

# Two For \$20

by Lynne Belluscio

If you have ever wanted to outfit your entire football team, or soccer team, or family, or all your grandchildren in Jell-O T-shirts, now is the time!! For the month of October, we are having a huge sale on the original Jell-O box T-shirts. We're offering the T-shirts at the 1991 price. My suggestion is to buy them while we have the sizes and colors you want.

All of you folks from Syracuse University need orange shirts. The first Jell-O shirts were sold in the spring of 1991 - - I think. I know that we needed a way to raise money to have original Jell-O paintings restored for the exhibit at the Strong Museum and the Jell-O Company wasn't interested in helping, so we decided to sell T-Shirts. We placed an order and they were sold out immediately and we didn't have any left to sell at the Oatka Festival, so we took orders.

I remember the day they were delivered - - hundreds of them. We set out large grocery bags with the names of the people who had ordered shirts and filled

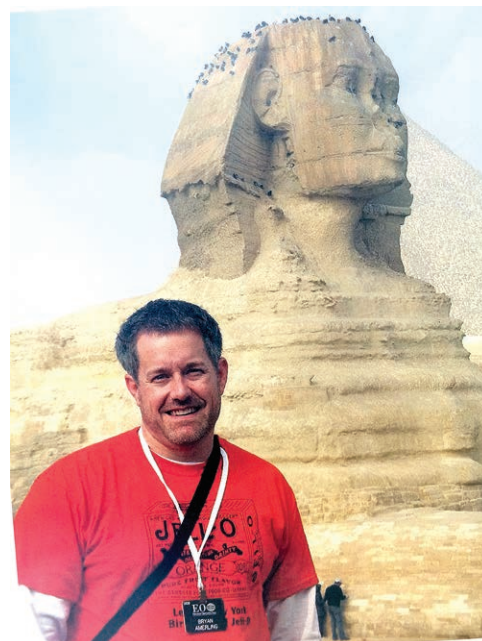
me, I thought. I didn't hear from the lawyers and I figured I would ask forgiveness rather than permission. So when the marketing team from Jell-O called to say they wanted Jell-O T-shirts for the opening of the Jell-O exhibit at the Strong Museum, I told them I couldn't sell them for fear of getting in trouble with trademark lawyers. They told me, not to worry, and to sell them the shirts - - which we did - - at cost, if memory served me.

In the meantime, we did engage with the trademark lawyers, and had to submit - free - shirts for their review. I was told that they had to look at the quality, and make sure that if some kid decided to eat his t-shirt, that the shirt material and the ink would not be harmful.

Well, fast forward to 1997. We still didn't have a licensing agreement with Jell-O, and when it did arrive, it was good for only a year - - and we were already into the better part of the year - and we could only sell it on premises - - which meant

marketing team came to visit, they wanted us to use their "new" logo with the "swoopy" on ( that is on the box of Jell-O) Because, as I learned, it is not just Jell-O that is trademarked, it is the font of the letters.

When we went for approval to put the billboard up on the Thruway, I wanted to use the old Jell-O font - I thought it looked more historical - - but was told that I had to use the swoopy O. So when it came to embroidering the swoopy O for the marketing people, we went ahead and did it (if you have one, it is a collector's item.) Because as it turns out, it costs a lot more money to embroider the swoopy O than the closed O and we do not have swoopy O embroidered T-shirts for sale.



had to pay the graphics designer to come up with the swoopy O. Oh, my - - that's a teachable moment!

So I asked Terry - -how many Jell-O box shirts did we sell last year? And I wonder how many we have sold since 1991. During the first couple of years, we had other companies print the Jell-O shirts. LP Graphics - The Penny-saver started printing the shirts in 1998. I estimate, we sell between 500 and 600 a year - times 25.

One year, we asked folks to take a selfie in their Jell-O shirt and send it back to us. I've lost the name of this guy in Egypt, but there's no question where he took the photo. In fact, if you have a chance, send us your photos of folks - teams - - the family dog - - in their Jell-O shirts. It gives us a chance to look forward to checking our email each day - - [jellodirector@frontiernet.net](mailto:jellodirector@frontiernet.net)



orders. One large raspberry, two small lemons, one extra large orange. The bags filled the floors of the front parlor of LeRoy House. Then when the Jell-O exhibit opened at the Strong Museum in Rochester, everyone wanted to wear their Jell-O shirts, but we still didn't have a licensing agreement with Jell-O to use their logo.

I had called the archivist in Morton Grove to thank her for helping with some Jell-O history and offered to send her a Jell-O T-shirt and was warned that since we didn't have permission to use their logo, they would have to have their trademark lawyers get involved. You have got to be kid-

that we weren't supposed to sell the shirts at the Oatka Festival. We opened the Jell-O exhibit in June. Everyone shows up in their Jell-O T-shirt. We sell shirts at the Oatka Festival and the licensing lawyers didn't show up. Well, that licensing agreement expired and we renewed it again a year or two later. The Jell-O marketing folks have bought T-shirts on and off, and the phone number that I had for the licensing lawyer is no longer in service.

A few years ago, we started selling embroidered Jell-O T-shirts (no they are not on sale this month) We used a "closed" O on the Jell-O. When Jell-O

crate. And, then I wondered, how much the new marketing team



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