

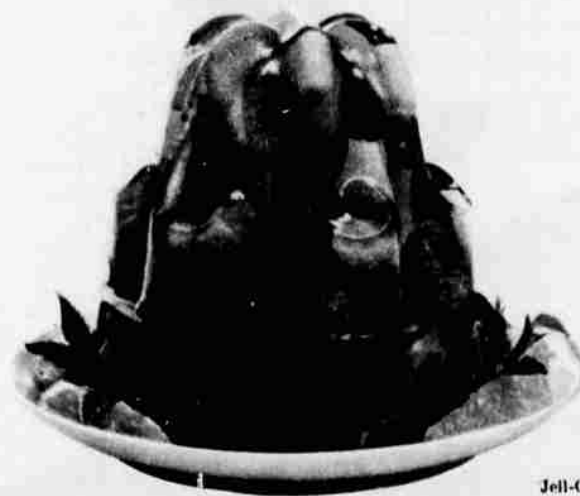


It's National Hips-Hips-Hooray-For-Jell-O Week!

If you're hip, you've just got to cheer for Jell-O! Where else can you find a dessert that keeps your sweet tooth smiling without taking up the slack in your slacks!

Lovely, light-hearted Jell-O—for dessert, snacks, or salads—makes dieting more fun than not. It's such a delight, your family won't even mind your calorie-counting.

But, slim people, take heart! You're allowed to have all the Jell-O you want, too. Make some today—every day!



Don't let this week go by without **JELL-O**

Jell-O is a registered trade-mark of General Foods Corp.