

Football Season and Now's the Time for Jell-O

by Lynne Belluscio

In the 1950s, Jell-O featured a series of cartoons which appeared in the Saturday Evening Post and Life Magazine. What is intriguing is that some of the best known cartoonists contributed to this advertising campaign. Hank Ketchum was famous for his long running cartoon strip, Dennis the Menace. Syd Hoff was known for many children's books including "Danny and the Dinosaur." Stanley and Janice Berenstain were known for the Berenstain Bears, which still airs on television. William Steig was known as the "King of Cartoons and forty years after his Jell-O cartoon appeared, he wrote about a repugnant and monstrous ogre who leaves home and saves a Princess. He named the ogre "Shrek" in 2001, Steig's Shrek was made into a blockbuster movie.

The cartoon about the football team is by Whitney Darrow Jr. He was born in Princeton, New Jersey where his father was one of the founders of the Princeton University Press. Young Darrow graduated from Princeton in 1931. He studied with the artist Thomas

Hart Benton. At first he first thought he would become a writer, but in 1933, at the age of 24 he sold a cartoon to The New Yorker. His cartoons appeared in The New Yorker for over fifty years. Occasionally his art would appear on the cover. It is said that he helped the cartoon evolve from a gag style humor to a commentary on character. He illustrated for the author Jean Kerr. Her books included "The Snake Has All the Lines" and "Please Don't Eat the Daisies." Darrow published four collections of his cartoons, "You're Sitting on My Eyelashes," "Give Up?" "Stop, Miss" and "Please Pass the Hostess." Darrow died in 1999.



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Looks like it's your turn to feed the mob, Mom! That's why it's wise to have a bowl of Jell-O always handy in the refrigerator. The whole team will love its good taste and gay good looks! And Jell-O gelatin desserts still cost just pennies per portion!



Now's the time for



Cook leaving? Don't fret. In less time than it takes to ring up an employment agency, you can make your family a bowl of delicious, appetizing Jell-O gelatin dessert.



Now's the time for



Can you think of a more appropriate dish for moments like these than a delicious, festive Jell-O gelatin dessert? We ask you.



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