SUCCESS WITH MEAT

October 1927
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B. Heller & Company, Mfg. Chemists, Chicago, U. S. A.
HOW I MADE $100,000.00 IN THE BUTCHER BUSINESS
Some of the Reasons Why I Have Been Successful

A certain retail butcher who has a "C" rating ($75,000 to $125,000) in R. G. Dunn & Co.'s book, writes as follows:

I read your "Success With Meat" with much interest. I read each issue from cover to cover and then file them for future reference. I consider it the most useful thing available for a butcher and sausage maker. Every time I pick up your magazine I learn things of value to me in my business.

I have no objection to writing what I owe my success to, but please do not mention my name. Perhaps my ideas and practice will be of value to others.

Cleanliness is my first requirement of employees. After every working day, the store floor is scrubbed. Sidewalls, show cases, counters, scales, cutter, slicer, trays, knives, steels, and the inside and outside of the refrigerator are thoroughly cleaned. The clerks see to it in the morning that nothing was left undone, even in the hidden places. Back in the plant, the men knock off work early enough to scrub and clean everything before they go home. Floors, work benches, trucks, baskets and other containers, kettles, sausage machinery, tools and equipment—all must be spick and span before they leave. When we start work in the morning, everything in the store and plant is so immaculately clean that the ladies marvel at it. Barrels, tierces, tubs and vats are kept scrubbed clean inside and outside. There are no greasy doors or railings to offend the eye or soil the clothes of visitors.

There are no bones or scraps strewn about on the floor or hidden in corners, no particles of meat in cracks and crevices, to draw flies and breed germs of decay. I cultivate a spirit of cleanliness in the men—a hobby, if you please.

We have very few flies to kill, the last thing the men do in summer, is covering the cleaned machinery with cleanly laundered muslin, and spray the store with your fly killer. There are few if any flies on our screens because there are no odors to attract them. But we spray the screens anyhow to discourage any that may be there.

My equipment is modern but plain, easily cleaned and arranged for convenience rather than for show. I find white enameled walls and woodwork entirely satisfactory and much cheaper than tile. It is easily washed.

I save no light. Not only the display in the refrigerated windows and show cases, but the whole store is brilliantly lighted daily from sundown till 1 A.M., when the watchman turns off the switch in a locked steel box outside.

I have a contract with a window cleaner who cleans all windows of store, cutting room, sausage kitchen, and sausage drying room, inside and outside, once a week, and we clean the outside of show cases daily. In addi-
tion to that, no employe will tolerate a splash of blood or fat anywhere longer than it takes him to wipe it off. I have always tried to instill in them a sense of pride in the cleanliness of our plant and store, and that is the most valuable asset we have, from an advertising standpoint.

The display in show windows and show cases is changed every afternoon. All kinds of sausages, whole, cut and sliced, with festoons of link sausage play a considerable part in the displays. The hour for changing never fails to draw a crowd of interested spectators. I determine what is to be featured, for it always creates an unusual demand. One of the clerks with a talent for the artistic, arranges the display.

I buy only the better grades of meat. No partiality is shown to the large buyer, or to the pretty face in my place. I tolerate neither the giving nor the taking of tips. A sign informs patrons that the violation of this rule results in dismissal. I figure that the customer considers the tip a good investment. If it must be at my expense and I cannot use a clerk whose loyalty to his employer is no greater than that.

Other causes for dismissal are willful misrepresentation, incivility, uncleanliness of person, clothes, habits and speech. The use of tobacco on the premises is not permitted.

It does not follow that my men are a cowed lot of uniformed servants without personality. Quite the opposite. I pay the largest salary in my city as I want the best men in town, furnish clean frocks and caps, provide washing facilities in every room, and set them a good example wherever I can. I spend more time on the careful selection of the right man for each job than on any other phase of the business. I make sure of his ability, and look into his past. If I hire him at all, I let him feel that he has certain responsibilities and that I have confidence in him to exercise them intelligently. It may interest you to know that your "Secrets of Meat Curing and Sausage Making" is our standard for formulas and methods and I use your Freeze-Em-Pickle, Zanzipar Brand Seasoning and your Bull-Meat-Brand Flour exclusively. No man is allowed to change from these goods and formulas.

I provide a complete set of working tools and scale for each clerk or salesman. The electric grinder is in plain view, behind the middle of the counter. The refrigerator for the store has two doors, and entrance and exit, conveniently located.

I encourage consultations and conferences and give the men practical evidence of my appreciation when they suggest real improvements of method or management.

As long as they do not violate my general policies, every man is allowed to develop his own ideas of good salesmanship. We find however, that certain things may safely be laid down as good general practice. So for instance, we find it bad form to ask a customer what she wants. Our formula is a smiling "Good morning, Mrs. Smith or good afternoon, madam. What can I do for you?" We use the name if we know it. Then, when she gives her order, "I would like a nice porter-house steak," we don't answer "yes" or "all right" but we put our heart into the answer as if we had nothing on our mind but to suit her, "Well I have a very fine one in the ice box, Mrs. Smith, that I'll fetch for you" or "I have one here on the block, Mrs. Smith, that will suit you fine" or "I was in hopes you'd come in before this was sold, Mrs. Smith: we don't very often get meat as nice as this." This is a statement to be made in all seriousness or it will have no weight. Except on such occasions, the smile and cheerful politeness should never fail. When a pleasant "What else can I do for you?" brings no future response, we do not shove her purchases toward her and attend to the next, but we arrange her bundles on her arm for her...
and hand her the sales ticket in the other hand with a final ‘Thank you, Mrs. Smith’. The cashier contributes her share smilingly with a cheerful parting remark again using Mrs. Smith’s name.

I never allow poultry opened before the customer. When the selection is made, the salesman takes it to the rear opens and draws it without soiling the carcass, and brings it forward on a sheet of waxed paper. If he accidentally soils it, he washes and dries the carcass before bringing it forward. On arrival at his place in front, he deliberately washes and dries his hands before touching anything else. There are two wash stands with automatic foot control liquid soap and paper towels, behind the counters.

When a clerk or salesman comes in from another room or from out doors he touches nothing until he has washed and dried his hands, at the wash stands behind the counters, no matter if customers are waiting. Finger nails must be kept scrupulously clean.

I make all my own sausage and meat loaves. In this line I buy nothing. The things I have brought out in my letter may seem trivial, but I attribute such success as I have had to two main causes: namely the finest sausage in the vicinity and so clean that our cleanliness is talked about. I believe that any butcher who will do as I have done can succeed as well as I did.

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**SUCCESS WITH MEAT**

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**A NEW MONEY-MAKER**

*Frankfurt Patties Hit the Spot*

Reports have already reached us of the tremendous success enterprising roadside stands are having with the new money-maker.

Housekeepers looking for a nourishing novelty to tickle the palate are enthusiastic about the new dish. All who have tasted Frankfurt Patties pronounce them a great success.

Here is a letter from a butcher:

“Two weeks ago I tried a new advertising scheme in my market. Instead of spending money in the newspapers I tried the following: I made a 50-lb. batch of Frankfurt sausage meat according to your formula. The trimmings had been cured for two weeks with your Freeze-Em-Pickle. I used 2½ lbs. Bull-Meat-Brand Flour to 50 lbs. of meat and I seasoned it with your Zanzibar-Brand Frankfurt Sausage Seasoning. I placed a small table with an electric stove on it in the front part of my market. I had a new aluminum skillet on the stove so that everything looked new and clean. My daughter dressed up like a waitress and all day long made Patties and served them between a small roll free of charge to every customer that came in. She made them up just the same as they do at the stands which sell Hamburger sandwiches. When Hamburger steak is fried in fat for sandwiches, it shrinks and becomes much smaller than the original amount of meat put into the skillet, but Frankfurt Patties, instead of shrinking, swell up and get much larger. This is a peculiar thing about them, and people imagine they are getting much more meat than they really are receiving. The frying of these Patties in the market gave off a wonderful aroma, and as we are handing them out free, you can imagine that everyone that came in wanted one, and some even asked for the second one. We gave them all they
wanted to eat. There wasn't a single customer that did not like them. Quite a few of the customers bought some of the meat then, and those that didn't stated they would buy some in the future. Before the day was over I had to make another 50-lb. batch. This demonstration was the talk of the town, as people who tried the sandwiches spoke to friends and people came into my market who never had been in before, ate a sandwich, and then quite a few of them bought some meat. This free demonstration was such a wonderful way of bringing me customers that I am going to do it about once every month. I now make a 100-lb. batch every day. Last Saturday I made 150 lbs. and sold all of it. The beauty of this product is that what we do not sell one day we can sell the next, as it does not spoil or lose its flavor. I save a lot of money in casings and a great deal of labor and shrinkage. We certainly make much more money by selling the meat this way than we did when making it up into Frankfurts. When customers come in and ask for Frankfurts, in many cases I tell them of the Patties and that they will like them better, and they always say that they do like them much better than they did the Frankfurt Sausage. It does away with eating the casing of the sausage. I am certainly glad that I read that article in your July magazine which gave me the idea. I read your magazine from cover to cover and get many new ideas out of it, and I want to thank you for sending it to me.

Another butcher writes:

"In your July magazine I read the article on Frankfurt Patties. I made up a batch according to your formula with Freeze-Em-Pickle cured meat and your Seasoning. I filled up a 10-lb. lard pail and had my son canvass the various Red-hot stands in the city. As some of these stands use a dry griddle for boiling frankfurts, he took a pan and some fat so as to make the demonstration to those who were not accustomed to frying in fat. In each stand he fried some Patties and sold them to the customers at 10c each, telling each customer that if he did not like the Patties better than he did the Frankfurt Sausage, it would not cost him anything. In not a single case did the customer complain. They all liked it and in some cases bought the second one. The stands all were interested, and now instead of selling Frankfurts they are selling the Patties, on which they make much more money, and I also make more money. I would much rather sell the Patty meat than sell the Frankfurts. It saves the money of the casings and the labor of stuffing them and having them all of uniform size. I think that they are going to cut the price of the Patties to a nickel, which they easily can do and make plenty of profit; they certainly will use a large quantity of the meat. I thought that you would be interested to know the above, and if you care to publish this in your magazine, you may do so."

With every shipment of Frankfurt Sausage Seasoning we are sending out Frankfurt Patty display cards so that the customer may try a platter of the
meat in his market, put on the sign and mark the price on it. Any customer wishing some of these signs at any time can have them free of charge by writing us for them. To get the proper results with the Patties, the meat must first be cured with Freeze-Em-Pickle, using our dry process of curing. After the meat is cured, make it up into the Frankfurt sausage meat and season with our Zanzibar-Brand Sausage Seasoning. Unless the meat is first cured with Freeze-Em-Pickle and Zanzibar-Brand Seasoning is used, you cannot expect the best results.

If a platter of this meat is placed on the counter or in the refrigerator window or show-case, with this little sign on it and the price marked on it, every butcher will find it to be a wonderful seller and a good repeater. People who have tried it will come back for more. If you will rig up like the above butcher did and have a young girl in your market giving away free samples, you will find it will do you more good than any advertising you have ever done. We advise, however, instead of doing it for one day, to do it for one week, because people who come in the first day may not tell their friends until the second day, and so others who are not customers will eventually come in for a free sample and then trade with you.

Remember that Frankfurt Patty meat will not spoil. It will keep in good condition for a week or two, while prepared Hamburg steak deteriorates very fast and cannot be kept long. Besides, Hamburg steak is not nearly as pleasing to the taste as the Frankfurt Patties, and one of the greatest things in favor of the Patties is that when it is put into a skillet of hot fat and fried, it puffs up and becomes twice the size, while Hamburg meat, when put into a skillet of fat and fried, shrinks and becomes much smaller than its original size. If you once taste this, you will be convinced that it is one of the most delicious meat foods that you have ever eaten.

GOOD PROFITS IN CURING OWN BREAKFAST BACON AND HAMS

There is no reason why small butchers cannot cure their breakfast bacon, hams and shoulders. If the meats are cured according to the directions in our book "Secrets of Meat Curing and Sausage Making" (which will be sent to any butcher free of charge), the hams and bacon will turn out very fine and customers will be delighted in getting a home cured ham and home cured bacon.

Sausage is an article that can be made to suit the taste of any trade, and once that trade is established the butcher will have no trouble in selling all the sausage he can make. It will be readily understood that taste varies according to the different localities, and the same kind of sausage will not do for all kinds of trade. We know a young butcher who worked up an enormous trade on pork sausage while the rest of his business showed only normal growth. It shows that an enterprising butcher can adjust his talents to the taste of his customers. It is not a great amount of trouble or much expense for a small butcher to make his own sausage. Those who do not understand the making of sausage can get all the information by reading our book "Secrets of Meat Curing and Sausage Making" which is sent free of charge to anyone asking for it.

CONSCIENTIOUS ARITHMETIC

New Cashier: "I've added those figures up ten times, sir."
Butcher: "Good girl."
New Cashier: "And here's the ten answers, sir!"
PORK SAUSAGE

100 lbs. fresh ham trimmings or boneless pork shoulder meat with about 15 to 20% fat; 1 lb. Zanzibar-Brand Pork Sausage seasoning; ¾ lb. "A" Condimentine; About 2 lbs. salt, to taste; 5 lbs. Bull-Meat-Brand Flour; Sufficient cracked ice or ice water to cool the meat while grinding and to give the meat the proper consistency.

How to Prepare

First—Retrim and inspect the pork trimmings or pork shoulder meat. Remove all gristle, skin, bones, blood clots, or anything which may have an objectionable appearance.

Second—If you have a meat grinder and a sausage mixer, run the meat through the ½-inch-hole plate of the grinder, adding the cracked ice or ice water while grinding the meat. Then put it into the sausage mixer and add, while the machine is running, the Zanzibar-Brand Pork Sausage Seasoning, the "A" Condimentine, the crushed ice or ice water, and the Bull-Meat-Brand Flour. Salt and mix for only a few minutes and if it is to be stuffed into casings, stuff it immediately after mixing. Puncture to let out air.

Third—If one has only a meat grinder and no mixer, it is best to mix the meat by hand, putting the pork trimmings into a galvanized iron pan or wooden tub, and mixing all the ingredients together, or the mixing may be done on a table with shovel. When mixed thoroughly, run it through the ½-inch-hole plate of the meat grinder. It will then be ready for stuffing or for packing in bulk form and shipping.

Casings must be absolutely dry before packing pork sausage for shipment. The drying may be done on sausage sticks hung in the work room or in a special pork sausage drying room, which should be cool and well aired.

Fourth—If the sausage meat is to be sold or shipped in loose or bulk form, weigh it out in the quantities desired and immediately pack and place it in a cooler or refrigerator, in a dry place. Allow it to remain at low temperature until sold or shipped.

Some sausage makers put loose or bulk pork sausage meat into 6 and 10-lb. earthenware crocks; also into paper cartons and wooden boxes lined with parchment paper and into 1, 2 and 3-lb. cotton sacks.

When this sausage meat is to be stuffed into casings, for fresh link sausage, medium wide and narrow hog casings can be used. Medium and wide sheep casings are used in making what is known as small-link pork sausage. In some sections the seasoned and mixed sausage meat is shaped in 1-lb. rolls and wrapped in corn shucks, tied at both ends with twine.

When stuffed into sheep casings very fancy packages are usually made. A good method is to put them up in 1-lb. packages, using fancy cardboard boxes, lined with parchment paper, with the maker's name and brand printed thereon.

Success is bound to follow the sausage maker who adheres strictly to the formulas given, from time to time, in Success with Meat.

MOTORS FOR SALE CHEAP

We have changed all the motors in our entire factory from direct current to alternating. Have a large assortment of D. C., 220 volt motors in good running order for sale at a bargain. Send for list and prices.

B. HELLER & CO.
The taste or flavor of herbs and spices is due to the nature of the peculiar vegetable oil they contain. The quality and strength of that flavor is governed by the quality and proportion of oil in these herbs and spices. If the essential oil is partly or entirely extracted, the structure and appearance of the spice remains; but for seasoning it is reduced in value if not entirely worthless.

Such partly or wholly exhausted hulls have been used to adulterate whole spices. Ground olive stones, California redwood, dye cornmeal and other dyed cereals, ocher and coal-tar dyes have been found in samples of ground spices, particularly in the various peppers.

The butcher or packer who uses spices which contain those flavorless adulterants has to use them in greater quantities to get the desired flavor. He risks the reputation of his products and the good will of his trade to no purpose. The flavoring strength in those spices costs him far more than the flavoring strength of wholesome, pure, unadulterated spices.

The maker of sausages and meat loaves is not equipped to make chemical and microscopical tests. He should therefore regard all job lots and cut rate spices with suspicion. The seasoning forms but a small percentage of the cost of the completed product. It would be unwise to risk a batch or endanger a reputation for the doubtful saving in buying such goods.

Our Zanzibar-Brand spices are tested for quality, purity, and strength. They are guaranteed to be absolutely free of adulterants: no exhausted spices whatever are used in them. You pay for full strength and fine quality and we take particular pride in giving you all you pay for. Over 50 years among spices enables us to locate the best, selecting and grinding especially for the meat industry. Our spices go further and are therefore more economical in use. They give to sausage, meat loaves and spiced beef a full, rich flavor and aroma which stamp the product as of superior quality. Zanzibar-Brand Pure Spices sell your goods, enable you to get profitable prices, and bring the customer back for repeat orders. A reputation built on quality is on solid foundation: the fortunate producer can afford to smile at competition.

All butchers and sausage makers say that our seasonings give sausage a wonderful flavor.

If the consumer finds the sausage tastes different every time he buys, he will soon change to another butcher. On the other hand, if he cultivates a taste for a sausage of particularly fine flavor and finds he can always depend on getting that of a certain butcher, he will never be satisfied with any other.

For these reasons, we have prepared the different combinations of standard herbs, condiments and spices for the ready flavoring of all the more popular meat products. They are marketed under the proprietary name of Zanzibar-Brand Prepared Sausage Seasonings.

These prepared seasonings are care-
fully compounded according to formulas evolved out of the experience of many generations of celebrated sausage specialists in the Heller family. They are scientifically tested and standardized for unvarying flavor and strength. They make it easy to give any sausage its characteristic fine flavor and to maintain the same flavor under all circumstances.

Owing to the entire absence of adulterants in Zanzibar-Brand Prepared Sausage Seasonings and to their consequent flavoring strength, it requires a correspondingly smaller portion of these seasonings to give the sausage the desired flavor than when impure seasonings are used.

A traveler noticed a lonesome-looking sea lion in a zoo, in London.

"Where's his mate?" he asked the keeper.

"Oh, he don't eat meat," was the answer.

"We feeds him fish."

"I want fifteen cents worth of pork-chops."

"Fifteen cents worth! Is that enough for your big family?"

"Well, you see, Paw eats the meat and we eat the gravy."

PEOPLE LIKE MILD CURED BACON AND HAM

As a general rule, people prefer mild-cured bacon and ham to what is generally cured by the packers who have to ship their bacon and ham great distances. There are many butchers in business who have not given this branch of their business a study, and we wish to advise all those who will go to the trouble of making their own sausage and curing what meat they can, that they will be surprised at how our method will help to increase their business and make money for them. The bacon and ham can be cured so as to have the mild and most delicious flavor that the more fastidious customers desire. All butchers who are interested and want information on this subject, should write us and we will give them all the details necessary.

COLORING THE YOLKS OF EGGS

Eggs laid by hens in winter are frequently very poor in color. The color resembles that of lemon while the normal color is more like that of a ripe orange. Such eggs are not classed as fresh which of course affects their sale. If alfalfa leaves are fed to hens in the regular ration the yolk of the eggs will have the natural color. The alfalfa leaves may be fed from hoppers or may be thrown on the floor of the laying house. The difference in breed has nothing whatever to do with the color of the yolk of the eggs. The proper color of the yolk depends upon the food only.

AN INVITATION

Very often butchers have new ideas and good suggestions that would prove very valuable to others in the meat business. If anyone having anything new will write us we will be very glad to publish it. We will be thankful to any butcher or any customer who will send us any new formulas or any new ideas that we can publish that will be of benefit to the trade. We suggest that you write the article in your own language and we will re-write it and put it in proper shape.

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
HOME CURED HAM AND BACON

Every butcher should cure some of his hams and bacon and make his own sausage. If a butcher will make his own sausage and cure some of his bacon and hams, it will bring him success quicker than anything else he can do. Take, for instance, the bakers. They bake all their own goods and have enough variety of new things every day. It does not take long till the women in the town find this out and they go there to do their buying. The same thing holds good for the butcher who provides new things right along for his customers. They will like to go to his market to get ideas and find things that they cannot find anywhere else. The butcher who has the same things year in and year out never makes much headway.

One of the best products of the shop can be made by properly using up scraps and trimmings of the meat into sausage. Sausage is an article that can be made to suit the taste of any trade, and once that is established a butcher will have no trouble in selling all the sausage he can make. Of course, it will be readily understood that taste varies according to the locality and the same kind of sausage will not do for all trade. We know of a young butcher who worked up a good trade on smoked pork sausage and at the same time extended all the rest of his trade until he had a thriving business. It is not such an awful lot of trouble to make your own sausage, especially if you understand sausage making, and those who do not understand it can easily learn how by reading our book, "Secrets of Meat Curing and Sausage Making."

All that can be said of sausage trade will apply also to home cured hams and bacon. A butcher can turn out mild cured hams and bacon and smoke them and sell them at a much higher price than he can those cured by packers who have to ship their hams some distance. Many customers will pay any price for delicate mild, sugar-cured hams or bacon. Full directions will be found in our book "Secrets of Meat Curing and Sausage Making," and anybody can turn out good hams and bacon by following our directions. There are hundreds of butchers who have not given this branch of their business any study or any consideration, and for all such as well as for the most experienced, we wish to say that if you expect customers to come to your market and buy meat from you, you must have a reason why they should come to your market and not go to someone else’s. By having sausage of all kinds made by yourself, and hams and bacon cured by you, you have something to talk about different from the rest. If your local competitors are handling smoked meat at the same prices that you are, why should a customer come to you to buy when she can buy in a market nearer her home? If those butchers who are not making any sausage or curing any meat will follow our advice and try it, they will be surprised to see how easily they can take business away from their competitors. If you haven’t one of our books, send for one; it is free. Take advantage of the opportunity offered you of learning proven and sure ways to meet with success.
CURING BEEF HAMS AND SHOULDER CLODS FOR SMOKING—VARIOUS TYPES OF SPICED BEEF

Select good, firm beef buttocks, properly chilled through and faced as closely as possible. Beef hams which are soft and "sloppy" or too light should not be used for Dried or Chipped Beef. Such meats should be cut up and dry-cured with Freeze-Ern-Pickle, principally for use in summer sausage.

Suitable Beef Hams are cut into three parts—"Insides," "Outsides," and "Knuckles." These are carefully trimmed and all fat and kernel (hardened flesh) removed.

The parts of the Hams are graded into several averages for different lengths of curing and smoking and to suit various demand. The Inside pieces are the heaviest, are valued as the choicest, and are most in demand.

Shoulder Clods are handled entirely like Beef "Outsides," in curing as well as in smoking and drying; in fact, they may be cured at the same time and in the same vats and tierces with Outsides.

Leaching Beef Hams and Shoulder Clods—As soon as they are sorted or graded, put them into plain salt brine testing 75 degrees on the salometer and leave them there over night to remove all slime and clotted blood. Then take them out of this brine and sort them into Insides, Outsides, Knuckles, and Clods, and each of these again into different averages.

Pumping—Beef Hams and Shoulder Clods are usually pumped with the following:

**Fancy Pumping Pickle**

1 lb. Freeze-Em-Pickle,
2 lbs. dry salt,
1 lb. best granulated sugar,
1 gal. water.

The actual pumping is like the pumping of fancy pork hams of equivalent weight; that is, about 1 ounce of pumping pickle to the pound of meat.

**Packing for Cure**—Beef Hams and Shoulder Clods are best cured in open vats or tierces. As soon as the vat or tierce is packed and the heading grate is fastened down in the vat, cover the meat completely with Beef Ham Pickle, testing 70 degrees on the salometer.

**Fancy Beef Ham and Shoulder Clod Pickle Formula**

For each:
- 8 lbs. common salt,
- 100 lbs. of Beef Hams,
and Shoulder Clods, use:
- 1 lb. Freeze-Em-Pickle,
- 2 lbs. best granulated sugar,
- 6 gals. cold water.

**Overhaul** on the fifth, tenth, and twentieth days after packing.

**Cured Age of Beef Ham and Shoulder Clod**

- Small pieces, 30 days,
- Medium pieces, 40 days,
- Large pieces, 50 days.

Dried Beef must be thoroughly cured; therefore, Knuckles and larger pieces must be left in cure a little longer.

**The curing temperature** should be between 38 and 40 degrees F. for best results.

**Soaking**—Before smoking the cured Beef Hams and Shoulder Clods, soak them over night in cold water.

**Draining and Trimming**—The pieces are then trimmed if necessary and hung on smoke-house sticks, by means of S-hooks or strings, and allowed to drain a few hours before being sent into the smoke-house.

**HOW TO HOLD BEEF HAMS AND SHOULDER CLODS THAT ARE FULLY CURED**

If not needed for smoking when fully cured, then take the Beef Hams and Shoulder Clods out of the curing pickle and drain them on racks which may lie directly on a drained floor. Let them drain 3 days, overthrowing on the second day by moving the entire pile, piece by piece, until those which were at the bottom are at the top. After the third day, pack the meat dry in tierces; fill the tierces to the top, tamping down tightly with a wooden tamper or mallet. Then transfer the tierces to cold storage at a temperature anywhere below 28 degrees F. They can then be held as long as desired and smoked and dried as needed.
SUCCESS WITH MEAT

**PEPPER BEEF**

Pepper Beef can be made like Spiced Beef or it can be made by taking Freeze-Em-Pickle-cured beef hams or shoulder clods, soaking them, and then coating them completely with ground black peppers. These are then smoked and dried at a medium heat until they are perfectly dry.

**SPICED COOKED BEEF**

Select Beef Rounds or Shoulder Clods weighing 5 to 8 pounds each.

Soak the beef hams or shoulder clods overnight in a plain salt brine 70 to 75 degrees on the salometer in a cool room or in a cooler. The next morning take them out of this brine and pump each piece with the following pumping pickle:

**How to Make Pumping Pickle**

1 lb. Freeze-Em-Pickle,
2 lbs. dry salt,
1 lb. best granulated sugar,
1 gal. water.

Pump about one ounce of pumping pickle to each pound of meat.

Then prepare the following:

**Spice Mixture**

For each 100 lbs. of meat to be cured, use

- 1 lb. Zanzibar-Brand Chile Powder,
- 1 lb. brown sugar,
- 1 1/2 oz. Paprika.

Mix thoroughly and divide this into as many portions as there are pieces of meat in 100 lbs. Rub a portion on all parts of each piece, especially in the cracks and pockets.

Then put the meat into a cold smoke. Keep the pieces well apart so as not to rub off the spice, and smoke for about 24 hours.

Immediately out of smoke, cook the meat in water held at 170 degrees F. 30 minutes for each pound; that is, 4-pound pieces cook 2 hours; 8-pound pieces cook 4 hours. While cooking, prepare another batch of spice mixture just like the first. Remove the cooked beef from the water and as soon as cooled enough to permit handling, rub the same portion of the spice mixture on the pieces as before.

Though it can be used as soon as cold, it is much improved by holding three or four days. It has good keeping qualities, but the demand for it is so great, after the public has once tried it, that it is hard to hold even long enough for the second spice rub to penetrate.

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**B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.**
FLIES CONTAMINATE FOOD

Of the many agencies responsible for the contamination of food, none is to be feared more than the common house fly. In fact, it is not going too far to say that this is one of the most dangerous enemies of man because of the possibilities of contaminating food stuffs with disease producing germs carried from filth to food. The fly lays her eggs only in filth, dung, and decomposing or putrid animal matter. The eggs hatch out maggots in these. They pupate and turn into mature flies. The flies are literally loaded with the disease breeding filth in which they were born. They make a first meal of the putrid stuff they were bred in, and then follow the scent or aroma that reaches them from our kitchens and food stuffs. It is astounding to contemplate the vast quantity of food products which are annually rendered unsalable as a result of contamination by the common house fly. All kinds of blow flies or meat flies enter the house to mingle with the regular house fly. This, of course, means financial loss as well as the possibility of spreading disease. Upon the authority of Government investigation it is stated that there are from 10 to 15 generations of the fly possible during a season. Tabulated in cold figures this shows that one pair of flies is capable of producing in one season over one million flies to carry death and destruction.

To hold the confidence of his customers, it is very important that every butcher should keep all flies out of his market. It is a very easy matter if the proper material is used. We manufacture $1000.00 Guaranteed Fly Killer, a liquid that is put into a sprayer and, when sprayed around the room causes the flies to drop and die. Every morning when opening the market the room should be thoroughly sprayed so as to kill all the flies in it, and during the day once or twice the spraying can be repeated if any flies come in through the opening of the door. Needless to say that if the flies are killed as fast as they come into the market, they do not have an opportunity of laying eggs and multiplying. That is why they should be cleaned out once or twice a day. Spray the market again at closing time.

We aim to send a copy of this magazine to every butcher, packer, curer of meat and sausage maker in the United States and Canada. Should it fail to reach anyone we will gladly send the magazine to anyone in the meat business who will write us. This includes superintendents and foremen as well as the proprietors.

NOT THAT MUCH WORK

A colored man was whitewashing a fence. A passerby watched him a while, and asked:

"Sam, why don't you get a brush with more bristles in it?"

"Wha' fer?" replied the aged and contented worker.

"Why, if you had a good brush you could do twice as much work."

"Yas, but ah ain't got twice as much work to do!" answered the old man.

HIS GIFT

A Scotchman, invited to a golden wedding, was told that each guest would be expected to take a golden present.

He took a goldfish.
SAUSAGE "TOO SALTY"?

Question: W. E. C. writes: My smoked sausages were always seasoned just right to suit my trade. Recently I have been getting more and more complaints about too much salt, though I carefully weigh off the same proportion I have always used. Is my salt saltier than it used to be? I am sending you samples of both of the sausages and of the salt. Perhaps you will have the goodness to test them for me.

Answer: Your sample of salt is the ordinary dairy salt, about 99 per cent pure. The bologna and frankfurts sampled did not seem too salty on actual tasting. The writer found both quite to his liking. Some people like meat products much saltier than others do. As your trade liked your products formerly, it is more than likely that there has been a shift of trade to which you will have to adapt yourself by cutting down the proportion of salt added in mixing or chopping. Leave the quantity of salt in the cure as you have always had it. The likes and dislikes of your trade should govern; but don't ever ask them if they like it that way; if you do they will immediately get critical and imagine faults that do not exist. It is largely a question of psychology: follow our formulas and directions and assume that the product is perfect without ever asking a question. Then if you get any complaints, you can consider them on their merits without argument.

A DARK CRUST OVER CURED SAUSAGE MEAT

Question: F. L. & Co. write: The top of our Freeze-Em-Pickle cured sausage meat is dark in color and becomes crusty. Should that part be discarded, or is it all right to use?

Answer: This is due to the chemical action of the air on the surface of the meat. It is entirely normal and does not spoil the darkened, crusted surface for use in sausage. Mix it with the rest and use it. If you will fill your tierces within 3 inches of the top, cover the meat with a piece of parchment paper, and over which lay a piece of cheese cloth, and pack 2 to 3 inches of salt on top of the cloth, it will exclude the air and the top of the meat will not dry or become dark. The salt can be lifted off with the cloth when the meat is wanted and it can be used over and over again.

A BUTCHER SHOULD MAKE MUCH BETTER BOLOGNA THAN HE CAN BUY

Question: A. M. & Co. write: We are trying to make our Bologna as cheaply as we can buy it. We are trying to cut down the expense of working a lot of time into it and also a large quantity of your Bull-Meat-Brand Flour. The sausage does not hold up and taste as nice as we think it should. We would like to get your advice on this. Do you think we are foolish to try and compete with the packing house Bologna, or do you advise us to make a better quality and charge more for it?

Answer: We certainly advise you to make the best Bologna that you can. Never try to make goods as cheap as your competitors are handling. You should have something better. If you haven't better Bologna than your competitors, what excuse have you for asking your customers to buy your Bologna when they can get the same thing just as cheaply at another mar-
ket? If you will make the finest Bologna that can be made so that people will like it, they will come to your market from great distances to get your Bologna, willing to pay you your price for it. When you buy a suit of clothes, you don't mind paying a good price for the suit if you really get a good suit; but you don't want to pay a good price for a poor suit. If you buy a real cheap suit you will never be satisfied with it because the quality will not be that of a good suit; but if you buy a good suit you will always be satisfied with it. The same holds good with Bologna or anything else the people buy or that you buy. If you will first cure your meat with Freeze-Ern-Pickle as directed in our book "Secrets of Meat Curing and Sausage Making" and make the Bologna according to our formulas, you will turn out the finest Bologna that can be made and you will be surprised how willing people will be to pay your price for this sausage.

**HOW TO MAKE SUMMER SAUSAGE IN SUMMER**

**Question:** A. W. writes: I have learned how to make good summer sausage in winter from your valuable book, "Secrets of Meat Curing and Sausage Making," but what I wish to know is just how to go about making good summer sausage in summer. The sausage manufacturers are selling fresh made summer sausage now and the trade seems to like it. Will you please tell me how to make summer sausage in the summer season and whether it is all right to use Bull-Meat-Brand Flour in this kind of summer sausage?

**Answer:** The making of summer sausage in summer is a very simple matter. It is made of about 2/3 beef and 1/3 pork. Take the trimmings and trim out all the sinews and run them through the lard plate, an inch or an inch and a quarter hole, and mix with every 100 lbs. of meat, 2 lbs. of salt, 1 lb. of Freeze-Em-Pickle, and 1/2 lb. of granulated sugar. Pack the trimmings tightly in barrels, fill the barrel one-quarter full, then tamp the meat down with a tamper. Proceed in the same manner until the barrel is full. Fill the barrel within three inches of the top, spread a piece of parchment paper over the meat, then a piece of cheesecloth and on top of the cheesecloth put about three inches of salt and pack it down tightly so as to exclude the air from the meat. Allow the meat to cure from 10 to 12 days. The fat used in this sausage must be the back fat of hogs which should first be salted in dry salt for two weeks so it becomes hard and firm. When you are ready to make the sausage, run the meat through the grinder, cut it down to about 1/2 inch size, then put the beef in the silent cutter and let it go around once or twice. Then put in the pork trimmings and 5 to 10 lbs. of back fat that has been cut into small quarter-inch cubes. While cutting the meat in the silent cutter, add 1 lb. of Zanzibar-Brand Summer Sausage Seasoning and from 3 to 5 per cent of Bull-Meat-Brand Flour. When the meat is properly ground, stuff it and hang it in a cooler for two or three days. Then smoke it and in a few days the sausage will be ready for sale.

**MIXING SAUSAGE MEAT BY HAND**

**Question:** M. & Co. write: Will you please let us know if we can mix Bologna meat by hand and make as good a sausage as if we used a mixing machine? If so, do we have to grind the meat as finely or exactly the same as if it was mixed in a machine? We haven't the space for a mixing machine and do not like to go to the expense of buying one and would like to get along without one if we could. We would like to have you answer the above question.

**Answer:** When preparing meat for sausage the grinding is identically the same whether you mix by hand or have a mixing machine. A mixing machine of course tears the meat more and mixes it more vigorously; but it also works a lot of air into it, and when mixing meat too long, too much air is worked in, which sours the meat. We think the best sausage is made by mixing it by hand. For the quantity
of sausage you make it is much better for you to mix by hand. When making Pork Sausage we would advise you first to run the meat through the coarse plate of your grinder, then mix the various ingredients, spice, and everything else together, and some ice, and then run the meat, all the ingredients and the ice through the fine plate. In this way your meat will be pretty well mixed when it comes out of the grinder and will require very little mixing by hand.

CORNED BEEF CURED WHEN NEEDED

Formulas for Market and Packing House

Question: C. W. writes: I have followed your advice and am now making my own bologna and frankfurts. I have more than doubled my sales on bologna and frankfurts since I am making my own and have also increased my other business very much. People come to my market now who never came before because they like the way I make the sausage. I am using your Freeze-Em-Pickle and Zanzibar-Brand Seasonings, and it certainly turns out fine bologna and frankfurts. What I would like to know now is how to improve my corned beef and just how to handle it so that I will sell it when it is cured and not sell the meat before it is cured. I don’t want to keep pieces too long that are fully cured.

Answer: We would advise you to have two galvanized iron tanks in your ice box. The galvanized iron barrels that are used for ash drums are very good, but they are not water tight. You could buy two of them and have them soldered and use them. First put down your meat in one of them and do not sell any of the corned beef until it is at least two weeks old. Then mix some more corned beef in the second barrel and allow this to stand until the first barrel is all sold out. In this way you will always have mild, fresh corned beef and your customers will be well pleased with it. If you will make your brine for corned beef as follows you will turn out the finest flavored corned beef:

FORMULA FOR THE MEAT MARKET

Where pieces of Beef are thrown into a tub or barrel of brine, from time to time, and withdrawn as sold.

Use for each 100 lbs. of plates, rumps, briskets, etc.
5 lbs. common salt,
1 lb. Freeze-Em-Pickle,
2 lbs. granulated sugar,
3 to 4 oz. Zanzibar-Brand,
Corned Beef Seasoning.
6 gals. cold water,
Salometer test 50 degrees.

FORMULA FOR THE PACKING HOUSE

Where boneless brisket, rump and other cuts are packed in a definite proportion of brine and withdrawn when cured:

Use for each 100 lbs. of boneless brisket or other cuts
8 lbs. common salt,
1 lb. Freeze-Em-Pickle,
2 lbs. granulated sugar,
6 gals. cold water.
Salometer test, 70 degrees

Overhaul on the fifth, tenth, and fifteenth days.

Number of days to Cure

Small pieces (5 to 9 lbs.), 15 days,
Medium pieces (10 to 15 lbs.), 19 days,
Large pieces (16 lbs. and over), 23 days.

Pumping: It is always advisable to pump corned beef, particularly fat briskets, especially when cure is to be hastened. Pump with the Freeze-Em-Pickle Ham Pumping Brine. Pump one liquid ounce to each pound of beef.

THEY KNOW WHAT THEY WANT AND INSIST ON IT

Question: B. & Bro. write: Why is it we have more or less trouble in getting your goods from jobbers here. Jobbers tell us they are out of your goods or that their own brand is just as cheap and as good. When we order your goods we usually get something else. We have tried out some of those imitations and every time we did it made trouble. We have lost valuable meats and lost trade on account of it. We have cut out two jobbers for that reason. We have used your cures, your Bull-Meat-Brand Flour, your seasonings and casing color since we were boys
in father's shop, and we have yet to have our first failure with any of them.

Now, what we want to know is why should it be so hard to get your goods from our jobbers? Every time we order them here we have to lose time, labor and patience returning substitutes before we can get them. We are sick of such dealings and want to know if you will not supply us directly. If so, then send us a barrel of Bull-Meat-Brand Flour and 50 pounds of Bologna Seasoning. We have already lost weeks in trying to get these and are now practically out of them. Would therefore appreciate prompt action.

Answer: Your Bull-Meat-Brand Flour and Zanzibar-Brand Bologna Sausage Seasoning, order received today, were on their way by fast freight by noon. It is a pleasure to realize that we are dealing with men who will not be "made the goat" by the dishonest jobber. While we protect square dealing jobbers, we want them to understand that the interests of butchers, packers and sausage makers are our first concern. We will not stand idly by to see the demand for our goods substituted with worthless if not dangerous imitations. B. Heller & Company’s products have kept pace with the development and requirements of the meat industry for generations. They are in accord with the practical and scientific demands of the times, and comply with federal, state, and local pure food requirements. That butchers and packers like yourselves realize these things is evident from the fact that we had to increase our capacity by two-thirds only a year ago, at a time when much talk was heard of business depression. Any business that deals fairly with its customers and progresses with the times, will always flourish.

Your firm too has prospered. Your excellent rating speaks for itself, and we feel a justifiable pride in the part our goods must have played in your advancement, according to your letter. Write us about your methods. It would make an excellent object lesson for the readers of "Success with Meat".

CARE OF THE ICE BOX

Question: W. D. writes: I am having more or less trouble with my refrigerator.

Answer: First of all it is important that you keep your ice chamber filled with ice. Letting your ice melt down pretty well before refilling is wrong. The ice chamber should be kept full to the top. Not only does that cool more effectively but it saves ice. If the doors are not perfectly tight, we advise you to buy new rubber packing and put it on the doors, as it is very important that the doors should be absolutely air-tight. The same is true of the windows. Another important thing is, when going in and out of the box, not to let the door stand open longer than is absolutely necessary.

We have found, in some cases, that butchers put meat on the floor in the ice box. This should never be done. You should have racks about 4 inches from the floor and lay all large pieces of meat on these racks. Box goods should also not be put on the floor. Put everything on these racks and allow air to circulate under them. This also keeps the boxes clean.
Do you ever empty your ice box and wash it? It ought to be cleaned practically sterile about once a month. The meat should be taken out of it and the ice box should be scrubbed thoroughly with hot water and our Ozo Washing Powder, which is very good for this purpose. The drip pans should not be overlooked and the down spout or drain should be kept clear.

If you are curing any corned beef in your ice box, do not allow the barrels to remain too long without cleaning. Once every month or six weeks the barrels or other containers ought to be taken out and scrubbed both inside and outside and the brine renewed. Barrels that have brine in them cause a moisture in the air which is favorable for the growth of slime bacteria or slimy mold, which spreads over the outside of containers, over the inner wall, and over meats, sausage and other products in the ice box. If you will follow the above instructions you should not have any trouble from any of these causes.

**HOW TO KEEP FROZEN BELLIES**

**Question:** W. P. writes: We have on hand about 60,000 lbs. of dry salt-cured bellies that, after they were in salt for 30 days, were put into a freezer and kept at a temperature of about 26 to 28 degrees F. They are thoroughly frozen and the salt is frozen on them. We want to keep these bellies for some time and we thought it best to write you and ask you whether we are making a mistake. If you can advise us just how to handle them, we would very much appreciate it.

**Answer:** The way you are storing the bellies is all right. Even if the salt is frozen hard it will all come off when the bellies are thawed out. The bellies will not become saltier if kept at the temperature stated, because after meat gets down below 34 degrees F. it practically stops taking on salt, and they will keep it about the same condition as they were when you put them into the refrigerator. When you are ready to smoke these bellies, put them into cold water and allow them to thaw out thoroughly. Then wash them in hot water. Simply dip them into the hot water and wash them off with a brush; then hang up and allow them to dry before placing them in the smoke house.

**SOUR BOLOGNA**

**Question:** E. J. W. writes: I am having a great deal of trouble with my bologna souring and not keeping as well as it ought to. My sausage maker was very stubborn about using your Freeze-Em-Pickle and would not use it, but we have come to the conclusion that we know our sausage is wrong so we are willing to ask you for advice. If you are satisfied that by using your Freeze-Em-Pickle and following your directions we will have no further trouble, you can send us a barrel and also five barrels of Bull-Meat-Brand Flour. We make a great deal of bologna and we have come to the conclusion that unless we make a change we are going to lose our trade.

**Answer:** We are very glad you have written us, because we can give you some advice that will improve your product a great deal and increase the percentage of profit. Your bologna will always run uniform and it will not spoil. First of all, when you get the barrel of Freeze-Em-Pickle that we are sending you today, be sure to use it as follows: First, take your sausage meat and run it through your meat grinder, using the lard plate so that the pieces will not be bigger than an inch or an inch and a quarter in diameter. Then with each 100 pounds of meat incorporate one pound of Freeze-Em-Pickle and 1 pound of salt, mixing it thoroughly with the meat. Then pack into tierces according to our directions and pack it solid and tight. Cover the meat with a piece of parchment paper and cheese cloth and put about three inches of salt over the cheese cloth. Spread the salt so as to keep the air from the meat and allow the meat to stand from 8 to 12 days before you attempt making bologna out of it. This meat can be used in 3 or 4 days, in a pinch, but the meat will be much better if you allow it to stand from 8 to 12 days. Then, when you are ready to make the bologna, take the meat that has stood for 8 to 12 days and make your bologna exactly as you have been doing it now and you will be surprised to see the difference. Your bologna will be made of cured meat. It will have a nice red color.

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B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
on the inside and a beautiful color on the outside, because if the meat is red inside the color will show through the casing. Your bologna will taste entirely different and it will keep as long as you wish to keep it.

You have never used any of our Bologna Seasoning. We would like very much to send you a barrel of it and have you try it. We know that if you use our prepared Seasoning you will get much better results than you are getting now. We are not recommending this to you to make a sale, we are doing it for your own good. After you have made up the first batch of bologna, will you please send us a sample so that we can see it, and if it is not exactly as we think it ought to be, we will be glad to advise you further.

Three weeks after writing the above letter, we received the following letter from E. J. W.:

"By parcel post today we are sending you about a pound of our bologna, made with Freeze-Em-Pickle and Bull-Meat-Brand Flour, as you suggested. We followed your directions to the letter and we certainly are much surprised to see how much better our bologna is than it ever was before. We find that the meat has much more binding quality and we got a much better yield out of our meat than we ever did before. The bologna does not shrink near as much in the smoke house and in cooking as it used to. We certainly appreciate the advice you have given us very much and we have found your Bull-Meat-Brand Flour and Freeze-Em-Pickle so good that we believe your Bologna Seasoning will be the same. So on receipt of this, will you please send us a barrel and we hope we will be as well pleased with it as we are with the Bull-Meat-Brand Flour and Freeze-Em-Pickle. Enclosed you will please find our check covering your last invoice and you may look forward to many orders from us in the future."

The above should be a lesson to other sausage makers and if any one has any trouble at all with his bologna or any other kind of sausage, we will be pleased to give free advice and to tell him how to overcome his troubles.

BOILED HEADCHEESE

Question: M. J. & Co. write: I am making headcheese but making it only of fresh meat. I see by your book, "Secrets of Meat Curing and Sausage Making," that you advise curing the meat first with Freeze-Em-Pickle. I am having a lot of trouble and would like to know whether this is because I am not handling my meat right. My headcheese does not have a nice red color on the inside and it spoils very easily. Will it taste the same as it does now if I cure the meat first? I am using your Headcheese Seasoning and my trade likes the flavor of my headcheese very much. Therefore I do not like to make a change unless you advise it. I have never used any of your Freeze-Em-Pickle or Bull-Meat-Brand Flour. We have just ordered 25 pounds of Freeze-Em-Pickle from a jobber and 100 pounds of your Bull-Meat-Brand Flour. The flour came in a bag. Please let me know if it is genuine Bull-Meat-Brand Flour and if you put it up that way.

Answer: First of all, the trouble you are having with your headcheese is that you are not curing your meat but making it out of fresh meat. I see by your book, "Secrets of Meat Curing and Sausage Making," that you advise curing the meat first with Freeze-Em-Pickle. I am having a lot of trouble and would like to know whether this is because I am not handling my meat right. My headcheese does not have a nice red color on the inside and it spoils very easily. Will it taste the same as it does now if I cure the meat first? I am using your Headcheese Seasoning and my trade likes the flavor of my headcheese very much. Therefore I do not like to make a change unless you advise it. I have never used any of your Freeze-Em-Pickle or Bull-Meat-Brand Flour. We have just ordered 25 pounds of Freeze-Em-Pickle from a jobber and 100 pounds of your Bull-Meat-Brand Flour. The flour came in a bag. Please let me know if it is genuine Bull-Meat-Brand Flour and if you put it up that way.

Answer: First of all, the trouble you are having with your headcheese is that you are not curing your meat but making it out of fresh meat. If you will first take all of the meat used in headcheese and salt it down for 8 to 12 days with Freeze-Em-Pickle, as per instructions in the book we are sending you, your meat will be cured and have a fine flavor. Then you will have cured meat whenever you want to make headcheese or anything else out of it. We

Cecil (the mule)—"I hear 'em coming and oh, my! I just want one kick. That's all. Ha! Ha! See 'em whirling in the air!"

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
are glad that you are using our Headcheese Seasoning, because that gives it the proper flavor. Now the difference between headcheese made with Freeze-Em-Pickle cured meat and fresh meat is this: the headcheese will have a beautiful red color, that is, the meat will be red and the fat will be white; but curing the fat hardens it so that in cooking it, it will not get so oily but will be much nicer eating. The headcheese will stand up much better and slice better, taste better and, best of all, it will keep much better. You know that cured meat will keep better than fresh meat. After you have tried it the first time, you will see the difference and we know that you will be more than pleased with it.

Now about the bag of Bull-Meat-Brand Flour that you received from a jobber. There is no question about it that you have been humbugged and have received an imitation of Bull-Meat-Brand Flour. We are sending you today by parcel post, free of charge, a five pound package of our Bull-Meat-Brand Flour so that you can compare and see for yourself that the flour you have is not our flour. Our flour is packed in bulk only in 125 and 300-pound barrels. The barrels are sealed with a lithographed seal on top and on the bottom, which are connected by means of two pieces of wire and the ends of the wire are held together with a lead seal. No jobber is allowed to open these barrels and to sell the flour in bags from the barrels. They must sell the Bull-Meat-Brand Flour in the same package they received it from us or we will not supply it to them. To protect yourself after this, when buying it in barrels, be sure the seal has not been broken. But we will advise you, for a small business like yours, to buy

the flour in the five pound packages like the one we are sending you. This is packed ten and twenty packages in a case, making a case of 50 or 100 pounds. The flour in these smaller packages is always clean, sealed up tight. After you have received the flour we are sending you, we would like to hear from you, what you think of the difference between the flour which was sent you by the jobber and our Bull-Meat-Brand Flour. We advise that you return it to him as not the flour ordered.

We hope to hear from you again soon and we would appreciate your opinion as to the difference in the headcheese made with Freeze-Em-Pickle cured meat and with fresh meat.

Four weeks after writing the above letter we received the following from M. J.:

Gentlemen: "You don't know how pleased I am with the headcheese I am making now with the Freeze-Em-Pickle cured meat. I can see how foolish I was before to make it out of fresh meat. My trade has more than doubled since I am making it your way, and from now on, I will never want to make any sausage without first curing my meat with Freeze-Em-Pickle. I am also making bologna and frankfurts only out of meat that is cured for 10 days with Freeze-Em-Pickle.

Now about the Bull-Meat-Brand Flour that I wrote you about some time ago. I received the five-pound package that you sent me, and I can see there is an awful difference between your flour and the flour in the bag. I made up one batch of sausage with your flour and another batch with the flour in the bag, and I was surprised to see the difference. I returned the bag to the jobber and wrote him that,

"Ho, ho! They're going to light! Won't they be all mussed up!"
"He, he! Didn't I give 'em a ——— jolt?"

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unless he could give me the genuine Bull-Meat-Brand Flour, not to send me anything. So he sent me a barrel of your Bull-Meat-Brand Flour. This was all sealed up with your seal on it and I know it is the genuine goods and has not been adulterated or tampered with. Hereafter, I am going to send my orders direct to you so that I will not have to worry about what I am going to get. Upon receipt of this letter please send me a hundred pound box of Freeze-Em-Pickle and if you wish any reference you may call up Armour or Swift and they will tell you that I always pay my bills promptly.'

GOOD LIVER SAUSAGE

Question: C. H. writes: I am using all of your goods in all of our sausage, but our liver sausage does not exactly suit me. I am sending you a sample by parcel post and will you please examine it and let me know what is the matter with it and also tell me just exactly how I should proceed to make the best liver sausage that can be made?

Answer: The sample of liver sausage arrived, and we must say, it is not as bad as you think it is. The only trouble that you really have is that you do not grind it fine enough and you do not use enough onions. If you will make it just as you are making it now, grind it much finer and use more onions, we think you will be well pleased with your sausage. For your benefit, we will, however, send you a good recipe for liver sausage and may be you can get some good ideas out of it.

Use 50 pounds of hog liver and 40 pounds of a mixture of belly trimmings, bacon trimmings and neck pieces, whatever you have. Put all the fat pieces of meat in a kettle of water and heat it to about 170 degrees F. Keep the fat in this hot water until it is cooked through. The small pieces will be cooked through in thirty minutes; the larger pieces may take an hour or even a little longer. Care must be taken that the water does not boil: 170 is as hot as it ought to get. Thow the livers in scalding hot water and stir until they are scalded through to the center. Take them from the scalding water and throw them in ice water and chill them thoroughly. Leave them in the ice water until they are chilled through to the center. Then run them through a grinder and grind them as fine as possible.

Take all of the cooked meat out of the kettle, and as soon as it is cool enough to handle, strip the meat off the bones, put it in a chopper or grinder and grind it as fine as possible. The finer it is ground the better. The best for chopping liver sausage is the silent cutter. While the liver and the meat are being chopped in the silent cutter, add three pounds of onions that have been peeled and run through a meat grinder to cut them up fine before putting them into the meat. Add also 5 pounds of Bull-Meat-Brand Flour, 1 pound of Zanzibar-Brand Liver Sausage Seasoning, 1 pound of "A" Condimentine preservative, 2 pounds of salt, and as much of the soup in which the meat was cooked as the meat will absorb. If the meat is not thoroughly mixed when it is taken out of the silent cutter, it should be mixed just a little more, adding as much more of the soup as the meat will hold.

Stuff into hog bungs or other available casings and cook in water not hotter than 155 degrees F. The length of time to boil the sausage is from three-quarters of an hour to one hour and a half, depending upon the thickness. After they are cooked sufficiently, place them in ice water until they are chilled through to the center. While chilling, turn them occasionally so that the upside gets down into the water. This prevents the grease from separating and congealing in one side. When chilled, remove from the water, dry them and hang them in the cooler. They may be smoked the following day if desired.

If you desire to give the sausage a nice smoke color, dip the sausage, after they are cooked, in a solution of our Zanzibar Carbon Yellow Mixture, or add the color to the cooking water.
This will give the casings a nice yellow color, so much desired by all lovers of good liver sausage.

**LARD COMPOUND**

**Question:** W. W. Co. write: We are making compound lard and always mix it with cotton seed oil. Our tallow has too much of a tallow taste and odor and we would like to remove this odor if possible. The cotton seed oil we buy is already refined and so if you can tell us how to take out the tallow taste, all we have to do is mix this and get good results.

**Answer:** If you will render your tallow as follows you will not have any further trouble: Put enough water into a steam kettle to fill it about one-quarter full. To every 100 pounds of water (about 12 gallons) add from one-quarter to 1 pound of our Lard and Tallow Purifier, the quantity depending upon the condition of the tallow to be purified. After Lard and Tallow Purifier has been dissolved in the water, add as much tallow as you have water in the kettle. For example, if the kettle has 400 pounds capacity, put in 100 pounds of water and 100 pounds of tallow. To this add one-quarter to one pound of Lard and Tallow Purifier. We are now speaking of rendered tallow, which may be just out of the rendering kettle or cold tallow that has been rendered before. Turn on the steam and boil the tallow and water together, stirring it continuously and watching carefully. If the tallow is in pretty good condition it will be treated in 15 minutes. If it is in bad condition it will take from one-half to one hour. The principle is to wash the tallow with the water that has the lard purifier in it. The more you stir it and the more you wash it, the better product you will produce. After the tallow is thoroughly washed, heat it as hot as it can be heated without boiling over. Then let it stand for two or three hours until all the water has settled to the bottom of the kettle, draw out the water from the bottom or skim off the tallow from the top, being careful to separate all the water from the tallow. After the tallow has been removed from the water, take the water out of the kettle, dry the kettle, put the tallow back into it, and heat the tallow so that all the water or moisture in it will be evaporated. It should be heated up very slowly in the beginning until the moisture is pretty well out of it; then it will stand more heat. But remember that the water turns into steam at 212 degrees, while tallow stands a much higher heat. So when the tallow gets to the boiling point of water, the water all evaporates out of it. While treating the tallow with the lard purifier, if any impurities come to the top, skim them off, so that they may not be mixed into the tallow again. The moment the tallow is dry, which one can tell by the way it boils, turn off the heat or stop the fire, as you should be careful not to overheat it, for if you do, it will scorch and turn the tallow dark. If you have a mixing tank in which to mix the tallow and cottonseed oil, we advise you to put the hot tallow and the cottonseed oil into the mixing tank and start agitating it and cooling the compound through until it is thick as cream. The proper way to mix it, is to have a jacket kettle in which you run cold water to cool the compound while it is being agitated. It should be agitated until it is just thick enough to run into buckets.

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**Stranger:** “Remarkable dog! But how does he know tramps and book agents?”

**Uncle Josh:** “Waal, he knows thet if yew wazn’t one er t’other you’d ‘a’ come right in. See?”

**Mr. Newly Wed**—“Darling, this liver certainly tastes queer!”

**Mrs. Newly Wed**—“Oh, that’s because I cooked some liver pills with it, dear. It looked so sick when I opened the package that I thought they would help it out!”

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**B. HEller & Company, MFG. CHEMISTS, Chicago, U. S. A.**
SUCCESS WITH MEAT

IMPROVED HIS BOLOGNA AFTER FOLLOWING OUR ADVICE

Question: M. G. writes: I received your book, "Secrets of Meat Curing and Sausage Making," and read this very carefully as to how to make frankfurts. I made up some frankfurts according to your ideas, curing the meat first with Freeze-Em-Pickle, and I am sending you a sample of the frankfurts made by me today, marked No. 1 and a sample marked No. 2 was made three days ago by our old way of making it without Freeze-Em-Pickle. I see such a wonderful improvement in the frankfurts that I certainly will continue to make them as you advise, and will send you a sample, and if you find anything wrong with them please advise me as I want to make them the best that I know how. Everybody that ate these frankfurts thought they were wonderful.

Answer: The two samples of frankfurts reached us in a very bad condition. You had them wrapped up too tight, so that they did not get any air, and they were very moldy upon arriving. Your sample No. 1, which was the new frankfurts, after we washed and cut it open, we found was all right on the inside; but your sample No. 2 was sour and bad. The sample No. 2 is the one you made with fresh meat, without curing it, and your sample No. 1 was made according to our formula, of Freeze-Em-Pickle cured meat, and this sausage will not get sour. We are glad to see how quickly you were able to improve your frankfurts by using our Freeze-Em-Pickle, Bull-Meat-Brand Flour and Frankfurt Sausage Seasoning; but there is still some room for improvement in making your sausage. You did not cure your meat quite long enough. If you will let the meat stand in the cure from 8 to 12 days, you will have much better frankfurts than you are having now and you will get a much better yield as the meat will absorb more water. Your frankfurts will also have a much redder color and will taste better than they are tasting now. We also believe you are using a little too much fat in your frankfurts and would advise you to use a little less. If you will always make your frankfurts as good as the sample you sent us, you certainly ought to work up a fine trade on them.

B. HELPER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.

SOFT BACON AND SMOKING

Question: L. R. T & Son write: Please inform us if there is any special way of smoking fancy sugar cured bacon when your Freeze-Em-Pickle is used. We are using your formula for the box cure. We have a bacon of splendid flavor and get a beautiful color in the smoke-house; but we cannot seem to get our bacon hard and firm enough. We are cutting these bellies out of good, solid hogs, and see no reason why they should not be as firm, after curing and smoking, as other well-known brands of bacon. We have been wondering if Freeze-Em-Pickle cured bacon was smoked differently and shrunk more than other bacons.

Answer: Your soft bacon is probably due to not thoroughly chilling the bellies before curing. Bellies that are chilled till firm and put into cure firm will come out of cure hard and firm, and proper smoking will not affect that firmness. The smoking of fancy sugar-cured breakfast bacon, cured by the Freeze-Em-Pickle box cure, does not differ materially from the smoking of other bacon bellies. Remove the cured bellies from the box and soak them 1 to 2 hours in water of the temperature as it comes from the water-main. Then dip them momentarily into hot water, just long enough to scrub them quickly with a brush to remove albuminous matter and give the bacon a beautiful appearance after smoking. A medium cool smoke for about 24 hours gives a beautiful light smoke color that pleases most. There is no shrinkage whatever in the cure: in fact, there is a gain. In smoke, the shrinkage on sweet-pickle bacon is much greater than on the box cured bacon.

PURIFYING LARD

Question: B. C. writes: I have about two tons of lard that I made last winter in 50-pound tins. It has become strong in taste. Will you please tell me if your Lard Purifier will purify this lard and take out this strong taste and make it sweet, and all right? I have a good agitator in a 600-gallon steam jacketed kettle.

Answer: Our Lard and Tallow Purifier should purify your lard and make it sweet so that it will be salable. The way to use it is to take your steam kettle as you have been doing it, fill it one-quarter full of water. You say it
SUCCESS WITH MEAT

is a 600 pound kettle. Put in 150 pounds of water and on top of this put in 150 pounds of lard. Before you put in the lard, dissolve from a half to one pound of our Lard Purifier in the 150 pounds of water. Heat the water so that the lard will melt and keep on agitating it so that it will thoroughly wash the lard and reduce the acid that has developed in it. If a quarter of a pound of Lard Purifier is sufficient to neutralize all the acid in it, use that quantity; but if that is not enough add more to it until you get the proper product. The most you can use is 1 pound to the 100 pounds of lard. After thoroughly washing the lard, let it settle so that the water will settle out of it, separating the lard from the water, and then put the lard back into the kettle and heat it until all the moisture has evaporated out of it. If you will follow these directions you should put your lard in salable condition.

PREVENTING MOLD IN AN ICE BOX

Question: R. V. D. writes: I am having a great deal of trouble with mold in the inside of the walls of my ice box. Can you tell me how to remove it and how to prevent it from forming?

Answer: Remove all the meat from the ice box, and wash it thoroughly with boiling hot water in which you have dissolved four ounces of our Freeze-Em to each gallon of water. This will remove the mold and kill the germs. After washing it thoroughly, leave it open so that the walls can dry. After it is dried, we recommend that you burn some of our Aseptifume in the ice box and that will kill all the germs in cracks and in places where the hot water could not reach. If you will burn Aseptifume in your ice box once a month, you will be surprised how fresh and pure the box will be and how much better the meat will keep.

TAR ODOR IN REFRIGERATOR

Question: D. S. writes: I have built a refrigerator and used tar paper in between the boards. Now I have a strong tar odor in the refrigerator and it seems to give the meat a taste. I have shellacked the inside of the refrigerator, but this does not seem to help it. What can I do to take out the tar odor?

Answer: The only thing that we can recommend that will possibly take out the tar odor, would be to line the entire inside and the inside of the door with either galvanized iron or zinc. Nail the sheet metal on the wood and then have a tinner come and solder it, so that absolutely no smell can get through the metal into the box. The floor and ceiling would also have to be lined. If this is done carefully, it will overcome your trouble.

“Never try to convince a woman—it’s too hard work.”

“Oh, I don’t know! Did you ever try to convince a woman she was the sweetest thing in the world?”

A MOTTO

It has been suggested to a manufacturer of both soaps and perfumes that he adopt the following motto: “If you don’t use our soap, use our perfume—for goodness sake.”

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
BOLOGNA AND FRANKFURTS
BEING WATERY

Question: F. K. writes: Every once in a while I have trouble with my bologna and frankfurts turning out watery. What I mean is, that the meat kind of separates and there is water between it. I always make the meat exactly alike, cure it for at least two weeks, and I use your Bull-Meat Flour and Zanzibar Seasoning. I cannot find out what causes my trouble. Can you tell me? I am sending you a sample of my frankfurts and bologna, and as soon as you receive it, will you please let me know what you think is causing my trouble?

Answer: Your samples arrived. We find that they are in perfect condition with the exception of one thing, and that is that you are boiling them in too high a temperature. Perhaps you have no thermometer and are simply boiling by guess work. This is an impossibility. No one can guess how hot the water is. On cold days, when you put your hand in hot water you can stand a much higher temperature than you could on a hot day, or if you are warm or perspiring. Little variations that the hand would not notice may mean failure in properly cooking sausage. Therefore, you must have a thermometer. Boil your bologna at a temperature of 155 to 160 according to the thickness, and do not let the frankfurts get any higher than 160. Some butchers boil them at 150. If you will watch the boiling, you will have no further trouble. Otherwise, your sausages are in very good condition and we consider them way above the average.

TROUBLE WITH POLISH SAUSAGE

Question: B. T. & Co. write: We are having trouble with our Polish sausage turning dark after it is cooked. We use good beef and pork trimmings, grind the meat fine, and the pork coarse and mix them together in the mixer. We smoke the sausage until a nice color is obtained and then boil them for about five minutes, after which we dip them into cold water. They look good for a time, but soon turn dark and gray, especially when the customers boil them. There is a sausage maker in the city who makes a great deal of Polish sausage, and his sausage always remains nice and bright. We know who uses your Freeze-Em-Pickle and Zanzibar-Brand Seasoning, the same as we do, but we cannot produce the results he has. We are sending you a sample each of his sausage and ours, so that you can see the difference and write us what is our trouble.

Answer: We received the samples of the Polish sausage you made and the one from your competitor, and we, of course, can notice quite a difference in the two. Of the two samples of sausage, yours is much the better. You seem to be using a much better grade of meat and trimming out the sinews, which your competitor is not doing. Another thing, your meat is fresh meat and is not properly cured and that is why it turns dark when cooked. If you are using Freeze-Em-Pickle, you are not using it right. Maybe you are cutting your trimmings in too large pieces, so that the Freeze-Em-Pickle cannot cure through in the time you allow. The way to make your sausage is to first trim out the trimmings, as you are doing now, and run the meat through your meat grinder, using the lard plate, so as to cut the meat into pieces the size of an inch to an inch and a quarter. Either mix the Freeze-Em-Pickle with the meat after it is ground, or before so that it goes through the grinder and is then mixed with the meat, but be sure that the Freeze-Em-Pickle and salt are thoroughly mixed with it, using a pound of Freeze-Em-Pickle and 1 pound of salt to every 100 pounds of meat. Then pack these trimmings into a barrel or a tub, cover them with a piece of parchment paper, and on top of this a cheese cloth, and then about three inches of salt to keep out the air. Let this meat stand from 8 to 12 days if possible. You could use the meat in 5 or 6 days, but it will have a much better cure in two weeks, and will have a much better flavor. This will make much finer sausage for you. The sausage made of properly cured meat will keep much better. We also believe that you are grinding your beef a little too fine. We recommend that you run the beef through a 1/8-inch-hole plate and the pork through a 1/4-inch-hole plate. If this is still too fine for you, you might run all of it through the 1/4-inch, as Polish sausage should be
coarse. In the sample you sent us, the pieces of pork are altogether too large and the beef seems to be ground too fine. Your sausage also looks as if you put it in the mixer and allowed it to mix too long. Do not mix it longer than necessary, as too much mixing spoils it.

We note you are using Bull-Meat-Brand Flour, as we have been shipping it to you for years, and we also want to suggest that when mixing the water into the meat, a very good way is to mix ice with the meat while it is going through the grinder. This chills the meat and makes it stiff, so that it cuts much nicer and it works the water into it in a much better way.

Another mistake you are making is in boiling your sausage for 5 minutes. That is altogether wrong. The proper way to cook Polish sausage is to heat the water to 155 degrees F., using a thermometer to test it, so that you are certain that the temperature is correct. Place the sausage in this water and keep it there from 20 to 30 minutes, according to size, and if any of it is very thick, let it remain in 10 minutes longer. When properly cooked, remove from the kettle and pour boiling hot water over them. After rinsing the grease from the casings with boiling water, pour cold water over them to keep from wrinkling. By following our instructions, you will turn out far better sausage than your competitor, because you are using a very high grade of meat and your sinews are all trimmed out, which is not the case with his sausage.

BOLOGNA NOT PROPERLY MADE

Question: T. W. writes: I read in your magazine that if anyone has any trouble to write you, that you will be very glad to tell them what is the trouble. I have never used any of your goods, but am now very much interested. I have come to the conclusion that my Bologna is not right. I am sending you a sample of the Bologna and, after you receive it, will you please write me and let me know what is the matter with the Bologna, and also let me know what you recommend, that I should use, and I will be glad to send you an order. I have heard so much about your goods that I am willing to try them.

Answer: Your sample of Bologna reached us this morning. Your difficulty is very easy to detect, because you are not curing your meat first before making Bologna out of it. You cannot make good Bologna out of fresh meat. Years ago, the old sausage makers used fresh meat for making Bologna, but they also put in color to give the meat a red color. Since the Pure Food Law has been passed, this color in sausage had to be discontinued, so the only way now to get the meat red is to first cure it. We find, however, that by curing the meat with Freeze-Em-Pickle first, and then making Bologna out of it, the Bologna keeps much better, has a nicer color, tastes better, and also produces much more Bologna out of 100 pounds of meat than when made of fresh meat. It coagulates the albumen in the meat, it has better binding quality and absorbs much more water than fresh meat does.

We are sending you our book, "Secrets of Meat Curing and Sausage Making," which will tell you all about using Freeze-Em-Pickle. If you will trim your sausage meat and grind it the size of a walnut first, cure it with Freeze-Em-Pickle as we direct in our book, and then make the Bologna, your product will be entirely different. What we recommend for you to use to make Bologna, is Freeze-Em-Pickle, Bull-Meat-Brand Flour, and our Zanzi-

Slater (returning from a recent hunting trip, stopped in a butcher shop)—"Got any rabbits or squirrels?" he asked.

"Just sold out this morning," said the butcher, "but we have some nice sausages."

Slater—"Sausages. How can I tell my wife I shot sausages?"

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
bar-Brand Bologna Seasoning. If you will use those three articles as we direct, you will turn out the finest Bologna that can be made. We are very much interested in you and we hope that after you have sent us your order and tried our goods, that you will write us again.

Letter from T. W. After He Had Ordered Some of Our Goods

Gentlemen: I am sending you a sample of Bologna that I made a week ago and some that I made today. I am very much delighted in my sausage, the way I turn it out now since I am using your goods and I must say that, curing the meat first with Freeze-Em-Pickle, there is an entirely different quality of Bologna than when you make it out of fresh meat. I am very thankful that you recommended your goods to me, and instructions to use them, because the use of your goods helps our business and I am doing much more business than I ever did before. People come to my market now and tell me what fine Bologna I make and buy my Bologna and also buy other meats. Customers that I never saw before come in, and I know that a number of them I got simply by the quality of Bologna that I make. As the small shipment of goods I first ordered from you is practically used up, I would like for you to send me a barrel of Bull-Meat-Brand Flour, 100 pounds of Freeze-Ern-Pickle, 100 pounds of your Bologna Sausage Seasoning, and 50 pounds of your Frankfurter Sausage Seasoning.

AN Imitation Sausage Binder

Question: H. B. & Co. write: About two weeks ago I ordered a drum of your Bull-Meat-Brand Flour from a butcher supply jobber. When it came I did not pay much attention to it, and when we started to use it we found that the sausage was watery, the meat did not bind together at all, and the binder gave the sausage a peculiar taste. I sat down and started a letter to you about the flour and the thought came to me "how do I know the flour came from you?" So I went out to my sausage room and examined the drum and I find it is not your flour at all. I headed up the drum as well as I could, sent it back to the jobber and told him that I could not use the flour and not to send me any other. Now I wish you to send me a barrel of Bull-Meat-Brand Flour at once. Whenever I use your flour I have no trouble with my sausage. I also use a good deal of the flour in my pork sausage and I find it better than anything else that I have ever used. Trusting that you will ship this immediately, as I am entirely out, I remain, yours very truly.

Answer: We wish to thank you for the order of one drum of Bull-Meat-Brand Flour which will go out today, and also wish to say we are very glad that you discovered that you were imposed upon with an imitation Bull-Meat-Brand Flour and caught it in time before it injured your trade. Whenever you buy any of our flour from any jobber be sure that it comes in a red drum, sealed with our lithographed seal on the top and bottom of the barrel or drum, with connecting wires running through the barrel which are held together at the end with a lead seal. This is to assure you that the barrel has not been opened and the flour been tampered with. We suggest that you send your orders direct to us and then you know you will get our goods. It is a mean thing when a jobber will sell you something that he knows is not good for you and will not help to build up your business, simply because he makes a little more money on it than he would on our flour.

MAKING GOOD BOLOGNA

Question: F. W. C. writes us: By parcel post I am sending you today a ring of my Bologna, which I made myself using your Freeze-Ern-Pickle, Bull-Meat Flour, and Zanzibar Brand Bologna Seasoning. I know nothing at all about making sausage and am not an experienced butcher, but I studied your book, "Secrets of Meat Curing and Sausage Making," and I worked out the recipe until I now think that my Bologna is pretty good. The reason I am sending you this sample is that I would like to have you look at it and criticize it, and if there are any suggestions that you can make whereby I can improve it, I will be very glad to have you send them to me. Thanking you in advance for your kindness in the matter, I am yours very truly.

Answer: Your sample of Sausage arrived and we wish to compliment you upon its quality. Your Bologna is much...
better than most of the samples that are sent into us and as you have asked us to criticize it we will tell you a few little things which will help your meat to make much better sausage. First of all, we don’t think that you are curing your trimmings long enough. They should cure from 8 to 12 days before being made into Bologna, and in this way your Bologna will have a much better color. Your Bologna is a little bit pale. You will get a much better yield out of it, you can make more Bologna out of the same quantity of meat than you are making now. Another suggestion is, that we would use less salt than you are using, as your sausage is a little too salty. If a man eats too much of it he will get awfully thirsty and you should use 1/4 pound more Bologna Sausage Seasoning to 100 pounds of sausage than you are using. In using your fat, if you will put in the fat a little later than the rest of the meat, or cut it a little coarser so that you will have little specks of fat in your Bologna it will look nicer than if you grind it all up fine as you are doing now. After you have made these changes, please send us another ring of Bologna so that we can see it and see whether you have it right.

Letter from F. W. C.

About two months ago I sent you a ring of my Bologna and wrote you, and you sent me some suggestions of changes that you recommend. I wish to say that I followed your advice and have made the changes and my Bologna is certainly fine now. I thought it was no more than right to thank you for the information you gave me and am sending you another ring of my Bologna, to show you how it is now. If you can find anything further wrong with it, I would be very glad to have you tell me, but I think that the Bologna now is about the best that can be made.

Answer: Your second ring of Bologna reached us and we want to say that the Bologna is fine. You would think so if you saw how we enjoyed eating it in the laboratory. The quantity of salt you now use is just right, and the increase of the seasoning makes the sausage taste delicious. We would imagine this would greatly help your business when you turn out Bologna of this kind. Thanking you for sending us the sample, as we were very much interested to see the success you are making with our goods, we are, yours very truly.

IMITATION OF FREEZE-EM

Question: H. C. writes: I was going to order some of your Freeze-Em from a butcher supply salesman and he tried to sell me something else which he said was just the same. But you can bet I did not give him the order. Please let me know whether you make two articles of this kind and which one is the best. The article that he tried to sell me was —, and I would like to know whether this is one of your products.

Answer: The article that you mention in your letter is not made by us. It is an imitation of Freeze-Em and a very poor article at that. We are glad that you did not take it, because if you had, you would have been very much displeased with it. We have had a number of complaints where jobbers have tried to influence butchers to use imitations. The reason for this is, they make more money on the imitations than they make on our goods. If the imitations were as good as our products they would not have to imitate the appearance of our package. Naturally, you can understand that anybody who makes and imitates an article and sells it to jobbers at less money, is going to put up as cheap an article as he can, because all he’s interested in is the price and how cheap he can make it. The jobbers buy this cheap article and sells it to those who are not posted at the same same price the good article sells for. There is only one Freeze-Em, and if you will continue using it, you will always get good results. If your jobbers will not supply it to you, send your orders directly to us. We are glad you wrote us, as we do not want you to be imposed upon.

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
SUCCESS WITH BREAKFAST BACON

Question: H. W. writes: I have just sold the last of the first 100 pounds of dry-cured breakfast bacon that I have cured with your Freeze-Em-Pickle, and I am so delighted with it that I thought you would be pleased to know that my customers are delighted over my bacon. They say it is the finest bacon they ever ate, and from now on I am going to try and cure all the bacon myself. One reason why they liked my bacon so well was that it was so mild cured and because I so thoroughly smoked it. I gave the bacon a thorough long cold smoke, so that when you eat the bacon you can taste the smoke, and they all like it and say that it certainly tastes fine. The next batch that I've got in the smoke-house I'm going to send you a piece with my compliments as I want you to try it at home and see how nice it is. I know that the curing of my bacon is going to develop my business and help me a great deal. Now what I would like to know, can you tell me the best place to buy bellies that are fresh from the packer, as I cannot cut enough hogs to supply me with the bellies that I will need.

Answer: Any of the packers will supply you with what they call clear bacon bellies. These are the fresh bellies before cured. We wish to add that you have the right idea. If you will start curing your bacon in boxes with Freeze-Em-Pickle, your bacon should become famous in that vicinity so that people will come to your market for your bacon, and when they do they will buy other things from you. We have many customers that are doing just the thing you are going to do and they can get much more for their bacon than when they use the best brand of bacon that they can buy. Every grocery store in your town handles breakfast bacon; but when you make a quality of your own, the customers can get it only from you. You will soon be known for miles around for your bacon.

ADULTERATED SAUSAGE SEASONING

Question: R. J. writes: Enclosed you will please find a sample of Bologna Seasoning that I purchased from a jobber. I ordered the Zanzibar Seasoning, and when this Seasoning came, it came in a plain can with no name on it at all. I took it up with the jobber, and complained about it, but he insisted that it was your Zanzibar Seasoning. I know it cannot be your Seasoning because your Seasoning has always been very good unless you made a change in it, as it does not give the sausage the nice flavor that your Seasoning I formerly used gave. After you examine the Seasoning, please let me know promptly.

Answer: The sample of Seasoning which you enclosed in your letter is not our Zanzibar-Brand Seasoning. Our Zanzibar-Brand Seasonings are always sold in sealed tin cans bearing our label. We never sell our seasoning in bulk and never allow a jobber to buy it in bulk and sell it out in small quantities. If you have ordered our Zanzibar-Brand Seasonings from a jobber, he certainly should be honest enough to send you what you ordered, and not try to take advantage of you and send you some cheap, worthless article. The sample you sent us has very little value as a seasoning and you are just throwing your money away. It certainly would not give your sausage a nice flavor. We are enclosing a sample of our genuine Zanzibar-Brand Bologna Seasoning, so that you can see the difference in the odor, the looks, and the taste. We have a guarantee on every can of our Zanzibar-Brand Seasoning that it is pure spice without any spice hulls, bread crumbs or other adulterations. There is sausage seasoning on the market that is half dried bread ground up and mixed with the spice. We have also seen some with half salt.

THE DINERS

The sweethearts should dine on venison, because they are so dear to each other.
The grumbler on beef.
The barber on hare.
The gambler on steaks.
The policeman on beets.
The actor on ham and duck eggs.
The woodman on chops.
The jeweler on carrots.
The electrician on currants.
The wife on tongue.
The husband on pocket book rolls.
The ball player on fowl.

ON A COUNTA

Debtor—"I want to pay $10 on account."
Cashier (not recognizing him)—"On account of what?"
Debtor—"On account of $10 is all I've got."

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
**SUCCESS WITH MEAT**

### Wholesale Net Price List

**October 1927**

**“HELLER PAYS THE FREIGHT”**

Freight allowed on all shipments from Chicago on 100 lb. lots or over, and on shipments of less than 100 lbs., when the order amounts to $30.00 or over.

**NOTE:** No shipments will be made direct from Chicago to the following points: Washington, Oregon, California, and Idaho. Customers located in these States will please obtain prices, terms, etc., from Firms on Coast representing us.

**PRICES** in this List are our Wholesale Net Prices at the time of going to press and they are subject to change without notice.

All Orders are entered at the market price when received.

---

**FREEZE-EM**

Reg. U. S. Pat. Off. Reg. in Canada

A Strong Purifying Agent

Freeze-Em was formerly sold as a Preservative for keeping Fresh Meat, such as Hamburger, in good condition. Like all other Chemical Preservatives it is now ruled against by Food Officials and we do not sell it for use as a preservative.

Freeze-Em however, is a most excellent purifier for cleaning Ice Boxes, Meat Blocks, Meat Hooks, Pails, Tubs, and all kinds of butchers' and sausage makers tools and utensils. For this purpose a tablespoonful of Freeze-Em is used in a half pail of hot water.

**NOTE:** Do not confuse Freeze-Em with Freez-Ern-Pickle as they are two entirely different preparations.

<table>
<thead>
<tr>
<th>Prices</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1-lb. bottle</strong></td>
<td>$ 1.00</td>
</tr>
<tr>
<td>Single</td>
<td>.85</td>
</tr>
<tr>
<td>½ dozen 5-lb. bottles, per lb.</td>
<td>.75</td>
</tr>
<tr>
<td>1 dozen 5-lb. bottles, per lb.</td>
<td>.73</td>
</tr>
<tr>
<td>2 dozen 5-lb. bottles, per lb.</td>
<td>.70</td>
</tr>
<tr>
<td><strong>Single</strong></td>
<td>1.00</td>
</tr>
<tr>
<td>½ dozen 1-lb. cans, per pound</td>
<td>.80</td>
</tr>
<tr>
<td>1 dozen 1-lb. cans, per pound</td>
<td>.80</td>
</tr>
<tr>
<td>2 dozen 1-lb. cans, per lb.</td>
<td>.75</td>
</tr>
<tr>
<td><strong>Single</strong></td>
<td>.75</td>
</tr>
<tr>
<td>½ dozen 5-lb. cans, per lb.</td>
<td>.65</td>
</tr>
<tr>
<td>1 dozen 5-lb. cans, per lb.</td>
<td>.63</td>
</tr>
<tr>
<td>25-lb. pails, per lb.</td>
<td>.57</td>
</tr>
<tr>
<td>50-lb. pails, per lb.</td>
<td>.55</td>
</tr>
<tr>
<td>100-lb. kegs, per lb.</td>
<td>.53</td>
</tr>
<tr>
<td>300-lb. half-barrels, per lb.</td>
<td>.52</td>
</tr>
<tr>
<td>600-lb. barrels, per lb.</td>
<td>.50</td>
</tr>
</tbody>
</table>

---

**BULL-MEAT-BRAND FLOUR**

Reg. U. S. Pat. Off. Reg. in Canada

A Sausage Binder and Meat Juice Absorbent

A Wholesome, Nutritious Sausage Improver

Bull-Meat-Brand Flour is our best quality sausage flour. It is specially prepared for high-grade sausages and meat products of all kinds. It is acknowledged by the best sausage makers to be the most satisfactory blender, binder, and absorbent they have been able to find. It is guaranteed to be more satisfactory and to absorb and retain meat juices better than many other products sold for the same purpose. Being obtained from the glutinous constituents of selected grains, it is superior to any other products, as it not only binds perfectly, but also blends the meat juices so that the delicious flavor of the meat is preserved. By retaining the meat juices, etc. it enables the meat in which it is used to retain most of its weight during the cooking process. The sausage maker who desires to turn out the very finest kind of sausages, at an attractive profit, will find that Bull-Meat Brand Flour stands in a superior class of its own.

<table>
<thead>
<tr>
<th>Prices</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10 packages, in 5-lb. cartons</td>
<td>$.030/</td>
</tr>
<tr>
<td>1 case (10 5-lb. cartons)</td>
<td>.096/</td>
</tr>
<tr>
<td>1 case (20 5-lb. cartons)</td>
<td>.096/</td>
</tr>
<tr>
<td>1 drum (125 lbs.)</td>
<td>.080/</td>
</tr>
<tr>
<td>1 barrel (300 lbs.)</td>
<td>.070/</td>
</tr>
<tr>
<td>5-bbl. lots (delivered 1 bbl. at a time)</td>
<td>.064/</td>
</tr>
<tr>
<td>10-bbl. lots (delivered 2 bbls. at a time)</td>
<td>.064/</td>
</tr>
<tr>
<td>24-bbl. lots (delivered 3 bbls. at a time)</td>
<td>.064/</td>
</tr>
<tr>
<td>48-bbl. lots (delivered 4 bbls. at a time)</td>
<td>.064/</td>
</tr>
</tbody>
</table>

---

**“HELLER PAYS THE FREIGHT”**
and at 38 to 40 degrees F.

Barrels. 250 pounds, per lb 1.10
100-pound cans, per lb. 1.11

Sausage meat so stored will make better sausage longer, with the use of Freeze-Em-Pickle, and the cure will be uniform and the meat will have a beautiful appetizing cherry red appearance which does not readily fade when exposed to the light. The meat will not shrink so much because the albumen and natural juices are retained to a greater degree. This means that the meat when cooked will not be so dry and will not crumble, as is the case when meat is not properly cured.

Meat for sausage can be kept for six months or longer, with the use of Freeze-Em-Pickle, and the sausage meat so stored will make better sausage than can be made from fresh meat.

It works equally as well for brine as for dry salting. The use of Freeze-Em-Pickle is permitted in United States Government Inspected Packing Houses. It is guaranteed to comply with the requirements of the United States Pure Food Law.

Freeze-Em-Pickle in Packages

For use in smaller establishments where the temperature varies a great deal and is not as low as that kept in a regular packing house.

<table>
<thead>
<tr>
<th>Package Prices</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-pound Trial Cases</td>
<td>$0.28</td>
</tr>
<tr>
<td>25-pound cases</td>
<td>26</td>
</tr>
<tr>
<td>50-pound cases</td>
<td>25</td>
</tr>
<tr>
<td>100-pound cases</td>
<td>24 1/2</td>
</tr>
</tbody>
</table>

Freeze-Em-Pickle in Barrels

This Freeze-Em-Pickle is made for use in larger establishments, where the coolers are kept at an even temperature by artificial refrigeration and at 38 to 40 degrees F.

<table>
<thead>
<tr>
<th>Packing House Special Barrel Prices</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1/2-barrel (275 pounds)</td>
<td>12 1/2</td>
</tr>
<tr>
<td>1-barrel (500 pounds)</td>
<td>10</td>
</tr>
<tr>
<td>5 barrels (2,500 pounds)</td>
<td>9 1/2</td>
</tr>
<tr>
<td>10 barrels (5,000 pounds)</td>
<td>9 1/2</td>
</tr>
</tbody>
</table>

Pure Garlic with the moisture extracted and finally powdered. Ready for use at all times.

<table>
<thead>
<tr>
<th>Pure Garlic Powder</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-pound cans, per lb.</td>
<td>$1.20</td>
</tr>
<tr>
<td>5-pound cans, per lb.</td>
<td>1.15</td>
</tr>
<tr>
<td>10-pound cans, per lb.</td>
<td>1.14</td>
</tr>
<tr>
<td>25-pound cans, per lb.</td>
<td>1.13</td>
</tr>
<tr>
<td>50-pound cans, per lb.</td>
<td>1.12</td>
</tr>
<tr>
<td>100-pound cans, per lb.</td>
<td>1.11</td>
</tr>
<tr>
<td>Barrels, 250 pounds, per lb.</td>
<td>1.10</td>
</tr>
</tbody>
</table>

Zanzibar-Brand Prepared Sausage Seasonings are as fine as can be produced, because they are made only of such spices as show by careful tests, their absolute purity and strength. They are finely ground, packed in sealed cans, and the user is assured of the highest quality, of absolute purity and unvarying full strength and aroma, year after year. They are carefully compounded according to formulas evolved out of the experience of generations of celebrated sausage specialists in the Heller family. They impart a delicious, zestful, appetizing seasoning with a pronounced pleasing aroma. These seasonings are guaranteed by us and they comply with the National and State Pure Food Laws. They are put up in 10, 25, 50, and 100-pound cans, and in 300-pound barrels.

| Pork Sausage, Seasoning, (English Breakfast) | $0.52 |
| Pork Sausage Seasoning (with Sage) | $0.50 |
| Pork Sausage Seasoning (without Sage) | $0.49 |
| Pork Sausage Seasoning (Southern Style) | $0.48 |
| Pork Sausage Seasoning (Dixie Special) | $0.46 |

Vacuum-Brand Prepared Sausage Seasonings are as fine as can be produced, because they are made only of such spices as show by careful tests, their absolute purity and strength. They are finely ground, packed in sealed cans, and the user is assured of the highest quality, of absolute purity and unvarying full strength and aroma, year after year. They are carefully compounded according to formulas evolved out of the experience of generations of celebrated sausage specialists in the Heller family. They impart a delicious, zestful, appetizing seasoning with a pronounced pleasing aroma. These seasonings are guaranteed by us and they comply with the National and State Pure Food Laws. They are put up in 10, 25, 50, and 100-pound cans, and in 300-pound barrels.

<table>
<thead>
<tr>
<th>Packing House Special Barrel Prices</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-lb-cans</td>
<td>$0.52</td>
</tr>
<tr>
<td>25-lb-cans</td>
<td>$0.50</td>
</tr>
<tr>
<td>50-lb-cans</td>
<td>$0.49</td>
</tr>
<tr>
<td>100-lb-cans</td>
<td>$0.48</td>
</tr>
<tr>
<td>300-lb-bbls.</td>
<td>$0.46</td>
</tr>
</tbody>
</table>

Vacuum-Brand Garlic Powder Compound

This Garlic is a dry powder made from Fresh Garlic with Cereal added to absorb and hold the essential flavoring principle of the Garlic. This Method of using Garlic permits the Delicious Flavoring Properties to be easily and thoroughly mingled with the foods to be flavored. It is Excellent for Flavoring Bologna, Frankfurt Sausage, Corned Beef, Chile Sauce, etc.

<table>
<thead>
<tr>
<th>Vacuum-Brand Garlic Powder Compound</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-lb-cans</td>
<td>$0.80</td>
</tr>
<tr>
<td>5-lb-cans</td>
<td>75</td>
</tr>
<tr>
<td>10-lb-cans</td>
<td>74</td>
</tr>
<tr>
<td>25-lb-cans</td>
<td>73</td>
</tr>
<tr>
<td>50-lb-cans</td>
<td>72</td>
</tr>
<tr>
<td>100-lb-cans</td>
<td>71</td>
</tr>
<tr>
<td>Barrels, 250 pounds</td>
<td>70</td>
</tr>
</tbody>
</table>

"HELLER PAYS THE FREIGHT"
SUCCESS WITH MEAT

**Zanzibar-Carbon Brand**

**CASING BROWN MIXTURE**

A Color for Smoked Sausage Casings

A strictly high grade Food Color for producing a beautiful, rich Smoke Color on all kinds of smoked sausage casings. Made with Colors certified by the Department of Agriculture and comply with the United States Pure Food Law. Zanzibar-Carbon-Brand Casing Brown Mixture is guaranteed not to fade and will produce the same uniform result at all times. The standard for all sausage smokers for many years.

**PRICES Per Lb.**

- 1-pound cans ................................ $3.50
- 5-pound cans ................................ 3.45
- 10-pound cans ................................ 3.40
- 25-pound cans ................................ 3.35
- 50-pound cans ................................ 3.30
- 100-pound cans ................................ 3.25

**Zanzibar-Carbon Brand**

**CASING YELLOW MIXTURE**

A Color for Liver Sausage Casings

For producing an appetizing, Light Smoked appearance on Liver Sausage Casings. Guaranteed to produce a uniform shade at all times. Made with certified Pure Food Colors. Zanzibar-Carbon-Brand Casing Yellow Mixture is in powder form, highly economical to use.

**PRICES Per Lb.**

- 1-pound cans ................................ $4.00
- 5-pound cans ................................ 3.95
- 10-pound cans ................................ 3.90
- 25-pound cans ................................ 3.85
- 50-pound cans ................................ 3.80
- 100-pound cans ................................ 3.75

**COLD STORINE**


For making a solution in which to store sausage, poultry and meat products etc., without becoming gray or slimy or losing the fresh appetizing appearance. Legal to use under Pure Food Laws.

**PRICES Per Pound**

- 15-lb. Special Trial case ...................... $0.38
- 1/4-case, 25 1-lb. cartons ...................... 37
- 1/4-case, 50 1-lb. cartons ...................... 36
- 1 case, 100 1-lb. cartons ...................... 35
- 1/2-barrel, 250 pounds ......................... 28
- 1 barrel, 500 pounds ......................... 26
- 6-barrel contracts (2 bbls. delivered at one time) ............ 25

**WHITE KONSERVIRUNGSSALT**

Trade Mark Registered

For Keeping Fresh Meats and Sausages

For salting and keeping in good condition Pork and Liver Sausage, Head Cheese, etc., and for preserving fresh meats such as Veal, Mutton, Game, etc.

**PRICES Per Pound**

- 15 1-pound cartons, in case .................... $0.38
- 1/4-case, 25 1-lb. cartons ...................... 36
- 1/2-case, 50 1-lb. cartons ...................... 35
- 1 case, 100 1-lb. cartons ...................... 34
- 1/2-barrel, 250 pounds ......................... 30
- 1 barrel, 500 pounds ......................... 28

**RED KONSERVIRUNGSSALT**

Trade Mark Registered

For Curing Meats and Trimmings

For curing Hams, Bacon, Tongues, Dried Beef, Pickled Pigs Feet, Head Cheese, Meats, etc., and for salting Bologna and Frankfurt Sausages.

**PRICES Per Pound**

- 15 1-pound cartons, in case .................... $0.38
- 1/4-case, 25 1-lb. cartons ...................... 36
- 1/2-case, 50 1-lb. cartons ...................... 35
- 1 case, 100 1-lb. cartons ...................... 34
- 1/2-barrel, 250 pounds ......................... 30
- 1 barrel, 500 pounds ......................... 28

**"A" CONDIMENTINE**


A condimental preservative for Pork Sausage, Liver Sausage, Head Cheese, Sausage Meats, etc. It does not alter the natural color of the meat. "A" Condimentine complies with Federal Pure Food Laws and Regulations. Permitted in Government Inspected Packing Houses.

**PRICES Per Pound**

- 15-pound Special Trial case ................. $0.38
- 1/4-case, 25 1-lb. cartons ...................... 37
- 1/2-case, 50 1-lb. cartons ...................... 36
- 1 case, 100 1-lb. cartons ...................... 35
- 1/2-barrel, 200 pounds ......................... 30
- 1 barrel, 400 pounds ......................... 28
- 5-barrel contracts (1 bbl. delivered at one time) ............ 26

**"B" CONDIMENTINE**


A condimental preservative for Smoked Sausage, Bologna, Frankfurt, Ham-Bo-logna, Summer Sausage, Meat Loaves, etc. The use of "B" Condimentine is permitted in Government Inspected Packing Houses. It complies with requirements of the Pure Food Laws and Regulations.

**PRICES Per Pound**

- 15-pound Special Trial cases .............. $0.38
- 1/4-case (25-pound cartons) ................. 36
- 1/2-case (50-pound cartons) ................. 35
- 1 case (100-lb. cartons) ...................... 34
- 1/2-barrel, 200 pounds ......................... 30
- 1 barrel, 400 pounds ......................... 28
- 5-barrel contracts (1 bbl. delivered at one time) ............ 26

"HELLER PAYS THE FREIGHT"
### Prices

<table>
<thead>
<tr>
<th>Product</th>
<th>5-Pound Cans</th>
<th>Per Pound</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-pound can</td>
<td></td>
<td>$0.85</td>
</tr>
<tr>
<td>5-pound cans</td>
<td></td>
<td>$0.83</td>
</tr>
<tr>
<td>5-pound cans</td>
<td></td>
<td>$0.81</td>
</tr>
<tr>
<td>5-pound cans</td>
<td></td>
<td>$0.79</td>
</tr>
<tr>
<td>25-pound pails</td>
<td></td>
<td>$0.71</td>
</tr>
<tr>
<td>50-pound pails</td>
<td></td>
<td>$0.70</td>
</tr>
<tr>
<td>100-pound kegs</td>
<td></td>
<td>$0.69</td>
</tr>
<tr>
<td>200-pound half-barrels</td>
<td></td>
<td>$0.68</td>
</tr>
<tr>
<td>500-pound barrels</td>
<td></td>
<td>$0.67</td>
</tr>
</tbody>
</table>

### Zanzibar-Brand Curry Powder

A combination of high-grade tropical spices and herbs, blended so as to produce the real delicious Curry Flavor.

<table>
<thead>
<tr>
<th>Product</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-lb. Cans</td>
<td>$0.70</td>
</tr>
<tr>
<td>10-lb. Cans</td>
<td>$0.67</td>
</tr>
<tr>
<td>25-lb. Cans</td>
<td>$0.64</td>
</tr>
<tr>
<td>50-lb. Cans</td>
<td>$0.62</td>
</tr>
<tr>
<td>100-lb. Cans</td>
<td>$0.60</td>
</tr>
<tr>
<td>250-lb. Barrels</td>
<td>$0.58</td>
</tr>
</tbody>
</table>

### Zanzibar-Brand Chile Powder

Zanzibar-Brand Chile Powder is especially prepared for flavoring or seasoning High Grade Chile Con Carne, Tamales, Enchiladas, Chile Loaves, Chorizos, Gravies, Salads and many other dishes.

<table>
<thead>
<tr>
<th>Product</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-lb. Cans</td>
<td>$0.73</td>
</tr>
<tr>
<td>10-lb. Cans</td>
<td>$0.71</td>
</tr>
<tr>
<td>25-lb. Cans</td>
<td>$0.69</td>
</tr>
<tr>
<td>50-lb. Cans</td>
<td>$0.67</td>
</tr>
<tr>
<td>100-lb. Cans</td>
<td>$0.65</td>
</tr>
<tr>
<td>225-lb. Drums</td>
<td>$0.63</td>
</tr>
</tbody>
</table>

### Hog-Scald

Hog-Scald softens the scalding water and aids in removing the hair: it also helps to remove the dirt and cleanse the skin of the hog. Hog-Scald is a time and money saver. Its cost is so little compared with the advantages obtained that every one slaughtering hogs should use it.

<table>
<thead>
<tr>
<th>Product</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 10-pound can</td>
<td>$0.28</td>
</tr>
<tr>
<td>½ case (½ doz. 10-lb. cans)</td>
<td>.26</td>
</tr>
<tr>
<td>1 case (1 doz. 10-lb. cans)</td>
<td>.25</td>
</tr>
<tr>
<td>2 cases (1 doz. 10-lb. cans)</td>
<td>.24</td>
</tr>
<tr>
<td>3 cases (1 doz. 10-lb. cans)</td>
<td>.23</td>
</tr>
</tbody>
</table>

### Aseptifume

Aseptifume is used for purifying the Air and Destroying Obnoxious Odors in Hide Rooms, Rendering Rooms, Slaughter Houses, and other places. Using Aseptifume will put food-storage places in a better and more wholesome condition.

<table>
<thead>
<tr>
<th>Product</th>
<th>5-Pound Cans</th>
<th>Per Pound</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-pound can</td>
<td></td>
<td>$0.85</td>
</tr>
<tr>
<td>6 5-pound cans</td>
<td></td>
<td>$0.83</td>
</tr>
<tr>
<td>12 5-pound cans</td>
<td></td>
<td>$0.81</td>
</tr>
<tr>
<td>24 5-pound cans</td>
<td></td>
<td>$0.79</td>
</tr>
</tbody>
</table>

### Zanzibar-Brand Lard & Tallow Purifier

This Lard and Tallow Purifier is excellent for purifying and improving Lard and Tallow. It is guaranteed to comply with Pure Food Laws.

<table>
<thead>
<tr>
<th>Product</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-pound Special Trial cases</td>
<td>$0.38</td>
</tr>
<tr>
<td>½ case (25 1-lb. cartons in case)</td>
<td>.30</td>
</tr>
<tr>
<td>¼ case (50 1-lb. cartons in case)</td>
<td>.35</td>
</tr>
<tr>
<td>1 case (100 1-lb. cartons in case)</td>
<td>.35</td>
</tr>
<tr>
<td>3 cases (50 1-lb. cartons in case)</td>
<td>.34</td>
</tr>
<tr>
<td>½ barrels (275 lbs.)</td>
<td>.33</td>
</tr>
<tr>
<td>Barrels (500 lbs.)</td>
<td>.31</td>
</tr>
</tbody>
</table>

### Ham-Roll-ine

Used in curing Ham Trimnings for Ham Rolls and Sausage Rolls. It produces a mild, sweet cure and aids the meat to retain the natural color and a fresh, appetizing appearance. The meat cured with this preparation has the delicious flavor which has made Ham Rolls so popular. It is legal to use under the United States Pure Food Laws.

<table>
<thead>
<tr>
<th>Product</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>¼ case, 25 1-lb. cartons</td>
<td>$0.37</td>
</tr>
<tr>
<td>¼ case, 50 1-lb. cartons</td>
<td>.36</td>
</tr>
<tr>
<td>1 case, 100 1-lb. cartons</td>
<td>.38</td>
</tr>
<tr>
<td>½-barrel, 250 pounds</td>
<td>.30</td>
</tr>
<tr>
<td>1 barrel, 500 pounds</td>
<td>.29</td>
</tr>
<tr>
<td>5-barrel contracts (1 bbl. delivered at a time)</td>
<td>.28</td>
</tr>
</tbody>
</table>

### Zanzibarine

A Specially-Prepared Coloring for imparting a Smoked appearance to Ham and Sausage Strings.

<table>
<thead>
<tr>
<th>Product</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-pound cans</td>
<td>$1.95</td>
</tr>
<tr>
<td>5-pound cans</td>
<td>$1.90</td>
</tr>
<tr>
<td>10-pound cans</td>
<td>$1.85</td>
</tr>
<tr>
<td>25-pound cans</td>
<td>$1.80</td>
</tr>
<tr>
<td>50-pound cans</td>
<td>$1.75</td>
</tr>
<tr>
<td>100-pound cans</td>
<td>$1.70</td>
</tr>
</tbody>
</table>
SUCCESS WITH MEAT

ZANZIBAR-BRAND

CELE-ZEST
(NOT SALTY)
Gives a delicious Celery Flavor to sausage and meat loaves. Has the flavor of Fresh Celery and adds a delightful Celery Flavor to any food products in which it is used.

PRICES Per Lb.
6 pound cans $0.60
10 pound cans $0.57
25 pound cans $0.54
50 pound cans $0.52
100 pound cans $0.50
250 pound barrels $0.48

HYDROMETERS
SALOMETERS
For Testing the Strength of Brine
The accurate way to determine the strength of brine is by the use of a reliable Hydrometer. This Hydrometer is extremely convenient, as it contains a special 100° scale. These Hydrometers are carefully tested in our Laboratories before being shipped and our certificate of correctness is affixed to each instrument. It is as important to know that the Hydrometer is correct as it is to have one at all.

PRICES
1 only, in box $1.25
1/4 dozen to box 3.50
1/2 dozen to box 6.75
1 dozen to box 13.00

ELIMINATE ALL GUESS WORK
BY USING OUR
COOKING THERMOMETERS
For Packers, Sausage Maker and Butchers
This Cooking Thermometer is one especially designed and adapted for use when cooking Bologna, Frankfurts, Hams, etc. It is well protected and the scale is in large, plain figures, easy to read. It is 18 inches long. Another feature is the special scale printed right alongside the degree scale, which shows the proper temperature for cooking Bologna, Hams, Frankfurts, etc.

To produce perfect results an accurate Cooking Thermometer is necessary so that the temperature can be kept at the proper degree when Cooking Bologna, Hams, etc. A card accompanies each one of these Thermometers giving full instructions for cooking meats and sausage of all kinds.

PRICES
1 only, in box $2.75
1/4 dozen to box 8.00
1/2 dozen to box 15.50
1 dozen to box 30.00

"HELLER PAYS THE FREIGHT"

TANALINE
For Tanning Skins into Furs
Tanaline is easy to use. Anyone can make soft, pliable furs and rugs from skins of all kinds with little work.

PRICES Per Doz.
1 dozen 3-lb. cartons, in case $12.00
1/4 gross 3-lb. cartons, in case 11.75
1/2 gross 3-lb. cartons, 6 doz. cartons in case 11.50
1 gross 3-lb. cartons, 12 doz. cartons in case 11.25

$1000.00 GUARANTEED
ROACH KILLER
Exterminates Roaches and Water Bugs
A Guaranteed remedy for exterminating Roaches and Water Bugs.
Our $1000.00 guaranteed Roach Killer gets every one and those within the walls and floors.

PRICES
1 dozen 1 pound cans $10.00
1/4 dozen 1-pound cans 6.50
1/4 dozen 1-lb. Cans 3.75

$1000.00 GUARANTEED
RAT-AND-MICE KILLER
No method of extermination is as simple, effective and satisfactory as poisoning with $1000.00 Guaranteed Rat and Mice Killer, and a supply should be always kept on hand for them. Get the neighbors to use it and so wipe out the pests in the vicinity. Rats and Mice eat it and then generally rush out to escape the chemical fire that is consuming their vitals. The $1000.00 Guarantee and directions for the use of the poison are printed on every can.

PRICES
1 dozen 1 pound cans $10.00
1/4 dozen 1 pound cans 6.50
1/4 dozen 1 pound cans 3.75

$1000.00 GUARANTEED
ANT-BANE
A Guaranteed Remedy Against Ants
Ant-Bane will rid any premises of Ants when used as directed. It is easy and simple to use. With it ants can be kept out of houses. Ant hills in lawns can be eradicated with it. It will kill ants. Our $1000.00 Guarantee is on each package.

PRICES
1 dozen 1 pound cans $10.00
1/4 dozen 1 pound cans 6.50
1/4 dozen 1 pound cans 3.75
HELLER'S
SANITARY FLUID
A Disinfectant, Deodorizer and Germicide
Heller's Sanitary Fluid is especially recommended for use in Slaughter and Packing Houses, Markets, and all places where foodstuffs and other matters are apt to lodge in floor cracks and elsewhere and there decay to create offensive odors and flies.

PRICES
1 gallon can ........................................ $ 2.50
1/2-dozen 1-gallon cans ................................ 12.50
1 dozen 1-gallon cans .................................. 20.00

$1000.00 GUARANTEED
Compressed Air Sprayer
Especially designed for applying Sanitary Fluid, Fly Killer, Bug Killer, and other liquid disinfectants, germicides, de-odorants and insecticides.
It is well constructed and durable. It throws a forceful uniform, fog-like mist which penetrates into corners, cracks, and crevices. It is simple to operate and works thoroughly and with little effort. Only a few minutes is required to spray a room thoroughly if this atomizer is used.

PRICES
Each ............................................ $0.75
Per dozen ........................................ 6.00

$1000.00 GUARANTEED
FLY KILLER
$1000.00 Guaranteed Fly Killer destroys flies, gnats and mosquitoes.
It is easy to apply. A hand sprayer which makes a fine mist should be used.
Every butcher knows his customers appreciate a market free from buzzing, filthy flies, hovering over the meats, and spreading disease.

PRICES
1 gallon can ........................................ $ 4.00
1/2-dozen gallon cans ................................ 20.00
1 dozen gallon cans .................................. 32.00

TRU-WHITE
WASHING POWDER
Tru-White keeps floors, counters, shelves, grinders, utensils, hooks, kettles, etc., in a clean, wholesome condition.

PRICES
50-pound drums ..................................... $0.08 1/2
100-pound drums .................................... .08 1/4
280-pound barrels ................................... .08

THE MOST COMPLETE
HANDBOOK and GUIDE
Ever Written for Those Engaged in the Meat Industry
It presents the newest thought and practice as developed by generations of distinguished specialists.
It is the reference work of the craft and of the manufacturer, the foundation upon which many excellent reputations are built.

WILL BE SENT FREE
When Requested on Your Letterhead
B. HELLER & COMPANY
Manufacturing Chemists CHICAGO, U. S. A.

“HELLER PAYS THE FREIGHT”
FREE ADVERTISING:—We place this space at the disposal of our customers and other friends absolutely free of all cost. If you desire an employe to fill any position, or if you are an employe and want to change your employment, you are invited to state your wants in these columns free of charge. If you wish to buy, sell or trade a business, a plant of machinery, or any part of your plant—advertise it in this space without cost to you. Let us help find the right employe, or aid in getting a better position for the worker. Any reputable advertisement inserted free of charge. Consider that this space belongs to you, and use it freely. It can help you. Address all communications to B. Heller & Co., Chicago, U. S. A.

MARKETS FOR SALE

Poor health forces me to sell retail market and grocery, fully equipped with large refrigerator, and sausage machinery. Located in Illinois town with large mail order sausage business in surrounding territory. H. R., care B. Heller & Company, Chicago, Ill.

Meat market and 7 living rooms, near summer resort lakes, and lumber camp in Idaho. Have complete sausage making equipment, auto, etc. Wonderful climate. W. B. M., care B. Heller & Company, Chicago, Ill.


A first class meat market and grocery store with downtown location in S. D. city of 30,000. Doing a fine business, but must sell on account of poor health. G. & M. C., care B. Heller & Company, Chicago, Ill.


North D. produce business for sale. Doing between $40,000 and $50,000 a year. Handle meats, chickens, fruits, vegetables and groceries. $5,000 with $3,000 down and balance on terms. Poor health reason for selling. V. A. C., care B. Heller & Company, Chicago, Ill.

For 14 years we have run a small market and grocery in California town of 700. Have ice machine. Toledo scales, cash register, 3 meat blocks, meat grinder, sausage stuffer, etc. $1,000 will handle. P. A., care B. Heller & Company, Chicago, Ill.


$700 will buy well established market in Mississippi town of 700. Rent only $10 a month. Do most of the killing of beef used. Hides brought $140 last month. Wish to retire. S. A. C., care B. Heller & Company, Chicago, Ill.


My father and I have been in the market and grocery business here (small town in Michigan) for 20 years. He wishes to retire. It is too much for me to handle alone so I will sell the market business cheap and on the part payment plan. Last year, market and grocery combined, did $50,000 business. S. & C., care B. Heller & Company, Chicago, Ill.

Fine New England market, centrally located, equipped with new fixtures through-
SUCCESS WITH MEAT

out. The place is capable of doing fifty thousand a year. Good reason for selling. W. E., care B. Heller & Company, Chicago, Ill.


MARKET WANTED

Retail butcher location wanted by an experienced butcher and sausage maker. Give particulars about nationality and size of the community, nature and extent of competition, available store and equipment, rental, etc. J. M. G., care B. Heller & Company, Chicago, Ill.


Please give full details as to amount of business and where you get your meat. Give size of town and most important business of the district. Any competition? Send full particulars as I am interested in securing a good market. E. P. E., care B. Heller & Company, Chicago, Ill.

PARTNER WANTED


MACHINERY FOR SALE

Two meat grinders for sale. Large one made by J. Smith & Son and the small one is an Enterprise grinder. State best cash price. J. J. F., care B. Heller & Company, Chicago, Ill.

Twenty-four inch Buffalo silent cutter. Used only one year. As good as new. Will sell cheap. M. C. P., care B. Heller & Company, Chicago, Ill.


One American slicer with pedestal. Two years old. Very good condition. Cost $375. Will sell for $185. Also an Enterprise grinder, cost $70. Will take $30. No. 41: two block 30x36; 2 kettles 30 gallon; Buffalo chopper, size 1—good block and knives for only $20; one 5 horsepower motor, 220 volt D. C.; lard press and cooler; one stuffer 15-pound capacity.

Closing out my market. Located in Minn. R. R. J., care B. Heller & Company, Chicago, Ill.


MACHINERY WANTED


Wanted silent cutter, no smaller than a No. 27. Shaft drive. Must be in good shape. M. M. C., care B. Heller & Company, Chicago, Ill.

POSITION WANTED


Young man wishes position as meat cutter or manager of small market. Two years' experience. Gets along well with customers. C. T. W., care B. Heller & Company, Chicago, Ill.

Lady—What is cold boiled ham?
Butcher's Assistant—That's ham boiled in cold water.

Customer—"How long has that boy worked for you?"
Butcher—"About four hours."
Customer—"Four hours! Why I thought he'd been here a long time."
Butcher—"Oh, yes, he's been here two years."

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
Bull-Meat-Brand Flour is a Pure Cereal Product containing no added chemicals of any kind. It is made entirely from grain, and is well adapted for use in making Sausage and Meat Loaves. Its Binding and Nutritive Qualities make it very desirable for use in Sausage and Meat Loaves.

Bull-Meat-Brand Flour, being purely a Cereal Product, meets the requirements of the Pure Food Laws.

**DIRECTIONS**

Use Bull-Meat-Brand Flour in proportion, to comply with your State Food Law. Simply mix it with the meat, the same as seasoning.

**PUT UP BY**

B. Heller & Co.
MANUFACTURING CHEMISTS

CHICAGO, U.S.A.
A Perfect Uniform Cure With A Mild, Sweet, Delicious Flavor.

For Curing Hams, Shoulders, Bacon, Corned Beef, Pickled-Pork, and for Curing All Kinds of Sausage Meat.

COMPLIES WITH THE U. S. PURE FOOD LAWS.