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Canadian Home Journal

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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 principally because of this fact that so many unworthy substitutes for the favorably 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 it 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 important to assure absolute purity. By this process 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 standpoints of food value, flavor, easy assimilation and economy. It is recommended 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 *undergrade* 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, shrinkage, 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 deprives 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"

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