



NOW, Anyone ~

*Even Without Previous Experience,
Can Make*

*Perfect Jams and Jellies
Every Time*

What is it that makes Jelly "Jell"?

Let me tell you !

— says Elizabeth Palmer

FRUIT contains in varying amounts both sugar and a certain jelling substance which is colorless and flavorless, but no fruit contains enough of either to jell all its juice. That is why you used to have to "boil your fruit down" or concentrate it until it had lost a large amount of its juice, and much of its fresh natural flavor, and beautiful color as well.

But, unfortunately, some fruits contain little or none of this jelling substance, and even those rich in it lose it as they ripen, so that there was always that worrisome question — will it jell?

But now you can add this jelling substance as easily as you add sugar to your fruit, for a way has been found to extract this jelling substance from fruits in which it is abundant, so that today you can buy it in convenient bottled form by simply asking your grocer for Certo.

There's a jam and jelly recipe book with every bottle of Certo



Simply bring your fruit or fruit juice and sugar to a boil, add Certo, boil hard one or two minutes, and it's ready to skim, pour and seal. Simple and easy, isn't it?

NOW ~

*Any Fruit Will Jell Perfectly
Every Time ~ with only One
or Two Minutes' Boiling*

IT'S so simple and easy—even the beginner can be sure of perfect jams and jellies, for with Certo no practice is required to pick the right fruits at just the right stage of ripeness.

Use any fruit you like—when it is fully ripe and the flavor is at its best it will jell perfectly with Certo. Instead of “boiling it down,” you just bring your fruit and sugar to a boil, let it boil a minute or two, and it's done, ready to pour and seal.

Certo jams and jellies jell perfectly—just tenderly firm every time—never a failure. They taste better, because the delicate, delicious, fresh flavor of your fruit is not boiled away. They look prettier, because you preserve their bright, natural color. You get half again more jam or jelly from your fruit because you save the juice which used to boil away.

Then, too, you'll find your jams and jellies made with Certo cost less—from 2 to 3 cents a glass less.

*Last Year More Than
Six Million Women
Made Their Jams and Jellies
By the Simple and Easy Certo Method.*

THEY would no more think of going back to the old tedious long boiling process of making jams and jellies than they would of discarding their electric lights for tallow candles. For Certo has taken all the guess work and most of the hard work out of jam and jelly making.

There is a book of nearly one hundred simple tested recipes with every bottle of Certo; recipes for all your old favorite jams and jellies as well as many new ones that you will thoroughly enjoy making. For instance, have you ever made green pepper jam? It sounds rather odd, doesn't it, but try it. It is simply delicious with meat and you can make it in fifteen minutes. And then there is mint jelly to serve with lamb; and orange jelly made from three oranges—it makes a wonderful cake filler. The Certo recipe book is just filled with recipes you will enjoy making up and serving. Order a bottle of Certo from your grocer to-day.

*Dried Fruits, Canned
Fruits, Bottled Fruit Juices,
Jell Perfectly With Certo.*

ALL the fruits will jell now, perfectly every time—not only all the fresh fruits, but canned and dried fruits and fruit juices.

By the simple, quick *Certo* method, all these fruits—so convenient to work with because they are already prepared—can be made into delicious jams, tender sparkling jellies and appetizing marmalades.

With hot biscuit, with roast meats, in cake fillings, and as sauces for puddings and ice cream, they give charm and zest to your winter menus. Canned pineapple or apricots make luscious jam; bottled grape juice makes perfect grape jelly, dried figs can be made into a rich, delicious jam.

And it is all so quick and easy with *Certo*. In fifteen minutes you can have a dozen or more glasses of delicious jam or jelly by simply following the recipe in the *Certo* booklet. Why not order a bottle of *Certo* from your grocer today and surprise your family with some delicious *Certo* made Jam or Jelly.

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