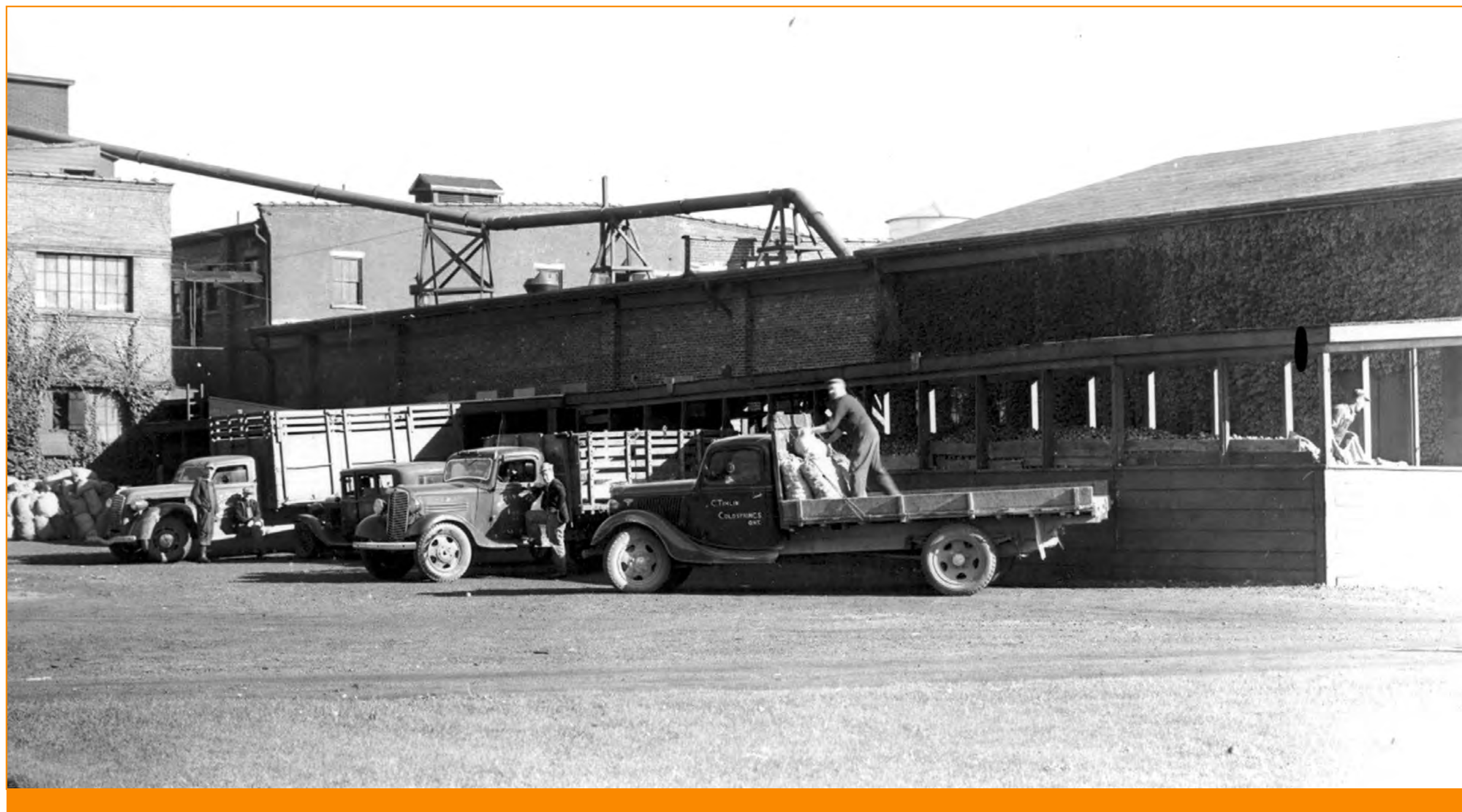


Since Certo was a revolutionary product, it had to be promoted. To assist the homemakers who might be having trouble with their jams and jellies, the company invented **Jane Taylor Allen. Think of her as the Dear Abby of jam-making.** Although the target market was undoubtedly “the little housewife”, Jane was really a man, one of the staff chemists. His job was to convince the women to buy Certo, then to follow the exact directions on the bottle for best results.



THE PROCESS

Early on, local farmers lined up along Ontario St. to deliver their wagon loads and truckloads of apples to the plant. The apples were shovelled into vats to be washed, passed along conveyors to grinders, then dropped into a press where the juice was extracted to be converted to apple cider vinegar. The remaining apple pulp went to cookers, and after a second pressing the pectin was extracted.



DOUGLAS PECTIN → POSTUM → GENERAL FOODS

After Robert Douglas died in 1929 the thriving Douglas Pectin Co. was sold to the Postum Cereal Company. Over the years Postum had acquired many other companies and their products, including Jell-O, Swans Down Flour, Minute Tapioca, Baker’s Chocolate, Sanka, Maxwell House, LaFrance Bluing and Birdseye. Pectin was just one more addition to the Postum line of products.

That same year the Postum Company’s growth led to the **formation of a new company, General Foods.** So Douglas Pectin became General Foods. As the corporation continued to expand in the U.S., additional products besides pectin were manufactured at the Cobourg plant: Kool-Aid, Sun Up, Tang, Post cereals, Minute Rice, Cool Whip, Shake & Bake and Gaines dog food. Tang was created here in Cobourg in the General Foods laboratories.

Products came and went. Some, like LaFrance Bluing, Sun Up Instant Breakfast Drink, Tuffy, Quench, Awake, and D-Zerta, that were not successful, have disappeared from grocery shelves



For weight watchers... low-calorie
D-ZERTA PUDDING

