Miss JELL-O tells the WHAT and HOW of AMERICA'S MOST FAMOUS DESSERT

THE JELL-O COMPANY, INC.
LEROY, NEW YORK.
JELL-O'S factory is a spic-and-span place of garden beds, sparkling windows, and sweet smelling rooms within. A jolly factory with gay red roofs and the busy gossip of magical machines. The cleanest, most sanitary home for Jell-O that modern science could build; kept as spotlessly fresh as watchful care can keep it.

We go marketing all over the world to buy the ingredients which go into Jell-O. They travel by elephant and camel, by burro and horse, by sampan and cart, by fast steamer and train—from the four corners of the globe—to Le Roy, New York, where Jell-O is made.

Over in sunny Sicily are the world’s finest groves of lemons. Quaint two-wheeled wagons, gaudily painted to match the vivid hues of sky and fields and sea, and drawn by a horse or burro gaily harnessed to match the wagon, bring the fruits of these groves down to the market and the world. We buy fruits from these groves to make the citrus flavors of Jell-O. Way round the globe, in India, we buy the vegetable products which make the pure vegetable colors of Orange and Lemon Jell-O. The vineyards of France, dripping with purple wealth in autumn, send us the finest tartaric acid which gives Jell-O its tempting natural fruity flavor. Italian and English vineyards are also markets for our tartaric acid.

Jell-O buys its sugar in Java and also in South America and Cuba. Chocolate from Brazil has quite the richest, chocolatiest flavor in the world. And then we hop around the globe again—to Angola, Canary and Cape Verde Islands—to buy cudbear, a vegetable product which gives Strawberry, Raspberry and Cherry Jell-O their clear red sparkle.

America contributes the most important parts; gelatin and most of the fruit flavors. Don’t you feel as though you’d been globe-trotting? That’s why Jell-O is so good. We are not satisfied to let anything go into Jell-O that is not absolutely the best. Jell-O buys the best—no matter how far away it may grow. The whole world sends its finest products to make Jell-O America’s Most Famous Dessert.
THE COLORED ARROWS ON THE ABOVE DIAGRAM INDICATE THE COUNTRIES FROM WHICH THE INGREDIENTS ARE PROCURED TO MAKE JELLO.

- SUGAR from Cuba
- South America, Java
- TARTARIC ACID from Italy
- England and France
- TUMERIC from India
- FRUIT FLAVORS from United States
- GELATIN from United States
- France, England and Holland
- CUDDEAR from Argentina
- Canary and Uruguay Islands
- CHOCOLATE from Brazil
- CITRUS from Sicily
THE JELL-O MACHINE

EVERY two seconds, a package of Jell-O comes dancing out of this wonderful machine in the Jell-O factory. It’s the cleanest, slickest, fastest machine you can think of. No dust or dirt can possibly get into Jell-O here, and nobody’s hands touch the dainty food product as it passes through the various steps of its preparation. This machine measures the exact amount of Jell-O called for in our recipes—makes a moisture-proof bag—fills the bag with Jell-O—seals the bag against air and moisture—opens a carton—places bag and a recipe folder in the carton—glues the carton—and passes the finished package to the operator. All in two seconds, mind you.
JELL-O RULES

General Directions: Dissolve contents of package of Jell-O in one pint of boiling water. Stir until entirely dissolved. Pour into bowl or mold. Chill until firm. A package of Jell-O will make four portions. If fruits or vegetables are added, servings are increased. Never cook Jell-O.

For Measuring: Use a standard measuring cup. Measure one pint (2 cups) of water or other liquid for each package of Jell-O; one cup of liquid for one-half package if smaller recipe is needed. One package has eight tablespoons (level) of Jell-O.

For Dissolving: Use exact amount of water or other liquid as specified in the recipe. The liquid used to dissolve Jell-O must be boiling. It should be stirred until Jell-O is dissolved.

For Molding: A metal mold chills more
quickly than one of enamel or earthenware. Fill mold with cold water, empty, shake to remove drops, then pour in Jell-O. Allow to remain in mold until firm.

For Cooling: Let mold stand in cold water or cool place. When cool, chill in refrigerator until firm. Time required will vary with size and shape of mold. Usually two hours are needed in a good refrigerator. If necessary to prepare Jell-O quickly, dissolve it in one cup of boiling liquid; than add remainder cold. Time may be shortened further by placing mold in mixture of crushed ice and salt.

For Molding Fruits, Vegetables, etc., in Layers: Pour a thin layer of Jell-O in bottom of mold. Chill until firm. On this arrange fruits, etc., as desired, and add carefully, with a spoon, enough cold, liquid Jell-O to hold them in place, but not to cover them. When firm add more cold, liquid Jell-O. Additional layers of fruits and Jell-O may be added by repeating process until mold is full. Raw pineapple cannot be used successfully with
Jell-O. Use cooked or canned pineapple. To fix fruit in an upright position fill mold two-thirds full with Jell-O. When thickened press fruit into place and fill mold with cold, liquid, or whipped Jell-O.

For Adding Fruits, Vegetables, Whipped Cream, Beaten Egg Whites: Jell-O should be cold and sufficiently thickened to hold these additions suspended evenly throughout. Cream or egg whites should be beaten stiff and folded in gradually while turning Jell-O over and over with a tablespoon to mix materials.

For Whipping: To whip successfully, Jell-O must be cold and slightly thickened. A rather deep, round-bottom bowl is best for this, set in a pan of cold water. Whip with a rotary egg beater until all the Jell-O is the consistency of whipped cream.

For Layer Jell-O: Let each layer stand until firm before adding another. It is important
that Jell-O poured upon a firm layer be cold but not thickened.

For Unmolding: Be sure Jell-O is firm. Dip mold up to the edge in vessel of luke-warm water. Hold in water a moment, remove and wipe dry. Place plate over mold and turn them over together. Shake slightly and lift off mold. If not successful the first time, repeat dipping process. If water is too warm, shape of mold is spoiled.

Jell-O Flavors: Lemon, orange, strawberry, raspberry, cherry. All Jell-O flavors are made from fresh, sun-ripened fruits.

Jell-O is as fine and pure a product as can be made. It comes in a specially designed package that protects purity, freshness, and flavor.

THE JELL-O COMPANY, Inc.
LeROY, NEW YORK

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