Heller's Royal Zest
Trade-Mark Registered

Chile Powder

Prepared by B. Heller & Co.
Chicago, U.S.A.
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Heller's Royal-Zest Chile Powder

**ROYAL-ZEST CHILE POWDER** is a Chile Condiment with various Spices and Dried Vegetables added to give it a Piquant, Zestful Flavor.

Royal-Zest Chile Powder is especially suitable for making Mexican and Spanish Style Food Specialties, such as Mexican Chile Con Carne, Tamales, Enchiladas, Spanish and Mexican Chorizos, Chile Loaves, Hungarian Goulash, Stews, Gravies, etc. Chile Experts, Chefs and other Competent Judges pronounce it excellent, due to its Zestful, Satisfying Flavor.

The Formulas given herein have been thoroughly tested, and we submit them with the full assurance that they will be found most satisfactory.
Boil for 10 minutes, 1 1/2 pounds of Boneless Plate Trimmings and 1/2 pound of Pork Trimmings in just enough water to cover the meat. Take the meat out of the water it was boiled in, grind it fine and put into a frying pan with 2 tablespoonfuls of finely chopped Beef Suet, or the same quantity of Lard or Butter. Add 2 teaspoonfuls of Heller's Royal-Zest Chile Powder, Garlic Compound and salt to taste. Braise for about 10 minutes, add a little hot water and thicken with Corn Meal until it is the consistency of thick paste.

Take 1 pound of Corn Meal, add 1/2 teaspoonful of Salt, and 2 teaspoonfuls of Heller's Royal-Zest Chile Powder. Mix well and rub in 2 tablespoonfuls of lard, then add enough of the water the meat was cooked in to make a stiff dough.

Prepare the Corn Husks by cutting off about one inch of the thick ends, wash the remaining part thoroughly, and boil for 10 or 15 minutes. Wipe dry and cut the husks about 4 1/2 inches long and 2 inches wide. Spread the dough 1/8 to 1/4 of an inch thick on one side of the Corn Husks. Then spread 1 1/2 to 2 tablespoonfuls of the prepared Chile Meat Mixture in the center lengthwise. Roll them up and tie the ends with clean twine. Put the Tamales in a steamer or double cooker and cook slowly for 30 minutes. They may be served hot or kept in a cool place and warmed as required. Tamales may be made of any kind of meat desired. Chicken is used a great deal and makes very delicious Tamales. As the correct flavor depends largely upon the Chile Powder used in making them, care should be taken to use only the best. Royal-Zest Chile Powder may be relied upon for making Mexican and Spanish Style dishes.
Chile Con Carne for Restaurant or Home Use

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Chop 2 pounds of Boneless Beef Brisket or Plate Beef and ½ pound Beef Suet into small pieces or run them through the ¼ inch plate of a Meat Grinder. Braise the meat in an iron kettle or frying pan until brown, but do not scorch it. Keep the particles of meat separated by breaking them apart while braising. Add 2 tablespoonfuls of Heller's Royal-Zest Chile Powder, 1 teaspoonful of Sugar, and Salt to taste. Mix well, add 2 quarts of hot water, and boil until the meat is tender. Thicken with flour and it is ready to serve. This will make from 6½ to 7 pounds of excellent Chile Con Carne.

Directions for Preparing Frijoles, Bayo or Kidney Beans

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Wash the Beans thoroughly in lukewarm water, then put them in cold water containing a little baking soda and let stand over night. Next morning pour off the water and wash the beans again. Place in cold water sufficient to cover them and boil slowly until tender. When serving, mix about ⅓ beans and ⅔ Chile Con Carne. The flavor of the Beans and Chile Con Carne will be improved by adding a little Sugar and boiling them for 10 minutes after the Chile Con Carne and Beans have been mixed. In preparing this recipe the amount of Chile Powder may be varied to suit the different tastes.

Baked Beans, with or without tomato sauce, are improved in flavor by adding a small amount of Royal-Zest Chile Powder, heating them thoroughly, and serving while hot.
Chile Con Carne Loaf and Frijoles

Chop up fine, 1 1/4 pounds of Fresh Lean Beef and 3/4 pounds of Fresh Lean Pork, or run it through the 1/2 inch hole plate of a meat grinder. Put into an iron kettle or frying pan with a tablespoonful of Rendered Beef Tallow, and braise until brown. After the particles of meat are thoroughly browned, separate them, add another tablespoonful of Beef Tallow and braise for 10 minutes longer. Add one pint of Boiling Water, 3/4 teacupful of Tomato Catsup, 1 tablespoonful Royal-Zest Chile Powder, 2 tablespoonfuls Granulated Sugar, 1 tablespoonful Salt, 1 teaspoonful Royal-Zest Garlic Compound, 1/4 teacupful Royal-Zest Vinegar and boil for 10 or 15 minutes. After cooking the above for 15 minutes add 1 pound of cooked Bayo or Kidney Beans and let simmer for 15 minutes longer. Mix 3/4 cup of flour with enough cold water to make a smooth paste. Add this to the meat and other ingredients, keep on a low fire and stir constantly until the flour is thoroughly cooked and the mixture good and thick. Pour into well greased pans and set away to cool. This can be kept in an ice box for a week or two without spoiling. When wanted for use serve as stated below.

How to Serve

Chile Con Carne Loaf and Frijoles is served by breaking it into small pieces in a frying pan or stew pan, adding an equal quantity of hot water, and heating and stirring constantly until it becomes thick. Serve hot.

This will be found a very delicious and inexpensive food. Everyone who likes Spanish dishes should try this formula. They will be delighted with the appetizing Chile flavor obtained from Royal-Zest Chile Powder.

Chile Creole Sauce

Chop fine 1 Onion and 1 Green Pepper, and braise in a little Lard or Butter until brown. Add 2 teacupfuls of canned Tomatoes, 1 teaspoonful Heller's Royal-Zest Chile Powder, 2 tablespoonfuls of Sugar, Salt to taste, and let simmer for 15 or 20 minutes. Serve on eggs, steaks, fish, spaghetti, etc.
Chile Con Carne From Left Over Cold Meat

Chile Con Carne can be made from left over cold meats such as Beef, Pork, Mutton or Chicken, or from Soup Meat after soup has been made from it. Chile Con Carne made in this way is not only economical, but delicious.

Chop the meat or grind it fine in a meat grinder, and to every 2 cupfuls add a medium sized onion also chopped fine, and salt to taste. Fry for 10 minutes in lard, oil, or butter, then add to each 2 cupfuls of meat 1 teaspoonful of Heller’s Royal-Zest Chile Powder, 1 teaspoonful of Sugar, and Garlic Compound to taste. For each cupful of meat take a cupful of cold water into which mix 2 tablespoonfuls of flour. After the flour is well mixed with the water, stir it into the meat. Now heat until the meat and flour become thick and a little brown, and it is ready to serve. If desired, cooked beans can be added.

Chile Stew

Cut 2 pounds of Beefsteak into \( \frac{1}{2} \) inch cubes and fry in lard or suet until brown. If you like things fat use quite a little fat. Remove the meat from the pan, chop 1 Onion up fine, and fry it in the grease the meat was fried in. After the onions are medium fried add the meat, 1 cupful of canned Tomatoes, 4 sliced Potatoes, 1 teaspoonful of Sugar, 1 tablespoonful of Heller’s Royal-Zest Chile Powder, 1 quart of cold water to which 4 heaping tablespoonfuls of flour have been added, and salt and Garlic Compound to taste. Cook over a slow fire until well done.

Irish Stew, Hungarian Goulash, Gravies, etc., are greatly improved by the addition of a small amount of Royal-Zest Chile Powder. The quantity to use will be determined by the individual tastes.
**Enchiladas**

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Cut up fine or grind through a fine plate of a meat grinder, 1 ½ pounds of Lean Beef, ½ pound of Pork Trimmings, and ¼ pound of Beef Suet. Braise and add Garlic Compound and salt to taste. Add ½ teaspoonful Heller’s Royal-Zest Chile Powder, 1 Onion chopped fine, a few sprigs of finely chopped Parsley, and a very small quantity of water. Cook in a covered kettle until done. Drain off the liquid and set it aside to cool. Mix 2 cups of Flour with 1 teaspoonful of Salt, and make into a pie dough with the liquid drained from the meat. Mould the dough into balls of about 2 ounces each, work and slap them between the palms of the hands until they are like very thin pancakes. Put 2 tablespoonfuls of the prepared Enchilada mixture in the center of the dough, moisten the edges and fold over. Press the edges tight so the juices will not leak out while baking. Brush the top of each with a little white of an egg, and sprinkle with a little grated Roman Cheese. Bake in a medium heated oven for 10 or 15 minutes and again sprinkle the tops with grated Roman Cheese and chopped Parsley. Serve hot on plates garnished with Lettuce leaves and sprigs of Parsley.

**Chile Egg Omelet**

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Beat 6 Eggs thoroughly, add 1 teaspoonful of Sugar, ¼ teaspoonful of Heller’s Royal-Zest Chile Powder, and ¼ cup of Milk. Melt 2 teaspoonfuls of butter in a frying pan and add the eggs. Stir thoroughly while frying, and when about done allow it to brown on one side without stirring. Separate into five or six portions and serve on hot buttered toast. The flavor of dishes prepared from Eggs is greatly improved by the addition of a small amount of Royal-Zest Chile Powder.
Chile Beefsteak Pudding

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Take 2½ pounds of Flour, 1 pound of finely chopped Beef Kidney Suet, 1 teaspoonful of Salt, and 3 teaspoonfuls Heller’s Fancy Pastry Baking Powder. Mix well and add enough cold water to make a stiff dough. Mould into a round cake and roll it out into sheets ¼ to ⅛ inch thick. Line an earthenware crock with the dough, packing it close all around. Trim the surplus dough off the top of the crock and roll it out ⅛ inch thick for cover. Fill the dough with Chile Con Carne Loaf and Frijoles as prepared on page 4. First mix equal parts of the Chile Loaf meat and water in a pan and heat until it becomes thick, stirring to prevent it from sticking to the pan. Cut into very small pieces any beefsteak left over from a previous meal, mix it with the Chile Loaf mixture, and put all in the dough. After the prepared meat is placed in the dough-lined crock, cover the top with dough, pinching the edges firmly together to prevent the juices from leaking out. Tie a piece of muslin over the top, bring the edges to the bottom of the crock and tie them so as to make a loop for handling it. Place a plate or pan upside down in the bottom of a boiler, and set the Chile Pudding upon it upside down. Cover with hot water and boil slowly from ½ to ¾ of an hour. When done, the cloth can be removed, and the Pudding served out of the crock, or by placing a platter on top of the Pudding and turning it upside down, the contents will slide out whole.

Chile Beefsteak Pie

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Prepare the same way as Chile Beefsteak Pudding, but instead of boiling, bake in medium heated oven for ½ to ¾ of an hour. Before baking, puncture top crust in several places to allow the air to escape.
Chile Rarebit

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Break 1 pound of American Cheese into small pieces, put into a chafing dish, and add 2 teaspoonfuls of Heller’s Royal-Zest Chile Powder, ½ teaspoonful of Salt, 1 teaspoonful Heller’s Royal-Zest Mustard, 2 Eggs, and ½ cupful of Cream. Stir all together over fire until cheese is melted. Spread on slices of hot toast or crackers and serve very hot.

Chile Goulash

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Chop fine 6 good sized Onions, 1 medium sized green Pepper, 3 large ripe Tomatoes or cupful of canned Tomatoes, and cook for 10 or 15 minutes in a quart of water, in a covered pan. Boil 1 large Carrot and cut it into ⅛ inch cubes. Also cut into cubes, 2 pounds of Beef, Pork, Veal or Mutton. Add the Meat, Carrots, and any left over Gravy to the Onions, Pepper, and Tomatoes, season with 1 teaspoonful Heller’s Royal-Zest Chile Powder, 1 teaspoonful Sugar, Garlic Compound and Salt to taste, and cook until the meat is heated through. Thicken with flour.

Chile Meat Pie

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Three cups of flour, ½ teaspoonful of salt, two teaspoonfuls of Heller’s Fancy Pastry Baking Powder, butter size of an egg. Make a soft dough and line a baking dish. One pound of Calves Liver, cut into ½ inch cubes, 1 pound of lean fresh Pork chopped medium, 1 teaspoonful of Royal-Zest Chile Powder and ½ teaspoonful of salt. Chop fine, 2 green peppers and 1 medium sized onion, and add ½ can of mushrooms; mix with the meat, moistening with sherry wine. Fill dish, cover with dough, and bake until done. Serve hot.
Chile Bean Soup

Soak 1 pint of Bayo or Kidney Beans over night in cold water containing a little Baking Soda. Next morning drain, add 2 quarts of fresh cold water and bring to a boil. Add \( \frac{1}{4} \) pound of Salt Pork and 1 Onion and let simmer until the beans are soft, adding water from time to time to keep the same amount. When the beans are cooled rub through a sieve to separate the pulp from the skins, and season with 1 tablespoonful of Heller's Royal-Zest Chile Powder, 1 teaspoonful of Sugar, Salt and Garlic Compound to taste. Rub 3 tablespoonfuls of Butter and 1 tablespoonful of flour to a paste. Add to the soup and cook until it thickens slightly, stirring constantly to prevent burning. Serve in soup plates garnished with a slice of lemon and a few slices of hard boiled eggs.

Stewed Chicken with Chile

Select a Chicken weighing 4 or 5 pounds dressed, cut it up and boil slowly until very tender. Mix 2 tablespoonfuls of Flour, \( \frac{1}{2} \) tablespoonful of Butter, and 1 teaspoonful of Heller's Royal-Zest Chile Powder with enough water or milk to make a smooth paste. Add to the Chicken, stirring constantly to prevent burning, and cook until the Flour is thoroughly cooked. This will be found very delicious.

Chop Suey

Cut 1½ pounds Fresh Lean Beef or a mixture of Pork and Beef into pieces \( \frac{1}{4} \) inch thick and \( \frac{3}{4} \) inch long. Braise in a frying pan with a little fat until thoroughly browned. Remove meat from pan and put in 2 or three good sized stalks of Celery and 8 or 10 medium sized Onions cut into small pieces. Fry until half cooked then add the braised meat and a teacupful of water. Season with a heaping tablespoonful Heller's Royal-Zest Chile Powder, 1 tablespoonful of Sugar, 1 tablespoonful Lea and Perrin's Sauce, Salt to taste and let simmer for 10 minutes. Thicken with a little flour and serve hot.

Mushrooms may be added if desired. This makes a Delicious Chop Suey.
Chop Suey with Chicken

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Cut into small pieces and fry in butter until almost done, 2 or 3 good sized stalks of Celery and 8 or 10 medium sized Onions. Keep the frying pan covered while cooking. Have a quantity of cooked Chicken, from 1½ to 2 pounds, cut into ½ inch cubes and add it together with any Gravy that may have been left over, to the Celery and Onions. Season with a heaping teaspoonful Heller's Royal-Zest Chile Powder, 1 teaspoonful of Sugar, 1 to 2 teaspoonfuls Lea and Perrin's Sauce, Salt to taste, and cook until the meat is heated through. Mushrooms may be added if desired and will make the Chop Suey delicious.

Lobsters and Crabs a la Chile

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Cook the Lobsters and Crabs in the usual way. Prepare a sauce by mixing 1 teaspoonful of Heller's Royal-Zest Chile Powder with ¼ cup of melted Butter and heating until brown. Pour over the lobsters or crabs when serving them.

Curried Chicken

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2½ lb. Chicken 2 teaspoonfuls Royal-Zest
2 Onions Curry Powder
Butter Size of an Egg 1 cup boiled Rice
1 teaspoonful of Salt Yolk of an Egg

Cut the Chicken as for fricassee, wash it well, and put into a stew pan with sufficient water to cover it. Add the salt and boil until tender. Remove from fire, pour off the liquid and set it aside. Put into the stew pan, 2 sliced Onions and a piece of Butter size of an egg. Fry Onions until brown, take them out and put the Chicken into the pan. Fry the Chicken for five minutes, add the liquid the Chicken was cooked in, with the Curry Powder, and stew for five minutes longer. Stir 1 tablespoonful of Flour with sufficient cold water to make a thin paste and add to the Chicken. Lastly, stir in the beaten yolk of an egg.

Serve with hot boiled Rice. Have the Rice around the edge of the platter and the Chicken in the center. This makes a very attractive and appetizing dish.
Curried Eggs

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$\frac{1}{2}$ dozen hard boiled Eggs \( 1/2 \) teaspoonful Royal-Zest Curry Powder
2 tablespoonfuls Butter 2 tablespoonfuls Flour
1 teaspoonful Salt
1 teacupful hot Milk \( \frac{1}{8} \) teaspoonful White Pepper

Melt the Butter, add the Flour and Seasonings, and gradually the hot Milk. Slice the Eggs lengthwise and heat in the Sauce. Serve hot on platter garnished with small triangular shaped pieces of nicely browned toast.

Curried Cauliflower

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One tablespoonful lard or butter, 1 large Cauliflower divided in several parts, 1 sliced Onion, 1 heaping teaspoonful Royal-Zest Curry Powder, 1 teaspoonful Salt, 1 tablespoonful Lemon Juice, and 1 cupful Water the Cauliflower was cooked in.

Boil the Cauliflower in water to which the Salt has been added, until tender. Fry the sliced Onion in the lard or butter for a few minutes, and add the Curry Powder, Lemon Juice and Water. Simmer 15 minutes, add the Cauliflower cut up, and simmer 15 minutes longer. Serve hot. Cauliflower prepared in this way is delicious. The Royal-Zest Curry Powder gives it a delightful flavor.

Spaghetti with Chile

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Boil 2 pounds of Spaghetti for $\frac{1}{2}$ to $\frac{3}{4}$ of an hour in salty water. While it is cooking prepare a sauce as follows: Cut up 3 or 4 slices of bacon and fry nice and brown. When done remove from frying pan and set where it will keep warm. Chop fine, 2 large Green Peppers and 2 large Onions; fry in the bacon fat until done but not too brown. Add to the peppers and onions, 1 can of Tomato Soup, 3 teaspoonfuls of Heller's Royal-Zest Chile Powder, 1 teaspoonful of Sugar, salt to taste, a pinch of Garlic Compound and lastly the fried bacon. Drain the Spaghetti, place it in baking pan, pour the above mixture over it, and bake in a hot oven until it is nice and brown. Serve hot.
Curried Rice

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1 cup Rice  
3 cupfuls Chicken or Veal Broth  
1 Onion  
\( \frac{1}{2} \) tablespoonful Butter  
1 teaspoonful Royal-Zest Curry Powder

Pour Chicken or Veal Broth over the Rice and cook in a double boiler. When about half done, add the Onion finely chopped and fried in butter with the Curry Powder. Mix thoroughly, add more broth if needed and bake until done in a slow oven. Serve with hot Chicken or Veal.

Curried Beef, Veal or Mutton

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Slice and fry together in butter or salt pork drippings, several large Apples and Onions. Cook until tender but not too brown. Cut the Cold Meat into cubes, add to the Apples and Onions; fry about 10 minutes longer, then transfer to a Casserole.

Prepare a Sauce as follows:—Bring to a boil, 1 pint of Milk, add piece of butter size of walnut, salt to taste, and 1 teaspoonful Royal-Zest Curry Powder; pour over Meat, Apples and Onions in Casserole and bake for 20 to 30 minutes in oven.

Curried Cod Fish

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Two pounds Cod Fish, 1 tablespoonful lard or butter, 2 cupfuls Water, 1 tablespoonful Flour, 2 teaspoonfuls Royal-Zest Curry Powder, 1 medium sized Onion sliced, 1 tablespoonful Lemon Juice, 2 tablespoonfuls grated Cocoanut, 2 cupfuls boiled Rice, salt and pepper to taste.

Wash the Cod Fish thoroughly and cut into pieces about two inches square. Fry lightly in the lard or butter. Remove from pan, put the Onion, Flour, and Curry Powder into the pan and fry 10 minutes. Add Water and Cocoanut, stir until it boils, and let simmer 15 or 20 minutes. Strain, add Lemon Juice, salt and pepper and bring to a boil. Put in the Fish, and cook slowly for \( \frac{1}{2} \) hour. Turn onto hot platter and serve with Rice.
Curry Sauce

2 tablespoonfuls Butter 2 tablespoonfuls Flour
½ teaspoonful Royal-Zest Curry Powder
½ teaspoonful Salt
1 cupful Meat Broth

Rub the butter and flour to a paste, add the Seasoning, and gradually the Broth. Cook until thick and serve with hot meats.

Chile De Luxe

Chop into ¼ inch pieces, ½ pound of Veal, ½ pound of Pork, ½ pound of Ham, 1 Onion and 2 Tomatoes. Braise the meat, tomatoes and onion in a frying pan with sufficient butter to keep it from sticking to the pan. Add 1½ tablespoonfuls of Heller's Royal-Zest Chile Powder, salt to taste, and 1 quart of boiling water. Mix thoroughly and let simmer for 10 or 15 minutes. Then thicken with 2 tablespoonfuls of flour.

Fry as many Eggs as needed in ham fat. Put each egg on a good sized piece of toast, cover with 2 or 3 tablespoonfuls of the above and serve hot.

Chile Meat Salad

Pork, Chicken, Veal, Lobster, Shrimp or Fish

Chop fine 2 or 3 teacupfuls of Pork, Chicken, Veal, Lobster, Shrimp or fish, which has been boiled until it is very tender. Chop together very fine, 6 hard boiled Eggs, 1 Onion, a bunch of Celery, and a bunch of Parsley. Add to the chopped meat and mix well. Mix 1 teaspoonful of Heller's Royal-Zest Chile Powder with a cupful of melted butter, heat until brown, and pour over the above. Set away to cool, and when needed serve on plates garnished with lettuce leaves and a slice of lemon.

Combination Chile Salad

One large Green Pepper, 1 Cucumber, 2 Green Onions, 3 or 4 Radishes, 1 stalk of Celery, 2 ripe Tomatoes, and 2 medium sized cooked Beets. Cut into small pieces, mix thoroughly, and pour Royal-Zest Chile Salad Dressing over same.
Chile Salad

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One teacup of chopped Celery, 1 teacup of chopped Apples, and 1 teacup of chopped Walnut Meats. Mix thoroughly and pour Royal-Zest Chile Mayonnaise Dressing over same. Set on ice or in a cool place until ready to serve.

Asparagus a la Chile

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Boil 1 bunch of Asparagus in salty water until tender. Prepare the required amount of toast, and place the asparagus upon it. Melt ¼ cup of butter, add to it 1 teaspoonful of Heller's Royal-Zest Chile Powder, heat until brown, and pour over the asparagus and toast. Serve hot.

Artichokes a la Chile

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Boil the Artichokes in salty water until tender. Melt ¼ cup of butter, add to it 1 teaspoonful of Heller's Royal-Zest Chile Powder, heat until brown, and pour into individual dishes when ready to serve the artichokes.

The Artichokes are eaten by pulling a leaf from the stalk and dipping it in the hot butter. The stalk is also eaten after the leaves have all been pulled off.

Chile Mayonnaise Dressing

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Put 1 cupful of Milk and ¾ cupful of Butter into a pan, and place on stove where the Butter will melt but not cook. Add to 3 well beaten Eggs, ½ teaspoonful of Salt, 1 tablespoonful of Flour, 1 to 2 tablespoonfuls of Heller's Royal-Zest Mustard according to taste, 1 heaping teaspoonful Heller's Royal-Zest Chile Powder, and 1 tablespoonful of Sugar Mix thoroughly and strain into the milk; put into a double boiler and cook over a hot fire. While cooking, add ½ cup of Heller's Royal-Zest Vinegar, stirring constantly. When thick as custard remove from fire and beat a few minutes. Set away to cool. This will keep for a long time in a cool place.
Heller's Royal-Zest

Onion Compound

For Flavoring Meats, Stews, Soups, Gravies, etc.

Royal-Zest Onion Compound is a finely powdered preparation composed of Fresh Onions with Cereal. It mixes easily and uniformly throughout articles of food in which it is used, giving them an Appetizing, Delicious Onion Flavor.

Royal-Zest Onion Compound not only imparts a fine flavor, but does away with the trouble of preparing fresh onions when wanted for use. It leaves no disagreeable after taste in the mouth and does not taint the cooking utensils and hands like fresh onions. Does Not Contain Salt.

For Sale by Grocers and Delicatessen Dealers

Heller's Royal-Zest

Garlic Compound

Royal-Zest Garlic Compound is a powdered preparation composed of French Garlic and Cereal. Being dried and finely pulverized, it mixes easily and more uniformly throughout articles of food in which it is used.

Meats, Soups, Gravies, Salads, etc., are made more appetizing and palatable by the use of Royal-Zest Garlic Compound. It not only imparts a fine flavor, but does away with the annoyance of preparing fresh garlic when needed for use. It has all the advantages of garlic without any of the objectionable features, such as tainting the fingers and cooking utensils. Does Not Contain Salt.

For Sale by Grocers and Delicatessen Dealers
Heller's Royal-Zest

Pure Celery Powder

Royal-Zest Pure Celery Powder is made from the Roots, Seeds and Stems of Fresh Celery. Being dried and finely pulverized it mixes readily and evenly throughout articles of food in which it is used, giving them the Real Celery Flavor. It imparts an appetizing, zestful flavor to Meats, Soups, Salads, etc., making them more palatable.

Royal-Zest Pure Celery Powder possesses the flavoring qualities of Fresh Celery, and has the added advantage of being available for use at all seasons of the year.

For Sale by Grocers and Delicatessen Dealers

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Heller's Royal-Zest

Curry Powder

Royal-Zest Curry Powder is a combination of various Tropical Spices and Herbs, ground and blended so as to produce a Real Curry Flavor.

Articles of food seasoned with Royal-Zest Curry Powder have an agreeable Flavor and an appetizing appearance. It is recommended for use in making Curried Rice, Curried Chicken, Curried Beef, Mutton or Veal, Curried Ox Tongues, Curried Cod Fish, Curried Eggs, Curried Cauliflower, etc.

For Sale by Grocers and Delicatessen Dealers
HELLER'S ROYAL-ZEST MUSTARD

Heller's Royal-Zest Mustard is made from selected Mustard Seed, ground with Pure Spices, Sugar, Salt and Vinegar. It is an appetizing condiment which gives a flavor of its own to Cold Meats, Mayonnaise Dressing, Cheese, etc.

For Sale by Grocers and Delicatessen Dealers

HELLER'S ROYAL-ZEST VINEGAR

Royal-Zest Vinegar is a Superior Table Vinegar, prepared expressly for use on Salads, in Salad Dressings, and for giving added relish to articles of food. It is a Distilled Vinegar, flavored with Spices and Vegetables which give it a fine flavor and aroma.

Guaranteed to give Perfect Satisfaction

For Sale by Grocers and Delicatessen Dealers

HELLER'S FANCY-PASTRY BAKING POWDER

Heller's Fancy-Pastry Baking Powder is a double acting Baking Powder which enables the user to set the batter aside for six or eight hours if necessary, before placing it in the oven, and still get the desired results. This is a great convenience where there is other important work to be attended to. Heller's Fancy-Pastry Baking Powder is an economical powder to use.

Guaranteed to give Satisfaction and to comply with the Pure Food Laws

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