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Jell-O

1. **48 New Jell-O Entrées, Relishes, Salads, and Desserts** Want something different? Le Roy, NY: The Jell-O Company, Inc., 1931. 23 pages, 14.5 x 10 cm. The 48 Jell-O recipes included in this early 1930s collection include those for recipes spanning from Prune Whip to Rice and Fish Loaf. There is also a small mail back order form to receive molds for Jell-O and more free recipe books for 25 or 50 cents. Some toning to cover. Cream illustrated wraps, Near fine. Staplebound wraps. [3105] \$20.00
2. **A. C. Hoff. The Dainty Sweet Book** Ices, Creams, Jellies & Preserves. Los Angeles, CA: International Publishing Co., 1913. 58 pp. 12.5 x 17.5 cm. Assembled and edited by A. C. Hoff from the International Cooking Library, *The Dainty Sweet Book* features recipes from famous chefs from around the US, Canada, and Europe. These chefs are pictured in black and white photography with a list of their accomplishments and their signatures on the thick and textured pages of this book. 2 cm tear on cover, near spine. Pages of book disconnected from covers. Pages clean and clear. Brown two-toned embossed wraps, Good. Staplebound, with cover. [3086] \$20.00
3. Alice Bradley. **Jams, Jellies and Marmalades** made with CERTO (Surejell). Rochester, NY: Douglas-Pectin Corporation, 1924. 24 pages, 12 x 17.5 cm. In this CERTO cookbook, Alice Bradley details the process of cooking with CERTO to aid the long and uncertain process traditionally used to make jams, jellies, and marmalades. These recipes play a huge role in not just the history of our favorite gelatinous dessert, but also in that of cooking as a whole, as the cultural shift toward scientific cookery has its own voice in the book. Pages toned, Some stains and chipping on the cover. Crease on back cover. Black wraps with title in gilt, Good. Staplebound wraps. [3111] \$20.00
4. CERTO Corporation. **Recipes for making better Jams, Jellies, & Marmalades** with CERTO. Rochester, NY: CERTO Corporation, 1929. 35 pages, 8 x 15.5 cm. This CERTO recipe flipbook contains full pages of recipes to be pade with the product. It has a line art illustration of two women admiring their CERTO jams on the cover and a detailed index on the back. Toning throughout pages. Small spots on the front cover. Off-white illustrated wraps, Very good.. Staplebound. [3112] \$20.00
5. Charles B. Knox Gelatine. **Knox Gelatine Desserts, Salads, Candies, and Frozen Dishes**. Johnstown, NY: Charles B. Knox Gelatine, 1936. 55 pages, 11 x 16 cm. *The Knox*

Dainties Recipe Book has been expanded in this 1936 edition to include Frozen Dishes with the growing population of households owning electric refrigerators. They mention in the forward of the book that all mechanically refrigerated mousses and ice creams need Knox Gelatine. The middle of the book has two pages of full color illustrations of twelve of the included recipes. Some stains in book's pages. Yellow illustrated wraps, Very good. Staplebound. [3094] \$15.00

6. Charles B. Knox Gelatine Co. Inc. **The Knox Build-Up Plan**. Johnstown, NY: Charles B. Knox Gelatine Co. Inc. , 1941. 13 pp. 21.5 x 14.5 cm. *The Knox Build-Up Plan* is a quick and informative health booklet released by Knox Gelatine advertising the health benefits of drinking unflavored Knox Gelatine in water or fruit juice. Claiming the powder to be pure protein, they boast it as an easy and "non-fattening" way to reduce fatigue. In the literature, they also, as is a key feature of the marketing of the day, clearly remind you to only use the Knox brand, stating that their competitor's products are only 1/8th protein. Crease down center of pamphlet. White printed wraps, Very good. Staplebound. [3096] \$15.00

7. Charles B. Knox Gelatine Co. Inc. **Knox Gelatine For The Joy of Eating and the Happiness of Health**. Johnstown, NY: Charles B. Knox Gelatine Co. Inc. , 1928. Unpaginated, 8.5 x 6 cm. This small Knox Gelatine recipe collection advertises the product for its health benefits. The product descriptions separate the Knox products into their own category away from competitor's products, and label themselves as the brand of "Nature". Cream printed card, Near fine. [3093] \$15.00

8. Charles B. Knox Gelatine Co. Inc. **Mrs. Knox's Sugar-Less Desserts and Salads**. Johnstown, NY: Charles B. Knox Gelatine Co. Inc. , 1942. Unpaginated, 14 x 11 cm. Beginning with a letter addressed to Mrs. Housewife, from Mrs. Knox herself, Mrs. Knox's Sugar-Less Desserts and Salads markets the Knox products to the women of America who are consuming less sugar due to the government's rationing of it during the war. The rest of the folded leaflet is a collection of desserts and salads for the family, which Mrs. Knox claims to have tested in her own kitchen. Pages clean and clear. Cream printed card, Fine. Folded. [3097] \$20.00

9. Charles B. Knox Gelatine Co., Inc. **[JELLO] [HEALTH] Control Your Weight with KNOX GELATINE This Happy Way!** Charles B. Knox Gelatine Co., Inc., 1938. 20 pages. 15 x 11.5 cm. "Keeping slender is as much a part of the American credo as a high standard of living, Everywhere - in advertisements, fashion magazines, everyday life - the slim young figure is exalted." Knox Sparkling Gelatine pamphlet loaded with health advise, height & weight tables, and helpful hints for the housewife. Last page ripped out. Clean copy. Color illustrated wraps. Good. Staplebound. [2513]\$15.00

10. **Dainty Dishes made of Knox Plain Sparkling Gelatine**. Montreal, Canada: Charles B. Knox Gelatine Co. Inc, [1927]. unpaginated (11 pages), 8.5 x 6 cm. *The Knox Dainty Dishes* booklet is a dual-language collection of recipes using the Knox products. They are listed first in English, then again in French. The titles and information on the brand on the first few pages is exclusively printed in English, as is the mail back slip to receive a full Knox Gelatine cook book. Crisp and clear pages. Cream paper, Fine.

11. **Dainty Junkets.** Little Falls, NY: Chr. Hansen's Laboratory , 1915. 32 pages, 8 x 7 cm. *Dainty Junkets*, a small booklet by Chr. Hansen's Laboratory, contains recipes using the Junket Tablets, Junket Cream Tablets, Junket Buttermilk Tablets, Junket Brand Food Colors, and Nesnah produced by The Junket Folks, as they came to be known. Some of the recipes are attributed to individual women around the country. It advertises the feminine, "dainty" dessert which can be served as an aesthetically delightful and delicious treat, while also highlighting the health benefits in snippets of letters from customers. White illustrated wraps, fine. staplebound. [3074] \$30.00
12. G.F. Corp. **Now Jell-O Tastes Twice as Good... Enjoy These Tempting Recipes.** Le Roy, NY: G.F. Corp., 1934. 21 pages, 14.5 x 10 cm. "Gayer Mealtimes with the New Jell-O" are advertised on the inside cover of this 1934 recipe collection. This was printed along with the redesign and reformulation of Jell-O in 1933. The book itself features many recipes and extremely detailed color illustrations of the foods. Printed wraps, Fine. Staplebound wraps. [3107] \$15.00
13. G.F. Corp. **Now Jell-O Tastes Twice as Good... Enjoy These Tempting Recipes.** Le Roy, NY: G.F. Corp., 1934. 21 pages, 14.5 x 10 cm. "Gayer Mealtimes with the New Jell-O" are advertised on the inside cover of this 1934 recipe collection. This was printed along with the redesign and reformulation of Jell-O in 1933. The book itself features many recipes and extremely detailed color illustrations of the foods. Printed wraps, Fine. Staplebound wraps. [3108] \$15.00
14. Jell-Well Dessert Co. **What shall I serve for dessert?** Here are many correct answers. Los Angeles, CA: Jell-Well Dessert Co., [~1930]. Unpaginated, 8 x 16 cm. This Jell-Well recipe and advertisement book presents its most compelling arguments on why to serve one of the three Jell-Well products for dessert in your house. They have the Unflavored Jell-Well which can be made into the recipe included for Cider Salad, the Jiffy-Lou products which come in three different flavors of pudding, and the flavored Jell-Well, which is advertised as "The California Dessert". Some fading on back cover. Blue printed wraps, Near fine. Staplebound. [3110] \$25.00
15. **[JELLO] [HEALTH] Mrs. Knox's "Be Fit Not Fat" Recipes.** Johnstown, NY: Charles B. Knox Gelatine Co., Inc., 1939. 6 x 4 in. 22 pages. Advertisement for Knox Sparkling Gelatine. Entertaining look at dieting in the 1930's. Includes recipes such as; Hawaiian Delight, Creamy Lemon Sherbet, Jellied Custard, Cranberry Temptation, and Golden Easter Pudding. Black and white illustrations throughout. Color illustrated wraps. Very good. Wraps. [578] \$1.00
16. **[JELLO] [HEALTH] Mrs. Knox's "Be Fit Not Fat" Recipes** A grand collection of favorite recipes with calories reduced from 1/3 to 2/3. Johnstown, NY: Charles B. Knox Gelatine Co., Inc., 1939. 22 pages. 15 x 11.5 cm. Entertaining look at dieting in the 1930's focusing on satisfying one's sweet tooth without adding unwanted pounds. Includes recipes such as; Hawaiian Delight, Creamy Lemon Sherbet, Jellied Custard, Cranberry Temptation, and Golden Easter Pudding. Black and white illustrations throughout. Color illustrated wraps. Near fine. Wraps. [2511] \$15.00

17. Knox Gelatine Company. **[JELLO] [HEALTH] Good Looking Cooking** A Guide to the use of Unflavored Gelatine for Students. Johnstown, NY: Knox Gelatine Company, 1957. 23 x 15 cm. 15 pages. Focusing here on the chemistry of gelatine, Knox peddled the "magic" of their product along with the benefits of reduced sugar, protein for brittle nails and glowing skin. Color illustrated with index. Covers lightly toned. Color illustrated wraps. Very good. Staplebound. [2512] \$15.00

18. **Knox Sparkling Gelatine.** Johnstown, NY: Knox Gelatine, 1915. Knox Sparkling Gelatine is a small folded collection of recipes from some of Mrs. Knox of Knox Sparking Gelatine's recipe books. On the last of the folded pages, there is a slip to fill out and mail in with four cents in stamps for the complete edition of her latest recipe book. There is also a brief description of the two Knox Gelatine Products, one with lemon and one without, with some detailed color illustrations of two of the dishes. Some staining on front. Cream card, Very Good. folded. [3090] \$20.00

19. **Knox Sparkling Gelatine.** Johnstown, NY: Knox Gelatine, 1915. unpaginated, 6 x 8 cm. Knox Sparkling Gelatine is a small folded collection of recipes from some of Mrs. Knox of Knox Sparking Gelatine's recipe books. On the last of the folded pages, there is a slip to fill out and mail in with four cents in stamps for the complete edition of her latest recipe book. There is also a brief description of the two Knox Gelatine Products, one with lemon and one without, with some detailed color illustrations including one of the Salmon Mold recipe. One crease on inside panel. Cream card, Very Good. folded. [3091] \$30.00

20. Mrs. Charles B. Knox. **Meals for Three.** Johnstown, NY: Charles B. Knox Gelatine Co. Inc., 1932. 32 pages, 17 x 11.5 cm. *Meals for Three* presents a collection of recipes to be made with the Knox Sparkling Gelatin products that drift all across the culinary landscape from Calves' Hearts to Cocoa Tutti Frutti. These molded gelatin dishes were wildly popular as companies like Knox brought a once exclusive and formal food to the masses. The recipes are presented and arranged by Mrs. Charles (Rose) B. Knox, who ran the company for over 40 years after her husband's passing. Orange and black printed wraps, fine . staplebound. [3073] \$20.00

21. Palmer, Elizabeth. **Recipes for Tempting Dishes Using Jams and Jellies.** Rochester, NY: Certo Corp., 1929. First edition. 22 pages. 18 x 12 cm. A promotional pamphlet with recipes for everything from layer cake with jam filling to a rice dish featuring jam. Color illustrations. Pristine condition. Orig. stapled illustrated wraps. Fine. Staplebound. [94] \$10.00

22. **Polly put the kettle on** we'll all make Jell-O. Le Roy, NY: The Genesee Pure Food Company, 1924. 18 pages, 15.5 x 11 cm. Illustrations by Maxfield Parish. This advertisement for "America's Most Famous Dessert" notably comes from the brief time during which Chocolate Jell-O was produced by the company. It contains recipes for all six of the flavors, as well as an insert on Jell-O ice cream powder. Foxing and some small tears near spine not going all the way through the cover. Cream illustrated wraps, Very good.

Staplebound. [3100]

\$75.00

23. **Presenting Knox Quickies Speedy, Easy Recipes for Delicious Knox Salads and Desserts.** Johnstown, NY: Knox Gelatine, 1938. 23 pages, 11.5 x 15 cm. *Presenting Knox Quickies*, a recipe booklet from Knox Gelatine, gives the reader pages of recipes to make utilizing their plain gelatin product. Along the bottom of the pages runs the consistent warning to avoid their competitors gelatin desserts for health reasons. Again, on the inside back cover, there is more advertising toward the health benefits of Knox, including a mail back to receive cook books for the special dietary restrictions listed. Inside this copy is a smaller leaflet from Knox titled, "Fatigue and the New Way to Avoid It." Knox Gelatine notably was run by Rose Knox for over forty years after her husband, the founder of the company's death, years wherein she dramatically expanded the company's size, reach, and earnings. Minor signs of wear on cover. Blue printed wraps, near fine. staplebound. [3072] \$15.00

24. **quick-and-easy new ways to make classic American gelatine recipes with Knox Unflavored Gelatine.** Johnstown, NY: Knox Gelatine Inc. , 1964. unpaginated, 15.5 x 7.5 cm. The "classic American gelatine recipes" pamphlet advertises Knox Unflavored Gelatine in the distinctly recognizable 60s aesthetic. It features recipes still in use today in the average American household, such as the No-Bake Cheesecake made with a graham cracker crumb crust. There is also a mail in slip addressed to "Gentlemen" that could be sent to Knox Gelatine Inc. with one dollar and one Knox Gelatine box top in exchange for "authentic copies of 2 French antique gelatine molds" all in celebration of the company's 75th anniversary. Cream printed paper, Fine. Folded. [3098] \$15.00

25. **Royal Baking Powder Company. Royal Fruit Flavored Gelatin Royal Orange Gelatin.** New York, NY: Royal Baking Powder Company, 1928. unpaginated, 6.5 x 7.5 cm. This small, folded Royal Fruit Flavored Gelatin leaflet contains three recipes to be made with the Royal brand's flavored gelatin packages, which still compete with the Jell-O brand today. The description on the first page describes the purity and refinement of the Royal brand gelatin products, which is backed by the full color illustrations of two of the three recipes on formal dishware. Two small stains on front cover, 0.5 cm tear along crease. Cream printed card, Very good. Folded. [3089] \$15.00

26. **Royal Baking Powder Company. Royal Fruit Flavored Gelatin Royal Orange.** New York, NY: Royal Baking Powder Company, [-1927]. unpaginated, 6.5 x 7 cm. This small, folded Royal Fruit Flavored Gelatin leaflet contains three recipes to be made with the Royal brand's flavored gelatin packages, which still compete with the Jell-O brand today. The description on the first page describes the purity and refinement of the Royal brand gelatin products, which is backed by the full color illustrations of two of the three recipes on formal dishware. Some signs of wear along folded edges. Printed card, Near fine. Folded. [3075] \$15.00

27. Royal Baking Powder Company. **Royal Fruit Flavored Gelatin** Royal Cherry Gelatin. New York, NY: Royal Baking Powder Company, 1927. Unpaginated, 6.5 x 7.5 cm. This "Royal Cherry Gelatin" foldable is illustrated with bright, colorful images of recipes made with the product and a drawing of three women enjoying a classy tea with their gelatin dessert with the caption "A Friendly Treat". The recipes include Lemon Parfait and Pineapple Jelly and Fruit Salad and all include Royal Fruit Flavored Gelatin in their ingredients list. Some small stains. Cream printed card, Very good. Folded. [3078] \$15.00
28. Royal Baking Powder Company. **Royal Fruit Flavored Gelatin** flavor from Fresh Fruit. New York, NY: Royal Baking Powder Company, 1925. unpaginated. 6.5 x 7.5 cm. This Royal Fruit Flavored Gelatin recipe foldout includes six recipes to make using the product. It also has a two page spread advertising the product's non-artificial smell, which was one of their primary ways of claiming superiority over competitors products. The back of the foldable claims Royal Baking Powder Company's products to be "absolutely pure". Some signs of wear along creases. Off-white printed card, Near fine. Folded. [3087] \$15.00
29. Royal Baking Powder Company. **Something Better! Royal Gelatine Desserts**. New York, NY: Royal Baking Powder Company, 1925. unpaginated, 10 x 16 cm. This foldable Royal Gelatine advertisement opens to the three panel heading across the center, "Why ROYAL GELATINE DESSERTS are better". After the boasting of its "savings of time and trouble," and a brief section of its health benefits, there are also five recipes to be made with the product and detailed illustrations of them once prepared. Two small stains across top. Cream printed card, Very good. Folded. [3088] \$15.00
30. S. Gumpert & Co. **How to make Puddings** with Gumpert's. Brooklyn, NY: S. Gumpert & Co., [~1930]. 7 pp. 8.5 x 13 cm. This simple Gumpert's Pudding recipe book begins with a horror story. You have a recipe you are renown for, but when it is passed to your friend, he executes the recipe poorly. The shame of this failed creation falls solely on your shoulders. The solution, of course, is Gumpert's recipe booklet and boxed pudding to give you a perfect pudding every single time. Some staining on back cover. Cream and blue printed wraps, Very good. Staplebound wraps. [3109] \$20.00
31. The Elwood P.T.A. (Editors). **[COMMUNITY COOKBOOK] Victory Cook Book**. Elwood, Illinois, 1943. Unpaginated. 22.5 x 14.5 cm. World War II Victory Cookbook from the heartland, with illustrations for every chapter. Includes recipes such as A La King Shortcake, Lime Jello Salad, Smothered Liver, and Victory Pie. Recipes attributed local members. Soft covers with two spirals, one blue and one red. Covers soiled, interior clean. Orig. cream card stock covers, red and blue spirals. Good. Wraps. [710] \$35.00
32. The Genesee Pure Food Company. **Jell-O At Home Everywhere**. Le Roy, NY: The Genesee Pure Food Company, 1922. 14 pages, 15.5 x 11 cm. The **Jell-O: At Home Everywhere** collection intersperses Jell-O recipes categorized by heading and scenic paintings featuring Jell-O dishes and their consumers at home. Recipes also have the name of the contributor and the region of the nation in which they live printed under them. Some staining on cover. Cream/Navy printed wraps, Very good. Staplebound. [3099] \$15.00

33. The Genesee Pure Food Company. **Jell-O At Home Everywhere**. Le Roy, NY: The Genesee Pure Food Company, 1922. 14 pages, 15.5 x 11 cm. **The *Jell-O: At Home Everywhere* collection intersperses Jell-O recipes categorized by heading and scenic paintings featuring Jell-O dishes and their consumers at home. Recipes also have the name of the contributor and the region of the nation in which they live printed under them. An insert about Jell-O ice cream powder is tied into the booklet by a string in the top left corner of the pages. Clean and crisp. Cream/Navy printed wraps, Fine. Staplebound. [3101] \$25.00**
34. The Genesee Pure Food Company. **Jell-O, America's Most Famous Dessert** For Economy Use. Le Roy, NY: The Genesee Pure Food Company, 1920. 14 pages, 10.5 x 15.5 cm. **The recipe booklet *Jell-O, America's Most Famous Dessert*, features a young and nicely dressed woman in an apron on the cover sitting at her table, checking through an account book, with boxes of Jell-O sitting nearby. This is a large part of the Jell-O marketing at the time, presenting it as economical way to bring beautiful desserts to the masses. There is a short folded collection of recipes tied into the middle of this book for ice creams made with the Jell-O Ice Cream Powder with vivid illustrations. White illustrated wraps, Fine. staplebound. [3076] \$20.00**
35. The Jell-O Co. Inc. **Through the Menu with Jell-O**. Le Roy, NY: The Jell-O Co. Inc., 1927. **Unpaginated, 14.5 x 10 cm. Through the Menu with Jell-O organizes recipes by course including salad, dessert, entree, appetizer, and dessert courses allowing for a 5 course all Jell-O dinner. Scattered throughout are full page illustrations of the recipes done in color. Text is bright and clean, pages crisp. Apricot illustrated wraps, Fine. Staplebound. [3102] \$20.00**
36. The Jell-O Co. Inc. **Through the Menu with Jell-O**. Le Roy, NY: The Jell-O Co. Inc., 1927. **Unpaginated, 14.5 x 10 cm. Through the Menu with Jell-O organizes recipes by course including salad, dessert, entree, appetizer, and dessert courses allowing for a 5 course all Jell-O dinner. Scattered throughout are full page illustrations of the recipes done in color. Text is bright and clean, pages crisp. Apricot illustrated wraps, Fine. Staplebound. [3103] \$20.00**
37. **TODAY...what salad...what dessert?** Jell-O brings DOZENS of answers. Le Roy, NY: The Jell-O Company Inc., 1928. 5 1/2 x 4 1/2 in. 22 pages. Advertisement and recipe book for JELL-O. "There is only one JELL-O, Be sure JELL-O is on the package." JELL-O is made in five flavors; Lemon, Orange, Strawberry, Raspberry, and Cherry. Some recipes include; Strawberry Whip, Paradise Pudding, JELL-O Charlotte Russe, Flaked Ambrosia, Raspberry Bavarian Cream, Sea Dream Salad, and Spinach Mold. Color illustrations. Toning to cover. Cover lightly soiled. Small chips to cover. One page loose. Illustrated wraps. Good. Staplebound wraps. [552] \$15.00
38. **TODAY...what salad...what dessert?** Jell-O brings DOZENS of answers. Le Roy, NY: The Jell-O Company Inc., 1928. 5 1/2 x 4 1/2 in. 22 pages. Advertisement and recipe book for JELL-O. "There is only one JELL-O, Be sure JELL-O is on the package." JELL-O is made in five flavors; Lemon, Orange, Strawberry, Raspberry, and Cherry. Some recipes include; Strawberry Whip, Paradise Pudding, JELL-O Charlotte Russe, Flaked Ambrosia, Raspberry Bavarian

Cream, Sea Dream Salad, and Spinach Mold. Color illustrations. Toning to cover. Cover lightly soiled. Small chips to cover. One page loose. Illustrated wraps. Good. Staplebound wraps. [3189] \$15.00

39. **What Mrs. Dewey did with the NEW JELL-O!** 48 Fascinating New Recipes. Le Roy, NY: G.F. Corp. , 1933. 23 pages, 14.5 x 10 cm. The "48 Fascinating New Recipes" included in this book are prefaced by a brief story about Mrs. Dewey and her family's experience with the new Jell-O. She is shocked by the new packaging, the enhanced fruit flavor, and the quick preparation of the product for her children. The recipes are then labeled under heading such as "Desserts that Delight the Deweys." One small chip on spine and one on front cover. Blue illustrated wraps, Near fine. Staplebound wraps. [3106] \$15.00

40. Whipple, Wayne. **[JELLO] [THANKSGIVING] The Story of Plymouth Rock** How it Became The Front Doorstep of a New World. Boston: Plymouth Rock Gelatine Co., 1901. 40 pages. 19 x 13.5 cm. Recipes for Plymouth Rock Phosphated Gelatine alongside the fictitious story of the Pilgrims claim on New England. Illustrated throughout. Front cover rubbed with 1 cm loss to top right corner. Color illustrated wraps. Staplebound. [2335] \$10.00