

JELL-O PERFECTION

For more than twenty-five years Jell-O has been the choice of careful housewives, *because:*

CONVENIENCE. It is made in a minute.

UNIFORMITY. Jell-O is always the same high quality.

VARIETY. An endless variety of desserts may be made with a Jell-O base.

PACKING. It is always packed in waterproof paper bags. It does not harden in the package inside the carton.

FLAVOR AND COLOR. Nothing is spared in



care and watchfulness in the matter of pure fruit flavors and vegetable colors.
GOOD FOR EVERYBODY. A safe dessert for children. A sane dessert for adults.