What you can do with JELL-O
What you can do with JELL-O

Consumer Service Department
GENERAL FOODS CORPORATION
250 Park Avenue, New York
A Treat, Yet Simple

For children’s parties, this fluffy Cherry Whip (page 20), gaily topped with a red cherry, is a dessert all young merrymakers may eat.
Jell-O claims attention

JELL-O has long held first attention among desserts. Its gay colors, its refreshing pure fruit flavors, and the ease and speed of its preparation have made Jell-O a universal favorite. In addition to its prominence as a dessert, Jell-O has become increasingly popular for other types of dishes. It is used as a base for attractive jellied salads of fruits or vegetables, in molded entrées, and for unusual new relish plates for luncheon or tea.

* Home economics teachers, food demonstrators, and others interested in modern methods of food preparation recognize in Jell-O an opportunity for illustrating the versatility of gelatin and also the technic of handling it. They have been quick to appreciate the many-sided advantages of a fruit-flavored gelatin.

* Now a New Jell-O makes its bow—a glorious product with all the merit of the old Jell-O plus added convenience and quality. It is no longer necessary to bring the water to a boil in making Jell-O. Its powdery fine crystals dissolve quickly and completely in warm water—water that is only slightly hotter than lukewarm (120° F.). Water right out of the tap may be used if desired.

* Naturally, this warm-water method gives a product with a richer fruit taste since no flavor is carried off in steam. Then too the new Jell-O, because of its complete solubility, unmolds perfectly—no particles of undissolved gelatin remain to mar the beauty of the turned-out mold.

* From start to finish, Jell-O dishes require only a short time to make. The old time-consuming and bothersome cooling period is eliminated, for Jell-O dissolved in warm water can be placed in the refrigerator immediately. And the new Jell-O sets very quickly, with no sacrifice of texture. Jell-O is always delicately tender.

* This booklet tells the story of the correct handling of Jell-O. Important steps in making various types of Jell-O dishes are illustrated and described. Recipes for whips, fruited Jell-O, creams, salads, entrées, and luncheon plates are included and suggest how Jell-O can be used to introduce infinite variety of flavor, color, and texture into the menu.
Steps in Making Clear Jell-O

JELL-O dissolves quickly and completely in warm water—120° F. (It should be slightly hotter than lukewarm, but not boiling.) Stir until Jell-O is dissolved.

Because warm—not boiling water—is used to dissolve Jell-O, all the pure fruit flavor is retained; none is carried away in wisps of steam.

Always allow 1 pint (2 cups) liquid to 1 package Jell-O. This proportion gives a firm, yet tender mold. Fruit juice may be used for all or part of the liquid.

A metal mold chills more quickly than one of enamel, earthenware, or glass; thus Jell-O becomes firm in a shorter time when it is placed in a metal mold.

It is not necessary to wet molds before filling them, as this does not facilitate unmolding; furthermore, any drops of water detract from the appearance of the finished mold by marring the surface.

Fill molds almost to the top. If too full, they are awkward to handle; and if not sufficiently filled, they may break in unmolding and lose their attractive shape.

To break large surface air bubbles which sometimes form when Jell-O is poured into mold, draw spoon through them.

The tiny bubbles which appear on the surface of dissolved Jell-O are due to the air present in all unboiled water. They soon disappear, leaving Jell-O brilliant.
Steps in Making Clear Jell-O

PLACE Jell-O molds in refrigerator or other cold place and let stand until firm enough to unmold.

Because warm—not boiling—water is used for dissolving Jell-O, no cooling period is needed. Jell-O can be placed in refrigerator to chill as soon as it is dissolved.

Jell-O sets very quickly. At the temperature of a good refrigerator (50° F. or lower) a pint mold or an individual mold of Jell-O requires about 2 hours to become firm enough to unmold.

To hasten the process of congealing, place Jell-O in a pan of cracked ice and salt, ice water, or snow. Or use the freezing trays of an automatic refrigerator.

Any Jell-O dish may be chilled quickly and successfully in the freezing trays of an automatic refrigerator. These tray-chilled dishes have a delightful frosty coldness.

Jell-O dishes that are turned into the trays of an automatic refrigerator should be thoroughly chilled but never frozen. Proper chilling takes about an hour.

One package Jell-O and 1 pint liquid make 4 large servings (½ cup each) or 6 small servings (¼ cup each).

If using a large fancy mold for Jell-O, first measure its capacity in pints, then prepare enough Jell-O mixture to fill the mold. Large molds that are only partially filled sometimes break in unmolding.
3. Mixture becomes frothy and lighter in color
4. Whip until fluffy and thick like whipped cream
5. With a spoon, pile lightly in sherbet glasses
6. Decorate tops with fresh or preserved fruits

**Whipped Jell-O, the Simplest Variation**

**ESSENTIAL** steps in making Cherry Whip (page 20) are illustrated in the six pictures above.

*Before starting to whip Jell-O, test consistency by lifting with tablespoon; if it is slightly thickened and falls from spoon in heavy drops like syrup, it is ready to be whipped. It should still be liquid.*

To obtain best results, set bowl of syrupy Jell-O in pan of cracked ice while whipping. It should become fluffy and thick in about 6 minutes of brisk beating.

*Jell-O doubles its bulk when whipped, making 8 large servings to the package. Whipped Jell-O has a light, spongy texture and is especially delicate.*
1. Add 1 tsp. salt; 2 tbsp. vinegar to liquid Jell-O
2. Cool Jell-O until it falls from spoon in sheet
3. Add 1 cup raw carrots, grated or chopped fine
4. Add 1 cup raw cabbage, very finely shredded
5. Fold vegetables lightly into Jell-O and blend
6. Turn into individual molds; chill until firm

Adding Vegetables or Fruit

The pictures above show technic of making Carrot and Cabbage Salad (page 23). Other Jell-O salads are made in the same general way.

* Jell-O, to which vegetables or fruit are to be added, should cool until it falls from spoon in a jellylike sheet. They then remain evenly suspended.

Use 1 pint (2 cups) vegetables or fruit with 1 package of Jell-O.

* Always use cooked or canned pineapple. Raw pineapple prevents Jell-O from congealing. It contains an enzyme, bromelin, which converts proteins like gelatin into substances whose solutions do not congeal properly when they are cooled.
To Make a Design in Jell-O

A SIMPLE design of fruit or vegetables adds to the attractiveness of a mold of Jell-O and is easily arranged. Work carefully and unhurriedly for best results.

* Place mold in cracked ice or ice water while forming design. Use metal mold as mixture sets more quickly than in one of glass or earthenware.

* Fruit or vegetables used for design should be colorful and attractive, and uniform in size and shape. Decide on a definite design before starting to work.

* Use just enough cool liquid Jell-O to anchor design. If too much is added, or if it is poured on too quickly, the fruit and vegetables will be dislodged and float.

After design has set, fill mold to desired depth with cool liquid Jell-O, pouring it in a fine stream against a tablespoon.

* Fruits that may be used to make designs are: grapes, halved and seeded; sections of orange; berries; sliced peaches; bananas; and wedges of cooked pineapple.

* Vegetables that may be used to make designs are: cooked peas; beet slices, cut in fancy shapes; pimiento or green pepper, cut in rings or shapes; sliced stuffed olives, capers, and slices of hard-cooked egg.

The pictures on this page show how to make the design in Neapolitan Loaf (page 21), while those opposite illustrate how to form the layers.
5. Beat syrupy Jell-O until like whipped cream
6. Pour over first layer; it stiffens quickly
7. Jell-O for third layer is of "sheet" consistency
8. Fold fruit into this Jell-O until well mixed
9. Spread over second layer; mold is now complete
10. With spatula distribute fruit throughout layer

A Layer Mold, Step by Step

THERE are two types of layer molds: layers of clear Jell-O of different flavor, arranged on top of one another, and layers of clear, whipped, and fruited Jell-O similarly arranged, as illustrated here.

* Be sure that each layer of Jell-O is firm before adding the next layer. Successful molds depend upon care at this step.

When whipping Jell-O for a layer mold, beat syrupy Jell-O until fluffy and thick like whipped cream. (See page 8.)

* To make a layer of fruited Jell-O use equal amounts of fruit and Jell-O, first cooling the Jell-O to a jellylike sheet consistency and then folding in the necessary amount of fruit. (See page 9.)
Delicious for Summer

Fresh Raspberry Bavarian Cream (page 22), an aristocrat of the Jell-O family and a dessert that makes any meal an occasion.
To Make Jell-O Creams

The first step in making Jell-O creams is to chill dissolved Jell-O until cold and syrupy. The procedure after this depends upon the type of cream desired.

* The pictures above show the technic of making Fresh Raspberry Bavarian Cream (page 22). A Jell-O cream made in this way has large volume and very spongy, fluffy, porous texture.

* Note that the syrupy Jell-O and the cream are whipped separately and then combined. In this case, the cream is whipped until stiff. For whipping Jell-O, see page 8.

* The fruit is folded into the whipped Jell-O, then the whipped cream, and the two fluffy mixtures blended.

Jell-O creams have less volume but a fine smooth, creamy texture when made by folding cream—whipped only until thick and shiny, but not stiff—into syrupy Jell-O. Recipes for Jell-O creams made in this simplified way are given on page 22.

* Variations of all types of Jell-O creams are easily made by adding nuts, fruit, coconut, marshmallows, or other ingredients.

* When making Bavarian creams of canned fruit, drain juice from fruit and add enough water to make 1 pint. Heat to 120°F.

* When filling mold with Jell-O cream mixture, press it toward corners or grooves with back of spoon so that the mixture will take the shape of mold.
1. Dissolve Lemon Jell-O; cool to sheet consistency

2. Now add flaked tuna fish, peas, and pimiento

3. Fold ingredients together lightly, mixing well

4. Add 1/2 cup mayonnaise to Jell-O mixture

5. Blend until ingredients are smooth and creamy

6. Turn into a ring mold or several small molds

**Jell-O Mayonnaise Salads**

JELL-O combined with mayonnaise makes a foundation for salads and entrées of unusually creamy texture. The refreshing flavors of Lemon and Lime Jell-O are especially appropriate for these main-course types of dishes.

* Important steps in making Jellied Tuna with Mayonnaise (page 24) are above.

The first step in making Jell-O salads is to add vinegar and salt to dissolved Jell-O. The amounts used depend upon the kind of salad. When Jell-O drops from spoon in a sheet, the other ingredients are added.

* Molds for salad should be deep so that the salad will stand above the greens when it is served.
1. Dip mold to rim in warm water; hold a moment

2. Remove; dry outside of mold with clean towel

3. Arrange lettuce, cup side down, on top of mold

4. Place salad plate bottom side up on lettuce

5. Invert plate and mold; tilt mold; shake once

6. Lift off mold; salad rests in nest of lettuce

**Essential Steps in Unmolding**

It is easier to unmold Jell-O from metal molds than from those made of glass or earthenware, for metal allows the heat of warm water to penetrate more quickly and evenly, and so to loosen the clinging edges of Jell-O from the mold.

* The water in which mold is dipped should be warm—*it must not be hot.*

Dip mold up to the edge in water. For some molds it may be necessary to loosen Jell-O slightly with a pointed knife.

* After turning plate and mold over together (picture 5 above) raise one side of mold slightly so as to allow air to get under Jell-O. Then give mold a sharp shake. The air helps to force Jell-O out.*
Unmolding Large Molds

If water is too warm, or if mold is held in water too long, Jell-O melts slightly and loses its attractive shape.

Don’t be easily discouraged. If Jell-O does not come out the first time, repeat dipping and succeeding steps. It is much better to repeat this unmolding process than to risk spoiling the shape of the mold.

When unmolding on lettuce, cut away coarse fibrous stem of each leaf. Lettuce should lie flat when it is placed on the mold but stand up cup-shaped around Jell-O when turned onto the salad plate.

A glass mold was used for the Neapolitan Loaf above in order that the layering might be seen in the making.
INDIVIDUAL molds of Jell-O may be served on china dessert plates, in glass saucers, or in wide-topped sherbet glasses.

Larger molds of Jell-O are turned out on a serving plate of a size to permit garnishing. A chop plate or small platter is of suitable size.

Whipped Jell-O or Jell-O cubes (cut from Jell-O molded in shallow pan) may be piled lightly in sherbet or parfait glasses.

Glorify Plain Jell-O in These Ways

* **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 Jell-O through ricer.

* **JELL-O MOUNDS**: Unmold individual molds of Jell-O on slices of pineapple or sections of orange or grapefruit.

* **JELL-O SPARKLE**: Fill sherbet glasses half full of dissolved Jell-O mixture. Chill until firm. Prepare remaining Jell-O for Jell-O Flakes and use to fill sherbet glasses.


Try a Simple Garnish

Sprinkle toasted, tinted, or plain shredded coconut over Jell-O dishes.

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 pin-wheel 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, date strips, or shreds of orange rind.
How to Garnish Salads and Entrées

JELL-O salads should be unmolded on crisp and perfect lettuce leaves. The easiest and quickest method of washing lettuce is to remove the outer leaves, cut out the coarse stem with a sharp knife, and hold the stem end of the lettuce under running water to force the leaves apart. Wash in cold water, shake to dry, place in lettuce bag or in waxed paper, and keep in refrigerator. If automatic refrigerator is used, place in tightly covered container. All salad greens, such as romaine, escarole, chicory, water cress, Chinese celery, or cabbage, may be crisped in this same manner. When an especially decorative effect is desired, one of the following garnishes is attractive and appropriate:

* Radish Roses: Trim off all but an inch of the stem. Cut off the root and with a sharp knife cut down from the tip toward the stem end five times, so that the red outside covering will stand out like the petals of a flower. Drop the radishes into ice water; after an hour or two the petals stand out still further.

* Celery Curls: Cut the inner stalks into three- or four-inch lengths. With a sharp knife cut each piece down into thin strips, stopping when within an inch of the end. Drop into ice water; as they become chilled the thin strips curl up.

* Pickle Fans go well with a fish salad. Use sweet gherkins, cutting thin parallel sections almost the entire length of the pickle. Then carefully spread out the sections like a fan.

* Green or Red Peppers: Cut them across in thin slices, making rings; remove seeds and white membrane. Or cut out small fancy shapes with vegetable cutters.

* Fancy Cucumber Slices: Peel a cucumber, scratch it lengthwise with prongs of fork, and slice in thin crosswise or diagonal slices.

* Beets: Sliced, diced, chopped, or cut in fancy shapes.

* Shredded Lettuce: Snip outer leaves of lettuce into fine shreds with scissors. Do not use coarse middle stem.

* Tomato Wedges: Remove skin and stem end from small ripe tomatoes. Cut down lengthwise into ¾-inch wedges. Pour French dressing over them and chill one hour. May be used with cucumber slices in garnishing fish salads.

* Lemon Slices, plain, arranged alternately with lemon slices sprinkled with chopped parsley, are attractive with fish salads.
Ready for Any Menu

Jellied Tuna with Mayonnaise (page 24) and Carrot and Cabbage Salad (page 23), unmolded on crisp lettuce, attractively garnished and ready for the table.
Recipes for Jell-O Whips

Jell-O whips vary from the simple clear Jell-O, whipped, to those desserts in which fruit juice is used for part of the liquid and fruit is folded into whipped Jell-O. They have a light, fluffy texture that is often just the right note with which to close a meal. The recipes that follow show how fruit—fresh, canned, and dried—may be used in making these delicate Jell-O desserts. Directions for making Jell-O whips and illustrated steps in their technic are on page 8.

Cherry Whip

1 package Cherry Jell-O
1 pint warm water

Dissolve Jell-O in warm 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. Top with a cherry. Chill until firm. Serves 8.

Prune Whip

1 package Orange Jell-O
1 pint warm water
1 1/2 cups cooked prune pulp
1/2 teaspoon salt
4 tablespoons sugar

Dissolve Jell-O in warm water. Add 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. Add sugar to prune pulp and fold into Jell-O. Pile lightly in sherbet glasses. Chill until firm. Serve with whipped cream or custard sauce. Serves 10.

Pineapple Strawberry Whip

1 package Strawberry Jell-O
1 cup warm water
1 cup canned pineapple juice and water
1 cup canned crushed pineapple, drained

Dissolve Jell-O in warm water. Add pineapple juice and 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 individual molds. Chill until firm. Unmold. Serves 10.

Fruit Whip

1 package Raspberry Jell-O
1 cup warm water
1 cup fruit juices
1 cup canned crushed pineapple, drained
2 oranges, sections free from membrane, diced, and drained
2 bananas, thinly sliced
1/2 cup nut meats, coarsely broken

Dissolve Jell-O in warm water. Add fruit juices. 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 fruits and nuts. Turn into individual molds. Chill until firm. Unmold. Serves 12.
Recipes for Fruited Jell-O

Various ways of combining fruit and Jell-O are suggested in the following recipes. These fruited desserts are Jell-O favorites. Before making them, read the special directions on pages 9 to 11.

Neapolitan Loaf

2 packages Orange Jell-O  
2 pints warm water  
¾ cup green grapes, halved and seeded  
1 orange, sections free from membrane

Dissolve Jell-O in warm water. Pour ⅛-inch layer into mold; chill until firm. Reserve 1 cup dissolved Jell-O for whipping; chill until cold and syrupy. Chill remaining Jell-O until cold but still liquid.

Arrange some of grapes in design, cut-side up, on thin, firm Jell-O layer in mold. Add enough cold liquid Jell-O to anchor design. Chill until firm. Then add about ⅛ of cold liquid Jell-O to make first layer. Chill until firm. Place bowl of reserved 1 cup syrupy Jell-O in cracked ice or ice water and whip with rotary egg beater until fluffy and thick like whipped cream. Pour over firm first layer. Chill until firm. Chill remaining ⅛ of cold liquid Jell-O until slightly thickened. Fold in fruit and pour over firm whipped layer in mold. Chill until firm. Unmold. Serve in slices. Serves 10.

Apricot Pecan Layers

1 package Orange Jell-O  
1 pint warm water  
6 halves canned apricots  
⅛ cup pecan meats, coarsely broken


Fruit Symphony

1 package Lemon Jell-O  
1 cup warm water  
1 cup fruit juices and water  
Dash of salt  
½ cup canned crushed pineapple, drained


Prune Medallion Pudding

1 package Lemon or Raspberry Jell-O  
1 pint warm water and prune juice  
⅛ cup sugar  
Dash of salt  
Dash of cinnamon  
⅓ cup raisins, finely cut  
1 cup cooked prunes, seeded and finely cut  
⅛ cup nut meats, coarsely broken

Recipes for Jell-O Creams

Jell-O creams have delicate color, rich flavor, and smooth velvety texture, yet they are made with much less cream than is usually required in this type dessert. Two methods are given (see page 13).

Fresh Raspberry Bavarian Cream

1 package Raspberry Jell-O  
1 cup warm water  
4 tablespoons sugar  
1 cup fresh raspberries, crushed  
1 cup raspberry juice and water  
½ cup cream, whipped

Dissolve Jell-O in warm water. Add sugar to berries and let stand 20 minutes. Drain off juice and add water to make 1 cup. Add to dissolved Jell-O. 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 berries and cream. Turn into mold. Chill until firm. Unmold. Serves 12.

Pineapple Trifle

1 package Orange Jell-O  
1 orange, sections free from membrane, diced, and drained  
1 cup fruit juices and water  
1 cup canned crushed pineapple, drained  
½ cup cream, whipped  
½ cup sugar

Dissolve Jell-O in warm water. Add fruit juices and 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 fruit and whipped cream, to which sugar has been added. Turn into mold. Chill until firm. Unmold. Serves 14.

Apricot Bavarian Cream

1 package Strawberry Jell-O  
½ cup heavy cream  
1 pint warm water and apricot juice  
½ pound dried apricots, cooked and drained  
½ cup sugar


Banana Bavarian Cream

1 package Lemon Jell-O  
½ cup sugar  
1 pint warm water  
½ cup heavy cream  
¼ teaspoon salt  
5 bananas

Molded in fancy molds or in a shallow pan and then cut in squares, Jell-O salads add color and interest to the meal. They may be served as the main course, or they may accompany and complete a light main course. Here are several suggestions for turning vegetables, fruits, and cheese into gay and tempting salads. Lemon and Lime Jell-O have unusual zest of flavor and combine well with salad ingredients.

**Carrot and Cabbage Salad**

<table>
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<th>1 package Lemon Jell-O</th>
<th>1 teaspoon salt</th>
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<tr>
<td>1 pint warm water</td>
<td>1 cup raw carrots, grated</td>
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<td>2 tablespoons vinegar</td>
<td>1 cup raw cabbage, finely shredded</td>
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**Crisp Summer Salad**

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<tr>
<td>1 pint warm water</td>
<td>1 cup cucumber, diced</td>
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<td>1 tablespoon vinegar</td>
<td>1 cup red radishes, thinly sliced</td>
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<td>1 cup tender young onions, thinly sliced</td>
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**New Manhattan Salad**

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<th>1 package Lemon Jell-O</th>
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<tr>
<td>1 pint warm water</td>
<td>1 cup tart apples, diced</td>
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<td>1 tablespoon vinegar</td>
<td>1/2 cup walnut meats, finely broken</td>
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<td></td>
<td>1 cup celery, diced</td>
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**Tea Room Salad**

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<th>1 tablespoon vinegar</th>
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<tr>
<td>1 cup warm water</td>
<td>2 packages (6 ounces) cream cheese</td>
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<tr>
<td>1 can (1 1/4 cups) tomato soup</td>
<td>3/4 cup mayonnaise</td>
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<tr>
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<td>1 1/2 cups celery, diced</td>
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Recipes for Jell-O Entrées and Plates

JELL-O may be used as a base for entrées made with chicken, fish, meat, cheese, vegetables, or any desired combination. Jell-O plates are a novel and attractive service for luncheon, tea, or supper menus and are most convenient for hostess occasions when serving time is at a premium.

**Jellied Tuna with Mayonnaise**

1 package Lemon Jell-O  
1 pint warm water  
2 tablespoons vinegar  
1 teaspoon salt  
1 cup tuna fish, flaked  
1 cup peas, fresh-cooked or canned  
2 tablespoons pimiento, finely chopped  
½ cup mayonnaise


**Chicken Salad Mold**

1 package Lemon Jell-O  
1 3/4 cups warm chicken stock, free from fat  
Dash of Cayenne  
1 cup chicken, cut in small pieces  
3 tablespoons vinegar  
½ teaspoon salt  
1 cup celery, chopped


**Pineapple Relish Tea Plate**

1 package Lemon or Lime Jell-O  
1 cup warm water  
1 cup canned pineapple juice and water  
1 tablespoon vinegar  
3 slices canned pineapple, diced  
1 cucumber, diced  
½ cup stuffed olives, finely chopped  
½ cup sweet pickles, finely chopped


**Red Crest Combination Plate**

1 package Strawberry Jell-O  
1 pint warm tomatoes  
2 teaspoons prepared horse-radish  
1 1/2 teaspoons scraped onion  
1 1/2 teaspoons salt  
Dash of Cayenne

Attractive Fruited Layers

Neapolitan Loaf (page 21) is a glamorous mold which combines three Jell-O layers—one clear, one whipped, one fruited—for a novel dessert.
Facts about Jell-O

Just what does Jell-O contain that it always produces a uniform product? There are only these few ingredients: gelatin, sugar, pure fruit flavors, pure colorings, and fruit acid. The quality and amount of each are so accurately standardized and controlled that results obtained with Jell-O are consistently the same.

* Gelatin, a pure, white, tasteless powder, is the basis of Jell-O. Cane sugar, the second important ingredient of Jell-O, is added in just the right proportion to make a product of the desired sweetness. The six flavorings—lemon, orange, cherry, raspberry, strawberry, and lime—which give Jell-O its interesting variety, are obtained from prime fresh fruits. Pure vegetable color or U. S. Certified food colors are used to impart the sparkling color. Then, just the right amounts of pure citric acid and fruit acid from grapes are added to give the refreshing tart tang which characterizes fresh fruit.

* These ingredients are beaten and blended together—not just mixed. By an exclusive new process the fruit flavor is blended into each tiny crystal. Then Jell-O is specially packaged and sealed to preserve all the rich, true-to-the-fruit flavor.

* Jell-O also comes in 26-ounce and 10-pound packages for hotels, restaurants, school cafeterias, and other institutions. Red Label Jell-O, also for institutional use, makes a gelatin dessert of extra firm texture and brilliant color. It is put up in 22-ounce and in 10-pound packages.

* D-Zerta is a sugar-free gelatin dessert for use in low carbohydrate diets. It may also be used as a salad base. It is saccharin sweetened, and its pure fruit flavor and U. S. Certified food color are carbohydrate-free. D-Zerta comes in boxes of 20 envelopes each, one serving to an envelope—in strawberry, raspberry, cherry, orange, lemon, and lime flavors. If D-Zerta is not sold locally, send 75c to the Jell-O Division of General Foods Corporation, Le Roy, New York, for a full-size box.

* The average composition of a single serving of D-Zerta is as follows:

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<th>Grams</th>
<th>Carbohydrate</th>
<th>Fat</th>
<th>Protein (Gelatin)</th>
<th>Acid—calculated as citric</th>
<th>Saccharin</th>
<th>Pure fruit flavor</th>
<th>U. S. Certified food color</th>
<th>One serving of D-Zerta (½ cup) furnishes 8 calories.</th>
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America’s Most Famous Dessert