

IRVING BERLIN:



Berlin toured with his World War II show, "This Is the Army," as a World War I doughboy.

by Alfred Balk

IN AMERICAN popular music there is no all-time king. Years pass, tastes change, hit songs come and go.

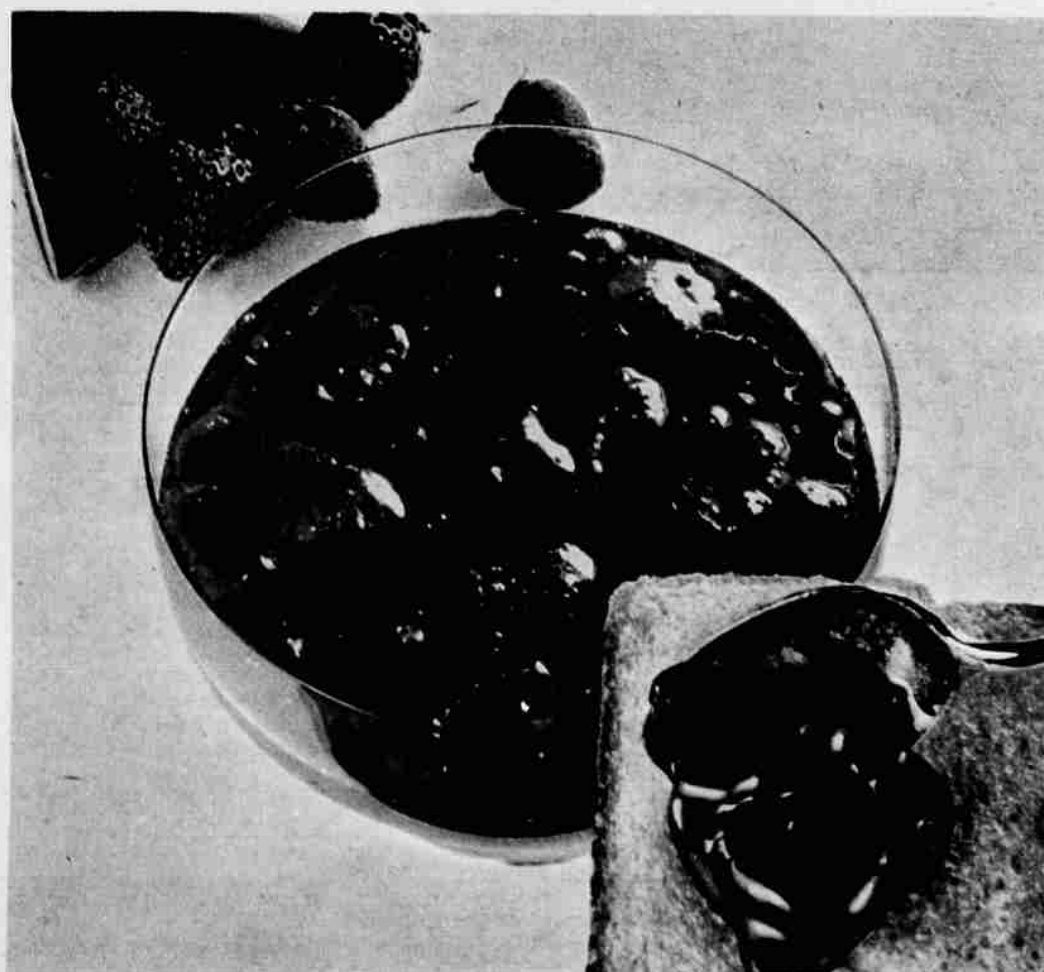
But could a champion be chosen, the first nominee might well be a wiry, ageless little man who has just rounded out a half-century of song writing. He is one of two men ever to receive a Congressional Gold Medal for music and has authored more song hits than any American in history—Irving Berlin.

Who cannot sing from memory "God Bless America," "White Christmas," or "Easter Parade"? Who of any age can resist tapping a foot to "Alexander's Ragtime Band," "This is the Army, Mr. Jones," or "There's No Business Like Show Business"?

Now in his 71st year, Berlin wrote

No jam tastes like the kind you make yourself!

Easy! Thrifty! No failures—and only one-minute boil with Certo or Sure-Jell!



Sure-Jell and Certo are brands of pectin... the fruit substance that causes jelling. The amount of pectin in fruits varies—so Sure-Jell or Certo takes the guesswork out of jam and jelly making. Easy recipes for all kinds of fruit with package and bottle.



Recipe for Strawberry Jam. Chop 2 quarts fully ripe berries. Mix $4\frac{1}{2}$ cups prepared fruit in large saucepan with 1 box of Sure-Jell. (Or use liquid Certo—recipe on bottle.) Stir over high heat until mixture comes to hard boil. Next step is even easier!



Stir in 7 cups sugar at once. Bring to full rolling boil; then boil hard 1 minute, stirring constantly. This short boil time means less juice boils away. So you get up to 50% higher yield—and fresher flavor! Tastes so much better than any jam you can buy!



Remove from heat; alternately stir and skim off foam for 5 min. Ladle quickly into 11 medium-size jars. (No paraffining with new type jars!) Costs mere pennies a jar—and you can't fail! Get powdered Sure-Jell or liquid Certo—products of General Foods.