



\* Heat time you add the hot water to gelatin. SMELL IT!

*Pheew-ew!*



\* With Royal Gelatin, you get just a delightful, fruity fragrance. This next will convince you of Royal Gelatin's fine quality.

*Um-m-m!*

# One "whiff" Tells You-

As you pour the hot water over your gelatin dessert, smell the rising vapor—  
with **Ordinary** gelatin desserts,  
this vapor has an **Unpleasant Odor**  
with **ROYAL**, you get the sweet,  
**Delicious Fragrance of pure fruit**

And Royal tastes as good as it smells!  
There's no mistaking those Royal pure fruit  
flavors—whether you smell them or taste them.  
They're true to the fruit.  
Pour the hot water on Royal Lemon—you  
get instantly the delightful tangy fragrance  
of the actual fruit. If it's Royal Raspberry, the

aroma is like fresh ripe raspberries picked in  
last summer sunshine.  
And Royal flavors are full-bodied... never  
faded out... because Royal Gelatin Dessert is  
formulated as a perishable food. It's rushed fresh  
to grocery by the same great rapid delivery  
system that carries Chase & Sanderson's Coffees.

And don't forget that Royal Gelatin Dessert  
is quick setting. It actually jells in about half  
the usual time.

Seven pure fruit flavors to choose from:  
Raspberry, Strawberry and Cherry... Lemon,  
Orange, Lime, and the new flavor—healthful,  
delicious Pineapple. The color of the package  
tells you its flavor.

Save Royal Quick-Setting Gelatin for dinner  
tonight. It's a particularly good dessert for  
the children because it aids digestion. And it  
makes a big variety of delicious and unusual  
desserts.

**FREE RECIPE BOOK**—Send for "Royal Desserts,"  
a beautiful booklet containing over 100 recipes  
for desserts, salads, appetizers and beverages.  
Address: Royal Gelatin, a product of Standard  
 Brands Incorporated, Dept. G-22, 691 Washington  
 Street, New York.



\* Royal Dessert sets so quickly. To get gelatin  
with full-strength flavor, you must get it fresh. That  
is why Royal Gelatin is rushed to grocery by rapid,  
fresh-food delivery. When you buy Royal, you get  
an almost sure of real fruit flavor.

Photo und Zeichnung  
kombiniert. Deutsche und  
amerikanische Methode.

Combination of Photo  
and Drawing. American  
and German methods.

Nur **50 Pfg.**  
für eine **grosse** Tube  
**NIVEA**  
**Zahnpasta**

Mild, leicht schäumend,  
ganz wundervoll im Ge-  
schmack. Sie wird Ihnen  
gefallen, denn auserle-  
sene Rohstoffe geben  
ihr größte Wirksamkeit.