

Facts about Poultry Quality

"The better the quality of the bird the more satisfactory will be the results from its use," states R. Albertella, Chef-de-Cuisine of the Royal York Hotel, an outstanding Canadian authority on gastronomics.

The quality of dressed poultry depends directly upon the manner in which it has been fed and finished. The fine soft texture of skin and fleshing, and the fine white fat of the milkfed bird is produced only through special feeding in crates for a sufficient length of time to soften, or kill-out, the stringy toughness of muscular fibre; and to build up tiny fat particles all through the muscular tissue, literally building up that tender succulence and fine delicacy of flavour so hard to find, and always in demand by the discriminating Chatelaine.

While the Grade A in the class Selected represents the same degree of fat, fleshing and finish as in the class Milk-fed, the basic difference is in the colour and texture of the fat. While the Milk-fed bird is usually the choice for roasting and sandwich use, and for frying, the bird of the Selected class is often preferred for fricassée, casserole and general "pot" or "Top o' the Stove" use. There is something about chicken that gives it a distinctive appeal. It is highly nutritious, easily assimilable, convenient of preparation, and amenable to an ever changing variety of uses.

The respective grades are designated by "official" tags in "official" colours, as follows: SPECIAL—purple; GRADE A—red; GRADE B—blue; and GRADE C—yellow. The SPECIAL is a commercially perfect specimen, as yet produced in quantities too limited to be generally available. The GRADE A represents the bulk of supply of well-finished birds, and ensures complete satisfaction for all occasions and purposes.

Special mention should be made of turkeys. The turkey is no longer "Monarch of the Menu" alone, the feature of holiday feasts, but is now available generally throughout the year. There is no choicer poultry meat than turkey, and it is rapidly growing in popular favour for its economy, as well as for its other fine qualities.

When poultry is offered for sale by Government, otherwise "official," grade, you can be sure of getting absolute value for your money. Look for the grade tag when buying poultry, and be sure of satisfaction. Where individual birds are not tagged, the official grade mark may be seen on the boxes in which the poultry is displayed for sale. Don't guess about quality.

Buy by Government Grade