

YOU can be sure of . Perfect Jams and Jellies every time by following this Simple and Easy Method



1 Bring fruit and sugar to a boil

IT USED to take a rather daring housewife to attempt jam and jelly making. You simply couldn't tell how it was going to turn out—your jelly might set and be beautifully clear, or, it might be a cloudy, soupy mass—and not even the most skillful housekeeper could be *sure*. It was the one place in cookery where experience didn't seem to count.

But now—things are different. No matter how inexperienced you may be, you can make delicious jams and jellies and be sure of success *every*

single time—from any fruit in any form—fresh, dried, canned, or fruit juices; and they are better looking, better tasting, than were ever thought possible by the old-fashioned, long-boiling process.

Certo makes all these wonderful results possible!

CERTO is the substance in fruit that makes it jell—fruit cannot jell without it. This jelly-making element is completely lacking in some fruits, others have only a little of it, and even in the fruits that naturally contain most of it, it gradually diminishes as they ripen.

That is why cook books have always warned you against using fully ripened, delicious fruit, even though you knew that the flavor was then at its best. But because CERTO itself supplies all the necessary jelly-making property, you can now use the ripest, fullest-flavored fruits, and even those fruits that in themselves entirely lack this jelly-making substance.

Think, too, of being able to make, for instance, delicious Pineapple Jam from canned pineapple; unheard of until the advent of CERTO, for pineapple is one of those fruits which contains no jelly-making substance; or of making Grape Jelly from bottled grape juice, or Fig and Apricot Jam from the dried fruits. So that now with the aid of CERTO every fruit may be used in the making of wonderful jams and jellies.



2 Boil one minute and add Certo