

Pexicon : an all-the-year-round product : makes jam set like magic / The Pexicon Company.

Contributors

Pexicon Company.

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"AN ALL-THE-YEAR-ROUND PRODUCT!"

PEXICON

REGISTERED

"MAKES JAM SET LIKE MAGIC!"



WHAT IS PEXICON?

"PEXICON" is a natural fruit product.
It is the jellying part found in certain fruits.
It is scientifically extracted in a modern factory.
It is an all-British product, in handy containers.

USES OF "PEXICON."

"PEXICON" can be used to advantage in the preparation of foods of widely different nature, amongst which are Jams, Jellies, Creams, Sauces, etc. Broadly speaking there are four main distinct ways in which it can be used. These are:—

- (1) As a "SETTER," especially for Jams, Jellies, etc.
- (2) As a "THICKENER" for Sauces, Salad Creams.
- (3) As a "STABILISER" for Creams, Emulsions, etc.
- (4) As a "BINDING AGENT" in Sweets, etc.

For "PEXICON" recipes for Sauces, Creams, Sweetmeats, send stamped addressed envelope mentioning the name of your grocer or stores and asking for "PEXICON" PRODUCTS RECIPE BOOK.

Address: **THE PEXICON COMPANY, Dept. A.,
EIGNBROOK HOUSE, HEREFORD.**

SOLE DISTRIBUTORS FOR THE BRITISH ISLES.

"PEXICON" IS INVALUABLE FOR WHIPPING CREAM.

"PEXICON for JAM MAKING"

TO MAKE PERFECT JAMS, YOU MUST USE "PEXICON"!

- It reduces the time of Jam boiling by one-half.
- It retains the natural colour and flavour.
- It increases the output by at least one-third.
- It correspondingly reduces the cost.
- It ensures a firm clear jelly set.

"PEXICON" PULP



is fresh English & Empire fruit, boiled, put into cans and sterilised. It is then ready for use in Pies or for Jam making. It is put up in the following varieties :

**STRAWBERRY, LOGANBERRY,
GOOSEBERRY, BLACKCURRANT,
RASPBERRY, RED PLUM,*
APRICOT,* DAMSON, PINEAPPLE,*
PEACH* and YELLOW PLUM.***

The size of the can is known in the trade as two and a half size, but actually holds 2 lbs. of fruit.

Two of these cans make a full boiling of Jam, as set out in the recipes, or one can makes half a boiling.

"PEXICON" PULP IS ALL FRUIT WITHOUT WATER OR SUGAR.



"PEXICON" PULP enables the housewife to make Fresh All-British Jams, the "PEXICON" way, all the year round, and by buying two cans of different varieties of fruit pulp, two half boilings can be made, using half the can of "PEXICON" with each.

**These varieties are suitable for Pie Making.*

"Pexicon" makes Jam Boiling a pleasure!

FOLLOW DIRECTIONS CAREFULLY.

- 1.—**FRUIT.** Use only clean, firm fruit, which has attained to the full flavour, remembering that rather under-ripe is better than over-ripe fruit.
- 2.—**Boiling.** Do not stew the fruit over a small fire or gas. Turn on all the gas that is available—over two or three jets if possible. Bring to the boil as quickly as possible. Simmering darkens the colour and spoils the set. The essence of successful jam boiling is to boil quickly. The faster the boil the better, and to keep the jam from boiling over, add a piece of butter or margarine as big as a walnut. A sharp boil and a little butter will save any need for skimming the jam.
- 3.—**Sugar.** Best English Sugar should be used. The favourite old time preserving chips were Beet Sugar from the Continent. Today you can buy a first class British Sugar for the purpose. The Anglo-Scottish Granulated Preserving Sugar ensures that it is all British, and free from impurities, and it costs no more.
- 4.—**Pans.** A good thick aluminium pan is the best. These can be supplied through your local Hardware Stores, bearing the brand mark "PEXICON."
- 5.—**Filling.** Filling into jars should be done without delay after the boil is finished. Either parchment tie-over or screw tops may be used to cover the jars. If the former are used, the jam should be filled hot into the jars and the jam covered with waxed tissue papers immediately. The jars should be covered the next day with parchment and tied down with string. To stop the jars cracking, warm them before use, then pour a little hot jam into each jar, then, starting again at the first jar, fill them up.

- 6.—**Storage.** It should be remembered that jars of jam covered with parchment must be stored in a dry and airy place to prevent mould.
- 7.—**“Pexicon” Jars.** To ensure perfect keeping of jams, the “PEXICON” Company recommends the use of “PEXICON” screw top jars for all jams. The jam can then be stored under any conditions and mould will not develop, and the jars can be used from year to year by renewing the rubber rings.
- 8.—**Airtight Filling.** If “PEXICON” screw top jars are used, the following hints will be found useful: Fill the jam boiling hot into spotlessly clean jars, and place the inner top lid on immediately, taking care that the rubber ring is in the correct position. It is a good plan to dip the rubber ring into hot water before using, to ensure a firm joint. No waxed tissue papers are needed. Put on outer cover and screw down tightly. Immediately after turn the jars upside down on a wooden tray or table, and allows to remain in this position for about two minutes, after which they should be turned the right way up. (Also read Note 5 on FILLING.)
- 9.—**Inspection.**—The next day unscrew the outer cap carefully so as not to disturb the inner lid. Any jar in which the inner lid is not secure must not be stored away but put aside for current use. The jars on which the inner lids are tight are now vacuumed or airtight. Screw the outer lid on again and store away. If required, these jams will keep indefinitely.
- 10.—**Using up the “Pexicon.”** To ensure using all the “PEXICON” out of the can, rinse out with an egg cup of hot water. Open the can by cutting off the lid, as with Canned fruits. Any left over must be used within two days, or can be made into Lemon Jelly (see below).

LEMON JELLY.

This is the recipe to use up half a can of “Pexicon,” i.e., 4 ozs. Recipe can be adjusted for larger or smaller amounts. Take two lemons, peel them, take half the peel of one lemon and the flesh of the two and gently boil for about ten minutes in $1\frac{1}{2}$ pints of water. Strain through an open texture muslin cloth and put back into pan with 2 lbs of sugar and bring to the boil. Boil briskly for 2 minutes, then add the “Pexicon,” bring to the boil again and then pour into jars. Makes about $3\frac{1}{2}$ lbs of jelly.

HOME FRUIT BOTTLING.

If desired, the "PEXICON" jars (with metal screw tops), used for jam, as recommended, may also be used for bottling fruit. The process is very simple.

(a) *Preparation of the Fruit.*—The fruit (plums, damsons, raspberries, loganberries, cherries, etc.) should be sorted out and all over-ripe or damaged fruit put on one side. In the case of hard fruits (such as plums, etc.), these should be well washed in water. Good *firm* fruit is essential.

(b) *Bottling.*—Pack soft fruits fairly tight without smashing; hard fruits pack quite tightly by bumping the jar on a wood table and fill the jar well to the top. Pour over hot syrup (prepared by dissolving 2 lbs. of sugar to each quart of water), so that the fruit is just covered. The Stone Fruit may be packed in water, in which case use boiling water instead of syrup. Then place on the inner cap, seeing first that the rubber ring is in the correct position. (It is a good plan to dip the ring in hot water before placing on the jar.) Immediately screw down the tops *lightly*.

Then put the jars into a deep vessel with a false bottom; this is to prevent cracking the jars. Stand the jars upright and bring the temperature almost to boiling point very slowly (in about 1½ hours from the start). If a thermometer is available use this and bring the temperature to 190° F. Allow the water to remain at this temperature for 15 minutes, making total time of cooking 1½ hours. Next, remove the jars from the tank and screw down the outer rings *tightly*. This is for 1 lb. size jars. For 2 lb. size, increase the first cooking to 1½ hours and the second to ½ hour; total, 2 hours.

The next day, remove the outer caps carefully and see if the inner lid is tight. If so, the outer cap should be replaced and screwed down tightly and the jars stored away till required. If the inner rings are loose, these jars will have to be re-cooked by immersing in water again and bringing up quickly to 190° F.

If you put a wooden lid or some similar flat surface in the bottom of an ordinary domestic Gas Boiler used on washing day, this will be found to answer admirably and will hold two or three dozen jars, which should be completely covered with water. The gas boiler is really excellent for the job, because, when the cooking time is finished, the outlet tap can be opened and the water drawn off and the jars then taken out and the tops screwed down tightly.

WHIPPED CREAM.

"PEXICON" saves all the worry, labour and risk of whipping cream.

All you have to do is to use 1½ tea spoonfuls of "PEXICON" to a ¼ pint of fresh cream and then whip.

It is most important to keep cream, "PEXICON" and utensils as cold as possible. It is a good plan to put all materials and utensils in a cold place for an hour before using.

Cream must be fresh not canned.

BOIL YOUR JAM BY GAS

This recipe book, compiled by a practical jam boiler, has given you convincing proof that gas is the best medium for successful jam boiling.

The B.C.G.A., representing the British Gas Industry, is at your service for free advice and help on any use of gas.

THE BRITISH COMMERCIAL GAS ASSOCIATION, 28, Grosvenor Gardens, S.W.1

Recipes

SOFT FRUIT JAMS

STRAWBERRY, RASPBERRY, BLACKBERRY, LOGANBERRY, RHUBARB & TWO-FRUIT JAMS.

4-lbs. Fruit. 6½ lbs. Sugar. 8-ozs. "PEXICON" (1 can).

Use the juice of one lemon for the Strawberry & Blackberry.

Put the fruit and sugar into the pan. Mix it well up. Put on the gas or fire and bring to a full rolling boil over a good fire as quickly as possible, giving it an occasional stir. Add a piece of butter as big as a walnut. After coming to the boil keep boiling fast for 3 minutes, during which time you must keep gently stirring to prevent jam burning on pan. Then add the "PEXICON," stirring in well. Boil for another 2 minutes and immediately remove from fire and pour into jars as directed.

Makes about 10 lbs. Jam.

The Rhubarb should be cut in chunks of about 1 inch. Half a pound of Minced Figs would improve it.

HARD FRUIT JAMS

PLUM, DAMSON, GOOSEBERRY, BLACK CURRANT, CHERRY, APRICOT, PEACH & PINEAPPLE (Grated).

4 lbs. Fruit. 7 lbs. Sugar.

½-pint Water (about 1 breakfastcupful). When using Pexicon Pulp use half the quantity of water in these hard fruit jams.

8-ozs. "PEXICON," (1 can).

With Cherry, Apricot, Pineapple and Peach use the juice of one Lemon.

Put the fruit and water into the pan with 1 lb. sugar. (It is advisable to remove the stones from about one-third of the fruit in the case of stone fruit, but an equal amount of extra fruit must be added to replace them.)

Bring to the boil over a medium fire. This is to break up the fruit. Then add the balance of sugar and bring to the boil again. Add a piece of butter as big as a walnut and then keep boiling fast over hot fire for 2 minutes, keeping the jam gently stirred. Add the "PEXICON," stir well, and again boil for 2 minutes. Remove pan from fire immediately and pour into jars as directed.

Gooseberries should be under-ripe.

Makes about 11 lbs. of Jam.

Half Boilings of Jam.

The 8-oz. can of "PEXICON" can be used to do two half boilings. In this case, equally divide the "PEXICON" and use half quantity of other materials.

Proceed as for full boilings, but time of continuing boiling after coming to the boil is one minute less.

JELLIES.

Satisfactory Jellies cannot be obtained from many fruits without the help of "PEXICON," but in all cases "PEXICON" ensures a good firm set, and increases the output weight.

To make a clear full-flavoured fruit jelly, crush the fruit and boil in water (1 pint to every 4 lbs. of fruit) until well broken up. This will take about 10 to 15 minutes with a medium fire. Put into a scalded jelly bag or fine cloth and allow to drain over night. To every quart (about 2½ lbs.) of juice thus obtained, add 4 lbs. of sugar and boil well for 5 minutes over a good fire. Add 8-ozs. (1 can) of "PEXICON" and again bring to the boil. Take pan off fire, and fill jars without delay.

Makes about 7 lbs. of finished Jelly.

MARMALADE.

Breakfast Bitter.

Take 3½ lbs. of Seville Oranges. Wash them clean. Take off the peel and cut into thin shreds by hand or machine. Cover with 3 pints of boiling water. Put the skinned oranges in the pan with one pint of water and bring to the boil. Take off and rub through a colander or sieve to take out pips and pith. Then add the sieved orange pulp to the shredded peel and put in the preserving pan with the juice of one Lemon and half a teaspoonful of bi-carbonate of soda. Put on fire or gas, and bring to the boil. Then keep slowly boiling till peel is sufficiently tender.

Weigh the pulp and if less than 5½ lbs. make up to this weight with water.

Add the sugar, boil up quickly, usually about eight minutes; after coming to the boil continue boiling fast for 3 minutes. Then add the can of "PEXICON." Bring to the boil again, and then take off and fill as per instructions for Jam.

The use of bi-carbonate of soda is to help soften the peel.

By the method sketched out Marmalade making is an easy job and need not take 2 days to complete. Boiling of the peel will take about 75 minutes, to bring the pulp and sugar to the boil will take about 8 minutes, then 3 minutes boiling, about 2 minutes' boil after adding "PEXICON"—about 90 minutes to complete over a full pressure gas jet or jets.

Tea Time (Sweet).

To make a sweeter Marmalade, use 2 lbs. of Seville oranges and 2 lbs. of Sweet oranges and juice of one lemon. Proceed exactly as for Breakfast Bitter, making 5½ lbs. of Marmalade Pulp.

GRAPE FRUIT.

Take 3½ lbs. Grape Fruit and the flesh of two lemons, boiling the two lemons (not peel) with the Grape Fruit flesh. Proceed exactly as for Breakfast Bitter and make 5½ lbs. of Pulp.

MARMALADE RECIPE.

Prepared Pulp, as directed ..	5½ lbs.
Sugar	7 lbs.
"PEXICON." 1 Can	½ lb.
	<hr/>
To boil away	13 lbs.
	1 lb.
	<hr/>
Makes Marmalade	12 lbs.

FOR BEST RESULTS USE "PEXICON" APPROVED PANS

FROM THE FAMOUS RANGE OF



THE ALL-BRITISH UTENSIL
WITH ORIGINAL GUARANTEE

From local Ironmongers, or from
**The PEXICON COMPANY
HEREFORD.**
POST FREE **9/6**

PEXICON Pans heat rapidly and evenly, this ensures best results and saves fuel.

They are made from one piece of pure Aluminium and cannot rust, chip, crack or break. Substantial metal thickness makes them suitable for Coal, Gas, Oil or Electric cooking.

The size is correct for Standard Pexicon Recipes—11" diameter, capacity 13 pints.



Be sure you get the genuine PEXICON APPROVED PAN—look for DIAMOND Trade Mark and the PEXICON Label on printed Guarantee

BUY BRITISH SUGAR! ANGLO-SCOTTISH PRESERVING GRANULATED SUGAR

There is no better Sugar for Fruit Preserving than British made Sugar. To enable the housewife to receive the best and all British, the ANGLO-SCOTTISH SUGAR COMPANY have arranged to supply through ordinary trade channels a Special Preserving Sugar. This will be brand "ANGLO-SCOTTISH PRESERVING GRANULATED SUGAR." This Sugar is guaranteed pure, of full strength and of natural colour.

Ask your Grocer for ANGLO-SCOTTISH PRESERVING GRANULATED SUGAR—British-made Sugar. It is the best and costs no more.

Enquiries may be sent direct to **THE PEXICON COMPANY, HEREFORD,** or to the **Anglo-Scottish Sugar Company, COLWICH, NOTTINGHAM.**

BUY BRITISH GLASSWARE! THE "PEXICON" PRESERVE JAR

The "PEXICON" PRESERVE JAR is specially adapted so as to be equally usable and satisfactory for filling with Jam and making an airtight joint, and also for Fruit Bottling. (Complete with caps and rubber rings).

The Jars are of the finest workmanship and finish and 100% British. They are specially manufactured for the "PEXICON" Company to whom orders may be sent direct, mentioning name of your grocer.

Crates of 2 doz. 1 lb Jars. complete 9/- Carriage paid in
" " 2 " 2 " " " 13/- free crates.

Enquiries as to any other type of Glassware may be sent direct to

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New Bridge St. House, New Bridge Street, LONDON, E.C.4.