JELL-O
"America's Most Famous Dessert"
Of What
And How Made
THE GENESSEE
PURE FOOD COMPANY
Le Roy, N.Y.
In his notable work on dietetics, "What Shall I Eat? A Manual of Rational Feeding," Doctor Gouraud, formerly chief of the laboratory of the Medical Faculty of Paris, says:

"Gelatin is a most useful agent for the human economy, and, we think it is ordinarily too much neglected.

"Gelatin possesses very valuable properties. Being totally absorbed by the intestines, it exercises a marked influence on the economy of metabolism.

"Gelatinous foods are particularly recommended to those who get easily overheated, or who must build up their systems: emaciated, convalescent, or jaded persons."

Under the heading "Estimates of Food Values" in the hospital textbook, "Practical Dietetics," edition of 1919, adopted by the medical department of the U. S. Army and Canadian Militia and placed in every army post, the following appears:

Jell-O—Carbohydrates 85.8% yielding 352 Calories
Protein 12.2% " 50 "
Vegetable Acid 2.0%
Total Food Value, 402 Calories

In his book on the chemistry and technology of gelatin Dr. Robert Herman Bogue declares that there is no question of the value of gelatin in the dietary. He states: "Gelatin is a true food, a preserver of nitrogen, is easily digested, and is readily burned in the production of energy." He cites an experiment that "makes it appear certain that gelatin is capable of functioning as a protective colloid, in conjunction with lactalbumin, in preventing coagulation of milk during digestion."

Medical circles are at present engaged upon interesting research into the therapeutic properties of Jell-O. The value of feeding it to patients prior to tonsillotomy and other surgical operations in order to increase the coagulability of the blood is being carefully studied by physicians. All reports thus far are very favorable.

For persons afflicted with diabetes or other malady in which the carbohydrate of the diet must be restricted, there has been developed a sugar-free jelly powder. This preparation yields a jelly that closely resembles regular Jell-O. Upon request a special folder will be sent which fully states the composition and describes the ingredients of this Invalid's Dessert.
Most of the sugar that is used in making Jell-O comes from Cuba, South America and Java. Botanically the sugar cane is a mammoth perennial grass resembling bamboo. The stem of which is filled with a sweet juicy pith. The cane is first crushed, the juice from which is rendered colorless by reining and evaporating, the crystals of "raw sugar" are obtained.

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One of the most important elements of Jell-O is the gelatin which gives it its well-known jelly-like substance. Gelatin is of animal origin, being extracted in hot water from the sinews, connective tissues or fresh bones of the steer. It is not made from hogs or hogs, as is popularly believed. It is principally produced in Holland, England, France and the United States.

It is to the grape of France, from which tartaric acid is obtained, that we owe the delightful piquancy of many of the flavors of Jell-O. Although it is one of the most widely distributed acids, being found in many fruits and occasionally in roots, leaves and flowers, its sole commercial source is as a by-product in the manufacture of the celebrated French wines.

Most fruit flavors are manufactured in two different ways, depending upon the variety of fruit employed. In most fruits the flavoring is found in the form of powerful compounds dissolved in the juice. These are obtained by extraction with alcohol and concentrated by evaporation. Thorough the process great care is taken to preserve the full aroma of the fresh fruit.

The chocolate used in making Jell-O comes from Brazil. It is prepared from the seeds of the cocoa plant, which are first put through a process of sweating, and are then roasted and ground to a paste under heated millstones. Practically all of the flavor of the lemon and the orange is found in the skin of the fruit from which it is obtained in the form of clear oil.

The fruit or pod of the cocoa tree is from five to ten inches in length and three inches in diameter. It contains five rows of the seeds or beans, each about one-half an inch long, from which chocolate is made.

From sun kissed Sicaly, shore-washed by the warm waters of the Mediterranean Sea, come the rich, riper fruits from which are made the delicious citrus flavors for "America's Most Famous Dessert." Practically all of the flavor of the lemon and the orange is found in the skin of the fruit from which it is obtained in the form of clear oil.

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**CHOCOLATE FROM SICILY**

**CITRUS FLAVORS FROM UNITED STATES**

**From Cuba, Java and Brazil**

The "raw sugar" is again refined and purified through a long and careful process in the great refineries along our Atlantic Coast. Then, in the form of the sharp, clear crystals of granulated sugar, it enters Jell-O.

In the modern spotlessly clean gelatin factory, the gelatin is refined and dried, then ground fine to a glistering white powder. In this form, tasteless and odorless, it is used in making Jell-O.

From the fermentation of the grape juice crude tartar is formed. Refined, this becomes the common cream of tartar known to every housewife, which by a continuation of the process is converted into pure tartaric acid.

Practically all of the fruit flavors, except of the citrus fruits, for Jell-O come from our own United States. The home of Jell-O, itself, is located in the midst of the great fruit belt of the Niagara Frontier.

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The sparkling greenish yellow color of Lemon Jell-O is due to the vegetable color curcumin, which is obtained from the turmeric root.

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THE Jell-O 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. There are in all forty-two packing machines in our factory each with a capacity of thirty packages a minute. The product comes to you untouched by hands.