

“JELL-O Den delikataste deserten”

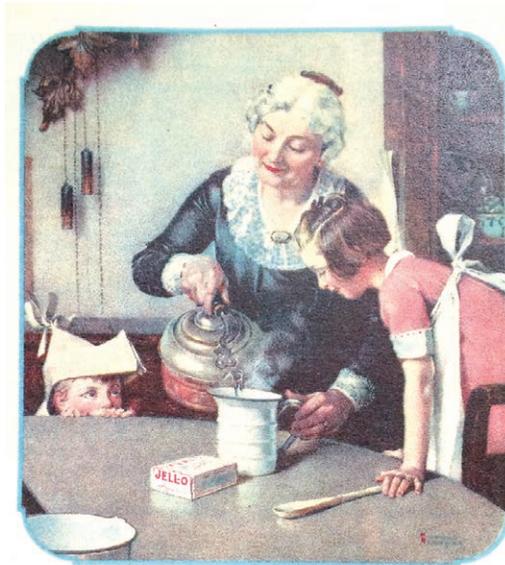
by Lynne Belluscio

Every two years I attend the European Open Air Museum meeting. I have been attending these meetings for twelve years as a representative of the Association of Living History, Farms and Agricultural Museums. Twelve years ago, we met in Scotland and Northern England, followed by Finland, then Holland and Belgium, Denmark and Germany. This year we met in Norway.

The focus on this year's meeting was the installation of contemporary exhibits at several of the European museums. A museum in Denmark and one in Oslo have moved in buildings from the 1960s and 1970s. There is a lot of discussion about whether this makes sense and whether other museums should follow in that direction.

Many of these museums have previously focused on their native culture and architecture, but the contemporary exhibits allow them to introduce the recent immigrant stories. It would be as if Genesee Country Museum decided to move in a ranch house - even my house from 1969 and furnish it and have a couple of folks “interpret” what it was like growing up in 1969. I still haven't decided whether I think it is a good idea or a fad. But it sure did stir up discussion.

I had the opportunity to talk with some folks from the Czech Republic over dinner one night



“SÅ ENKELT ÄR DET!”

JELL-O

Den delikataste desserten

Swedish recipe book.

and met with some old friends from England and Denmark. When we were coming out from one session, Olaf Edin from Sweden came up and said, “I was hoping you were going to be here, because two years ago, in Germany, I promised to send you this, and I never put it in the mail, so I brought it with me, hoping to see you again.” What he gave me was a color copy of a Jell-O recipe book, in Swedish. What is more remarkable, is that on the inside it says that it was printed in Stockholm.

I'm not sure that Jell-O was never marketed in Europe. All I can think is that when people were getting ready to emigrate from Sweden to the United States, they might have been given a recipe book with American recipes written in Swedish. We have a copy of the same book in Yiddish and in French. The French book was published in Canada. We also know that recipe books were printed in Spanish and some Jell-O boxes were printed in German.



“IT'S SO SIMPLE”

JELL-O

America's most famous dessert

English recipe book.

The recipe book is the 1922 Norman Rockwell version with the grandmother on the front and the little girl and her doll on the back page. This is the same illustration used in the French version and the Yiddish version. And I had to ask - - “does the woman in the illustration remind you of your Swedish grandmother?” “Yes she does, Olaf said.” And she looks like a Jewish grandmother and I guess a French Canadian mother too.

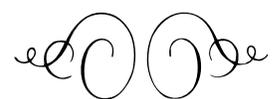
I compared the recipes in Swedish and in English and I think they are different, but since I cannot read Swedish it's hard to tell. However, the last recipe in the English book is Pimento Salad that uses lemon Jell-O and in the Swedish book it's Banan-Sallad. (Banana salad?) that uses raspberry Jell-O. “Da pulvret ar fullkomligt upplöst, slas det klara geleet I sma vattenskoljda forma, som fyllas till ¼ varefter massan far stelna.” (I have figured out that “apelsin” Jell-O is orange. “Citron” Jell-O is lemon, and “hallon” Jell-O is



Front cover.

raspberry. In fact on the back page, the box of Jell-O illustrated is for raspberry - Hallon - Jell-O. So now I need to find a box of Jell-O written in Swedish for the collection!

If anyone knows someone who could translate the Swedish recipe book, I'd really like to know what it says, especially the inside of the front cover.



Notice the box of Swedish Jell-O.