How Good Packaged
Cheese is Made

and why you should avoid substitutes

There is no mystery about the manufacture of packaged or loaf cheese. It is primarily
because of this fact that so many unworthy sub-
stitutes for this familiarly known, well advertised brands have appeared on the market during
recent years.

All packaged cheese is made from bulk
cheese but there is a tremendous difference
between the genuine, advertised product and the bargain-priced substitute.

Take any one of the brands advertised in "CANADIAN HOME JOURNAL" It
is made from the finest bulk cheese procurable. This bulk cheese is first of all judged by experts
for flavor, texture and body. It has to meet a
high standard of quality in every respect to pass
their inspection.

The cheese thus bought is placed in storage
and carefully inspected at regular intervals. As
time matures, its flavor development is noted.
When its flavor has reached the correct stage
it is brought to the factory for blending, pasteurizing and the various processes called for by
the manufacturer 's own particular formula.

Blending is necessary because some cheese cures more rapidly than others and thus enables
the flavor to be standardized.

Proper pasteurization is also vitally im-
portant to assure absolute purity. By this pro-
cess any harmful germs are killed, at the same
time leaving the life-giving vitamins intact.

Packaged cheese, made up to the exacting
standards as briefly outlined here, is an ideal
food from the standpoint of food value, flavor,
easy assimilation and economy. It is recom-

ended by the manufacturer even for children
because it is so palatable, easy to digest and free
from any injurious after-effects. The way it is
packed, too, in tin foil, enables it to be kept
always fresh and in a perfectly sanitary
condition.

But, unfortunately, all the packaged cheese
offered for sale is not of this unvarying standard of
quality. The various substitutes that attempt
to feed on the reputation of dependable brands
are usually made from green or undergraduate
cheese. The manufacturer of such an article
doesn't worry over the fact that his product is
indigestible and deficient in vital nourishing
elements. He avoids the considerable expense
involved in the proper maturing of cheese,
such as inspection, storage, insurance, shrink-
age, etc. He has no testing laboratories such as
are maintained by the dependable manufacturer.
His sole aim is to produce a cheap article that
looks sufficiently like the genuine product to
delude the consumer.

In some cases substitutes made from
skim-milk cheese are offered the public. Such
cheese depletes the consumer of the essential
Vitamin A which has a direct effect in building
body resistance against pulmonary infections.
In skim-milk cheese, Vitamin D—the vitamin
that is a great preventive of rickets in children
—is almost entirely absent, the vital fat or oil
content having been reduced to make the product cheap.

Obviously, it is the part of wisdom to avoid
these unworthy substitutes, no matter how
temptingly priced they may be. Many of them
are put up in packages to look as much like the
genuine brands as is legally possible. Your
safest course is to ask for one of the brands you
see advertised and to insist on getting what
you ask for.

Play Safe and Remember—

"It Always Pays to Buy
the Advertised Brand"

This is No. 4 of the Series on "Why You Should Buy Advertised Products"