JELL-O
AND
The Kewpies
10¢
a package
AMERICA'S MOST FAMOUS DESSERT
One of the new features in Good Housekeeping Magazine is the department devoted to Rose Cecil O’Neill’s “Kewpies.” For years the beautiful and brilliant author of the “Kewpies” has illustrated Jell-O advertisements, and now in these pages she employs her own cheery little imps, who are always doing something to lighten tasks and brighten the dull spots in life, to make the easy Jell-O way still plainer and easier. Rose O’Neill’s Kewpie dolls are sold in thousands of stores, and they are delighting the children in many more thousands of homes. Every new member of the Kewpie doll family is first modelled in clay by Rose O’Neill. Above is her portrait. Her Kewpies are everywhere.

These six women are so famous as great cooks and writers on household topics that their names are known in almost every home in America. Each of them contributes one or more fine recipes to this book. In a former edition, Marion Harland, Mrs. Rorer and the other four gifted women whose pictures appear here, told American housewives why they themselves used Jell-O for desserts and why other women should use it. Their experience may well serve as a guide for all women, especially the women who have little time to spare and must make every penny count.
The beautiful Jell-O dessert which the Kewpies proudly exhibit was made by dissolving a package of Jell-O in a pint of boiling water and turning it into a mould or bowl to harden. Could anything be easier?

Twenty years ago everybody ate pie and nearly everybody had dyspepsia. Jell-O had not been heard of. Now there is scarcely a housewife in America who does not make and serve Jell-O desserts, and stomach-ache is not so common as it used to be.

Not every woman could make good pies, and preparing dessert was often a difficult task. Making Jell-O desserts is so easy that, as the old saying goes, "any woman who can boil water" can make them.

There is no cooking to do; no flour, sugar, baking powder, eggs or anything else to add, for everything is in the powder in the Jell-O package. All there is to do is to put the powder in boiling water and let it cool.

**And it costs only 10 cents.**

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

Jell-O is put up in seven **pure fruit** flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

Each in a package by itself, 10 cents, at any grocer's or any general store.

THE GENESEE PURE FOOD CO.,
Le Roy, N.Y.
The Easy Jell-O Way

So many leaders in the “women’s field” have joined with the Six Famous Cooks in praising Jell-O, and so many capable women have talked in club meetings and domestic science classes about the “easy Jell-O way,” and so many careful housewives have adopted it, that it has come to be understood that serving Jell-O desserts is the sensible thing to do. To cut out all the cooking and much of the cost of desserts is an achievement worth while.

The process of making them is a very simple one, as is shown in this well-known recipe for

The Usual “Plain” Dessert

Dissolve one package of Jell-O, any flavor, in a pint of boiling water. Pour into a bowl or mould and set in a cold place to harden.

From the seven different flavors a great variety of desserts are made, and every one is delicious. No pictures can reproduce them in their full beauty. They are served either with or without whipped cream.

Jell-O with Fruit

In each package of Jell-O there is a little booklet containing easy rules and recipes for making all sorts of Jell-O dishes. Some of them are rather elaborate, as Jell-O dishes go, but not one of them is difficult to make. Any woman, whether she can cook or not, can make them.

A combination of fruit and Jell-O forms the popular desserts of the day. They are made without cooking or extra work, by dissolving the Jell-O in a pint of boiling water and placing in it, as explained in the different recipes, sliced oranges, bananas or peaches, or strawberries, cherries or other fruit.

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

All are easy to make, requiring no cooking, and their cost is very small. The little books in Jell-O packages tell all about them.

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.

The most 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 birthday parties, are made of Jell-O in a great variety of shapes and in beautiful colors.

Most housewives keep an assortment of the different flavors of Jell-O in the house, so they may be prepared for any emergency. Unexpected company does not dismay the woman who has Jell-O at hand.
In the picture on page 2 the Kewpies show a "plain" strawberry dessert. In the one above they are making one of the popular fruited desserts by putting strawberries in Strawberry Jell-O.

Probably no special recipe is needed for making up simple desserts of this kind, but the recipe for the dessert which the Kewpies are making is given here to remove any chance of mistake.

**Strawberry Jell-O and Fruit**

Dissolve a package of Strawberry Jell-O in a pint of boiling water. Pour a little into the mould and set it in a cold place to harden. Then arrange on this Jell-O as desired strawberries or other small fruit (fresh or canned), or sliced oranges, bananas or other fruit. Add a little cold Jell-O to hold the fruit in place and let it harden as before. Then pour in the rest of the Jell-O or add as many layers of fruit as may be desired.

Any of the other flavors of Jell-O may be used in the same way instead of the Strawberry flavor, and nutmeats may be added to the fruit or be used alone without the fruit.

Chocolate Jell-O alone requires a little different treatment. Of the Chocolate a little at a time is mixed, as Chocolate does not dissolve instantly, as the others do—and nutmeats, macaroons, ladyfingers and figs are better than fresh fruit with Chocolate Jell-O.

Of course, Chocolate Jell-O is perfectly delicious.
In measuring a pint of boiling water for a Jell-O dessert, use a pint measure instead of taking chances with cupfuls.

Marion Harland’s Pineapple Bavarian Cream

*Dissolve one package of Lemon Jell-O in one pint of boiling water. When a cold liquid set the dish in a pan of cracked ice, and whip to the consistency of whipped cream. Then add one cup of grated (canned) pineapple from which you have drained the juice. Turn into mould and set in a cold place to become firm. Turn from the mould and garnish with sliced pineapple and either cherries or grapes. Stewed prunes (chopped), peaches (cut small and with sugar added for fresh peaches), and other fruit can be used in place of pineapple.—Contributed by Marion Harland.*

Tropical Dessert

*Dissolve one package of Lemon Jell-O in one pint of boiling water. When Jell-O begins to thicken add six figs, a dozen dates, and one banana, all sliced thin. Set away to harden. Serve with whipped cream. One-half cup sherry wine can be used and that much less water.*

Mrs. Rorer’s Bavarian Cream

*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.*

Jell-O Relish

*Dissolve one package Lemon Jell-O in a pint of boiling water. When it begins to thicken add one-half cup pimentos, two tablespoonfuls vinegar, one-half cup chopped celery, one-quarter cup chopped pickle, one-half cup chopped nuts. Delicious with turkey or chicken.*

Roman Sponge

*Dissolve one package of Cherry Jell-O in one pint of boiling water. When cold whip to consistency of whipped cream, then add one cup whipped cream, one-half dozen macaroons crushed, and a handful of chopped nuts. Set away to harden. Garnish with cherries and serve with whipped cream.*

The Price of Jell-O is 10¢
Whether the Kewpies ever really make up Jell-O desserts or not isn’t a matter of great importance. It is so easy to do that no assistance is required, but fairies of some kind seem always present and helping.

The beautiful Orange Jell-O dessert shown in the picture is made by dissolving a package of Orange Jell-O in a pint of boiling water, putting it in a cold place to harden, and garnishing with sliced oranges. It is served with whipped cream.

Following is another Orange Jell-O recipe, this one being for the “Orange-basket” dessert shown on page 9, and called

Jell-O Fruit Cocktail

Dissolve one package of Orange Jell-O in a pint of boiling water. Stand in a cold place. Cut baskets out of oranges. Save the pulp and juice, and add one-half cup pineapple cubes, one-half cup white grapes cut in halves and seeded, one-half cup of Maraschino cherries, and one-half cup sugar. When Jell-O begins to thicken add the fruit and set in a cold place. Serve in orange baskets or in sherbet glasses. Any fresh fruit can be used.

All who receive this book before the close of the Panama Exposition at San Francisco are cordially invited to visit the Jell-O booth there and witness the working of one of the wonderful automatic machines that put up Jell-O.
Flower Dessert

Dissolve one package of Lemon Jell-O in one pint of boiling water. Pour into individual moulds and let stand in a cold place to harden. When ready to serve place on small plates. Pile whipped cream around it, and garnish with crystallized rose petals or violets.

Prune Soufflé

Make one pint of stewed prune pulp. Dissolve one package of Chocolate Jell-O in one pint of 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.

Mrs. Rorer’s Coupé 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 Mrs. Rorer.

Banana Cream

Peel and mash five large bananas, add five teaspoonfuls of sugar and rub to a smooth paste, then 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 in a cold place to harden. Serve with whipped cream.

Chocolate Blanc Mange with Nuts

Make a paste of a box of Chocolate Jell-O and a little milk taken from a pint, adding the milk slowly and stirring constantly. Heat the rest of the pint of milk to boiling and stir into the Jell-O. Set aside to become cold, and when it shows signs of stiffening put with a half cupful of almonds, shelled, blanched and chopped fine. Pour the mixture into cups, and when firm turn out on a flat dish, decorating the small shapes with blanched almonds cut in strips. Eat with cream.—Contributed by Christine Terhune Herrick.

Fruit Pudding

Dissolve one package of any flavor Jell-O in one pint of boiling water. When it begins to thicken stir in a small handful of seeded raisins, a few nutmeats, a dozen dates, six figs and a banana, sliced. Turn into a mould and set in a cold place to harden. Serve with whipped cream.
“Peach Surprise” is the name of the dessert which Bobbie and Nan are receiving so jubilantly. Like all children, they love Jell-O in every form, but this particular dessert, made of Peach Jell-O and cunningly concealed peaches, is one of their real favorites. This is the recipe for it:

**Peach Surprise**

Dissolve one package of Peach Jell-O in one pint of boiling water. Pour into individual moulds, filling each mould about half full. As it begins to harden place in each mould a half peach (canned or fresh), the seed depression having been filled with chopped nuts: almonds, pecans or walnuts. When this has set cover it with the remaining Jell-O. When ready to serve turn the Jell-O out into individual dishes so that the filled side of the peach is down and its contents are not discovered until eaten. Serve with whipped cream.

Another fine peach dessert is made of either Peach or Orange Jell-O, as follows:

**Peach Whip**

Dissolve one package of Peach or Orange Jell-O in one-half pint 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. Set in a cold place to harden. Serves twelve persons.
To Dorothy, who is just "getting over" the measles, and has little appetite for sick-room food, the Kewpies bring a sparkling and delicious dish of Jell-O.

Being very wise little people, they know that Jell-O is one of those rare things, something good to eat that is good for little folks, sick or well.

Doctors everywhere are recommending Jell-O for their patients, because it is pure, wholesome and appetizing and is easily digested. One of the greatest physicians in America says he found that by combining nuts and fruit with Jell-O he produced a diet which is both sustaining and delightfully palatable.

This, of course, was already well known to many other physicians and to thousands of nurses.

In the American Journal of Surgery for May, 1914, the editor, Dr. MacDonald, says to his professional readers: "The physician is often appealed to for a line of diet which will carry nutrition and is at the same time easily digested and readily assimilable. A delicious way to feed your patients is to prepare Jell-O in combination with sliced bananas or other fruit and chopped nuts."

7 Jell-O Flavors 10¢ Each
Nut Frappé
Dissolve one package Jell-O, any flavor, in one pint of boiling water. Set aside to harden. Stir one-half cup granulated sugar into one pint of whipped cream. When Jell-O is just on the point of setting, mix Jell-O and whipped cream by beating with a fork, and add one cup chopped nuts. Serve in sherbet glasses with fresh or preserved fruit.

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

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. This is a very fine salad.

Maple Walnut Jell-O
Dissolve one package of Peach or Orange Jell-O in one-half pint of boiling water. Add one-half pint of maple syrup. When nearly cold, add one cupful of walnut meats. Set away to harden. Serve with whipped cream.

Cream Fig Pudding
(Illustrated on page 10)
Dissolve one package of Lemon Jell-O in one pint of boiling water. When cool set in ice water and whip with Dover egg beater until of consistency of whipped cream. Then add one cup whipped cream and one cup chopped figs cooked to a jam. May be served in sherbet glasses or turned from a mould. Very nice with one-half cup of sherry wine and that much less water.

Mrs. Hill's Raspberry Jell-O Supreme
Press one banana through a sieve, add juice of half a lemon, half a cup of sugar, and one egg well beaten; mix all together until very light, and set in a cold place. Dissolve one package of Raspberry Jell-O in one pint of boiling water and turn into a pie tin to harden. When ready to serve, dip a knife in hot water and cut Jell-O in half-inch cubes and half fill individual glasses; then add the banana mixture.—Contributed by Janet McKenzie Hill.
Scarcely a cook book is ever printed that doesn't contain one or two recipes for "Apple Snow." Perhaps they are all good recipes, but certainly not one of them is as good as the following, which is

The Kewpies' Recipe for Apple Snow

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, one-half cup sugar. Beat till light and feathery.

In making this Apple Snow, either Raspberry or Cherry Jell-O can be used instead of the Strawberry flavor, if desired or if more convenient.

How to Use "Left Overs"

In summer Jell-O is used in making up a great variety of cold dishes that are entirely outside the dessert class. Not only is it employed in making a large number of especially appetizing salads, but in giving form and piquancy to such a dish as canned salmon and left-over green peas. In this case Lemon Jell-O is used, and it makes a delicious dish. Mayonnaise or other salad dressing is served with it.

Of course other kinds of left-overs may be used in making similar dishes. By using Lemon Jell-O instead of plain gelatine for all such dishes, an enjoyable piquant tart flavor is obtained without the addition of lemon juice or any fruit juice.
Mrs. Herrick’s Chocolate Charlotte
(Illustrated on page 10)

Moisten the contents of a box of Chocolate Jell-O with enough hot water to make a thin paste, stirring steadily. Add to this enough boiling milk to make a pint of fluid that has been poured upon the powder, stir and set aside to cool. Whip half a cup of cream, add to it the frothed white of two eggs and beat in the Jell-O when it has begun to stiffen. Cut sponge cake into slices two inches thick. Then cut into desired shape. With a sharp knife cut center out of cake and fill with the Chocolate Charlotte. Serve with whipped cream garnished with fresh berries or other fruit.—Contributed by Christine Terhune Herrick.

Mrs. Lincoln’s Strawberry Mousse

Dissolve one package of Strawberry Jell-O in one pint of boiling water. 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.

Delmonico Dessert
(Illustrated on page 10)

Dissolve a package of Lemon Jell-O in a pint of boiling water. Pour half the Jell-O in mould, and when it begins to thicken press strawberries into it. Cover with shredded cocoanut. When firm cover with the rest of the Jell-O that has been kept a liquid, and make same as first layer. Put in a cold place to harden. Serve with whipped cream heaped around base and stud with strawberries.

A Delicious Table Jelly

The common fruit jellies are not so good as Jell-O for serving as an appetizer with fowl or lamb. Both Lemon and Cherry Jell-O (served plain) are delicious as table jellies.

Apricot Whip

Dissolve one package of Orange Jell-O in one pint of boiling water. When it begins to thicken add a cup of apricot pulp that has been put through a colander. Whip until light and turn into a mould. Serve with whipped cream.
The daily “thinking up” and preparation of something good for dessert is one of the housewife’s hardest tasks.

Not always are the Kewpies on hand to take the burden from her and furnish her a period of relief from drudgery; but Jell-O itself renders a similar service.

It is prepared in a minute, and the other minutes, extending into half hours or more, which she has been devoting to the making of pies and puddings, may be spent in the performance of agreeable little duties, in the enjoyment of pleasurable diversions, or in resting.

The beautiful Cherry Jell-O dessert which the Kewpies prepare and bring to the table while Mrs. Tidy rests and takes a turn at her embroidery, is made from the simple plain Jell-O recipe which follows:

**Cherry Jell-O**

Dissolve one package of Cherry Jell-O in a pint of boiling water and pour into a mould or bowl. Set in a cold place to harden.

Cherry Jell-O possesses the piquant flavor of the fruit, and the most beautiful color imaginable.

Each of the other six flavors of Jell-O is made into a delicious dessert in the same way. All are served with or without whipped cream, as desired.
Neapolitan Jell-O
(Illustrated on page 9)

Neapolitan or layer pieces are easily made and are very nice. One of the finest is made as follows: Dissolve one package of Lemon Jell-O in one pint of boiling water. Pour two-thirds of it 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 of Strawberry Jell-O in one pint of boiling water, and when cold, using a spoon, put two-thirds 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.

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

Any two different colors of Jell-O can be used instead of Cherry and Lemon for three-layer pieces, or they can be made by whipping half the Jell-O from one package, any flavor, and making two layers of it, with a layer made of the unwhipped part between them.

These layer desserts are very popular. They are served plain or with whipped cream, as desired, and every one is delicious.

Macaroon Velvet Jell-O

Dissolve one package of any flavored Jell-O in one pint of boiling water. When it begins to thicken beat until thickness of whipped cream, then add one cup whipped cream and six crushed macaroons. Whip together thoroughly, let harden, and serve with whipped cream.

Mint Jell-O

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

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.
Salads, as the Kewpies know, form a very enjoyable part of any luncheon or dinner—provided, of course, they are properly made.

Good cooks have discovered that it is much easier to make fine salads by using Jell-O than by employing the old methods. Many of the best salads combine Jell-O with fruit, nutmeats, tomatoes, lettuce, celery, etc.

The particular salad which the departing Kewpies have brought to the Newlyweds is made from the following recipe, which was contributed by Emma Paddock Telford, of the Domestic Science department of the Butterick Publishing Company.

**Mrs. Telford’s Bonita Ensalada**

Dissolve separately one package of Lemon Jell-O and one package of Cherry Jell-O, each in a pint of boiling water. Place walnut meats in the bottom of individual moulds, and when the Jell-O is cold enough to be thick fill the moulds half full of Lemon Jell-O. Place them on the ice until quite firm, and then put in the cold Cherry Jell-O until the moulds are full. Set on ice or in a cold place to harden. When ready to serve, turn them cut on lettuce leaves. Serve with mayonnaise.

There is another fine salad recipe on page 12 and a relish recipe on page 5. The recipes are all simple but the salads are delightful.

The use of Jell-O enables even an inexperienced cook to not only make a fine salad but to *make it look nice*, which is a very difficult thing to do in any other way.
JELL-O ICE CREAM POWDER

As everyone likes ice cream, and every hostess considers it a necessary part of the menu for a formal function, it is extremely 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 the appetite craves—pure, smooth and of delicious flavor. The sugar, the flavoring—everything except the milk—is in the powder. There is nothing to add.

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 milk.

At first all this seemed 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.

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 modern scientific processes can make it. Ice Cream made from it is of the most desirable quality.

Puddings of exquisite flavor, and sherbets, souffles and other ices are also made of Jell-O Ice Cream Powder.

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

At all grocers and dealers, 10 cents each.
Jell-O Ice Cream Powder makes these dainty delicious dishes.

10 cents a package

Grape Sherbet

Peach Ice Cream

Walnut Ice Cream

Lemon Cream Pudding

Tutti Frutti Ice Cream

Neapolitan Ice Cream
HOW TO MAKE ICE CREAM

This is the ONLY EASY WAY to make ice cream.

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.

When you cannot get fresh milk, use condensed or evaporated milk.

Ice cream of fine quality can be made in this way.

Evaporated milk should be weakened with cold water to the richness of cow's milk. If you prefer ice cream very sweet, use condensed milk weakened with cold water to the richness of cow's milk.

There are full directions on every package of Jell-O Ice Cream Powder, and in every package is a little booklet or a folder containing recipes for different kinds of ice cream, ices and puddings. There are recipes for Banana Ice Cream, Cocoanoot Ice Cream, Walnut Ice Cream, Peach Ice Cream and many other delicious creams which any housewife would be delighted to serve.

One of the pudding recipes is so popular that it deserves the widest possible publicity, and it is accordingly given a place 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 (any flavor) and a pinch of salt. Stir all together. Let heat to the scalding point. Then stir two heaping tablespoonfuls of cornstarch (or flour, if you prefer it) 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.

This is only one of a great number of particularly fine puddings that are made of Jell-O Ice Cream Powder.

Never More than 10 Cents.

Notwithstanding the advance in price of most food products, Jell-O Ice Cream Powder still sells at 10 cents a package. Everybody can afford ice cream at this price.

Our demonstrators use the White Mountain Freezer on account of its ease of operation and the general satisfaction it gives.
Cherry Jell-O Royale

Dissolve one package of Cherry Jell-O in a half-pint of boiling water and a scant half-pint of juice from canned cherries. If the juice is tart, add sugar to suit taste. Pour half the Jell-O into a clean glass dish, and when thick push in a half-cup canned cherries with a fork. Whip the rest of the Jell-O and add a cup of cream beaten stiff, or white of one egg beaten stiff and a teaspoonful of cold water, and two teaspoonfuls sugar, folded in. Pour this over the hard Jell-O. Serve with whipped cream and garnish with either canned or Maraschino cherries. This can be moulded in tall glasses like Apple Snow Jell-O.

Paradise Pudding

Take one-quarter pound blanched almonds, one dozen marshmallows, one dozen Maraschino cherries, one-half dozen macaroons. Cut these fine and stand aside in a cool place. To one package of Strawberry, Raspberry or Lemon Jell-O add one pint 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.

Welch Grape Juice Frappé

Dissolve one package of Lemon Jell-O in one-half pint of boiling water and add one-half pint Welch grape juice. Just as it begins to set, 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.

Banana Layer Jell-O

Dissolve one package of Lemon and one of Raspberry Jell-O, separately, each in a pint of boiling water. When nearly set add white grapes, halved and seeded, to the Raspberry, and red grapes to the Lemon. Put a layer of Raspberry in bottom of dish; when set put a layer of bananas sliced thin on top, a layer of Lemon, and so on until the dish is full, putting bananas between each layer.

The Jell-O Way is the Right Way

If the careful housewife will compare the Jell-O way with the recipes for making many of the dishes described in her favorite cook book she will find that most of them can be made better and more easily and cheaply by using Jell-O, and she will never go back to the old way.

For information concerning bound editions of The Kewpie Books (not this Jell-O book), address the publishers of them all, Frederick A. Stokes Company, 449 Fourth Avenue, New York.
JELL-O is sold only in packages like the one guarded by the Kewpies.

The famous JELL-O desserts can not be made of anything sold in any other kind of package.

Be sure that JELL-O is on the package you get.

10¢ a package