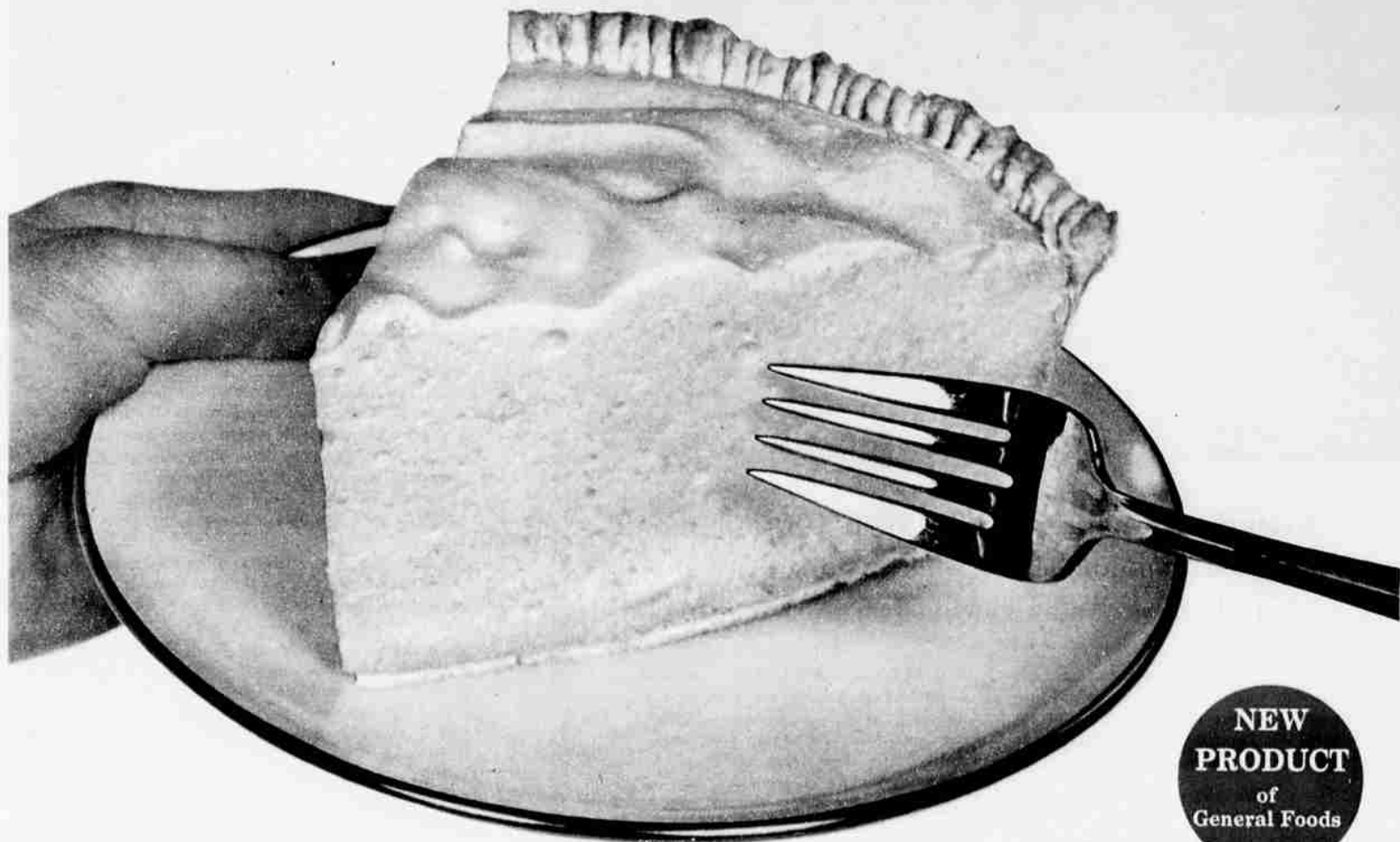


Tastes and looks like it took hours

New! Chiffon Pie in 4 minutes!



NEW
PRODUCT
of
General Foods

NO COOKING! BEGINNERS CAN MAKE IT! All you do is add water and sugar to new Jell-O Chiffon Pie Filling. And beat.

IN MINUTES you're piling a 9-inch pie shell high and proud with the lightest, most delicious chiffon filling ever.

YOU CAN'T FAIL. Thousands of tests in the General Foods Kitchens prove you can't make a mistake if you try—we guarantee it.

COSTS SO VERY LITTLE. This is the kind of filling that used to take a lot of time and money. Now it's yours in minutes—and for pennies. At your grocer's in two wonderful flavors—lemon and strawberry.

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION



Try **STRAWBERRY** too!