

Price 10¢

# KRAFT GRATED

CKBK 2581

MACARONI WELSH RAREBIT SPAGHETTI

ETC

FOR TABLE USE

# AND FLAVOURING SOUPS POTATOES RICE AND VEGETABLES

# Cheese The Ideal Food

#### Madam:

5 Ounces of KRAFT'S ready grated strong cheese is equal in flavoring value to a Half Pound (8 oz.) of KRAFT Canadian or ordinary cheese.

KRAFT Grated can be used in all recipes in this booklet where KRAFT Canadian Cheese is specified.

Use Grated in the proportion mentioned above.

# Kraft MacLaren Cheese Co.

Limited

Montréal

Pub

Canada

Dept.



1—Pasteurizing room—a battery of thirty-eight machines attended by experts. 2—Largest laboratory in the world devoted exclusively to Cheese research. 3—Cooling and strapping room for Kraft Loaf Cheese. 4—Automatic can lining and filing machines for Kraft Cheese in tins capacity 18,000 tins per hour. 5—Keying and packing tables for Kraft Cheese in tins.

#### FOREWORD

TO THE HOUSEWIVES of Canada who believe with us that it is better to obtain the essential food elements from the food itself than to look for them in proprietary remedies now being exploited, is this little booklet dedicated.

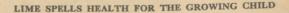
Cheese probably contains more of these life, growth and strength essentials than any other single food, milk excepted. It is an extremely healthful food and should have a regular place in the diet. Our business is to produce a better cheese, more sanitary, more uniform in quality and these recipes are compiled to provide a greater knowledge of its uses. The Kraft label is your guarantee of supreme unvarying flavor and surpassing goodness—it stands between you and disappointing cheese quality.

Like every successful product, Kraft Cheese has many imitators. But they can imitate only the size and shape of the package, the quality and flavor is quite beyond them. It is flattering of course to have Kraft Cheese imitated, for only the best is ever imitated, but it's sometimes very disappointing to our customers. So to look for a tin foil loaf is not enough, you should see that it carries the Kraft trademark.

#### VARIETIES OF KRAFT CHEESE

Kraft Cheese comes packed in five pound tinfoil lined boxes, and is sold by the slice, pound or box. It is also packed in pound and half pound cartons and in quarter pound tins. There are several varieties, the most popular being Canadian, Pimento, Brick, Swiss, and Olde English (Sharp Canadian).

KRAFT MacLAREN CHEESE CO., Limited



#### KRAFT SPECIAL TOASTED CHEESE SANDWICH

Grate Kraft Canadian or Pimento Cheese by rubbing through grater, then cream with a little butter until smooth. Spread on slices of bread, buttered lightly. Put two slices together and toast until delicately brown on both sides. Serve at once.

#### PLEASE NOTE

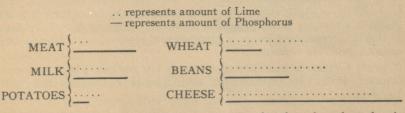
Kraft Cheese in foil is exceptionally fine for all cooking purposes. Whenever grated cheese is called for in these or any other recipes best results will always be obtained by melting Kraft Cheese in a white sauce or with a little milk. This is the ideal way to prepare any cheese that is to be used in a cooked dish.

In any of the following recipes calling for Canadian Cheese, either Kraft Canadian or Kraft Olde English Cheese can be used. If a sharper flavor is desired, use Kraft Olde English. KRAFT LOAF CHEESE IS FINE FOR ALL COOKING PURPOSES

HEESE is one of the oldest foods known to the civilized man. The Nordic races who inhabited the central part of Europe and who are responsible for the development of our western civilization, consumed large amounts of cheese and milk products. These people developed the present cheese industry.

In Canada we do not appreciate fully the remarkable food value of good cheese. The per capita consumption of cheese in **Canada** is far below that of other nations. Contrast our four-pound cheese consumption with ten pounds for England or twenty-six pounds for Switzerland. In Europe, cheese is a staple article of the diet because of its flavor, healthfulness and economy. Cheese, with its concentrated food value, is most economical. Especially is this true of Kraft Cheese because there is absolutely no waste.

Cheese is made up of the solid ingredients found in milk, with the most of the water taken out. The milk fat, casein, and a great percentage of the mineral salts and vitamins are combined to make up cheese. Here is a table which shows how rich cheese is in mineral salts.



As cheese ripens, certain substances are developed such as lactic acid and digestive juices that aid in digestion to a great extent; they also stimulate the appetite. This is especially true of Kraft Cheese because the value of these important constituents is understood and proper care is taken to insure their development.

#### VITAMINS-MINERALS-CALORIES

Cheese, the same as milk, is invaluable as a food for nursing mothers and growing children. It gives them the necessary lime and phosphorus for growing bones, plenty of the fat soluble CHEESE WILL GUARD YOUR CHILD AGAINST A DEFICIENT DIET

vitamin "A" and the valuable protein body casein, which is practically impossible to obtain in any other food. This brings up another very interesting point concerning cheese. Cheese is not only an excellent source of mineral salts and vitamins. It is also a staple food that furnishes heat and calories. In other words, you are really buying an economical food with mineral salts and vitamins thrown in. If you buy meat at 18c per pound and cheese at 38c per pound, you are getting more calories per penny from the cheese than from the meat. With the more expensive cuts of meat, this contrast is still more striking; and so it is always well to remember that although Kraft Cheese may be higher priced than some other foods, from the standpoint of furnishing the body with the necessary calories, vitamins and fats, it is very cheap and will go further. Certain kinds of cheese are richer in vitamins than are others. In making Kraft Cheese this point is duly considered and a blend is made so as to retain uniformly the largest amount of vitamins.

#### EXPERIMENTS ON DIGESTIBILITY OF CHEESE

There is no waste matter in cheese, it is all food; it is also readily digested. Experiments conducted by Dr. Langworthy of the U. S. Dept. of Agriculture show that cheese, when eaten with other foods is about as easily digested as meat. This is especially true of Kraft Cheese, because it is blended and ripened until the desired smooth body is obtained.

Kraft Cheese is pasteurized and quickly packed which prevents contact with the outside air and avoids contamination with bacteria.

#### LIME AND PHOSPHORUS SPELL HEALTH FOR THE GROWING CHILD

As can be seen from the foregoing discussion, cheese must necessarily be considered an important food in the diet from any one of the factors mentioned.

To the Growing Children:—Who are in great need of calcium, phosphorus and the growth-promoting vitamin "A," cheese is especially valuable. Cheese is exceptionally rich in all of these factors and the intelligent mother should see that her growing boys and girls have at least one ounce of cheese per day. If your child is underweight due to poor appetite, cheese can be used to great advantage, because if the youngster consumes just one ounce of cheese, it is equivalent in calories to a whole pound of tomatoes, a glass of milk, or a pound of lettuce, etc.

To the Expectant Mother:—The value of these same three aforementioned factors, viz., lime, phosphorus and vitamin "A" are very important in order to prevent soft bones in the infant. During the period of lactation the richness of the mother's milk in these growth-promoting constituents is dependent to a certain extent upon the food ingested. It has also been shown that cows, during the lactation period, will actually draw lime from their bones if fed on a deficient lime diet.

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#### SOME ADVANTAGEOUS USES FOR KRAFT CHEESE

As a source of casein and fats, as a basic-forming food, and to balance the diet in lime, cheese must necessarily find a place in the diet of adults.

Cheese is also an important food to be used in the sick room. For instance; cheese whets the appetite and stimulates the digestive juices and is therefore of great value to people who have digestive disturbances of certain forms. Due to the high mineral and phosphorus content, Kraft Cheese is good for nervous people. To those afflicted with acid stomach in any form, cheese is important because the basic substances help to neutralize the acids produced.

#### CHEESE—THE SOLID PORTION OF MILK

It must be remembered that cheese is made up of the solid components found in milk, chiefly the proteins, fats and the mineral salts. Protein is a muscle and tissue builder and also furnishes large amounts of energy. Fat is the best body fuel an ounce of butter fat will supply about two and a quarter times as much heat and energy as will starch.

#### CHEESE—AN IDEAL FOOD

It is a muscle and bone builder for men who work at hard physical toil. It is a superior food for children and growing young people because of its large content of the precious growth elements —the vitamins and mineral salts.



# Group No. 1

#### Meat Substitute Dishes Made With Cheese

Cheese, eaten as a protein food, will give you nutriment and a keen new enjoyment in your meals. Investigation shows that cheese contains more nutriment, weight for weight, than any other protein food.

One pound of cheese (Canadian or Cheddar Cheese is taken as the basis in making these computations) is equivalent to

2 pounds of beefsteak (approximate cost)	\$0.44
6 4/5 pounds of chicken (approximate cost)	1.90
7 pounds of codfish (approximate cost)	1.75
25 eggs (approximate cost) /	.70

#### KRAFT CHEESE SOUFFLE

<sup>1</sup>/<sub>2</sub> cup Kraft Canadian Cheese—rub through grater <sup>1</sup>/<sub>4</sub> cup flour <sup>3</sup> eggs <sup>1</sup>/<sub>4</sub> cup butter <sup>1</sup> cup milk <sup>3</sup> Salt, paprika, onion juice

Prepare a white sauce with flour, butter and milk, add cheese and cook, stirring until thick. Add yolks of eggs, <sup>3</sup>/<sub>4</sub> teaspoons salt, paprika to taste and 1 teaspoonful onion juice. Mix carefully and fold in stiffly beaten whites of the 3 eggs. Turn into greased baking dish and set in a pan of water in a hot oven. Bake until firm. **KRAFT CHEESE COMPLIES WITH ALL PURE FOOD LAWS** 

#### **KRAFT CHEESE AND SPINACH TIMBALES**

2 cups cooked spinach 3 eggs 3⁄3 cup milk 2 tbsps. butter 1/2 lb. Kraft Canadian Cheeserub through grater 1/2 tsp. salt Few grains pepper

Chop spinach very fine. Beat egg yolks, add milk, melted butter, cheese, and seasoning. Mix one-half of cheese sauce with the spinach and fold in stiffly beaten egg whites. Fill buttered timbale molds with mixture, place in a pan of hot water, and bake in a moderate oven until firm. Turn out on a hot plate, garnish with slices of hard boiled egg, and pour balance of cheese sauce around the timbales.

#### **KRAFT CHEESE AND RICE CROQUETTES**

1 cup Kraft Pimento Cheeserub through grater 1 cup milk 1/4 cup butter or butter substitute 1/3 cup flour

2 cups cold boiled rice

1 egg

12

Salt, pepper, and paprika

Make a thick white sauce of the milk, butter, and flour; add cheese, and stir until melted. Season to taste. Cool, mix with rice and shape. Roll in fine, dry bread crumbs, and dip in egg which has been beaten slightly, and diluted with 2 tablespoonfuls of cold water. Roll in crumbs again, and fry until brown in deep fat.

CHEESE IS RICH IN VITAMINS

#### **CHEESE FONDUE No. 1**

1½ cups soft stale bread crumbs 1/2 lb. Kraft Canadian Cheese—	4 eggs
	1 cup hot water
rub through grater	$\frac{1}{2}$ tsp. salt

Pour water over bread crumbs, and add salt, cheese, and well beaten yolks of eggs. Mix thoroughly, and fold in stiffly beaten whites of eggs. Pour into a buttered baking dish, and bake in a moderate oven until firm. Serve at once. This dish has an approximate food value of 1500 calories.

#### CHEESE STRATA

Arrange alternate layers of bread and cheese in a baking dish. Fill the dish with the following mixture: Beat three eggs slightly, add 2 cups of milk and season with salt and pepper. Bake in a moderate oven until set.

Cheese is an ideal food considered from the standpoint of food value, flavor, easy assimilation and economy.

#### CHEESE — CORN — TOMATOES

1 cup corn	Salt
1 cup grated Cheese	Pepper
1 cup bread crumbs	2 eggs
1/2 cup tomato puree	

Mix thoroughly all the ingredients. Separate the eggs and add first the yolks and lastly the whites beaten stiff. Pour into a baking dish and bake in a moderate oven until firm.

Investigations have shown that cheese contains more nutriment with less waste than any other protein food.

#### **RICE CHEESE FONDUE**

	cup boiled rice
2	tbsps. milk
4	eggs

1/4 lb. Kraft Canadian Cheese rub through grater 1/2 tsp. salt 1 tsp. Worcestershire sauce

Heat the milk and rice together in a double boiler, add remaining ingredients and cook slowly until cheese is melted. Serve on toasted crackers or toasted slices of bread. Food value about 1200 calories.

LIME SPELLS HEALTH FOR THE GROWING CHILD

#### EGGS WITH SWISS CHEESE

4 eggs <sup>1</sup>/<sub>2</sub> cup cream 1 tbsp. butter

625

Salt, pepper, and paprika to taste 1/4 lb. Kraft Swiss Cheese rub through grater

Melt the butter, and add the unbeaten eggs one by one; add cream, seasonings, and cheese. Stir until cheese is melted, and serve on buttered toast. Food value approximately 2000 calories.

#### MACARONI AND CHEESE

 cup macaroni broken into one-inch pieces
 cup milk
 tbsps. butter 2 tbsps. flour 1/2 lb. Kraft Canadian Cheese rub through grater Salt, pepper, paprika to taste

Cook macaroni in a large amount of boiling salted water until tender, turn into a colander and rinse with cold water to prevent pieces from sticking together. Make sauce as follows: melt butter, add flour, and seasonings, then milk, and cook thorough ly, add cheese, and stir until melted. Arrange alternate layers of macaroni and sauce in a buttered baking dish, and cover with soft bread crumbs which have been buttered.

#### SPAGHETTI CHEESE

Price winning recipe in recent cookery contest carried on by Toronto Star Weekly.

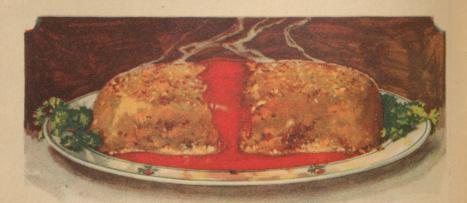
Break into two-inch lengths a tea cupful of spaghetti. Boil until tender in slightly salted water. Strain through colander and put into a basin with four tablespoons of shredded Kraft Cheese, a spoonful of salt, mustard, pinch cayenne pepper and teaspoon of finely chopped parsley; two well-beaten eggs; two tablespoons of fine white bread crumbs, one cup of melted butter or fine white sauce. Pour into a buttered mould, cover with greased paper and steam forty minutes. Turn out carefully on to a serving dish without breaking. Cover the top of the shape with rich tomato sauce or puree. Sprinkle with finely chopped or grated Kraft Cheese.

#### **PIMENTO CHEESE ROAST**

2 cups cooked lima beans <sup>1</sup>/<sub>2</sub> lb. Kraft Pimento Cheeserub through grater 1 egg 2 canned pimentoes 3 cups bread crumbs Butter Seasonings to taste

Drain liquid from beans and run through a meat chopper; mix with cheese, cut the pimentoes very fine, and add to the cheese mixture. Add seasonings, egg slightly beaten, and enough bread crumbs to make the mixture stiff enough to shape into a roll. Roll in bread crumbs, and bake in a moderate oven until brown, basting with melted butter and water. Serve very hot with tomato sauce. Food value 2600 calories.





#### CHEESE BEAN ROAST

1 lb. can Kidney beans 1/2 lb. grated Canadian Cheese (2 cups) 1 cup fresh bread crumbs 1 tablespoon butter

1 onion 2 eggs

Salt, pepper and paprika to taste

Drain liquid from beans; run beans and onion through food chopper. Add remaining ingredients and mix thoroughly. Mold into a loaf or roll, moisten with melted butter and roll in bread crumbs. Bake in a moderate oven until nicely browned. Serve with tomato or cheese sauce.

#### CHEESE POTATOES

Prize winning recipe in recent cookery contest carried on by Toronto Star Weekly.

Have ready 3 cupfuls of creamy mashed potatoes and season to taste with pepper and salt. Add <sup>3</sup>/<sub>4</sub> cupful grated Kraft Cheese, 2 tablespoons melted butter and a tablespoonful minced parsley. Beat until very light. Fold in the stiffly beaten white of one egg and turn into dish. Sprinkle little more cheese on top and brown in a quick oven. CHEESE WILL GUARD YOUR CHILD AGAINST A DEFICIENT DIET

#### FRIED CHEESE BALLS

1 cup Kraft Canadian Cheeserub through grater 1½ tbsps. flour 2 egg whites Salt and pepper Cracker crumbs

Beat the egg whites, add flour, cheese, and seasonings. Shape into balls, and roll in fine cracker crumbs. Fry in deep fat. If desired, the mixture may be dropped from a spoon into the fat without rolling in crumbs.

#### **KRAFT CREAMED EGGS WITH PIMENTO SAUCE**

1/4 lb. Kraft Pimento Cheeserub through grater 6 hard boiled eggs 6 slices toast

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se— 3 tbsps. butter 3 tbsps. flour 1½ cups milk ½ tsp. salt 1 tsp. chopped parsley

Melt the butter, add flour, and salt, and stir until well mixed, add the milk slowly, and cook well, stirring constantly. Add pimento cheese, and beat until smooth. Arrange slices of toast on a hot platter, pour a little sauce on each piece, cut eggs in half, and place on toast allowing one egg to each slice of toast. Pour over the rest of the sauce, sprinkle with parsley, and serve at once.



KRAFT LOAF CHEESE IS ALL FOOD-NO WASTE, NO RIND

#### **KRAFT CHEESE AND SPINACH ROLL**

2 qts. spinach	1 tbsp. butter
¼ lb. Kraft Canadian Cheese—	Salt, pepper, and paprika to taste
rub through grater	Bread crumbs

Cook the spinach in as little water as possible until nearly tender, drain, add butter, and simmer until thoroughly cooked. Chop it fine, add cheese, seasonings, and enough bread crumbs to make a stiff mixture. Shape into a roll, and bake in a moderate oven until brown, basting occasionally with melted butter and water.

#### **DEVILED EGGS WITH CHEESE**

Prepare deviled eggs in the usual way, adding Kraft Canadian Cheese which has been rubbed through grater to the yolks; mix thoroughly until very smooth. This makes a delicious novelty, and adds to the nutritious value of the eggs.

#### **KRAFT CHEESE PUFF**

8 slices bread 4 eggs 1 qt. milk

1/3 lb. Kraft Canadian Cheeserub through grater.

Butter thin slices of bread and place flat in baking dish. Between slices put salt, pepper and grated cheese. Beat eggs in milk, pour over bread, sprinkle cheese on top and bake in moderate oven for half an hour. Serve immediately.

#### SCRAMBLED EGGS WITH CHEESE

1/2 lb. Kraft Canadian Cheeserub through grater 1/2 cup cream

8 eggs 1 tbsp. chopped parsley Salt and pepper to taste

Beat eggs slightly, and add remaining ingredients. Pour into a well buttered skillet, and cook very slowly, stirring constantly so the cheese will be melted by the time eggs are cooked. Serve on toast. Food value 3000 calories.

**KRAFT LOAF CHEESE IS FINE FOR ALL COOKING PURPOSES** 

#### CHEESE MOCK MEAT LOAF

First prize winning recipe in recent cookery contest carried on by Toronto StarWeekly.

- 2 cups grated Kraft Cheese
- 1 cup green pea puree
- 3 tablespoons melted butter
- 1 teaspoon salt

- 1 cup chopped nut meats
- 1 egg
- 3 tablespoons tomato ketchup
- 1 small minced onion

 $\frac{1}{2}$  cup white stock or water

Mix well, form into loaf, roll in crumbs, place in well-greased baking pan. Brush top with melted shortening. Bake about 45 minutes or until nice and brown. Serve hot with or without tomato sauce.

#### CHEESE AND MACARONI LOAF

- <sup>1</sup>/<sub>2</sub> cup macaroni broken into small pieces
- 1 cup milk
- 1 cup soft bread crumbs
- 1 tbsp. butter
- 1 tbsp. chopped green pepper

- 1 tsp. each chopped onion and parsley
- 3 eggs
- 1 tsp. salt
- <sup>1</sup>/<sub>2</sub> cup Kraft Canadian Cheeserub through grater.

Cook the macaroni in boiling salted water until tender, and rinse in cold water. Cook the parsley, onion and pepper in a little water with the butter. Pour off the water or allow it to boil away. Beat the egg white and yolk separately. Mix all the ingredients, cutting and folding in the stiffly beaten whites at the last. Line a quart baking dish with buttered paper; turn the mixture into it; set the baking dish in a pan of hot water, and bake in a moderate oven from one-half to three-fourths of an hour. Serve with tomato sauce.

#### TOMATO RABBIT

2 tbsps. butter	1/8 tsp. soda
2 tbsps. flour	1 lb. Kraft Canadian Cheese-
<sup>3</sup> / <sub>4</sub> cup milk	rub through grater
<sup>3</sup> / <sub>4</sub> cup stewed and strained	2 eggs, slightly beaten
tomatoes.	Salt, mustard and cayenne pepper.

Cook the butter and flour together, add the milk, and as soon as the mixture thickens, add tomatoes and soda. Add cheese, eggs, and seasoning. Serve on toasted whole wheat or Graham bread.

#### **KRAFT MAKES GOOD CHEESE BETTER**

#### **BAKED POTATOES AND CHEESE**

6 large baked potatoes <sup>1</sup>/<sub>3</sub> cup hot milk 2 tsps. salt

1/4 lb. Kraft Pimento or Canadian Cheese—rub through grater 1/8 tsp. paprika

Cut potatoes in half lengthwise and scoop out the centers. Mash thoroughly. Add cheese to hot milk, and beat with egg beater until smooth. Mix with the potatoes, add seasoning, and whip until light and creamy. Refill the potato shells, and bake in a hot oven for 10 minutes.

#### **BAKED RICE AND CHEESE**

1 cup rice

4 cups milk

2 tbsps. butter or butter substitute

2 tbsps. flour

1/2 tsp. salt Pepper and paprika to taste 1/2 lb. Kraft Canadian Cheeserub through grater

Put rice in a double boiler, add 3 cupfuls milk, and cook until tender. Make a sauce with butter, flour, seasonings, and remaining milk. Add cheese, and stir until it melts. Butter a baking dish, and arrange alternate layers of rice and cheese sauce. Cover top with buttered crumbs, and bake until brown. Food value approximately 2400 calories. LIME SPELLS HEALTH FOR THE GROWING CHILD

#### MEXICAN RABBIT

- 1/4 lb. Kraft Canadian Cheeserub through grater 2 cups stewed tomatoes
- 1 tbsp. finely chopped onion
- 2 tbsps. chopped green pepper
- 2 eggs

1 cup milk 2 tbsps. butter 2 tbsps. flour 1/2 tbsp. salt Toasted crackers or toasted slices of bread

Melt butter and add chopped peppers and onions; cook 5 minutes at low temperature. Add flour, mix thoroughly then add 1 cup of milk. Cook 1 minute. Add cheese, stirring until melted. Add tomato to cheese sauce; also beaten yolks of two eggs and seasoning. Fold in stiffly beaten whites of eggs and bake 30 minutes in moderate oven. Serve on square of toast.

#### WELSH RABBIT

1 tbsp. butter 1 tsp. cornstarch 1/2 cup milk 1/2 lb. Kraft Rarebit Cheese (in tins) mashed through strainer

1/2 tsp. each salt, mustard and paprika Few grains cavenne pepper

Melt butter, add cornstarch and milk gradually, cook about 2 minutes or until thick and smooth. Add cheese, and continue cooking until it is melted. Season, and serve on crackers or toasted slices of bread. Food value about 1400 calories.



KRAFT CHEESE COMPLIES WITH ALL PURE FOOD LAWS

#### KRAFT HAM-CHEESE PIE

3/4 lb. cold boiled ham

1 cup Kraft Olde English Cheese, crumbled

Place slice of ham in pie-pan, sprinkle with crumbled cheese. Repeat this, alternating layers of ham and cheese until ham is used up. Place in hot oven long enough to heat through and melt cheese—about ten minutes. Serve, cutting like pie. Extremely good served with baked potatoes.

#### KRAFT CHEESE MUSH

3 cups boiling water  $1\frac{1}{2}$  cups corn meal

1¼ cups Kraft Pimento Cheese rub through grater ¾ teaspoon salt

Add salt to boiling water then add commeal and stir well. Cook one hour in a double boiler; then add cheese and stir until it melts. Turn into a mold and let cool. Slice and fry until brown. Serve with syrup.

#### KRAFT BAKED CHEESE OMELET

2. cups milk 1 cup Kraft Canadian Cheese—	2 eggs beaten lightly % teaspoon salt
rub through grater	1 tablespoon butter
1 cup stale bread crumbs	A dash cayenne pepper (if desired)

Scald milk, add grated cheese and stir until melted. Remove from fire, add bread crumbs, butter and salt. Stir in beaten eggs and turn into a buttered baking dish. Bake in a moderate oven about 20 minutes or until crumbs are a golden brown.

#### KRAFT MINUTE TAPIOCA RABBIT

2 cups milk	2 eggs
2 level tablespoons minute tapioca	<sup>3</sup> / <sub>8</sub> teaspoon salt
1 cup Kraft Canadian Cheese-	<sup>1</sup> / <sub>2</sub> teaspoon mustard
rub through grater	A dash of paprika (if desired)

Add tapioca, cheese and seasonings to milk. Scald in double boiler, stirring until cheese melts. Remove from fire, add well beaten eggs. Put into buttered baking dish, place in pan of hot water and bake until quite thick, stirring occasionally. This may be served as a meat substitute.

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## Group No. 2

Cheese Soups and Vegetables cooked with Cheese

Economical dishes which increase the food value of a simple mealprepared with Kraft's-the wasteless cheese.

A splendid way to reduce your food bills without serving your family meals any less appetizing or less nourishing is to have a simple meal plus one of these delicious cheese soups or a vegetable prepared with cheese.

You will find these recipes just the ones to refer to when unexpected guests drop in for luncheon or dinner and the meal you have prepared for the family "won't go 'round." Or when you wish to entertain without going to great expense, the addition of one of these economical dishes will give zest to your whole meal.

Cheese has been called the "wasteless meat food," because compared to other meat foods it has a negligible quantity of waste, such as bone, gristle, skin, etc. Bulk cheese has a thin rind. But Kraft's could be called "wasteless cheese" because it hasn't even this small amount of waste. There is no rind, no hardened exposed surface, nothing but delicious, concentrated goodness to the last speck.

When you buy Kraft Cheese you pay for the cheese and nothing else. There is no waste, not even a rind to remove.

#### **PAYSANNE CHEESE SOUP**

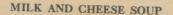
3 cups meat stock

- 3 tbsps. each of finely chopped carrots, cabbage, and parsley
- · 1 tbsp. finely chopped onion
  - 1 tbsp. chopped green pepper

2 tsps. salt Pepper, and paprika to taste 4 slices of toasted bread 1/4 lb. Kraft Cheddar Cheese rub through grater

Cook the vegetables and seasonings in the stock; when they are tender, add the cheese and stir until melted. Serve with slices of toasted bread. Food value 1600 calories.

#### CHEESE IS RICH IN LIME



3 cups milk 1<sup>1</sup>/<sub>2</sub> tbsps. butter 1<sup>1</sup>/<sub>2</sub> tbsps. flour

14 lb. Kraft Canadian Cheeserub through grater Salt, pepper, and paprika to taste

Melt the butter, add flour and seasonings, then the milk and cook thoroughly. Add the cheese just before serving. Serve with diced bread fried in butter.

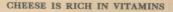
#### CHEESE AND VEGETABLE SOUP

- 2 cups meat stock
- 2 tbsps. finely chopped carrots
- 1 tsp. chopped onion
- 1 cup scalded milk

2 tbsps. butter 2 tbsps. flour 14 lb. Kraft Canadian Cheeserub through grater

Salt, pepper, and paprika

Cook the vegetables in one-half of the butter for a few minutes, add the stock and simmer 15 to 20 minutes. Make a sauce by using remaining butter, flour, seasonings, scalded milk, and add to the vegetables. Just before serving stir in the cheese, and continue cooking until it is melted. Food value 1200 calories.



#### **POTATO CHEESE PUFF**

3 cups mashed potatoes 1/2 cup milk 1/4 lb. Kraft Pimento Cheeserub through grater 2 eggs Salt, pepper, and paprika to taste

Heat milk in a double boiler, add cheese and beat until smooth; then add to the mashed potatoes. Season the mixture, and add the egg yolks which have been beaten very light. Last of all fold in the stiffly beaten whites of eggs, and pour the mixture into a buttered baking dish. Place in a hot oven and bake until firm and brown. Food value 1500 calories.

#### **PEPPERS STUFFED WITH CHEESE**

6 green peppers 1/4 lb. Kraft Canadian Cheeserub through grater 11/2 cups bread crumbs 1 tsp. grated onion

2 tbsps. butter or butter substitute

Salt, and pepper to taste

Cut off thin slice from stem end of peppers, remove seeds and pith. Parboil peppers 2 minutes, drain, and fill with mixture of remaining ingredients. Cover tops with cheese. Place in a greased baking dish, and bake about 20 minutes in a moderate oven.



CHEESE IS THE ECONOMICAL SUBSTITUTE FOR MEAT

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#### MASHED POTATOES AND CHEESE

Salt

4 medium sized potatoes 2 tbsps. butter About ½ cup milk

1 cup Kraft Canadian or Pimento Cheese—rub through grater

Cook potatoes until tender, drain, and mash; add butter, salt, milk, and beat until light. Spread half of the mixture in the bottom of a greased pie pan, cover with cheese, and spread rest of potato mixture on top. Brush over with milk, and brown in a hot oven.

#### **KRAFT POTATO SOUP**

3 medium sized potatoes 1 pt. boiling water 1 pt. scalded milk ½ small onion 3 tbsps. butter 2 tbsps. flour

1½ tsps. salt ½ tsp. pepper Few grains cayenne 1 tbsp. chopped parsley ¼ lb. Kraft Canadian Cheese rub through grater

Cook the potatoes in boiling, salted water until tender, put through a strainer or vegetable press, saving the liquid. Add boiling water to make a pint of liquid, stir in the milk which has scalded with the onion for 5 minutes. Melt the butter, add flour and seasonings; then the milk and potato mixture. Cook one minute, and strain again. Add cheese, and beat until smooth. Add chopped parsley and serve very hot.

#### SCALLOPED CAULIFLOWER WITH CHEESE

2 cups cooked cauliflower	broken 1 cı	un
into small pieces	1/4 1	h
2 tbsps. butter		nk

2 tbsps. flour

1 cup milk 1⁄4 lb. Kraft Canadian Cheese rub through grater Salt, pepper, and paprika

Make a sauce of the butter, flour, and milk, and add the seasonings. Add about three-fourths of the cheese to the sauce, and beat until smooth. Arrange alternate layers of cauliflower and sauce in a buttered baking dish. Cover with buttered crumbs, and add remaining cheese. Bake in a hot oven until brown. If desired, cabbage may be used instead of cauliflower. Food value 100 calories.

#### SCALLOPED POTATOES WITH CHEESE

Arrange alternate layers of sliced boiled potatoes, and white sauce in a buttered baking dish, season with salt, pepper, and a little chopped green onion. Sprinkle over the top a layer of Kraft Canadian Cheese which has been rubbed through grater. Cover with buttered bread crumbs, and brown in a moderate oven.

TWENTY-TWO

CHEESE WILL GUARD YOUR CHILD AGAINST A DEFICIENT DIET

#### **PIMENTO POTATOES WITH CHEESE**

2 cups cold potatoes diced 2 tbsps. butter 2 tbsps. flour 1 tsp. salt 1/4 tsp. pepper Few grains paprika 1 cup milk 1 tbsp. chopped green peppers 1 tbsp. chopped canned pimentoes

1/4 lb. Kraft Pimento Cheese-rub through grater

Make a sauce of the butter, flour, and milk; add seasonings and three-fourths of the cheese, and stir until melted; add the chopped pepper and pimentoes. Arrange alternate layers of diced potatoes and sauce in a buttered baking dish. Cover with buttered crumbs, and sprinkle the rest of the cheese over the top. Brown in a hot oven.

Suggested menus in which cheese dishes are the chief source of protein and fat

#### MENU No. 1

MACARONI AND CHEESE (PAGE 11)

 RAISIN BREAD OR DATE BREAD
 ORANGE AND WATER-CRESS SALAD

 BAKED APPLES
 SUGAR COOKIES

COCOA

#### MENU No. 2

CHEESE FONDUE (PAGE 10) TOAST, ZWIEBACK, OR THIN AND CRISP BAKING-POWDER BISCUIT

CELERY

PEAS, OR SOME OTHER FRESH VEGETABLES

POTATOES, BAKED, BOILED OR PEAS FRIED IN DEEP FAT

FRUIT SALAD WITH CRISP COOKIES OR MERINGUES

MENU No. 3

CLEAR SOUP

CREAMED EGGS WITH CHEESE (PAGE 13) OR KRAFT ROAST (PAGE 12) LETTUCE SALAD BAKED POTATOES RYE BREAD A SWEET JELLY, CRAB APPLE OR QUINCE FOR EXAMPLE, OR A PRESERVE ORANGE OR BANANA SHORTCAKE

TWENTY-THREE



# Group No. 3

#### Cheese Salads, Sandwiches, etc.

Keep a supply of Kraft Cheese on hand at all times — then you can prepare these delicious dishes at a minute's notice

Cheese is a particularly valuable food to the system when served with vegetables, salads, fruits and coarse breads, like bran bread, whole wheat bread, graham bread, etc. Coarse foods served with cheese provide the roughage which compensates for the lack of waste matter in the cheese, as cheese is over 90% assimilated by the body.

You can keep a supply of Kraft Cheese on your pantry shelf where it is always available for emergencies, for luncheons, for "between meal" snacks for the kiddies, for a late bite in the evening after the theatre.

For informal parties, these salads and sandwiches make delightful refreshments that are inexpensive and easy to prepare. Sandwich making is a very simple task with Kraft Cheese because it is so readily prepared. For this reason too, it is a nice cheese to serve with crackers or toast.

TWENTY-FOUR

#### LIME SPELLS HEALTH FOR THE GROWING CHILD

#### KRAFT PINEAPPLE SALAD

1/4 lb. Kraft Canadian Cheese—rub through grater 1 tablespoonful boiled salad dressing Sliced pineapple, mayonnaise, paprika

Cream together cheese and salad dressing until very smooth. Roll into balls, place balls in center of pineapple slice. Sprinkle lightly with paprika. Serve on crisp lettuce. Mayonnaise may be added if desired.

#### TOMATO CHEESE SALAD

4 good sized ripe tomatoes French dressing 1/4 lb. Kraft Pimento or Swiss Cheese Lettuce

Scoop out centers of tomatoes, and fill with cheese which has been diced, and marinated with French dressing. Serve very cold on crisp lettuce leaves with cheese straws.

#### KRAFT PIMENTO CHEESE SALAD

¼ lb. Kraft Pimento Cheese—5 tablespoons cream1 teaspoon gelatine1 tablespoon cold waterGreen peppersLettuceSaltPepper

Soften gelatine in cold water and dissolve over hot water. Add this to the cheese which has been rubbed through grater and made smooth and moist with cream. Stuff peppers with mixture and place on ice. When very cold, slice in thin rings and arrange rings on bed of crisp lettuce. Serve with French dressing.



TWENTY-FIVE

CHEESE WILL GUARD YOUR CHILD AGAINST A DEFICIENT DIET

#### **KRAFT CHEESE SANDWICHES**

Use Kraft Cheese in tins—of any variety; mash until soft, add a small quantity of chopped green pepper or chopped canned pimento, chives, olives, or onions. spread slices of bread which have been cut about one-fourth inch thick with this mixture, and put 2 slices together.

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#### **KRAFT CHEESE AND NUT SANDWICHES**

Soften Kraft Roquefort Cheese (in tins), work it until smooth, and add a few drops of lemon juice; season with salt, and paprika; add either chopped peanuts, pecans, English walnuts, or almonds. Spread on thin slices of bread.

#### **CUBAN SANDWICHES**

Cut slices of bread very thin and toast on both sides. Place lettuce leaves, and thin slices of Kraft Roquefort Cheese (in tins) on toast, and sprinkle with chopped nuts, add salad dressing, and cover with remaining slices of toast. Crusts should be cut from bread before toasting as these sandwiches are intended to be eaten with knives and forks.

#### **KRAFT CHEESE TOAST**

Remove the crust from slices of bread which have been cut about one-fourth inch thick. Toast bread on one side, and place thin slice of Kraft Canadian Loaf Cheese on other side; sprinkle with paprika; then place under the broiler until the cheese melts and browns slightly.

#### CAULIFLOWER AND KRAFT CHEESE SALAD

1/4 lb. Kraft Canadian Cheeserub through grater 1 head cauliflower 1 head lettuce

6 tbsps. salad oil 3 tbsps. vinegar ½ tsp. paprika ½ tsp. salt

Cook cauliflower in boiling salted water until tender, drain carefully and cool, taking care to keep the cauliflower whole. When cold arrange on a bed of lettuce, pour over the dressing made by beating together oil, vinegar, salt, and paprika. Sprinkle thickly with cheese and garnish with strips of green pepper.

#### CHEESE AND PICKLE SANDWICHES

Rub Kraft Swiss Cheese through grater, add a little Worcestershire sauce, and a few drops of lemon juice; work until soft and smooth. Arrange lettuce leaves on thin slices of bread, add cheese mixture, and chopped dill pickles. Cover with a thin slice of bread lightly buttered. KRAFT LOAF CHEESE IS FINE FOR ALL COOKING PURPOSES

#### **KRAFT SWISS CHEESE SALAD**

Arrange crisp lettuce leaves in a salad bowl, pour over French dressing, and sprinkle with one-half pound of Kraft Swiss Cheese which has been rubbed through grater. Serve very cold. This makes a delicious and attractive salad, and if desired cheese straws may be served with it.

#### **KRAFT CHEESE VEGETABLE SALAD**

1 cup cold boiled green beans

- 1/2 cup cooked peas
- 1/2 cup kidney beans 1/2 cup Kraft Swiss Cheese-

6 tbsps. salad oil 2 tbsps. lemon juice 1/2 tsp. each salt, pepper, paprika,

- and dry mustard
- rub through grater

1 tbsp. chopped parsley and olives

Make salad dressing by mixing oil, lemon juice, and seasonings. Add chopped parsley and olives. Mix vegetables and cheese thoroughly and marinate with dressing. Serve on very crisp lettuce.

#### KRAFT CHEESE PEAR SALAD

Moisten grated Kraft Canadian Cheese with French Dressing. Shape into balls and place in the center of half a canned pear. Serve on lettuce with Mayonnaise Dressing.

Kraft Olde English Cheese is a highly cured cheese and therefore strong. Interesting comparisons can be made between the flavour and texture of this cheese with the mild Canadian.

#### PINEAPPLE SALAD

1 tablespoon French Dressing or Boiled Salad Dressing rubbed through grater

#### Sliced Pineapple, Lettuce, Paprika

Cream together the cheese and French Dressing. Shape into balls and place these balls on the center of the pineapple slice. Sprinkle with paprika and serve on crisp lettuce.

#### SLICED CHEESE SALAD

Moisten Grated Kraft Olde English Cheese with French Dressing. Add chopped olives, celery and pimientos. Press into a roll and let stand for several hours until firm. Cut in slices and serve on lettuce with dressing desired.

A very easy way to grate cheese is to force it through a coarse wire strainer with the bowl of a strong spoon. Grated in this way, the cheese is light and fluffy and makes a more attractive salad.

### Group No. 4

#### Cheese Pastries and Sweets

These delicacies should be prepared with Kraft's—the cheese of supreme quality—to be truly delicious

The following recipes tell you how to make desserts that your family will welcome as a treat indeed. In these delightful, new desserts, you can fully appreciate the remarkably fine flavor of Kraft Cheese.

Kraft Cheese is more delicious than other cheese for several reasons.

In the first place, only the finest grades of cheese are used. These are selected by test. Experts test the cheese for flavor, for butter fat content and for texture, selecting only that which comes up to the established standards of flavor and quality.

The selected cheese is then blended by experts. The blending insures absolute uniformity in flavor, quality and texture.

In buying bulk cheese have you noticed the wide variety in taste and quality? Canadian cheese, bought in bulk, rarely has the same flavor or consistency.

This never happens in buying Kraft Cheese. Its flavor is always of the same delicious creamy richness.

TWENTY-EIGHT

KRAFT CHEESE COMPLIES WITH ALL PURE FOOD LAWS

Its color and texture and taste are always the same whether you bought it last month or last year, and it will be the same this time and next time. This is due to the blending.

Only the finest grades being used, you get a finer and better quality, and always the same.

#### **KRAFT CHEESE BISCUITS**

1/4 lb. Kraft Canadian Cheese—<br/>rub through grater4 tsps. baking powder<br/>1 tsp. salt<br/>1 tbsp. shortening

<sup>2</sup>/<sub>3</sub> cup milk

Mix and sift dry materials, rub in the shortening and cheese, add milk gradually, toss on slightly floured board, roll one-half inch thick, and cut. Place on a baking sheet, and bake in a hot oven 12 to 15 minutes.

#### KRAFT CHEESE PUFFS

2 eggs 1 cup flour 1 cup milk 1 cup Kraft Canadian Cheese rub through grater 1 teaspoon baking powder

#### Salt and pepper

Beat eggs well and add milk. Sift together flour, baking powder and seasoning; add to milk and eggs, then add the cheese and beat well. Drop by spoonfuls into hot fat and fry until golden brown. Drain and serve with powdered sugar or lemon sauce.

#### KRAFT CHEESE FRITTERS

Same recipe as above, only add a cup of chopped apples.



#### CHEESE CELERY STICKS

Cut stalks of celery having deep grooves in them into pieces about 2 inches long, wash thoroughly and place in ice water to become very crisp. Prepare Kraft Roquefort Cheese (in tins) by adding salt, a little pimento, chopped green peppers, chopped onion, and parsley. Fill the grooves with this mixture, serve on lettuce leaves with French dressing or as a relish.

#### **KRAFT CHEESE GINGER BREAD**

1 cup molasses 1/4 lb. Kraft Canadian Cheese rub through grater 1/2 cup sugar 2 cups flour 1 tsp. soda 2 tsps. ginger 1/2 tsp. salt

#### 3/4 cup water

Rub the cheese and sugar together, add molasses, place in double boiler, and stir until cheese is melted. Remove to a mixing bowl, and add dry materials (which have been mixed and sifted), alternately with water. Bake in buttered muffin tins.

#### **KRAFT CHEESE STRAWS**

Roll pie paste one-fourth inch thick, sprinkle with Kraft Cheese, salt, and paprika. Fold over several times, roll again and sprinkle with Kraft Cheese which has been rubbed through fine grater, salt, and paprika. Repeat the process three or four times, then roll again and cut into strips about one-third inch wide. Bake in a moderate oven, and serve with salad, soup, or chocolate.

#### **CHERRY BALLS EN SURPRISE**

Cream together one-fourth pound Kraft Cheese and 1 tablespoonful boiled salad dressing until very smooth; roll into small balls. Stone cherries, cut in halves and cover each cheese ball with cherries pressing firmly. Serve on lettuce with Mayonnaise dressing.

#### PUMPKIN PIE WITH CHEESE CRUST

3/4 cup pastry flour

 $\frac{1}{2}$  tsp. salt

<sup>1</sup>/<sub>2</sub> cup Kraft Canadian Cheeserub through grater 3 tbsps. shortening Cold water

Sift together the flour and salt, work in the fat and cheese, and add enough cold water to make a stiff dough. Roll thin, and line a pie tin, then fill with the following mixture:

1½ cups strained pumpkin 2 cups milk % cup brown sugar 1 tsp. cinnamon 1/2 tsp. ginger 1/2 tsp. salt 2 eggs slightly beaten Bake in a moderate oven CHEESE IS RICH IN VITAMINS

#### **KRAFT CHEESE AND PRUNE SALAD**

15 large prunes 14 lb. Kraft Canadian Cheeserub through grater 7 English walnuts Salt Lettuce

Salad dressing

Wash prunes, soak several hours, and cook slowly until plump, drain, cut a slit in one side of each, and carefully remove stone. Chop the nuts, mix with the cheese and add a little salt; shape into small rolls, and place a roll of the cheese mixture in each prune. Arrange 3 prunes on each individual portion of lettuce, and serve with salad dressing.

#### **APPLE PIE WITH CHEESE**

Make an apple pie in the usual way, and place a layer of thinly sliced Kraft Canadian Cheese over the apples before covering with the upper crust. This takes the place of the piece of cheese so often served with apple pie.

#### **RAISIN PIE WITH CHEESE**

Make a raisin pie in the usual way and place a layer of thinly sliced Kraft Canadian Cheese over the raisins before covering with the upper crust.

#### KRAFT BAKED APPLES DE LUXE

Apples Kraft Cream Cheese Cream Syrup (made by boiling sugar and water)

Core apples and bake in usual way, and when cool fill centers with Cream Cheese. Pour syrup around apples and serve with cream.

#### **BROWN BETTY WITH KRAFT CHEESE**

Arrange in a deep baking dish, alternate layers of bread crumbs and sliced apples. Sprinkle with brown sugar, which has been mixed with a little cinnamon. Cover each layer of apple with Kraft Canadian Cheese, which has been rubbed through grater, and if apples seem dry, add about one-fourth cup water. Cover with buttered crumbs, and bake in a moderate oven about 30 to 45 minutes.

#### **KRAFT CHEESE CUSTARD**

1 cup Kraft Canadian Cheeserub through grater

eese— <sup>1</sup>/<sub>2</sub> cup cream or condensed milk 2 egg yolks Salt and paprika to taste

Place cream and cheese in a double boiler and heat. Beat until smooth and pour over the yolks of eggs, add seasoning, and bake in custard cups until firm. Serve with jelly or preserves. **KRAFT MAKES GOOD CHEESE BETTER** 

#### INDEX

#### GROUP 1-Meat Substutite Dishes Made with Cheese

	Page		Page
Cheese Mush		Macaroni Loaf	
Cheese Pie with Ham	. 18	Nut and Cheese Roast	. 11
Cheese Puff		Omelet Baked with Cheese	. 18
Cheese Roast		Pimento Cheese Roast	. 11
Cheese Soufflé	. 8	Polenta with Cheese	. 12
Crackers Baked with Cheese		Potatoes-Baked	
Creamed Eggs	. 13	Rabbit, Mexican	. 17
Deviled Eggs	. 14	Rabbit, Minute Tapioca	
Eggs with Swiss Cheese	. 11	Rabbit, Tomato	. 15
Fondue	. 10	Rabbit, Welsh	. 17
Fondue Boiled	. 10	Rice, Baked	. 16
Fondue with Rice		Rice, Croquettes	. 9
Fried Cheese Balls		Scrambled Eggs	. 14
Macaroni and Cheese		Spinach Roll	. 14

GROUP 2-Cheese Soups and Vegetables Cooked with Cheese

	Page	Page
Cauliflower Scalloped	22	Potatoes, Duchess 19
Milk and Cheese Soup		Potatoes, Au Gratin 22
Paysanne Cheese Soup	19	Potatoes, O'Brien 19
Peppers, Stuffed		Potatoes, Scalloped 22
Pimento Potatoes		Potato Soup
Potatoe Cheese Puff	21	Vegetable Soup 20
		23

#### GROUP 3-Cheese Salads, Sandwiches, Etc.

	Page ·		Page
Cauliflower Salad	26	Sandwiches, Nut	. 26
Dressing, Roquefort	27	Sandwiches, Pickle	26
Jelly Salad	27	Sandwiches, Toasted	. 4
Pineapple Salad	25	Swiss Cheese Salad	. 27
Pimento Salad	25	Toast	. 26
Salad Balls	27	Tomato Salad	. 25
Sandwiches	26	Vegetable Salad	. 27

#### GROUP 4-Cheese Pastries and Sweets

Page	Page
Page Apples, Baked	Cherry Balls 30
Apple Pie 31	Custard
Biscuits	
Brown Betty	Ginger Bread 30
Celery Sticks	
Cheese Puffs 29	Pumpkin Pie
	Raisin Pie 31

