It is our privilege and pleasure to introduce to you the extreme Northeastern branch of the “pickle family,” the gentlemen who represent us in a section of our country that is rich in historic interest, educational achievement and commercial prosperity.

Boston is familiarly known as the “Hub of the Universe,” so called, as one has said, “because it has so many spokesmen.” The group of Bostonians here presented sustain their parts as “spokesmen” in an admirable manner. Their speaking, however, resolves itself into a skillfully constructed argument intended to convince the proverbially conservative New Englanders that there are other beans besides the “Boston baked.” How well they have succeeded is evidenced by the fact, that, although “it is like carrying coals to New Castle” to ship baked beans to Boston, it is a common thing to ship them to that city in car lots.

Boston branch has been a growth, a substantial growth, developing rapidly from a small beginning. The fact that Boston is the commercial center and distributing depot of one of the most densely inhabited parts of the United States, with a large urban population, long established and prosperous, suggested the
possibility of its developing business of sufficient volume to justify the establishment of a branch house. An agency was at first capable of taking care of the territory while the goods were being introduced, but this gave way to a branch house in February, 1896. W. G. Baker, the present manager, came to that position a little over one year ago.

The office and ware rooms are situated in the North End of Boston, a section of the city in which occurred many events that have a fixed place in the history of the struggle for independence. It is also conveniently near the wholesale grocery district and the markets. Although one of the new branches, Boston branch feels considerable pride in comparing favorably with some of the older branches, and it considers future prospects very bright. The increase in the business during the first year of its existence as a branch, over the last year at the agency was quite gratifying, and the returns for the part of the second year that has past, indicate an equal percentage of gain over the first year. This result has been accomplished in the face of that sharp competition that is always present, in old long established communities.

The working force of the branch consists of fourteen salesmen, each one of whom has the interest of the house at heart, and is fitted to speak entertainingly and effectively of the goods he is striving to place in the stores in his territory. Five of them were connected with the business while the agency was in existence. G. L. Cole has been longest in the employ of the house, beginning his service in July, 1894. His territory is in the heart of the city. C. S. Eaton who looks after the trade in Rhode Island and a few towns in Connecticut has been with the house since October, 1894. The connection of W. M. Dickinson, the third man, began in January, 1895. He has a territory north of Boston and is counted a city salesman. W. I. Curtis, the fourth on the list, after more than a year's experience in the city, was transferred in August, 1896 to western Maine and northern New Hampshire and Vermont. J. H. Andrews, the fifth man, has been in the employ nearly three years, and travels in central Massachusetts.

The first man to join the pickle family after the branch was established was W. L. Stokes, who started out on the road in March, 1895. His territory lies in south-eastern Massachusetts. Eastern Maine is visited regularly by C. F. Warren, whose period of service dates from June, 1896. W. C. Abbott started to work for the house as a specialty man in August, 1896. He was advanced to the position of a regular salesman the following September and left the employ in February this year. He returned in July, since which time he has been a city salesman. G. H. Dakin was employed as a specialty man in August, 1896, and in October of the same year started down to Cape Cod and the extreme south-eastern part of Massachusetts as a regular salesman. W. H. Nickerson, another specialty man, was advanced in a month's time to a regular salesman and travels among the city suburbs. The populous districts of north-eastern Massachusetts, southern New Hampshire and Vermont are worked by H. S. Dunham, nearly a year in the service. G. G. Webster associated himself with the branch in February, 1897, and talks pickles to some of the most aristocratic suburbs of Boston. Messrs. Nunn and Chadbourne, who appear in the cut, have graduated from the pickle business. Their places are taken by A. L. Sprague and D. A. Wilder, the babies of the branch, who promise to develop into first class salesmen.

Boston branch has struck its roots deep into the heart of the business community in which it is located, and we hope its energy and industry will achieve a full measure of success.

FROM ONE OF THE BOYS.

A New York branch salesman, who modestly requests that his name be withheld from publication, sends in the following suggestions to his fellow salesmen.

"When I find a merchant who is sour on the firm, and my every effort is exhausted to win him over and sell him, I think of the papers laying idle at my home and put them to use. I take the 'Canadian Trade Review' containing the article on H. J. Heinz Co. and Mr. Heinz, or the paper called PICKLES to that sour merchant and ask him to read them. In this way I get our sour friend to look upon me as a friend of his for taking an interest in him and showing him a little courtesy. In many cases out of mere friendship for me, he will give me an order.

Perhaps the boys use this method, but as I have never heard of it, if they do, I offer the suggestion as a pretty good piece of fly paper with which to catch sour customers."

A LUCID EXPLANATION.

A little girl was found rolling on the floor in the agonies of colic. Between her sobs she explained the reason for her trouble as follows: "I ate some pickles and drank some milk, and the pickles told the milk to get out, and the milk said it wouldn't, and they're having an awful fight."
PICKLES.

says: "The man who introduces a new gastronomic delight to the notice of his fellow men is deserving of a niche in the temple of fame. H. J. Heinz Co., of Pittsburgh, U. S. A., have earned our gratitude and we hope that of posterity also, by placing within the reach of English epicures various American dainties that were previously unprocurable in this country. Their's is a popular line that is sure to "catch on" on this side of the herring pond."

"The Commercial Traveler" contains an article of like import.

It is extremely gratifying to read these kind words in the papers particularly interested in the trade show, as we feel that we have gained their confidence and esteem, favors which the conservative Englishman is slow to confer until convinced that they are rightly bestowed.

HOW IT HAPPENED.

To be in the lead is the ambition of most of us, and Kansas City branch takes pride in being first in delivered sales of sauer kraut for October.

This did not happen by accident or chance, but was the result of carefully laid plans, and good, well directed and intelligent work.

At a convention of salesmen held in July the kraut question was up for consideration. The situation was gone over carefully, the campaign planned, and the line of action decided upon. One salesman, whose kraut sales in the past had been quite small, in comparison with those of his associates, had his attention called to this fact. This salesman then and there placed himself on record, saying that he would see to it that his sales would be increased. The result shows that it was no idle boast, for we are pleased to say that this salesman, Mr. Fred B. Hamblin, has a record of 168 barrels delivered in October, and through his work, combined with the good work of the other salesmen, Kansas City branch secured first place.

We have been constrained to write these few lines, as we feel so impressed with the fact that the success of our kraut business in October was due so largely to well laid plans, carefully and faithfully executed by the salesmen, and we believe that such a method applied to the sale of other goods will enable any salesman to be in the lead, some of the time at least.

KANSAS CITY BRANCH.

THE SALESMAN AS AN ADVERTISER.

Of the many methods of advertising, that by word of mouth cannot be excelled. If a salesman will talk his wares at all proper times and occasions, he can do better advertising than by any other method. If he will talk when in a store, not in a loud or boisterous manner, yet in such a manner that everybody can hear him, the customers will become interested as well as the grocer, and want to try the goods. For instance, if he says: "Heinz's pickles are high grade goods in every respect, and once tried your customers will never have any other," calling attention to the quality of the goods and the manner of preparing them, the cleanliness etc., the customers in the store are bound to become interested, and the chances are, will want to buy the goods; of course when it comes to showing the grocer the profit and the cost of the goods and so on, he wants to speak so that only the grocer will hear him.

The salesman, by showing his samples of goods, setting them on the counter, while waiting for a chance at the grocer, can do good advertising. Many times in the writer's experience, sales have been made by a lady customer looking at the goods, perhaps asking something about them, the salesman will explain to her how the preserves are made and let her taste them, the lady of course will indorse the quality of the goods and possibly say to the grocer, "are you going to have these, Mr. Brown? When you get them send me a bottle." Mr. Brown buys a case of goods.

This is good advertising and everyone will agree that no other advertising medium will beat it because results are gotten on the spot. Advertising in the newspapers, in the cars and putting up big posters on the fences, is very good, but if the advertiser does not follow them up by good live salesmen, the result will be proportionately small.

The salesman says "here are the kind of goods that are advertised all over the world," and shows his samples. There are lots of people who never read the newspapers and will ride in a car and never look up to read anything, but when the goods are placed before them and they handle them and the salesman talks them, they are impressed, and the chances are they will buy the goods. Some salesmen will go into a store and talk quietly to the grocer and no one but the grocer knows whom he represents, he floats in and floats out. Other salesmen have some little card or souvenir, or something to attract attention, and they will talk about the line they are representing, and thus do their duty to their house and to themselves. The salesman, as a rule, does not appreciate these facts.
NEW PARK AND FOUNTAIN.

It is a very natural supposition that our readers are always interested in learning of the things that are being done and the changes made at the home plant, that are indicative of the spirit of improvement and progress which it is our constant endeavor to exemplify. Those of you who are familiar with the location of the main plant and its surroundings will readily recall to mind that there is a strip of land situated north of the factory buildings, and laying between the West Penn railroad tracks and Ohio Street. If you are able to recall that fact, then, by association of ideas, there will undoubtedly rise before your mind’s eye the picture of a rather rough, unkempt and unsightly vacant lot, with a very uneven surface, and so littered over with odds and ends as to remind one of a depository for street sweepings and refuse generally. It is a pleasure for us to inform you that all this is a thing of the past. A few months ago a great transformation was wrought by the application of the pick and shovel; the land was graded and converted into a lawn, so we can now boast of a neat attractive little park, where but a short time since there was only a vacant lot. The park not only adds greatly to the appearance of the factory as viewed from Ohio Street, but must certainly please the eye of the people who are residents of that locality and those who pass by on the railroad or street cars.

Perhaps the feature that is a constant source of pleasure and benefit to the citizens of this neighborhood, for whose comfort and convenience it was planned, is a beautiful and serviceable public drinking fountain that has been erected on the street side of the park. There is situated on the factory premises an artesian well, a never failing source of an abundance of clear, cool water. The water from this well has been analyzed a number of times, and has always been pronounced pure and healthful, certain mineral properties that it possesses increasing its beneficial character. Our entire supply of drinking water throughout the establishment is obtained from this source. From this well, the water is conducted under the railroad tracks to the fountain, where it issues forth, a constant invitation to partake and be refreshed. The number of people who stop at the fountain to quench their thirst is a sufficient attestation of the fact that they appreciate it.

The question of a pure water supply is one of the most important with which the authorities of every municipal government are called upon to deal, and the placing of such a supply within the easy reach of a populous neighborhood, where all may come without let or hindrance is a species of practical philanthropy which is appreciated by its beneficiaries.

IN THE WORLD’S METROPOLIS.

We are in receipt of a number of papers from England, containing some complimentary notices of H. J. Heinz Co. in connection with the annual “Grocery and Provision Trades Exhibition and Market,” which was held in London this fall, and where we had an exhibit. It may not be uninteresting to you to learn what our English neighbors think and say of us. The Grocers Journal, a representative trade paper, in a descriptive article on the exhibition, publishes a half tone cut of our “tasting stall” and says: “The stand of H. J. Heinz Co. in the south gallery was one of the most striking and extensive off the ground floor, and the display of all sorts of delicacies to tempt the epicure and bring back the keen edge of appetite to those who have lost it, was about as complete a one as could be got together. Many of the names of the firm’s specialties are new to the public, but they are making headway, and the offices in Haydon street, Minories, are busily employed in meeting the wants of new customers. The company have only been here two years, but they say they have come to stay. One thing we were particularly struck by and that was the extremely nice way in which the goods were put up. They are a real live firm, with all the push and go-ahead characteristics of their race, and we do not wonder that they have become the largest house in the states in their line.”

“The Chef and Connoisseur” in an article “Round the Stalls at the Grocer’s Exhibition”
PICKLES.
PUBLISHED BY
H. J. HEINZ Co., Pittsburgh, U. S. A.
In interest of their
TRAVELING SALESMEN AND REPRESENTATIVES.

GERKINS.
Two new tank cars have been ordered, to be delivered February 1.

We have secured the contract to supply the National Home for D. V. S. at Dayton, Ohio, with 8,000 gallons of kraft.

F. J. McMullen, Pittsburgh, whose name was omitted from the October report of baked beans sales, should have been number 73.

The vinegar sales of Chicago branch for October this year, show the gratifying increase of 142 per cent. over the sales of October, '96.

St Louis branch reports that the largest retail grocery house in the United States, which is located in St. Louis, has declared that our mince meat in cans is the best on the market.

The custom officers at Portland, Oregon, recently seized fifty cases marked "Cumberland Home-made Catsup," intended for shipment to Alaska. The inspectors tasted it, and pronounced it very good whisky.

W. A. Beckfield, Pittsburgh, has stood at the head of the baked beans sales report for July, September and October. He has a city route and calls on the trade every week. Constant and regular work is the kind that produces results.

The October report of vinegar sales places Pittsburgh city salesmen well up to the front. They push vinegar continuously, making most of the fact that vinegar is an article that sells all the year through, and that every grocer handles it.

John A. Renshaw, Renshaw, Carson & Co., Robert Carson, George K. Stevenson, William Haslage & Son, Ommert & Hofffield, F. H. Kremier and Kuhn Bros., all leading Pittsburgh retail grocers report good sales of our bottled goods, and attribute this result in part to making a special display of the goods, and pushing them as a leader. If you can interest your grocers to try it you may expect good results.

The entire front wall of the large building in which the offices are located is being rebuilt. A light, mottled pressed brick, that comports in style to the brick used in the baked beans building near by, is being used. The change will greatly improve the appearance of the plant.

A friend in Pittsburgh has informed us that he lately received a letter from a well to do Englishman, enclosing a wrapper from one of our cans, saying: "Do you know this Pittsburgh firm? I got some of their baked beans with tomato sauce the other day and they were delicious, and far superior to anything in that line I ever bought over here before." They are beginning to find us out on the other side.

The girls employed in the factory had the privilege of listening to a lecture the other evening. Their spacious dining room was converted into an audience room. Rev. J. R. Reitzel, a Chicago divine, with whom Mr. Heinz traveled through the holy land a few years ago, was engaged to deliver one of his interesting and instructive lectures on Palestine. The lecture was greatly appreciated by the girls.

J. D. Wall, St. Louis branch, reports that a certain firm at Algiers, La., had just opened a barrel of our kraft which had been on hands for more than a year and which they reported "sound as a dollar." St. Louis branch took the trouble to look into the matter closely and discovered that the barrel in question had been shipped July 8, 1896, so that more than fifteen months had elapsed since its shipment. This is a pretty good testimonial as to the keeping qualities of our kraft.

Mr. W. K. Gillespie recently accompanied a party of ladies through the pickling and preserving departments of H. J. Heinz Co.'s establishment. Mr. Gillespie says that the ladies were pleased with the scrupulous cleanliness that ruled everywhere, and care and conscientiousness entering into every detail, and adds that the visitors will now have increased faith in everything bearing the Heinz name.

This item is taken from the "Mercantile Journal," the leading trade paper in this section of the country. Mr. Gillespie referred to is one of the largest and best known wholesale grocers in Pittsburgh.

"A man may dare, And a man may swear, And a man may puff and blow; But he can't get trade, By sitting in the shade Waiting for business to grow."
PERSONALS.

H. H. Cowan, of the Pittsburgh office, spent last week in New York.

C. T. Patterson, Indianapolis branch manager, was a recent visitor at the home office.

The Pittsburgh office received a visit recently from N. G. Woodside, Chicago branch house manager.

A. T. Leib, Chicago branch, after six weeks service at St. Paul, has returned to his work at Chicago.

C. W. Semmes, Baltimore branch, has joined the ranks of the beneficents. The bride was a Washington, D. C., lady.

E. M. Roberts has lately arrived from the Saginaw branch factory, where he has been located the past summer and fall.

Chas. Volckmann and E. H. Tuttle, New York branch, recently spent a few days very pleasantly at the Pittsburgh office.

W. K. McBeth, of the Pittsburgh office, sails on December 1, for Ireland, where he expects to spend at least three months.

Mr. H. J. Heinz was in Philadelphia last week, attending the meeting of the executive committee of the State Sunday School Association, of which committee he is chairman.

L. M. Auchmoody, New York branch, reports that a grocer took an order for one dozen jars ofouched figs from one of his customers, which shows that the purchaser must be satisfied with the quality of the goods.

We are pleased to announce that O. A. Burroughs, manager of the branch factory at La Porte, Ind., has resumed his place in the ranks after a painful illness. He was in Rome, N. Y., for a time receiving treatment from a specialist.

Mr. H. J. Heinz and daughter were among the throng of horse show visitors in New York. They also made a short visit with Howard C. Heinz at Yale. The latter has been elected a "Deacon," quite a class honor at the university. Mr. Heinz never loses an opportunity to look in upon the branch houses whenever in a city where they may be located, and thus very happily combines business with pleasure.

Invitations are out for the wedding of C. H. Pingrey, Chicago branch, to Miss Cora Howe of Wenona, Ill. The ceremony takes place Thursday, November 25. Mr. and Mrs. Pingrey will be at home after January 1, at 511 E. Douglass St., Bloomington, Ill.

Messrs. Sebastian Mueller, R. G. Evans and W. A. Kober visited some of the Canadian provinces last week. During his absence Mr. Evans spent some time with our salesmen in Toronto and Montreal.

John Koehrer, Pittsburgh, who has been at the branch factory at Muscatine, Iowa, for four months past, has returned to Pittsburgh. A superior quality of ketchup was put up at Muscatine this year, the tomato crop being an excellent one in every respect.

L. M. Auchmoody, New York branch, made sales to the amount of $221 on November 2. It was our impression that all New York was engaged that day in electing a mayor, but some of the people must have been attending to business.

ON THE PACIFIC COAST.

Wellman, Peck & Co., San Francisco, Cal., one of the largest grocery and provision houses in the west, and our agents for the Pacific coast, publish a monthly paper called "The Kinetoscope." It is a bright little sheet, intended for circulation among the grocery trade. The November edition was named "H. J. Heinz Co. issue," and was devoted to an exposition of the history of our firm, its growth, rise and progress, together with words of warm praise for our goods—their quality and merit. We appreciate the courtesy, for it shows that our agents are also our friends.

DON'T WORRY.

Don't worry about something that you think may happen to-morrow, because you may die to-night, and to-morrow will find you beyond the reach of worry. Don't worry over a thing that happened yesterday, because yesterday is a hundred years away; if you don't believe it, just try to reach after it and bring it back. Don't worry about anything that is happening to-day, because to-day will last only fifteen or twenty minutes. Don't worry about things you can't help, because worry only makes them worse. Don't worry about things you can help, because then there's no need to worry. Don't worry at all. If you want to be penitent now and then it won't hurt you a bit to go into the sackcloth-and-ashes business a little; it will do you good. But worry, worry, worry, fret, fret, fret; why there's neither sorrow, penitence, strength, penance, reformation, hope nor resolution in it; its merely worry.—Edinburgh Scotchman.