

## The Man Who Invented Jell-O

Jell-O turned 100 years old in 1997, and the story surrounding its inventor is truly ironic.

In 1897, Pearl Wait (yes, that was his name) wore several hats. He was a construction worker who dabbled in patent medicines and sold his ailment remedies door-to-door. In the midst of his tinkering, he hit on the idea of mixing fruit flavoring with granulated gelatin.

His wife named it Jell-O, and Wait had one more product to peddle.

Unfortunately, sales weren't as strong as he'd hoped, so in 1899, Pearl Wait sold his Jell-O rights to Orator Woodward for \$450.



*Pearl Wait*

Woodward knew the value of marketing, so within just eight brief years, Wait's neighbor turned around a \$450 investment into a \$1 million business.



*Orator Woodward*

Various elements were key to Jell-O becoming a mainstream product: new technologies, such as refrigeration, powdered gelatin and machine packaging, home economics classes and the company's marketing. Initially, Woodward struggled to sell the powdered product.

Beginning in 1902, to raise awareness, Woodward's Genesee Pure Food Co. placed advertisements in the *Ladies' Home Journal* proclaiming Jell-O to be "America's Most Famous Dessert." Jell-O was a minor success until 1904 when Genesee sent armies of salesmen into the field to distribute free Jell-O cookbooks, a pioneer marketing tactic. Celebrity testimonials and recipes appeared in advertisements featuring Ethel Barrymore and opera singer Ernestine Schumann-Heink.

As of 2011, there were more than 420 million boxes of Jell-O gelatin and more than 1 billion Jell-O cups sold in the United States each year. As of 2016, there were more than 110 products sold under the Jell-O brand name.

Today, not a single relative of Pearl Wait receives royalties from the 1.1 million boxes of Jell-O sold each day.

Why? Because Wait just couldn't wait!

(more)



Patience is defined by *Wikipedia* as “the ability to endure difficult circumstances such as perseverance in the face of delay, tolerance of provocation without responding in annoyance or anger, or forbearance under strain, especially when faced with longer-term difficulties.”

In Christianity, patience is one of the most valuable virtues of life, viewed as the work of the Holy Spirit in the person who has accepted the gift of salvation. It is part of the fruit of the Spirit, according to the Apostle Paul in his letter to the Galatians.

Patience is a quality much to be desired and admired, and the demonstration of it in the work of Life Care and Century Park is a definite advantage.

*With all humility and gentleness, with patience, bearing with one another in love* (Ephesians 4:2 ESV).

– Beecher Hunter