TODAY
... what salad ... what dessert?

JELL-O
brings DOZENS
of answers .......
There is only one real JELL-O
ASK FOR IT BY NAME
O need to wrinkle your forehead over that perpetual question, “What shall we have for dessert tonight?” For—here’s Jell-O! . . . always ready with a new answer to your every menu question . . . a tempting new dessert, a piquant, original salad. Watch your family’s eyes brighten to match Jell-O’s radiant sparkle!

Jell-O is like the princess in the fairy tale: it is as good as it is beautiful. (It’s so remarkably easy to digest that the children can have second portions, too.) But even the princess’s fabled accomplishments are no match for Jell-O’s versatility! You can serve Jell-O a hundred times, and each time have a new salad or a different dessert. Families never tire of its deliciousness.

Think of the things that Jell-O gives you, for the trifle that it costs! The best gelatin that money can buy, pure white sugar, and flavors—what flavors! They come from fresh ripe fruits—crimson strawberries, luscious raspberries, great golden oranges, pale, tart lemons, cherries bursting with sweetness. . . . Small wonder that even plain Jell-O is so
colorful and tempting, or that it possesses such a tender, melting goodness.

Be sure you get real Jell-O, though—look for the name in red on the package. For, in addition to its other good qualities, real Jell-O is always fresh. That's because millions of women are continually buying it; and because of the air-tight, waxy envelope that holds Jell-O. . . . And real Jell-O is easy as can be to make—a triumph every time.

At seven great National Expositions
Jell-O has won these awards:

**Louisiana Purchase Exposition**
St. Louis, Mo., 1904
Highest Award, Gold Medal

**Lewis and Clark Exposition**
Portland, Ore., 1905
Highest Award, Gold Medal

**Alaska-Yukon-Pacific Exposition**
Seattle, Wash., 1906
Grand Prize Award Ribbon

**Jamestown Tercentennial Exposition**
Norfolk, Va., 1907
Highest Award, Gold Medal

**Panama-Pacific Exposition**
San Francisco, Cal., 1915
Highest Award, Grand Prize
(Medal of Award)

**Panama-Pacific Exposition**
San Diego, Cal., 1915
Highest Award, Grand Prize

**Sesquicentennial Exposition**
Philadelphia, Pa., 1926
Highest Award, Gold Medal

JELL-O is made in five flavors—
Lemon, Orange, Strawberry, Raspberry, and Cherry
TROPICAL DESSERT

1 package Lemon Jell-O
1 pint boiling water
6 figs, finely chopped
12 dates, finely chopped
1 banana, thinly sliced


There is only one Jell-O
Be sure Jell-O is on the package
Desserts

each one a lovely, luscious masterpiece

Make Jell-O in its simplest forms—plain or whipped, as directed on every Jell-O package—serve it with a sauce or whipped cream or garnish it with fruits, and you have a dessert for royalty! By combining the cream or fruit or nuts with Jell-O in the making, however, you have a dessert that is still easy to make, and that is extra-delicious. Here are some of our favorites.

COCONUT ORANGE JELL-O

1/2 cup sugar
4 oranges, free from membrane and cut in small pieces
1 package Orange Jell-O
1 cup boiling water

Grated rind 1 orange
Orange juice, drained from orange pulp and cold water to make 1 cup
1 cup Baker's Coconut, Southern Style


SPARKLING JELL-O

1 package Jell-O, any flavor
1 pint boiling water
1 banana, forced through sieve

1 teaspoon lemon juice
2 teaspoons sugar
1 egg white, stiffly beaten with dash of salt

Dissolve Jell-O in boiling water. Turn into pan, 8 x 8 x 2 inches. Chill until firm. Cut Jell-O into bits with spoon. Pile lightly in sherbet glasses. Fold banana pulp, lemon juice, and sugar into egg white. Top Jell-O with banana mixture. Serves 6.

Lemon, Orange, Strawberry, Raspberry, Cherry
Five flavors—from fresh, ripe fruits
STRAWBERRY WHIP

1 package Strawberry Jell-O
1 cup boiling water
1 cup strawberry juice

1 cup strawberries, crushed and drained
½ cup sugar


PINEAPPLE RICE SPONGE

1 package Lemon Jell-O
1 cup boiling water
1 cup canned pineapple or other fruit juice
½ teaspoon salt
2 cups cold cooked rice
4 tablespoons sugar
1 cup cream, whipped


APPLE SAUCE JELL-O MOLD

1 package Jell-O, any flavor
1 cup boiling water
Dash of nutmeg, or 1 teaspoon lemon juice
2 cups apple sauce, sweetened and strained


PINEAPPLE FLUFF

(Garnish for Jell-O Desserts)

2 tablespoons sugar
Dash of salt
1 egg white, stiffly beaten
4 tablespoons canned, grated pineapple

Fold sugar and salt into egg white. Fold in fruit and beat with rotary egg beater until well mixed. Chill. Use, instead of whipped cream, as garnish for Jell-O desserts. Should be served immediately. Makes garnish for 6 servings.
PARADISE PUDDING

1 package Lemon Jell-O  
1 pint boiling water  
\( \frac{3}{4} \) cup almonds, blanched  
12 marshmallows, finely cut  
1 cup cream, whipped

12 maraschino cherries, coarsely cut  
6 macaroons, crushed  
4 tablespoons sugar  
\( \frac{1}{4} \) teaspoon salt


CRANBERRY MOLD

1 package Lemon Jell-O  
1\( \frac{1}{2} \) cups boiling water  
Juice \( \frac{1}{2} \) lemon

\( \frac{1}{2} \) cup celery, finely cut  
\( \frac{1}{2} \) cup canned, shredded pineapple  
1 cup thick cranberry sauce, sweetened  
Crisp lettuce

PEACH DELIGHT

1 package Orange Jell-O
1 cup boiling water
1 cup canned peach juice
1 cup canned peaches, sliced


This is plain orange Jell-O, molded in individual molds and garnished with whipped cream and sections of the fresh fruit. How good it looks!—doesn't it? We sell molds to you for less than you could buy them elsewhere. Turn to back inside cover for full information.

PLAIN ORANGE JELL-O

1 package Orange Jell-O
1 pint boiling water


There is only one Jell-O
Be sure Jell-O is on the package
JELL-O RASPBERRY FOAM

1 package Raspberry Jell-O
1 pint boiling water
Fresh or canned raspberries, sweetened

Dissolve Jell-O in boiling water. Chill. When slightly thickened, beat with rotary egg beater until of consistency of whipped cream. Chill until firm. Place raspberries in sherbet glasses. Pile Jell-O lightly on berries. Serve immediately or place in refrigerator until served. Other berries may be substituted for raspberries. Serves 8.

MAPLE WALNUT JELL-O

1 package Orange Jell-O
1 cup Log Cabin Syrup
(1/2 cup boiling water
1 cup walnut meats, chopped


CHERRY JELL-O SURPRISE

1 package Cherry Jell-O
1 cup boiling water
1 cup cherry juice


JELL-O CHARLOTTE RUSSE

1/2 cup sugar
4 egg yolks, slightly beaten
1 pint milk, scalded

1 package Lemon Jell-O
1/2 cup boiling water
1/2 teaspoon vanilla
1 cup cream, whipped


Lemon, Orange, Strawberry, Raspberry, Cherry
Five flavors—from fresh, ripe fruits
PRUNE AND RAISIN JELL-O

1 package Orange Jell-O  
1 cup boiling water  
1 cup fruit juices (prune, raisin, and orange)  
1 orange, free from membrane, cut in small pieces, and drained  
1 cup cooked prunes, seeded and chopped  
1 cup seedless raisins, stewed and drained


PINEAPPLE AND RASPBERRY NEAPOLITAN

1 package Lemon Jell-O  
1 cup boiling water  
1 cup canned pineapple juice  
3 slices pineapple, drained and finely cut  
1 package Raspberry Jell-O  
1 cup boiling water  
1 cup raspberry juice  
1 cup fresh or canned raspberries, drained


PECAN CHOCOLATE MOUSSE

2 squares Baker’s Unsweetened Chocolate, cut in small pieces  
1¾ cups milk, scalded  
½ cup sugar  
4 egg yolks, slightly beaten  
1 package Strawberry Jell-O  
½ teaspoon salt  
½ teaspoon vanilla  
½ cup pecan meats, coarsely cut  
1 cup cream, whipped


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CHERRY SPONGE

1 package Cherry Jell-O  
1 pint boiling water  
12 marshmallows, finely cut  
Dash of salt  
6 drops almond extract

Dissolve Jell-O in boiling water. Add marshmallows and stir until dissolved. Add salt and almond extract. Chill. When slightly thickened, beat with rotary egg beater until of consistency of whipped cream. Turn into 1 large or 6 individual molds. Chill until firm. Unmold. Serve plain or with cream. Serves 6.

LOGANBERRY JELL-O

1 package Lemon Jell-O  
1 cup boiling water  
1 cup loganberry or grape juice

**FLAKED AMBROSIA**

1 package Raspberry Jell-O  
1 pint boiling water  
4 tablespoons sugar  
¼ teaspoon salt  
2 teaspoons lemon juice  
1 teaspoon orange juice  
2 cups cream, whipped  


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**STRAWBERRY LOAF**

2 cups strawberries, halved  
12 marshmallows, finely cut  
⅔ cup sugar  
1 package Strawberry Jell-O  
1 pint, minus 2 tablespoons, boiling water  
1 cup cream, whipped  

JELL-O SNOW

1 package Jell-O, any flavor  1 pint boiling water
1 egg white, stiffly beaten


CUSTARD SAUCE FOR JELL-O SNOW

2 tablespoons sugar  1 egg yolk, slightly beaten
1 tablespoon flour  ⅛ cups milk, scalded
Dash of salt  ⅛ teaspoon vanilla


MACAROON VELVET JELL-O

1 package Lemon Jell-O  4 tablespoons sugar
1 pint boiling water  6 macaroons, crushed
⅛ teaspoon salt  ½ teaspoon vanilla
1 cup cream, whipped


BANANA CREAM

1 package Lemon Jell-O  5 large bananas, forced through sieve
1½ cups boiling water  5 teaspoons sugar
1 cup cream, whipped


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FRUIT WHIP

1 package Raspberry Jell-O
1 cup boiling water
1 cup fruit juices and water
1 cup canned, grated pineapple, drained

2 oranges, free from membrane, cut in small pieces, and drained
2 bananas, thinly sliced

Yl cup nut meats, coarsely cut


FRUIT PUDDING

1 package Cherry Jell-O
1 pint boiling water
¼ teaspoon salt

12 dates, chopped
6 figs, chopped
1 banana, diced

½ cup seeded raisins, chopped
¼ cup nut meats, chopped


RASPBERRY BAVARIAN CREAM

1 package Raspberry Jell-O
1 cup boiling water
1 cup raspberry juice and water
½ cup sugar

1 cup cream, whipped
2 cups fresh raspberries, crushed and drained, or
2 cups canned raspberries, drained


Lemon, Orange, Strawberry, Raspberry, Cherry
Five flavors—from fresh, ripe fruits
**SALAD SUPRÊME**

- 1 package Lemon Jell-O
- 1 pint, minus 2 tablespoons, boiling water
- 2 tablespoons vinegar
- ½ teaspoon salt
- Dash of Cayenne
- 2 cups cabbage, finely chopped
- 1 cup tart apple, finely chopped
- 8 stuffed olives, finely chopped
- Crisp lettuce

SHOWER SALAD

1 package Strawberry Jell-O
1 pint boiling water
Dash of salt
1 cup canned pineapple, diced

1 cup apple, pared and diced
3 maraschino cherries, finely chopped
½ cup cream, whipped
Crisp lettuce

JELL-O CHEESE SALAD

1 package Lemon Jell-O
1½ cups boiling water
1 tablespoon vinegar
1 teaspoon salt
Dash of Cayenne

1 cup grated American cheese, or
1 cup cottage cheese, or
2 packages snappy cheese
½ cup Hellmann’s Blue Ribbon Mayonnaise
Crisp lettuce


VARIATIONS

1 cup celery, chopped
½ cup nut meats, chopped
½ cup pickles, chopped

Fold one of these ingredients or a combination of them into Jell-O after cheese mixture has been added. Serves 10 to 12.

SEA DREAM SALAD

1 package Lemon Jell-O
1 teaspoon onion juice
1 cup boiling water
Dash of Cayenne
½ cup grated cucumber
1 tablespoon vinegar
Green coloring
Crisp lettuce


CRISP SUMMER SALAD

1 package Lemon Jell-O
1 pint boiling water
1 teaspoon salt
1 tablespoon vinegar

1 cup cucumber, diced
1 cup red radishes, thinly sliced
1 cup tender young onions, thinly sliced
Crisp lettuce


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**SHRIMP AND ORANGE SALAD**

1 package Lemon Jell-O
1 cup boiling water
Shrimp liquor and cold water to make 1 cup
1 tablespoon vinegar

1 cup shrimps, drained and halved lengthwise
2 oranges, free from membrane, diced, and drained
Crisp lettuce


**SUNSET SALAD**

1 package Lemon Jell-O
1 cup boiling water
1 cup canned pineapple juice
½ teaspoon salt

1 cup canned, grated pineapple, drained
1 cup grated raw carrot

Crisp lettuce


**MOLDED FRUIT SALAD**

1 package Lemon Jell-O
1 pint boiling water
6 slices canned pineapple, diced and drained

2 tart apples, pared and diced
2 bananas, diced

Crisp lettuce


**BEAUTY SALAD**

1 package Raspberry Jell-O
1 pint boiling water
½ teaspoon salt

2 bananas, diced
1 tablespoon lemon juice
½ cup walnut meats, finely cut

Crisp lettuce


*Lemon, Orange, Strawberry, Raspberry, Cherry
Five flavors—from fresh, ripe fruits*
SPANISH JELL-O SALAD

1 package Lemon Jell-O
1 pint boiling water
1 tablespoon vinegar
½ teaspoon salt
2 or 3 pimientos, finely chopped

½ cup white cabbage, finely chopped
1 cup celery, finely chopped
½ cup cucumber pickles, finely chopped
Crisp lettuce

SPINACH MOLD

1 pound fresh spinach
1 pint boiling spinach juice and water
1 package Lemon Jell-O
1/4 teaspoon salt
Crisp lettuce

Wash spinach thoroughly in several clean waters. Cook, with no water, 10 to 12 minutes, or until tender. Drain and add water to make 1 pint. Heat to boiling and dissolve Jell-O in it. Add salt. Chill. Chop spinach finely. When Jell-O is slightly thickened, add spinach. Turn into 1 large or 6 individual molds. Chill until firm. Unmold on lettuce. Garnish with slices of lemon, quarters of hard-cooked egg, and Hellmann’s Blue Ribbon Mayonnaise. Serves 6.

CHERRY AND APPLE SALAD

1 package Lemon Jell-O
1 pint boiling water
1 tablespoon vinegar
1/4 teaspoon salt
Green coloring
2 apples, pared and diced
1 cup cherries, pitted and finely cut
Crisp lettuce


TUNA FISH SALAD

1 package Lemon Jell-O
1 pint boiling water
1/2 cup celery, finely chopped
2 pimientos finely chopped
1/2 green pepper, finely chopped
1 teaspoon onion juice
1/2 teaspoon salt
Dash of Cayenne
2 cups tuna fish, flaked
Crisp lettuce


Lemon, Orange, Strawberry, Raspberry, Cherry
Five flavors—from fresh, ripe fruits

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For Measuring: Use a standard measuring cup. A standard measuring cup is one-half pint. 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 contains eight tablespoons (level) of Jell-O.

For Dissolving: Use exact amount of water or other liquid 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. Turn Jell-O into mold. Chill, allowing Jell-O to remain in mold until firm.

For Cooling: Let mold stand in cold water or cool place. When cool, chill until firm. Time required varies with size and shape of mold. Usually, two hours are needed in a good refrigerator. If necessary to prepare Jell-O more quickly, dissolve it in one cup of boiling liquid, then add remaining liquid cold. Time may be shortened still more 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, then 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 stiffly beaten and folded in gradually, while turning Jell-O over and over with a tablespoon to blend ingredients.

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

For Layer Jell-O: Chill each layer until firm before adding another layer. 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 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 first time, repeat dipping process. If water is too warm, shape of mold is spoiled.
Creations a chef would be proud to display!   
... easy to make with these JELL-O molds

You'll never know how lovely a dessert can be, until you mold Jell-O! And when you do, when you serve it to your family that way, you'll realize how much the eyes have to do with the appetite. Even the mildest ones will be enthusiastic.

Because we realize that molded Jell-O dresses up not only the table, but the whole occasion, and puts everyone in gala mood, we are anxious to have you serve it that way. It's no extra work—just as easy as making Jell-O in an ordinary dish. All you need is the molds. We buy molds in enormous quantities, and gladly pass along the saving to you so that you can serve Jell-O at its best.

A SPECIAL OFFER

Write to us, enclosing 30c in coin or stamps, and we will send you either.

6 aluminum Jell-O molds, individual size, assorted shapes, or
1 aluminum Jell-O mold, large size (serves six).

For 60c in coin or stamps we will send you both the set of individual molds and the large size mold.

Surprise your family with a special Jell-O treat! Write today for the molds, and we promise to send them right away.

Here's the address:

THE JELL-O COMPANY, Inc.
LE ROY, N. Y.


Gentlemen:
I am enclosing {30c. for one of the following: [ ] check which
[ ] 6 aluminum Jell-O molds, individual size, assorted shapes.
[ ] 1 aluminum Jell-O mold, large size (serves six).
Kindly send to—

NAME

STREET

CITY