B. Heller & Co.

Laboratory of B. Heller & Co.

Manufacturing Chemists.

1899 January 1899

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

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249, 251, 253, S. Jefferson St. Chicago, U.S.A.
**FROM THE PRESIDENT...**

Convention’s almost here! If your only contact with AAAAA has been via our wonderful PastTimes newsletter, you haven’t fully experienced the benefits of membership.

Our conventions are always interesting, fun and informative. They are a great way to meet other collectors with similar interests...learn about other areas of collecting and maybe even find a hidden treasure at our auctions or from other members! There isn’t another activity in the antique/contemporary advertising collecting hobby that encompasses the scope of our Annual Convention. Our club is unique because of the diversity reflected in the broad spectrum of our members interests. Some collect tobacco items, others coffee tins or soda advertising. We have members who like typewriter tins, farm-related or, gun powder items, dye cabinets, advertising clocks or trade cards — you name it — and one of our members collects it!

This year’s Convention site at the Sheraton Airport Hotel in Cleveland, Ohio is most convenient and accessible with excellent air fares available from many areas of the country. So, if you have never been and have always thought about it...this year is a great year to join us at our Annual Convention — you’ll love it!

And I will see you in July!

Bennie Kelly
President

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**CONVENTION CORNER**

Welcome back...By now should have received registration information ...and another one is included in this issue...just in case. A few updates on our tentative schedule published in the last issue of PastTimes...the Silent Auction will be on Thursday with Seminars on Friday.

Following the Oral Auction on Saturday, Chuck Young (Copley, OH) will host an open house for those attending the convention. He has a vast collection with a great Coca-Cola collection and country store and drug store displays. We have a few other members who have also volunteered to open their homes...and will keep you posted on these additions.

In addition...we have a trip planned for any “Early Birds” interested in visiting the Rock and Roll Hall of Fame and Museum. This is scheduled for Tuesday. There is an additional charge for this trip which you can pay for when you register at the convention. Tentatively, we plan to take the Sheraton Airport Hotel’s shuttle about 9:00 a.m., transfer to the rail line and arrive at the museum around 10:30.

We will be welcomed by a museum guide to give us information and then continue with a self-guided tour of the facility...there is a snack bar there for lunch and you will be free to return to the hotel on your own schedule.

Please note we need to know if you are interested in this field trip by JULY 10th as we must have a head count and collect monies for this trip in advance. Many of our members are looking forward to visiting the Rock and Roll Hall of Fame. If you have any questions about this excursion or question, comments or suggestions about the convention please give us a call (317-271-5602), write us (9016 Greenlee Circle, Indianapolis, IN 46234) or e-mail us at oldcstore@aol.com.

Until next issue...happy hunting for that next item to add to your collection!

Michael & Sharon Hunt

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**CONVENTION 2001**

**JULY 25-28 — CLEVELAND**

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**The Original INDIANAPOLIS Antique Advertising Show**

**30th YEAR**

INDIANA STATE FAIRGROUNDS
BLUE RIBBON PAVILION
HOURS: SAT 10AM-6PM SUM 10AM-3PM — $7.00 ADMISSION
Kim & Mary Kokles 972-240-4987

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**SHOW DATES FOR 2001**

**JUNE 16th**

**SEPTEMBER 23rd - 24th**

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**Antique Advertising Show**

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**B. HELLER & COMPANY — CHICAGO, ILL U.S.A.**

This issue shows many of the hundreds of products produced by one of the oldest family owned companies in the U.S. Although the Heller name and it's connection to food seasoning and ingredients may be unfamiliar (because its sales have been to the wholesale market and not the public) it is and has been one of the foremost leaders in this field since before the 1900s. Our many thanks to Sally and Herb Loeb for sharing their extensive collection. For Sally, collecting Zanzibar products...and anything with the B. Heller name is a natural as this is her family. Her grandfather was Benjamin Heller. One of the more colorful stores that has been passed down through the family tells of Benjamin Heller's early days in Chicago. In the early 1890s he didn't have very much and lived in a boarding house. Rumor goes that he would get up in the middle of the night...clean the bath tub where he mixed his product to sell to local merchants! Perhaps this gives us some unusual insight on Benjamin Heller!

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**Apologies...dates for the Indianapolis Antique Advertising Show were incorrect in our last issue...they are June 16 and September 23-24**

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**ADVERTISING RATES —**

Classified: $1.50 — 60 words; 90c per word thereafter
1/4 Page: $60.00 — 5 x 3.5
Inserts...Call for Information

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Benjamin Heller, the eldest of six children, was born in 1868. His grandfather, Bernard immigrated to Milwaukee, Wisconsin from Austria in 1848 where the family had practiced sausage making for centuries. Bernard Heller opened a small neighborhood butcher shop, which expanded into a thriving wholesale business and in 1866 his son Adolph (Ben's father) took over the business. He built a two story factory with modern improvements and machinery and 40 employees. Adolph married Bertha Frank, the daughter of a Bavarian-born sausage factory owner. The union these two factories developed into a business empire.

Adolph Heller's business thrived and he claimed his company was the world's largest manufacturer of summer sausage exporting a good deal of the 350,000 pounds produced overseas in the 1870s. The continual expansion of the railroads increased the competition of meat packing giants such as Swift, Armour and Cudahy. In the 1890s, the company (now called A. Heller & Sons') expanded and moved west to Nebraska and then to Sioux City, Iowa. However, strong competition of the meat barons forced this plant to close in 1897.

Although Benjamin was raised in a sausage making family his vision went beyond, taking shape during his visit to the World's Columbian Exposition in 1893. He was astounded with the technology exhibitions and most intrigued with the "wiener" business...a different type of sausage eaten on a bun. When he returned to Sioux City, he convinced his skeptical father to finance him and purchased a frankfort concession...which he proceeded to expand into several concessions. He turned a nice profit, repaid his debt and in 1893 invested $518.35 to market his first product Zanzibar Carbon. The name Zanzibar, referred to the African country (now Tanzania). It had an exotic sound — and colorful natives scenes were used on all of its labels and packaging. The product was sold as a dry mixture which, when diluted with water, was used in cooking meat and preparing (sausage) casings. He called his processing "carbonizing."

Benjamin Heller was now an entrepreneur! He was a natural salesman, an innovator with an instinctive knack for marketing and advertising. He saw the changes taking over the food industry where Old World meat packing methods had failed. He used his experiences in the sausage business and spent time to learn more from local butchers, packers and merchants.

Heller educated himself about practical chemistry as it applied to the meat processing industry knowing there was a great need for serious scientific/chemical applications in developing products to make foods stay fresher and look better.

As a salesman, Ben capitalized on his understanding of the daily problems of the small butchers and had full command of their business. He developed handbooks and a folksy meat business news publication called "Success With Meat" to help connect the small butcher with the outside world. The company provided not only ingredients, but overall expertise in meat processing, technical advances, engineering assistance and financial counseling. He shared his best selling tips with his salesmen to help strengthen their understanding as well. In the early years, the company was built on Ben's persistence and salesmanship...his Hellerisms outline his philosophy of building his reputation on service to small customers. In later years, technology and food science advances prevailed and the company focused on a client base with larger, high volume accounts. Although a domestic retail business was opened after World War II, its failure reassured Heller that their strength was in marketing to the trade.

As business boomed, Ben's brothers (and later their children) joined the company. The sales force expanded and it became apparent that profits depended on additional products for use in areas outside the meat industry. Again, this was Ben's forte. He hired experts in the field from competitors and developed everything from sanitary and cleaning supplies to baking goods and insecticides which could be sold other industries as well as butchers. There were sweeping compounds, disinfectants and air purifiers, laundry bluing and a whole range of cleaning supplies. There were always new products, changes and challenges.

Over the years, the company logo has gone through many evolutions, there have been acquisitions, expansions and relocations. The Company has survived two World Wars, The Great Depression, the Stock Market Crash and the Pure Food and Drug Act and the Wholesale Meat Act and too many other events to list that transpired in the 100+ years of its history. But the Company that Benjamin Heller began in 1893 with a single produce flourishes today as Heller Seasoning and Ingredients, Inc. It still bears his name and the reputation he built for quality and service.
The name B. Heller & Co. was identified as a butchers' specialties in Chicago’s 1895 Residential Business Directory. Ben’s brother’s Harry, Ed and Albert joined him in 1896. By 1900, Ben’s initial $518.35 investment had grown to over $60,000.
Home Made Philosophy for Salesmen

From out the Crucible of Experience

Salesmanship today is a profession. He who succeeds in the work must needs be gentleman. No Salesman has anything to apologize for in his line of work.

Once the Salesman was the National Gossip, carrying in addition to his grip, a side line of risque stories, and an unquenchable thirst.

The old time “Drummer” was often a man who blew into town on a freight train, talked as loud as the Spieler of a Side-show, beat a Tom Tom about his Line being the Only Line this side the Pearly Gates, and played poker like a professional gamaster. His judgement was much sought for — on Whiskey.

But the “Drummer” has largely disappeared. In his stead has come the Salesman—an Ambassador of Trade, representing his house with dignity and diplomacy, tact and courtesy, offering and demanding the courtesies of life current amount gentlemen.

The good Salesman is a good listener, as well as a convincing talker. Talks business—not war nor politics. He avoids arguments and disputations upon irrelevant subjects.

The successful Salesman believes in, and understands, his Line. Is loyal to his House and is, in turn, loyally supported and encouraged by his House.

The Selling force is the fighting force of every House, winning victories over all oppositions, capturing the orders and the customer’s good will.

Except from a program for a Salesmen’s Banquet featuring Morale Boosting “Hellerisms”
The colorful native scenes with bare-breasted women was one of the trademarks used on Zanzibar labels. There were spices and flavorings, sausage products and pork sausage ...and many, many more. This wonderful label was usually used on bright red packaging and certainly distinguished Zanzibar products from any of the competitors.
Bright yellow, black and red packaging was another trade mark of many Heller products for insecticides...
...to rid one of everything from roaches, to bed bugs, head lice, moths, ants, mice, rats and other vermin... even flea killer for the family dog.

FOR ANTS, ROACHES, MOTHS, FLEAS, BED BUGS...AND MORE
Although the 1906 Pure Food and Drug Act outlawed some popular products — which could have been devastating to the company — the Heller's made positive opportunities out of these changes. The new federal regulations opened the door to the development of food innovations...from new additives and preservatives to the development of modern dehydrated mixes. These changes also made antiseptic and insecticide even more saleable.