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THE GREAT PRESERVATIVE

KEEPS ALL KINDS OF
FRESH MEATS, CHOPPED BEEF AND PORK SAUSAGE
PERFECTLY FRESH WITHOUT ICE

HONOR WHERE HONOR IS DUE.

THEY IMITATE OUR GOODS IN NAME AND PACKAGE
WHY?

B. HELLER & CO.
CHICAGO

HONOR WHERE HONOR IS DUE.

FREE

With every order of FREEZE-EM we send a beautifully lithographed tin Dusting Box FREE OF CHARGE

This box is 4 inches high, 2 1/4 inches in diameter, and is used for dusting FREEZE-EM on meat. If used for the purpose for which it is intended it will be the means of increasing the profits of its possessor.

FREEZE-EM PRICE LIST

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FREEZE-EM is sold in sealed bottles only and is not sold in bulk. Please see that the seal has not been broken before you receive it.

KEEPS FRESH MEAT FRESH

B. HELLER & CO.
MANUFACTURING CHEMISTS
CHICAGO, U. S. A.

$1000.00 IN GOLD

Freeze-Em is positively the best preservative made for all kinds of Fresh Meats, Pork Sausage, Chopped Beef, Steaks, etc., and we will pay $1000 in Gold to anyone who will prove to us that there is anything better than Freeze-Em.
The Scientific Meat Industry

A Journal for
Packers, Butchers, Curers, Sausage Manufacturers and Everyone
Engaged in the Meat Industry.

Volume 1

Chicago, June 1, 1904

No. 1

The world moves fast, and as every one interested in the Meat Industry will admit, the firm of B. Heller & Co., has moved with it. We have ever been first in the market with standard preparations to add to the profits and to further the interests of Packers, Butchers, Curers and Sausage Manufacturers; while we have had feeble and unworthy imitators, the final result has always been to add to our prestige and to make the products of B. Heller & Co. as familiar to the trade as the meats upon which they are used. Our business has grown to such an extent that it covers the entire country, and foreign countries as well, and as it has become well nigh impossible to cover this great field and see our trade as often as it should be seen to keep them fully advised as to the progress we are making in the science of preserving meats, we have adopted this method of reaching our customers and the trade in general. In the form of this journal, we hope to see you and talk to you often, and to keep you posted as to what we are doing for your interest. We shall at all times endeavor to make these columns as newsy and entertaining, and as instructive as lies within our power, and to a degree that shall merit your approbation.

Everyone, who is interested in the Meat Trade, knows full well that we have long been in a position to acquire greater knowledge in the handling of meats in all branches of the industry than anyone in the United States. We have been, as is well known, consulting chemists and packing-house experts for the large packers for many years, and have a most intimate knowledge of all methods in vogue in the various stages of the Meat Industry, while our originality of thought and invention has already proven invaluable to the Meat Trade, and has won for us, not only the encomiums, but the gratitude, of those who have benefited from such knowledge. It is upon such lines that we shall continue our efforts to serve you, and at this particular period, when the subject of Meat Preservatives is uppermost in the thought and experiment of scientific investigators, we feel sure that we can be of greater service to you than we have ever been heretofore.

It behooves you, therefore, to watch these columns for information not elsewhere obtainable, and to get abreast of the times by heeding everything therein contained which will add to your welfare. Fully appreciating the fact that too much science without a little fun makes indigestible food, we shall endeavor to season the meat that we serve you in these columns with as much of the appetizing spices of wit and humor as we can borrow from all available sources, always mindful of the fact that many hearts not only make merry, but many minds make wise.

OX TAIL SOUP

During the reign of terror in Paris many of the nobility were reduced to starvation and beggary. In those days the butchers sent their hides fresh to the tanneries without removing the tails; and in cleaning them the tails were thrown away. One of those noble beggars asked for a tail and it was willingly given to him. He took it to his home and made the dish that has become famous, oxtail soup. He told others of his good luck and they annoyed the tanners so much that a good price was put on the ox tails for the future.

A whale was recently killed on the shore near Aalesund, Norway. In its stomach were found eleven bottles, unopened, of Milwaukee beer, and a large tin of lobsters and a bottle of Freezem, which had evidently been dropped overboard from a ship.—London Papers.

This seems like a whale story, but we have seen hundreds of barrels of Milwaukee beer taken from a whaleback and plenty of uncanned lobsters besides.

To what extent credit should be given in the meat-market trade is a question that has bothered the minds of everyone in the business. It has been suggested that losses from bad debts can be lessened in a very great measure by an observance of the following suggestions: Never give credit to boarding-house keepers; to strangers without reference; to parties who do not respond to bills within ten days from the time of presentation; to gamblers or drunkards; to parties very proud, but poor; to customers who habitually leave a balance of account and increase it from time to time. These suggestions are certainly worth trying, as they can hardly rob a person of a great deal of desirable trade and might result in minimizing losses.

A New York drummer died suddenly in an Atlanta hotel. The coroner telegraphed to his firm, saying: "Your representative died here to-day. I await your instructions." In a few hours this answer came back: "Search his pockets for orders. Express his samples to New York. Give the body to a medical college."

Free! Free! This Journal is Sent to You Free. All Future Issues Will Also Be Sent Free.
The pork which the state submitted as their exhibit was used by permission of the court. Dr. Scheinert scraped off some of the outside of the pork and tested it, but it gave no reaction, which he explained was due to the length of time that the pork was out of brine, causing the nitrates to disintegrate, showing that no chlorates were present.

On slicing up some of the pork and testing it, the reaction was instantaneous, proving positively both nitrates and nitrites, but absolutely neither hypochlorous acid nor chloride of lime, as claimed by the state chemist. The court did not fail to comprehend this clearly and promptly discharged Ham, much to the chagrin of the state food and dairy commissioner.

When will these commissioners cease in their efforts to make reputation and political capital by attempting to ruin the business of honest tradesmen? The fact is, Ham had used "C" Preservaline, which is recognized by the English laws and fully analyzed by the Agricultural Department at Washington, and found to contain neither hypochlorous acid nor anything detrimental to health. The Preservaline Manufacturing Company, whose name, Preservaline, were appealed to, and as they guaranteed their products to be wholesome, and, above all, free from any poisons, they became interested and were represented by their chief chemist, Dr. C. E. Calm. Besides this, the best experts in Chicago on packing-house chemistry, as well as pure food questions, were secured. Samples of pork and brine which had been tested were found to be absolutely free from hypochlorous acid (chloride of lime), or any other poisonous substance.

This is of a piece with the same abortive attempts of food commissioners in other states, where they prosecute tradesmen to gratify their desire for notoriety and a fake newspaper writeup. Every man of intelligence knows that harmless meat preservatives are as necessary as the meat itself. More harm results to the public in one day from the non-use of preservatives, and from the unavoidable bacterial poisons which follow, than could ever happen in a hundred years from such harmless preservatives as Preservaline, Freeze-Em, Konservirungs-Salze, Freeze-Em-Pickle, Zanzibar Carbon, Zanzibar Ham Smoke and other such well known articles.

The truth of the matter is that the lawmakers and their executors are working the wrong tack. Instead of prohibiting the use of preservatives, their use should be encouraged and strictly enforced by every mandate of law. We could then at least have honest preservatives, wholesome food and freedom from bacterial diseases. The question for the public's decision is: Shall we eat the germs, or make the germs' existence impossible.

**PUMPING HAMS AND SHOULDERS.**

We highly recommend pumping hams and shoulders. It is a safeguard against shank and body souring, should they, through some carelessness, be insufficiently chilled all the way to the bone. It is also a protection against soured joints and insures a uniform cure. Packers and curers, who do not use a pump, are suffering losses from soured meats which during a year's business would mean a large profit to them.

There is a mistaken idea among many butchers and packers that pumping hams and shoulders is injurious to the meat. The facts do not warrant such a belief, as the best cured and the best flavored meats are those that have been pumped. When hams and shoulders are not pumped, it requires weeks for the pickle to penetrate through to the bone, which is the vital spot of a ham or shoulder. If the joints, tissues and meat around the bone are not sweet and thoroughly cured, the whole ham or shoulder is inferior and no good; therefore, in order to have a mild flavor, sweet joints, uniform cure and color, they must be pumped. Pumping with Freeze-Em-Pickle is a safeguard against shank and body souring; it gives the inside of a ham or shoulder a delicious flavor, a good color, and insures a uniform cure; it cures the joints and the meat around the bone thoroughly, and greatly reduces the period of curing. The secret and principal feature in pumping hams and shoulders is to have the right kind of pumping brine. When common brine or ordinary sweet-pickle is used for pumping, the hams or shoulders usually become pickle-soaked, and if the refrigeration, under such conditions is not the very best, or if the hams or shoulders are not thoroughly chilled, the smallest degree of animal heat which may be remaining in them will start fermentation, causing the meat to sour next to the joints. It is, therefore, plain to be seen that pumping under such conditions, instead of doing good, will in reality result in injury. On the other hand, when the pumping brine is made of Freeze-Em-Pickle, all of these objections are overcome, and the meat will not be pickle-soaked, nor will the hams and shoulders become soft and
flabby. The brine, made of Freeze-’Em-Pickle, is absorbed by the meat around the bone and joints so thoroughly as to leave no trace of it after the ham is cured; it also gives the inside meat a beautiful red color and a delicious flavor. Hams that have been pumped with Freeze-’Em-Pickle and cured in brine—made of it, will not dry up and become hard when dried or cooked; when sliced cold, they will not crumble but will slice nicely and have a most delicate and pleasing flavor.

Pump the hams or shoulders just before they are packed and if it is desired to rush the cure, pump them every time that the hams are overhauled. The pumping solution must be cold when pumped into the meat. Ordinarily, three insertions of the needle in the ham are sufficient; once at the shank to the hock joint, once at the thigh and along the bone, and once from the butt end to the joint under the hip bone and into the fleshy part. In a very heavy ham, as many as six insertions should be made, and the same with very heavy shoulders. Three insertions of the needle into a shoulder are also sufficient; one to the first, one to the second shoulder joint, and one under the blade from the end, or diagonally from the back of the shoulder toward the end. More insertions may be made without injury to the meat, but the above are all that are required for good results. One cubic inch of solution is enough for each insertion, and after withdrawing the needle, the hole must be squeezed shut with the thumb to prevent the solution from oozing out. Stir the solution well before starting to pump. The pumper must be careful not to pump air into the meat. Never allow the pickle to go below the sucker of the pump.

If you have failed to receive a copy of this journal do not feel slighted but send us your name and we will put you on the list for free copies of each future issue. We have endeavored to send a copy to every packer, butcher, curer, and sausage manufacturer in the United States and Canada, but some names may have escaped us.

Are you in need of help—are you looking for a position? These columns would be a good medium in which to make all such wants known. They are for that purpose and our many friends are welcome to the use of them free.

WHY SOME BUTCHERS DON'T SUCCEED IN BUSINESS

Many butchers are not successful because they don't keep their markets clean. They don't try to arrange them and have their meats displayed in such a shape as to make them appetizing and attractive to the customer.

When a woman starts out to do marketing, she always makes up her mind she wants to get something good, and something different; she is always looking for a change and it is an every day occurrence that women come into market and say, "Well, I don't know what to get; I want something but don’t know what." If a butcher keeps his goods displayed, changes his display every day, gets up new ideas and displays them, the women soon learn that they can get something different in Mr. So & So’s market, and when they don’t know what to get, they will easily find something there they like.

There are so many things butchers can get up; one is, they can make sauce, put it on a nice clean platter, put some green around it and display it in such a way that people are bound to buy it. They can take pigs’ heads, make head cheese in pans and slice it up cold. If a butcher’s wife is an expert at making potato salad, a nice bowl of it standing on the counter can easily be sold; often women would be glad to buy good potato salad, if they thought it was made in a butcher shop. The more things are displayed in the market the more a customer will spend upon seeing them. To illustrate this: A man is going home in the evening from his work; his wife has told him to bring some good apples, with him; he goes by a fruit store, sees some good apples, they suit him and he buys them; if he saw some delicious peaches, plums or pears, he might also in addition to the apples buy some of the other fruit. Now, if a fruit dealer had just brought in a car load of the finest peaches that ever grew, and put them in a cellar, he would only be able to sell peaches to the people who came there for them, but if he displayed the entire car load out in front of his store, many people who would never dream of buying peaches, seeing them, would buy them, and be glad to get them. Our object in quoting this is to show that it is necessary for butchers to display their goods, and not to simply throw them on the counter, but to put them on nice clean platters to make them look attractive.

A butcher should have one object in view, and that is to educate people to eat more meat. If all the meat men in the United States worked with this one object in view the consumption of meat could be greatly increased. The more meat that is consumed the more money a meat man can make. During the summer time we will admit that it is impossible to display all the goods, as they must be kept in the ice box, but one system that would partly display the goods would be to put up some nice fresh signs from day to day stating we have some fine corned beef and always give the price. It’s a strange thing, but people like to see the price displayed. If you went by a fruit store and saw peaches marked 25 cents a basket, because the price is there, you would naturally suppose them to be cheap, even if that was only the regular price. If you went by a clothing store and saw a show window completely filled up with suspenders and a price on them 25 cents a pair, even if they were only 25 cent suspenders, you would be attracted to them and you would go in and buy suspenders when you really did not need them. The same thing can be said of meat. By putting up a ham, for instance, and putting a sign on it, 18 cents per lb., people infer that it is cheap because you are advertising the price; even if the price you ask is just the same as anybody else's.

Everyone in the meat business should secure this Journal. If your acquaintances have failed to receive it, send us their names and free copies will be mailed them in the future.

The owner of a Litchville meat market believes that a terrible tragedy has been enacted near that town. Thursday he received a note which said: “Mister: Don’t send me any more meat. I have butchered myself.”
CLEANLINESS AROUND THE MEAT MARKET.

Cleanliness is one of the most important things a butcher should observe. Many retail men get their hands soiled, come into the market, go and wait on customers without thinking of washing their hands. The washing of one's hands in handling meat in a retail market is very important. The oftener a butcher washes his hands the better the customers will like it. An ideal plan is to have a nice marble washstand in the market back of the counter near the ice box, or handy so that the people who come in to buy meat can see the man washing his hands. If a butcher opens a chicken, for instance, he ought to wash his hands, and he ought to do it in view of all his trade, so they can see that he keeps his hands clean. If, on this suggestion, you put a wash basin in front of your market, be sure and always keep a nice clean towel there, and keep the washstand clean; this should be cleaned every day so it looks clean and tidy.

We know a butcher in Rockford, Ill., who has a washstand right back of the counter, and whenever men open chickens, they wash their hands, or if they come into the market after doing work outside they always wash their hands before waiting on customers. You cannot imagine what an impression this makes; the concern which we have mentioned has been the most successful one in Rockford, Ill., and to this one thing is due their success. Another thing they do is to clean the entire market every afternoon. The windows are cleaned, the counters are cleaned and a nice display of meats and chops is made on the counter. They cut a lot of pork chops and arrange them in nice figures on the counter; then they are decorated with celery and green, so as to make them look nice and appetizing. They do the same thing with steak and mutton chops.

Flies should always be kept out of the meat market as much as cats and dogs. A butcher should never allow a cat or a dog in his market. Many people object to this, and will pass a market because they have cats and dogs in them, and go to someone else to buy their meat.

Another important thing is that a butcher should always have on a clean white apron and white jacket; that he should keep his finger nails trimmed and not have a lot of dirt under them. You would not think of buying bread in a dirty bake shop, and have a dirty baker wait on you, and there is no reason why a meat market should not be kept just as clean. Some butchers think they have to give trading stamps. We can positively guarantee that if a butcher keeps his market clean, keeps a nice variety of stuff displayed in an appetizing way, he need not do any newspaper advertising or give away trading stamps, as the people themselves will advertise him quick enough. There isn’t a city in the United States where one or two merchants have not made a great success, while others have gone down, and if each case could be followed up, it would be found that the men who were successful, were live merchants, gave people what they wanted and placed the goods before them so that they were sure to want them. A great deal of their success is due to the way they placed the goods in the store and to the fact that they had proper clerks to wait on customers, so that when a customer came into the place they would leave well pleased and would want to come back the second time.

(1) “Talk About Your

(2) Broncho Busting

(3) But As

Another important thing is to put up bundles in a nice neat way; they should be wrapped in nice paper and tied with nice clean string so they will not open up or come apart and spoil garments when carrying them home. Many people would rather pay 5 cents a pound more for meat if they knew they could get it good and have it handled clean. The meat business to-day is not what it was 25 years ago. Twenty-five to thirty years ago, it was to get out and hustle, get the meat in the country, kill it and sell it. At that time any one who worked could make lots of money. To-day it is much different; it is on a finer basis and is down to a mercantile business, as most retail markets buy everything from the large packers. A great deal more judgment must now be used to make a success of the meat business, and those who have the proper ability, and who use their ability right, can make money today, as easily as other butchers could 25 and 30 years ago; but the trouble with most butchers is they are getting very lazy; they don’t want to do their own killing, they don’t want to make any more bologna sausage, or even pork sausage, but they want to buy everything already prepared; all they want to do is to sit in their markets and see their clerks work, instead of getting out and working themselves.

The fifth annual picnic and carnival of the Minneapolis Retail Meat Dealers’ Association will be given at Spring Park, Lake Minnetonka, Wednesday, June 15th. A good time is expected and no doubt it will fully materialize, as the Association never does things by halves. Any information desired in reference to program can be secured from the Secretary, Mr. George Schlenker, 605 Third avenue, North (Central Market).
CORRECT FORMULA FOR BEST QUALITY OF BOLOGNA.

For 100 lbs. of Bologna take 50 lbs. Beef Trimmings, 10 lbs Pork Trimmings, 5 lbs. Pork Speck, 2 lbs. Bull-Meat Flour, 3¾ lbs. of Salt, 1 lb. Prepared Bologna Seasoning, 2 oz. Rosaline Berliner Konservirungs-Salze, 35 lbs. of cold water, which will make 100 lbs. of the best Bologna.

First—Salt the Beef and Pork Trimmings a day or two ahead, using from three to four lbs. of salt to 100 lbs. of meat and 4 oz. of Rudolph Gebhard's Red Berliner Konservirungs-Salze.

Second—When making Bologna use the Pork and Beef in the proportions as stated above and when about half chopped add the Speck.

Third—After adding the fat, add sufficient salt so as to have 3½ lbs. to 100 lbs. of finished Bologna and add one lb. of Prepared Bologna Seasoning.

Fourth—Take part of the 35 lbs. of water, which is to be added to the Bologna, and mix it into the 2 lbs. of Bull-Meat Flour, then work into the meat.

Fifth—Take the balance of the 35 lbs. of cold water and dissolve 2 oz. of Rudolph Gebhard's Rosaline Berliner Konservirungs-Salze in a cup of hot water and add it to the 35 lbs., then add this 35 lbs. of red water to the 65 lbs. of meat in small quantities, little by little until all of the 35 lbs. has been added. If the water is added in small quantities at a time, the meat and Bull-Meat Flour will absorb all of the 35 lbs., but should all, or only one-half of the water be added at once, the meat will not absorb it.

Sixth—If a Garlic flavor is desired, add one tablespoonful of Vacuum-Garlic to the meat while it is being chopped. The Vacuum-Garlic is the best Garlic used as it does not give an aftertaste or leave an offensive odor on the breath.

Seventh—Stuff in beef rounds or middles and boil round Bologna thirty minutes in water, 160 degrees hot, and long Bologna from 45 to 60 minutes according to their thickness. If large Bologna is desired, stuff it with beef bung guts and boil them from 1¾ to 1½ hours, water 155 degrees hot.

Eighth—Always add Zanzibar Carbon to the water in which Bologna are boiled, as it dries the casings and preserves them, and produces a beautiful smoke color which will be lasting.

A book on coloring and smoking meats with Zanzibar Carbon will be sent to anyone free for the asking.

VALUABLE HINTS.
The secret in getting a large quantity of water into the meat depends entirely on the way the water is added. A large quantity of water can be added to a block of meat by putting in two or three lbs. at a time, and having it thoroughly absorbed before more is added. However, it would be found impossible to add this large quantity of water to the meat if it were all put in at once. By adding the water in small quantities at a time, the meat will absorb it, and will remain firm and doughy. But if it were all added at once, the meat would be soft and spongy.

SCIENTIFIC BOILING OF HAMS, BOLOGNA, ETC., WITH A BOILING THERMOMETER.
Heat the water until it reaches the boiling point; place the Hams in this boiling water, and allow it to continue to boil for ten minutes; then check the fire or turn off the steam, whichever the case may be, and allow the water to get down to 155 degrees Fahrenheit, keeping the Hams in the water at this temperature from eight to ten hours, according to their size. Try to keep the water as near to 155 degrees as possible. If a piece of meat is plunged into boiling water and then cooked in water 155 degrees Fahrenheit, the albumen on the entire surface of the meat is quickly coagulated, and the enveloping crust thus formed, resists the dissolving action of water and prevents the drawing out and escape of the soluble albumen and juice of the inner portion of the meat, and thus the meat retains most of its flavoring matters, has the desired meaty taste, does not lose as much in weight, and very little of the fat cooks out of the Hams and floats on top of the water. A longer time will be required for cooking meats in this way, but it can be readily seen that the albumen will not be firmly coagulated, while the meat will be tender and juicy, instead of tough and dry—as is the case, if the water is kept boiling or nearly boiling during the entire time of cooking. If the action of boiling water should be continued during the entire time of cooking, the whole interior of the meat, in time would, be brought near the temperature of boiling water, and all the albumen would be coagulated and rendered hard, the fiber of the meat would separate and dry, water would soak into the meat and the Hams would shrink. After the Hams are boiled, place them in a cooler and keep them there for twenty-four hours. Hams should never be cut until at least twenty-four hours after they have been boiled.

Ordinarily round or long Bologna should be cooked in water at 160 degrees Fahrenheit for about thirty minutes and thick large Bologna should be kept in water at 155 degrees Fahrenheit for from three-quarters to one hour according to the size. If the sausage is very large, it will take from 1½ to 1¾ hours to cook them properly.
Cook Frankfort Sausage for five minutes in water which is 170 degrees Fahrenheit.

After Sausage of any kind has been cooked, it should be handled as follows: Pour boiling water over it, wash off all surplus grease which adheres to the casings, then pour cold water over it to shrink and close the pores of the casings. This is very important and should be closely observed by all Packers and Sausage makers, who wish to have their sausage look nice and keep its fresh appearance.

If the temperature is kept at the proper degree when boiling Hams, Bologna, etc., a packer who boils any quantity of goods can save hundreds of dollars as the shrinkage and quality of cooked meat depends considerably upon the temperature in which they have been boiled. There is only one way to boil meats and that is the correct way. It is very necessary for every man who cooks meats to use a thermometer.

**THE COMMON SENSE VIEW.**

Slowly the common sense view, which includes justice, is winning ground in court decisions on the subject of the sale of food, as it must do sooner or later, for common sense is at the bottom of all sound laws. In Mercer Co., Pa., an oleo case has helped along the general movement toward equity and justice—the learned judge refusing to sentence certain dealers convicted of selling oleo illegally, because, as he said, the prosecution lacked equity and partook of persecution. Judge Miller will never surpass that touch though he lives to the years of Methuselah, and grow in judicial learning and wisdom as steadily as he grows older, and these oleo prosecutions do lack equity and they do deserve the name of persecution more than they do the title of prosecution, and so it has been from the beginning and so it ever shall be while food acts are made part of the protective system, protective of the few against the many, and while the courts fail to distinguish between the letter and the spirit of the law.

But the outcome of this Mercer Co. case is encouraging. The hauling of innocent grocers into court for selling harmlessly colored foods in a community where perhaps the political and official corruption is notorious, where those in care of the machinery of the law “compound for sins they are inclined to by damning those they have no mind to,” had gone quite far enough, and it really was time that the bench called a halt. The jails fairly yawn for unfaithful officials, and it is a pity that the courts cannot be kept busy with that class of cases, rather than with persecution of innocent tradesmen.

Thus comments the Merchants’ Review, and all that can be said against such proceedings as to oleo, applies with greater weight against the malicious persecution of honest tradesmen who try to preserve their meats from the bacterial poison always present in the air, and which contaminates meat upon the slightest exposure. These persecutions are carried on even without full warrant of law and without regard to the justice or equity of the case. The laws as at present enforced through the over-zealous activity of food commissioners make up a record of most egregious inconsistency, injustice and perverse ignorance. How long must tradesmen suffer such indignities with patience?
A USEFUL CATALOGUE.

We are in receipt of the large and handsomely bound catalogue of Bernard Glockler, Pittsburg, Pa., manufacturers of Butchers' Tools, Machinery, Fixtures and General Butchers' Supplies. It certainly reflects great credit upon any house to issue a work of this character, and even greater credit to offer such a line of goods as are listed in its pages. The following important facts are set forth in the introductory: “We manufacture only first-class, substantial and reliable goods, and warrant entire satisfaction. Being a manufacturer it is natural that we can furnish the best articles for the least money, as you buy from first hands. We do not claim to have the lowest prices, but do claim to attain quality, substantialness, and appearance par excellence. Therefore, in comparing our prices with others bear in mind that all articles bearing the same name are not alike. Our whole aim is to look after a customer’s interests and to fill his orders with the best obtainable goods.”

APPETIZERS.

A woman who complained to her physician that she had no appetite admitted, in reply to his questions, that she never did any of her own marketing.

“If you will do your marketing,” he told her, “you will be hungry for dinner every day. Nothing so stimulates the appetite as to go into a modern, well-kept market and see choice cuts of good meat and pyramids of fresh vegetables temptingly arranged. You will get an appetite through the senses of sight and smell that will be normal and will last longer than anything pills might give.”

It can also be remarked that the dealer who so displays his goods as to make them look appetizing will not have to look long for success in business. There are few stomachs that are not whetted to keenness by appearances, and there are few pocketbooks that are not reached through the stomach. Goods, appetizingly displayed, bring better prices, and there can be no question about the fact that they taste better.

All butchers know that the various preparations of B. Heller & Co. give meats such a delicious look as to make them appeal at once to the eye, and it is only necessary for the dealer to use them on his meats in order to attract trade and stimulate the appetite.

Mr. Meekly—My neighbor’s son is always thrashing my boy. What shall I do about it?
The Lawyer—Teach your boy how to fight. $10 please.

Without the cost of $10, the moral of this will also apply to business. The man who waits for business to come to him while the other fellow is fighting for it will soon have to consult the lawyer. The man who makes goods look good, is making them do his fighting, and he will also get his share of trade. Every butcher knows that Freeze-Em will keep meat with such a fresh look as to attract trade and keep it. It is only necessary here to put out the reminder that imitation goods should not be used as a substitute. Always see that the name of B. Heller & Co. is on every package.

EXPENSES OF GOVERNMENT.

The government expenses of the United States with a population of 80,000,000, are $640,000,000 annually, or $8 per capita; of the United Kingdom of Great Britain with 42,000,000 population, $890,000,000, or $21.50 per capita; of France with a population of 39,000,000, $685,000,000 or $17.50 per capita; of Germany with a population of 68,000,000, $583,000,000, or about $10 per capita. In this connection it is interesting to know that foreign immigration, which marks the high-tide in our political growth and commercial expansion:

Germany .................. 5,000,000
Ireland .................. 4,000,000
England .................. 3,000,000
Canada .................. 2,000,000
Norway and Sweden ........1,500,000
Italy .................. 1,500,000
Austria-Hungary ...........1,500,000
Russia and Poland ...........1,500,000

Display your goods so they will attract attention, and make your prices plain and large so they will deceive no one. Seeing is believing, and fake prices drawn up for the purpose of deception will always react against the dealer. It is even more appetizing to see good meats in the summer than at any other time. The day is past when it is necessary to keep meats hidden in the ice-box. They can be kept fresh and sweet, bright in color, and as tempting as a ripe peach by the use of Freeze-Em.

H. P. MELLET,
241 Wyoming Avenue,
Scranton, Pa.

This shows how easy it is to be original; to be original is to be successful. The above is a fac-simile of an envelope card which reached us by mail. In a large mail this design caught the eye immediately and “Mellet, the Meat Man’s” letter was the first one opened. Moral, be original. If “Mellet, the Meat Man,” has anything to say to his trade, it is safe to wager that he is saying it right, and getting there quick. Success to “Mellet, the Meat Man.”
note that large employers of labor are being convinced with increasing ease and rapidity that provision of clean, well ventilated, and properly heated and lighted shops is an investment that pays good dividends by increasing the contentment and preserving the health of their employees, and that in this manner the mortality of even the unhealthiest trades may be sensibly diminished.

BEEFSTEAK.

BEEFSTEAK.

Beefsteak, like most other good things, was discovered entirely by accident. It appears that Lucius Plaetaces, a Roman of rank, was ordered by the Emperor Trajan for some offense to act as one of the menial sacrifices to Jupiter; he resisted, but was at length dragged to the altar. There the fragments of the victim were laid upon the fire and the unfortunate senator was forcibly compelled to turn them. In the process of roasting one of the slices fell off the coals and was caught by Plaetaces in its fall. It burned his fingers and he instinctively thrust them into his mouth. In that moment he had made the grand discovery that the taste of a slice, thus carbonated, was infinitely beyond all the sodden cookery of Rome. A new expedient to save his dignity was suggested at the same time, and he at once evinced his obedience to the emperor by seeming to go through the sacrifices with due regularity and his scorn of the employment of turning the whole ceremony into a matter of appetite. He swallowed every piece, deluded Trajan, defrauded Jupiter, and invented the beefsteak! A discovery of this magnitude could not long be concealed; the sacrifice began to disappear with a rapidity and satisfaction to the parties too extraordinary to be unnoticed. The priests of Jupiter adopted the practice with delight, and the king of Olympus must have been soon starved if he depended on any share of the good things of Rome.

A circular was sent out by a prominent firm with the following precaution to prevent its untimely destruction: "Remove the envelope carefully and exercise still greater care in handling the inclosed circular. Don't throw it in the waste-basket or give to the servant to light the fires with, as the most disastrous results will follow, inasmuch as the circular is dipped in a solution of dynamite, the most powerful explosive known. Hang it up in a cool, dry place, and after a few days' exposure its dangerous properties will disappear, and it can be burned like any other circular."

At the lower edge of the envelope was printed: "N. B.—Most firms do their heavy lying in the circulars; we alone do ours on the envelopes."

A BIG STEER.

A. V. Leiben, who resides at 538 Twenty-eighth street, East Omaha, Neb., is the owner of what is supposed to be one of the largest steers ever born. This monster weighs four thousand pounds and was born on a Cheyenne River ranch. Owing to his immense size, Major Leiben calls him Jumbo. Jumbo has been shown throughout the United States and will be on exhibition at the St. Louis Exposition.

This steer's measurements are: Hams across loin, 21 1/2 inches; hams on sides, 1 foot 10 inches; length of hams, 2 feet 4 inches; point of short ribs, 6 inches; height, 6 feet 2 inches; from ground to hip, 5 feet 7 inches; tip of tail to nose, 12 feet 10 inches; body length, 8 feet; measurement around body at shoulder blade, 9 feet 2 inches; around loin, 10 feet 2 inches; hip to point of hip, 42 inches; hip to rump bone, 31 inches; upper part of hind legs, 33 inches; front legs, upper part, 30 inches.

A Duluth man who has recently returned with his family from a visit to a brother who has a large stock farm in Texas tells a good story that is not relished by local milkmen.

One day the children, accompanied by their uncle, went over the farm, and when their inspection was completed, to each of them was given a glass of milk. The milk was excellent. It came, in fact, from a $400 cow.

"Well, boys, how do you like it?" the uncle inquired, when they drained their glasses.

"Gee! Fine!" said one little fellow. Then, after a pause, he added, "I wish our milkman kep' a cow."—Duluth News-Tribune.

The Fort Cobb Record tells this story of a young girl's composition on "Men," which shows that the seed of the women's club is sown on the territorial prairies. "Men are what women marry. They drink, and smoke, and swear, and have ever so many pockets, but they won't go to church. Perhaps if they wore bonnets they would. They are more logical than women, and always more zoological. Both men and women have sprung from monkeys, but the women certainly sprung further than the men."

Very few of those who live in ease were always in affluent circumstances. Not one in ten persons of wealth was born with a silver spoon in his mouth. Not one in fifty inheriting large estates. Ninety per cent. of the "good things" you meet have had to work hard to get there—and so will you, if you haven't already started.
A DEAL IN SAUSAGES.

In Sanders' sausage establishment all was activity and restless motion. The tempting, appetizing odor of sausages filled the air. Huge piles of sausage casings covered the tables and littered the floors. There seemed to be enough casings here to turn out sausages to supplement all the cold mutton that ever saddened the heart of man. Large pots and vats of ground meat stood ready for the stuffing machine. Underneath, the machinery rattled. Up above, the gas jets flickered. In this industrial song the prelude was sausages, the subject matter was sausages, the accompaniment was spices, and the different variations were numerous, ingenious and quaint.

In his private office sat James Sanders himself—Sanders, the Sausage King. He was a de luxe edition of a man. His cheeks were fat and rosy. His head was smooth and shiny. For thirty odd years he had sold his sausages to a grateful trade. For thirty odd years he had spread his "franks" over a constantly increasing area. He had been successively known as a sausage peddler, a sausage seller, a sausage merchant, a sausage prince, until now he finally stood before his admiring fellow men as the absolute Sausage King.

His scepter was a casing! His orb was a garlic! His crown was a large smoked frankfurter!

His sovereignty was supreme. But suddenly a bolt disrupted from the smiling blue. Sanders' head salesman ran into his chief's office with a countenance full of news.

"Jim Johnson, the Main street sausage man, is going around trying to get stock subscriptions for a $100,000 sausage company," he breathlessly announced.

"What's he doing that for?" asked Sanders, irritably.

"To knock us out," replied the salesman.

"Has he got any subscribers yet?" asked Sanders.

"He's only just started." "And what argument does he use to interest investors?" asked Sanders. He seemed to be thirsting for information with all the intensity of a woman who hasn't had a drop of news for a week.

"He says that we are making money hand over fist and that there's lots of room for two," responded the salesman.

Sanders imperially blew out his rosy cheeks. Sanders majestically rubbed his knowing old head. He graciously dismissed the salesman from his presence and walked to the window. Sanders looked out reflectively, thoughtfully, with the appearance of a man of infinite wisdom. Occasionally he raised himself on his toes and swayed as he came down again on his heels. Finally he walked quietly over to his desk and brought his fist down with a resolute bang.

"By gum, I'll give Jim Johnson such a lesson he'll never forget it," roared Sanders, the Sausage King, with sudden and startling intensity.

Bates, Sanders' foreman, walked into the private office with the air of a man who had an overpowering load on his mind. His manner was taciturn. His expression was saturnine.

"Bates," remarked Sanders, "Jim Johnson is trying to organize a company to compete against us.

"So I've heard," responded the unimpressionable Bates.

"Now, if there should be a hard fight in the sausage business it would discourage competition, wouldn't it?" pursued Sanders.

Bates nodded gloomily.

"And especially if one of the fighting companies went to smash," insisted Sanders.

Bates nodded more gloomily than before.

"And so," continued Sanders—and so, Bates—and so (he seemed to be unwilling to give up the secret that trembled on his lips) "and so I've decided to start up competition against myself!" He paused dramatically and lit a gold banded cigar with scrupulous care. In the private office with the air of a man who had an overpowering load on his mind. His manner was taciturn. His expression was saturnine. His head took on a strangely portentious and phosphorescent glow.

"Bates," he continued, "you must prepare to have a falling out with me here. Then you will go and start up a place on your own hook. I will privately furnish the funds, but to the outside world we are to appear as the bitterest enemies. You will make cheap sausages and at first you will get more or less trade and make a profit. But as soon as the profits stop I will begin pushing you in the market and you will go to smash and say you lost a lot of money."

"Sure enough," replied Bates. He began to sit up and show interest in the thing.

"And then," concluded Sanders, with the proud air of a man who unexpectedly introduces a friend to his wife—"and then investors will fight shy of backing another company and Jim Johnson can go hang!"

"Good enough," responded Bates.

"Then that's all right," remarked Sanders. "Now, if you'll just go back into the factory I'll come out and discharge you. We'll have a few words to make it seem real and you can come to my house tonight and we'll go into details."

So Bates returned to the factory, with a curious little smile on his strongly intelligent face. In a few minutes he was followed by Sanders.

"Bates!" cried Sanders. "Is that salami ready yet?"

"No, it's not!" replied Bates truculently. The fat sausage makers pricked up their ears at Bates' tone.

"Why not?" demanded Sanders with heat.

"None of your business," you leather headed old donkey," retorted Bates with admirable spirit, "you old pie face, you water drinker, you image of pain, you!"

Sanders frowned heavily. He hadn't counted on anything quite so realistic as this.

"What do you mean by such language?" he asked indignantly.

"Don't you ask me what I mean!" howled back Bates. He drew a full breath and then artistically shook his fist under Sanders' astonished nose. The fat sausage makers looked at each other with the most perfect enjoyment. "Aw," gasped Sanders incoherently.

"Bates, you get out of my sight before I hurt you. And you just keep away from me after this," he shouted volubly as he caught his breath, "for if ever I see your face again I'll punch it in, by gum!"

Whereupon Sanders stalked back to his office with a kingly tread, and Bates, making a hurried exit from the building, steered a straight course for the corner saloon.

Up in his private office, Sanders scowled heavily to himself.

"Bates needn't have been so blamed unrealistic," he muttered from time to time.

With an angry gesture he opened the window to lower his heated temperature. From the corner saloon a long, loud peal of uncontrollable laughter ascended through the clear April air.

The Great Sausage War was a merry one. Each side opened operations by shouting aloud that all other sausages were inferior imitations.

Sanders had the happy aid of alliteration on his side, thus:

"SANDERS' SAUSAGE
ALWAYS IN SEASON."
Bates, on the other hand, covered his sausages with a tantalizing air of mystery, so:

**THE NEW IDEA IN SAUSAGES BEAR THE TRADEMARK OF THE NEW IDEA SAUSAGE CO.**

The New Idea Sausage Company, it will be understood, was the business name and style of the wily Bates, and the public naturally rushed to buy these sausages just to find out what this new idea was.

And as soon as the fight became evident, Jim Johnson folded up his subscription blanks with quick decision.

“Whoever trying to get investors interested in a sausage company when there’s a sausage fight on,” he ruminated sadly.

Meanwhile the two contending factors still further stimulated the public’s interest in the fight by issuing pamphlets. Sanders brought out a wonderfully tender little brochure called “The Language of Sausages”

“By Gum!” murmured Sanders to himself one day. “By this fight I will make money, scare competition and increase trade. Talk about killing two birds with one stone! Here I’m bringing down a whole flock!”

But the New Idea in sausages didn’t seem to take. At first there was money in it, but trade soon dropped off again.

“Now,” said Sanders, “we will have one last try to make a bit of money out of this, and then you will go smash, Bates, and we will quit.”

And a few days later Hohokus awoke one morning to find himself confronted with:

**A STARTLING SENSATION IN SAUSAGE.**

**THE NEW IDEA SAUSAGE CO.**

A Startling Sensation! In Sausages! Whatever could it be? There was hardly a family in Hobokus that didn’t in- vest 15 cents to solve this alluring riddle.

“And that’s the last time,” swore each purchaser as he washed the taste of the sensation out of his startled mouth. “That’s the last time I go trifling with new sausages. The old fashioned sausages are good enough for me.”

Here Sanders was ready for them again. He now arose above mere artful alliteration and greeted them with the following:

**SANDERS’ SAUSAGE, Tried and True. Best for Others, Best for You.**

Aye, even thus he wagged his kindly head above the roseate clouds of rhyme! That is why the New Idea Sausage Company went out of business, noisily lamenting that there is no money in sausages any more.

That is why Jim Johnson couldn’t get any capital to go into the sausage business on a large scale. The New Idea was too fresh in the financial mind.

And Sanders still holds sway as the Sausage King, with Bates acting as prime Minister Extraordinary.

—the Butchers’ Advocate.

**WHAT THE COW DOES FOR MAN.**

Of all the animal friends of man she is the greatest. If you were to remove from your table what the cow has placed thereon, you would take the cup of milk waiting at baby’s chair, the cream, the cheese, the butter, the custard pie, the cream biscuit, the steak, the smoking roast beef and leave you to make a meal of potatoes, beets, pickles and toothpicks.

There is not a thing from nose to tail that is utilized for the use of man. We use her horns to comb our hair, her skin upon our feet, her hair keeps the plaster upon our walls, her hoofs make glue, her tail makes soup, she gives us our milk, our cream, our cheese and butter, and her flesh is the greatest meat of the nation; her blood is used to make our sugar white; her bones are ground to fertilize our soil.

No other animal works for man night and day. By day she gathers food and when we are asleep at night she brings it back to rechew and convert it into things for man’s enjoyment and nourishment.

She has gone with man from Plymouth Rock to the setting sun! It was her sons that turned the first sod in the settlers’ clearing; it was her sons that drew the prairie schooner for the sturdy pioneers as, inch by inch, they fought to prove that “westward the star of empire takes its way,” with the old cow grazing behind, and when the day’s march was done she came and gave the milk to fill the mother’s breast to feed the suckling babe that was, perchance, to become the ruler of his country. Who says that much of what we are we do not owe to man’s best friend, the cow?
Packing House Experts

We have been consulting chemists for large packers for many years. Our advice in the handling of meats has saved packers many thousands of dollars. We offer our services to those interested.

Analytical and Consulting Chemists

We make a specialty of both synthetic and analytic chemistry. Our large clientele will find us ready to continue our services as heretofore.

**B. Heller & Co., Chemists** Chicago, U. S. A.

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**VACUUM GARLIC**

**Vacuum Garlic Trade Mark**

Garlic in a Powder Form

VACUUM-GARLIC is a Powder made of the very best selected GARLIC. The GARLIC is first peeled, then evaporated and dried in a vacuum, a process which saves all the free oil and natural flavor. It is then pulverized and prepared for use by Dr. Heller's new and original methods.

Fresh Garlic contains a fresh acid, which is the cause of the unpleasant aftertaste, and offensive breath following its use. By a process discovered by Dr. Heller, this acid is neutralized within VACUUM-GARLIC. This makes it more healthful and desirable in flavor, and also leaves the breath free from all disagreeable odors. This is a feature which will be very much appreciated by the many who like the GARLIC flavor in food but abstain from its use on account of its offensiveness.

VACUUM-GARLIC has many advantages which cannot fail to increase the trade of all butchers and sausage manufacturers. By a process of our own, it is reduced to an impalpable powder which insures an equal and thorough distribution of the minute particles throughout the sausage—resulting in a delicately flavored product which lacks the disagreeable features which follow the use of fresh Garlic. For dry sausage, such as Salami, etc., it is far superior to the fresh GARLIC as it is non-fermentative and prevents the formation of gases in the sausages.

VACUUM-GARLIC will keep in any climate, never spoils or deteriorates in value or strength of flavor. It is more economical than fresh Garlic, and is always ready for immediate use—while fresh Garlic must first be peeled and crushed; this requires considerable labor of a disagreeable character.

VACUUM-GARLIC runs uniform in strength and flavor because we test the strength of all fresh Garlic before we evaporate it, and put it through our secret process. Without lessening the true Garlic flavor, VACUUM-GARLIC obviates all the disagreeable features which follow the use of fresh Garlic, thus placing this delicious and desirable flavor where every one can enjoy its use without offense to themselves or others.

**Our Guaranty**

Every package of VACUUM-GARLIC is guaranteed. If at any time it fails to give entire satisfaction, the purchase price will be cheerfully refunded. We also guarantee that in its manufacture, the greatest care is taken to insure perfect cleanliness.

**Price List**

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<th>1 lb. Cans</th>
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Made Only by

**B. Heller & Co.**

Mfr. Chemists

Chicago, U. S. A.
B. Heller & Co.'s Thermometers

We make a specialty of constructing thermometers for any particular line of trade. If you desire a thermometer built upon different lines from those illustrated herein, we will, upon receipt of your request and a sketch of what you require, quote you lowest figures on same.

Gold Plated Meat Thermometer.

To ascertain the temperature of the inner portion of hams, shoulders, etc., a thermometer of the description we present herewith is a necessity, as very often a chill-room is sufficiently cool, while the meat might not be chilled in the center. This thermometer is mounted in a gold plated case with chain and pin attached with which to fasten it to the vest pocket, so that it cannot drop out and break. This style, No. 5, is used mostly by proprietors and superintendents, while No 6 is better for the practical use of the employees, as there is no metal on it to corrode when handled with damp or oily hands. It is 5 inches long and has a very plain scale to read, being graduated in single degrees from 10° to 110° above zero.

Price, per dozen .......... $15.00
Single Thermometers, Each 1.50

Rubber Case Meat Thermometer.

The only difference between this thermometer and number five is in the case. This comes in a hard rubber case, and is better adapted for the use of employees, as there is no metal on it to corrode when touched with damp hands. The thermometer is five inches long and has a plain scale to read, being graduated in single degrees from 10° to 110° above zero.

Price, per dozen .......... $12.00
Single Thermometers, Each 1.25

Heller's New Boiling Thermometer.

This Thermometer is especially adapted for boiling Bologna, Frankforts, Hams, etc. The cut represents the complete thermometer reduced. The actual size being eighteen inches in length.

If the temperature is kept proper degree in boiling bologna, hams, etc., a packer who boils any quantity of goods, can save hundreds of dollars, as the shrinking and quality of cooked goods depend considerably upon the temperature in which they have been boiled. The only one way in which to boil meats and that is the correct way. It is very necessary for every man who cooks meats to use a thermometer. A circular giving full instructions in regard to boiling meats and savings of all kinds, sent free of charge with each thermometer.

No. 7. Heller's New Boiling Thermometer, Per dozen .......... $15.00
Each ............ 1.40

Brine Pump Thermometers.

We have these thermometers almost any degree desired, threaded with a one-inch pipe thread. For low pressure connections the stem on the bottom of the thermometer is perforated, and can be filled with either oil or salt water, whichever one desires. For ammonia connection the stem and base of the thermometer are made of solid steel. In ordering this thermometer please always state specifically at what temperature you wish to use them, and the length of the stem desired. The more explicit you are in ordering, the better we are able to give you the instrument which suits your purpose best.

No. 3, Brine Pump Thermometer 20° below zero to 110° above, each .......... $5.00
No. 3, A, thermometer with steel stem below for insertion in ammonia, 40° degrees below to 110°F. above, each .......... $7.00

Retort Thermometric Steam Gauges.

Heavy Bronze Case Thermometer, hinged glass front graduated to about 30 lbs., steam pressure, extremely sensitive and accurate.

Price, each .......... $10.00

Heller's New Cold Storage Thermometer.

We here illustrate a thermometer which is twelve inches long and is especially adapted for packing house cellarers. The tube has an angle protection, and both the scale and figures have been made especially plain, heavy and large so that the degree of temperature can be seen at a distance. It is graduated from 20 degrees below zero to 80 degrees above. This is a strong instrument and will give perfect satisfaction.

No. 9, Heller's Cold Storage Thermometer, price per dozen, .......... $15.00
Each .......... $1.40

Brine Pump Thermometers.

We have these thermometers almost any degree desired, threaded with a one-inch pipe thread. For low pressure connections the stem on the bottom of the thermometer is perforated, and can be filled with either oil or salt water, whichever one desires. For ammonia connection the stem and base of the thermometer are made of solid steel. In ordering this thermometer please always state specifically at what temperature you wish to use them, and the length of the stem desired. The more explicit you are in ordering, the better we are able to give you the instrument which suits your purpose best.

No. 3, Brine Pump Thermometer 20° below zero to 110° above, each .......... $5.00
No. 3, A, thermometer with steel stem below for insertion in ammonia, 40° degrees below to 110°F. above, each .......... $7.00

HYDROMETERS FOR SALT. Salometers.

This hydrometer is used for testing the strength of brine, and is graduated from 0° to 100°. In as much as a saturated solution contains 25 per cent of salt (by weight) every four degrees on the salometer represent 1 per cent of salt in the solution, and each degree on the salometer represents 1/4 per cent of salt, thus a salt solution of 4° on the salometer is a 1 per cent solution of salt. The following table shows the relations between salometer degrees, percentage, etc.

| Degree Per cent of Lbs. of Salt Weight per gallon of Sol. 39 degrees F. | No. 10, Hydrometer Jars, Fireproof, 10 inches long, each Per dozen $5.00
|--------------------|-----------------
| 4                  | 0.954          |
| 5                  | 0.910          |
| 6                  | 0.867          |
| 7                  | 0.824          |
| 8                  | 0.781          |
| 9                  | 0.738          |
| 10                 | 0.695          |
| 11                 | 0.652          |
| 12                 | 0.609          |
| 13                 | 0.566          |
| 14                 | 0.523          |
| 15                 | 0.480          |
| 16                 | 0.437          |
| 17                 | 0.394          |
| 18                 | 0.351          |
| 19                 | 0.308          |
| 20                 | 0.265          |
| 21                 | 0.222          |
| 22                 | 0.179          |
| 23                 | 0.136          |
| 24                 | 0.093          |
| 25                 | 0.050          |
| 26                 | 0.007          |

The percentage by weight of salt in a salt solution can be obtained by dividing the number of salometer degrees by four. All our hydrometers are tested in our laboratory before we send them out, and are guaranteed to be accurate.

B. HELLER & CO., MANUFACTURING CHEMISTS, CHICAGO.
We are an old established house and during all the years that we have been in business we have made it our rule to take no one's money without giving full value. We do not want your money except under the same conditions.

We Guarantee the Claims made for Our Tonic

Send for Testimonial Circulars

DR. HELLER'S

B. HELLER & CO.

STOCK TONIC
FOR HORSES

Our STOCK TONIC contains every element to make the horse just what he should be. If out of condition or hidebound, our TONIC will restore health, give him a glossy coat, and while doing so will save corn and oats. If poor in flesh, it will fatten him, keep him fat and give him a fine sleek appearance. If out of tone, in bad blood, or off his feed, it will tone his system, purify his blood, expel all parasites, and keep him thrifty, with a saving in feed. If troubled with worms or bots, it will expel them immediately. If his kidneys are inactive, or his liver sluggish, it will tone and invigorate them, and make them perform all their functions perfectly. If lazy it will make him brittle for work. If spiritless, it will give him life, vim and speed. If weak, it will make him strong, with greater endurance and the resilience to ward off disease. If potted and shapeless, it will round out his form and put him in fine fettle. It will put him in perfect condition and health and keep him there. All that our TONIC will do for a horse it will do for a mule. Give it to your brood mares, it will keep them healthy. Give it to your colts, it will make them grow. It is the greatest and most reliable remedy for diseases of the horse that is known. Use it and also our SANITARY FLUID to effectually ward off all epidemic diseases.

Price, $2.00 per 5-lb. package

Keep Your Barns Disinfected with our SANITARY FLUID

B. HELLER & CO.
MANUFACTURING CHEMISTS
Chicago, U. S. A.
RUDOLPH GEBHARD'S

BERLINER KONSERVIRUNG'S SALZE

Red Berliner Konservirungs-Salze

This is successfully used as a substitute for saltpetre for curing Hams, Bacon, Corned Beef, Dried Beef, Mess Pork, Tongues, Pigs' Feet, Head Cheese Meat, Boneless Hams and for Salting Meat for Bologna and Frankfort Sausage.

RED BERLINER KONSERVIRUNG'S SALZE curdles the albumen in the meat and makes it thick like jelly, so that the natural flavor is not drawn out of the meat. Losses from sour meats are entirely avoided by its use. The meat is cured in a shorter time, therefore making a milder cure. Meats thus cured will keep better after they have been smoked without becoming mouldy and will not shrink as much as they do when cured with saltpetre. This is because the albumen remains in the meat, and for this reason the brine will not sour or get thick, but will retain its sweetness for many months. It also gives the meat a richer and better color than saltpetre.

If saltpetre is used in curing, the albumen is drawn out of the meat, thus making the surface porous, which absorbs moisture very quickly, and causes the meat to become mouldy.

Gebhard's Red Berliner Konservirungs-Salze

Prevents moulding and mildewing and absolutely prevents flies and skippers from affecting the meat. Flies may lay their eggs ever so thickly on meat treated with BERLINER KONSERVIRUNG'S SALZE without doing the meat any injury.

Red Berliner Konservirungs-Salze

Rosaline Berliner Konservirungs-Salze

is the only thoroughly reliable coloring manufactured for COLORING, CURING and PRESERVING Bologna, Frankforts, Summer Sausage, etc.

RICH! PURE! NEAT!

Rosaline Berliner Konservirungs-Salze is entirely soluble the instant it comes in contact with the water or meat. It thickens the albumen in the meat, making it like glue or jelly and the meat of grass cattle will work like good bull meat. When meat is cured with it and not kind, it will remain fresh longer. It will color, cure and preserve, all at the same time. It makes a natural bright fresh meat color. As a mould preventive it is unexcelled. Two ounces will color, cure and preserve 100 pounds of meat.

If you want to produce a more juicy and finer flavored sausage, use Rudolph Gebhard's Rosaline Berliner Konsevierung-Salze.

White Berliner Konservirungs-Salze

This is a reliable preservative. It has been put to the severest tests in all climates, under all conditions and is Positively Guaranteed to prevent decomposition and fermentation.

It is especially adapted for PORK and LIVER SAUSAGE, SAUSAGE MEAT, DRESSED BEEF, PORK, BEEF, LAMB, SHEEP, LARD, BACON, HAM, LOBSTERS, SHELLFISH, MILK, CHEESE, EGGS, BUTTERMILK, ICE CREAM, ete.

"The Butcher's Best Friend"

For all kinds of Meats, Fish and Oysters

Gebhard's White Berliner Konservirungs-Salze can be used to prevent skippers on meat. It is guaranteed perfectly harmless and is not injurious to health.

FOR SALE BY LEADING JOBBERS

PRICE LIST.

PUT UP IN ONE POUND PAPER PACKAGES AND PACKED 15, 25 AND 50 TO THE CASE.

In quantities less than 150 lbs., any one kind, White, Red, Rosaline or assorted, per lb. 27c.

In quantities of 150 lbs. or over, any one kind or an assortment of the three kinds, per lb. 24c.

The Konservirungs Salze is not sold in barrels or in bulk or in any size package larger than a 50-lb. box containing 50 one pound packages.