

JELL-O

At Home Everywhere

Because it is easy to make, because it is so inexpensive, because it is so even and so high in quality, Jell-O, in its rôle of "Canada's Most Famous Dessert," is confined to no one class of people.

It is as much at home in the mountain cabin as on the farm or in the long established centers. There is no trail so long and cold that it has been thought unnecessary, particularly if there were children at the end of the road. Wherever men have built roofs against the heat or cold, Jell-O seems to have found its way.

Next to quality, we have always worked for convenience to the user. Our package is as simple as may be for the perfect preservation of flavor. It can be opened and its contents added to a pint of boiling water in a moment's time.

We have noted that as people everywhere learn more about a sane diet, the more Jell-O we sell. Years ago, when we offered it as a substitute for pies and other heavy sweets, our sales were very modest; to-day when it has been found that health can be preserved and even mended by the careful selection of foods, we find our business growing past all expectation.

OUR STAFF OF EXPERTS

On the next two pages we are glad to present new recipes made up by our own capable staff. For many years these women have done much to make Jell-O popular. They have worked from East Coast to West Coast in both the States and Canada. Thousands of young housewives will remember some one of them from their days in Domestic Science.

East, West,
Jell-O's best.



Has friends
all over.