

Si vous desirez ce livre-ci en français, nous vous enverrons un exemplaire franco.

The Easy Jell-O Way

IN the picture on the front cover the practical housewife is making a very common explanation to the inexperienced young bride who is calling on her. "If you can't cook you can make a Jell-O dessert," she says.

Jell-O desserts do not have to be cooked. They are made by dissolving Jell-O in boiling water and letting it cool. Anybody can make them, and one can be made in a minute.

There is nothing just like Jell-O—nothing so deliciously good to eat, for one thing—and certainly there is nothing which saves so much expense and so much work.

There are seven pure fruit flavors and seven beautiful colors, and a hundred different desserts can be made from each particular kind.

Whipping Jell-O into a frothy state makes one delightful change, and sometimes alternate layers of whipped and plain Jell-O (Neapolitan style) are prepared. Fruit, nut meats or confectionery may be added to Jell-O in simple ways, and whipped cream or white of egg may be beaten in.

Jell-O, with fruit or alone, is nice for serving with other meals as well as dinner, and especially for afternoon and evening lunches, when something particularly delicious and dainty is desired. In each Jell-O package is a little booklet giving full directions for making up all kinds of Jell-O desserts, so it is impossible to make a mistake.

Children Love Jell-O

Careful mothers will see that what their children eat is not only appetizing but is pure and wholesome. Jell-O is one of the children's favorite dishes, and it is as clean, pure and wholesome as could be desired by the most conscientious parents. The cheap imitation jelly powders are another thing.

Jell-O is flavored with the **pure natural fruit flavors**. The other kind is not.

10 c. a package. Do not accept one of the imitation preparations when the same money will buy Jell-O itself. The famous Jell-O desserts cannot be made of anything but Jell-O. Look for the word Jell-O, in big red letters, on the package.

Some of the finest recipes for Jell-O desserts are given in the following pages, and there are more in the little booklet in each Jell-O package.

These are the Jell-O flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate. All are pure fruit flavors.

Each in a package by itself, 10 cents at any grocer's.

**THE GENESEE PURE FOOD CO.
BRIDGEBURG, ONT.**