

THE RIGHT DESSERT

A satisfactory dessert, better than anything else, sets off and finishes a good dinner or covers up the deficiencies of a bad one.

All women will agree that one of their most perplexing duties is the selection, day after day, of a suitable dessert—something that can be afforded and be made easily and quickly, something that the children will like and that will satisfy a man, or something that more or less critical feminine company will discuss favorably.

JELL-O was produced to meet this situation, and has met it by providing for every dinner, however humble or splendid, the right dessert.

The base of JELL-O, the chief ingredient, is crystal gelatine—delicate, white, translucent, and pure and clean as falling snow, combined with extra-fine granulated sugar.

The fruit elements and everything else that go to make up this wonderful product, JELL-O, are added by the nicest of modern scientific processes in one of the finest food factories in the world. No dessert could be purer or more wholesome; none so easy to make ready and so delicious and beautiful when made.

There is no cooking to be done and nothing to add—no sweetening and no flavoring. Everything is in the package.

The ease, the economy and the charm of JELL-O dessert making appeal to every woman.

When the question of dessert comes up next, which will probably be to-day, try a JELL-O dessert. To-morrow try another. There is no sameness about them. They are all different and all delicious. Grocers sell them, Ten Cents a package.

