in halves of canteloupe with Maraschino cherry on top.

10¢

a
Package
JELL-O ICE CREAM POWDER makes these DAINTY DELICIOUS DISHES

- DELICIOUS CREAM PUDDING
- CHOCOLATE PUDDING
- STRAWBERRY ICE CREAM
- TUTTI FRUTTI ICE CREAM
- LEMON SHERBET
- ORANGE SHERBET

10 CENTS A PACKAGE
PUDDING RECIPES.

Cream Rice Pudding.

Cook one-half cup of rice until soft, then add one quart milk, one package Lemon Jell-O Ice Cream Powder, a little nutmeg, a stick of cinnamon and a pinch of salt. Cook in a double boiler until creamy. Can be served hot or cold. If desired add half a cup of raisins.

Cocoanut Pudding.

Sprinkle one-fourth pound shredded cocoanut over one cup stale cake cut into one-half inch cubes. Make a custard of one-half package Lemon (or any other flavor) Jell-O Ice Cream Powder, one level tablespoonful cornstarch or flour, a pint of milk and a pinch of salt. Cook in a double boiler. While hot turn it over the cake. Two tablespoonfuls of rosewater or sherry wine thrown over the cake add much to its flavor. A meringue can be added and browned in the oven.

Cream Tapioca Pudding.

Stir two heaping tablespoonfuls of granulated or quick tapioca into a quart of milk and cook fifteen minutes in a double boiler. Add one package of Vanilla or Lemon Jell-O Ice Cream Powder and cook just enough to thoroughly dissolve it into the tapioca.

Floating Island.

Stir one package of Lemon (or any other flavor) Jell-O Ice Cream Powder and two level tablespoonfuls cornstarch or flour into one quart of milk. Add a pinch of salt. Cook to a custard in a double boiler. When cold turn into a glass bowl. Heap upon it whites of three eggs beaten very light and three tablespoonfuls of powdered sugar. Dot with currant jelly. This makes a delicious Floating Island.

Fig Pudding.

Stir one package of Chocolate Jell-O Ice Cream Powder in one quart of milk, and then stir in one-fourth pound figs chopped fine, dredged in flour, two cups bread crumbs, a little cinnamon and a pinch of salt. Mix all thoroughly and let stand an hour or more. Then turn into a buttered pan and bake thirty minutes in a moderate oven. Serve hot with hard sauce or any good pudding sauce. Sauce recipes page 10.

Orange Cream Pudding.

(Illustrated on back cover.)

Peel three medium sized oranges, cut them fine and mix with one-half cup sugar; let stand one hour. Dissolve one package Vanilla or Lemon Jell-O Ice Cream Powder and two heaping tablespoonfuls of flour or cornstarch in a little cold milk. Add a pinch of salt, then stir it into one quart of boiling milk and cook until sufficiently thick. When nearly cool, pour it over the oranges.
Almond Macaroon Custard.

Stir one package of Lemon Jell-O Ice Cream Powder and two level tablespoonfuls of cornstarch or flour and a pinch of salt into one quart of milk. Cook to a soft custard in a double boiler. Crumble one dozen almond macaroons, add them to the custard. Serve very cold in custard cups, two-thirds full, with whipped cream or meringue on top.

Cocoanut Cream Pie.

Mix together one-half package of Vanilla or Lemon Jell-O Ice Cream Powder and one heaping tablespoonful of flour or cornstarch. Dissolve in a little cold milk. Stir into one pint of boiling milk and cook in a double boiler until thick. Add cocoanut when taken from the stove. Turn into a baked crust, sprinkle with cocoanut and put back into the oven to brown.

Orange Cake Filling.

Stir one-half package Lemon Jell-O Ice Cream Powder into one pint of milk; add the grated rind of one large tart orange and one heaping tablespoonful of cornstarch, and cook in a double boiler to a soft custard. When almost cold add the juice of the orange and spread between the layers of freshly baked cake. If desired a lemon can be used instead of an orange.

Caramel Custard Pudding.

To make the caramel, put four tablespoonfuls of granulated sugar in a granite saucepan and stir constantly till a light golden brown, being careful not to burn it. Make a custard as follows: Dissolve a package of Vanilla Jell-O Ice Cream Powder in a quart of milk. Place in top of double boiler with a pinch of salt. When scalding hot dissolve one heaping tablespoonful of cornstarch in a little cold milk and thicken the milk in double boiler with it, and add the caramel. Serve in custard cups with plain or whipped cream. It is nice hot or cold.

Frozen Marshmallow Pudding.

Dissolve a package of Vanilla or Lemon Jell-O Ice Cream Powder in one quart of milk. Put in freezer and when partly frozen add one-half cupful marshmallows cut fine, and one-fourth pint maraschino cherries cut into fine pieces. Then continue freezing until the mixture is stiff, and serve in glass cups with chopped nuts that have been rolled in sugar sprinkled over the top.

Frozen Pudding.

To one package of Vanilla Jell-O Ice Cream Powder add one cup of milk. Let stand fifteen minutes, then beat until the Ice Cream Powder has dissolved. Add one pint of cold milk and freeze. When half frozen add one cup of cream that has been whipped, one cup of assorted fruits that have been cut fine and one cup of finely chopped nut meats. (Let fruit and nuts stand for half hour in four tablespoonfuls of best rum.) Finish freezing.
SOUFFLES, SHERBETS AND ICES.

Water ices are by far the easiest to make, and in hot weather they are very cool and refreshing. As all ice creams are made with the plain cream as a base, so all water ices are simply varieties of plain lemon ice. It will be observed that the use of Jell-O Ice Cream Powder simplifies the making of ices as well as ice cream and puddings.

**Lemon Sherbet.**
(Illustrated on page 5.)

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.

**Orange Sherbet.**
(Illustrated on page 6.)

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.

**Tutti Frutti Ice.**
(Illustrated on page 5.)

Blanch one-fourth pound of almonds by pouring boiling water over them, and chop very fine. Cut into thin pieces one-fourth pound candied cherries, same of apricots, and pineapple. Make a syrup of two cups of sugar and one quart of water, and boil five minutes. When cool dissolve in it one package of Lemon or Unflavored Jell-O Ice Cream Powder and add the fruit and almonds. Then add sufficient lemon juice to make it pleasant (about one-fourth of a cup), freeze, and serve in tall glasses.

**Raspberry Ice.**

Dissolve one package of Strawberry Jell-O Ice Cream Powder in one pint of water and add one pint of red raspberry juice. Stir into this, when ready to freeze, the whites of three eggs beaten to a froth. Freeze. Grate a cocoanut, mix it with sugar and serve it with the ice.

**Grape Sherbet.**

Dissolve one package of Lemon or Unflavored Jell-O Ice Cream Powder in one pint of water. Add one pint of grape juice, and juice of one lemon, and freeze.
JELL-O
America's Most Famous Dessert

Orange Jell-O

10¢ a Package
At All Grocers
Jell-O is entirely different from Jell-O Ice Cream Powder.

Jell-O is the dessert that can be made in a minute, in any of seven pure fruit flavors, and in many beautiful forms. It doesn't have to be cooked, and nothing but boiling water is required.

There is a suggestion of magic in the ease with which the plain powder can be turned in a minute into a dainty dessert or salad, a souffle, a pudding or a mousse.

And it Costs only 10 Cents.

It is not a dessert alone, for the daintiest and most beautiful dishes that ever attracted womankind are made to suit all kinds of occasions—dinner, lunch, supper; little informal affairs when two or three friends meet, and much more elaborate spreads when something unusually fine is required.

For Sunday dinner it furnishes the ideal dessert, for it is just such a dainty dish as is best suited to the occasion, and is very easily prepared by the housewife who desires some share of the "Day of rest."

Exquisite dainties for such special occasions as Hallow-e'en, Thanksgiving, Christmas, New Year's, Valentine's Day, St. Patrick's Day and Easter, and for wedding and birthday parties, are made of Jell-O in a great variety of shapes, with the beauty and sparkle of gems.

As one experienced housekeeper says: "It is always good when you want something nice."

What Marion Harland and Mrs. Rorer Say.

Marion Harland, the most famous cook of the age, says that even the woman that cannot cook can devise a new dessert every day if she is supplied with Jell-O and common sense, and Mrs. Rorer, the noted author and cook, asks: "Why should any woman stand hours over a hot fire, mixing compounds to make people ill, when by using Jell-O, in a minute or two and with an expense of 10 cents, she can produce such attractive, delicious desserts?"

Though war prices prevail and nearly everything has gone up in price, Jell-O still sells for 10 cents, and the people's favorite dessert continues to be enjoyed at the old low cost.

The seven flavors, all Pure Fruit Flavors, are: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

Each 10 cents at any grocer's or general storekeeper's.
THE PLAIN JELL-O DESSERT.

THE famous plain Jell-O dessert is made as follows:
Dissolve one package of Jell-O, any flavor, in a pint of boiling water. Pour into a bowl or mould and put in a cool place to harden.

The seven different flavors make seven different kinds of dessert, and in each package is a little recipe book with suggestions for serving Jell-O in plain or beaten form, or made up in alternate layers of beaten and plain Jell-O, with or without whipped cream or cream and sugar—altogether a great variety of delightful dishes.

Jell-O With Fruit.

The little books in the Jell-O packages tell also how to make more elaborate desserts by the addition of fruit or nutmeats to the plain Jell-O. After dissolving a package of Jell-O in a pint of boiling water, fruit is added in dozens of different ways—in layers, in squares and other shapes, and served plain or with whipped cream.

All of these processes are so simple that the woman who never cooked a meal in her life can make up Jell-O as nicely as the accomplished cook. She need only know how to boil water.

Good, Cheap and Fashionable.

Here are the two explanations of the popularity of Jell-O that will most readily occur to the woman who has used it most: First, the woman who does her own cooking and cannot afford to waste time or money, uses Jell-O because it costs only 10 cents and can be made up in a minute into a delicious dessert. Second, the delightful flavors and the beauty of Jell-O desserts have made them fashionable in very exclusive homes, notwithstanding they cost only a dime.

Many of the dishes described in the common cook books can be made better and more cheaply by using Jell-O, and every housewife is advised to try the Jell-O way. She will not only save both time and money by doing so, but will be able to serve a much finer dessert.

The Kewpie Recipe Book.

Rose O'Neill, the famous author of "The Kewpies," has made some of her best Kewpie pictures for the new Jell-O book. This is a real "Kewpie Book." If you have not already received one and will write and ask us for it, one will be sent to you free.

THE GENESEE PURE FOOD CO., LE ROY, N. Y.
AMERICA'S MOST FAMOUS DESSERT

ROMAN SPONGE
Made From Cherry Jell-O

JELL-O
PURE FRUIT FLAVORS

RASPBERRY JELL-O
**Chocolate Mousse.**
Dissolve one package of Chocolate Jell-O Ice Cream Powder in three cups of milk, and when two-thirds frozen stir in a pint of cream whipped. Finish freezing and stand aside for two hours to ripen.

**Chocolate Foam Sauce.**
To be served hot as a pudding sauce, or cold on ice cream.
Dissolve, as directed on the package, one package of Chocolate Jell-O Ice Cream Powder in one-half pint of milk, add a piece of butter size of a walnut, and bring to boiling point in a double boiler. When scalding hot turn it slowly into the well-beaten whites of two eggs, beating all the time.

**Orange Foam Sauce.**
To be used with any baked or steam pudding.
Cook together in a double boiler one package Lemon Jell-O Ice Cream Powder, one-half pint water, piece of butter size of a walnut. When scalding hot turn it slowly into the well-beaten whites of two eggs, beating all the time. When cool add the juice and grated rind of one orange.

**Fruit Nougat for Ice Cream.**
One of the best sauces for ice cream is made by mixing one pint of stoned cherries, one pint of strawberries, two pints of diced pineapple and three pints of granulated sugar, and allowing to stand overnight. Next morning add one cupful of water, the juice of a lemon, and boil slowly for twenty minutes. Remove the fruit, boil the juice to the desired consistency, return the fruit long enough to heat, and seal in half-pint glass jars.

**Hard Sauce.**
Cream one cup of powdered sugar with one-fourth cup of butter. Add one teaspoonful of vanilla (or nutmeg) and set on ice to harden.

**DIRECTIONS FOR FREEZING ICE CREAM.**
First scald the freezer can, lid and dasher. Put the mixture to be frozen in the can and adjust the dasher, lid and cross bar. Crush ice and salt together in a box, six parts of ice to one of salt, and pack around the freezer can. Turn the crank slowly until the cream is thoroughly chilled, then turn rapidly and steadily until it is frozen to the desired consistency. After the cream is frozen, remove the dasher, put the cork in the opening in the lid; push down the ice and salt around the can with a stick; put more ice and salt in and pack solid around the can. Do not throw out the brine. Cover top of the can with ice and sprinkle salt over the top. Cover with carpet or a bag. Be careful that no salt or salty water gets into the can to spoil the cream.

**THE BEST FREEZER.**
We recommend the White Mountain Freezer, which is made in different sizes, and costs very little in the sizes generally used. Two-thirds of the work is saved by the triple-motion process peculiar to the White Mountain Freezer—the can containing the cream moving in one direction, while the two sets of “beaters” revolve in opposite directions to each other, accomplishing every minute what is done in three with other freezers. The stirring given to the cream by these revolving beaters never fails to give ice cream the most delightful smoothness.
JELL-O ICE CREAM POWDER MAKES DELICIOUS PUDDINGS

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

ICE CREAM POWDER
Lemon
A mixture for making puddings, sherbets, and ices.

NEAPOLITAN ICE CREAM

ORANGE PUDDING

10¢ A PACKAGE

10¢ A PACKAGE

Niagara Litho Co. Buffalo.