

PHOTO FINISH

Franks' beef with chicken

On a hot July afternoon at the eastern edge of Washington Square Park, Hassan Abdelrahman doled out bottles of water and fielded questions about prices from behind his hot-dog cart. When a passerby decided to fork over \$2 for a weiner, Abdelrahman placed one imprinted with the word "beef" inside a fresh bun.

Keith Dorman, who wholesales the frankfurters under the brand Snap Dog, believes truth in advertising is the first step in raising the profile of the lowly hot dog. "Vendors want to make money and sell what's cheapest," Dorman said. "They have little regard for the quality." That has driven some vendors to sell franks made of chicken meat and other parts.

At 18 cents a link wholesale, hot dogs made from chicken meat and parts are a steal compared with 38-cent Snap Dogs. But Dorman hopes that labeling his frankfurters, which are made from steak trimmings, will pressure other vendors to improve the quality of their products. "Most New Yorkers have pretty much given up on these guys," Dorman said. "For tourists, how thick your accent is determines what kind of hot dog you get."

— PETER D'AMATO