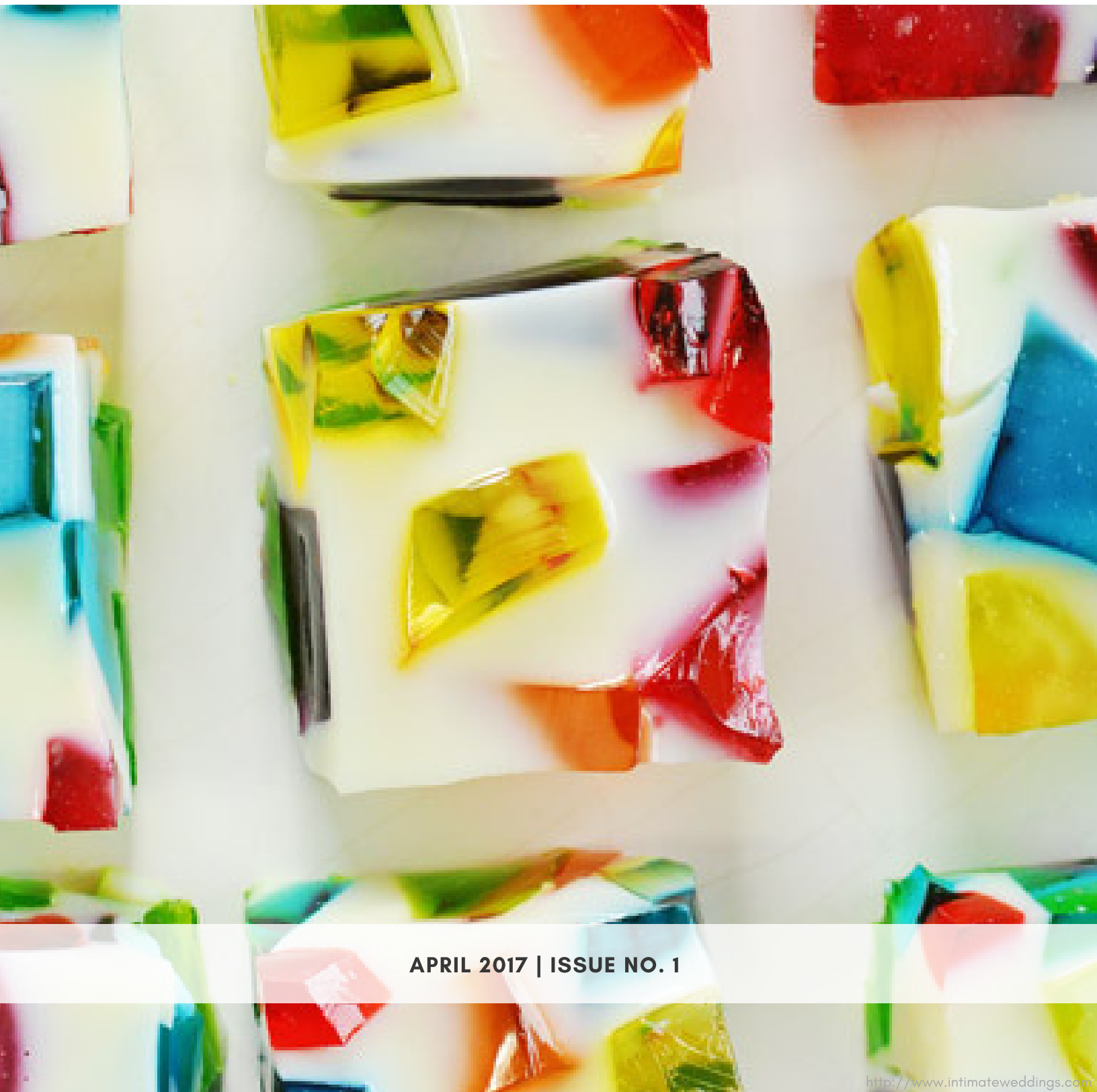


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# Jell-O

A Food History 214 Magazine



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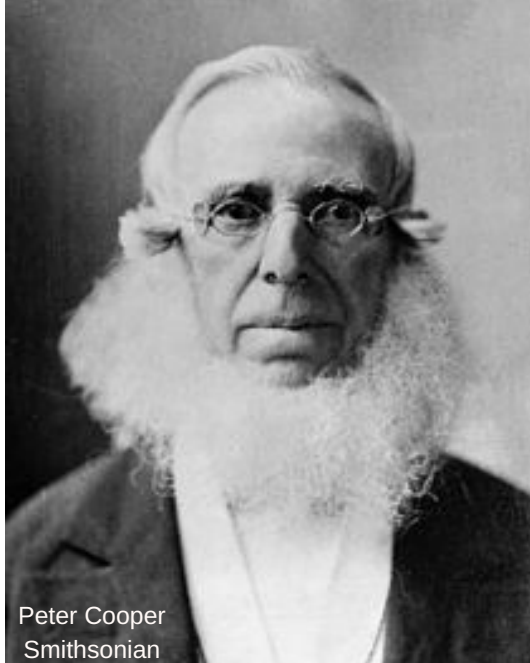


<http://babbleddabbledo.com>

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<http://abeautifulmess.com>



Peter Cooper  
Smithsonian



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Orator Francis Woodward  
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Orator Francis Woodward

# The ORIGIN OF JELL-O

Jell-O is special because it has a remarkable origin story. In the mid-19th century, Jell-O was not originally made for food consumption and instead, it was created as a bonding agent by Peter Cooper. Eventually, Cooper created the first dessert gelatin powder in late 19th century. However, his patented creation was unappetizing and non-commercialized (Stradley 2017). Cooper's initial purpose for creating his dessert gelatin powder as a bonding agent relates to how ancient civilization used gelatin. Historians have discovered the first use of gelatin as a bonding agent in Ancient Egypt (Stradley 2017). Moreover, historians have also located gelatin used as a bonding agent in Ancient Rome (Barksdale 2014). This ancient connection is valuable because it dates the origin of gelatin which it is an integral ingredient to making Jell-O. Gelatin is a protein that is extracted from boiling animal bones.

Nonetheless, the ancient origin of gelatin as a bonding agent does not provide clear evidence to the origin of gelatin for food consumption. Historians located evidence that the origin of gelatin for food consumption was in the medieval-era (Barksdale 2014). At this time, people used gelatin to preserve their food as well as create novel savory dishes called "jellies" (Barksdale 2014). It is evident that the medieval-era provides confirmation regarding the origin of gelatin for food consumption but only as savory dishes. Thus, it was not until the late 19th century where gelatin was used for dessert. Cooper held no value to his patent and so, he sold it to a man named, Pearle B. Wait in 1895 (Stradley 2017).

Wait, was a medicine inventor but unfortunately his business went under and so, he decided to dabble in the food industry and by doing so, he experimented with Cooper's patent by adding sugar and flavoring and his wife, May named the creation Jell-O (Stradley 2017). This is a remarkable achievement for America because it was the official origin of dessert gelatin which is widely known as Jell-O because Wait's recipe would eventually be sold to Orator Francis Woodward for \$450.00 in 1885 and Woodward simply applied his marketing abilities to sell Wait's Jell-O in 20th century America (Stradley 2017).



# The Growth of Jell-O



Jell-O dishes, from a simple sheet of lime Jell-O with bananas to towering, layered, whipped-creamed creations, have signaled to countless Americans times of gathering or celebration - funerals, potlucks, family reunions, church suppers, baby and wedding showers, Christmas and Thanksgiving. (Newton 1992).

After reviewing the many recipe books and brochures created many years ago to enhance the growth of Jell-O it is clear that it is one of the most versatile foods to celebrate life as well as a means of stretching the valuable family dollar during the hard times in the economy.

The Jell-O growth continued to gain additional consumers when the salesmen would give out Jell-O molds to immigrants arriving into Ellis Island (Newton 1992).



# in American Society

By the end of the 1920's, there were radios in more than 12 million households (Staff 2010). The radio was an excellent media to advertise to these households. By the turn of the century, Jell-O was on its way to being a million-dollar business and a way for women to show creativity in the kitchen, nurturance of the family, and a clever if innocent sophistication (Newton 1992).

The Depression spurred homemakers to stretch their ingredients as far as possible, and the introduction of lime-flavoured Jell-O in the early 1930's gave the salad trend a major boost. Entire cookbooks were devoted to lime Jell-O often instructing cooks to add a tablespoon of vinegar to cut the sweetness when using flavoured gelatins in savory vegetable salads (Grey 2015).

During World War II the economic hardship was an excellent opportunity for the Jell-O company to advertise to women showing their patriotism through cookbooks and brochures while educating the consumers about nutrition and healthy diets and still taking into account their busy lives, rationing, and food shortages (Flinn 2007).





# The BEST of Jell-O Marketing

## The Brains Behind the Brand

The great success of Jell-O would not be possible without the smart and strategic marketing campaigns which promoted the product across the country. After Pearl and May Wait sold the Jell-O brand to Frank Woodward, the new owner was struggling to get the product to take off (Buzz, 2014). He hired well-dressed salesmen to hand out free samples to homemakers among other tricks but nothing worked (Buzz, 2014).

This changed when Woodward brought in experienced marketer, William E. Humelbaugh to lead Jell-O's marketing strategy (Ford, 2004). Humelbaugh had the idea to advertise Jell-O in the Ladies Home Journal, which is what truly sparked the success of Jell-O (Buzz, 2014). Dauchy Advertising Agency was responsible for many of Jell-O's successful campaigns under Humelbaugh, such as the creation of the "Jell-O Girl" (Hill, 2002). Annual sales climbed to over \$250,000, worth \$6.2 million today, after the launch of these campaigns (Buzz, 2014).

*"America's  
Most Favourite  
Dessert"*

JELL-O.

1930-1932

JELL-O  
BRAND REG. U.S. PAT. OFF.

1897-1930

JELL-O

1932-1976

Jell-O  
LOGO  
Timeline

\$336

The cost to place a Jell-O advertisement this size (3" x 3") in Ladies' Home Journal during the early 1900's (Ford, 2004)

## Gender Stereotypes & Racism

While the strategies employed by Jell-O advertisers may have proved successful financially, today's society may raise an eyebrow to the subtle use of gender stereotypes and racism present in some of their ads. In a 1958 Jell-O commercial starring a "Chinese Baby," the baby's mother serves him Jell-O, which is not edible with chopsticks the baby is

# & The WORST

holding. After making a fuss, the baby's mother brings a spoon, a "western invention" and the baby is now able to happily eat his Jell-O. This suggests that immigrants must assimilate to American culture in order to eat the product and Jell-O is persuading them to do so (Mia, 2013). Another set of print advertisements feature a woman bending over trying to imitate a slim model on TV and a skinny young boy lifting weights to look like a strong wrestler in a magazine. The comment under each of these says "It's time for Jell-O," and argues how eating the product will help you to conform to these gender stereotypes and what is perceived to be an attractive man or woman (Mia, 2013).

1976-2001



2003-present

2001-2003



<http://logos.wikia.com>

# modern jell-o

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JELLO RE-INVENTED: NATURAL. CLEAN. HEALTHY.

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new Jell-O Simply Good. made with real banana.  
no artificial flavors, dyes or preservatives.



look for our mix  
in the baking aisle  
#delightfullyhonest

© 2017 Jell-O Foods

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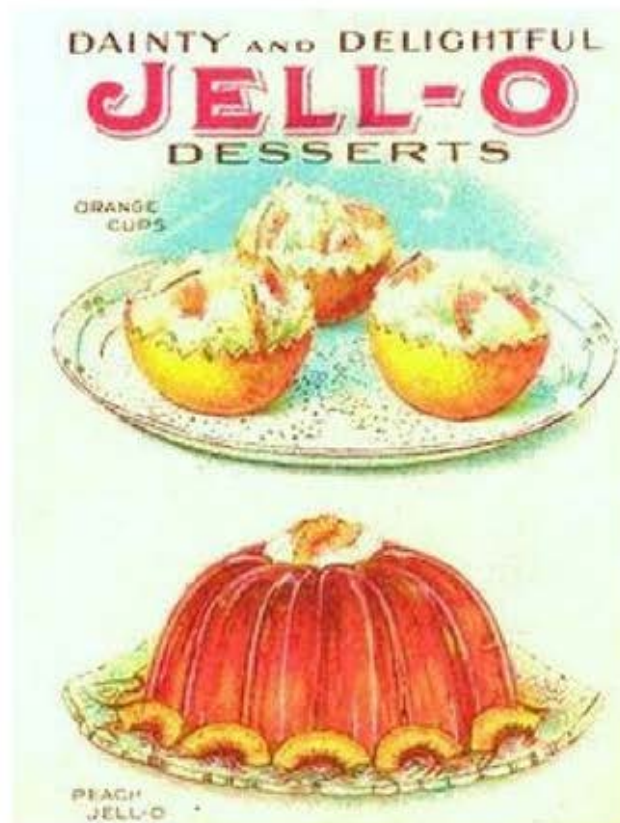
Healthy Smoothie Bowls • Beautiful Jell-O Vodka Watermelon • Nutritious Jell-O Pops!



## Your Grandmother's Jell-O was good.

You remember her treasured recipes. Orange Jell-O in funny shaped moulds, a Jell-O fruit salad with maraschino cherries, sweetened mango bits, and peach slices. The best childhood's involve good food, and good memories making the food. Jell-O simple recipe allowed you to get creative with your loved ones.

**JELL-O HAS BEEN A FAMILY  
FAVOURITE FOR MANY  
YEARS.**



## But your Jell-O is better.

As much as you loved your grandmother's Jell-O, times are changing. Clean eating is on the rise, a trend defined as "choosing foods in their whole-food state or as close as possible to how they're found in nature", according to Michelle Dudash, the creator of [CleanEatingCookingSchool.com](http://CleanEatingCookingSchool.com) (Today's Dietician, 2017). While your grandmother's Jell-O may not have made the cut, today consumers can buy Simply Good Jell-O made with all natural ingredients and no preservatives. Recipes in this magazine will show how Jell-O can meet your modern day demands, whether it is a healthy meal, an Instagram-worthy smoothie bowl, or convincing your kids to enjoy more fruit! Jell-O is changing to fit your life better.

## *Start the morning with a Jello smoothie bowl*



# smoothie bowl

## BREAKFASTS

They are quick, easy, and nutritious. We have the perfect recipe for a morning smoothie bowl made better with Jell-O!

### Ingredients

1. 1/2 cup boiling water
2. 1 pkg. (3 oz.) JELL-O SIMPLY GOOD Mixed Berry Flavor Gelatin
3. 1-1/2 cups frozen unsweetened mixed berries (blackberries, blueberries, raspberries, strawberries)
4. 1/2 cup plain nonfat Greek-style yogurt
5. 1/4 cup each fresh blueberries and raspberries

Add boiling water to the gelatin mix, stir for 2 minutes, and leave to cool for 5 minutes. Toss into a blender with your favourite #healthy frozen berries, the plain #nonfat Greek yogurt, and #fresh berries that are in season for a delicious and nutritious start of the day!

Source: The Kraft Website

**Smoothie bowls are the latest health trend, and Jell-O makes them better.**



Part of a healthy diet



Natural: no artificial dyes, flavours, or preservatives.



So beautiful, they're insta-worthy!





SOURCE: "A Bit of a Jello Shot History." A Bit of a Jello Shot History. N.p., n.d. Web. 08 Apr. 2017.  
"Watermelon Slice Jello Shots." A Beautiful Mess. N.p., n.d. Web. 09 Apr. 2017.

# vodka shots

A popular story is that Tom Lehrer invented Jell-O shots as a way of sneaking alcohol into the military, as the guards did not know it was alcoholic (A Bit of Jello History, 2017). Today, Jell-O shots are very popular on Instagram as a hashtag search of #JelloShots comes up with 428,253 posts. Join the fun with these watermelon vodka shots!

All you need is half a medium-sized watermelon, three boxes of red-coloured Jell-o, 2 cups of water, and 2 cups of vodka. Scoop out 1/2 of the red watermelon, and then mix the boiling water with the Jell-o mix. Stir until dissolved, then add the two cups of vodka. Let sit for 3-4 hours before cutting like a real watermelon!

Throughout history, Jell-o has been used as both an edible delight and an art form! Instead of the old molds that our grandmothers might have had to make Jell-o into flowers and fruit shapes, you can use all-natural molds to make Insta-worthy Jell-o shots!



# instagram **#JELLO**



#jello comes up with 326,319 pictures



# POP CULTURE

Today, Jell-O is one of the few foods adults look back on with nostalgia, remembering their childhood in terms of the copious amounts of Jell-O salad that marked each special occasion, and the oh-so-fun treat that people allowed, nay expected, them to play with. In the mid-to-late 1900s, Jell-O was commonly enjoyed in appetizers, desserts, salads, relishes, and more!





# JELL-O

## WITH BILL COSBY AND JACK BENNY

### BILL COSBY

In the 1970s, famous actor and comedian Bill Cosby joined the Jell-O initiative, promoting the jiggly treat to kids and families across America. He was part of several infamous campaigns, advertising Jell-O Jigglers, Jell-O Pudding, Jell-O Pops, and more! Scan the QR code to see a hip Jell-O rap starring Lindsey Lohan and Bill Cosby!

### JACK BENNY

Jack Benny was the host of the Jell-O Program, a famous radio show that had Americans in the 1940s laughing! He would invite popular guests of the times to join him in chatting, making jokes, and reflecting on current events. He, along with his co-star Mary, published a Jell-O cookbook together called "Jack and Mary's Jell-O Cookbook". Designed to read like a comic book, it was 23 pages of unique Jell-O recipes and advertisements promoted by Jack and Mary!.



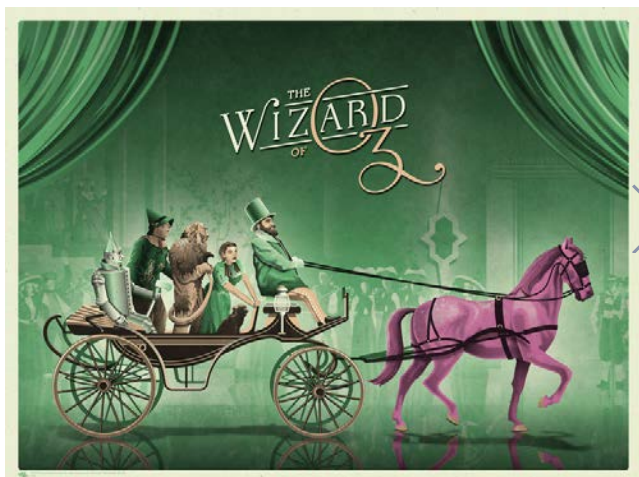


JELL-O MOULDS

# MAKE YOUR OWN MASTERPIECE



Impress your friends! This will be the focus of any table!



<https://www.dkngstudios.com>

In The Wizard of Oz, the horse that changes colours was actually six horses that were sponged down with JELL-O.



<https://whatscookingamerica.net>

The 2002 Winter Olympics commemorative pin featured a big bowl of green Jell-O.

# Jell-O Trivia

Trivia Provided By: <https://whatscookingamerica.net>

Jell-O created vegetable flavors such as celery and Italian tomato. The savory flavors have been discontinued.



<https://whatscookingamerica.net>

Jell-O introduces the Jell-O Girl, four year old Elizabeth King whose father was an artist named Franklin King. He was connected to the Dauchy Company – Jell-O's advertising agency. Their tag line associated to the Jell-O girl:



“You can’t be a kid without it.”

# THE ALTERNATIVE USES OF JELL-O

## Jell-O Streaking



Jell-O streaking is a concept where edible ink is inserted via syringe into Jell-O which gives Jell-O a marbling effect

## Playdough



[www.modernparentsmessykids.com](http://www.modernparentsmessykids.com)

Using Jell-O to make playdough is a great crafty alternative. Just combine the box ingredients with 1 cup flour, 1 cup water, 2 tbsp salt, 2 tbsp oil and 2 tbsp cream of tartar in a saucepan. Mix until well combined and once cool knead it to form playdough!

## Paint



To make Jell-O paint simply empty a box of Jell-O powder into a jar and add enough hot water to make a good paint consistency. The Jell-O paint will thicken at room temperature.



# Mojito Jelly Shots

1 cup water  
1 cup sugar  
3 envelopes unflavored gelatin  
3/4 cup fresh lime juice  
3 stems fresh mint leaves  
1 cup white rum

In a pot, combine the water and sugar over medium heat and stir until the sugar dissolves. Remove from heat and stir in the gelatin. Add the lime juice and 2 mint stems (with leaves). Allow that to steep for 12-15 minutes. Remove the mint stems and stir in the rum if using.

In the meantime hollow out your lime shells. This is probably the hardest part of making these. I used a small sharp knife to carve around the inside of the limes and then a melon baller to scoop out the centers. If the insides don't look perfect don't worry! Mine looked far from perfect. Be sure to leave the limes cut in halves until after the jello has set, then you can slice them into wedges.

Fill each lime shell with the jello mixture and sprinkle in some chopped fresh mint (from the remaining leaves on that 3rd stem). Place in the refrigerator and allow to set for at least 3 hours.



# Mosaic Jell-O



Picture and recipe by: <http://www.intimateweddings.com>

## Ingredients:

4-6 three oz boxes of Jell-o in various colors (use four boxes if you want the top to be smooth.)

One 14 ounce can of sweetened condensed milk

2 envelopes of unflavored gelatin

boiling water

## Instructions:

Follow instructions on back of Jell-o packages and make your Jell-o. Let sit for several hours in the fridge.

Once the Jell-o has set, cut the Jell-o into cubes. Lightly oil a 9" x 13" Pyrex baking dish. Place cubes into casserole dish. Repeat with all colors, mixing them in the pattern of your liking. In a separate bowl, sprinkle two envelopes of gelatin into 1/2 a cup of cold water. Let sit for a minute or two. Add 1 1/2 cup boiling water and dissolve. Add the can of condensed milk. Stir and cool. Once it has cooled, pour the mixture over your Jell-o cubes. To remove bubbles on the surface, blow on them with a straw.

Refrigerate overnight. Once Jell-o is set, use a very sharp knife dipped in HOT water to slice Jell-o into squares. Dip knife into hot water again and cut a thinner horizontal strip. Repeat process until you are done.

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