



## The Kewpies and the Sensible Woman

"Oh, Bobbie!" Nan says happily, "see what the dear little Kewpies have brought us! Don't they know what we like?" And Bobbie says "Hoo-e-e! I guess they do."

The wise Kewpies are always doing the right thing to make little and big folks comfortable, contented and happy, and of course they know, just as sensible women know, that good things to eat are one of the first considerations. And where is the list of good things to eat that doesn't begin with

# JELL-O

No sensible woman will overlook the easy Jell-O way when she wishes to serve a particularly delicious dessert, for the low cost and *the delightful flavor*, as well as *the ease of preparation*, are too well known for that.

Jell-O is put up in seven pure fruit flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate. Each ten cents at grocers'.



The four Jell-O desserts pictured below are described, with dozens of others fully as beautiful and delicious, in the Kewpie Jell-O Book for which Rose O'Neill, the famous "mother of the Kewpies," has made some of her greatest Kewpie pictures. A copy of the book will be sent to you free if you will write and ask us for Kewpie Book K.

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PINEAPPLE BAVARIAN CREAM



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JELL-O FRUIT  
COCKTAIL



RASPBERRY  
JELL-O