A gelatin product had been known in France since 1682. The first issued patent for a gelatin dessert in America was in 1845, to Peter Cooper. He described it as a "transparent concentrated substance containing all the ingredients fitting it for table use, in a portable form & requiring only addition of hot water to dissolve it, so that it may be poured into molds and when cold, it will be suitable for use." The patent was not used for over 50 years.

In 1890's a Mr. Pearl B. Wait, a carpenter of Le Roy, New York, discovered a fruit flavored adaptation of the patented dessert. His wife May coined the name "Jell-O" from the non-caffeine coffee "Grain-O" (a roasted cereal coffee). In 1897 he began marketing Jell-O. Due to lack of capital and experience he was unsuccessful. On September 9, 1899 the Jell-O name and formula sold for $450 to Frank Woodward.
Orator Frank Woodward was born in North Bergen in 1856 and moved to Le Roy in 1860. By 1876 he was making composition target shooting balls. Then he manufactured a composition nest egg that had the "miraculous power to kill lice" on hens when setting. In 1883 he purchased the formula for Kemp's Balsam and began manufacturing in three to four small rooms over the F. T. Wilcox store. He was so successful that in 1891 he moved and then bought the formulae for Lane's Tea, Lane's Cold Tablets, Kemp's Laxative, Sherman's Head Ache Remedy and Raccoon Corn Plasters. The proprietary medicine business continued as an integral part of Jell-O until 1920 when Donald Woodward bought it from other Woodward heirs.

In 1896 O.F. Woodward bought Grain-O "for those who can't drink tea and coffee". Grain-O became a best seller. In 1897 the Genesee Pure Food Company incorporated. With an aggressive merchandising campaign, in 15 months Grain-O and the proprietary medicines became a $500,000 business. These profits carried the fledgling Jell-O company in its early years.

In 1899 O.F. Woodward bought Jell-O from Mr. Wait. The Jell-O name was first used by Genesee Pure Foods in 1900. First year sales were so poor that he offered the company to his plant superintendent "Sam" Nico for $35. Mr. Nico refused the offer. After a couple of years of advertising campaigns, Jell-O caught the public's fancy and in 1902 sales hit $250,000. Woodward died January 21, 1906 the year sales hit the million dollar mark. About 1906 a plant was opened in Bridgeburg, Ontario, Canada. On October 5, 1923 the Genesee Pure Food Co. was reorganized and became Jell-O Co. Inc.. The new name did not appear on products or advertising until mid 1924. On December 31, 1925 Jell-O sold to the Postum Cereal Co., via stock exchange.
Jell-O is "America's Most Famous Dessert" was the company's first advertising slogan. It was carried by salesman well trained, well groomed, and well versed in the art of selling. They went in fancy horse drawn rigs to fairs, country gatherings, church socials big towns, small towns and all the byroads. They would blitz a town knocking on doors, giving the occupants advertising; then go to the local grocer and suggest that if he didn't have Jell-O on the shelf, he was going to need some. The Jell-O Girl trade-mark was first used in 1904. She was Elizabeth King, the four year old daughter of Dauchy advertising agency's artist Franklin King. Jell-O was looking for a child trade-mark that would convey the idea that Jell-O was both easy to prepare and that children would like it. Her image continued until 1908, when artist Rose O'Neill modernized it. In some years as many as 15 million booklets were distributed. The noted artists were Linn Ball, Angus Mac Donald, Rose O'Neill, Maxfield Parrish, Coles Phillips and Norman Rockwell. A three inch ad in Ladies Home Journal, costing $336.00 launched Jell-O's printed ad campaign. (Information Courtesy; The Le Roy, NY Historical Society.)

A THANK YOU to all the people that have made contributions to this list. You have helped to make this a more comprehensive listing and it is appreciated by Jell-O collectors everywhere.
The scope of this book is to list all known advertising folders and booklets advertising Jell-O Gelatin and Ice Cream distributed 1897 to the 1960's. They were usually distributed free as promotional items. Though Jell-O is a prolific advertiser, the stationary, postcards, matchbooks, spoons, dishes, magazine ads, etc. are not cataloged here.

Dates are approximate if item does not have a printed date. Some of the items were issued for a few successive years and may have minor changes. For example, two booklets with same covers that have different center pages.

Note: In the 1906 -1915 time period, most items contained the product clarification tag lines. "Don't mistake Jell-O for Jell-O Ice Cream Powder" or "Jell-O is not Ice Cream Powder"

"Highest Award San Francisco & San Diego Expositions" was used on the Jell-O package from 1915 through 1926. In 1926 Jell-O began numbering most of their advertising booklets.

Note: There are several Bridgeburg, Ontario, Canada items known that are not included in this list. They are in English or French text and offer no new images, just variants with some different text. A few items were printed in a foreign language. Some are listed. The following abbreviations are used to enhance the listing.

Bk.12= Booklet 12 pages (not including cover), #= pages numbered

b&r = blue & red ink

color = all are in color unless so noted

F+ = folder .......... F+3 = folder with 3 panels per side

N/D = no date ....... (14) = item is not dated...... 1925 in bold = dated

ins. = insert in booklet or folder-(a hole in upper left corner always indicates an insert.)

INSERT or INSERT Bk. = booklet or folder packed inside Jell-O boxes

Jell-O in the title is occasionally omitted to save space

??? means, this is not a verified item.
Jell-O is the only satisfactory dessert preparation I have ever used
Lady (no apron) at parlor table making Jell-O in fancy bowl

Jell-O is the only satisfactory dessert preparation I have ever used
Aproned lady at parlor table making Jell-O in fancy bowl

Jell-O is the most satisfactory dessert preparation on the market
"Hurry up Mamma, I want some more Jell-O"
Aproned lady at parlor table making Jell-O in fancy bowl, Child talking

Jell-O is the most satisfactory dessert preparation on the market
Girl holding up child to reach for Jell-O on shelf

America's Best Family Dessert "It Speaks For Itself"
Boy seated at table eating dessert, holding tummy
similar to 4-13-03 - different boy's head

America's Best Family Dessert "It Speaks For Itself"
Boy seated at table eating dessert, holding tummy - fancy border
"America's Best..." on table cloth - similar to 4-13-03 - different boy's head
F#300-11-10-02-6000 M. F+2  b&r  4 Flavors
Die cut Jell-O box.
Trompe l'oeil lady bursting out of box holding molded Jell-O, no recipes inside
Note: also seen with N/D & inside blue instead of red

4 Flavors
America's Best Family Dessert "It speaks For Itself"
Boy seated at table eating dessert, holding tummy - no border

F#356-1-26-04-1 MM  Bk.14  4 Flavors
F#356-5-23-04-2 MM
" -10-10-04-3 MM
Jell-O #1,#2,#3,#4.  illustrations numbered #13,#14,#15,#16.. illust.on back cover
$200.00 a Month in Cash

Jell-O The New Desert - Not Illustrated

all text, b&r cover, New Recipes Contest, Grain-O on last page

9-26-04-1/2 MM
10-12-04-1MM
No Date

"So Easy To Prepare"
girl white dress red dots, standing at low table mixing,

1905
The Dainty Dessert so simple that a child can prepare...
Jell-O girl in pink dress, 3 bowls of dessert in front

1905
The Dainty Dessert - "The Jell-O girl"
girl in green dress standing holding tray of 3 desserts

1905
...as previous, except 4 less pages & desserts numbered on back

N/D
The Dainty Dessert
3/4 girl in white dress standing, holding box, fruit in dress

(05)
The Jell-O Girl With Jell-O Powder...you can make in 10 min
girl white dress red dots, standing eating ice cream

1905
Mildred Ice Cream...Recipe for this illus. page 11.
ic ice cream on table in fancy dish
Jell-O... for making ice cream

tall stem glass w/ cameo of girl, rose, 2 boxes

No #  
F=2  
Ice Cream Powder

Same as #5026 (Inside all different - June 30, 1906 - Award  
Portland Expo. - Food and Drug Act)

Easy Way to make Ice Cream - "Which flavor do you prefer?" - oversized  
girl in dress w/ ribbons standing beside table full of deserts - red & blue, cream

1906  
Jell-O for Dessert  
girl walking, carrying Jell-O box with handles  

N/D  
Jell-O Ice Cream Powder  
girl taking tray to couple seated at table in background
Note: In the 1906–1915 time period, most items contained the product clarification tag lines.
Examples: "Don't mistake Jell-O for Jell-O Ice Cream Powder" or "Jell-O is not Ice Cream Powder"

1906 Bk.12
Jell-O Ice Cream Powder "The Jell-O girl"
1/2 girl in green dress holding dish, cup, spoon, etc.

(06) Bk.8
The Dainty Dessert
girl flowing dress with necklace, in circle
inside = compiled by Mrs. Nellie Duling Gans

N/D F+2
Jell-O ... Stir in Milk and make Ice Cream
(inside: Jell-O Ice Cream is Not Jell-O)
lady in pink top, blue skirt, mixing in bowl at table
Note: two different Formats, 115x115 and 89x157
Jell-O ... for making ice cream and puddings

large fancy serving dish of ice cream, vase of roses

Jell-O ...all made of Jell-O Ice Cream Powder

4 dishes of ice cream, Vanilla, Strawberry, Lemon, Choc.

Jell-O ... Makes Ice Cream Sherbets, Ices and Puddings - Niagara Litho.

girl w/ napkin at neck, wafers, flowers, 2 dishes of desserts

Jell-O America's Most Famous Dessert 10c A Package...
dish of "Orange Jell-O" in center

Jell-O for Dessert made in a minute

lady w/ necklace, serving, Red shaded lamp in forefront

Both inserts seen for this book. See explanation at bottom of page 14.

Jell-O...Makes (same as last cover) inside - Bridgeburg, Ont.

(as above) w/added litho. I.D. Rolph & Clark Ltd. Toronto - 15 cents a package
"Doesn't that look good?" Chocolate Mousse
lady serving man the Chocolate Mousse
Ins.= F+2
America's Most Famous Dessert, 10 cents a package - No hole 1913
at table girl & child in high chair with 3 desserts. girl eating

This is What We Are Doing To Bring Customers To Your Store - Not Illustrated
Cover is text only, to grocers. Inside illustrates magazine ads for Jell-O
Note: This publication was meant for the trade, not for general public distribution.

"Whoop - E - E - E !" Says Bobbie
similar to Lee O'Neill insert (above), but with no high chair

Desserts Coming! It's Jell-O
signed Rose O'Neill
3 children at table and baby in highchair, Lee O'Neill.
Ins.= F+2
"Look, Aunt Em'l. Ice Cream. Made it all by myself"
"Jell-O Ice Cream Powder is not Jell-O"
girl showing Aunt dessert (un-signed O'Neill)

They Wanted Jell-O (color inside every other page)
girl & child crying about baked apples on table
Ins.= 1 Page
Coffee Jell-O
Note: Three diff. Inserts seen. See explanation pg. 14.

Desserts of the World (color inside every other page)
artistic, 2 fruit trees, girl in circle in center
Ins.= not known
Hello? Jell-O (color inside every other page)
grocer on phone taking order, phone line runs thru Bk.
Ins.= F+2 Ice Cream Powder
Jell-O Ice Cream Powder Dissolve in milk & make ice cream
Mom in apron mixing at table for girl, purple blouse w/lace. No Hole = Ist. Issue
Two other Ins. Seen.

A hole in upper corner is indication that the item has, or is, an insert. Jell-O issued some items with different inserts and inserts may have been changed after issue by individuals.

What Six Famous Cooks say of...
Also seen: Girl has no Bows at shoulders & arm
girl holding box & Exposition award medals
Ins.= 1912 F+2 Ice Cream Powder
Makes Ice Cream & Puddings Sherbets & Ices
large dish of vanilla ice cream
"Yes, Jell-O, please all seven flavors"
Lady on phone - Lady smaller & yellow striped background
Ins.= F*2 Ice Cream Powder
printing only & a box, Niagara Lith.
(color inside) 6 named desserts - Grape Sherbet (1st)

1913 & 1914 "Yes, Jell-O, please all seven flavors"
lady on phone, (orange background) - Page #7 1913 = Any Woman - 1914 Pure Fruit Flavors
Ins.= F*2 Ice Cream Powder
Strawberry Ice Cream, (color outsides)
Large & small dish of Strawberry Ice cream

"Even if you can't cook, you can make a Jell-O dessert"
(color every other page)
girl in adult clothes, mom showing her molded Jell-O
Ins.= F*2 Ice Cream Powder
Strawberry ice cream - J.Ottmann Lith. Co.
large dish of strawberry ice cream & spoon

The Jell-O girl entertains
signed Rose O'Neill
girl greeting out of open door
Ins.= F*2 Ice Cream Powder
duplicated dish of ice cream with strawberries, Candelabra & Flowers

The Jell-O Girl Gives A Party
signed Rose O'Neill
girl curtseying (contents inside duplicate of above)
Ins.= F*2 Ice Cream Powder
duplicate of above

Jell-O and The Kewpies
signed Rose O'Neill Kewpies Vary
girl mixing two Kewpies helping ~ Seen with German Text
Ins.= F*2 Ice Cream Powder
printing only & a box - Niagara Lith.(color inside) - Grape Sherbet (1st)
(this Ins. exact same as 2nd. 12-13)
Jell-O America's Most Famous Dessert
girl & bride both with flowers
Ins.=
F=2
Ice Cream Powder
(color inside) 7 named desserts - Mint Sherbet (1st)

Jell-O...Makes Ice Cream - Ices and Puddings
dish with brick of strawberry ice cream w/ strawberries around - box lower left

Jell-O... makes ice cream, ices, sherbets and puddings
brick sliced, strawberries, vase behind, dish in front
Ins.=
F=2
???
Magic Ice, Recipe on 3rd. Pg. Raspberry Jell-O Recipe on
two stemmed glasses, dish of molded Raspberry Jell-O
<table>
<thead>
<tr>
<th>Year</th>
<th>Book #:</th>
<th>Title</th>
<th>Image Description</th>
<th>Flavors</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1917</td>
<td>Bk.#18</td>
<td>All Doors Open to Jell-O</td>
<td>girl walking through door, coming from garden</td>
<td>7</td>
<td>Ice Cream Powder, no litho. I.D.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ins. = F+2</td>
<td></td>
<td>(color inside) 7 named desserts - Lemon Sherbet (1st)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Note: All doors Open Bk. seen with &amp; w/o price imprint in upper right corner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1918</td>
<td>Bk.#14</td>
<td>New Talks About Jell-O</td>
<td>girl at desk writing with pen &amp; inkwell</td>
<td>6</td>
<td>Ice Cream Powder, not known</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ins. = F+2</td>
<td></td>
<td>(color inside) 5 named desserts - Orange Sherbet (1st)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Note: seen with price imprint in upper right</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1920</td>
<td>Bk.#14</td>
<td>For Economy Use Jell-O</td>
<td>lady seated at table reading account book</td>
<td>6</td>
<td>Ice Cream Powder, Niagara Litho.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ins. = F+2</td>
<td></td>
<td>(color inside) 5 named desserts - Orange Sherbet (1st)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Text only - Niagara Litho.</td>
<td></td>
<td>Also: Seen with previous Ins.</td>
</tr>
<tr>
<td>1920</td>
<td>Bk.#14</td>
<td>Many Reasons For Jell-O</td>
<td>girl standing in wind with basket of fruit</td>
<td>6</td>
<td>Ice Cream Powder, Niagara Litho.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ins. = F+2</td>
<td></td>
<td>(color inside) 7 named desserts - Cherry Ice (1st) Also: Seen with previous Ins.</td>
</tr>
<tr>
<td>1922</td>
<td>Bk.#14</td>
<td>At Home Everywhere (cover illust.) &quot;In The Mountains&quot;</td>
<td>girl standing in the mountains</td>
<td>Not Stated</td>
<td>Ice Cream Powder, Niagara Litho.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ins. = F+2</td>
<td></td>
<td>Box Strawberry, brick sliced w/strawberries, milk bottle</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>signed: W. Ball</td>
<td></td>
<td>Note; also without picture title &quot;In The Mountains&quot;</td>
</tr>
</tbody>
</table>

8/19/2009 16
1922

"It's So Simple"  
signed Norman Rockwell
grandmother mixing on table for grandchildren
Ins. = F+2  Ice Cream Powder
Brick sliced Strawberry w/ berries, bowls, spoons, bird vase

Note; also in Yiddish - opens left side. 1923

(23) Bk.#19  6 Flavors

Jell-O Rhymes  
signed Lucille P. Marsh
white geese
Ins. = F+2  Ice Cream Powder
Brick sliced Strawberry w/ berries, bowls, spoons, bird vase - same as last Ins.

(23) Bk.24  Not Stated

Book of Menus  
colonial setting, family being served by black servant
Ins. not known

(23) Bk.6  Ice Cream Powder

Jell-O Ice Cream Powder  
sliced brick of ice cream, spoons, Parrot, flowers

1923

Jell-O Ice Cream Powder  
signed John Newton Hewitt
maid serving people (in background)
Ins. = F+2  Jell-O 6 Flavors
Norman Rockwell—inside color deserts (same as 1922 "It's So Simple" cover)

1924

1924 A Jell-O Year  
signed Lucile P. Marsh
girl blue dress holding Jell-O, black background
Ins. = F+2  Ice Cream Powder
Brick sliced Strawberry w/ berries, bowls, spoons, bird vase - (same as 1922 Ins.)
1924 Bk.#18 Not Stated

**Polly put the kettle on we'll all make Jell-O**

hearth scene (by Maxfield Parrish)

Ins.= F+2 Ice Cream Powder

Jell-O Ice Cream Powder

Child with clown bib eating Neapolitan ice cream

1924 Bk.4 Ice Cream Powder

**Makes . Ice Cream . Ices & Puddings .**

brick of Ice Cream in oval dish with handles, peaches behind

Ins.= F+2 Jell-O

America's most famous dessert

Jell-O encircled w/ orange sections, another encircled w/ raspberries

1924 vertical (Railroad Tracks) Bk.#18 6 Flavors

no words illustration only - black & white

man running to get Jell-O on tracks from oncoming train

Ins.= F+2 Ice Cream Powder

signed F. Loldon Weld

tiled brick of ice cream with strawberries, Candelabra & Flowers - *same as (14) smaller format*

1925 horizontal (Railroad Tracks) Bk.#18 Not Stated

no words illustration only

man running to rescue Jell-O on railroad tracks, from oncoming train

Ins.= F+2 Ice Cream Powder

1925 on cover

girl hand at mouth, bowl of ice cream - *Horizontal format*

1925 vertical Bk.?? Ice Cream Powder

**Makes Ice Cream Ices and Puddings**

girl with hand at mouth

Ins.= F+2 Jell-O

Jell-O America's Most Famous Dessert

desserts on table, draped tapestries in background *Seen with no hole in corner*

25-26 Bk.#18 Not Stated

**New Jell-O Recipes**

lady taking Jell-O out of mold

Ins.= F+2 Ice Cream Powder

Gugler Litho. Co.

boy dressed as chef holding box, dish of ice cream

25-26 Bk.#18 Not Stated

**New Jell-O Recipes**

lady taking Jell-O out of mold

As 25-26 above, Printed in Canada by Jell-O Co. of Canada - no insert

N/D Bk.12 Ice Cream Powder

**Gugler Litho. Co. - same as above Insert**

boy dressed as chef holding box, dish of ice cream

1926 Bk.#32 Not Stated

**The Charm of Jell-O**

lady in strapless dress, presenting tray of Jell-O
1926-4894 Bk.#18  6 Flavors
America's most famous Dessert
George Washington picture & desserts
Ins. = F-2 Ice Cream Powder
Jell-O Ice Cream Powder
dessert on table, candelabra and flowers in background
Note: Bk. Seen with out hole = no insert issued.

N/D Bk.16  ???
Jell-O "America's... For Hotels, Restaurants And All Institutions
inset - large white building, on black - with red text

N/D Bk.18  ???
Jell-O "America's... For Hotels, Restaurants And All Institutions
Jell-O girl in center holding large teakettle

1927-5190 Bk.#22  5 Flavors
Through The Menu with Jell-O
dish of molded Jell-O with cherries

1927-5268 F-2  5 Flavors
Jell-O Rules - No illustrations on entire item all text

Note: The following 6 folders are all N/D - Genesee = 1924, Jell-O Co. = 1926/27

N/D F-2
How to Make SALADS look as good as They Are
Spanish Jell-O Salad

N/D F-4
Jell-O "America's... Of What and How Made
world hemispheres, ornamental cornucopias, R.W.C.

N/D F-4
Jell-O "America's... Of What and How Made
center square cameo of Jell-O Girl
Jell-O: America's Most Famous Dessert

- Five ingredient bottles with glass stoppers

- Jell-O "How It Is Made and how put up" black & white, text only no illustrations

- Miss Jell-O tells the What and How of America's...
girl standing right hand in apron pocket

1928-5562 Bk.4
Ice Cream whenever you want it!
inset- lady slicing, lady and girl watching

1928-5751 Bk.#22
Today.... what salad.... what dessert?
dish of molded Jell-O with strawberries & spoon

1928-5779 Bk.26
What You Can Do With Jell-O
mold of Jell-O, fruits & vegetables at sides

1929-6701 Bk.#48
The Complete Jell-O Recipe Book
green glass of dessert with green cherry on top

1929 Bk.6
Take This Short Cut to Delicious Ice Cream
child with hand to mouth

1929-6698 Bk.4
Secrets For the Automatic Refrigerator, illust. by Giro
blue w/inset-maid looking at giant desserts, icicles
1930-6753 Bk.#23  
The New Jell-O Book of Surprises  
lady unmolding Jell-O, plus two desserts

1930-6837 Bk.4  
In No Time make Delicious Ice Cream  
lady holding tray, four desserts - cantaloupe, banana top

1930-7211 Bk.#11  
New ... Recipes made with the New Flavor Lime  
triple image-lady holding dish of Jell-O

1930-7467 Bk.#23  
Quick Easy Jell-O Wonder Dishes  
4 maids in a row, polkadot aprons

1931-7692 Bk.6  
The World's Quickest Way To Make Delicious Ice Cream  
blue ice cream maker

1931-7923 Bk.#47  
The Greater Jell-O Recipe Book  
lady holding dessert- 1/2 on front 1/2 on back

1931-8101 Bk.#23  
Want something different?  
dish of molded raspberry

1931-8182 Bk.#23  
Thrifty Jell-O recipes to brighten your menus  
cover same as 6753 just re-titled, inside different

1932-8403 Bk.4  
Make Ice Cream In A Jiffy!  
Cover quartered, four different images

1932-8893 Bk.#23  
Try the New Jell-O You make it without boiling water  
6 boxes & dish of molded Jell-O

1933-9627 Bk.#23  
What Mrs. Dewey did with the new Jell-O  
mother & daughter tasting Jell-O

1933-9698 Bk.#26  
What you can do with Jell-O  
molded dessert garnished with orange wedges  
Numerous Editions and Printings

1934-1012 Bk.#23  
Now Jell-O Tastes Twice as Good ... Enjoy these Tempting...  
dish of molded Jell-O with cherries around it
Save money on Ice Cream - make it at home this quick easy way

two desserts - each in, parfait and sherbet glass

Recipes for Luscious Ice Cream - Quick - Economical

Ice cream Sunday in sherbet dish, yellow and dark blue background

Oz Books by L. Frank Baum (4 in set)

#-9884-A Ozma & the Little Wizard
#-9884-B Tiktok & The Nome King
#-9884-C Jack Pumpkinhead & the Sawhorse
#-9884-D The Scarecrow & the Tin Wood-man
<table>
<thead>
<tr>
<th>Date</th>
<th>Book/Particulars</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1936-2096</td>
<td>Insert Folder</td>
<td>Try Jell-O Ice Cream Powder stemmed glass of Ice Cream, Ice Cream Freezer, Pan</td>
</tr>
<tr>
<td>1936-2120</td>
<td>Bk.#15</td>
<td>Recipes For Delicious Ice Cream saucer of ice cream, strawberries on top</td>
</tr>
<tr>
<td>1936-2147</td>
<td>Bk.16</td>
<td>New Exciting Recipes for Unflavored Jell-O red &amp; black - text only</td>
</tr>
<tr>
<td>1936-2462</td>
<td>Bk.#26</td>
<td>What You Can Do With Jell-O Numerous Printings and Editions</td>
</tr>
<tr>
<td>1939-4474-A</td>
<td>Bk.23</td>
<td>Gayer Mealtimes with Jell-O molded Jell-O circled with wedges of fruit on a blue &amp; white &amp; flowered plate</td>
</tr>
<tr>
<td>1939-4556</td>
<td>Bk.48</td>
<td>Salads and Entrees numerous prepared dishes</td>
</tr>
<tr>
<td>1940-5240</td>
<td>Bk.#48</td>
<td>A Calendar of Desserts *** 365 New Ideas &amp; Recipes lg. 7.5&quot;x9.5&quot;, many desserts on calendar background</td>
</tr>
<tr>
<td>1941??</td>
<td>??48</td>
<td>New Desserts Institution Department &quot;Quantity Recipes&quot; on 4&quot; x 6&quot; cards</td>
</tr>
<tr>
<td>1943-6917</td>
<td>Bk.39</td>
<td>Recipes for today line art - lady stars of apron, cat</td>
</tr>
<tr>
<td>1944-7406</td>
<td>Bk.#26</td>
<td>Dessert Magic Illustrations are pink and white</td>
</tr>
<tr>
<td>1944-7211</td>
<td>Bk.#23</td>
<td>Bright Spots For Wartime Meals 66 Ration Wise Recipes / World War II</td>
</tr>
<tr>
<td>1948-9479A</td>
<td>F=4</td>
<td>New Desert Ideas B&amp;W - deserts - pink top &amp; bottom</td>
</tr>
</tbody>
</table>
JELL-O

1948-9479B  F+6
Temptin Pies and Delicious Tarts
B&W - deserts - blue top & bottom

1948-9479C  F+6
Jellied Delights
B&W - deserts - blue top & bottom

1948-9479D  F+?
Lemon Favorites
B&W - deserts - yellow top & bottom

1949-1316  F+4
A week of wonders with Jell-O Family of desserts
clown juggling days of the week

1949-1760  F+4
Happy Holidays with the Jell-O Family of Desserts

1949-2072  F+3
Gay Ways with the Jell-O Family of Desserts

1949-2344  F+4
Recipes that Sing from the Jell-O family of desserts

1950-2840  F+4
8 Wonderful Pies with Jell-O Puddings

1950-2697  Bk.28
GF Album of Desserts
several prepared dishes
Numerous Printing and Editions

1950-3475  F+5
Have You Tried a Jell-O Salad Lately?

1951-3290  Bk.28
GF Album of Jellied Salads and Aspics
several prepared dishes
Numerous Editions and Printings

1957-4274
Now is the Time for Jell-O Salad

1957-5553  F+4
Jell-O - Salad Gelatin Recipes

1957-5555 also 8255  Bk.#35
It's Dessert Time!
family looking out of doorway

1955  Bk.32 (one sided pages = 16 illustrations)
Jell-O Jungle Coloring Book
8 animals on solid background

1957-1813  2nd Ed. 4th Ptg.  Bk.32
the home meal planner... a key to better meals
line art - sundry food, lady seated on stool
1961-2308  Bk.#23  12 Flavors
Jell-O Gelatin Recipes ... Plain or Festive
glass of topped red Jell-O

1963 - see below  Bk.#95  Not Stated
Joys of Jell-O ... gelatin dessert
illustrations & contents vary
#3691 1st. Edition
#5008 2nd.  "  1st Ptg.
#5280 3rd.  "  1st Ptg.
4th.  "
#7717 5th.  "
6th.  "
#9249 7th. & 8th. Edition

Insert Booklets
...All were packed inside the Jell-O boxes and are 64 x 75 millimeter in size...
.........Most bear the product clarification tag lines.........

(1908)  Bk.8  7 Flavors
Delicious and Beautiful Jell-O Desserts
Orange Jell-O on glass plate - inside back 3 medals - no tag line

(1908)  Bk.8  7 Flavors
Delicious and Beautiful Jell-O Desserts
"Strawberry Jell-O with Fruit" - inside back 3 medals

(1910)  Bk.8  7 Flavors
Delicious and Beautiful Jell-O Desserts
"Cherry Jell-O" on gold edge plate - 4 medals in back

N/D  Bk.8  7 Flavors
Coffee Jell-O

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JELL-O

Insert Booklets

N/D  Bk.8  Ice Cream Powder
Jell-O Ice Cream Powder makes ice cream and puddings
dish of "Vanilla Ice Cream"

N/D  Bk.8  Ice Cream Powder
Jell-O Ice Cream Powder makes ice cream and puddings
dish of "Strawberry Ice Cream"

N/D  Bk.8  Ice Cream Powder
Jell-O Ice Cream Powder For Making Ice Cream
white platter with 7 cones of ice cream, 10 flowers

N/D  Bk.8  Ice Cream Powder
Jell-O Ice Cream Powder makes ice cream
cone of vanilla ice cream and slice of iced cake

N/D  Bk.8  17 Flavors
America's Most Famous Dessert
"Coffee Jell-O"

N/D  Bk.8  17 Flavors
America's Most Famous Dessert
"Grape Jell-O" - two glasses

(1911)  Bk.8  7 Flavors
America's Most Famous Dessert
"Strawberry Jell-O" on irregular shaped dish - 4 medals in back

(1915)  Bk.8  7 Flavors
How to Make the Easy Jell-O Desserts
"Strawberry Jell-O" on jagged edge plate
**JELL-O**

**Insert Folders**

All were packed inside the Jell-O boxes and are 64 x 75 millimeters in size.

All are 3 panel folders, issued in sets of 12, with exceptions noted.

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(1905) **Fancy Jelly Moulds Free!**

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N/D set Jell-O ICE CREAM Powder

*Note: This set & the next, seem to be very scarce inserts*

<table>
<thead>
<tr>
<th>#1</th>
<th>#2</th>
<th>#3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strawberry Ice Cream</td>
<td>Strawberry Ice Cream Brick</td>
<td>Vanilla Ice Cream</td>
</tr>
<tr>
<td>#4</td>
<td>#5</td>
<td>#6</td>
</tr>
<tr>
<td>Strawberry Ice Cream (Individual)</td>
<td>Orange Sherbet</td>
<td>Tutti Frutti Ice</td>
</tr>
</tbody>
</table>

---

(1924) **The Easy Jell-O Way** set - Seems to be very Scarce

<table>
<thead>
<tr>
<th>#1</th>
<th>#7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why we make Jell-O</td>
<td>#8</td>
</tr>
<tr>
<td>#2</td>
<td>#9</td>
</tr>
<tr>
<td>Of what we Make Jell-O</td>
<td>Why You Make Jell-O</td>
</tr>
<tr>
<td>#3</td>
<td>#10</td>
</tr>
<tr>
<td>How Much Jell-O We Make</td>
<td>What You can make of Jell-O</td>
</tr>
<tr>
<td>#4</td>
<td>#11</td>
</tr>
<tr>
<td>How we make Jell-O</td>
<td>When You Make Jell-O</td>
</tr>
<tr>
<td>#5</td>
<td>#12</td>
</tr>
<tr>
<td></td>
<td>Where You can make Jell-O</td>
</tr>
</tbody>
</table>

---

(1923) set (People Dining) 2 panel picture - only 2 known in this set

1 Colonial Dining in front of fireplace
2 Modern Dining on verandah
(1923) set "Jell-O" (nursery rhymes) signed Lucile P. Marsh

#1 Little Jack Horner
#2 Humpty Dumpty
#3 Simple Simon
#4 Old Woman in the Shoe
#5 Mary, Mary, Quite Contrary
#6 Hey! Diddle, Diddle
#7 Miss Muffet
#8 Mary had a Little Lamb
#9 Polly, Put the Kettle on
#10 Jack and Jill
#11 Dillar, A Dollar
#12 Sing a Song of Sixpence

Note: same 12 Rhymes in 1923 booklet - Jell-O Rhymes

(1924) set "Jell-O Girl in (Months)" signed Lucile P. Marsh

1 January 7 July
2 February 8 August
3 March 9 September
4 April 10 October
5 May 11 November
6 June 12 December

Note: same images in 1924 A Jell-O Year booklet

(1925) set "Jell-O Girl... (sees North America)"

#1 Pueblos #7 Catalina
#2 Quebec #8 Mammoth Cave
#3 Yosemite #9 Missions
#4 Niagara #10 Hudson
#5 Lookout #11 Yellowstone
#6 Lake Louise #12 Grand Canyon
**Insert Folders**

(1925) set "Jell-O Girl in (Foreign Lands)"

- #1 Washington
- #2 England
- #3 France
- #4 Belgium
- #5 Germany
- #6 Rumania
- #7 Sicily
- #8 Greece
- #9 Spain
- #10 China
- #11 India
- #12 Norway

(1926) set "Miss Jell-O visits Countries" Metamorphic folder

- 1 goes to Alaska
- 2 visits China
- 3 in France
- 4 visits Germany
- 5 in Hawaii
- 6 visits Holland
- 7 plays Indian
- 8 in Ireland
- 9 in Japan
- 10 in Russia
- 11 in Scotland
- 12 visits Spain

---

1927 #4893 Postum Cereal Co. (inside)

- #A Desserts made with berries
- #B Luncheon Salads
- #C Fruit Salads
- #D Vegetable Salads
- #E Simple Desserts for Children
- #F Salads - New ..
- #G Desserts made w/ fruits ...
- #H Novel Recipes
- #J Desserts for Special Occasions
- #K Pudding Recipes
- #L Whips & Creams
- #N "Different" Desserts
(1928) set (Children's Fairy Tales)

1. the 20th Century Fairy
2. the Dove Princess
3. How the Young Magician got his job
4. the Hungry King
5. Jell-O for Christmas
6. the Kings Delight
7. the Mothers of Whatsis Declare Their Independence
8. Mr. Gourmand's Strange Dream
9. the Poor Chef of Gastronomy
10. the Real Reason for Rip Van Winkle's Long Absence
11. Robin Hoods Toll
12. Robinson Crusoe's Rescue

(1928) set (Foreign Fairy Tales)

#1 Norwegian - Good Woman
#2 Polish - Glass Mountain
#3 English - Robin Hood
#4 Italian - Three Lemons
#5 Greek - Golden Crab
#6 Chinese - Nightingale
#7 American - Four Winds
#8 German - Sham King
#9 French - Drakestail
#10 Hebrew - Magic Lamp
#11 Irish - Springwater
#12 Spanish - Half Chick
JELL-O

Insert Folders

Note: Sets on this page tend to confuse. Text inside each is the same, within each group.

(1923) set "Jell-O 5mm. tall (blue outlined)" All blue text - Titles on back of #3, 4, 9, 10, 12
#1 Peach Jell-O / Apple
#2 Almond Cherry / Mrs. Rorer's
#3 Grape Juice Frappe / Strawberry
#4 Berry Frappe / Manhattan Salad
#5 Neapolitan / Stuffed Tomato
#6 Cherry Jell-O / Lemon

Delight Jell-O / Janet McKenzie
Pineapple Bavarian / Raspberry
Roman Sponge / Orange Jell-O
Syllabub / Chocolate Jell-O
Macaroon Velvet / Fruit Cocktail
Pineapple Mousse / Grape Juice

(1930) set "Jell-O 5mm. tall (in different colors - outlined)" text black
#1 Orange Jell-O / Apple Snow
#2 Almond Cherry / Ch.Blanc Mange
#3 Lemon Jell-O / Grape Juice Frap.
#4 Strawberry Jell-O / Manhattan
#5 Neapolitan / Stuffed Tomato
#6 Spring Salad / Lemon Jell-O

Mrs. Hill's / Macaroon
Peach Whip / Raspberry
Orange / Roman Sponge
Chocolate Jell-O / Syllabub
Jell-O Relish / Paradise
Thrifty Salad / Delmonico

(1931) set "Jell-O 6mm. tall (solid colors)" text black - Gray #1, 3, 11
#1 Raspberry Jell-O / Paradise
#2 Orange Jell-O / California
#3 Strawberry / Apricot
#4 Apple Snow / Ginger Ale
#5 Glorified Rice / Tomato Salad
#6 Orange Basket / Cherry- Straw

Pineapple Bavarian / Cucumber
Raspberry Supreme / Grapefruit
Magic Ice / Red Cross
Nut Frappe / Beauty Salad
Cherry Jell-O / Neapolitan
Imperial Salad / Cherry Layer

Additions and corrections appreciated. For a copy of this list send $29.50 to:

MAD MONEY -- PO Box 72057 -- Akron OH 44372
email: madmoney@neo.rr.com
Other checklists available.

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