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BULL-MEAT-FLOUR
Made only by B. Heller & Co. Manufacturing Chemists CHICAGO.

HERE IT IS
IF NOT IN THIS DRUM
WITH OUR NAME

B. Heller & Co.
MANUFACTURING CHEMISTS
CHICAGO, U. S. A.

UPON IT
IT IS ONLY AN IMITATION

THE GREATEST BLENDER, BINDER, FLAVORING AND ABSORBENT
KNOWN FOR BOLOGNA, FRANKFORTS AND PORK SAUSAGE.

Not a Chemical... Not an Adulterant
Purely Vegetable. Non-Fermentative. Healthful
Digestible and Nutritious.

FOR SALE BY LEADING JOBBERS
50-lb. Drums at 5½c per lb.; 100-lb. Drums at 5c per lb.;
275-lb. Drums at 4c per lb.

Invented and Made Only by

B. Heller & Co.
Manufacturing Chemists
CHICAGO, U. S. A.

BULL-MEAT-FLOUR
RELIENT curing agent has been sought for as much as the North Pole, but until the discovery of Freeze-Em-Pickle the world was without a way around the difficulty. It is now possible by the use of Freeze-Em-Pickle to be absolutely certain of mild cured hams, bacon, shoulders, corned beef, dried beef, etc. It makes the curing of meat very simple and easy. All meats cured with Freeze-Em-Pickle have a most delicious flavor and a fine color. They will always sell at higher prices over the counter than will meats otherwise cured. If you will give Freeze-Em-Pickle a trial, you will never be without it. Beware of Worthless Imitations.

For Sale by the Leading Jobbers

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<th>Price List</th>
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<td>Put up in one pound packages and packed 15, 25 and 50 to the case; also in one-half barrels and barrels</td>
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Invented and Made only by

B. HELLER & CO.
MANUFACTURING CHEMISTS
Chicago - - - U. S. A.
ONE OF THE
SUREST SIGNS
OF THE POPULARITY AND EXCELLENCY OF

B. HELLER & CO.'S
GOODS
IS THEIR MANY IMITATORS

So far no one has yet been
able to approach B. Heller & Co.'s products,
much less equal them.
NOTICE.
Beginning with the October issue, advertising will be accepted for publication in The Scientific Meat Industry. Write for rates.
B. HELLER & CO.,
Publishers.

IS IT S. & S. AGAINST THE TRUST?
When the indicted officers of the Schwarzschild & Sulzheimer Company came into court recently and pleaded guilty, threw themselves upon the clemency of the court and paid their fines immediately after their conviction, they purged themselves of whatever stigma might be attached to their names in the sight of the public. But they did more than that. They showed the American people that if they had violated any of the statutes by becoming co-partners with trust arrangements, it was done reluctantly and probably under a pressure which no other corporation could resist.

The S. & S. firm has always sought to steer clear of becoming a member of the so-called trust. At two or three periods in the history of the concern, they stood solidly for independence, but it always seemed that there was a wavering member somewhere in the organization whose influence weakened those who did not wish to see the S. & S. Company identified with the so-called trust. During the eventful strike of 1904, it looked as if the bonds which had kept the S. & S. Company a part of the so-called trust would be severed. For several days it was thought that the S. & S. Co. would make peace with its striking employees, and thus withdraw from the pact which had set out to wage the fight with the striking butchers. Those in command in Chicago were thought to be in favor of this step and all arrangements for this course were made when word was suddenly received that the S. & S. Co. would join the council of the other packing concerns within the Yards. The outsiders have never learned who this nigger in the wood pile is, whose fealty to the so-called trust is greater than his courage to stand alone to conduct a legitimate business and comply with the laws of the states.

The scene which was enacted in the United States court recently, however, seems to be a foreboding of greater independence on the part of the S. & S. Co., and it may not be long before this aggressive and eminently successful house will have no community interests with other packers, but will compete with them along the line for trade. Butchers everywhere who are free would welcome such a condition.

A COMBINE OF BUTCHERS BUCKS THE TRUST.
The New York Butchers’ Dressed Meat Company, an organization formed by the butchers of New York and surrounding territory, opened its doors to the public the first week of September.

The occasion was a noteworthy one, as it indicates the further independence of the butcher and is taken by many to mean a declaration of war by the local butcher upon the national packer. The officers of the New York Butchers’ Dressed Meat Company are: Arthur Bloch, president; Mayer Meyers, vice-president; James Weston; Aaron Buchsbaum, treasurer; William G. Wagner, secretary; Charles Gusner and Jacob Bloch, every one an experienced and seasoned butcher, every one a successful merchant. With such an array of skill and business acumen, it is difficult to foresee anything but a howling success for this consumers’ butchering company.

The career of the New York Butchers’ Dressed Meat Company will be watched with anxiety by butchers everywhere, and on its career depends very much the fate of similar projects thus far on paper only. There seems no good reason why this organization, directed by such able men, should not become in short time one of the great factors of the packing trade of this country.

THOUGHT THIEVES AND FRAUDS.
When a man starts out to bodily appropriate another man’s ideas: when he fitches another man’s property-rights and claims them for his own, he is little better than a sneakthief or pickpocket. When a man seeks to secure money for an article without value or merit, claiming his product is as good as the article which he imitates, when in truth his whole claim is based upon the imitator’s inferiority; evidence of his mental and moral bankruptcy.

Circulation is what the advertiser must have in order to get results. He gets both when advertising in The Scientific Meat Industry.

A copy of this publication is sent to every packer, butcher, curer and sausage maker in the United States and Canada. Should it fail to reach some, B. Heller & Co. will be glad to know of it, so that the names can be promptly added to the mail list.

THE BEST BUTCHER HOGS.
There has been much discussion as to just what is best adapted to the butcher’s use from the standpoint of availability and profit. To claim that one type of hog is better adapted to the butcher’s use than another is a very misleading proposition. This is owing to the fact that the butcher’s trade varies as much as the type of the hog and he must necessarily select that hog which is best adapted to his trade. For instance, the finest grades of bacon hogs are not best adapted to mining districts for similar localities. The best butcher hog, therefore, in a general way, must be the hog which is best for each butcher’s special trade. Generally speaking, however, the butcher hog must be medium in all respects. The overweight hog being too much of a lard product and the underweight too much of a bacon proposition, therefore a hog of about 220 pounds weight may be considered medium provided the proper age is taken in consideration which should be about eight months. If a butcher’s trade is very heavy in lard output, this weight, of course, can be increased at the same age. Owing to the extensive fancy breeding and crossing which have been going on in this country for some years past, the butcher is now afforded an opportunity to make some choice as to breed in selecting his slaughter hogs, using such breeds as are best adapted to his trade. For instance, the most popular

(Continued on page 14.)
DILL PICKLES.

Pickles are ripe. So are the profits that can be made upon them. All butchers should keep well supplied with pickles of all kinds and such relishes as horseradish and sauerkraut. Dill pickles are very popular and they are always salable in the butcher shop. They may be made as follows: Select large pickles of as near an even size as possible and soak in water over night; then wash them thoroughly. Next, take a barrel and put a layer of dill about one inch thick on the bottom of it, upon which place the pickles three layers deep. Over these pickles place another layer of dill and repeat the layer of pickles as in the first instance. Continue this operation of the layer of dill and then pickles until the barrel is as full as desired, leaving sufficient space for the brine. The brine should be made of the best quality of salt, and when the pickles are placed in it it should show by the hydrometer about fifty degrees strength. This strength will just about float an egg. Brine thus made will make the natural soft home-cured German dill pickles. The brine, if used at fifty degrees strength, will be sufficient to put a little alum in the brine. A piece about as big as an egg for a full barrel of pickles is the proper amount. Dissolve this in the brine. This will keep the pickles firm and hard. It will be found, however, that most tastes prefer the natural brine without the alum, as the soft pickle seems to have a more appetizing flavor. There is no appetizer more appreciated than the dill pickle and it comes nearer appealing to the general trade than most any relish that can be offered.

SWEET AND SOUR PICKLES.

Sweet pickles and gherkins are relished with ready sale and can be made according to the taste and demand of trade with various flavors to suit. The sweet pickle is usually prepared from select or celled small cucumbers, which are pickled in the usual way in a sweet vinegar, especially prepared according to the flavor desired. They may be pickled whole or sliced, according as the trade demands, but a supply of both should be on hand. The sweet pickle is generally desired hard and firm, and often the trade demands that it shall have its natural green color, though most people prefer the uncolored article. When it is desired to give them a rich green color, a very weak solution of sulphate of copper is put in the vinegar. In order to make the pickle firm and hard alum is also used in the vinegar. Sweet pickles are handled in the same manner as the ordinary sour pickles and the flavor is given them by first preparing the vinegar to suit the taste. The small cucumbers, celled, should be washed thoroughly clean and should be selected nearly of a size. If they are to be bottled, they are first arranged in the bottle and afterward the prepared vinegar is poured over them; then they are sealed and foiled. If they are to be sold from the tub, the vinegar is first softened according to the taste and should then be poured over the cucumbers, which are allowed to stand in covered vessels until the sweetened vinegar has saturated the pickles. Pure white wine vinegar should be used and a flavor made of granulated sugar, cloves, cinnamon and allspice or other condiments desired, which should be mixed with the vinegar before pouring over the pickles. Sweet and sour pickles are also boiled in water in a copper kettle before the pickles are placed in vinegar when it is desired to hasten their ripening. The copper kettle will aid materially in maintaining the original green color of the pickles, provided the cucumbers are boiled in vinegar. Many also desire sour pickles cured in a salt brine before placing the vinegar over them. Pickles thus treated should be salted in a brine of fifty degrees strength for at least two weeks before being pickled.

GERKINS.

Gherkins should be sold in bottles, though they are often sold from the tub like other pickles. They are prepared in the same manner as the ordinary pickle and may be colored green or left natural as trade may desire, the natural colored gherkin being much preferred. Gherkins are made of what are generally termed "Little Tims," or the smallest cucumbers, and a variety of other articles such as cauliflower, small white onions, beans and unripe tomatoes. The gherkin is more highly spiced than sweet pickles and the vinegar is made much sweeter with the purest granulated sugar. They are carefully arranged in bottles in a manner to make the best display of the various articles used.

SAUER KRAUT.

Select sound cabbages and peel off the first or damaged leaves, then slice or shave in a cabbage cutter as fine as possible. The object desired in making first-class sauerkraut is to obtain a perfect fermentation under pressure with the aid of salt alone. The brine, therefore, results from the water contained in the salt and cabbage, no water being added. First secure a good strong cask, which should be well scalded and cleaned. Place on the bottom of this cask a layer of salt, then a layer of cabbage, and then tamp well with a wooden tamper, so as to pack it as tight and solid as possible. Then put in another layer of salt and cabbage and thus repeat the alternate layers of salt and cabbage and tamp until the cask is nearly full. The salt to be used should always be of the very best grade and about three to four pounds should be used to each 100 pounds of cabbage. After the cask is filled as full as desired the cabbage should be covered with clean boards and carefully and heavily weighted, always remembering that the fermentation should be accomplished under pressure. Next take a clean cloth and tie it over the top of the barrel so as to keep out dust, dirt and bugs. If it is not tied up with a cloth, worms are liable to breed on the top of the barrel. After being thus prepared, the kraut should be left to ripen in a cool cellar for about three weeks. The ripening process can be hastened by placing the kraut in a warm temperature. It is always best not to offer kraut for sale until it has been sufficiently ripened to become tender and juicy. This can occur only after perfect fermentation has taken place.
DEVILED EGGS.

One of the most attractive sellers that can be put upon a butcher's counter is deviled eggs. If kept in a nice clean platter and well garnished they will attract the eye as quick as anything that can be displayed. They are always salable and it is very little trouble to prepare them for the market. They can be “deviled” in two ways, either of which make them attractive. The first thing necessary is to be sure of fresh eggs; then be certain that they are boiled hard. After they are boiled, slit them in cross shape with a pointed knife partly through the yolk, being very careful not to cut the egg in two. After thus slitting them and placing them in a platter, pour over them a nice salad dressing.

Another way is to boil the eggs hard, cut them partly open, and having first prepared some very finely chopped onions, pepper and salt, the mixture can be inserted with the hands between the slit and the yolk. The eggs can then be closed and basted with toothpicks. This gives the eggs, especially if they have stood a while, a delicious onion flavor which is much desired by many and it also affords an opportunity to use upon them any salad dressing that may be desired. Garlic can be used instead of onions if desired, or horseradish. A delicious flavor is chili sauce. Butchers should give their attention to deviled eggs, not only on account of their attractiveness as a display for the counter, but because they are good sellers, leave a good margin of profit and attract a high class of trade. When deviled eggs are displayed for sale, the platter should be garnished with greens.

PICALILLI.

This sauce is easily prepared and is in considerable demand by some trades. Select good, firm, green tomatoes, wash them thoroughly and cut away all defective portions of the tomatoes. They should then be sliced or quartered and placed in a salt brine of fifty or sixty degrees strength, with a supply of green peppers. Let them cure in this brine for two weeks. They may then be taken out and chopped very fine, about like the apples for mince meat. They are then ready for the vinegar, which should be pure in quality, the white wine vinegar being preferred. The vinegar should be first prepared or sweetened and spiced with granulated sugar, cloves, cinnamon and allspice. This can be poured over the chopped tomatoes and peppers, either hot or cold. Picalilli should be sold nearly or quite strained of its vinegar.

CHOW CHOW.

Chow chow is a popular sauce that can be readily prepared. It is strictly a Chinese innovation which was introduced to the American palate during the first immigration of Chinamen. It is merely the cucumber pickle cut up into small pieces with the addition of cauliflower, onions, etc., over which is poured a preparation of mustard, vinegar and various condiments which taste may demand. Chow Chow is a good keeper and a good seller, but in order to retain its flavor and color, it should be carefully covered and kept from exposure to the air.

HORSERADISH.

Home-made horseradish is a relish that every household demands. It is impracticable to put grated horseradish upon the market except when bottled, as exposure to the air discolors it and dries it out. An excellent bottled article which will prove a good keeper as well as a good seller can be made as follows: To ten parts of grated horseradish add one part of granulated sugar and one part of pure vinegar. In preparing horseradish none but white wine vinegar should be used.

“I believe he fully expected to be elected. He was just itching for the place.”

“Yes? Probably that was why they scratched him.”

“There’s a good deal of difference between a blunder and a mistake.”

“I should like to know what it is,” answered McLean, skeptically.

“Well, suppose you went calling on some friend, put an old umbrella into the stand, and took away a new one when you left, that would be a mistake; but suppose you put down a new one and brought away an old one, that would be a blunder, d’ye see?”

To PRESERVE

DILL PICKLES

SWEET and SOUR PICKLES

PICCALILLI

CHOW-CHOW

and MINCE MEAT

USE

B. Heller & Co.'s Preserving Salt

Send for a pound for trial or for further reasons why it should be used by every one preserving dill pickles, sweet and sour pickles, piccalilli and chow-chow and mince meat.

B. HELLER & CO.

249 South Jefferson Street

CHICAGO
PROFIT IN SAUSAGE AND HAMS.

Every small butcher ought to make his own sausage and cure his own hams and bacon. One of the best profits of the shop can be derived from a judicious use of scraps for sausage and it seems a waste of material to leave such valuable profit-makers unused. Sausage is an article that can be made to suit the taste of any trade, and those who do not understand it, can ask for it. A careful reading of this book enables the most inexperienced to become expert curers and sausage makers, and if they will follow the methods which we give in these pages they can cure hams and bacon of any flavor desired and always of the very highest quality. By our methods, hams and bacon can be cured with the most delicious and delicate flavor that exacting tastes require, to any strength desired according to the demands of trade. Send for one of these books, which are free, and learn to cure hams and bacon as they should be cured, and to make all kinds of sausage.

It is an undoubted fact that the human body is shorter at night than in the morning, and this is due to the weight of the body compressing the intervertebral cartilages. During sleep, or while in a recumbent position, the pressure being removed, their natural elasticity enables them to resume their normal size; consequently the height of an individual will vary from three-eighths of an inch to one-half inch between morning and night.

Have you received a copy of our latest book, "Secrets of Meat Curing and Sausage Making"? It is free to all packers, butchers, curers and sausage manufacturers and will be found full of valuable information. Its carefully prepared index shows over one hundred and fifty subject heads. It is neatly and compactly printed and is invaluable to everyone engaged in the meat industry. Send for a copy. It is free!

There once was a butcher named Sam, A foe to all pretense and sham, His language was loose, And he swore like the deuce; When angry he always said dam.

Martin—"You seem to have lots of faith in Doc. Brannigan, Cooley."
Cooley—"Av coorse I have, Martin; sure any doctor 'ud be a fool to let such a good customer as I am die."

We sell a Boiling Thermometer for $1.40. It is especially adapted for boiling Bologna, Frankforts, Hams, etc.

A NEW CURING AGENT.

Freeze-Em-Pickle is a new process for curing hams, shoulders, bacon, corned beef, dry salt meat, pickled pork, bologna and all kinds of sausage meat, etc. It prevents the fermentation and souring of meat in brine. It gives meat a delicious, mild, sweet flavor and cures it with a better color and a more uniform cure than anything else known. By its use, curing is made easy and anyone, without being experienced, can cure meat with perfect success. Freeze-Em-Pickle conceals the albumen in the meat so that it does not draw into the brine. It thus keeps all the nutriment and flavor in the meat and prevents it from drying up and hardening when fried or cooked, also from crumbling when sliced cold after being boiled. It makes a mild, sweet cure. Meat cured with it will not be salty, but will have that peculiar sweet sugar-cured flavor which is so much liked by everyone. Its use removes every difficulty which heretofore has been encountered in curing meat. Meat cured with Freeze-Em-Pickle is better than other meat and can be sold at a higher price. Freeze-Em-Pickle has no equal for curing meat for Bologna, Frankforts, etc. When the meat for Bologna and Frankfort Sausage is first salted for a few days with Freeze-Em-Pickle, the sausage made that way will be of such superior quality as to readily sell at an advanced price. Freeze-Em-Pickle can also be used in Chopped Beef and in Hamburger Steak.

"Yes," said the fat man on the bench in the park, "I was once a meat cutter in a market at $9 a week, but like many another young man I fell in with dissolute companions and learned to gamble."
"Ah, I see!" exclaimed the stranger. "It's the old, old story. You were tempted to take money that did not belong to you."
"No, your trolley is off the wire," rejoined the obese party. "I won enough in three weeks to buy the market."

"Let me kiss you," pleaded the very silly youth, halting before the swaying hammock.
"How dare you?" demanded the sensible girl.
"Oh, please excuse me. You see I am not myself to-night."
"Well, er—in that case I might not object."

There was once a very wise guy Who invented a sheet iron puy; Now it's sold at the stations In all railroad nations, And that's no cherry tree luy.
the full nutrient values of the meat, unless they take it up in the gravy. Meat who eat meat well done very seldom get of meat the albumen practically remains intact, and especially that which is found in the fats. On the other hand, in broiling meat at least one-third of its fat and practically all of its juices. This is especially true if boiled in water that is too hot. A good cook will allow a boiling piece to simmer; in other words, he will cook it, but not boil it. He will also be careful to make the boiling piece as large as possible and not let it boil too long. To boil meat to shreds simply means the eating of shreds and to get the real value and flavor of the meat, it is necessary to eat the broth as much as the meat.

These remarks will apply to all kinds of meat, fish, flesh and fowl. A good cook never allows himself to be hurried and never fails to get all the advantage of the fats of the meat and the juices of the meat into the basting process.

"Ah, dearest, alone at last! No one can see us but the eyes of the night."
"And they are astigmatized," replied the young oculist.
"Tell me, dear, what are those two starry orbs yonder?" she asked again.
"Those," said the eyeemender, "belong to your father's bulldog. Good night."

Sometime you will want to ask the same questions that are found in Queries and Answers. Read them now.

Everyone receiving this paper should file it for future reference. You will always find something of interest in it which can be used in your business in the future. Keep a file of each issue.

**FEEDING COLOR INTO EGGS.**

It has been observed by poultry keepers that the yolk of eggs laid by hens in winter is frequently very pale in color. The color approaches that of a lemon, while the normal color is more like that of a ripe orange. Such eggs are not classed as select, which, of course, affects their salable value.

If lucern (alfalfa) leaves are fed to the hens with their regular rations, the yolk of the egg will have the natural color. The alfalfa leaves may be fed dry and need merely be thrown on the floor of the pen daily.

A difference in the breed has nothing whatever to do with the color of the yolk of the eggs; the proper color of the yolk is a question of food.

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 our 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.

If your Butcher Supply House is too far away from you to give you the full benefit of the lowest transportation charges, write us and we will advise you where you can get our goods from near-by jobbers.
QUERIES AND ANSWERS

NOTICE—In these columns we will answer any question pertaining to the meat industry which will prove of practical value to our readers.

Query.—R. S. writes: "We have always had trouble in shipping veal until we commenced the use of your Freeze-Em. It never reached its destination in good condition, but we are now having no trouble, and a shipper can pay the price of Freeze-Em and save big money on his first shipment." Answer.—All shippers should avail themselves of the valuable information suggested in this letter. Freeze-Em is invaluable for keeping all shipped meats in prime condition while in transit. If used according to the directions which we furnish our customers, we will guarantee them absolute success in shipment and the arrival of the meat in proper color and condition. It is easy to apply Freeze-Em for this purpose, as it is usually used in the washing water when the calves are slaughtered. The carcasses are first washed off with fresh water and are then washed with a sponge or cloth, using a solution of Freeze-Em in the water. After having been washed, they are hung up in a well-ventilated room in order to give them a chance to dry perfectly and to allow the escape of animal heat. After they are quite cool, they are then put into the cooler. Veal thus treated will never become smear or off in color, but will have a nice fresh appearance.

Query.—J. G. G. writes: "How cold should I keep a cold storage plant to keep dressed beef the best and how long should I keep beef in storage before putting it in my market for sale?" I would also like an answer to the following: I have a lot of corned beef, mostly one-pound cans, which I cannot sell. Is there any way I could open them up and make them into larger packages so I could slice up the meat and sell it that way?" Answer.—If you have ice machinery so that you can get the temperature in your cooler down to 34 degrees that will be the best temperature in which to ripen the beef. If you use ice, then the lowest temperature that you can get will probably be 37 to 38 degrees, and it may go even as high as 40 and 42 degrees. The best temperature for storing beef is 34 to 36 degrees, but 38 and 40 degrees will answer. After the carcasses have hung for one week, you can begin cutting them up. If they could hang for two weeks it would be even better. If they are kept two weeks, however, it would be necessary to cut them up and sell them as rapidly as possible. If your trade is large, so that a carcass could be cut up in a day or two after you begin cutting it, then it would be safe for you to ripen the beef for two weeks, but on the other hand, if your trade is such that one carcass of beef would last you for a number of days, it is wise for you to ripen the carcass only one week and then begin cutting it up. High-priced restaurants always carry a large stock of loins and ribs of beef in their coolers, so that they can ripen them at least two to three weeks. That makes the beef tender and juicy. Of course, these restaurants have facilities for using up the beef very quickly after it is three weeks old, otherwise the beef could not keep very long. They always aim to use their meat almost immediately upon beginning to cut the loin and rib.

You can not open one-pound cans of corned beef and mix them together into larger packages so they will slice and sell as Sliced Corned Beef. The meat would fall apart. There is no way by which you can bind these small packages together. It would, therefore, be best for you to place the one-pound cans on your counter and give them a conspicuous display, with a sign showing that you are selling them cheap. Cut the prices on them and offer them to every customer. This is the time of year when Corned Beef should sell rapidly, and by having a sale on it with a proper display of the goods and a sign which can be readily seen, you ought to be able to dispose of all of your canned Corned Beef.

Query.—K. B. writes: "We want to put a cold storage plant in our place. We have about fifty feet in length by twenty feet in width. Can you make any suggestions that will be of benefit to us, as we are young at the business and without much experience?" We want to keep about fifty head of cattle and hogs, calves and lambs; besides, we want to pack cream cheese, etc. in this room. We expect to run the plant by a gas engine. Can you tell us if an eight-ton refrigerating machine will be large enough for our work? The machine is an instantaneous ice and refrigerating machine.

Answer.—Such a machine as you describe with a capacity of eight tons would certainly be amply to keep your cooler at the proper temperature. The most popular machines at present for refrigerating purposes are the Carbonic Anhydride. They afford a method of running the machine only in daytime and storing sufficient cold so that the cooler will remain at the proper temperature all night long. The catalogue of these machines contains a great deal of valuable information pertaining to the construction of coolers and we will have the manufacturers send you one for your further information. We give you their name, so you can get in correspondence with them.

Query.—C. W. F. writes: "I have about two tons of lard in fifty-pound tins that has become a bit rancid and dark. Will you please tell me if your Lard Purifier would bring the lard around to its normal color and all right? I have a good lard agitator run by power." Answer.—Our Lard Purifier will remove the rancidity, make the lard white and purify it. The lard should be remelted in a clean kettle with 100 pounds of water to every 200 pounds of lard. Before adding the lard, dissolve in the water one pound of Lard Purifier for every 200 pounds of lard to be treated. Then boil the lard and water together for five minutes, stirring constantly, so that the water and the lard are thoroughly mixed. Then allow the water to settle to the bottom of the top or run the water off through a faucet at the bottom of the kettle. Rancid lard or tallow treated in this manner will be perfectly sweet.

Query.—C. W. F. writes: "I have my lard in such a shape that I don't know what to do with it. It seems that the water will not separate from the lard and the mixture stays about the thickness of cream and about as white. Can you give me any instructions or advice?" Answer.—To overcome your difficulty, we would advise you to remelt the lard and heat it quite hot, even up to 190 to 200 degrees, but do not let it come to a boil. Then let the lard settle. The water and impurities will settle to the bottom. The lard will rise to the top. If you heat the lard to the boiling point of water, that is, 212 degrees, it would do no harm except that the lard will then foam and you will have to be careful so that it does not foam over the top of the kettle. When it foams, it will bring the impurities to the surface, besides much of the moisture will evaporate. Either of these methods will remove your difficulty. You can dry the lard by beating it sufficiently or you can melt the lard and have it hot enough so that the water will settle to the bottom. After the lard is melted, dip it from the kettle or if you have a lard cooler, run it into the lard cooler; be careful, though, that all water which may be at the bottom of the kettle is drawn off first if you intend to run the lard into a lard cooler. You will have to get rid of the water that is in the lard, so do not stir the lard while the water
is still in the kettle. If you dip the lard out of the top of the kettle and place it in a lard tincan, when the lard begins to cool, you can stir it and keep on stirring it until it is thick like cream; it should then be run into buckets. You can readily understand that if there is a large per cent of water in the lard, it will keep the lard soft, which is the trouble you are now having.

Query.—E. A. S. writes: "The firm whose name you mentioned in New Orleans advises us that they can not handle skippered hams, as we cut up our hams in small pieces about the size of an egg, being very careful to get all the skippers out. The meat is just as fine as it can be, red and nicely cured. We packed these scraps in stone jars and put them in the cooler. Now what can we do with these scraps of ham to work them up? Can you advise us how to make use of these it would oblige us very much."

Answer.—In our March number of *The Scientific Meat Industry*, we answered a query as to the disposition of beef ends to the best advantage and profit, advising that they be ground up in an Enterprise Chopper and sold to hotels and restaurants for use as Minced Dried Beef, to be prepared and served in cream, and also their disposition to those engaged in the baked bean business, where the ends can be cut up and baked with pork or lamb. We also use Dried Beef ends to excellent advantage by putting them in soup. The pieces of hams you have can be used for exactly the same purpose. Minced Ham in cream can be prepared just like minced Dried Beef in cream. In the July number we gave a recipe for making Deviled Ham. The pieces of ham you have can be used very nicely for such a delicacy. You should have no trouble in selling Deviled Ham for sandwiches. You do not say whether you used any brine when you cut up the pieces of ham and put them in stone jars in the cooler. We would advise you to put a weak brine of about 40 degrees on them, otherwise the meat will become mouldy and its flavor will be spoiled by the mould. By keeping the meat in the brine until it is used up, it will keep perfectly. Of course, it should be kept in a cooler. Pressed Ham is made of fresh ham trimmings. You can not make Pressed Ham or Ham Sausage with cured ham.

Query.—G. R. S. writes: "I have about one thousand pounds of moldy bacon, which I wish to use very nicely for such a delicacy. We have used it in curing it were galvanized, and we have used up, it will keep the lard soft, which is the trouble you are now having.

Answer.—The difficulty you mention is caused by the sausage not being properly boiled. Ordinary round or long Bologna should be boiled in water of 160 to 170 degrees Fahrenheit for about thirty to forty minutes, and thick, large Bologna should be boiled in water of 155 to 160 degrees for from three-quarters to one hour, according to the size. If the sausages are very large, it will take from one and one-quarter to one and one-half hours to cook them properly. After sausage of any kind have been cooked, they should be handled as follows: Pour boiling water over them to wash off all the surplus grease that adheres to the casings, and then pour cold water over them 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 sausages look nice and keep their fresh appearance. The shrinkage and quality of cooked Bologna depends considerably upon the temperature in which they have been boiled. It is very necessary for every man who cooks sausage to use a thermometer.

Answer.—The best way to treat the bacon is to scrape the skin side with a knife, provided the mould is very thick. If the mould is slight, wipe it off with a rag; afterwards wash the bacon in hot water. Merely put it in hot water and use an ordinary scrubbing brush to scrub it. It should then be colored with our Zanzibar Carbon. This will be very easily accomplished, as it is only necessary to have about twenty-five gallons of warm water in which should be placed a couple of teaspoonfuls of Zanzibar Carbon. If the solution is strong, the bacon need remain in the water only a short time or long enough to give it the necessary color. After that, hang it up to dry. It will not be necessary to apply the Liquid Ham Smoke as the bacon is already smoked and has a smoked flavor.

Query.—E. A. S. writes: "The firm whose name you mentioned in New Orleans advises us that they can not handle skippered hams, as we cut up our hams in small pieces about the size of an egg, being very careful to get all the skippers out. The meat is just as fine as it can be, red and nicely cured. We packed these scraps in stone jars and put them in the cooler. Now what can we do with these scraps of ham to work them up? Can you advise us how to make use of these it would oblige us very much."

Answer.—You did right in adding more salt to the brine for the Corned Beef. It is always well to have the brine register from 60 to 70 degrees with the sugar in it. Of course, you understand that sugar increases the indicated degree of strength of brine. The salt you have will...
it will not be necessary to let Corned Beef answer very nicely for Corned Beef. It cured with Freeze-Em-Pickle, according partly cured in about four days and you remain in the brine as long as fifteen to a week's time, you can begin to sell Corned Beef and you will find it to give excellent satisfaction. When Corned Beef is liable to be gray on the inside. In a fact, it is of very poor strength.

Answer.—The trouble with your cooler is no doubt due to the moisture of the atmosphere and to some imperfection in insulation. The defect can be remedied by the manufacturers. The cooler is perfectly dry inside, therefore, its construction must be very good, but the inside insulation is not just right so the outside becomes too cool and the moist air coming in contact with the cold surface readily condenses. If the cooler can be insulated in such a way that the outside will not become so cold, we have no doubt your trouble can be overcome.

Answer.—It is almost impossible to remove all the coloring from a kettle in which bologna has been cooked and colored. You may find it necessary that you should use the same kettle for rendering lard in which you color your bologna, then we would advise you to use our Ozo Washing Compound when scalding out the kettle after boiling the bologna in it. The Ozo will assist in removing the coloring and grease, but you may find it impossible to thoroughly free it from the coloring matter and you fail. We recommend for this purpose it cannot do otherwise than darken the lard. Once the color is in the lard after rendering it in such a kettle, it is almost impossible to remove it and whiten the lard. It might be safe, however to use five pounds of the dark or pink lard in every 100 pounds of fresh lard that you render. We should like to have you try the following: Render 100 pounds of pink lard and put it in a ten-pound lard bucket; then with a wooden paddle work the lard until it gets quite soft, stirring it briskly; in fact, you should keep stirring it as you would stir the white of an egg in order to beat it. By this means, you may be able to stir the lard sufficiently to turn it white, just as the egg turns white from beating it. If you should experiment that it will not answer your purpose, then you will have to gradually use up the lard by mixing a few pounds at a time into each fresh batch of lard that you render.

Answer.—A most excellent cooler can be built from concrete, and this material is extensively used in the construction of chilling rooms and refrigerators. However, one wall of concrete would not afford very much protection. The outside wall of the cold storage room should be concrete, then there should be an air space of about four inches between the two walls and the walls should then be boarded up with a good matched flooring. This construction can be improved upon still more by using a good concrete floor and the ground and here is a good method. It is much better among packers to adopt the glass package on avenue of discussion. There is a tendency among others who are thinking of packing goods in this way.

Query.—W. & B. write: We have some lard that was rendered in a kettle in which we had cooked bologna. The bologna coloring makes the lard look red or pink. Would you please advise us how to make it white? We always clean our kettle perfectly before rendering lard, but if it remains clear and shows no matter of fact, it is of very poor strength.

Query.—J. & P. ask as follows: Will you please tell me how to preserve meats that are put up in brine but for fresh meats. The cooler for fresh meat must be so complete that there is a sufficient circulation of air to keep it in a sweet, fresh condition and besides the air must be dry. Where a cooler is completely under ground, the air is more or less moist for curing purposes. Your method is all right but will not do for fresh meats. Using just one wall and having it all filled with sawdust is not a good method. It is much better to have two separate six-inch or eight-inch walls and have the two walls stuffed with sawdust, but between the two walls you should have air space of about four inches, then you will have a thorough insulation. It is very important to have the air space because a dead air space is a very excellent form of insulation.

C. E. C. writes: Would you inform me how I can pack sliced dried beef air tight in Mason jars? If so, you will consult, Judge and others who are thinking of packing goods in this way.

Answer.—Your question opens up a fine avenue of discussion among packers to adopt the glass package on avenue of discussion. There is a tendency among others who are thinking of packing goods in this way.

Query.—J. R. K. writes: Could you inform me on the advisability of building with cement concrete? Any information you can give me will be very much appreciated.

Answer.—A very nice for Corned Beef. It cured with Freeze-Em-Pickle, according partly cured in about four days and you remain in the brine as long as fifteen to a week's time, you can begin to sell Corned Beef and you will find it to give excellent satisfaction. When Corned Beef is liable to be gray on the inside. In a fact, it is of very poor strength.

Query.—F. B. writes: "I would like a little information in regard to my cooler. In salesy weather it sweats terribly, almost changing its natural finish to white. The moisture of the air can give me any information as to how I can stop it. I will be very thankful for the inside of the cooler is perfectly dry, in fact, I could strike matches in it anywhere, but I do not know if there is any way of preventing this trouble."

Answer.—The trouble with your cooler is no doubt due to the moisture of the atmosphere and to some imperfection in insulation. The defect can be remedied by the manufacturers. The cooler is perfectly dry inside, therefore, its construction must be very good, but the outside insulation is not just right so the outside becomes too cool and the moist air coming in contact with the cold surface readily condenses. If the cooler can be insulated in such a way that the outside will not become so cold, we have no doubt your trouble can be overcome.

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COMPLAINTS

Continued

Query.—G. U. writes: "I find that I have been imposed upon by a salesman with a binder which is claimed to be Bull-Meat-Flour. Owing to the saltiness of the use of it, I have examined the package closely, and find that the labels are not the same as is claimed to be Bull-Meat-Flour. Owing to the fact that I have not been able to get satisfactory results, I have concluded the imitation of our production. It doesn't act like your Bull-Meat-Flour and I have had very poor success with it; in fact, so very poor that I have sent it back to the jobbers and told them that I could not use it."

Answer.—The above instance represents a case where a butcher has been faked by an imitation of our preparation. Of course, a trial has convinced the user of the imposition and that the results can not be the same from imitation preparations as those which can be secured from our Bull-Meat-Flour. There is no other binder that possesses as many virtues, and not be the same from imitation preparations as those which can be secured from our Bull-Meat-Flour. I have had very poor success with it; in fact, so very poor that I have sent it back to the jobbers and told them that I could not use it.

Answer.—We trust, all butchers will benefit from the advice of our correspondent and steer clear of worthless imitations. It is better to take the time by forelock and be forewarned. For your information, I would like to get a measure for your Freeze-Em as none came with the package which I received from the jobber.

Answer:—W. O. K. writes: "We have been induced by several articles of so-called Freeze-Em, but they have been no good. We have used Freeze-Em for a long time, but have allowed ourselves to be persuaded into buying these substitute articles, and we find that they are nothing like your preparation. Butchers who are after profit, claim that the substitute articles are the same as our Freeze-Em and will give the same results. Butchers should not be influenced by such statements, for they will not find out the untruth of such claims after their meat has been spoiled and they have sustained the loss. It is better to take time by forelock and be forewarned.

Query.—Mr. Smith sends me your special instructions for curing, also I would like to get a measure for your Freeze-Em as none came with the package which I received from the jobber.

Answer:—The jobbers you mention do not handle our goods and you have not received our goods at all, but an imitation. If you had bought Freeze-Em and insisted upon the genuine article, you would have received a measure for your Freeze-Em as none came with the package which we have on hand. We are anxious to turn out white lard and would appreciate any information that you could give us and for which you are willing to pay you a large price.

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Owing to its striking features, we have reproduced the above show-card, recently issued by the Hauser Packing Company of Los Angeles. It is the most appropriate advertising that has come to our notice for some time and our readers will likely get some valuable pointers from its suggestions.

As is well known the Hauser Packing Company is one of the most successful concerns on the Coast, and they are now engaged in building a new packing house which will be the most complete of its size in the United States. Butchers from the East traveling through California will find it worth their while to see this new plant when completed, if they should go to Los Angeles, as it will afford them a chance to see how complete in all its ap- purtenances a packing house of medium size can be built. It is such a plant as is needed in many localities and we suggest to our readers that they look it up.

THE BEST BUTCHER HOG.
(Continued from page 5)

hog of this country, the Poland-China, is more of a large hog than the Essex-Suffolk, Yorks, or even the Berkshire, and the hog that shows the least waste when chopping up on the block. Generally speaking, the medium weight hog has the advantage in this case. A hog that shows the least waste is the hog that is selected which is blockiest in appearance and smallest in bone. In these respects, undoubtedly, the Poland-China with its crosses excels all other breeds. The Berkshire and Chester White are close followters. Butchers should not be misled in their judgment in the selection of slaughter hogs by what is used and mostly preferred by the packer as large packers are so situated as to make every pound of most any selected hog available profit, whereas the butcher is far more limited in his selection.

Another point for the butcher to consider, if he has a special trade which is exacting in its demands, is the quality of the meat. By this is meant quality which is given to hog flesh by the flavor and selection of its food. For illustration, fancy butcher hogs must be corn-fed, mast fed or miscellaneous grain fed hogs. Grass hogs, swill hogs, distillery fed hogs, etc., are necessarily ruled out of the fancy butcher class. In other words, choice meat must be made with choice food and wise feeding. The shoot which is too heavily crowded with slops merely to give bulk will not produce sweet meat. It is an easy matter for the hog feeder to produce bulk and blubber, but the butcher should shun such hogs in his selection. It will, of course, be understood that barrow pigs of all grades yield a meat sweeter and finer in flavor and firmer in fiber than the sow pig which is not so fine in flavor and texture.

In the selection of the best and most profitable hog, the butcher must also be governed by the extent to which he cures meat and by the character of the cured meat which he wishes to produce. For instance, a very fine bacon hog should not weigh over 180 to 200 pounds at six to eight months. It is only such a hog that will make a dainty ham or bacon of high grade quality and one which will bring the best prices. Such hams and bacon are mostly preferred in large cities and by those who trade for country trade, however, a fat ham and bacon are preferred by the trade as most of the sweetness of cured pork is to be found in the fat meat. It is, therefore, possible for the butcher to select a "general purpose" hog of medium weight, medium age, fine bone and well rounded in flesh. Such a hog will show the least waste and will prove the best all-around profit maker. In fact, there is very little waste to such a carcass whether to use it upon the block or to cure it or to divide the product for both purposes. Butchers whose trades are not extensive require a hog that can be used both for the block and the brine.

Hogs much heavier and much older than what we have here specified can be used profitably by those who know their business and have a trade that will utilize the entire hog product.

Froud Father—"And while at college my daughter learned to be an excellent rifle shot. Why, she's expert at any range"

Suiitor (anxiously) "I wonder if she's an expert at a kitchen range?"

Sometime you will want to ask the same questions that are found in Queries and Answers. Read them now. You will find valuable information in Queries and Answers.

Queries and Answers will just fit your case.

A copy of this publication is sent to every packer, butcher, curer and sausage maker in the United States and Canada. Should it fail to reach some, B. Heller & Co. will be glad to know of it, so that the names can be promptly added to the mail list.
THEY IMITATE OUR GOODS IN NAME AND PACKAGE
WHY?
B. HELLER & CO., Chicago.
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.

ANALYSIS GIVEN CAREFUL ATTENTION

GENERAL SYNTHESIS A SPECIALTY

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

Vacuum Garlic

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 preserves 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 free acid, which is the cause of the unpleasant aftertaste, and offensive breath following its use. By a process discovered by Dr. Heller, all this acid is neutralized in 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—the result imparting a delicate flavor entirely lacking when fresh Garlic is used. 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.

Made Only by

B. Heller & Co.

Mfg. Chemists

Chicago, U. S. A.
For Packing Houses, Sausage Kitchens and Meat Markets

For washing and purifying Barrels, Vats and all kinds of Packing House Utensils, and for all purposes where a Washing and Antiseptic Agent is necessary.

OZO is an invaluable sterilizing preparation for the proper washing, cleansing and purifying of all kinds of Packing House, Sausage Kitchen and Meat Market utensils, and for all purposes where a thoroughly effective cleansing and antiseptic agent is required.

OZO will help to keep everything in connection with meats, clean and free from bad odors. It prevents the attraction of Germs, and because of its antiseptic properties assists in keeping meats sweet and fresh.

OZO will prevent the putrefaction and spoiling of meats due to the action of Bacteria bred in unclean vessels; its perfect antiseptic cleanliness positively prevents meat from becoming tainted by such causes.

OZO should be used for washing Counters, Blocks, Meat Boxes, Rocks, Knives, Choppers, Kettles, etc., and the entire floors of Packing Houses, Slaughter Houses, Sausage Kitchens and Retail Meat Markets should be frequently washed with it to insure absolute purity and cleanliness.

OZO as a Germ Exterminator has no equal. It destroys the Germs which adhere to barrels and vats and therefore prevents the brine from spoiling.

OZO will insure the proper curing of Hams, Bacon, Dried Beef, Tongues, Corned Beef, Sausage Trimmings, etc., if the vats in which they are to be cured are thoroughly sterilized with it.

OZO is clean, sweet and inexpensive, and a simple and harmless cleaner. If you have never tried Ozo Washing Powder write for further particulars and free sample.

For Sale By Leading Jobbers

Take none but the Genuine
Made only by

B. Heller & Co.
Manufacturing Chemists
CHICAGO - - - U. S. A.

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LARD PURIFIER

Purifies, Whitens, Hardens and Preserves Lard, Tallow, and Stearin

The only Purifier made that whitens, hardens and preserves LARD and TALLOW without imparting any foreign taste or flavor to it. By its use more TALLOW may be added to the LARD, as it removes the TALLOW odor and neutralizes the free fatty acids, thereby, preventing rancidity. It hardens LARD so that the oil does not separate from the stearin during hot weather and does not destroy the natural grain and sweet lard flavor. We positively guarantee this LARD and TALLOW PURIFIER to do all that we claim for it. This PURIFIER is the result of many years practical experience in the refining of LARD and TALLOW. When used it will do the work every time and will give the best of satisfaction.

For Sale by Leading Jobbers

Take none but the Genuine—Made only by

B. HELLER & CO.
Mfg. Chemists
Chicago, U. S. A.
FREEZE-EM (TRADE MARK REGISTERED)

HONOR WHERE HONOR IS DUE.

Laurels Won by Years of Use Keep Adding To its Prestige

There is only ONE Freeze-Em

But Many Worthless Imitations

FREEZE-EM
KEEPS ALL KINDS OF Fresh Meats, Chopped Beef and Pork Sausage Perfectly Fresh Without Ice

FREEZE-EM PRICE LIST

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price per lb</th>
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<tbody>
<tr>
<td>5 lb. bottles</td>
<td>50c</td>
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<tr>
<td>30 lbs. (1/4 dozen 5 lb. bottles)</td>
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<td>60 lbs.</td>
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<td>360 lbs. (2) 5 lb.</td>
<td>46c</td>
</tr>
<tr>
<td>720 lbs. (3) 5 lb.</td>
<td>48c</td>
</tr>
</tbody>
</table>

Made only by
B. HELLER & CO.
Mfg. Chemists
CHICAGO,
U.S.A.
To Color Bologna, Frankforts, Smoked Pork Sausage, Summer Sausage, Hams, Bacon, Dried Beef, etc., also to prevent Mould, use Zanzibar Carbon.

This is the best known and the original color for Bologna, Frankforts, Smoked Pork Sausage, Summer Sausage, Hams, Bacon, Dried Beef, etc., and it gives them an attractive smoke appearance.

EVERY CAN OF Genuine Zanzibar Carbon has our REGISTERED TRADE-MARK on it.

The only preparation that will give all kinds of smoked Sausage, Hams, Bacon, Shoulders, Dried Beef, Tongues, Smoked Fish, etc., a beautiful and lasting fresh smoke color. It saves time and shrinkage, prevents mould and skippers. For sale by leading jobbers.

The genuine ZANZIBAR CARBON is sold in tin cans only, and not in bulk or in wooden boxes. Every can is sealed with a lead seal. These are facsimiles of the seals we use for sealing all our Zanzibar Carbon cans.

TRADE MARK REGISTERED

We guarantee that ZANZIBAR-CARBON produces the finest smoke color; that it does not rub off, that it is non-poisonous; that it prevents mould on meats and sausage; that it is the only color that works well on hams and bacon; that it hardens the casings of Bologna and Frankforts; that it does not puff the casing like Aniline colors; that it produces an attractive appearance; that it will keep off skippers; that it prevents shrinkage.

PRICE LIST

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 ounce cans</td>
<td>7.50 per can</td>
</tr>
<tr>
<td>5 pound cans</td>
<td>3.00 per lb.</td>
</tr>
<tr>
<td>10 pound cans</td>
<td>2.50 per lb.</td>
</tr>
<tr>
<td>50 pound cans</td>
<td>2.00 per lb.</td>
</tr>
</tbody>
</table>

ZANZIBAR CARBON produces a much finer, richer and better lasting fresh color than by coloring in the old way by smoking. It answers all the requirements of the old and besides has many advantages of its own. ZANZIBAR-CARBON is the first color of this kind on the market and has stood a successful test for many years.

MADE ONLY BY B. HELLER & CO. Manufacturing Chemists Chicago, U.S.A.

Be Sure you get the GENUINE ZANZIBAR CARBON. Take the Genuine Article only and not an Imitation.

The First and Only Original Zanzibar Carbon

All Others are Base Imitations
ARE YOU BEING HELD UP

By vendors of worthless imitations of our goods? Watch out for these hold-up men. They even send traveling men to solicit your trade who will claim to be representing us. Such claims are fraudulent just as are the goods which they will send you and which are put up in packages similar to ours and with names devised to deceive you. Before using them, closely examine the labels of all goods received by you, and see if they bear the name of

B. Heller & Co.

The name of B. HELLER & CO., and no other, is on every package of goods of our manufacture. When any other name than that of B. HELLER & CO. appears upon a package purporting to be our goods, it is a base imitation. You should return such spurious articles at once and not run the risk of having good meat spoiled by using them.

When giving your order to any traveling man have it plainly understood that the goods to be shipped on your order shall bear the name of B. HELLER & CO. and no other; then specify the different articles you desire.

Our Goods are the

First and Original

Others are Mere Imitations

TAKE NONE BUT the GENUINE

They imitate our goods because our goods have merit and reputation and because such unscrupulous imitators hope to reap an illegitimate profit from the prestige of our goods. To accomplish their purpose, these commercial pirates will sell you an inferior article made of cheap drugs and compounded with no regard for science or its mandates. They never expect to get a second order so do not give them the first.