



No jam tastes like *the kind you make yourself!*

It's easy . . . thrifty . . . and no failures with Sure-Jell or Certo!



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 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.