



It's National BELLOW "JELL-O!" Week

Out of Jell-O? Unthinkable. Horrible. A state of emergency! And it could happen to you.

Here's what to do: Don't just look ill-used. Don't just whisper your wish. Demand your birthright . . . BELLOW "JELL-O!" And make it plain that it's real tender, taste-full Jell-O you want, not some gelatin-come-lately. (Don't worry, your grocer is a Jell-O rooter, too.)

Of course, after making such a scene, you'd better take home a whole cartload of Jell-O!

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



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