Jell-O
America's Most Famous Dessert
Pure Fruit Flavors
10¢ a Package

"Yes, Jell-O, please,
all the seven flavors"
The Easy-Made Jell-O Desserts

We have been asked, "How did it happen that Jell-O became so quickly 'America's most famous dessert'?"

It did not happen.

It came about very naturally.

We all like something especially good for the end of dinner. When dessert time comes the appetite is pretty well satisfied, but there is usually a little spot left that has not been touched and needs touching to make the dinner a complete success for us.

Jell-O touches that particular spot.

This alone should have made Jell-O "America's most famous dessert," but two other reasons for its great popularity are the ten cent price and the fact that a Jell-O dessert can be made in a minute.

It is a dessert for everybody, and is so easily prepared for the table that the housewife or school-girl who never cooked anything in her life can make as fine Jell-O desserts as the accomplished cook.

Women who have made and served hundreds of pies and puddings and other desserts appreciate the saving of time, strength and money which the Jell-O way provides. And it is even more of a help to those who have had little training in the kitchen. Their Jell-O desserts are as good as anybody's.

Jell-O is made in seven different flavors. All are pure fruit flavors, and not the kind that are used in the imitation "jelly powders" which sometimes deceive even very careful people. They are all so pure and good that you cannot make a mistake in choosing any of them. When you have tried them all, you may like some better than others, just as you may like one fine fruit better than other fruits, but you will certainly like all of them very much.

The flavors are: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate. Remember, these are the pure natural fruit flavors.

Each is in a package by itself and costs ten cents at any grocer's or general store keeper's.

THE GENESEE PURE FOOD CO.,
LE ROY, NEW YORK

Always look for the Jell-O Girl on the top of the Jell-O package. If she is not there you are not getting Jell-O, but something else.
If you want to know whether children like Jell-O or not, ask any child. Mothers say there is nothing to take its place with children, because they like it better than anything else, and two or three “helps” do not upset little stomachs as most desserts do.

There are two very good reasons, besides children’s love for Jell-O, why it should be a part of their diet: it is good for them, and tired mothers prepare it more easily than anything else the children like.

Being one of the good things to eat that are “good for you,” Jell-O is served instead of pie and the heavy and expensive desserts that make so much work and are so hard on stomachs and pocketbooks.

Though Jell-O doesn’t have to be cooked and anybody can make Jell-O desserts, the best cooks in America use Jell-O in making their daintiest dishes. Marion Harland says: “Cheapness, simplicity and wholesomeness are among the best qualities of Jell-O.” Mrs. Rorer asks: “Why should any woman stand for hours over a hot fire, mixing compounds to make people ill, when in two minutes, with an expense of 10 cents, she can produce such attractive, delicious desserts?”

The flavors used in Jell-O are the pure fruit flavors.
To Make a Jell-O Dessert

Dissolve a 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. Serve plain or with whipped cream. To make "individual" desserts, use cups or small moulds instead of a bowl or large mould.

Without adding anything at all, many different desserts can be made from each of the seven flavors of Jell-O. Such desserts cost only ten cents and serve six persons. They are suitable at all times in all homes.

Jell-O and Fruit

When more elaborate desserts are desired they are easily made by adding fruit or nutmeats to Jell-O. Nothing can be more dainty and delicious than the combinations of fruit and Jell-O described in the recipes in this book and in the little booklet in every Jell-O package. Fruit is always nice for dessert, but as every housewife knows, when served alone there is a peculiar air of incompleteness about the course. Jell-O and fruit together compose the most satisfactory desserts of the day.

There are many ways of serving fruit with Jell-O, always with the added charm of color which the beautiful Jell-O gives, and the delicious flavor and zest which Jell-O contributes.

To make a fruited Jell-O dessert, dissolve a package of Jell-O, any flavor, in a pint of boiling water. Just as it begins to set, arrange in it with a fork, sliced oranges and bananas, or peaches and strawberries, or cherries, or currants, or any other fruit that may be preferred or is most convenient. Fruit can also be used as a garnish for any Jell-O dish.

The Spokane (Wash.) Chronicle of Feb. 3, 1913, published under the heading, "One Saving Wife," a letter from a lady of that city, telling how she has cut down the cost of desserts by serving Jell-O and fruit instead of puddings, pastry and custards. She has not only cut down the expense, but is serving better desserts than ever before.

With fruit or alone, Jell-O is nice for serving with other meals as well as dinner, and especially for afternoon and evening lunches, when something particularly fine is desired.

Many delicious dishes are made by using both nutmeats and fruit with Jell-O, or nutmeats instead of fruit.

All of these dishes are easy to make, requiring no cooking, and their cost is very small.
Nan is six years old, and mamma and Bobbie are giving her a party. And what a dinner mamma has prepared! Just now she is serving a Jell-O course, and there is no mistaking the children's approval.

They all like Jell-O, because it has the delicious flavors that children fancy. They are apt to eat more than is good for them of some things they like, and disturbances of the stomach frequently follow such indulgences. Jell-O is one of the good things to eat of which a "little more" may be taken without harm to little stomachs.

It is not necessary to make up "fancy" Jell-O desserts for the children. The plain desserts are so beautiful and delicious that every child likes them.

The little readers of "St. Nicholas," the most famous child's magazine, have been selecting their favorite advertisements in its pages and writing to the editor about them. This is what one little girl wrote:

"In my school we had to write a composition on the advertisements we liked best, and many of them were for Jell-O, for we all love it. It seems as if I could never stop eating it, it tastes so good."

All of the Jell-O flavors are pure fruit flavors.
Chocolate Jell-O

Dissolve one package of Chocolate Jell-O in one pint of boiling water. Pour into a bowl or mould, or divide into "individual" desserts by using small moulds or teacups instead of one large mould, and set away to harden. Individual desserts may be garnished with whipped cream and nut meats.

Maple Mousse

Dissolve one package of Peach Jell-O in one cupful of boiling water and add one cupful of maple syrup. When it begins to thicken, beat with an egg beater and add 1 1/2 cups of whipped cream and beaten white of one egg. Turn into the mould and pack in ice.

Grape Juice Frappe

Dissolve one package of Lemon Jell-O in one-half pint of boiling water and add one-half pint grape juice. When it begins to thicken, whip with egg beater until light and spongy; add one cup whipped cream and stir. Serve very cold in sherbet glasses, garnished with a spoonful of whipped cream and some candied violets.

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 one package of Lemon Jell-O add one pint of boiling water, and when cold, set the dish in cold (or ice) water and whip until light and 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 in a cold place to harden. Serve in slices. Will serve twelve or more.

The flavors used in Jell-O are pure fruit flavors.
Maple Walnut Jell-O
Dissolve one package of Peach or Orange Jell-O in one cupful of boiling water. Add one cupful of maple syrup. When nearly cool, add one cupful of walnut meats. Set away to harden. Serve with whipped cream.

Banana Cream
Peel five large bananas, rub smooth with five teaspoonfuls of sugar, and add one cup of cream beaten to a stiff froth. Dissolve one package of Lemon Jell-O in three-fourths pint of boiling water. When cold, stir in the cream mixture. Pour into a mould and set away to harden. Serve with whipped cream.

Mrs. Rorer's Coupe Santa Marie
Dissolve one package of Orange Jell-O in one pint of boiling water. Fill sherbet glasses one-fourth full with mixed chopped fruits that are in season; peaches, apples, grapes, bananas or small fruits. Pour over enough Jell-O to fill the glasses two-thirds full. When cold, heap on whipped cream and place a cherry on top.—Contributed by Sarah Tyson Rorer.

Mrs. Rorer's Bavarian Cream
(Observe the simplicity of this recipe, and the low cost of the dessert as compared with the usual Bavarian Cream recipes.) Dissolve one package of Orange Jell-O in one pint of boiling water. Add half a cupful of sugar and stand aside until it begins to harden. Then fold in one pint of whipped cream and turn into the mould. Serve very cold.—Contributed by Sarah Tyson Rorer.

Lemon Golden Snow
(Illustrated on page 8)
Dissolve one package of Lemon Jell-O in one pint of boiling water. Use a long tin or such a mould as is shown in the picture on page eight. Cut strawberries in halves and quarters and stick them to the inside of the mould by dipping them in cold Jell-O to give the effect shown in the picture. Pour about one-fourth of the cold Jell-O into the mould. Beat the rest and when the Jell-O in the mould has set put the beaten Jell-O on it with a large spoon. Other fruit may be used instead of strawberries if more convenient or if preferred.

A fine big Jell-O dessert, costing 10 cents, can be made in a minute.
Any woman, whether she can cook or not can make these beautiful Jell-O dishes.
Macaron Velvet Jell-O

Dissolve one package of any flavored Jell-O in one pint of boiling water. When partly congealed beat until light, then add one cup whipped cream and six crushed macaroons. Whip all together thoroughly, letting harden, and serve with whipped cream.

Mint Jell-O

Dissolve one package of Lemon Jell-O in one pint of boiling water. Just as it begins to set, stir carefully into it a heaping tablespoonful of fresh mint leaves picked into tiny bits. Set away to harden. Served with lamb, this is an especially delicious dish, and is very pretty on the table.

Neapolitan Jell-O

(Illustrated on page 7)

Neapolitan or layer pieces are easily made and are very nice. A popular one is made as follows: Dissolve one package of Lemon Jell-O in one pint of boiling water. Pour a little more than half the Lemon Jell-O into a square mould or basin, and when it has set beat the rest and pour it on. When this layer has set, dissolve one package Strawberry Jell-O in one pint boiling water, and when cool, using a spoon, put a little more than half of it on the Lemon Jell-O in the mould. When this has set beat the rest, pour it on, and set away to harden.

Raspberry Jell-O may always be used instead of Strawberry Jell-O for layer desserts, if preferred or if more convenient, and Orange or Peach Jell-O may be used instead of Lemon Jell-O.

The Lemon Jell-O dessert in center of color pages in middle of this book is made of one unbeaten and one beaten layer of Jell-O garnished with cherries and sliced oranges.

A layer of beaten Lemon Jell-O between two layers of unbeaten Cherry Jell-O is another combination that makes a beautiful dessert. Beat half the Lemon Jell-O for the layer, serving the rest in some other way.

Any two different colors can be used instead of Cherry and Lemon for three-layer pieces, or they can be made by whipping a little more than half the Jell-O from one package, any flavor, and placing a middle layer of the unwhipped Jell-O that is left between two layers of the whipped. Always set in a cold place to harden.

The combination of whipped and plain Jell-O produces appetizing dishes of extreme beauty, and these layer desserts are consequently very popular. They are served plain or with whipped cream, as desired, and every one is delicious.
Chocolate Walnut Jell-O
Dissolve one package of Chocolate Jell-O in one pint of boiling water. When it begins to harden, add one-half cup English walnut meats and a half dozen figs cut up fine. Set away to harden. Serve with whipped cream.

Berry Frappe
Dissolve one package of Raspberry or Strawberry Jell-O in one pint of boiling water. When it begins to thicken, whip with an egg beater, then 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.

Orange Jell-O
(Illustrated on page 7)
Dissolve a package of Orange Jell-O in a pint of boiling water and pour into a star mould. When cool put cold slices of orange in the position shown in the picture on page seven. Set away to harden. Serve plain or with whipped cream.

Mrs. Lincoln’s Strawberry Mousse
Dissolve one package of Strawberry Jell-O in one pint of boiling water and cool it quickly. Whip one cup of thick chilled cream very stiff and whip into it gradually one cup strained canned or fresh strawberry juice, sweetened to taste. When the Jell-O begins to stiffen, beat it into the cream; pour it into a wet mould having a tight cover; lay buttered paper on top cover and immerse in one part salt and two parts ice for three hours. Serve in individual glasses.—Contributed by Mary J. Lincoln.

Individual Cherry-and-Lemon Jell-O
(Illustrated in middle of book)
Use for this recipe six pretty little aluminum or earthen individual moulds. Dissolve one-half package Cherry Jell-O in one-half pint boiling water, and half fill each of the moulds. Dissolve one-half package Lemon Jell-O in one-half pint boiling water, and when it begins to set, beat with an egg beater until it reaches the consistency of whipped cream, and pour on top of the Cherry Jell-O. Set in a cool place to harden, then turn out on glass dishes, and serve with sliced bananas and cherries.—Contributed by Emma Paddock Telford.

All of the Jell-O flavors are pure fruit flavors.
One of the fine Jell-O desserts shown in the picture was made by a rich man’s chef and is to be served by the rich man’s butler, whose solemn visage is shown here. The other Jell-O dessert was made by the fair young housewife, who will serve it herself.

The cooks are very different, but the desserts are “as like as two peas.”

People who can afford expensive luxuries do not deprive themselves of good things because they are cheap, so Jell-O is as often served in the homes of the rich as in any other.

The incident pictured is only an illustration of the fact that anyone can make as fine dishes of Jell-O as any cook or chef can make.

Jell-O does not have to be cooked. One of the Jell-O rules is: Never cook Jell-O—simply add boiling water.

The young bride who cannot cook, and has started out to make her husband happy and keep him comfortable, has a difficult task before her, and she will find that Jell-O will help her a great deal. She can make up delicious Jell-O dishes which no man could resist. At the same time he will discover that the Jell-O price never goes up and it adds nothing to the “high cost of living.”
Peach Delight

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. Set away to harden. Serve with whipped cream.

Russian Sponge

Dissolve one package of Lemon Jell-O in one pint of boiling water. When lukewarm whip to a cream; whip whites of two eggs, and mix both together; add two tablespoonfuls of sherry wine and a handful of chopped nuts. Set away to cool. Serve with whipped cream or soft custard.

Mrs. Hill’s Raspberry Jell-O with Raspberries

Dissolve one package of Raspberry Jell-O in a pint of boiling water; let stand until beginning to set, then beat until very light and foamy, and remove to a cool place until firm. Put a large spoonful of canned raspberries, or fresh raspberries sprinkled with sugar, into individual glasses. With a teaspoon dispose the beaten Raspberry Jell-O above the fruit, and serve. (Any other fruit may be used.)—Contributed by Janet McKenzie Hill.

Pimento Jell-O Salad

Dissolve one package of Lemon Jell-O in one pint of boiling water. Mix lightly one small cup of finely shredded cabbage, one cup chopped celery, the pulp of two oranges cut fine, and about one-third of a small can of pimentos. Season with salt. Just as Jell-O begins to set add the mixture. Mould in teacups or individual Jell-O moulds. Set away to harden, and serve on a crisp lettuce leaf with Mayonnaise dressing. Nuts may be added to the salad if desired.

Jell-O for Serving with Meat

Dissolve one package of Lemon Jell-O in one-half pint of boiling water and add one-half pint of juice of greengage plums. Line the bottom of a mould or dish with Jell-O. Let it harden, then put in a layer of greengage plums, add rest of Jell-O, and set away to harden. The plain Jell-O, especially the Lemon and Cherry flavors, is also very fine as a table jelly.

The flavors used in Jell-O are pure fruit flavors.
In hot weather, when kitchen work is unusually burdensome, the easy no-cooking Jell-O way is most appreciated. It is in hot weather, too, that the appetite is finicky, and the cool, sparkling, beautiful Jell-O desserts satisfy it as nothing else can. One of the most delightful of these fine dishes is the following:

**Lemon Fruit Salad**

(Illustrated below)

Dissolve two packages of Lemon Jell-O in one quart of boiling water. Use a shell-form mould if you have one. Pour half the Jell-O into the mould and beat the rest. Add cherries and sliced bananas to the Jell-O in the mould, and when it has set put the beaten Jell-O on it with a spoon, filling the mould. Set away to harden.
JELLO-O
ICE CREAM POWDER
10 CENTS A PACKAGE

MAKES ICE CREAM AND PUDDINGS
SHERBETS AND ICES
Ice Cream

However good the usual desserts may be, there are times when ice cream is more thoroughly relished than anything else by the whole family. But ice cream has always been expensive when bought at the confectioner’s and hard to make when attempted at home.

To meet the universal demand for good ice cream at low cost we produced

**Jell-O Ice Cream Powder**

It contains everything that goes into ice cream except the milk, and you make ice cream simply by putting the powder in milk and freezing it. The contents of one package of Jell-O Ice Cream Powder, added to a quart of milk, make nearly two quarts of ice cream, at a cost of only nine or ten cents a quart.

There is nothing to be done except the freezing—no flavoring or sweetening or eggs to add, and no cooking or heating to do. Everything except the milk is in the powder in the package, and full directions are printed on the back of the package.

Condensed or evaporated milk, thinned with water, can be used with Jell-O Ice Cream Powder instead of fresh milk, and the ice cream made from it will be as good as though made of milk and cream.

Jell-O Ice Cream Powder complies with all pure food laws and received highest awards at the last four great national expositions.

**The Flavors**

There are five kinds of Jell-O Ice Cream Powder, as follows: Vanilla, Strawberry, Lemon, Chocolate, Unflavored.

10 cents a package. All grocers sell it.

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

as well as Ice Cream are made of

Jell-O Ice Cream Powder

The easiest way to make delicious and economical puddings is explained in the two recipes printed below. They are only samples of the many recipes for making a great variety of puddings with Jell-O Ice Cream Powder, which costs ten cents a package.

Delicious Cream Pudding

Mix together one package Jell-O Ice Cream Powder (any flavor) and two heaping tablespoonfuls of cornstarch (or flour.) Dissolve in a little cold milk, adding a very small quantity of the milk at a time till mixed smoothly. Put in a pinch of salt. Stir this mixture gradually into one quart of boiling milk and cook until sufficiently thick. Serve with milk, cream or any good pudding sauce. Use double boiler or stir constantly to prevent scorching. A little less milk may be used if an especially thick pudding is desired, but when this is done care must be taken not to cook too long or the pudding will be too thick. Must not be frozen.

This is a popular recipe, for it does not require a cook to make the pudding, and it costs very little. Do not fail to try this pudding recipe.

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 a pinch of salt and cook just enough to thoroughly dissolve it into the tapioca.

Sherbets, Souffles and Ices of the most delightful quality are made of Jell-O Ice Cream Powder. The finest possible Lemon Sherbet is made of it. Our demonstrators use The White Mountain Freezer.

A nice pudding sauce is made by dissolving one package of Vanilla Jell-O Ice Cream Powder in a pint of boiling water.

Do not mistake Jell-O Ice Cream Powder for Jell-O
**Jell-O Charlotte Russe**

Dissolve a package of Lemon Jell-O in one cup of boiling water. Add one cup of sugar and one cup of wine and stir until the sugar is thoroughly dissolved. When the Jell-O begins to thicken, whip it with an egg beater, then add one pint of cream and the beaten whites of two eggs. Turn into a large mould lined with lady fingers or slices of sponge cake and put in a cold place to harden.

**Mrs. Rorer’s Orange Jambolaya**

Fill a plain or melon mould half full of mixed sliced fruits, oranges and bananas and other fruits in season. Dissolve one package of Orange Jell-O in one pint of boiling water. When cool pour it over the fruit in the mould. Chopped nuts may be added. Set away to harden.—Contributed by Sarah Tyson Rorer.

**Apple Snow Jell-O**

Dissolve one package of Strawberry Jell-O in one pint of boiling water. When partly cold, turn into sherbet 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.

**Manhattan Salad**

Dissolve one package of Lemon Jell-O in a pint of boiling water. While it is cooling, chop one cup tart apples, one cup English walnuts, one cup celery, and season with salt. Mix these ingredients and pour over them the Jell-O. Cool in individual moulds, and serve on crisp lettuce leaves with Mayonnaise dressing.

**Jell-O is Not Gelatine**

Do not confuse Jell-O with gelatine, for they are not the same. There is gelatine in Jell-O, but Jell-O is a prepared dessert and gelatine is not. Jell-O contains the different ingredients required to make the usual dessert. Gelatine does not have any of them until the cook puts them in it. Jell-O desserts cannot be made of gelatine, but only of Jell-O. Always remember that the Jell-O package has the word Jell-O on it in big red letters.

*A Jell-O dessert costs 10 cents and can be made in a minute.*

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Anything Sold in Any Other Package is Not Jell-O

And the famous Jell-O desserts cannot be made of anything that is not sold and delivered in this package.

There are other 10-cent dessert preparations, but the careful housewife will not take them when the same money buys Jell-O itself.

If any “directions” besides those on the back of the Jell-O package are needed, they will be found in the little booklet in every package.