

CHEESE PROVIDES HIGH FOOD VALUE FIGURED ON COST

Contains Concentrated Form Most of Constituents of Milk - Other Countries Use Product Extensively

What does cheese mean to you as an item in your regular bill of fare? How much do you suppose you eat in the course of a year? Probably the answer to those queries will depend upon where you live, for one thing, and where you or your parents were born. The "average" American consumes that may be said to eat only 4 1/2 pounds of cheese a year. But the "average" Swiss uses 16 pounds the Hollander 14 1/2, the Dane 12, the Norwegian averages 10 1/2, the German 10 1/2, the Frenchman 10 1/2, the Italian 12, and the Britisher 8 1/2 pounds.

In the United States, as well as in other countries, cheese gives good returns for your money, for the food value is very high. It has, in concentrated form, most of the constituents of the milk from which it is made (some are removed with the whey). Five ounces of cheddar cheese, for example, furnish most of the nutritive values of a quart of whole milk. Some other cheeses, of course, such as cottage cheese, are less concentrated.

In other words, at current city prices of cheese and milk, a third of a pound of cheddar cheese, costing 2 cents, would get you about as much of the food values you would get in a quart of milk at 12 or 13 cents. And you can use it in different ways for those in the family who do not drink milk, as the Bureau of Home Economics of the U. S. Department of Agriculture points out.

According to the dairy authorities of the U. S. Department of Agriculture, there are probably 13 distinct varieties of cheese differing in texture and flavor according to process of manufacture and the molds or other organisms used to "ripen" the cheese—and there are more than 400 names for these varieties. We make many varieties, and we make much more cheese than we import. Some kinds that we make are strictly American. But the principal one, our plain "American cheese" is really the English cheddar cheese, which gets its name from the village of Cheddar in Somersetshire, England, where it was first made long ago. More than 400,000,000 pounds were made in the United States last year, and that is less than usual.

Cheddar cheese comes from the factory sometimes in a so-called "cheddar" size which is 14 to 16 inches in diameter—weighing only 30 to 40 pounds; "wheels," which are 13 inches in diameter and weigh 20 pounds; "Young Americas," 8 inches in diameter and weighing 8 to 12 pounds; "Long Horns," 6 inches diameter weighing 12 pounds; and "Squares," which are usually 3 or 4 inches thick and weigh 10 pounds. From these the grocer slices off the pound or half or quarter as desired. But this was not too convenient a method of merchandising, and nowadays, thanks to the Bureau of Dairy Industry of the U. S. Department of Agriculture, a new method has been found and cheddar cheese is on the market in cans—12 ounce and 3-pound cans. The green cheese is packed in the can to cure normally, without hind or waste.

Cheddar cheese is made from sweet milk, usually whole milk, and if skimmed or partly skimmed milk is used the cheese must be so labeled. Cheeses of the kind that are regularly made of skim milk, however, do not require such a label—cottage cheese, for instance.

Swiss cheese, or Emmentaler, first made in the Swiss Canton of Emmentaler, is made in many factories in this country, especially in Wisconsin, New York and Ohio. Swiss cheeses are very large—weighing 150 to 200 pounds, usually in the shape of millstones 3 feet in diameter and 8 to 10 inches thick, which are shipped in tubs that may contain 800 or 900 pounds. Sometimes, however, they are in 25 to 28 pound blocks. From the cheese is made with rind, from whole or partly skimmed milk.

We also make our own Limburger, a whole milk cheese made with rennet. The name comes from the Belgian town of Limburg, where this cheese was first made. And we now make cow's milk Roquefort in considerable quantities (the French is made of sheep's milk), also a Roquefort cream spread which is a growing popularity. The Bureau of Dairy Industry has found a way to market Roquefort cheese in cans also.

We import Camembert from France, and Parmesan, Gorgonzola and Roman cheese from Italy. Strictly American cheeses are "brick" or "plastic" which is similar to "brick" but molded in plastic molds, and Liederkranz, which is rather like Camembert in flavor.

Almost one half the cheese produced in the United States comes from Wisconsin—316,000,000 pounds in 1933, including 939 pounds of Limburger, brick, cream, Neufchatel, cottage and various other kinds. New York comes next with 17,537,000 pounds, then Indiana with 12,371,000 pounds, Oregon with 1,628,000 pounds, other states with smaller quantities making up the total of 644,589,000

Winners In "Health Week" At U. O.



"Health Week" is an annual feature at the University of Oregon and one of the most important events in the posture contest held by women students. This year the judges couldn't decide between two of them, so they awarded both first prize. They are, shown above, Miss Ellnor Wharton, Portland, and Miss Bernice Stromberg, Eugene.

pounds for the United States. Time was when you found "filled" cheese on the market, i. e. cheese adulterated with fats other than butterfat. Now, however, under a heavy internal revenue tax, not much "filled" cheese is manufactured.

Cheese, especially cheddar cheese, may easily be used to furnish the main protein dish for a meal, or even for the day, for cheese is one-fourth protein. It is at the same time, like milk, an excellent source of calcium. In quantity, however, it is often best to use cheese very finely flaked or grated and mixed with breadcrumbs, or with other foods—making it more readily digestible. Also, when you must economize, a little cheese can be used not only to add flavor, but to "complete" the protein of vegetables in soup or chowder, or stew, or scalloped oysters. Potatoes with cheese sauce; creamed cabbage with grated cheese; tomatoes and macaroni cooked with flaked cheese; rice and cheese; creamed spinach with cheese; corn, cheese and tomatoes on toast; peppers stuffed with cheese stuffing—all these are combinations that assure good protein values along with other values, including calcium and vitamin A. Particularly, cheese biscuits, muffins, and gingerbread, brown betty with cheese, baked apples with cheese, besides, of course, Welsh rabbit, cheese fondue, "English monkey," creamed cheese on toast, or cheese omelet, are other uses of cheese to make meals both appetizing and nutritious.

GUEST TICKETS TO ELKS DANCE SOLD

All available guest tickets for the annual Elks' club New Year's eve dance, to be held tonight at the temple ballroom, have been sold. Secretary Ernest Scott announced today, and very few of the 200 tickets allotted to members remain unsold. The dance limit will prevent a crowded dance, and will enable the Elks and their out-of-town house guests present to enjoy to the fullest extent the music of Merle Carlson and his Columbia recording orchestra, who have been secured for the dance. The ball room has been beautifully decorated with red, green and silver and the committee in charge of the most elaborate of all Elks' club New Year's eve parties.

MEDFORD NAVY QUOTA IS REDUCED TO THREE

Officer G. E. Youngue of the Medford naval recruiting office announced today that the January quota for enlistment in this area has been reduced to three men. This reduction is effective throughout the entire state for next month. Youngue said, there being only 20 men called from Oregon. Youngue expects a large increase in the quota for February.

PROF. TAYLOR NAMED ON MARTIN COMMITTEE

Prof. Arthur Taylor of the faculty at the Southern Oregon Normal school has been named on Governor-elect Martin's sub-committee on extension work in education for Oregon. Dr. Dan Clark of the faculty of the University of Oregon, is chairman of the committee. Professor Taylor has been giving extension courses here for the past three years with great success. His next course is to start January 7.

Comment on the Day's News

By FRANK JENKINS

If human nature and the way it works interests you, you should read this extract from the winter wheat forecast of the department of agriculture:

"The acreage seeded to winter wheat in the United States in the fall of 1934, for harvest in 1935, is estimated at 44,305,000 acres. This is 5.9 per cent more than the acreage in the fall of 1933 and 3.8 per cent more than in 1932."

WHEAT prices are HIGHER and still fall, so, in spite of AHAH and all its acreage reduction schemes, American farmers are SEEDING MORE ACRES to wheat.

THE law of supply and demand says: "As the supply increases, the price tends to go down." The price goes down because there are more buyers than sellers.

THE law of supply and demand says: "As the price goes below cost of production, the supply tends to decrease." That is true because when people find they can no longer produce at a profit they QUIT PRODUCING.

THE law of supply and demand says: "As the price increases, the supply ALSO tends to increase." That is because when people find they can again produce at a profit they PRODUCE MORE.

MAN-MADE laws can monkey with the law of supply and demand, and sometimes, for a little while, they may seem to affect it. But, in the LONG RUN, man-made laws can no more affect the law of supply and demand than King Canute could keep the tide from coming in.

THE appellate division of the New York supreme court holds that nudism is not lewd, and therefore is not punishable. Correct in this writer's humble opinion. Nudism is just plain BILLY, and is practiced by cranks who haven't quite all their marbles.

CRANKS, in the supposedly civilized countries, practice nudism because going without clothes is UNCONVENTIONAL. Among savages in the hot climates, the same kind of cranks put on clothes, because there PUTTING ON clothes is unconventional.

THE motive is the same in both cases. WHY do cranks like to be unconventional? Well, that question isn't any too easy to answer, but probably it is because they want to be noticed, to stand out a little from the crowd, and haven't brains enough to get themselves noticed in any other way.

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HEN NOT ALONE IN FURNISHING EGGS FOR VARIOUS USES

Frog Eggs, Fish Eggs, Sea Bird Eggs, Are Sought—Lobsters and Oysters Most Prolific Producers

WASHINGTON, D. C.—(Special)—"Eggs" mean only hens' eggs to the average reader—something to combine with ham in the morning or to stir into cakes or custards for dinner. But, in the complex civilization of the twentieth century, man finds use for many kinds of eggs.

"A New York museum did a thriving business not long ago in eggs of frogs and salamanders," says a bulletin from the Washington, D. C., headquarters of the National Geographic Society. "Jelly-encased frogs' eggs found floating in great numbers on top of Long Island ponds were shipped by thousands to public schools where biology pupils put them in tanks and watched them develop into tadpoles."

"The scarcer eggs of salamanders, found in stream bottoms, were shipped to research laboratories where scientists prefer them to other eggs in making certain studies of the embryo.

Chinese Eat "Ripened" Eggs "Of Chinese of fish eggs, and caviar, the prepared and salted roe of certain fish, are favorite delicacies on our menu. The best caviar was long made from the great white sturgeons of Russia. Present-day caviar, lacking the fine flavor of the original, is often made from roe of spoonbills, buffaloes and catfish of lakes and rivers in the southern United States.

"Fish eggs are put to various uses. In Britain, fishermen use salted cod eggs mixed with flour as bait to attract sardines. American sugar companies in Mexico have recently imported certain insect eggs from Cuba in their fight to exterminate other insects attacking the sugar cane. And in the past the United States Department of Agriculture has made many similar importations.

"Cormorant" eggs from the islands off the coast of Peru form a large item on the diet of Peruvians. Eggs in Nicaragua, hungry natives dig in the sand for alligator eggs, which contain large yolks, and are said to taste like ducks' eggs. In Mexico, eggs of certain species of flies are used in making a food paste which is considered a piece de resistance. A preference is the Chinese predilection for "ripened" eggs—hens' eggs which have been buried in the earth until decomposed to a decided degree.

"Penguins Carry Eggs on Feet" Humans are not the only creatures with a developed sense for eggs. Ants and beetles lack their chops over eggs of butterflies. Fishes gulp minute eggs of other fish borne on ocean currents. Unless Peruvians get there first, they are apt to find fooleries on the bird islands of Peru full of rilled nests and broken eggshells. The small greenish cormorant eggs have been devoured by gulls and turkey vultures or pierced and sucked by condors.

"Birds with few enemies lay but one or two eggs. Most of the north oceanic birds, such as little auks, and black-and-white gullies, which breed on Arctic cliff ledges, lay but a single large egg. Pointed at one end, it rolls in a circle and so does not fall from the ledge. The king penguin of the Antarctic takes special care of its egg by carrying it about on top of its foot, protected by a fold of skin. The male and female relieve each other at this task. Robbed of its egg, a king penguin may sometimes be seen attempting to shuffle about with a stone on its instep.

"Aside from the echidna, the only mammal that lays eggs is the remarkable duck-billed platypus which lives in the streams of Australia and Tasmania. It combines beaverlike fur and habits with webbed feet and bill similar to a duck's, and lays two eggs, each three-fourths of an inch long.

Pellet Goes South—Homer Pellet left Saturday evening by train en route to San Francisco. He is currently in an Artist Model by Ethelwyn B. Hoffmann.

CONGER FUNERAL PARLOR WEST MAIN AT NEWTOWN. We hope that 1935 will bring you opportunity to achieve and enjoy in no small measure. Solicited for membership in Order of Golden Rule and declined.

VETS UNINFORMED PRESIDENT TELLS LEGION CHIEFTAN

(Continued from page one)

member of the American embassy in Buenos Aires, recently published through the Pan-American Union an article on production and consumption of Matte.

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Some leaders on Capitol Hill said they considered the president's action a serious obstacle to the Matte movement but others were quick to emphasize that Mr. Roosevelt did not close the door to all compromise.

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A United Press reporter interviewed Mr. Reid recently and obtained interesting facts regarding Matte. Mr. Reid stated that for the past few weeks the Pan-American Union has been receiving many requests for information regarding Matte consumption in the following South American countries: Brazil, Argentine, Paraguay and Uruguay.

A few years ago Mr. Reid visited the Matte producing regions of South America and later wrote a book on Matte, which was widely distributed by the Pan-American Union. Mr. Reid believes that Matte can substitute tea, but that it will not greatly affect the use of coffee in the United States. He is of the opinion that Brazil and other Matte producing countries of South America can supply sufficient quantities of Matte to satisfy the American demand.

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WASHINGTON, Dec. 31.—(AP)—Salem experienced springlike weather Sunday as the high winds of the past few days died down, rainfall stopped completely and the temperature dropped only to 40 degrees. The sun was in evidence most of the day.

Yesterday's lack of rain followed a heavy two-day precipitation which totaled 3.25 inches here and resulted in the basement flooding of a number of homes in the southeast section of the city. Several families were forced to move temporarily, but it was reported this morning that all had safely returned.

The Willamette river after rising to the 13-foot mark yesterday, had fallen to 12.8 feet this morning.

SOUTH BEAR CREEK PARKWAY PLANNED

The public works department of the CWA is busy making a survey for flood control of Bear Creek parkway, on the section between the south city limits and the southern boundary of the fair grounds, according to City Superintendent Fred Scheffel.

The men working on the project are speed in the flood in order to get that development of the parkway started. There have been workers laboring on the section within the city limits for a year and a half, according to Scheffel, and it is estimated that 500 men could be kept busy for two years on the developing and finishing work.

The development of this parkway, along with the work now being done on the Roxy Anne project, is expected to give Medford one of the most beautiful park systems on the west coast, those in authority have announced.

PORTLAND SCHOOL AIDE DIES OF HEART ATTACK

PORTLAND, Dec. 31.—(AP)—Chas. R. Holloway, 49, assistant superintendent of the Portland school district, died from a heart attack here last night. He supervised about half the city's elementary schools and had been with the Portland educational system for 22 years.

System came to Oregon in 1909 and acted for two years as principal of Roseburg high school.

Reid's Statement Indicates Bright Future for Matte

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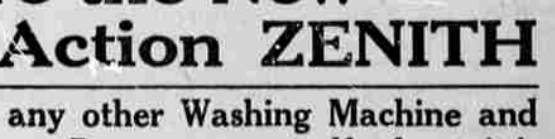
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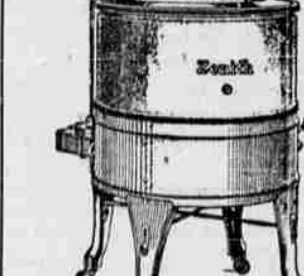


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