

# Jell-O Museum Beats The Socks Off The Big City Museums

by Lynne Belluscio

*We always enjoy hearing from folks who have had a good time here at the Jell-O Museum and last week we received a great letter from Australia:*

5 February 2014

Dear Jell-O Museum,

*While planning a trip to the U.S. last year, I stumbled upon a reference to your museum on Wikipedia. I was thrilled to find you were located in LeRoy, because I was already interested to visit Rochester and Buffalo, so you were in route. My wife and I met up with some English friends in the US and together we descended upon your establishment wobbly with anticipation. It was well worth the stop! We were all fascinated by your displays and when I told the elderly lady guide that I was from Australia, she asked me to sing the Aeroplane Jelly song and I did!*

*Now we're back to Australia. Your museum was one of the highlights of an 8 week tour coast to coast. I am telling all my friends about you. I have also written to the Aeroplane Jelly Company here in Australia and Gregg's Jelly Company in New Zealand and asked them each to send you 1 box of each of their flavors. I don't know if they will, but if you get any exotic parcels, you now know why!*

*At the National Library of Australia, they have the Aeroplane Jelly song music score and even produced a postal card of it so I am enclosing here Xeroxes of two 1930s editions of the sheet music and a copy of the postcard. Thank you again for a wonderful museum a wonderful guide and a wonderful wobbly day in small town America. You guys beat the socks off those big-city museums any day of the week!*

Brenden Whyte

And what a great surprise – the next day we received 16 boxes of Gregg's Jelly from



New Zealand. I Googled the company and discovered that the company is named for William Gregg, who was born in Ireland in 1836.

As a young man, he came to Australia, and went into business importing coffee and spices. The company later included starch, soda crystals, and flavorings. His company was also the first to manufacture "wax vestas" (matches). It's not clear exactly when they began to offer jelly powder.

The company reorganized several times and was incorporated in 1897 (the same year that Jell-O was introduced in LeRoy). The company even sold cigarettes. They offer the usual jelly flavors – lime, strawberry, raspberry, and

blueberry. But they also offer lemonade and boysenberry. I plan to take home the boysenberry to make tonight. Gregg's celebrated its 100th Anniversary in 1961.

Aeroplane Jelly Powder from Australia, was introduced by Adolphus Appleroth in 1927. He mixed up powdered gelatin and sugar in his bathtub and sold

it door to door in Sydney. In 1917 he and a partner formed a company and rented a factory for his jelly powder.

The first factory was in Paddinton, New South Wales. At the time, flying and the airplane were all the rage, so they branded it Aeroplane Jelly. Appleroth used a Tiger Moth plane to make deliveries to rural areas in 1934. About that time the jingle was composed by Albert Lenertz, Appleroth's partner. As with most things, the authorship of the jingle was contested, but today it is still attributed to Lenertz. The song was sung on radio shows by three-year-old Jennifer Paykel.

At one time, in the 1940s, the jingle was broadcast over 100 times a day. In 1966, the jingle was recorded in a variety of foreign languages, as well as by the Andrews Sisters and Victor Borge. In 1988, during the Australian

Bicentennial celebration, Aeroplane Jelly was available in some special Australian flavors such as Lilly Pilly, Quackandong, and Midjinberry. Those flavors were discontinued in 1992. Like Jell-O, Aeroplane Jelly was acquired by another company and today it is owned by McCormick Foods.