Jell-O
America's Most Famous Dessert
OF WHAT
AND HOW MADE

THE GENESEE
PURE FOOD CO.
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:

"Gelatine 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 text book, "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:

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\begin{array}{l}
\text{Jell-O — Carbohydrates 85.8\% yielding 352 Calories} \\
\text{Protein 12.2\% “ 50 “} \\
\text{Vegetable Acid 2.0\%} \\
\text{Total Food Value, 402 Calories}
\end{array}
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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.
Jell-O is a gelatinous substance that is made from the hoofs and horns of cattle, as well as from the bones and sinews of other animals. The process of making Jell-O involves a few key steps:

1. **Extraction of Gelatin:** Gelatin is extracted from animal byproducts, such as hooves, horns, bones, and sinews, in a process that involves boiling these materials in water to dissolve the gelatin. This results in a form of gelatin that is known as “raw sugar”.

2. **Refining and Purification:** The raw sugar is then refined and purified to remove impurities, resulting in a pure form of gelatin that is known as “cream of tartar.”

3. **Molding:** The gelatin is then molded into the form of a block or tablet, and then ground into a fine powder.

4. **Flavoring:** Jell-O is known for its variety of flavors, which are derived from a wide range of sources. Some of the most common flavors include citrus, fruit, and chocolate.

5. **Preservation:** Jell-O is a preserve of the fresh fruit, which is obtained in the form of juice. These are obtained to preserve the full flavor of the fruit from which it is obtained.

6. **Marketing:** Jell-O is marketed as a dessert for every time of day, with a multitude of recipes that can be made with it. It is popularly believed that Jell-O was invented in the United States by a man named Cuthbert.

Thus from five continents and from the islands of five seas come the raw materials used in Jell-O.
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 folder in the carton, close and glue the carton and pass the completed package to the operator.