Insist on genuine Jell-O

Seventeen million women in the United States will accept no substitute for Jell-O. There must be a reason.

And of course you know there is. There is no match for Jell-O’s quivery-tender texture, that delicious tenderness that Jell-O always holds—even the day after it is made.

And then, those marvelous flavors. They greet you first when you open up Jell-O’s specially sealed package, with a fresh aroma that confirms . . . “Here’s a pure fruit flavor, there’s no mistaking it!”

Strawberry, raspberry, orange, lemon, cherry . . . all delicious! And now there’s a sixth . . . the new, wonderfully refreshing Lime!

You will want to buy Jell-O in all six flavors, six packages at a time. Then there will always be the “makings” of a lovely dish on hand. And insist on genuine Jell-O, none other. It’s easy to prepare . . . sure to turn out right. Pure . . . every ingredient of the finest . . . and amazingly economical.
Don’t you ever...ever...ever again... say, “I wish I knew of something really different to serve!”

For... Just glance through this booklet!

Here are the liveliest, gayest, loveliest surprises that you ever saw... The kind of dishes that make the family think, “She’s a wonder, a cook in a thousand!”

Yet... How simple they are to prepare! How sure to turn out right, every time! How economical! This booklet can save you many a penny if you’ll just keep it at your elbow when you’re planning meals.

For Jell-O makes the most trivial left-overs into new dishes that you may serve your most important guests with pride. It makes a little go a long, long way, looks so good, and tastes luscious.

Jell-O salads... Jell-O desserts... Jell-O entrees... Jell-O relishes and appetizers... they’re all here! Begin now to make your menu sparkle with glorious “surprise” treats!

NOTE: See the recipes in this booklet made with the new Jell-O flavor—Lime! They’re newest of the new—wonderfully refreshing and delicious.
DESSERTS

Crimson Crystal Dessert

1 package Strawberry Jell-O
1½ cups boiling water
12 maraschino cherries, quartered
¼ cup maraschino cherry juice
Juice of 1 lemon


Emerald Fruit Cup

1 package Lime Jell-O
1 pint boiling water
2 cups mixed fruit, diced and chilled (pears, peaches, cherries, pineapple, etc.)

Dissolve Jell-O in boiling water. Pour into shallow pan. Chill until firm. Cut into small cubes. Combine with fruit. Pile into sherbet glasses, adding a small amount of fruit juice to each serving. Serves 8.
**Currant Ruby Molds**

- ½ cup dried currants
- 1 cup red cherry juice (from canned sour cherries)
- 2 tablespoons sugar
- 1 cup boiling water
- 1 package Strawberry Jell-O
- ½ teaspoon salt


**Pineapple Mounds**

- 1 package Lemon Jell-O
- 1 cup boiling water
- 1 cup pineapple juice
- 8 slices canned pineapple

Coupe Santa Maria

1 package Orange Jell-O
1 tart apple, diced
2 peaches, drained and diced

DISSOLVE Jell-O in boiling water. Fill sherbet glasses ½ full of fruit. Pour over enough Jell-O to fill glasses ⅔ full. Chill until firm. Serve with custard sauce or with plain or whipped cream. Serves 6.

Amber Russet

1 package Orange Jell-O
1 ⅔ cups hot prune juice
4 tablespoons sugar
Dash of salt

DISSOLVE Jell-O in hot prune juice. Add sugar, salt, and fruit juices. Turn into individual molds. Chill until firm. Unmold. Serve plain or with whipped cream. Serves 6.

Jellied Prunes

3 cups stewed prunes, seeded
1 package Lemon Jell-O

HEAT prunes to boiling and dissolve Jell-O in hot fruit. Chill until firm. Serve plain or with sweetened whipped cream. Serves 8.

Cider and Cranberry Jell-O

1 package Strawberry Jell-O
5 tablespoons sugar
1 ½ cups boiling sweet cider

DISSOLVE Jell-O, sugar, and salt in boiling fruit juices. Turn into individual molds. Chill until firm. Unmold. Serves 6. This may be served as a dessert or as a relish with poultry.

Grapefruit Mounds

1 package Lime Jell-O
1 pint boiling water
Dash of salt

Marvel Lemon Pie

1 package Lemon Jell-O  
Grated rind of 2 lemons  
$\frac{3}{4}$ cup sugar  
$\frac{1}{2}$ teaspoon salt  
1 cup boiling water  
2 egg yolks  
Juice of two lemons  
1 baked 8-inch pie shell


Three-minute Meringue

2 egg whites, unbeaten  
$\frac{3}{4}$ cup sugar  
Dash of salt  
2 tablespoons water  
Few drops vanilla or almond extract

Put egg whites, sugar, salt, and water in upper part of double boiler. Beat with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 3 minutes, or until mixture will stand in peaks. Remove from fire, and add flavoring. Beat well. Spread over top of jellied fruit pies or tarts. Sprinkle with coconut, if desired.

Apricot Pie Glacé

1 No. 3 can apricots, drained  
$\frac{3}{4}$ cup sugar  
1 package Orange Jell-O  
$\frac{1}{2}$ teaspoon salt  
1 baked 9-inch pie shell  
2 cups boiling apricot juice and water

Combine apricots and sugar. Dissolve Jell-O in boiling apricot juice and water. Add salt. Pour over apricots, stirring occasionally as mixture cools. Chill. When slightly thickened, turn into cold pie shell. Chill until firm. Garnish with whipped cream, or cover with Three-minute Meringue.

Fig Fluff

1 package Lemon Jell-O  
1 cup chopped stewed figs, or  
1 pint boiling water  
1 cup fig jam

Dissolve Jell-O in boiling water. Chill until cold and syrupy. Place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in figs. Chill until firm. Serve in sherbet glasses. Serves 8.
Banana Fluff

1 package Lemon Jell-O
1 cup boiling water
1 cup cold water

½ teaspoon salt
3 bananas, crushed
1 cup canned crushed pineapple
9 marshmallows, finely cut

Dissolve Jell-O in boiling water; add cold water and salt. Chill until cold and syrupy. Place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in bananas, pineapple, and marshmallows. Turn into mold. Chill until firm. Unmold and serve plain or with whipped cream. Serves 10.

Cherry Almond Jell-O

1 package Cherry Jell-O
1 pint boiling water

Blanched almonds, finely cut, or 1/4 teaspoon almond flavoring

Lime Mallow Sponge

Lime Mallow Sponge

1 package Lime Jell-O
10 marshmallows, finely cut
1 pint boiling water

Dissolve Jell-O in boiling water. Add marshmallows and stir until dissolved. Chill until cold and syrupy. Place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Turn into molds. Chill until firm. Unmold. Serve with marshmallow sauce if desired. Serves 10.

Raspberry Delight

Raspberry Delight

1 package Raspberry Jell-O
1 cup raspberry juice and cold water
1 cup boiling water
1 cup canned raspberries, drained

Strawberry Whip

1 package Strawberry Jell-O
1 cup boiling water
1 cup strawberry juice
1 cup strawberries, crushed and drained
1/2 cup sugar

Dissolve Jell-O in boiling water. Add strawberry juice. Chill until cold and syrupy. Place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in strawberries and sugar. Turn into mold. Chill until firm. Unmold. Serves 8.

Cherry Whip

1 package Cherry Jell-O
1 pint boiling water

Dissolve Jell-O in boiling water. Chill until cold and syrupy. Place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Pile lightly in sherbet glasses. Garnish with cherries. Serves 6.

Pineapple Orange Sponge

1 package Orange Jell-O
1 cup boiling water
1 cup pineapple juice and cold water
1 cup canned shredded pineapple, drained

Dissolve Jell-O in boiling water. Add pineapple juice and cold water. Chill until cold and syrupy. Place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in pineapple. Turn into molds. Chill until firm. Unmold. Serves 8.

Grape Zip

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

Dissolve Jell-O in boiling water. Add grape juice. Chill until cold and syrupy. Place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Pile in sherbet glasses. Chill until firm. Serves 6.

Jell-O Snow with Fruit Sauce

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

Orange Charlotte

1 package Orange Jell-O
1 ¾ cups boiling water
½ cup cream, whipped

DISSOLVE Jell-O in boiling water. Chill until cold and syrupy. Place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Add salt. Fold in marmalade and cream. Pile in sherbet glasses. Chill until firm. Serves 8.

Peach Bavarian

1 package Lemon or Orange Jell-O
1 cup boiling water
1 cup peach juice
½ cup cream, whipped
1 cup crushed peaches, sweetened and drained
2 or 3 drops bitter almond extract

DISSOLVE Jell-O in boiling water. Add peach juice. Chill until cold and syrupy. Place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in whipped cream, peaches, and flavoring. Turn into molds. Chill until firm. Unmold. Serves 6.

And don’t forget that “plain Jell-O” is luscious!

Here are unusual ways to make “plain Jell-O” dishes look especially lovely.

Jell-O Cubes: Mold Jell-O in shallow pan. When firm, cut in cubes and pile in sherbet glasses. Or, pile around base of large mold of whipped or cream Jell-O dessert.

Jell-O Flakes: Mold Jell-O in shallow pan. When firm, break into bits with spoon. Serve in sherbet glasses plain or combined with fruit or whipped cream. Or, force thoroughly chilled and firm Jell-O through ricer. Pile in sherbet glasses and keep in cold place until served.

Jell-O Mounds: Unmold individual molds of Jell-O on slices of pineapple or sections of orange or grapefruit.
Fruit Lakes: Arrange fruit in sherbet glasses. Dissolve Jell-O, cool, and pour over fruit. Chill until firm.

Jell-O de Luxe: Arrange thin lady fingers, strips of sponge cake, or sections of orange and grapefruit in sherbet glasses. Unmold individual molds of Jell-O on top, or, pile with Jell-O Cubes or Flakes.


Jell-O Combinations: Fill parfait glasses half full of Orange Jell-O Cubes; then fill with Lime Jell-O Cubes. (Raspberry Jell-O Cubes and Lemon Jell-O Cubes also make an attractive combination.) Or, prepare Jell-O Sparkle, using Lime Jell-O for the base, and Lemon Jell-O for the flakes.

Jell-O Zoo—for the children: Arrange animal crackers around edges or trooping over the top of large Jell-O mold, or stand a cracker on top of each serving of Jell-O.

Garnishes That Are Simple

Sprinkle toasted, tinted, or plain shredded coconut over Jell-O whips and creams.

Place quarters of maraschino cherries on top of individual servings of Jell-O, in flower-petal arrangement.

Arrange sections of orange or grapefruit, free from membrane, around large Jell-O mold in pinwheel fashion.

Arrange peach slices, pineapple fans (quarter-slices), or berries, at base or beside individual Jell-O molds.

Top Jell-O with bit of whipped cream. Sprinkle with chopped nuts, cubes of bright jelly, candied fruit, or date strips.

Grapefruit Mounds
**Cucumber Tang Relish**

1 package Lime Jell-O  
1 pint boiling water  
⅔ cup sour pickles, chopped  
2 teaspoons vinegar  
1 cup cucumber, diced  


**Cheese Cube Relish**

1 package Lime Jell-O  
1 pint boiling water  
½ teaspoon salt  
4 teaspoons vinegar  
1 cup cheese, cut in small cubes  
⅔ cup sweet pickles, finely chopped  

**Jell-O Cheese Loaf**

1 package Lemon Jell-O  
Dash of Cayenne  
1 1/2 cups boiling water  
1 cup grated American cheese, or  
1 tablespoon vinegar  
1 cup cottage cheese, or  
1 teaspoon salt  
6 ounces snappy cheese  
1/2 cup Hellmann's Mayonnaise


**Chicken Mousse**

1/2 package (4 tablespoons) Lemon Jell-O  
1 pimiento, chopped  
1 cup boiling chicken stock, free from fat  
1 tablespoon vinegar  
1 cup chicken, finely cut  
1/2 teaspoon salt  
1 tablespoon salt  
Dash of Cayenne  
1/2 cup cream, whipped

Dissolve Jell-O in boiling stock. Chill. Combine chicken, celery, pimiento, vinegar, salt, and Cayenne. When Jell-O is cold and syrupy, place in bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in chicken mixture; then cream. Turn into mold. Chill until firm. Unmold on crisp lettuce. Garnish with stuffed olives. Serves 6.

**Corned Beef Loaf**

1 package Lemon Jell-O  
1 tablespoon Worcestershire sauce  
1 cup boiling water  
1/4 teaspoon paprika  
1 cup meat stock, or  
3 cups cooked corned beef, ground  
1 cup water plus 4 bouillon cubes or  
1 tablespoon onion, grated  
4 teaspoons beef extract  
1 tablespoon prepared mustard

Molded Crab Meat

1 package Lemon Jell-O
1 1/2 cups boiling water
3 tablespoons vinegar
1/2 teaspoon salt
2 cups crab meat, or other cooked fish, flaked

3/4 cup celery, chopped
2 tablespoons pimiento, chopped
1 teaspoon onion juice
1/2 cup Hellmann's Mayonnaise


Ham and Celery Loaf

1 package Lime Jell-O
1 1/4 cups boiling water
1/2 cup vinegar
1/2 teaspoon salt
1 cup cooked ham, finely chopped
1 1/2 cups celery, finely chopped
1 tablespoon onion, grated
2 sweet pickles, finely chopped


Rice and Fish Loaf

1 package Lemon Jell-O
1 cup boiling water
1/2 cup cold water
1/2 teaspoon salt
1 small onion, finely chopped

1 cup salmon, tuna, or other cooked fish, flaked
2 cups cold cooked rice
1 green pepper or 6 stuffed olives, chopped


Jellied Cabbage Relish

1 package Lemon Jell-O
1 cup boiling water
3/4 cup cold water
1/4 cup vinegar
1 teaspoon salt

1/4 teaspoon mustard
1/4 teaspoon white pepper
2 cups cabbage, finely shredded
1 green pepper, chopped
1 pimiento, chopped

SALADS

Sea Dream Salad

1 package Lime Jell-O  1 tablespoon vinegar
1 cup boiling water  1 teaspoon onion juice
1 cup grated cucumber  Dash of Cayenne
½ teaspoon salt


Crisp Summer Salad

1 package Lemon or Lime Jell-O  1 tablespoon vinegar
1 pint boiling water  1 cup cucumber, diced
1 teaspoon salt  1 cup red radishes, thinly sliced
1 cup tender young onions, thinly sliced

Sunset Salad

<table>
<thead>
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<th>Ingredient</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>1 package Lemon Jell-O</td>
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<tr>
<td>1 cup boiling water</td>
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<tr>
<td>1 cup canned pineapple juice</td>
<td>drained</td>
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<td>1 cup grated raw carrot</td>
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Tart Tomato Salad

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<th>Quantity</th>
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<tr>
<td>1 package Lemon Jell-O</td>
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<td>1 pint canned tomatoes, strained</td>
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<td>1 1/2 teaspoons lemon juice</td>
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<td>Dash of salt</td>
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<td>1 teaspoon Worcestershire sauce</td>
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<td>1/2 cup celery, diced</td>
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<tr>
<td>1/2 cup sweet pickles, or ripe</td>
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<tr>
<td>cucumber pickles, diced</td>
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Lime Fruit Salad

1 package Lime Jell-O
1 pint boiling water
2 teaspoons vinegar
3/4 cup walnut meats, coarsely broken
1 orange, finely cut
1 banana, finely cut


Cardinal Salad

1 package Lemon Jell-O
1 cup boiling water
3/4 cup beet juice
3 tablespoons vinegar
1/2 teaspoon salt
2 teaspoons onion juice or grated onion
1 tablespoon horseradish
3/4 cup celery, diced
1 cup cooked beets, diced


Under-the-sea Salad

1 package Lime Jell-O
1 1/2 cups boiling water
1/2 cup juice from canned pears
1/4 teaspoon salt
1 teaspoon vinegar
2 cups canned pears, diced
2 packages (6 ounces) cream cheese
1/2 teaspoon ginger

Red Flower Salad

1 package Cherry Jell-O
1 3/4 cups boiling water

1/4 cup lemon juice
4 red apples


Grapefruit Salad

1 package Lemon Jell-O
1 cup boiling water
2 grapefruit, sections free from membrane and cut in pieces

2 tablespoons sugar
1 cup grapefruit juice and cold water


Jellied Carrots and Peas

1 package Lemon Jell-O
1 cup boiling water
3/4 cup vegetable stock or cold water

2 teaspoons vinegar
1/2 teaspoon salt
1/4 teaspoon paprika
1 cup cooked carrots, diced
1 cup cooked peas


Jellied Orange and Cheese Salad

1 package Orange Jell-O
1 cup boiling water
3/4 cup orange juice

1/4 cup lemon juice
1 cup celery, finely chopped
1 package (3 ounces) cream cheese

Imperial Salad

1 package Lemon or Lime Jell-O  3 slices canned pineapple, diced
1 cup boiling water  2 pimientos, shredded
1 cup canned pineapple juice  1 medium cucumber, finely cut, salted, and drained
1 tablespoon vinegar


Jell-O Raw Vegetable Salad

1 package Lemon Jell-O  ¾ cup raw carrots, finely chopped
1 pint boiling water  1 cup raw cabbage, finely shredded
2 tablespoons vinegar  4 tablespoons green pepper, finely chopped
½ teaspoon salt
Dash of Cayenne

Want to mold your Jell-O Quickly?

Dissolve package of Jell-O in one cup of boiling liquid, then add remaining liquid cold. Place mold in pan of crushed ice, ice water, or ice and salt, and leave in coldest place available. Your Jell-O will be firm in no time!

Jell-O Rules

For measuring: Use standard measuring cup. Allow 1 pint (2 cups) liquid to 1 package of Jell-O. Fruit juice may be used for all or part of liquid.*

For dissolving: Use exact amount of liquid specified. Liquid used to dissolve Jell-O must be boiling. It should be poured onto Jell-O and stirred until Jell-O is entirely dissolved.

For molding: A metal mold chills more quickly than one of enamel or earthenware. Turn Jell-O into mold. Chill in mold, until firm.

For chilling: Place mold in refrigerator or other cold place. To avoid wasting ice, cool Jell-O before it is put in refrigerator. At the temperature of a good refrigerator (50°F. to 52°F.) a pint mold of Jell-O requires about 2 hours to become firm. Jell-O may be chilled quickly in tray of automatic refrigerator, or by placing mold in pan of ice, or ice and salt.

(Continued on next page)

Do you love to serve pretty dishes?
Send for these Jell-O molds...

Jell-O, no matter how you serve it, is lovely. But molded... chef-fashion... to bring out its clear, colorful beauty... it's a jewel of a dish!

AT A BARGAIN PRICE

6 of the new, larger size, individual Jell-O molds, all to match or 1 large Jell-O mold for...

Because we buy them in tremendous quantities, these well-made, sturdy aluminum molds are offered you at a saving. The individual molds are now big enough to hold a generous portion of Jell-O with other ingredients in it! Send today.
For molding fruits and vegetables: Chill dissolved Jell-O. When slightly thickened, fold in fruits or vegetables. They will remain evenly suspended.

For whips and Bavarian creams: Chill dissolved Jell-O until cold and syrupy. Place in a bowl of cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream.

For tray-chilled delicacies: Chill Jell-O salads and desserts in tray of automatic refrigerator for 1 1/2 to 2 hours (never longer than 4 hours).

For unmolding: When molded Jell-O is thoroughly chilled and firm, dip mold up to the edge in warm—not hot—water. Hold a moment, remove, and dry outside of mold. Place plate over mold and turn them over together. Raise side of mold slightly and give a sharp shake. Lift mold gently. Repeat if necessary.

*Note: Raw pineapple cannot be used successfully with Jell-O. Use cooked or canned pineapple.

COUPON

GENERAL FOODS,  
Battle Creek, Mich.

Gentlemen: (25c for one of the following:)
I am enclosing (50c for both of the following:) check which
( ) 6 aluminum Jell-O molds, individual size, all to match.
( ) 1 aluminum Jell-O mold, large size (serves six).
Kindly send to—

NAME

STREET

CITY STATE

If you would like a FREE 48-page booklet of Jell-O recipes, check here.
If you would like a FREE copy of “Jell-O Secrets for the Automatic Refrigerator,” check here.
If you want a FREE copy of the Jell-O Ice Cream Powder booklet, check here.

It is not necessary to order molds in order to receive these booklets.
JELL-O Rules

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.
SIX PURE FRUIT FLAVORS

LIME
STRAWBERRY
CHERRY
LEMON
ORANGE
RASPBERRY

THE JELL-O COMPANY, INC.
DIVISION OF GENERAL FOODS CORPORATION
LE ROY, N.Y. - LOS ANGELES, CAL., U.S.A.

In Canada: GENERAL FOODS, LIMITED
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