Album of Jellied Salads and Aspics
JELL-O GELATIN DESSERT

ORANGE • LEMON • LIME
IMITATION STRAWBERRY • RASPBERRY • CHERRY

Jell-O comes in six delicious flavors, six rich fruit colors. It’s America’s favorite dessert. There is only one genuine Jell-O, the original flavored gelatin.

Jell-O dissolves quickly in hot water and can be used to make all types of appealing molded dishes. Add fruits or vegetables for countless salads. Or transform relishes and hearty foods into tempting aspics. Jell-O makes delicious desserts and pies, too.

Jell-O is packed in cases of 12 packages, 1½ pounds each, or 6 canisters, 4½ pounds each.

GENESEEE PLAIN GELATIN

Genesee Plain Gelatin, Red Seal, is pure high-grade granulated unflavored gelatin made especially for restaurant, hotel, and institution trade. It is ideal for use in any dishes calling for unflavored gelatin—as a base for jellied soups, aspics, salads, and entrées, jellied creams, custard type desserts, and chiffon pies.

Genesee Gelatin jellying strength meets the Federal Specifications of 220 Bloom.

Jiffy-Jell Plain Gelatin, Blue Seal, is like Red Seal, but has lower jellying strength.

These gelatins are packed in cases of 12 canisters, 1 pound each.
Jell-O's Low-Cost Salad Ideas

How many times have you searched for a new success idea—one that was practical for your business, that would put glamour and sparkle in the meals you serve, and, of course, boost profits, too?

Well, such an idea is right here in your hands. It is based upon the use of one of your most popular menu items—Jell-O. And it is worked out to the half-penny. You can see just what it means in terms of dollars and cents.

Your Food Costs

Successful operators realize that food costs should not exceed 40% of their total operating costs. Food costs must be kept down, really down! Yet customers expect attractive, wholesome, good tasting meals. Quality and variety must be kept up.

Right here is where the Jell-O Plan steps in with a whole book-full of bright new menu helps. Here are dozens of appetizing new jellied Salads and Aspics. You can serve many of these appealing dishes for less than 4 cents a portion. They are delicious to eat, convenient, and easy to prepare. Yet these Jell-O ideas add variety and appeal far beyond that of ordinary foods.

HERE'S THE JELL-O PLAN

In this GF Album of Jellied Salads and Aspics you'll find recipes that call for Jell-O and Genesee Gelatin. All have been carefully flavor-tasted and method-checked by experts in quantity food preparation in the General Foods Institution Kitchen.

1. Feature at least one of these low-cost salads and aspics every day.
2. Change your choices from day to day and to fit main-dish leaders. Yet repeat the favorites often.
3. Feature Jell-O salads and aspics prominently on your menu . . . display them attractively on your serving counter . . . and have the kitchen—everybody—ready to serve more than ever before.

You'll find this easy to do with the GF Album. For the Quick Menu Index and suggestions given in the recipe sections offer appealing combinations that are simple to duplicate. Here are salads and aspics to fit every type of menu.

THREE-WAYS PROFITABLE

When you serve colorful delicious dishes made with Jell-O and Genesee Gelatin, you are bound to profit three ways. Restaurant operators, themselves, have proved it.

Volume goes up—Customers know Jell-O, they like it, and will choose Jell-O dishes from your menu. Jell-O sells itself and menu combinations with it!
Food costs go down—Jell-O dishes cost little to make. Just see how many delicious salads and aspics you can make for less than 4 cents a portion.

Profits rise—Low-cost Jell-O dishes are easy to make, easy to serve. They look glamorous and keep fresh and enticing. That makes the food business easier for everyone, from manager to kitchen helper.

LET'S LOOK THROUGH THE ALBUM

Let's turn the pages. Opposite, even before you come to any recipes, you'll notice the Quick Menu Index. At a glance, you'll find here suggestions for salads to fit all types of feature main dishes.

Following, come pages of recipes—over fifty excellent jellied salads and aspics that you can serve. Here are salads to offer instead of a vegetable, salads good for cold plates, and relish-type salads with plenty of zip. The relishes can also be served in half-portions as attractive garnishes for special plates. Here, too, is a group of salads that are sweet enough to pinch-hit as dessert.

Page 12 starts the recipes for aspics, those delightful dishes that add menu variety the year around. Some are made with colorful Jell-O. Others call for the unflavored Genesee Gelatin. All are well-seasoned and tempting.

On page 15, you'll find a group of fine jellied soups. Try these as new beginners for menus that need a little lift.

The last two Album sections will be of interest to the restaurateur who is looking for new specialties. . . . Here are festive dishes for holidays that look and taste the part. And finally, two pages of interesting chef touches, including wonderful salad dressings and novelty ideas. These are ways to make meals exciting, even to the most experienced "diner-out."

So here's good luck for your menus in this GF Album. These recipes will cost you little in terms of preparation and service, but you'll find they add much to the popularity of your menu and to your profits.


Food costs in this book are based on prices of January 1953.

★ JELL-O is a registered trade-mark—an exclusive property of General Foods Corporation. Just as your name and the name of your establishment stand for something very special, the Jell-O name has a very special reputation, too. For your sake, your customers' sake, and ours, please say Jell-O on your menu only when you serve the one and only Jell-O Gelatin Dessert.
Here's what to serve with *

**BEEF** (Roast beef or pot roast, boiled beef, stew, steak, hamburgers, or meat loaf, patties, etc.)
- Jellied Southern Cole Slaw ........................................ 5
- Avocado Lime Salad .................................................. 7
- Jellied Cauliflower Mexican ........................................ 8
- Brandied Cherry Salad ................................................ 20
- Spring Salad ................................................................ 4

**COLD CUTS OR FRANKFURTERS** (Bologna, luncheon meats and loaves, cheese, cold meats, etc.)
- Avocado Lime Salad .................................................. 7
- Macaroni Salad .......................................................... 12
- Jellied Egg Salad ........................................................ 14
- Spring Salad ................................................................ 4
- Jellied Pimento Relish .................................................. 9

**CORNED BEEF** (Boiled corned beef, hot or cold, hash, etc.)
- Quick Tomato Relish ................................................... 8
- Jellied Country Salad .................................................... 9
- Jellied Cauliflower Mexican .......................................... 8
- Vegetable Ribbon Mold ................................................. 6
- Cardinal Salad ............................................................. 16

**CHICKEN** (Roast, fried, or fricassee, chicken à la king, croquettes, salad, sliced cold chicken, etc.)
- Cranberry and Orange Relish ...................................... 18
- Jellied Fruit Salad ....................................................... 17
- Tomato Aspic .............................................................. 13
- Under-the-Sea Salad .................................................... 18
- Jellied Apricots in Sherry .............................................. 20

**DUCK** (Roast duck, cold duck, etc.)
- Cool Cucumber Aspic .................................................. 14
- Brandied Cherry Salad ................................................ 20
- Ginger Ale Fruit Salad ................................................. 17
- Vegetable Ribbon Mold ............................................... 6
- Jell-O Cube Salad with Oranges ................................... 7

**FISH** (Broiled, fried, baked, creamed, fish croquettes, hash, etc.)
- Spring Salad .............................................................. 4
- Quick Tomato Relish ................................................... 8
- Cool Cucumber Aspic .................................................. 14
- Cardinal Salad ............................................................. 16
- Vegetable Ribbon Mold ............................................... 6

**HAM** (Baked or boiled, slices, patties or loaf, scalloped, cold ham, etc.)
- Fruit Salad Ring ......................................................... 5
- Jellied Southern Cole Slaw .......................................... 5
- Jellied Cider Salad ........................................................ 11
- New Manhattan Salad .................................................. 6
- Arabian Peach Mold .................................................... 7

**LAMB** (Roast lamb, patties, stew, etc.)
- Jell-O Sunset Salad ..................................................... 5
- Jellied Créme de Menthe ............................................... 20
- Minted Melon Salad ..................................................... 4
- Under-the-Sea Salad .................................................... 18
- Jellied Raw Vegetable Salad ....................................... 18

**OVEN CASSEROLES** (Curries, chop suey, baked beans, etc.)
- Grapefruit and Cress Salad ........................................ 6
- Jell-O Mexican Slaw .................................................... 8
- Cool Cucumber Aspic .................................................. 14
- Fruited Cider Salad ..................................................... 11
- Jell-O Sunset Salad ..................................................... 5

**PORK** (Roast pork, hot or cold, pork chops, spareribs, etc.)
- Spiced Grape Relish ................................................... 9
- Cucumber Lime Salad .................................................. 6
- Pineapple Cherry Salad ............................................... 10
- Jellied Country Salad ................................................... 9
- Jellied Tomato Bouillon ............................................... 15
- Prune and Cheese Salad Mold ..................................... 11

**SALADS** (Potato, vegetable, etc.)
- Jellied Beef Loaf ....................................................... 14
- Tuna Fish or Salmon Mold .......................................... 13
- Jellied Egg Salad ....................................................... 14
- Chicken and Ham Aspic Loaf ...................................... 12
- Jellied Bouillon ......................................................... 15
- Quick Tomato Relish .................................................. 8

**TURKEY** (Roast turkey, hot or cold, creamed, hash, salad, etc.)
- Cider and Cranberry Relish ........................................ 8
- Spiced Grape Relish ................................................... 9
- Frozen Fruit Salad ..................................................... 17
- Apricot Pecan Salad ................................................... 10
- New Manhattan Salad ................................................ 6
Minted Melon Salad

1 pound (2 1/3 cups) Lime Jell-O
1/2 teaspoon salt
1/2 cup (lightly packed) chopped fresh mint
2 3/4 quarts hot water
2 quarts honeydew melon balls or cubes

Combine Jell-O, salt, and mint. Add hot water and stir until Jell-O is dissolved. Let stand 10 minutes; strain through cheesecloth. Chill until slightly thickened. Then fold in melon. Turn into individual molds and chill until firm. Unmold on crisp salad greens and garnish with Creamy Mayonnaise (page 19). Makes 32 portions, 4 ounces each.

Spring Salad has a fresh and lively flavor to brighten meals for a long success season.

Spring Salad

1 pound (2 1/3 cups) Lime Jell-O
2 1/2 quarts hot water
1/2 cup vinegar
2 tablespoons salt
1 1/4 quarts finely diced cucumbers
1 quart finely cut celery
2 cups finely cut green onions

An excellent salad to serve with sliced cold meats or with hot roast pork.

Dissolve Jell-O in hot water. Chill until slightly thickened. Combine vinegar, salt, and vegetables; let stand to marinate 10 minutes. Then fold vegetables into slightly thickened Jell-O. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve on crisp salad greens. Garnish with mayonnaise or Cucumber Mayonnaise (page 19). Makes 32 portions, 4 ounces each.

Costs about 4 cents a portion.
At meals and parties, customers love Minted Melon Salad or Fruit Salad Ring, with cottage cheese.

### Jell-O Sunset Salad

1 pound (2 1/3 cups) Lemon Jell-O
1 tablespoon salt
2 1/2 quarts hot water and canned pineapple juice
1/2 cup vinegar
1 1/2 quarts coarsely grated carrots
3 cups drained crushed pineapple

Dissolve Jell-O and salt in hot liquid. Add vinegar and chill until slightly thickened. Combine grated carrots and crushed pineapple and fold into slightly thickened Jell-O. Turn into individual molds and chill until firm. Unmold. Serve on crisp lettuce with mayonnaise. Makes 32 portions, 4 ounces each.

→ Costs about 2 1/2 cents a portion.

### Fruit Salad Ring

1 pound (2 1/3 cups) Lemon Jell-O
1 1/4 quarts hot grapefruit juice
1 1/4 quarts hot pear juice and water
2 1/2 cups halved and seeded white grapes
1 quart diced canned pears
1 cup finely cut maraschino cherries

Dissolve Jell-O in hot liquids. Chill until slightly thickened. Arrange fruit in individual ring molds. Turn slightly thickened Jell-O into molds. Chill until firm. Unmold on lettuce or endive. Fill centers with cottage cheese or top with Creamy Mayonnaise (page 19). Garnish with additional fruit or with mint leaves. Makes 42 portions, 3 ounces each.

→ Costs about 5 cents a portion.

### Jellied Southern Cole Slaw

1 pound (2 1/3 cups) Lemon Jell-O
1 quart hot water
2 cups canned pineapple juice
1/4 cup vinegar
1 tablespoon salt
3 quarts finely shredded cabbage
1/4 cup finely cut pimentos
2 cups heavy cream

Dissolve Jell-O in hot water. Add pineapple juice and chill until slightly thickened. Combine vinegar, salt, cabbage, and pimentos. Let stand to marinate 10 to 15 minutes. Whip cream until thick and shiny, but not stiff. Fold marinated vegetables and whipped cream into slightly thickened Jell-O. Turn into individual molds and chill until firm. Unmold on lettuce. Makes 32 portions, 4 ounces each.

→ Costs about 4 cents a portion.
Cucumber Lime Salad
1 pound (21/2 cups) Lime Jell-O
21/2 quarts hot water
1/2 cup vinegar
21/4 quarts drained salted diced cucumbers
Dissolve Jell-O in hot water. Add vinegar and chill until slightly thickened. Then fold in cucumbers. Turn into individual molds. Chill until firm. Unmold and serve on crisp salad greens. Garnish with mayonnaise and radish roses or slices of unpeeled cucumber. Makes 32 portions, 4 ounces each.

Costs about 21/2 cents a portion.

For Sparkling Cold Plates
Cold plates sparkle when a luscious Jell-O salad decks each platter. So line them up on the counter, show them off on ice. Here are flavors for all favorite main dishes.

Grapefruit and Cress Salad
11/2 quarts diced grapefruit sections
1/2 cup sugar
21/2 quarts hot liquid
1 pound (21/3 cups) Lemon Jell-O
1/2 teaspoon salt
1 quart coarsely cut water cress
1/4 cup chopped pimentos
Mix grapefruit and sugar; let stand 10 minutes. Drain. Add water to juice to make 21/2 quarts. Dissolve Jell-O and salt in the hot liquid. Chill until slightly thickened. Then fold in grapefruit, water cress, and pimento. Turn into individual molds and chill until firm. Unmold on lettuce. Makes 32 portions, 4 ounces each.

Costs about 4 cents a portion.

Vegetable Ribbon Mold
1 pound (21/3 cups) Lemon Jell-O
21/2 quarts hot water
1/2 cup vinegar
3 tablespoons salt
1 quart grated raw carrots
1 quart finely chopped raw cabbage
1 quart finely chopped raw spinach
2 tablespoons finely cut green onions
Dissolve Jell-O in hot water. Add vinegar and salt. Divide mixture in three equal parts. Chill one part until slightly thickened. Then add grated carrots and turn into loaf pans to a depth of 1 inch. Chill until firm.
Chill second part until slightly thickened. Fold in cabbage and turn over firm carrot layer in pans. Chill until firm.

Costs about 31/2 cents a portion.

New Manhattan Salad
1 pound (21/3 cups) Lemon Jell-O
1 tablespoon salt
21/2 quarts hot water
5/8 cup vinegar
3 cups wedges of tart red apples
21/2 cups coarsely chopped pecans
3 cups finely cut celery
Dissolve Jell-O and salt in hot water. Add vinegar and chill until slightly thickened. Then fold in apples, nuts, and celery. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut. Serve on greens with mayonnaise. Garnish with celery curls. Makes 32 portions, 4 ounces each.

Costs about 31/2 cents a portion.
Arabian Peach Mold

1 1/2 tablespoons whole cloves
4 1/2 cups canned peach juice
1 1/2 cups vinegar
3 cups sugar
1 1/2 ounces stick cinnamon
1 1/2 quarts drained canned sliced peaches
1 pound (2 1/3 cups) Orange Jell-O

Tie cloves loosely in small cheesecloth bag. Bring to a boil with peach juice, vinegar, sugar, and cinnamon. Add peaches and simmer 10 minutes. Remove peaches and spices; add water to syrup to make 2 3/4 quarts.

Dissolve Jell-O in the hot liquid. Chill until slightly thickened. Then fold in peaches. Turn into rectangular pans to a depth of 1 1/4 inches. Chill until firm. Cut in squares. Serve on crisp lettuce or chicory. Garnish with mayonnaise, if desired. Makes 42 portions, 3 ounces each.

Costs about 4 cents a portion.

Jell-O Cube Salad

Dissolve Jell-O (any flavor) as directed on package. Mold in 1-inch layer in shallow pans. Chill until firm. Then cut in 1-inch cubes. (Use warm, sharp knife in cutting Jell-O to avoid tearing edges.) Pile equal amounts of Jell-O Cubes and prepared fruits on crisp lettuce for each salad. Top salads with French dressing or with balls of cream cheese. Here are good flavor combinations.

Use Lime Jell-O Cubes with diced grapefruit or orange sections. Or use Raspberry Jell-O Cubes with diced pears or canned fruit salad. Or try Strawberry Jell-O cubes with sliced peaches or canned pineapple wedges.

Costs about 4 1/2 cents a portion.

Avocado Lime Salad

1 pound (2 1/3 cups) Lime Jell-O
1 3/4 quarts hot water
1 1/2 quarts diced avocados
1 cup lime or lemon juice
1 tablespoon salt
2 teaspoons finely grated onion
3 cups mayonnaise

Dissolve Jell-O in hot water. Chill until slightly thickened. Combine avocados, fruit juice, salt, and onion; let stand to marinate 5 minutes.

Then fold avocado mixture into slightly thickened Jell-O. Add mayonnaise and blend. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve on crisp lettuce. Garnish with tomato wedges. Makes 32 portions, 4 ounces each.

Costs about 6 cents a portion.

Chopped water cress gives zest in Grapefruit and Cress Salad. It's ideal with a sandwich special.
Cider and Cranberry Relish

1 1/2 pounds (3 1/2 cups) Strawberry Jell-O
2 cups sugar
2 teaspoons salt
2 quarts hot sweet cider
2 quarts hot cranberry juice

For a special plate, serve with cold meat, hot rolls, and celery curls.

Dissolve Jell-O, sugar, and salt in hot liquid. Turn into individual molds. Or turn into rectangular pans to a depth of 1 1/4 inches. Chill until firm. Unmold or cut in squares. Serve on crisp greens. Garnish with mayonnaise. Makes 50 portions, 3 ounces each.

Costs about 4 cents a portion.

Quick Tomato Relish

1 1/2 pounds (3 1/2 cups) Lemon or Raspberry Jell-O
3 quarts hot water
1 quart catsup
1/2 cup vinegar

Dissolve Jell-O in hot water. Add catsup and vinegar. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve in crisp lettuce cups. Makes 42 portions, 3 ounces each.

Costs about 2 cents a portion.

Jell-O Mexican Slaw

1 pound (2 1/2 cups) Lemon Jell-O
2 1/2 quarts hot water
1 cup vinegar
2 tablespoons salt
Dash of cayenne
1 quart finely cut celery
1 1/2 quarts finely shredded cabbage
1 1/3 cups chopped green peppers
1/2 cup chopped pimentos

Dissolve Jell-O in hot water. Chill until slightly thickened. Combine vinegar, salt, and cayenne. Add to vegetables and mix well. Let stand to marinate about 15 minutes.

Then fold the vegetables into slightly thickened Jell-O. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve on crisp lettuce. Garnish with mayonnaise. Makes 32 portions, 4 ounces each.

Costs about 3 1/2 cents a portion.

Jellied Cauliflower Mexican

1 pound (2 1/2 cups) Lemon Jell-O
2 1/4 quarts hot water
2 1/2 quarts (2 1/2 pounds) cauliflower florets *
1/2 cup chopped pimentos
1/2 cup chopped green peppers
1 cup vinegar
1/4 cup finely grated onion
2 tablespoons salt

* Parboil whole heads of cauliflower in boiling salted water for just 5 minutes. (Do not cook completely as cauliflower should be slightly crisp.) Drain, cool, and cut into small florets.

Dissolve Jell-O in hot water. Chill until slightly thickened. Combine remaining ingredients and let stand to marinate 15 minutes.

Then fold the vegetables into slightly thickened Jell-O. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve on crisp lettuce. Garnish with mayonnaise or Russian Dressing (page 19). Makes 32 portions, 4 ounces each.

Costs about 4 cents a portion.
Mighty pretty and mighty good to eat is Jellied Cauliflower Mexican . . . right on the dinner plate!

**Spiced Grape Relish**

- 3 quarts grape juice
- 3/4 ounce stick cinnamon or 1 teaspoon ground cinnamon
- 2 tablespoons whole cloves
- 1 1/2 pounds (3 1/2 cups) Strawberry Jell-O
- 1 teaspoon salt

Bring grape juice, cinnamon, and cloves to a boil. Strain and add hot water to make 1 gallon. Dissolve Jell-O and salt in the hot liquid. Turn into individual molds, allowing about 1/3 cup for each mold. Or turn into rectangular pans to a depth of 1 1/4 inches. Chill until firm. Unmold or cut in 2-inch squares. Serve on crisp lettuce and garnish with mayonnaise. Makes 42 portions, 3 ounces each.

**Jellied Pimento Relish**

- 1 pound (2 1/3 cups) Lemon Jell-O
- 1 teaspoon salt
- 2 1/2 quarts hot water and sweet pickle juice
- 1/2 cup vinegar
- 2 cups chopped pimentos
- 1 1/4 quarts chopped sweet pickles

Dissolve Jell-O and salt in hot liquid. Add vinegar and chill until slightly thickened. Then fold in pimentos and pickles. Turn into individual molds or into shallow pans to a depth of 1 1/4 inches. Chill until firm. Unmold or cut in 2-inch squares. Serve on lettuce with mayonnaise. Makes 42 portions, 3 ounces each.

**Jellied Country Salad**

- 1 pound (2 1/3 cups) Lemon Jell-O
- 2 1/2 quarts hot water
- 3/4 cup vinegar
- 2 tablespoons salt
- Dash of cayenne
- 1 1/2 quarts finely shredded cabbage
- 3 cups diced apples
- 2 1/2 cups sliced stuffed olives

Dissolve Jell-O in hot water. Chill until slightly thickened. Combine vinegar, salt, and cayenne; mix with cabbage, apples, and olives and let stand to marinate 10 to 15 minutes. Then fold the marinated mixture into slightly thickened Jell-O. Turn into individual molds. Chill until firm. Unmold on crisp greens. Garnish with mayonnaise and additional olives. Makes 32 portions, 4 ounces each.
Autumn Delight Salad

1 pound (2 1/3 cups) Orange Jell-O
1/4 teaspoon salt
2 quarts hot water
1/4 cup vinegar (optional)
1 quart drained diced canned peaches
1 quart drained diced canned pears

Dissolve Jell-O and salt in hot water. Add vinegar and chill until slightly thickened. Then fold in fruit. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve on crisp lettuce, chicory, or water cress and garnish with mayonnaise or Creamy Mayonnaise (page 19). Makes 32 portions, 4 ounces each.

Pineapple Cherry Salad

1 pound (2 1/3 cups) Lemon Jell-O
1 teaspoon salt
2 1/2 quarts hot water and pineapple juice
1/3 cup lemon juice
1 1/2 quarts drained canned pineapple wedges
2 cups thawed and drained frozen red cherries

Dissolve Jell-O and salt in hot liquid. Add lemon juice and chill until slightly thickened. Then fold in apricots. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve on crisp lettuce with Creamy Mayonnaise (page 19) or French dressing. Makes 32 portions, 4 ounces each.

Pineapple Cherry Salad

1 pound (2 1/3 cups) Lemon Jell-O
1 teaspoon salt
2 1/2 quarts hot water and pineapple juice
1/3 cup lemon juice
1 1/2 quarts drained canned pineapple wedges
2 cups thawed and drained frozen red cherries

Dissolve Jell-O and salt in hot liquid. Add lemon juice and chill until slightly thickened. Then fold in apricots. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve on crisp lettuce with Creamy Mayonnaise (page 19). Makes 32 portions, 4 ounces each.

Note: Cherries should be well drained before adding to Jell-O so that the juice will not discolor the mixture. If desired, sweetened pitted fresh red cherries may be substituted for the frozen cherries.

Apricot Pecan Salad

1 pound (2 1/3 cups) Orange Jell-O
1 teaspoon salt
2 3/4 quarts hot water and apricot juice
2 tablespoons lemon juice
1 1/4 quarts drained sliced canned apricots
2 cups coarsely broken pecan meats

Dissolve Jell-O and salt in hot liquid. Add lemon juice and chill until slightly thickened. Then fold in apricots. Turn into shallow pans, distributing fruit evenly. Sprinkle with pecan meats and chill until firm. Cut in squares. Serve on crisp lettuce with mayonnaise or Creamy Mayonnaise (page 19). Makes 32 portions, 4 ounces each.

Note: Toasted broken almonds may be substituted for pecans in this recipe. Canned peaches, pears, or pineapple or stewed prunes may be substituted for the apricots.

Costs about 4 cents a portion.
Fruited Cider Salad

1 pound (2½ cups) Orange Jell-O
½ teaspoon salt
2 quarts hot cider or apple juice
2 cups hot water
3 cups quartered drained canned apricots
1 quart sliced bananas
2 cups thinly sliced celery

Dissolve Jell-O and salt in hot liquid. Chill until slightly thickened. Then fold in apricots, bananas, and celery. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve on greens with French dressing. Or garnish with Creamy Mayonnaise (page 19), shredded coconut, and date strips. Makes 32 portions, 4 ounces each.

Costs about 4 cents a portion.

Cherry Red Fruit Salad

1 pound (2½ cups) Cherry or Raspberry Jell-O
2½ quarts hot water
1¼ quarts sliced bananas
3 cups seedless white grapes

Dissolve Jell-O in hot water. Chill until slightly thickened. Then fold in bananas and grapes.

Prune and Cheese Salad Mold

1 pound (2½ cups) Lemon Jell-O
2½ quarts hot water
1 cup lemon juice
¼ cup cream
1 teaspoon salt
10 ounces cream cheese
1 cup chopped walnut meats
64 prunes, cooked and seeded

Dissolve Jell-O in hot water. Add lemon juice and chill until slightly thickened. Blend together cream, salt, and cheese; add nut meats. Stuff prunes with cheese mixture; place in individual molds, allowing 2 per mold. Cover carefully with slightly thickened Jell-O. Chill until firm.

Unmold on crisp lettuce. Garnish with rosettes or balls of additional cream cheese sprinkled with nut meats, if desired. Makes 32 portions, 4 ounces each.

Costs about 4½ cents a portion.

This striking Fruited Cider Loaf inspired a special garnish... tempting to display or to slice from the platter.
Macaroni Salad

2 ounces (6 tablespoons) Genesee Plain Gelatin (Red Seal) *
3 cups cold water
3 1/2 cups hot milk
1 1/2 quarts cooked macaroni
3 cups diced celery
1/2 cup chopped pimentos
1/2 cup chopped green peppers
3/4 cup vinegar
2 tablespoons chopped onion
3 cups mayonnaise
1/4 cup sugar
2 tablespoons salt
2 teaspoons dry mustard
1/2 teaspoon white pepper

Soak gelatin in cold water 5 minutes. Add hot milk gradually and stir until gelatin is dissolved. (If milk starts to curdle, place over cold water and beat with rotary beater until smooth.) Chill until slightly thickened.

Combine remaining ingredients and let stand to marinate about 15 minutes. Then fold into slightly thickened gelatin mixture. Turn into shallow pans and chill until firm. Cut in squares. Serve on lettuce with parsley and mayonnaise. Makes 32 portions, 4 ounces each.

* With Jiffy-Jell Gelatin (Blue Seal), use 3 ounces (9 tablespoons).

Costs about 3½ cents a portion.

Chicken and Ham Aspic Loaf

1 3/4 ounces (1/3 cup) Genesee Plain Gelatin (Red Seal) *
1 cup cold seasoned chicken stock
2 quarts hot seasoned chicken stock
1 1/2 tablespoons salt
1/4 teaspoon pepper
1 quart chopped cooked chicken
1 quart chopped cooked ham
1 quart grated or ground raw carrots
1 quart finely diced celery
1/4 cup minced onions

Soak gelatin in cold stock 5 minutes. Add hot stock, salt, and pepper and stir until gelatin is dissolved. Chill until slightly thickened. Then fold in remaining ingredients. Turn into loaf molds. Chill until firm. Unmold and slice. Serve on crisp greens with mayonnaise and parsley or with Cucumber Mayonnaise (page 19). Makes 32 portions, 4 ounces each.

* With Jiffy-Jell Gelatin (Blue Seal), use 2 1/2 ounces (1/2 cup).

Costs about 14 cents a portion.

Chicken or Veal Aspic

For all-chicken loaf, omit ham in recipe above and increase chicken to 2 quarts. Or prepare an all-veal or all-pork loaf by using 2 quarts meat and substituting veal or pork stock.
You'll find flavor-full Tomato Aspic is popular, day in, day out. Serve it plain or fill with salad!

**Tuna Fish or Salmon Mold**

2 ounces (6 tablespoons) Genesee Plain Gelatin (Red Seal) *
1 cup cold water
1 quart hot milk
2 1/4 pounds flaked tuna or salmon
Paprika (to color slightly)
4 1/2 cups finely cut celery
1/2 cup chopped green peppers
1/2 cup chopped pimentos
1 cup sweet pickle relish
1/2 cup lemon juice
2 1/4 teaspoons salt
2 cups mayonnaise
8 stuffed olives, sliced
4 hard-cooked eggs, sliced

Soak gelatin in cold water 5 minutes. Add hot milk gradually, stirring until gelatin is dissolved. (If milk starts to curdle, place over cold water and beat with rotary beater until smooth.) Cool.

Combine the remaining ingredients. Add cooled gelatin mixture. Chill until slightly thickened, stirring occasionally. Turn into loaf pans. Chill until firm. Unmold and slice. Serve on crisp lettuce with Cucumber Mayonnaise or Sour Cream Roquefort Dressing (page 19). Makes 32 portions, 4 ounces each.

* With Jiffy-Jell Gelatin (Blue Seal), use 3 ounces (9 tablespoons).

**Note:** When canned tuna or salmon is used, do not drain. Other cooked seafoods, such as shrimp, crab meat, lobster, halibut, or cod, may be used in this recipe.

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**Costs about 9 cents a portion.**

**Tomato Aspic**

3 quarts tomato juice
1/4 cup sugar
1 tablespoon salt
1/2 cup chopped onions
2 cups celery tops
2 small bay leaves
1/2 teaspoon whole cloves
1/4 teaspoon peppercorns
2 1/2 ounces (1/2 cup) Genesee Plain Gelatin (Red Seal) *
1 quart tomato juice
3/4 cup lemon juice

Combine 3 quarts tomato juice with sugar, salt, onions, celery tops, bay leaves, cloves, and peppercorns. Cover; simmer 15 minutes.

Soak gelatin in remaining tomato juice 5 minutes. Then strain hot tomato mixture, add to gelatin, and stir until gelatin is dissolved. Add lemon juice. Turn into individual molds or rings or shallow pans. Chill until firm. Unmold or cut in squares. Serve on crisp greens with mayonnaise or Roquefort Dressing (page 19). Makes 32 portions, 4 ounces each.

* With Jiffy-Jell Gelatin (Blue Seal), use 3 3/4 ounces (3 1/2 cup).

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**Costs less than 4 cents a portion.**
Jellied Beef Loaf looks new on the menu—
tastes rich and hearty, packed with flavor!

**Cool Cucumber Aspic**

1 1/2 pounds (3 1/2 cups) Lime Jell-O  
2 quarts hot water  
2 quarts ground or grated cucumbers  
1/2 cup vinegar  
2 tablespoons finely grated onion  
Dash of cayenne  
1/2 tablespoon salt


**Jellied Beef Loaf**

2 1/4 ounces (7 tablespoons) Genesee Plain Gelatin (Red Seal)  
2 cups cold seasoned stock  
1 quart hot seasoned stock  
1 1/2 quarts canned tomatoes  
1/2 cup minced onions  
1/3 cup chopped green peppers  
2 tablespoons salt  
1 teaspoon pepper  
2 1/2 pounds chopped cooked beef

Soak gelatin in cold stock 5 minutes. Add hot stock and stir until gelatin is dissolved. Cool. Then add tomatoes, onions, green peppers, salt, and pepper. Fold in meat. Season to taste. Chill until slightly thickened, stirring occasionally. Turn into loaf pans. Chill until firm. Unmold and cut in slices. Serve on crisp lettuce or romaine with a Horse-radish Dressing (page 19). Makes 32 portions, 4 ounces each.  

**Jellied Egg Salad**

2 ounces (6 tablespoons) Genesee Plain Gelatin (Red Seal)  
1 1/2 cups cold water  
2 1/2 cups hot milk  
30 hard-cooked eggs, coarsely cut  
1 cup chopped green peppers  
3 1/2 cups finely cut celery  
2 tablespoons salt  
2 1/2 cups mayonnaise  
1 cup chopped pimentos  
3/4 cup pickle relish  
3/4 cup lemon juice

Soak gelatin in cold water 5 minutes. Add hot milk gradually and stir until gelatin is dissolved. (If milk starts to curdle, place over cold water and beat with rotary beater until smooth.) Chill until slightly thickened. Then fold in remaining ingredients. Turn into individual molds or loaf pans. Chill until firm. Unmold; cut loaf molds in slices. Serve on crisp lettuce, chicory, or water cress with mayonnaise. Garnish with radishes or stuffed olives. Makes 32 portions, 4 ounces each.  

**Aspic Plate Combinations**  

For attractive cold plates, serve an aspic with other foods in flavor combinations like these.  
- Cut Cool Cucumber Aspic into cubes and use to fill tomatoes; top with French dressing. Serve with grilled cheese sandwiches.  
- Garnish Macaroni Salad with sliced hard-cooked eggs and sprigs of fresh parsley; serve with cold cuts. Or serve Macaroni Salad with asparagus tips and deviled egg halves on crisp greens with Russian Dressing (page 19).  
- For a special luncheon entrée plate, serve Tuna Fish or Salmon Mold with crisp cucumber fingers, potato chips, and hot buttered rolls.  
- Serve cold smoked trout fillets or salmon steak with tartar sauce, crisp potato sticks, and a border of riced Tomato Aspic. (To rice the aspic, put through the ricer or fine grinder.)

**Costs about 8 1/2 cents a portion.**
Quick Jellied Consommé

2 ounces (6 tablespoons) Genesee
Plain Gelatin (Red Seal) *
1 cup cold water or stock
3 3/4 quarts hot seasoned stock

Soak gelatin in cold water or stock 5 minutes. Add hot stock and stir until gelatin is dissolved. Turn into shallow pans. Chill until firm. Serve in chilled bouillon cups with slices of lemon and parsley sprigs or with small wedges of tomato and hard-cooked eggs. Makes 32 portions, 4 ounces each.

Costs about 3 1/2 cents a portion.

Jellied Bouillon

2 1/2 quarts canned tomato juice
1 bay leaf
8 whole cloves
1/2 cup chopped onions
2 1/2 teaspoons salt
1 1/2 to 2 quarts hot seasoned beef stock or consommé
2 ounces (6 tablespoons) Genesee
Plain Gelatin (Red Seal) *
1 cup cold water

Combine tomato juice, bay leaf, cloves, onions, and salt. Simmer, covered, 10 minutes. Strain. Add hot stock to make 3 3/4 quarts liquid.

Meanwhile, soak gelatin in cold water 5 minutes. Then add hot liquid and stir until gelatin is dissolved. Turn into shallow pans. Chill until firm. Serve in chilled bouillon cups with slices of lemon and parsley sprigs. Makes 32 portions, 4 ounces each.

Costs about 2 1/2 cents a portion.

Jellied Tomato Bouillon

2 ounces (6 tablespoons) Genesee
Plain Gelatin (Red Seal) *
1 cup cold canned tomato juice
3 3/4 quarts hot canned tomato juice
3 tablespoons salt
3 tablespoons horse-radish (optional)
1/4 cup finely grated onions

Soak gelatin in cold tomato juice 5 minutes. Add hot tomato juice and salt and stir until gelatin is dissolved. Chill until the mixture is slightly thickened.

Then add horse-radish and onions. Turn into shallow pans. Chill until firm. Serve in chilled bouillon cups with lemon slices and a sprig of parsley. Makes 32 portions, 4 ounces each.

Costs about 2 1/2 cents a portion.

* With Jiffy-Jell Gelatin (Blue Seal), use 3 ounces (9 tablespoons) for these soups.

Jellied Bouillon, so cool and so satisfying, adds an up-to-date choice for first course.
Jack-o'-Lantern Salad

1 pound (2½ cups) Orange Jell-O
1/2 teaspoon salt
2½ quarts hot water and peach juice
Whole cloves or dried currants
32 canned peach halves

Dissolve Jell-O and salt in hot liquid. Press cloves into rounded side of each peach half to make Jack-o'-Lantern face. Place peaches, face-side up, in shallow pans. Pour one-fourth of hot Jell-O carefully around peaches to make a thin layer. Chill until firm.

Chill remaining Jell-O until slightly thickened. Pour over firm Jell-O in pans. Chill until firm. Cut in squares, allowing one peach half per serving. Serve on crisp lettuce with mayonnaise. Makes 32 portions, 4 ounces each.

Jellied Peach Salad. Use Strawberry Jell-O, omitting cloves and chilling all of Jell-O until slightly thickened. Arrange peach halves, cut-side up, in shallow pans and cover with slightly thickened Jell-O. Chill until firm. Serve on crisp lettuce, topped with rosettes or balls of well-seasoned cream cheese or small scoops of cottage cheese.

Costs about 5 cents a portion.

Cardinal Salad

1 pound (2½ cups) Lemon Jell-O
1 tablespoon salt
2½ quarts hot water and beet juice
1 cup vinegar
3 to 4 tablespoons finely grated onion
3 to 4 tablespoons horse-radish
1 quart diced celery
1½ quarts diced canned beets


Costs about 3 cents a portion.
Serve ‘em Frozen Fruit Salad and they’ll know they’re celebrating. It’s easy, luscious holiday fare!

**Ginger Ale Fruit Salad**

1 pound (2½ cups) Lemon or Strawberry Jell-O
1 teaspoon salt
3 cups hot water
2 quarts ginger ale
2 cups chopped celery
2 cups coarsely chopped pecans
1½ quarts drained canned fruit cocktail *
½ cup finely cut crystallized ginger

*Any desired assortment of sweetened canned or fresh fruits, except fresh pineapple, may be substituted for the fruit cocktail.

Dissolve Jell-O and salt in hot water. (If Jell-O does not dissolve easily in this small amount of water, place bowl over boiling water and stir until Jell-O is dissolved.) Cool slightly. Add ginger ale and chill until slightly thickened.

Fold celery, pecans, fruit, and ginger into slightly thickened Jell-O. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve with Creamy Mayonnaise seasoned with ground or finely cut crystallized ginger (page 19). Makes 32 portions, 4 ounces each.

→ Costs about 6 cents a portion.

**Frozen Fruit Salad**

9 ounces (1½ cups) Lemon Jell-O
½ teaspoon salt
1 quart hot water and fruit juice
½ cup lemon juice
2 quarts diced assorted fruits *
2 cups heavy cream
1¾ cups mayonnaise

Try with nut bread sandwich, raisin bread toast, or a hot cinnamon roll for a tea plate.

Dissolve Jell-O and salt in hot liquid. Add lemon juice and chill until slightly thickened. Then fold in fruits.

Whip cream until thick and shiny, but not stiff. Fold cream and mayonnaise into Jell-O mixture. Turn into loaf molds or refrigerator trays and freeze until firm. Cut in slices or squares and serve on crisp lettuce with Creamy Mayonnaise (page 19). Garnish with maraschino cherries and sprigs of fresh mint, if desired. Makes 32 portions, 4 ounces each.

*Any desired assortment of canned or fresh fruits, except fresh pineapple, may be used.

Jellied Fruit Salad. Prepare above recipe, increasing Jell-O to 1 pound (2½ cups). Do not freeze mixture, but chill until firm.

→ Costs about 4½ cents a portion.
**Jellied Raw Vegetable Salad**

3 ounces (9 tablespoons) Genesee Plain Gelatin (Red Seal) *

2½ quarts cold water
2 cups vinegar
2 cups sugar
2 tablespoons salt
1¾ quarts chopped cabbage
1¾ quarts sliced celery
1 cup diced pimentos
1 cup diced green peppers

Soak gelatin in 2 cups of the cold water 5 minutes. Add vinegar, sugar, and salt to remaining 2 quarts water and bring to a boil. Add hot liquid to gelatin; stir until gelatin is dissolved. Chill until slightly thickened. Then fold in vegetables. Turn into individual molds or shallow pans. Chill until firm. Unmold or cut in squares. Serve on crisp lettuce with mayonnaise. Makes 32 portions, 4 ounces each.

* With Jiffy-Jell Gelatin (Blue Seal), use 4½ ounces (¾ cup).

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**Costs about 3½ cents a portion.**

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**Holiday Jell-O Cut-outs**

Mold colorful Jell-O mixtures in shallow pans. Cut into appropriate shapes with special cutters for holidays. Try these suggestions.

- **Christmas.** Mold Cardinal Salad (page 16) in shallow pans; cut into stars or bells.
- **Thanksgiving.** Use Cider and Cranberry Relish (page 8), cut with turkey cooky cutter, and serve with cold sliced turkey.

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**Cranberry and Orange Relish**

1 pound (2½ cups) Orange Jell-O
½ teaspoon salt
2 quarts hot water
2½ quarts raw whole cranberries
3 cups ground unpeeled oranges
2 cups sugar

Dissolve Jell-O and salt in hot water. Chill until slightly thickened. Grind cranberries; mix with ground oranges and sugar. Fold into slightly thickened Jell-O. Turn into individual molds or into shallow pans to a depth of 1¼ inches. Chill until firm. Unmold or cut in 2-inch squares. Serve on crisp lettuce, chicory, romaine, or water cress. Garnish with mayonnaise. Makes 42 portions, 3 ounces each.

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**Costs about 3 cents a portion.**
Special Dressings

Creamy Mayonnaise. Whip 1 cup heavy cream until thick and shiny, but not stiff. Fold into 2 cups mayonnaise. For additional flavor, add crystallized or ground ginger, chopped maraschino cherries, candied fruits, or honey. Good with jellied fruit salads or Frozen Fruit Salad (page 17). Makes 1 quart or 32 portions, 1 heaping tablespoon each.  

- Costs about 1½ cents a portion.

Creamy Horseradish Dressing. Whip 2 cups heavy cream until stiff. Fold in ½ cup prepared horseradish and ½ teaspoon salt. For best results, use dressing the same day it is prepared. Good with jellied vegetable salads, cold sliced meats, or hot baked ham. Makes 1 quart or 32 portions, 1 heaping tablespoon each.  

- Costs about 1½ cents a portion.

Cucumber Mayonnaise. Fold 2 cups finely chopped cucumbers, which have been salted, then drained, into 2¼ cups mayonnaise. Season to taste with salt. Good with Chicken and Ham Aspic Loaf (page 12), Tuna Fish or Salmon Mold (page 13), or Jellied Egg Salad (page 14). Makes 1 quart or 32 portions, 1 heaping tablespoon each.  

- Costs about 1 cent a portion.

Sour Cream Roquefort Dressing. Combine 2 cups mayonnaise, 1½ cups sour cream, and 1¼ cups crumbled Roquefort cheese, loosely packed; mix well. Season to taste with salt. Good with Tomato Aspic (page 13) or vegetable salads. Makes 1 quart or 32 portions, 1 heaping tablespoon each.  

- Costs about 2½ cents a portion.

Russian Dressing. Fold 6 tablespoons sweet pickle relish, 1 cup chili sauce, 1 hard-cooked egg, chopped, and 1 teaspoon salt into 3 cups mayonnaise. Let stand several hours. Makes 32 portions, 1 heaping tablespoon each.  

- Costs about 1½ cents a portion.

Easy Horseradish Dressing. Fold ¼ cup prepared horseradish into 1 quart mayonnaise. Let stand several hours. Makes 1 quart or 32 portions, 1 heaping tablespoon each.  

- Costs about 1½ cents a portion.

A bit of genius—and the dressing goes “on the line” for Jellied Raw Vegetable Salad.
**Fruit French Dressing**

1 cup lemon juice  
1/2 cup orange juice  
3 cups salad oil  
1/4 cup sugar  
4 teaspoons salt  
1/4 to 1/2 teaspoon white pepper  
1 cup currant jelly (optional)

Combine fruit juices, salad oil, and seasonings in bowl and beat with wire whip. Soften currant jelly with whip and beat into mixture. For best flavor, use dressing the same day it is prepared. Makes 1 1/4 quarts or 40 portions, 2 tablespoons each. This dressing is especially good with fresh fruit or jellied fruit salads.

**Costs about 2 cents a portion.**

**Aspic Hors d’Oeuvre Plates**

For interesting appetizers serve jellied salads and aspics as hors d’oeuvres.

- Nest cream or cottage cheese in crisp lettuce cup, making a center cavity. Fill cavity with chopped Cool Cucumber Aspic (page 14). Garnish with radishes and green onions.
- Top cold cuts with Creamy Horseradish Dressing (page 19), then sprinkle with riced Tomato Aspic (page 13), or cubes of Jellied Raw Vegetable Salad (page 18).
- Make a mound of riced Quick Jellied Consommé (page 15) and top with deviled egg half. Garnish with Russian Dressing (page 19).
- Slice Vegetable Ribbon Mold (page 6) on crisp lettuce. Serve with French dressing and a strip of deviled ham toast.

**Costs about 5 1/2 cents a portion.**

**Brandied Cherry Salad**

1 cup brandy  
1 1/3 quarts drained canned Bing cherries  
1 pound (2 1/3 cups) Cherry Jell-O  
1/2 teaspoon salt  
1 1/2 quarts hot water  
3 cups Bing cherry juice

Add brandy to cherries; let stand overnight. Dissolve Jell-O and salt in hot water. Add cherry juice, cherries, and brandy and chill until slightly thickened. Turn into small individual molds. Chill until firm. Unmold and serve on lettuce with Creamy Mayonnaise (page 19). Makes 42 portions, 3 ounces each.

**Costs about 6 cents a portion.**

**Jellied Créme de Menthe**

Dissolve 1 1/2 pounds (3 1/2 cups) Lime Jell-O in 3 1/4 quarts hot water. Cool. Then add 1 cup crème de menthe. Turn into small individual molds or into shallow pans to a depth of 1 1/4 inches. Chill until firm. Unmold or cut in 2-inch squares. Serve plain or garnish with water cress. Makes 46 portions, 3 ounces each.

**Costs less than 3 cents a portion.**

**Jellied Apricots in Sherry**

1 pound (2 1/3 cups) Raspberry Jell-O  
1/2 teaspoon salt  
1 3/4 quarts hot water  
2 cups sherry  
42 canned apricot halves  
1 1/2 quarts finely diced apples


**Costs about 5 1/2 cents a portion.**

**Salad Bowl Garnishes**

Salad bowls may be “dressed up” very quickly and easily by using attractive Jell-O garnishes. Jellied salads and relishes may be cubed or thinly sliced and used for garnish. Or jellied aspics may be riced and sprinkled on salad bowls for added eye appeal. Try some of these.

- **Seafood Salad Bowls.** Use Tomato Aspic (page 13) or Cool Cucumber Aspic (page 14) cut in cubes as a garnish. Or try thin slices of Jellied Southern Cole Slaw (page 5) or Jellied Pimento Relish (page 9).

- **Fruit Salads.** Add cubes of Jellied Crème de Menthe (above), Arabian Peach Mold (page 7), or Apricot Pecan Salad (page 10). Or rice sparkling Jell-O (any flavor) and sprinkle on fruit salad.

- **Chef’s Salads.** Jellied Cauliflower Mexican (page 8), cut in 1-inch cubes, or slices of Grapefruit and Cress Salad (page 6), add zest to tossed green salad bowls. Or try bars of Vegetable Ribbon Mold (page 6).
There are many mighty good reasons for Jell-O’s leadership in the flavored gelatin field. Perhaps the most important is Jell-O’s wonderful LOCKED-IN FLAVOR.

This flavor process is a triumph of Jell-O research. It protects the rich fruit flavors against loss of strength and freshness by “locking” the flavor into the gelatin.

Flavor oils evaporate very readily. With many flavored gelatins flavor starts to escape the minute the products are packed. They smell good. But the flavor is being lost.

An exclusive Jell-O process

The fine flavor oils used in Jell-O are sealed into the liquid gelatin by a patented process. The gelatin is then dried and granulated—the flavor oils encased in the gelatin. Thus flavors are locked in. There they remain until the Jell-O is dissolved.

You can test LOCKED-IN FLAVOR yourself. Simply open a package of some other flavored gelatin product. Smell it—and, depending upon its freshness, you will find it gives a strong flavor aroma. The flavor is evaporating into the air. Make the same test with a package of Jell-O and you will find that it gives off practically no flavor aroma. The flavor oils cannot escape.

Storage tests have shown also that LOCKED-IN FLAVOR intensity remains practically unchanged even after twenty months of storage! Jell-O saves its flavor for the luscious dishes you make. Your patrons will enjoy this rich flavor.

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