LE ROY PENNYSAVER - MARCH 14, 2010 Bathtub Jell-O

by Lynne Belluscio

I've been catching up on accessioning objects into the collection and I came across four original cartoons by noted political cartoonist Pat Bagley of the *Salt Lake Tribune*. He produced several Jell-O cartoons during the 100th Anniversary of Jell-O in 1997.

Grace Leong from Jell-O's marketing company in New York mailed them to me last year. As I was looking at the cartoons, I was amused to find one "Prohibition" which was a prognostication of things to come in 2010. Did Bagley have any idea that his humorous prophesy might actually come true? "In a fiendish effort to undermine Utahns' high moral values, legislation is enacted to prohibit the transportation, sale, possession or consumption of Jell-O!!!" (Doesn't this sound like the new legislative proposals to tax sugar-filled beverages to curb childhood obesity? What's next - - Jell-O?)

I wanted to print Bagley's cartoon, but discovered I needed his permission. So yesterday I left him a message and today I talked with him and got permission to run the cartoon. Actually, he didn't remember it, but when I read him the captions, I think he was intrigued with the prophetic message.

Fourteen years ago, it sounded silly to think that we would enact legislation to prohibit sugar



based food, but that's not so today. So maybe we will have to make Bathtub Jell-O and go to Canada to buy Jell-O -- or have to smuggle it across the border. This whole thing sounds like one of my April Fool's Day articles --- but it isn't. (You'll have to wait two weeks for that.)

Pat doesn't concentrate on Jell-O jokes. His political cartoons have appeared in the Wall Street Journal, the Los Angeles Times and the Guardian of London. He was born in Salt Lake City but grew up in Oceanside California, where his father was mayor. His interest in politics was peaked in high school, when he participated in a PBS interview of Ronald Ragan. He graduated from Brigham Young University. (Which I reminded him, was the driving force behind getting Utah to vote Jell-O the official Utah State Snack.) He has been on the staff of the Salt Lake City Tribune since 1979. He is the author of several books, including "Dinosaurs of Utah" (which is not a political comment on the political situation in Utah), "This Is The Place" a young adult history

of Utah and the nationally acclaimed "Clueless George Goes to War."

So many thanks to Pat Bagley for allowing me to reprint his Jell-O cartoon. I will be featuring some Jell-O cartoons this year in the Jell-O Gallery, including the five Bagley cartoons. In the 1950s, Jell-O hired several cartoonists to create Jell-O cartoons for advertising, which included Hank Ketchum, creator of "Dennis the Menace."



