SUCCESS WITH MEAT

Calendar for October 1929:

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SUCCESS WITH MEAT

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HOW TO CURE SWEET-PICKLE BELLIES

S. P. CLEAR BACON BELLIES

Bellies may be rib bellies or clear bellies, depending on whether the ribs are left on or cut off for spare ribs. The clear bellies are graded for quality to make fancy bacon bellies, cured in boxes by the Freeze-Em-Pickle process; or regular bacon bellies, sweet-pickle cured for the lighter average sizes and dry salt cured for the heavier averages.

Pumping is not necessary for the averages which go into pickle cure unless one wishes to rush the cure.

The curing pickle for sweet-pickle bacon bellies is made as follows:

For each 100 pounds of bellies, use:
8 lbs. common salt
1 lb. Freeze-Em-Pickle
2 lbs. best granulated sugar
6 gallons cold water

Or for each 100 gallons of cold water, use:
133 lbs. common salt
17 lbs. Freeze-Em-Pickle
33 lbs. best granulated sugar

These will test out about 70 degrees on the salimeter or brine tester at curing temperature.

To put down in tierces, block up one side of a clean tierce to tilt it sufficiently for convenient and better packing. If possible, place bellies of one average in a tierce. Place the bellies on end, the long way up and down (vertically), the flat side resting against the sides of the tierce. When filled to the opposite staves, fill in the open spaces on both sides of the first pile. Thus the bottom layer is completed with the bellies on end. Then fill in the upper layer by placing the

PACKING S. P. BELLIES

bellies on their side edges (horizontally), the flat side again resting against the staves or sides of the tierce. About 285 pounds will be packed in a
standard tierce, requiring about 17 gallons of pickle. Weight down with a clean board, sufficiently to hold the bellies in place when the pickle is poured in. The packing should be so standardized that the 17 gallons of pickle will cover the top of the "heading" board or grate.

To put down the bellies in vats, start packing with a few inches of curing pickle in the bottom of the vat, and add sufficient curing pickle, from time to time, to cover the bellies. Lay the bellies flat, skin-side down, except the top layer; turn that skin-side up. As a rule 1,300 or 1,400 pounds are packed in a vat. A practiced hand can throw the bellies into the vat without special effort at precise spacing. Yet, sufficient care must be exercised to fill the vat to a point where 78 to 84 gallons of pickle will cover the bellies and the "heading". Dents and disfigurements due to pressure, one upon another, need cause no uneasiness, as they disappear during the smoking.

The length of time to cure sweet-pickle bacon bellies by the Freeze-Em-Pickle process, differs according to the green weight of the bellies as follows:

- Light Bellies, 4 to 8 pounds, cure 11 to 15 days.
- Medium Bellies, 9 to 12 pounds, cure 16 to 21 days.
- Heavy Bellies, 13 to 16 pounds, cure 22 to 24 days.

The following schedule adapts the usual packing-house averages to the Freeze-Em-Pickle process:

<table>
<thead>
<tr>
<th>S. P. Clear Bacon Bellies Age When (Green Weight)</th>
<th>Fully Cured</th>
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<tr>
<td>4 to 6-lb. average</td>
<td>12 days</td>
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<td>6 to 8-lb. average</td>
<td>14 to 15 days</td>
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<td>8 to 10-lb. average</td>
<td>15 to 17 days</td>
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<td>10 to 12-lb. average</td>
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<td>12 to 14-lb. average</td>
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<td>14 to 16-lb. average</td>
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<td>16 to 18-lb. average</td>
<td>24 to 26 days</td>
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The last is rare in wholesale trade.

For the home market, especially in cool climate, the shorter time is sufficient.

Overhaul on the third, sixth and tenth days after putting down. Thus the light averages receive the same number of overhauling as the heavier. The method is similar to that for all pickle-cured meats, using the same brine over again after repacking and completely covering the bellies with it.

Before smoking, soak in cold water, 5 minutes for each day the bellies have been in cure, and wash in warm water before hanging up to smoke.

**Sweet-Pickle Rib Bellies**

Rib bellies are the same as clear bellies except that the sheet of spare-ribs is left in. Their treatment, too, is the same, except that it is advisable to pump them.

They range in weight between 6 and 12 pounds and are divided, in wholesale trade, into three averages:

- Small S. P. rib bellies... 6 to 8 lbs.
- Medium S. P. rib bellies... 8 to 10 lbs.
- Large S. P. rib bellies... 10 to 12 lbs.

**Pumping directions (for rib bellies).**

If the pickle pump used has a dial to indicate the quantity pumped at each stroke, then set it to deliver 3 ounces. Use fancy Freeze-Em-Pickle pumping pickle made in the following proportions:

- 1 pound Freeze-Em-Pickle
- 2 pounds dry salt
- 1 pound best granulated sugar
- 1 gallon water

At the shoulder end, for all averages, make one insertion of the needle, giving two strokes of the pump handle. The face of the belly is pumped only in the medium and heavy averages—one insertion for the medium, two for the heavy. Give only one stroke to each insertion in the face of the belly.

In this way the quantity of pumping pickle to be forced into each S. P. rib belly is as follows:

- Small, pump 6 oz. pumping pickle.
- Medium, pump 9 oz. pumping pickle.
- Large, pump 12 oz. pumping pickle.

Keep them in cure for the same length of time as S. P. clear bacon bellies of the same weight, on preceding column. Overhaul in the same way, too.
RED HOTS
FOR SANDWICH STANDS

Frankfurts that Do Not Shrink on the Hot-Plate

Roasting frankfurts (or wienies) on a hot-plate, as done on sandwich stands, requires a different formula than a sausage intended for stewing. Offal, particularly tripe, and soft fats cannot be used. It should be made chiefly of lean meat and three-fourths of that should be beef.

- 75 lbs. lean beef trimmings, lean bull meat or beef cheek meat (Freeze-Em-Pickle cured)
- 10 lbs. pork cheek meat or other lean pork (Freeze-Em-Pickle cured)
- 15 lbs. pork trimmings, half fat (Freeze-Em-Pickle cured)
- 1 lb. Zanzibar Brand Frankfurt Sausage Seasoning
- ¼ to ½ lb. "B" Condimentine
- ½ lb. granulated sugar
- Bull-Meat Brand Flour, in the proportion allowed by your state food law
- Sufficient ice water or cracked ice to cool the meat while grinding and to give it the proper sticky consistency

In this sausage it is important that the meats be cured by the Freeze-Em-Pickle process. By other methods of curing, the meat becomes "short" if not promptly used as soon as cured.

First.—Put the beef and the cheek meat through the smallest hole plate of the meat grinder twice and the pork trimmings once. If you have a silent cutter, it is better to put the meat through the ¼-inch-hole plate of the grinder first and then to finish very fine on the silent cutter. Use part of the needed water in grinding or chopping.

Second.—Put the ground or chopped meat into the power mixer or mix in a tub by hand. Add all ingredients and the rest of the ice water here and work the mixture till smooth, plastic and sticky.

Third.—Stuff into medium size sheep casings, link in 4-inch lengths and hang on smoke sticks in such a way that the sausage will hang the length of two links (8 inches).

Whatever is left over after stuffing may be spread, 8 or 10 inches deep, on shelves or in a tub or truck, and put into the cooler. It will keep 4 or 5 days, and as much of it as needed can be stuffed each day. Before stuffing, mix again until it has an even color and smooth appearance, adding more water if the meat is too stiff.

Fourth.—When stuffed, put the sausage into a warm smokehouse, without smoke, until the casings are entirely dry outside. Then add the sawdust and smoke, while gradually increasing the temperature, until the desired color is reached. Too much heat melts the fat and causes it to escape through the casing. It is better to finish the coloring with Zanzibar-Carbon Brand Casing Brown Mixture, either by momentary dipping or by adding the color to the water in which the sausage is cooked.

Fifth.—Move the sausage directly from the smokehouse to the hot water. Cook at 160 degrees, about 10 minutes. Then rinse in boiling water and, immediately after, shower with cold water.

Sixth.—Let it hang at work-room
temperature till the casings are dry before hanging in the ice box. Before packing for shipment, hang the sausage again at work-room temperature to sweat and dry.

This sausage is known as Coney Island red-hots, suitable for restaurants, lunch counters, roadside stands, parks, picnics, beaches and ball games.

The far-seeing butcher does not hide good products from public view. He lets them talk for him in refrigerated cases and windows or even in the open shop if he keeps them in Cold Store. 

THE ENTERPRISING SAUSAGE MAKER

"With that and a bucket of red paint, what a help it would be to the Bologna business."

ILLINOIS FEDERATION

Hard Tacker—Say, what are the "Ill. Fed. Women?"

Wise Cracker—They are the housewives that do not use Momsies.

BEEF NECK MEAT

The exact place for cutting the neck from the chuck depends on the extent of the trade the butcher has built up in sausage and corned beef. Trim out the neck bone for soup stock. The rest can, of course, be used in stews, mince meat, croquettes, hamburger steak, and Momsies. Neck meat cannot be sold as such at a profitable price and the knowing butcher will put it into cure at once for corned beef or for use in fancy sausage and meat loaves. The meat is highly flavored and the Freeze-Em-Pickle curing process holds those rich juices and preserves the delicious flavor. As the sausage business grows, the butcher will cut off more and more of the chuck with neck meat, in order to get a better price for them through making it into sausage.

It is an error to hold the neck and other slowly moving cuts in an effort to dispose of them as fresh meat, and then try to save them with curing pickle when they are already off flavor and on the verge of spoiling. A quality product is then impossible. The proper method is to cut off such pieces at the outset, bone them, and immediately put them down for corned beef or sausage meat with Freeze-Em-Pickle.

WATCH THAT COLD

A cold is the commonest disease in the world.

You don’t "catch cold" from drafts, or cold. You get it from other people.

To avoid colds keep yourself in good physical condition.

In times of cold, grippe and pneumonia, keep out of crowds, get plenty of sleep and fresh air.

If you "catch a cold" go to bed and stay there until you are well.
THE SALES SLIP

Offers Free Advertising Opportunities

Itemizing the purchases on a sales slip is not only a convenience in summing up the amount of the sale, but it also gives the customer a memorandum for the better control of her household budget. Even where she does not file it, it enables her to check over leisurely, in her kitchen, the items she paid for, reducing the chance of possible disputes. The carbon copy, filed by the butcher, saves the trouble of entering the items in case of charge accounts and acts as a check on his own transactions or those of his clerks. Where the business is large enough to employ a cashier, the sales slip is, of course, a necessity.

Since the slip is practically sure of pretty close scrutiny at home, it offers an excellent opportunity of gaining the trust and confidence of the new customer or of advertising some item or line of goods in which the dealer specializes. Sales slips are not frequently reprinted and whatever is said on them must necessarily be of a more or less permanent nature.

Every store has some advantage or other over competing stores. Whatever that point is, it should be stressed at every opportunity until it is so closely associated with the name of the business that the very thought of meat buying suggests this particular market. Either the front or back of the sales slip should be made use of to repeat that point of advantage.

So, for example, the front might well bear a bold inscription like any of the following. The list could be extended indefinitely, but these will serve to stimulate the butcher’s imagination.

“We are as near your kitchen as your 'phone.”

“Leave your 'phone number and we'll save you a daily trip.”

“A child can trade here as safely as an expert buyer.”

“A pleased customer is our best advertisement.”

“Cleanliness is our hobby.”

“We invite inspection in all departments.”

“We carry only No. 1 meats.”

“Our sausage is fit for the President’s table.”

“Our fancy sugar-cured breakfast bacon is home cured.”

“Cash and carry reduces your cost.”

“We deliver without charge.”

“Our prices are the lowest possible for the kind of goods you would be satisfied with.”

While the back of the sales slip has less value as an advertising medium than the front, it offers a larger surface for a more extended statement. Bear in mind that it saves the cost of paper stock and distribution that would be necessary if the same thing were said on a special circular.

An excellent thing would be a sales talk for the slowly moving cuts of the various meat animals. The “ad.” could show, as briefly as possible, the advantage of buying chucks, rumps, shanks and even neck meat, instead of the costlier loins and steaks. The cheaper meats have the better flavor and are just as tender when slowly cooked.

A sales talk for your cured meats would be appropriate and profitable. Stress the superior quality of your hams, bacon and corned beef, because of the fact that they are cured by the Freeze-Em-Pickle process, which congeals the albumin and natural meat juices in the meats, making them more nutritive and more palatable than meats cured by methods which extract the natural goodness.

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
A list of your sausages with the reasons for their excellence, is good material for the back of the sales ticket. Home made sausages and meat loaves have a special appeal to the imagination of the housewife. If the condition of the sausage kitchen and other departments bears out the appeal to a woman's passion for tidiness and order, make the best of it in this advertising. If pure Zanzibar-Brand Seasonings are used, correctly cured trimmings and even pluck and edible offal can produce a sausage or meat loaf whose excellence it would be hard to exaggerate.

Your kettle rendered lard, if made according to our directions, has a whiteness, flavor, and texture which place it in a class superior to ordinary steam lard. This fact offers material for profitable advertising on the sales ticket.

Most housewives are always interested in proven recipes for cooking, roasting, baking, and frying the various kinds and cuts of meat. An entire series of them, designed to promote sales in profitable cuts, could be grouped on the back of a sales ticket. If the cost of printing is not prohibitive, there might be a dozen different sales tickets, each with only one or two recipes. This method has the advantage that the customer would have an incentive for always looking on the reverse of the ticket in the hope of finding something new. The Momsiegraph, described in the May (1929) issue of Success With Meat, will enable the small dealer to do his own printing at almost no cost.

Specialties which can be bought fresh on certain days might well be listed on the back of the sales slip. So, for example:

"We sell everything you might expect to find at a first-class meat market. Some things are at their best only when fresh. Therefore we have them only once a week and invite you to take advantage of that. We aim to have, at 10 a.m.,"

"Pork sausage on Mondays,"

"Sweetbreads on Tuesdays,"

"Genuine calf liver on Wednesdays,"

"Fresh veal loaf on Thursdays,"

"Calf brains on Fridays,"

"Momsies on Saturdays,"

"The finest steaks and chops that ever sizzled in your pan every day."

It's a poor rule that won't work both ways, and it's a poor clerk who won't be as ready to grant the boss favors as to ask them from him.

**COMPETITION**

Don't just cure and make sausage: there is too much competition in stuff that will just get by. Cure by the Freeze-Em-Pickle process and make sausage according to Heller formulas: your goods will stand out superior to competition and create their own market.

**DONNER UND BLITZEN!**

When the perfume of flowers is unusually noticeable, rain is pending.

When the swallows fly low, rain is sure.

When horses and cattle stretch out the neck to sniff the air, rain is near.

**VOCAL COMPETITION**

"Say ye, butcher, why the devil don't ye spake up? Oi can't hear a word ye say!"
MANNHEIM ESSIG BRATEN
(VINEGAR ROAST)

Mannheim Essig Braten is a popular German dish and will sell well, especially to German, Polish and Bohemian customers. It is obtained from rumps, butts or rounds of beef. Any butcher can easily prepare it and it is commonly used for pot roasts. Owing to the combination of vinegar and Freeze-Em-Pickle in the cure, the resulting corned beef is wonderfully tender. The seasoning in the cure gives it a piquant flavor that is impossible by any other means.

Directions for Curing
First.—Take 100 lbs. of good quality beef hams, round or rump, and rub over all with fine salt.
Second.—Then put them into a barrel or tierce and pour the following pickle over all the meat:

- 8 lbs. common salt
- 1 lb. Freeze-Em-Pickle
- 2 lbs. granulated sugar
- 1 lb. Zanzibar Brand Corned Beef Seasoning
- 3½ gals. water
- 2½ gals. 60-grain white distilled vinegar

Be sure that the meats are well covered. If a garlic flavor is desired, add one tablespoonful of Zanzibar Brand Garlic Compound.

Directions for Preparing Pickle
First.—Boil the Zanzibar Brand Corned Beef Seasoning in a muslin sack or cloth for thirty minutes, in one-half gallon of the water to be used in the brine. Allow it to cool thoroughly.
Second.—Then mix the contents (without opening the sack or cloth) with the Freeze-Em-Pickle, salt, sugar, water and vinegar. When thoroughly mixed and cold, pour the pickle over the meat, pressing the meat down firmly. Three days after putting it down, overhaul so that the brine will get to all parts of the meat. Allow it to remain in the pickle from one week to ten days.

Mannheim Essig Braten is sold and recommended for use as pot roasts. Each customer should be given about half the same weight of pickle as of meat.

This meat should be cooked as pot roast in the pickle in which it was cured; water can be added if necessary, but better results are obtained by cooking in the pickle brine only.

This formula was sent in by a good, old-fashion customer of B. Heller & Co. We, and others, have tried it out and it has our approval. Furthermore, we recommend that butchers make this extraordinary corned beef and always carry a few pounds on hand. By introducing it to customers they are sure to build up a good trade in it. Even people who do not like sour roast will enjoy this unusual delicacy. It is particularly in demand in spring and fall, though roasts are never really out of season.

A FOOTNOTE
"What's Hank Picklefoot doin' since he come back from college?"
"Oh, he's manicure in the new meat market."
"Manicure in a meat market!"
"Yes, he's got charge o' the pig-feet counter."

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
CHICKEN-HAM-and-TONGUE LOAF
(ROULADE)

12½ lbs. very lean fresh pork
7½ lbs. very lean fresh beef
7½ lbs. Freeze-Em-Pickle dry cured or sweet-pickle pork or beef trimmings
7½ lbs. plain fresh tripe
5 lbs. chicken
5 lbs. fat trimmings from cured hams
5 lbs. pickled pork tongues
8 oz. Zanzibar Brand Poultry Seasoning
8 oz. salt
4 oz. Freeze-Em-Pickle
2 to 4 oz. "B" Condimentine
2 oz. fresh green parsley
1 oz. lemon extract
6 qts. soup stock
5 lbs. Bull-Meat-Brand Flour

Total, 68 pounds

First.—Boil the chickens until tender with 1½ gallons of water in a steam-jacketed kettle or in a kettle over a fire.

Second.—Remove the bones and allow the meat to get cold.

Third.—Select the best meat and cut it into ½-inch cubes.

Fourth.—Chop the skin, fat, and small pieces of the chicken fine with the tripe, fresh beef and fresh pork trimmings, or run it all through a fine plate of the meat grinder.

Fifth.—Boil the sweet-cured pork trimmings and the ham fat 30 minutes in the same water the chickens were cooked in.

Sixth.—When cold, cut the meat into ¼-inch cubes and the ham fat into ¼-inch cubes.

Seventh.—Cook pork tongues 1½ hours or beef tongues 3 hours in the same water. When cold, cut into ¾-inch cubes.

Eighth.—Mix together all ingredients except meat broth.

Ninth.—Add the 1½ gallons soup stock and mix thoroughly.

If to be sold unbaked, cool thoroughly before offering for sale. If to be baked, line pans holding about 6 pounds each with slices of salt back fat, ½ inch thick, and fill them with the mixture. See that there are no air holes between the meat and pan, and bake in a moderately heated oven 2½ to 3 hours. Cool and then place in ice box over night. The next morning it will be ready for slicing.

This makes a beautiful loaf: the back fat shrouds the meat, making appetizing slices.

SAFETY FIRST

Timid Collector: "May I see you outside, Mr. Schultz?"

The man who thinks he can't is usually right.

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
CARE OF THE MEAT GRINDER IN A SAUSAGE ROOM

The sausage maker who has to chop beef and trimmings which contain sinews will realize what a powerful pressure must be exerted on such meat to force it through the finer plates of a meat grinder—will realize likewise the importance of sharp cutting edges and smooth operation. If the machine operates at the rate of 300 revolutions per minute, the four knife blades cut the meat 1,200 times per minute at each hole in the plate.

The wear on the knives and on the edges of plate holes is therefore considerable and that wear is increased in cutting sinews, beef and other tough or hard material. As the knives become dull or nicked and the edges of the plate holes worn, the meat is no longer sheared off but is ground, chewed and torn, causing it to heat, sour and discolor. Pork sausage, hamburger, and air-dried sausages are particularly sensitive to dull knives and plates. The name, "meat grinder," is unfortunate, as the meat is never ground, in a well conditioned machine, but always chopped cleanly without bruising, crushing or "ragging."

Do not attempt to sharpen the knives or plates, but send them to the maker of the machine, who will either sharpen them on specially adapted machinery or replace them. Sharp knives on dull or worn plates immediately become dull again. Therefore, always have the plates sharpened with the knives. Keep plate and knife together in sets, using each knife only with the plate it belongs to.

The pressure is continuous against the ridges of the feed screw and the "rifling" of the cylinder. This causes the wear of the surfaces and loosening of the feed screw so that the meat is not properly thrust forward. Washers on the socket shaft must cause the feeder screw to fit snugly: if that is loose, meat will lodge under the knife and cause trouble. If the grinder has washers within the cylinder, they must be of good steel and fit perfectly. If they are bent or springy, any rough or sinewy meat may cause imperfect contact of the knife on the plate and a break of one or the other may result. A worn feed screw and other worn parts can be replaced by the manufacturer, but a badly worn cylinder probably indicates the need of an entire new machine.

To insure smooth running, see that the meat grinder is firmly and solidly in place, in line with the driving pulleys. If it is power driven, provide power enough, have pulleys of the right size and the belt in proper condition to exert an even pull at the indicated speed, regardless of the kind of meat or the load to be pulled.

Look after the journals. See that they are well oiled with pure lard oil before starting and during the entire run. Remove old, thick oil, from time to time, to prevent heating from that cause. Do not attempt to run with worn babbitts, but have them recast as soon as they show wear. Any good mechanic can do this.

To operate the machine, see first that all parts with which the meat comes in contact are scrupulously clean. A little sour meat left in hidden places from the previous use, is enough to start the germs of putrefaction in the new meat and spoil an entire run of sausage.

Select the size plate prescribed in our formula for the sausage to be made, place the flat side of the knife which belongs to that particular plate against it, put both in place on the cylinder, see that the outer threads are clean, and then screw the outer ring on mod-
SUCCESS WITH MEAT

PUMPING HAM

A Correction

In the answer to a question by G. M. Co., page 27 of the January (1929) issue, the quantity of pumping brine to use was given as one ounce to the 100 pounds of ham. This is an error. It should have read, "Use this at the rate of one ounce pumping brine to the pound of weight in a ham." Thus a 12-pound ham should have 12 ounces of pumping brine pumped into it before putting it down in cure, no matter if it is the sweet-pickle cure or the dry cure. The purpose is to prevent bone sour, make the cure more uniform, hasten the cure, and improve the flavor. Following is the formula. Mix any quantity in those proportions and use an ounce of the brine to the pound of ham.

Freeze-Em-Pickle Pumping Brine
1 pound Freeze-Em-Pickle,
2 pounds salt,
1 pound best granulated sugar,
1 gallon water.

It is more profitable to build your business by giving quality and service rather than on a basis of low prices.

HARD PROBLEMS FOR SOFT MEN

Butcher—"You want large wages for a lad with no experience."
Young Man—"Well, isn't it harder for me when I don't know how?"

THE FAR-SEEING BUTCHER

The far-seeing butcher has established a regular route of road-side stands, lunch rooms, and restaurants, giving them a daily service of frankfurters, pickled pig feet, hamburger, meat loaves, and other ready prepared dishes for quick service.
LEAKS THAT DRAIN THE PROFITS

BUYING

Just as a leaky tierce drains off the curing pickle and exposes the meats in it to spoilage, so the leaks in business drain off the profits and may even cause failure. It is up to the butcher and packer to discover those leaks in time, plug them up, and conserve their profits.

The leaks in buying may be many. There is a wide difference in the stock needed for a porterhouse-steak neighborhood and a neighborhood forced to practice the utmost economies. The grade of meat or animals bought should cut to advantage to yield what is in demand. Study the demand and supply it without waste.

Parts that do not move readily, as well as the trimmings, should be promptly made into sausage, meat loaves, Momsies, and the like, while still fresh and of good flavor. The sausage kitchen is the great corrector of wrong buying—the safety valve of the meat business.

Do not buy "from hand to mouth" if you have any facilities for storage and a little reserve fund for buying on a favorable market.

Hearts, for instance, can often be bought at very low prices. Put down in the Freeze-Em-Pickle dry cure, they can be held many months, without deteriorating, until meats are high. If they are then used in bologna, they not only save on the cost but return a handsome profit.

Very heavy bacon bellies are often available at tempting prices. We know of at least one packer who specializes in bellies of about 40 pounds because he can buy them at his own price, cure them by the Freeze-Em-Pickle box cure, and actually command a premium on them over ordinary bacon. If the market is not favorable, he can hold them in that cure, without shrinkage or deterioration, until the demand is better.

Those are examples of opportunities which offset the leaks due to injudicious buying. But over-buying has its pitfalls, as well as under-buying, and the butcher and packer must "look where they step."

Job lots will always bear the closest scrutiny, however. While they sometimes offer an opportunity, they may be
so inferior as to make them a costly saving—not only on account of the money involved, but also on account of the loss of good will that a lowering of standards will surely cost.

This is true, not only of meats, but particularly of spices, seasonings, and other supplies. The outward appearance may be identical with Zanzibar-Brand or other standard goods, but the spices may have been wholly or partly exhausted (that is, the oils extracted) and the other supplies may have been diluted or otherwise cheapened to permit quoting lower prices. The larger quantities necessary to produce the desired effect with such merchandise may more than offset the seeming saving in price, an unnecessary leak of profits. Zanzibar-Brand Seasoning for various sausages and loaves is tested for purity and strength, guaranteed to be absolutely free of adulterants. It makes it easy to impart the characteristic flavor and to maintain a uniform flavor under all circumstances.

Job lots may look tempting, but unless the butcher or packer has competent chemists and bacteriologists to test each lot, they may easily cause far greater losses than the intended saving in price.

Flour for sausages and meat loaves is not the same as flour used for other purposes. Bull-Meat-Brand Flour is specially combined and processed for use by butchers and packers, and for no other purpose. Fermentation and souring caused by unsuited flours constitute an important leak due to wrong buying.

As to perishables, they should never be bought unseen. If that cannot be avoided, write for "clean, healthy stock, in sound, marketable condition." Keep a carbon copy of your order and carefully examine and check in every piece of the consignment promptly on its arrival. The loss of an occasional ham or other cut, already on the verge of spoiling when received, may be enough to destroy the margin of profit. Put the perishables into the cooler without a moment's delay.

Buy in ample time to prevent shortage of needed stock and supplies. Don't wait till the supply is exhausted. Telegrams and special emergency shipping add to the cost, and shortages may cause loss of business in the market or idleness in the sausage kitchen and other departments. Anticipate your needs and avoid such leaks.

### ON THE WRONG TRACK

Under Take, a nephew of Miss Take, thinks he will go into the meat packing business, do nothing but rake in the profits for a few years, and then join a golf club or go to the Senate.

Like Kelly will.

Though he has no experience, he thinks he needs no formulas and can get along without our free butcher book and free butcher magazine.

Like Kelly can.

He believes he should buy the cheapest meats, cure them the crude saltpetre way, buy the cheapest spices, and demand the highest prices for his products.

Like Kelly should.

He believes the public does not know what is good. He will put up any old thing and draw them like sheep to the slaughter house when he starts his superior advertising campaign.

Like Kelly will.

He says he has about all the brains in the world and money enough to buy the rest.

Like Kelly has.

He thinks he could get along very well even if the shop across the street should start selling Momsies.

Like Kelly could.
TRY YOUR HAND

What is the funniest thing you ever experienced in the meat business?

What is the most laughable joke you ever thought out yourself that would appeal particularly to butchers and packers?

Youth will laugh at anything: age frowns on all. Success With Meat, at middle age, tries to get a smile out of both. So send in your contributions. Get the habit: we'll charge you nothing for printing those we can use.

What is the most helpful thing, as yet unknown, that you want to contribute to the welfare of the meat industry? Whether it is a tried-out formula or some kink of operation or conservation, it may be the solution of a problem that is turning some fellow craftsman prematurely gray.

What do you want information or advice on, in connection with the meat market or the meat industry? Whether you are now using B. Heller & Co.'s goods or not, makes no difference: if you are not, it is your loss as much as ours. Write us anyhow: write “Success With Meat, care of B. Heller & Co., Calumet Ave. at 40th St., Chicago, Ill.”

TALKING TURKEY

Mirande: “Law, Silas, do you s’pose they’ll be tender?”

Silas: “Waal, if I can sell ’em to the butcher they’ll be legal tender, anyhow.”

HIGH BEEF PRICES

The present level of the beef prices is not confined to this country. Reports indicate that low output and high prices are the outstanding feature in most of the beef producing and exporting countries.

The U. S. Bureau of Agricultural Economics claims we are “passing the bottom of a production cycle and approaching the peak of a price cycle.”

This means that prices rise through the effect of a series of years of shortage in the supply of cattle. This tempts farmers and cattle men into stock raising. Breeding animals are withheld from the market to build breeding herds, and this causes a temporary additional contraction of beef supplies. Market reports show that steer slaughter is now relatively higher while the slaughter of other cattle is considerably less.

A part of the beef shortage may be attributed to the decrease of range cattle brought about by the home seekers in grazing lands. Even if the corn belt produces more beef, the higher land values there will probably prevent beef prices from ever again reaching the low levels of the past, even when production and prices reach the bottom of the cycle the Bureau has in mind.

A TWO-EDGED PROVERB

“The Lord helps him Who helps himself.”

Said Willie, reaching For the shelf On which ma keeps Her nice red jelly. But if ma sees him, Lord help Willie!

CRUEL AND UNUSUAL

“We Kill Our Poultry Three Times Daily” announces the handbill of an Indiana market.

Father (at Thanksgiving dinner): “And now as I pass you your plate, each one will mention one thing he is thankful for.”

Little Bob: “I’m thankful I’m not a turkey.”
RUSTY BEEF—RE-USED PICKLE—
CURING TEMPERATURE

Question.—H Bros. write: "We are using your Freeze-Em-Pickle curing western beef that has been killed at least two or three weeks but properly cooled, not frozen. We cure in earthen crocks, using the same brine over and over, with the addition of ten percent new curing pickle (made according to your formula) each time we cure. We do not filter but merely filter the used pickle. The meat is entirely submerged, cured and then left under brine for two weeks before we touch it. It comes out black and brown on the surface, but beautifully cured inside. We get the quality but not the appearance and that constitutes the largest part of the sale. How can we remedy our trouble? We keep both brine and cooler automatically at 34 to 36 degrees F.

Answer.—Beef that has been ‘killed at least two or three weeks’ is apt to be more or less oxidised (darkened) on the surface. It is not likely, however, that this is what you have in mind. In view of the fact that your beef has perfect color below the surface, the darkening may be due to either or both of two causes—the repeated reuse of unpurified pickle and ‘rusting’ due to leaving the beef in pickle too long after curing.

You say you use the brine over and over without taking steps to clarify it. Only the fact that you keep so dangerously low a temperature prevents such old pickle from getting ropy; but this temperature does not prevent the pickle from becoming turbid and discolored. The outer meat then acts as a filter depositing the impurities on the surface, while the purified pickle penetrates the interior of the meat, effecting a clean, wholesome and correct cure inside. When pickle is used continually, it should be boiled, skimmed, and filtered, besides restoring the proper strength by adding newly made pickle. In packing-house practice, pickle is so treated and then reused only once. While such precautions may be excessive, they prevent more serious trouble.

You say you leave the cured meat submerged in pickle for two weeks before you touch it. With sugar in the brine, beef begins to show ‘rust’ (brown surface) in a week after it is cured. The meat should be taken out of cure not more than five days after it is fully cured. If it must be held more than five days, repack it in fresh brine from which the sugar and Freeze-Em-Pickle have been omitted.

The proper temperature of both brine and curing cellar is 38 to 40 degrees. Even in large packing houses where unskilled labor is depended on, the temperature is kept at 36 to 38 degrees—not because that is best for curing, but because it is safer with their class of help. As the temperature drops, the cure becomes slower until it practically stops at 34. If your refrigerating system admits of keeping the curing temperature at 38 to 40 while storing your meats at 34 to 36 it might be well to make that change; otherwise, a uniform temperature of 38
SUCCESS WITH MEAT

would probably be satisfactory for both purposes.

GRAIN AS A MEASURE OF VINEGAR STRENGTH

Question.—D. L. F. writes: "What do you mean by '60-grain vinegar', mentioned in a formula sent me? Can it be tested by the salimeter which I am ordering? Thanks in advance for your usual prompt attention."

Answer.—The term "grain" as a measure of strength for vinegar has been claimed to signify the number of grains of pure sodium required to neutralize 1 fluid ounce of vinegar. Thus, "60-grain vinegar" would mean that it takes 60 grains of sodium to neutralize one ounce of it. To get the acid strength of vinegar, multiply the grain by number 0.259, which will give you the percentage of acetic acid in the vinegar. So, for example,

\[
60 \times 0.259 = 15.54\% 
\]

Hence 60-grain vinegar is a vinegar which contains 15.54% acetic acid.

The strength of vinegar cannot be tested by any kind of hydrometer, as there are other constituents of vinegar besides acetic acid which would influence such a tester. Your salimeter is only for the testing of brine for curing or other purposes.

BEDBUGS

Question.—S. C. H. writes: "In spite of the greatest care, we have bedbugs in our institution. When we discovered it, we promptly tried different things recommended to exterminate them, but they are gaining on us and are now in all parts of the house. We have been advised to dilute a certain insecticide with gasoline to create fumes that would kill bedbugs in the walls and other hidden places. What do you think of it? Would the usual fumigants be any better?"

Answer.—Any fumigant that would be effective against bedbugs would be equally deadly to human beings. Not one of them could safely be used in hotels and institutions and certainly not without the immediate supervision of a county agricultural agent or competent physician experienced in insect fumigation.

Gasoline has no virtue as a fumigant whatever. The insecticide that is useless without gasoline is worse than useless with it, owing to the fire hazard.

The safest sure remedy is $1,000.00 Guaranteed Bedbug Killer. It is the highest available perfection of a contact spray. If you will use it in a good sprayer—one which blows a perfect cloud or mist and not a sprinkler—you will get sufficient penetration to kill in the walls, behind baseboards and loose wall-paper, in the hidden parts of bedsteads and other furniture, and even in pillows and mattresses. Unless mattresses are torn, the bedbugs are not inside, but under the tufts and folds; also in box springs, in the sockets of casters and slats of bedsteads, behind pictures and in any nook or crevice which offers a hiding place till the sleeper occupies the bed.

Spray $1,000.00 Guaranteed Bedbug Killer, undiluted, into all such hiding places: it kills the bugs and their eggs and larvae. If it is not done thoroughly, a second application should be made before they have a chance to multiply again.
TEMPERATURES FOR HOLDING FRESH MEAT

Question.—H. P. B. writes: “We use a cooler for our wholesale trade in which we keep a temperature of 32 to 36 or 38 degrees F. While that seems to give satisfactory results, please let me know the proper temperature for holding fresh meats. I am now killing about ten cattle and twenty hogs per week. Your book, ‘Secrets of Meat Curing and Sausage Making,’ gives the proper management of the chill room, but it does not give the temperature for holding fresh meat after chilling.”

Answer.—The standard temperature for holding fresh, unfrozen meat a few days only, is 35 to 38 degrees F.; for holding it 10 to 30 days, 30 to 32 degrees F.; to hold it longer than that, it is necessary to sharp-freeze it at 5 degrees below zero or lower until it is frozen through, which will take 72 to 96 hours, and then carry it at 12 to 15 degrees F. till used or sold. To avoid ‘freezer burn’ and drying out, the meat should be wrapped in two thicknesses of heavy oil paper and then securely tied, before freezing.

MOLD AND MOLDY MEATS IN COLD STORAGE

How to Fumigate

How to Purify with Freeze-Em

Question.—J. W. A. writes: “Our city has a public cold storage which we use for storing our meats until we need them. It seems to be dry and the temperature averages 38 to 40. Still we have lots of trouble with our meats molding in 10 to 12 days after putting them in there, no matter if No. 1 or No. 3 meats, dry fed or grass fed. We put our meats in there the same day butchered. Would appreciate any information you might give me that would be of interest to me.”

Answer.—Mold is a vegetable organism that is hard to get rid of once it is established in a room or building. It multiplies by millions, through spores that are even smaller than the pollen of flowers. These spores germinate or grow in damp atmosphere. The warm carcasses put into the cooler supply the moisture that makes the growth of mold possible. The temperature of 38 to 40 degrees F. is not low enough to check their growth.

To remedy the trouble, remove all meats to another room. Ventilate and dry the moldy room and then seal up all cracks and openings with adhesive paper tape or other effective means. In pans, which should be raised on bricks in case of wooden floors, place one pound of Heller’s Aseptifume for each 1000 cubic feet in the room, a narrow lamp wick dipped in kerosene laid across the pans under the Aseptifume. A room 10 feet square and 10 feet high contains 1000 cubic feet. When all is ready, light the wicks, leave the room promptly, and seal up the exit. Let it remain tightly closed over night. In the morning, throw open all openings and ventilate the room at least till the following day.

If more rooms are moldy, treat one after another in the same way.
If it is not feasible to fumigate the rooms for any reason, wash the floors, walls and ceiling thoroughly with boiling water and our Ozo Washing Powder, rinse with a solution of Heller's Freeze-Em (not Freeze-Em-Pickle, but Freeze-Em, a purifying agent), and then air the room well till dry. If the Freeze-Em is used at the rate of 4 ounces in each 10-quart pail of hot water, dissolved just before use, it will be entirely effective. It may be applied with a cloth or with a sprayer. As it evaporates, it may leave a white sediment, which is harmless glauber salt.

To prevent mold in the future, chill the carcasses in another room before putting them into the store room. Then keep the temperature of the store room at 30 to 32 degrees F., if possible, but not colder or the meat will freeze. If you will follow these suggestions, the meat will not be apt to become moldy unless the mold has spread to other rooms and is not cleaned out there.

**PAINT ODOR IN ICE BOX**

**Question.** — J. J. T. writes: "In my new ice box, built last spring, I was advised not to use benzine paint. I used white lead, linseed oil and Japan drier instead and now the paint odor affects everything I put in there. I have washed and scrubbed and tried everything suggested, but find it impossible to get rid of the odor. Can anything effective be done short of removing the paint? If you advise removing it, please tell me what is the proper thing to coat the inside of the ice box with—something that would not be affected by dampness."

**Answer.** — Any kind of paint, except the so-called water paints, gives off an objectionable odor, and some of the cold water paints would be unsatisfactory on account of glue in them. Even if your ice box is well ventilated, it may take two years or longer for that paint odor to leave entirely. The burning of juniper berries and fumigation are effective only while their odor remains stronger than the paint odor.

Under the circumstances, it is probably best to remove the paint. You can soften it with a paint remover or with a torch and then scrape it off. The proper coating for a cooler, ice box or other damp interior, is shellac. Rough or uneven surfaces may be plastered with one-third portland cement and two-thirds sand. Large rooms may be sprayed or brushed with lime (whitewash), though it tends to flake off and needs repeating oftener.

**HAMS IMPROPERLY CURED**

**Question.** — S. L. P. writes: "We have been having trouble with our cured hams, especially our boiled hams, in that they discolor very quickly after they are cut. In the course of an hour or so they take on a dark and sometimes a light green color which is so marked as to make the exposed cut practically unsalable. Our smoked hams and picnics are very nice. The recipe by which these hams are pickled is as follows: For every 100 lbs. meat, 8 lbs. salt, 1 lb. Freeze-Em-Pickle, 2 lbs. cane sugar.
We write you in the hope that you may be of service to us in perfecting our products."

Answer.—The cause of the discoloration described is that the hams are not properly cured. The curing agents you are using are in the right proportion if they are not diluted with too much water. You do not give the proportion of water you use. 6 gallons, added to the quantity of salt, Freeze-Em-Pickle and sugar you are using, would make a pickle testing 70 degrees on the salimeter, which is perfectly right.

You do not say how long you keep the hams in cure, nor at what temperature. As you say nothing of pumping your hams, it may be assumed that you omit this entirely. A 12-pound ham, held in such pickle at a temperature of 38 to 40 degrees without pumping, would need about 45 days to cure, or 34 days if first pumped with about 12 ounces of pumping pickle.

If the length of time in cure is not at fault then it is more than likely that you cure at too low a temperature or that your night temperature falls too low. As the temperature drops, the cure slows up more and more until it practically stops entirely at 34 degrees. It may be that the automatic stop of your ice machine is set too low or that your cooler drops enough at night to check the cure, or perhaps your thermometer is not dependably correct.

If you will carefully check up on all these points, we have no doubt you will find the cause of your trouble. If not, please write us again giving all details of your methods, with exact temperatures, time, etc. By all means pump your hams: it is a cheap insurance against bone sour while the pickle is penetrating from the outside.

"RUSTY" BACON SIDES

Question.—W. G. A. writes: "I use Freeze-Em-Pickle to cure bacon sides. They are 8 to 10-lb. average and I don't smoke them. They have been coming through fine until lately. Now they are nice and red when I take them out but fade to a dull brown in the case.

I soak them in salt water 24 hours, using 7 lbs. of salt to about 5 gals. water. I then put them into a brine made as follows:

- 7 lbs. salt,
- 2 lbs. granulated sugar,
- 1 1/4 lbs. Freeze-Em-Pickle,
- 42 lbs. water.

The batch that is making the trouble was put down January 1, and I am still taking them out of cure (March 20) as I need them. My curing temperature varies from 35 to 39.

It may be my fault, but if so, I want to know wherein my fault lies. Will you please help me locate the cause of my trouble?"

A PUMP-HER-NICKEL PRODUCT

"Butcher: "How about some nice sweet-breads?"

Mrs. Nuwedd: "Oh, I didn't know you had a bakery department."

THE TRUTH

There never was a product made (This truth you must confess)
But what someone could make it worse

... and sell his stuff for less!

Profits come where wasteful methods are eliminated.

It is bad practice to trim away one's profits simply to show how good an artist he is with the knife.
Answer.—Your trouble is due to leaving the sides in the curing brine too long. But let us take up the points in the order in which you mention them in your letter.

If you do not smoke, why soak the sides at all? Soaking is for the purpose of lowering the salt content near the surface so that the salt will not draw out in a white crust while in the smokehouse, and so as to equalize the salt percentage and make it more nearly uniform from the surface to the center. If that is your purpose, you should certainly add no salt to your soaking water. But if you mean that you are soaking before putting the sides into the sweet-pickle cure, we see even less advantage in such a needless process. It means a 24-hour loss of time, beside the work, space, equipment, salt, and water, all of which add to your overhead cost without adding to the value of the bacon. In fact, the weak brine used in soaking remains in the sides to dilute the curing mixture and lower its effectiveness.

70-degree sweet-pickle brine is strong enough for any purpose that S. P. meats are commonly used for. The formula we recommend for that is as follows:

**Freeze-Em-Pickle S. P. Curing Brine**

*Testing 70 Degrees on Salimeter*

Use for each 100 pounds of sides or other S. P. meat, 8 pounds common salt, 1 pound Freeze-Em-Pickle, 2 pounds granulated sugar, 6 gallons cold water.

Your formula uses an excess of the different curing media that is justified only if you ship to hot climates or to dealers with very inferior facilities for keeping the sides. Perhaps your strong cure is what causes you to soak in a weaker brine: if so, there is no purpose in the strong cure.

You say that goods put down in the S. P. cure on Jan. 1st, are still in cure! No wonder they “fade” or rust. 8 to 10-pound clear bacon bellies, at a temperature of 38 to 40 degrees F. and overhauled three times, are cured in 15 to 17 days with the Freeze-Em-Pickle cure. Allowing that, at your temperature of 35 to 39 degrees, they might need 20 to 22 days, you would still be holding them over 1½ months longer than it is safe to hold them.

Sweet-pickle meats should not be held in the brine more than 10 days after they are fully cured. If they cannot be sold by that time, take them out of brine, drain them on racks over night, then pack them into tierces and hold them strictly at a temperature of 28 to 30 degrees F. They can be kept for months in this way and will come out like freshly cured meat, if they are cured by the Freeze-Em-Pickle process. Do not hold them at a lower temperature or they will freeze and that will lower their keeping quality after they thaw out. If held at a higher temperature, the germs of decay (putrefactive bacteria) will multiply and sour the meat.

If S. P. cured meats are kept in the curing pickle more than 10 days after they are fully cured, they are apt to become “rusty.” This is the “dull brown” color your present lot seems to have developed. Eventually they lose color and become pickle soaked. They cannot then be smoked without souring.

The way large packing houses handle surplus bacon bellies and other surplus meats is to sharp-freeze them green (at 5 to 10 degrees below zero F.) and then to carry them at 15 degrees above zero, thawing them out and then curing them as needed.

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**SMOKED MEAT TOO BLACK**

**Curing and Smoking Fish**

No Charge for Information

Question.—U. M. M. writes: “We are having a great deal of trouble in getting a nice color on our meat in the smokehouse. It gets too black and untidy. At times the creosote drips and stains the meat. When we wash the meat it looks pretty good, but still too
dark. As we do a great deal of custom smoking, we have a lot of dissatisfied customers and are losing a lot of trade.

Is this the fault of our meat or of our maple wood smoke? Does the frost have anything to do with it or do we smoke with too hot a fire or too cold a smoke? How long should a 15-lb. ham hang in the smokehouse? Is there any secret about smoking meat to obtain a nice cheery (cherry?) red? If there is we would gladly pay for it.

Our smokehouse is 8 ft. high, 8 ft. deep, and 7 ft. wide, with cement roof and floor and a 4-inch pipe for an outlet. We smoke hams 5 to 7 days and bacon 3 to 5 days, and then they are pretty black.

We would like to know also how to prepare and smoke fish. If there is any charge, please let me know.”

Answer.—If only the lean portions of your smoked meats were black, it would probably be due to the use of some so-called “quick cure” which, in reality, merely fixes the red meat color quickly and does not shorten the actual curing time at all. If meats remain in such “quick cures” until they are actually cured through, the lean parts are darkened inside and blackened outside.

If, as seems more likely from your letter, the black is the accumulation of carbon and creosote, then the objectionable color may be due to not drying the surface of the meats over fire before starting the smoke, to smoking too much, or to smoking with wet fuel. Frost may contribute in causing it if the smokehouse is damp and you do not build a fire in it to dry and warm the walls before hanging the meats in it. This should always be done in cold or damp weather.

You say you use maple for smokehouse fuel. There is nothing objectionable in maplewood as smokehouse fuel, except that a smoldering fire is more easily controlled with harder woods. In fact, maple and hickory hold first place for flavor.

The fact that you are having trouble with dripping creosote suggests that you are probably starting your smoke without first drying the surface of the meat. The smoke then settles on the moist surface until the accumulation runs down in streaks. Let the meat drip and dry off as much as possible before starting the fire. Have the ventilators open to let damp air and moisture out. When dry, start the fire and raise the temperature to medium heat. Continue this until the meat surface is thoroughly dry, which will take several hours. Then close your ventilators and add your sawdust. A heavy smudge will not blacken the meat if it is not smoked unreasonably long. Don’t throw sawdust on the flames but rake the fire out in a wide ring and trample down the sawdust in the middle quickly without letting the house cool off too rapidly.

The length of time to smoke depends on the depth of smoke color desired, on the smokehouse, the fuel, the meat itself, and the smoker. If the drying is first done as advised, and the temperature is then slowly lowered for cool smoking, then the color of the ordinary packer ham and bacon can, in a good smokehouse, be obtained by smoking as follows:

Regular American-cut S. P. hams, cured with Freeze-Em-Pickle, 22 to 24 hours, according to size.

Fancy breakfast bacon, cured by the Freeze-Em-Pickle dry cure in boxes, 22 to 26 hours, according to size.

Ordinary bacon bellies, cured in Freeze-Em-Pickle brine, 21 to 25 hours, according to size.

These time limits include the drying period. They are mere suggestions on which to build a proper time schedule for the depth of smoke color your trade may like best. The main points are the drying and the clean smoke after it, whatever the length of smoking. In your 3 to 7 days’ smoking, the shrinkage is unnecessarily high.

When smoked to suit, open wide all dampers, doors and ventilators and remove the meats immediately to workroom temperature, wipe them with clean, dry cheesecloth, and let them hang till cooled through.
You give the size of your smokehouse and of the smokestack, but you do not say if you have a ventilator in the door. If your walls and doors are tight, as they should be, there must be a ventilator equal in area to the area of the smokestack, and both should have dampers for regulation of the fire and smoke. With such dampers the outlet and intake can be larger than you have them. A good rule is a square inch for every square foot of floor area. Thus your house of 8x7 feet could have both the intake (the one in the door) and the outlet (the one in the roof) 8x7 inches, but both with adjustable dampers.

To smoke fish, cure them first, either in brine or in salt. By the brine method prepare the brine at the rate of a pound of salt to the gallon of water and dump the fish into it, leave them over night, wash 20 to 30 minutes, and drain.

By the dry-salt method, intended for soft, tender fish, rub dairy salt inside and outside of each fish or piece and lay, skinside down in layers. Let stand till 12 hours after brine forms, then wash one hour and drain.

Hang on S hooks and handle like meat for smoking, drying with heat before smoking. In order to produce a satisfactory smoke color with smoke alone, it would be necessary to smoke the fish at so high a temperature that the shrinkage would destroy the profit and the fish would become too dry and hard to be palatable. It is customary, therefore, to dip in a certified, harmless color. Zanzibar-Carbon-Brand. Casing Brown Mixture is recommended for this. It produces an appetizing, rich, lustrous, golden yellow which adds much to the selling quality of the fish. Where a vegetable color is required, packers of smoked fish find Malaboza Pure Food Fish Color perfectly satisfactory and economical.

We make no charge for information that will help the butcher, the packer or the sausage maker. For 36 years B. Heller & Company have enlightened the meat industry on the mysteries of the business until the "secrets" you mention are known or available to all who read. Our book, "Secrets of Meat Curing and Sausage Making," is or should be in the pocket or desk of every man in the industry: it is free to anyone in the trade.

To go to the Butcher's for ma was a treat For he'd always say "Mister Jones, what will it be?" He'd throw in a soup bone and fat with ma's meat And hand a big hunk of bologna to me.

THE CRUELTY OF FASHION
Dry Goods Clerk—"What shall we display in sun-tan dresses this week?"
Boss (a former butcher)—"Clear backs, rough backs and fat backs."

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
You have been making shift with a 35-pound stuffer, and it is likely you could get along, for the present, with a 55-pound upright hand-power stuffer. But, now that you are turning out a good product, it would be only a matter of a few weeks when that would cramp you as much as the 35 does now. You would only have another piece of useless machinery rusting on the premises or to sacrifice at a fraction of the cost.

It is our judgment that you should get a 100-pound stuffer, and the most efficient of those is one run with air pressure, even though you already have a boiler and could run a steam-pressure stuffer. Of course, you will have to spend money for an air compressor and that will take up a little more room. However, the writer believes that it would be an economy for you to get a 100-pound pneumatic stuffer, with either one or two stuffing cocks.

Get descriptive matter from various firms. Most of them take in used stuffers, and it may be that you can pick up a good second-hand equipment by writing them all. Watch the columns of

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**AN EARLY FALL**

Butcher: “Now that I have decided to give you a job, I must tell you that early hours are the rules of this establishment.”

New Clerk: “That’s good. You can’t close too early for me.”

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**FAT AND BULL-MEAT-BRAND FLOUR**

Garlic and the Consumer

*Question.*—C. A. S., having received a previous letter of advice, submit another sample of bologna, dried beef, and breakfast bacon, for criticism, without sending a letter of explanation.

*Answer.*—We received the package you sent us containing samples of your bacon, large bologna and dried beef. We have been waiting to receive a letter from you, but as none has yet come,
we take it for granted, that you wish us to let you know what we think of it. When sending us samples in the future, please write us a letter with it, as we always wait for the letter to see if the customer does not want some special information.

We want to congratulate you on the kind of goods you are now turning out; they are certainly very good, with the exception that we believe you have a little too much salt in your bologna. The sausage meat absorbs the salt in the Freeze-Em-Pickle cure, making it unnecessary to add more salt in the formula. We advise you to use a little more of our Bologna Seasoning. If you do this you will have a much better bologna. A pound to the 100 pounds of meat gives the flavor the average consumer likes best. Another thing, we can see that you are using quite a large percentage of Bull-Meat-Brand Flour and water in your bologna now, and when you increase the contents of flour you must increase the contents of fat. Your bologna needs a little more fat in it. You should use fatter meat, as the fat is absorbed by the flour, and gives it a better flavor. The fat does not bring you as much money in other ways as it will if you put it into the bologna; so there is an advantage in using it in bologna. If you will make these changes you will like your bologna much better.

The dried beef was very delicious, but was a little saltier than is necessary. Would advise you not to cure it quite as long as you do. Dried beef cured with a small amount of garlic in it gives it a wonderful flavor. If your customers like garlic, would advise you to use a little in the curing of your dried beef. Even people who do not think they like garlic wonder what gives the dried beef such a fine flavor when they are not told it is there. You might try a little that way and see what you think of it. Simply put the garlic into the brine when making it. You will find both Zanzibar-Brand Pure Garlic Powder and Zanzibar-Brand Garlic Compound more satisfactory and convenient than the vegetable form of it.

Your breakfast bacon is simply ideal, and if you continue turning out bacon like the sample you sent, it certainly ought to get you a reputation.

**KEEPING LARD A LONG TIME**

**Question.**—C. C. J. writes: "My lard rendering is very irregular. Sometimes I render so much that I have to carry it many months. Will you please tell me if there is anything I can do to prevent it from getting rancid?"

**Answer.**—Rancidity is caused by oxidation—exposure to light and air. If you are steam rendering, provide a pet-cock to be opened periodically to let the gases escape. A safety valve to allow such escape at a suitable pressure is useful too. If the lard is allowed to stand in the tank over night, the pet-cock should be left open. In open-kettle rendering, the escape of gas can be ignored. Be sure, however, to follow the directions in our book, "Secrets of Meat Curing and Sausage Making" for purifying the lard with Heller's Lard and Tallow Purifier, and for driving out all moisture by cooking. If you have not a copy, let us know and we shall send you one without charge.

In drawing off the cooled lard, use containers that are odorless, and particularly free of rancid odor. Tierces must be well coopered, completely filled, and tightly bunged. Pails must be filled and covered air-tight. In crocks or other open containers, cover the congealed and hardened lard with a thin layer of rendered, cooled tallow, and when that in turn has hardened, keep it covered with full strength salt brine which tests 100 degrees on the salimeter.

Store the lard at 38 to 40 degrees F., which is the same as your curing-cellar temperature. If you will observe these directions, you should be able to carry lard as long as necessary without danger of rancidity or other spoilage.
BOLOGNA COLOR NOT RED WHEN CUT

Flavor Lacking

Question.—C. C. L. writes: “I have been using Bull-Meat-Brand Flour and Zanzibar-Brand Bologna Seasoning for a long time, buying them here from a jobber. I have always had fine results, but lately it seems I can’t get the right bologna flavor and the sausage looks dark when cut. It doesn’t get that fine red color it used to get.

“I have been following your book of instructions and can’t account for it. I don’t know if the seasoning gets weak or if the pickle loses strength. If you can give me some advice I will appreciate it.”

Answer.—There is a number of things that might cause your loss of flavor and color, but the “pickle” (by which you probably mean Freeze-Em-Pickle) and Zanzibar-Brand Prepared Seasonings are not among them. Freeze-Em-Pickle cannot lose strength any more than sugar can lose its sweetness. Our prepared seasonings are ground pure spices and are not volatile.

The first thing to look to is the label on your goods. Make sure it is really Freeze-Em-Pickle and Zanzibar-Brand Bologna Sausage Seasoning you are using. See that the name of B. Heller & Company appears on every package sold as Heller’s and that the seals are unbroken when you receive the goods. Both items are so closely imitated in name, package and general appearance that a casual buyer might easily mistake them for genuine until his attention is called to it or valuable meats are ruined. All our goods leave the plant securely sealed. If those seals are broken or tampered with, or if you buy in small quantities out of open containers that bear our name, it may be well to send us a small sample to determine its genuineness.

The Right Way to Cure Meat for Sausage

First.—Weigh off the right proportion of Freeze-Em-Pickle and salt for the quantity of trimmings to be cured. To every 100 pounds of trimmings use 1 pound Freeze-Em-Pickle, 2 pounds salt.

Mix the Freeze-Em-Pickle and salt thoroughly and then spread the mixture over the meat. Then turn the meat on itself with a shovel on a table or by hand in a tub. If you have a power mixer, spread the mixture over the meat in the mixer and let it run until thoroughly mixed.

Second.—Put the meat through a meat grinder, using a plate with holes of 1 to 1¼ inch. This is the regular method for the full-time cure. If a quick cure is desired, use a plate with holes of 3/8 to ½ inch. The grinder works the mixture evenly into the meat.

Third.—Take clean and sweet barrels, tierces, tubs or crocks, spread a handful of the mixture of salt and Freeze-Em-Pickle over the bottom, and pack the meat into it tightly. In order to force out the air, it is best to fill one-fourth, pack it down with a tamper, fill in another fourth, tamp that down, and so on till nearly full. Spread another handful over the top and cover with a sheet of parchment paper. Do not pour brine or pickle on it. Lay a sheet of cheesecloth over the parchment, large enough to hang over the edges. Over a barrel or tierce, it should be about a yard square. On top of the cheesecloth, put 2 or 3 inches of dry salt so as to fill the space to the edges, completely shutting off the air. Fold the corners of the cheesecloth over the salt and let it stand in the cooler till you are ready to make bologna, frankfurts, or any other sausages of it.

This meat may be used in 2 to 4 days if the meat is cut fine and the cooler is kept at an even temperature between 40 and 45 degrees F. But if the meat is cut to walnut size and the cooler is kept at a temperature of 38 to 40 degrees for 10 to 14 days, the meat will have better color, better cure, better keeping quality, and you will be able to make more sausage of it than by curing in any other way. It does not become...
too salty, nor does it lose binding quality, even if held six months or longer. Whenever you wish to make sausage of any kind the meat is ready for you.

As the temperature falls in a cooler, the cure becomes slower and slower, until curing practically stops at about 34 degrees. This may possibly account for the lack of color in your bologna. Even though your thermometer registers 38 to 40 degrees near the ceiling, the temperature at the floor may be cold enough to check the cure.

Ask all the questions you like and we shall be glad to give you the desired information.

FRANKFURTS OR WIENIES WITHOUT SAUSAGE-MAKING EQUIPMENT

Question.—R. & W. writes: "One of our best customers is a lunch counter that does a heavy tourist business in sandwiches and quick lunches. We supply the hamburger and other meats and have been asked to make the red-hots for them. We have no equipment for sausage making, don't like to mess with casings in our market anyhow, and so we have had to turn them down. Can you suggest anything?"

Answer.—It is not necessary to turn them down at all. You don't need a sausage equipment and don't have to mess with casings either. Momsie-Mix is the solution. The customer that has Momsies brought to his attention likes them better than hamburger or red-hots and both you and the lunch counter can make a wider margin of profit out of them.

Bulk Momsies cost you 9 cents a pound, including meat, fat and Momsie-Mix; you sell them to the dealer at 20 cents a pound, and he gets from 60 to 80 cents for that pound in 5-cent sandwiches. A pound of frankfurts or wiener costs him 25 cents and he gets from 30 to 50 cents for them.

You are now selling hamburger to this lunch counter. The making of hamburger is pretty strictly regulated by laws and ordinances. There can be no flour or water in it and a reasonable profit is impossible for you. You probably pay 17 cents for the grade of trimmings you sell them, ground into hamburger, at 25 cents a pound; they get ten 5-cent portions out of it, yielding 50 cents. Hamburger Momsies are not regulated by law. They taste far better than hamburger and are a better balanced, complete food. The bulk Hamburger Momsies cost you 9 cents complete; you sell them to the lunch counter at 20 cents; and he gets 15 Hamburger Momsie sandwiches out of the pound. At 5 cents, this is 65 cents as compared with 50, and the far more delicious Momsie swells to double its size in frying, leaving the consumer better satisfied.

The public does not know these things and the progressive dealer, awake to his own interests, will demonstrate them. Recipes for distribution and advertising cards are packed with every carton of Momsie-Mix.

It is put up and offered in 9 special flavors. One of these, Hamburger Momsie-Mix, can be used to make Hamburger Momsies instead of the hamburger steak you are now putting out. The other, either Frankfurt Momsie-Mix or Coney Island Momsie-Mix, can be used to make Frankfurt Momsies or Coney Island Momsies instead of the red-hots the stand wants you to supply.

We suggest that you try them out in your own market first so that you may know your goods and be better able to explain their advantages when you attempt to sell, not only to the lunch counter in question, but to your trade in general.

You need no further equipment to make Momsies than you already have for making hamburger. To quote from a recent issue of "Success With Meat"—"The butcher who sells Momsies has no worry about meat curing, casings, stuffing, smoking, and cooking. With a meat grinder, a mixing tub, and Momsie-Mix, he is always prepared to make profitable use of trimmings and slow-moving cuts."

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
B. M. B. FLOUR IN PORK SAUSAGE

Cauliflower for Chow-Chow

**Question.**—R. E. writes: “I am using your sausage flour in my pure pork sausage. Could you give me the correct per cent to use? I mix by hand.

“I sell various relishes in my meat market and want to begin making them myself. I would be very much obliged if you would give me a recipe for sweet mustard pickles, for bulk sale, that would keep their color and flavor when kept open. Is it necessary to cook the cauliflower? I have tried not cooking and it does not cure through.”

**Answer.**—The quantity of Bull-Meat-Brand Flour to be used in pork sausage varies according to the demand of local trade as well as to the quality of the meat used. The more fat in the meat, the more Bull-Meat-Brand Flour may be used. 25 pounds of fat to 75 pounds of lean meat gives good results. So too, red meat will absorb more water than pale meat or fat. Ordinarily about 5 lbs. of the flour to the hundred of meat is customary, though as little as 3 lbs. and as much as 10 lbs. is used by some. Add the Bull-Meat-Brand Flour while mixing the fat, seasoning and other ingredients with the Freeze-Em-Pickle cured trimmings.

We inclose herewith a formula for making chow-chow or sweet mustard pickles. You will find that it is not necessary to cook the cauliflower first, but it should be salted down, along with the other vegetables, after cutting them into the size pieces required.

**TRICKERY IN SAUSAGE SEASONINGS**

**Studying the Meat Business**

**Question.**—J. E. B. writes: “Under separate cover, I am mailing you a sample of Zanzibar-Brand Hamburger Seasoning I bought from ............... a local jobber, when I ran short. Although I saw it weighed out of one of your 50-lb. labeled cans, I am in doubt about it. The color and smell are not like the goods I get from you in sealed cans. Please let me know if the sample is from some of your goods. I inclose an order for various seasonings.

“I have one of your books, ‘Secrets of Meat Curing and Sausage Making,’ but since I have taken my son in with me, he sleeps on it at night and studies it all day. Would you not send me another for myself so as to give me a chance to keep up with him?”

**Answer.**—The sample submitted is neither our Hamburger Seasoning nor any other Zanzibar-Brand Sausage Seasoning. It has a peculiar grayish color and is weak and very inferior as a sausage seasoning. To sell that to you as Zanzibar-Brand Seasoning is a gross misrepresentation that is unfair to B. Heller & Co., unfair to you, and unfair to the ultimate consumer. While we protect jobbers that deal fairly with us and with the industry, we cannot stand idly by and see the reputation of our goods endangered in this way.

We thank you for bringing this matter to our attention and advise you to send your orders directly to us hereafter. We pay the freight on orders of 100 pounds or more or on goods amounting to $30.00 or more. Between Freeze-Em-Pickle, Condimentines, sausage binder, seasonings, casing color, lard purifier, sanitary preparations, etc., it is an easy matter to make up the size order that will save you money, and you get your goods in original sealed packages that have not been tampered with. Shipment on your order for various seasonings goes forward by fast freight today. We take pleasure in including, free of charge, another copy of “Secrets of Meat Curing and Sausage Making.” We include also a sample of Zanzibar-Brand Hamburger Seasoning for comparison with the inferior stuff substituted for it in your case.

**FOREWARNED**

Mrs. Fourflush—“Give me two nice porterhouse steaks and a small baked ham. You may charge them.”

Clerk—“You’ll have to see the boss about that and he’s not in.”

Mrs. F.—“But didn’t I see him behind the counter just before I crossed the street?”

Clerk—“Perhaps; but he’s the far-seeing butcher we read so much about, and he must have seen you first.”

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
**PORK RINDS IN SAUSAGE**

**Question.**—P. S. writes: “In what sausages can I use the rinds from ham, shoulder, fat backs, bacon, etc.? Can I use them in bologna and minced ham? If so, what per cent of rinds and how can I use them so that their use cannot be determined in ordinary tests?”

**Answer.**—Pork rinds or pig skins are commonly used in liver sausage, blood sausage, headcheese, scrapple, various meat loaves, potted meats and delicacies, and the products are the better for it. However, they can also be used in any cooked sausage, such as frankfurts or wienies, bologna, minced ham, etc., up to 10 per cent of the mixture; that is, 10 pounds of pork rinds to 90 pounds of meat and fat.

If the rinds are not obtained from cured meat, it is best to cure them first in the following:

**Freeze-Em-Pickle Curing Brine**

For each 100 pounds of rinds, use

- 8 pounds common salt,
- 1 pound Freeze-Em-Pickle,
- 2 pounds granulated sugar,
- 6 gallons cold water.

Don’t bunch or stack the skins flat, but separate them and throw them together irregularly, that the pickle may reach all parts of the skins. Overhaul in 5 to 7 days. They will be cured in 15 days after first putting them down in cure.

Cook the rinds in enough water to cover, at 180 degrees F., about 2 hours, or until tender. Then run them once through the finest plate of the meat grinder. This works them into a thick paste which may be left to cool and jell in meat loaf pans. It may then be cut off in slices as needed for sausage and again ground with the meat or chopped with it in the silent cutter.

Rinds or pig skins so handled cannot be recognized as such in sausage.

**AIR POCKETS IN BOLOGNA AND MINCED HAM**

**Question.**—D. & B. write: “On your advice, we are now using a much larger stuffing horn for our minced ham. The result is that we no longer have the long, narrow jelly pockets that formerly twisted through the whole minced ham. But we do have small air pits, both in minced ham and in bologna, which are sometimes filled with jelly. What causes this and how can we overcome it?”

**Answer.**—We are glad to learn that following our advice to use a larger stuffing horn eliminated the large cracks which served to collect the gelatinous juices of your sausage meat. The small air pits you now have are due to too much heat, either in smoking or in cooking, while the fat you use is not hardened by the dry cure. Such fat cubes melt readily and the pockets or pits they leave fill up with the same gelatinous juices which formerly filled the large pockets.

The larger air pockets due to air not being worked out of the meat by kneading, or to air in the stuffer, do not come under this consideration. They can be eliminated in part by ramming the meat tightly into the stuffer and pricking the casing well with a sharp fork or a thin skewer immediately after stuffing.
WANTED AND FOR SALE

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

Ala.—City of 10,000. Market equipment includes McCray refrigerator and display case with Kelvinators, Hobart meat chopper, sausage stuffer, etc. Reason for selling, owner has two places and only needs one. W. M., % B. Heller & Co., Chicago, Ill.

Ark.—Three grocery stores for sale or would consider taking in partner who is a good meat man. One store has market, others well located for markets. Would need about $5,000 capital for partnership. J. E. B., % B. Heller & Co., Chicago, Ill.

Ill.—Northern part. City of 36,000. Cash & carry mkt. and sausage factory. Clears $5,000 to $7,000 a year. Owner retiring. About $16,000 deal. Terms. M. B., % B. Heller & Co., Chicago, Ill.

Ill.—Town of 8,000. Strictly cash market. Hussman 10 ft. ice counter, meat grinder, cash register, large double cooler, Toledo computing scale, desk, safe, etc. Business averages $200 per week. L. B., % B. Heller & Co., Chicago, Ill.

Ill.—In heart of city of 20,000. Fully equipped mkt. & groc. in brick bldg. on 66x137 corner lot. Can be sold with or without bldg. F. A. B., % B. Heller & Co., Chicago, Ill.


Ill.—Fully equipped mkt. in town of 6,000. Will sell business or will consider selling half or third interest to right party. C. G., % B. Heller & Co., Chicago, Ill.

Ill.—City of 30,000. Mkt. equipment includes 10 ft. refrigerated display case, U. S. slicer, lard rendering outfit, etc. Business averages $1,000 per week. Rent $90 per mo. Not much competition. J. P. J., % B. Heller & Co., Chicago, Ill.


Iowa.—Mkt., groc. and restaurant on one acre of land in business section of town of 400. Slaughter house, ice house, two garages, smokehouse, 3 warehouses, etc. Business averages $40,000 per year. All in good condition. B. K., % B. Heller & Co., Chicago, Ill.


Minn.—Meat mkt. in town of 340. Equipment includes slicer, cash register, computing scale, 12 ft. Hussman refrigerating counter, grinder, etc. Rent $30 per mo. F. B., % B. Heller & Co., Chicago, Ill.

Minn.—Fully equipped mkt. in town of 1,200. Very little competition. Rent $75. Business averages $300 to $400 per week. If interested, write for further details. L. H., % B. Heller & Co., Chicago, Ill.

Minn.—Old established market, in same location 40 yrs., in town of 4,300. Selling price $2,500. Other business to take care of reason for sale. A. K., % B. Heller & Co., Chicago, Ill.

Minn.—Town of 800. All necessary equipment for meat market. Poor health reason for sale. Only one other shop. P. K., % B. Heller & Co., Chicago, Ill.


Mo.—Town of 800. No competition. Old age reason for selling fully equipped cash & credit market. Rent $30 per mo. Sales average $500 per week. R. P., % B. Heller & Co., Chicago, Ill.

Mo.—Up-to-date, fully equipped market in city of 20,000. Doing a business of about $4,000 monthly. Handles best meats. Owner wants to quit and take a rest. A. C. M., % B. Heller & Co., Chicago, Ill.

Okla.—Well established mkt. & groc. in city of 5,000. Fully equipped. Will sell for cash or terms. D. M., % B. Heller & Co., Chicago, Ill.

Mo.—City of 78,000. Cash & credit market. Equipment includes scales, Hobart grinder, slicing machine, Ford truck, etc. Frigidaire cooling system. Selling on account of sickness. Price reasonable. F. T. M., % B. Heller & Co., Chicago, Ill.


N. Y.—Market in business section of western R. R. center and silk mnfgr. city of 15,000. Sausage shop equipment. Up-to-date market fixtures. 10 yr. lease at $65 per mo. Will rent to reliable person $135 per mo. or sell for $6,000 cash, terms. H. J. D., % B. Heller & Co., Chicago, Ill.

Wis.—Two markets for sale or rent. Both in good locations. Can't get right help to run them reason for selling. Write for further information. C. M., % B. Heller & Co., Chicago, Ill.

MARKETS WANTED


Market wanted in Michigan or any central state that can be leased with the privilege of buying at any time by a party that is financially responsible. Must be in a good sized town and a good location. Best of references furnished. Please send full details. G. B. W., % B. Heller & Co., Chicago, Ill.

PACKING PLANT FOR SALE

Located in Montana. 40 acres in town, 160 acres adjoining it. Mkt. located in brick bldg. 25x80, 8 yrs. old. All up-to-date fixtures. Fully equipped sausage room. Elec. power and city water. Slaughter house, corrals, feeding sheds, several farm buildings, and fully equipped with cattle chutes to handle any amount of stock. Up-to-date 5-room house in town. Cash business in 1928, $51,000. Price for whole outfit $20,000. No competition within 20 miles. A. B., % B. Heller & Co., Chicago, Ill.

STOCK RANCH FOR SALE

One of best large stock ranches in Wyo. All fenced and cross fenced. Lots of water and timber. Two sets of buildings. 200 acres of alfalfa and other crops, $16.00 per acre. Possession any time. C. S. S., % B. Heller & Co., Chicago, Ill.

EQUIPMENT FOR SALE

Following for sale by party in Kansas: 1 Jim Vaughan, nearly new; 1 Standard porcelain scale; 1 U. S. slicing machine; 1 iron safe; 1 Wagner stuffer; 2 large blocks; 1 Enterprise elec. grinder. R. B., % B. Heller & Co., Chicago, Ill.

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

Party in Okla. has the following equipment for sale for $1,000: 1 10x12 ornate Ehrlich case with 2 separate compartments 6x10 and ice capacity of 2,100 lbs.; 1 Kan. City Show Case Co. circulating air cooled counter 10 ft. long; 1 1/2-h.p. Hobart mill; 1 American slicing machine; 1 Stimpson scale; 1 Michigan register; 1 rendering kettle—15 gal.; 1 lard press; 1 square maple block; 1 large round block. G. M. H., % B. Heller & Co., Chicago, Ill.


EQUIPMENT WANTED

Man in Ind. is in the market for a Jim Vaughan meat saw. T. C., % B. Heller & Co., Chicago, Ill.

Party in Ill. is looking for a white porcelain scale and a Jim Vaughan elec. meat cutter. G. U., % B. Heller & Co., Chicago, Ill.

POSITIONS OPEN


Party in Texas has position open for good sausage maker in kitchen which has an output of about 500 lbs. per day. Will pay $40 per week to reliable man. W. T. C., % B. Heller & Co., Chicago, Ill.

POSITIONS WANTED

Sausage maker with 20 years' experience desires position in small packing plant or sausage factory, preferably in Ia., Nebr. or S. Dak. References furnished. V. A., % B. Heller & Co., Chicago, Ill.

Young married man would like position as all around man. Can make bologna & wiener and cure all kinds of meat. H. D., % B. Heller & Co., Chicago, Ill.

Position wanted by young man with two yrs. experience in slaughter house, also in sausage and trimming room. L. H., % B. Heller & Co., Chicago, Ill.


Married man, 32 yrs. of age, 16 yrs. experience, would like to secure position in 2-man market in Wisconsin or Chicago. Some experience in making sausage. H. W. S., % B. Heller & Co., Chicago, Ill.


Young married man would like position in meat market and grocery. Ten yrs. experience, thoroughly understands business, can report any time. References furnished. C. R. T., % B. Heller & Co., Chicago, Ill.


PERPETUAL EMOTION

Comedian—"Why do you call your new husband 'honey'?"

Much Married Movie Queen—"Well, that's so much easier than remembering whether it's Tom, Dick, or Harry."

B. HELLER & COMPANY, MFG. CHEMISTS, CHICAGO, U. S. A.
Wholesale Net Price List

OCTOBER 1929

"HELLER PAYS THE FREIGHT"

Freight allowed on shipments from Chicago on 100 lb. lots or over, and on shipments of less than 100 lbs. when 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.

MOMSIE MIX

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

Momsie-Mix, one of our newest products, will enable you to offer to your customers something new; something that is entirely different from the old styles of sausage and ground meat.

Momsie-Mix is used in a very easy manner—it is simply mixed thoroughly with the chopped meat and fat, to which the necessary amount of ice water has been added. Nothing else should be used, as everything necessary is in Momsie-Mix. No casings are necessary—no stuffing—no smoking. A one-pound package is used with 8 lbs. of meat, and 2 lbs. of fat. Directions are on each package.

The product that you will produce with Momsie-Mix is known as "Momsies". You will have a ready sale for Momsies to housewives and cooks, sandwich stands and hot-tamale vendors, restaurants and hotels, camps and boarding houses. We recommend making them up into flat cakes or patties and frying them in hot fat.

MOMSIES—The One Minute Meal

We furnish price-signs free with each order, these signs to be used in displaying the Momsies. Momsie-Mix is put up for making a number of different kinds of Momsies. A complete list is shown below. Be sure to specify the kinds you want when ordering.

Coney Island Momsies Yankee Style Momsies
Dixie Special Momsies Frankfurt Style Momsies
Southern-Style, Extra Hot, Momsies
English Breakfast Style Momsies
Hamburger Style Momsies
Swedish Style Momsies
Hungarian Style Momsies

PRICES

Per Pound

Trial case, 15 one-lb. packages....................... $0.23
1/4 case, 25 one-lb. packages................. 0.22
1/2 case, 50 one-lb. packages............... 0.21
1 case, 100 one-lb. packages.................... 0.20
2 to 5 case shipment, 100 one-lb. packages each.................. 0.19
1/2 barrel, 200 lbs............................... 0.18
1 barrel, 400 lbs................................. 0.17 1/2

FREEZE-EM

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

A PURIFYING AGENT

Freeze-Em 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 Freeze-Ern-Pickle as they are two entirely different preparations.

PRICES

Per Bottle

1-lb. bottle........................................ $1.00
Single 5-lb. bottles, per lb.......................... 0.85
1/2 dozen 5-lb. bottles, per lb.................... 0.75
1 dozen 5-lb. bottles, per lb..................... 0.73
2 dozen 5-lb. bottles, per lb.................... 0.70
Single 1-lb. can, per pound....................... 1.00
1/2 dozen 1-lb. cans, per pound.................. 0.85
1 dozen 1-lb. cans, per pound................... 0.80
2 dozen 1-lb. cans, per pound................... 0.75
Single 5-lb. can, per lb.......................... 0.75
1/2 dozen 5-lb. cans, per lb..................... 0.65
1 dozen 5-lb. cans, per lb....................... 0.63
25-lb. pails, per lb.............................. 0.57
50-lb. pails, per lb.............................. 0.55
100-lb. kegs, per lb............................. 0.53
300-lb. half-barrels, per lb..................... 0.52
600-lb. barrels, per lb........................... 0.50

MALABOZA GUM

A BELT DRESSING

It protects belts from moisture, heat and dry rot and prevents them from cracking and slipping.

PRICES

Per Bottle

1 dozen 1 quart cans, per dozen................ $15.00
1/2 dozen quart cans.......................... 8.10
1 quart can..................................... 1.50

"HELLER PAYS THE FREIGHT"
SUCCESS WITH MEAT

ZANZIBAR-BRAND

Prepared Sausage Seasonings
A Special Seasoning for Each Kind of Sausage, Sausage Meat, and Meat Loaf

Zanzibar-Brand Prepared Sausage Seasonings are made only of spices tested for purity and strength. They are finely ground, and of the highest quality of absolute purity and unvarying full strength and aroma, and packed in sealed cans. 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-lb. cans, and in 300-lb. barrels.

Dixie Special Pork Sausage
English Breakfast Pork Sausage
German (no sage) Pork Sausage
Hungarian Pork Sausage
Old-Style Southern Farm Sausage
Old-Style Southern Farm Sausage, Extra Hot
Yankee-Style (with sage) Pork Sausage
Blood Sausage
Bologna
Braunschweiger Liver
Corned Beef
Frankfurt or Wiener Sausage
German Mettwurst (without whole spice)
Hamburger
Head Cheese and Souse
Minced Ham
Pickled Tongue and Pig Feet
Polish Sausage
Poultry Seasoning
Salami Sausage (contains whole pepper and whole mustard seeds)
Scrapple
Spanish Sausage Seasoning
Summer or Cervetat Sausage (contains whole pepper and whole mustard seeds)
Swedish Mettwurst
Swedish Potato Sausage

PRICES PER POUND

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-lb. cans</td>
<td>$0.55</td>
</tr>
<tr>
<td>25-lb. cans</td>
<td>$0.53</td>
</tr>
<tr>
<td>50-lb. cans</td>
<td>$0.52</td>
</tr>
<tr>
<td>100-lb. cans</td>
<td>$0.51</td>
</tr>
<tr>
<td>150-lb. bbls.</td>
<td>$0.49</td>
</tr>
<tr>
<td>300-lb. bbls.</td>
<td>$0.47</td>
</tr>
</tbody>
</table>

Garlic Powder Compound

Zanzibar-Brand

Pure Garlic dried, then finely powdered. Ready for use at all times.

1-pound cans, per lb. $1.05
5-pound cans, per lb. 1.00
10-pound cans, per lb. .99
25-pound cans, per lb. .98
50-pound cans, per lb. .97
100-pound cans, per lb. .96
Barrels, 250 pounds, per lb. .95

“HELDER PAY'S THE FREIGHT”

B. HELLER & COMPANY'S
FREEZE-EM-PICKLE
Reg. U. S. Pat. Off. Reg. in Canada

For Curing Meat

Freeze-Em-Pickle cures and preserves all kinds of Meats and Meat Products. By our method of using Freeze-Em-Pickle, a Fine Mild Cure is produced, giving the meat an excellent flavor. The cure will be uniform and the meat will have a beautiful appetizing appearance.

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.

Package Prices Per Lb.

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price</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>

Write for Prices on Larger Quantities in Bulk

ROYAL-ZEST
Prepared Poultry Seasoning

A blend of carefully selected aromatic herbs, roots, spices, etc. Gives an appetizing zest to poultry, game, fish, dressings, gravies, etc.

Finely ground so that it mixes readily and evenly through all kinds of food. Chefs of many of the highest class Hotels and Restaurants say that it gives a flavor that it is impossible to obtain by any other means. We guarantee this seasoning to give satisfaction.

PRICES

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 1 1/2-oz. cans, (15c. sellers) per dozen</td>
<td>$1.20</td>
</tr>
<tr>
<td>1 1/2-lb. cans, each</td>
<td>1.00</td>
</tr>
<tr>
<td>1/2-dozen 1 1/2-lb. cans</td>
<td>5.50</td>
</tr>
<tr>
<td>1 doz. 1 1/2-lb. cans</td>
<td>10.00</td>
</tr>
</tbody>
</table>

ZANZIBAR-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.

PRICES Per Lb.

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-lb. cans</td>
<td>$0.70</td>
</tr>
<tr>
<td>25-lb. cans</td>
<td>.63</td>
</tr>
<tr>
<td>5-lb. cans</td>
<td>.65</td>
</tr>
<tr>
<td>50-lb. cans</td>
<td>.62</td>
</tr>
<tr>
<td>10-lb. cans</td>
<td>.64</td>
</tr>
<tr>
<td>Barrels, 250 pounds</td>
<td>.60</td>
</tr>
</tbody>
</table>
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 complying 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: $0.30
- 1/4-case, 25 1-lb. cartons: $0.37
- 1/2-case, 50 1-lb. cartons: $0.36
- 1 case, 100 1-lb. cartons: $0.35
- 1/2-barrel, 250 pounds: $0.28
- 1 barrel, 500 pounds: $0.26
- 6-barrel contracts (2 bbls. delivered at one time): $0.25

WHITE KONSERVIRUNGS SALT
Trade Mark Registered
For Keeping Fresh Meats and Sausages
For salting and keeping in good condition Pork and Liver Sausage Meat, 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: $0.36
- 1/2-case, 50 1-lb. cartons: $0.35
- 1 case, 100 1-lb. cartons: $0.34
- 1/2-barrel, 250 pounds: $0.30
- 1 barrel, 500 pounds: $0.28

RED KONSERVIRUNGS SALT
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 Frankfurts.

**PRICES Per Pound**
- 15 1-pound cartons, in case: $0.38
- 1/4-case, 25 1-lb. cartons: $0.36
- 1/2-case, 50 1-lb. cartons: $0.35
- 1 case, 100 1-lb. cartons: $0.34
- 1/2-barrel, 250 pounds: $0.30
- 1 barrel, 500 pounds: $0.28

“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-lb. Special Trial case: $0.30
- 1/4-case, 25 1-lb. cartons: $0.29
- 1/2-case, 50 1-lb. cartons: $0.28
- 1 case, 100 1-lb. cartons: $0.27
- 1/2-barrel, 250 pounds: $0.24
- 1 barrel, 400 pounds: $0.23
- 5-barrel contracts (1 bbl. delivered at one time): $0.22

“B” CONDIMENTINE
A condimental preservative for Smoked Sausage, Bologna, Frankfurt, Ham-Bologna, 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-pounds Special Trial case: $0.30
- 1/4-case (25-pound cartons): $0.29
- 1/2-case (50-lb. cartons): $0.28
- 1 case (100-lb. cartons): $0.27
- 1/2-barrel, 250 pounds: $0.24
- 1 barrel, 400 pounds: $0.23
- 5-barrel contracts (2 bbls. delivered at one time): $0.22

“HELLER PAYS THE FREIGHT”
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.

Prices

<table>
<thead>
<tr>
<th>Type</th>
<th>Per Pound</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-pound can</td>
<td>$0.85</td>
</tr>
<tr>
<td>6 5-pound cans</td>
<td>$0.83</td>
</tr>
<tr>
<td>12 5-pound cans</td>
<td>$0.81</td>
</tr>
<tr>
<td>24 5-pound cans</td>
<td>$0.79</td>
</tr>
<tr>
<td>25-pound pails</td>
<td>$0.71</td>
</tr>
<tr>
<td>50-pound pails</td>
<td>$0.70</td>
</tr>
<tr>
<td>100-pound kegs</td>
<td>$0.69</td>
</tr>
<tr>
<td>200-pound half-barrels</td>
<td>$0.68</td>
</tr>
<tr>
<td>500-pound barrels</td>
<td>$0.67</td>
</tr>
</tbody>
</table>

Zanzibar-Brand

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

Prices

<table>
<thead>
<tr>
<th>Type</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>

Ham-Roll-ine
To Cure Meat for Ham Rolls
Used in curing Ham Trimnings for Ham Rolls and Sausage Rolls. It produces a mild, delicious 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.

Prices

<table>
<thead>
<tr>
<th>Type</th>
<th>Per Lb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>½-case, 25 lb. cartons</td>
<td>$0.37</td>
</tr>
<tr>
<td>½-case, 50 lb. cartons</td>
<td>$0.36</td>
</tr>
<tr>
<td>1 case, 100 lb. cartons</td>
<td>$0.35</td>
</tr>
<tr>
<td>½-barrel, 250 pounds</td>
<td>$0.30</td>
</tr>
<tr>
<td>1 barrel 500 pounds</td>
<td>$0.29</td>
</tr>
<tr>
<td>5-barrel contracts (1 bbl. delivered at a time)</td>
<td>$0.28</td>
</tr>
</tbody>
</table>

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

Prices

<table>
<thead>
<tr>
<th>Type</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**


**CELERY-ZEST**

*(NOT SALTY)*

Gives a delicious Celery Flavor to sausage and meat loaves, and adds a delightful Celery Flavor to any food products in which it is used.

**PRICES**

- 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.

**PRICES**

- 1 only, in box ................................ $1.25
- 1/2 dozen to box ................................ 3.50
- 1 dozen to box ................................ 6.75
- 2 dozen to box ................................ 13.00

---

**ELIMINATE ALL GUESS WORK BY USING OUR COOKING THERMOMETERS**

For Packers, Sausage Makers, 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 along side 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
- 1/2 dozen to box ................................ 8.00
- 1 dozen to box ................................ 15.50
- 2 dozen to box ................................ 30.00

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**TANALINE**

For Tanning Skins into Furs

Tanalone is easy to use. Anyone can make soft, pliable furs and rugs from skins of all kinds with little work.

**PRICES**

- 1 dozen 3-lb. cartons, in case ............... $12.00
- 1/2 gross 3-lb. cartons, in case ............ 11.75
- 1 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**

is absolutely guaranteed to Kill Roaches and Water Bugs, when properly applied.

It is prepared so that the Roaches will like it, which insures their eating it. It is absolutely sure to kill the Roaches that eat it, yet it acts so slowly that the poisoned Roaches linger on for several days before dying, during which time they carry to their nests and to their young such powder as may adhere to their bodies. This preparation is made of odorless materials.

**PRICES**

- 1/2-dozen 1 pound cans .................. $ 3.75
- 1/2-dozen 1 pound cans .................. 6.50
- 1 dozen 1-lb. Cans ....................... 10.00

---

**$1000.00 GUARANTEED**

**RAT-AND-MOUSE KILLER**

No method is as simple, effective, and satisfactory as poisoning with $1000.00 Guaranteed Rat and Mouse Killer, and a supply should be always kept on hand for them. Get the neighbors to use it and so wipe out the rats in the vicinity. Rats and Mice eat it and then generally rush out to escape the burning sensation. The $1000.00 Guaranty and directions for the use of the poison are printed on every can.

**PRICES**

- 1/2-dozen 1 pound cans .................. $ 3.75
- 1/2-dozen 1 pound cans .................. 6.50
- 1 dozen 1 pound cans ..................... 10.00

---

**$1000.00 GUARANTEED**

**ANT-BANE**

A Guaranteed Remedy Against Ants

To obtain the best results, use Ant-Bane liberally and frequently, dusting it over all places where ants run, otherwise good results must not be expected. Our $1000.00 Guaranty is on each package.

**PRICES**

- 1/2-dozen 1 pound cans .................. $ 3.75
- 1/2-dozen 1 pound cans .................. 6.50
- 1 dozen 1 pound cans ..................... 10.00

---

“HELLER PAYS THE FREIGHT”
SUCCESS WITH MEAT

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

Compressed Air Sprayer
Especially designed for applying Sanitary Fluid, Fly Killer, Bug Killer, and other liquid disinfectants, germicides, deodorants, 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 ........................................ 5.00

$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 ........................................ $ 3.00
1/2-dozen gallon cans .................................. 12.50
1 dozen gallon cans ...................................... 24.00

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

PRICES Per Lb.
50-pound drums ........................................ $0.06 1/2
100-pound drums ...................................... .06 1/4
280-pound barrels ..................................... .06

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"
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.

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. Being obtained from the glutinous constituents of selected grains, it is a superior product, 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 Bull-Meat-Brand Flour stands in a superior class of its own.

**Prices Per Pound**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10 pkgs, in 5-lb cartons</td>
<td>$0.10</td>
</tr>
<tr>
<td>1 case (10 5-lb cartons)</td>
<td>$0.09 1/4</td>
</tr>
<tr>
<td>1 case (20 5-lb cartons)</td>
<td>$0.09 1/4</td>
</tr>
<tr>
<td>1 drum (125 lbs.)</td>
<td>$0.08</td>
</tr>
<tr>
<td>1 barrel (300 lbs.)</td>
<td>$0.07</td>
</tr>
<tr>
<td>5-bbl. lots, delivered 1 bbl. at a time</td>
<td>$0.06 3/4</td>
</tr>
<tr>
<td>10-bbl. lots, delivered 2 bbls. at a time</td>
<td>$0.06 1/4</td>
</tr>
<tr>
<td>24-bbl. lots, delivered 3 bbls. at a time</td>
<td>$0.06 1/4</td>
</tr>
<tr>
<td>48-bbl. lots, delivered 4 bbls. at a time</td>
<td>$0.06</td>
</tr>
</tbody>
</table>
A Perfect Uniform Cure With A Mild, Delicious Flavor.

FREEZE-EM-PICKLE

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.