HEINZ MOTOR DECORATED FOR THE FLORAL PARADE, PARIS.

HEINZ MOTORS IN PARIS

The motor wagons we have in use in Paris at the present time create considerable favorable comment. The magnificent boulevards afford an excellent opportunity to advertise in this manner. The illustration on this page shows a Heinz motor, decorated with flowers, all ready to start in the great floral parade, which took place in Paris last November. One would judge by the number of motors taking part that all the motors in the world had been gathered together for this occasion. Although the parade was intended for private automobiles only, yet no objections were made to our taking part, and strange to say the judges decided that the one shown in the illustration was the handsomest and the most artistically decorated one in the parade; and on behalf of
the city of Paris, offered us a prize to defray the expense gone to in its decoration. The name Heinz was constructed of white roses, the other decorations were chrysanthemums, roses and smilax. The green smilax, twining about the wheels and framework, the beautiful French roses interspersed throughout produced a handsome effect and many were the ejaculations of praise as our motor passed by. The other illustration shows this motor as it appears usually on the streets. On the fourth page the illustration shows a Tomato Chutney motor. Coming down from the Arc de Triumph on its way to the Place de la Concorde which connect the Gardens of the Tuileries with the Champs Elysées, and embraces a magnificent view of some of the finest buildings and gardens of Paris. Private houses as well as public buildings are built of a light colored kind of limestone, easily wrought and carved ornamentally. With this material they are reared in hugh blocks, rising to a height of six and seven stories; each floor constituting a distinct dwelling, access to all the floors in a tenement being gained by a common stair, which is usually placed under the charge of a porter at the entrance. Among the public squares or places, the most noteworthy are the Place de la Concorde, the Tuileries and the Champs Elysées. In the centre of the Place de la Concorde is the famous obelisk of Lensor, covered with hieroglyphics. It was brought from Egypt to France and in 1836 placed where it now stands. On the seat of this obelisk stood the revolutionary guillotine, at which perished Louis XVI, Marie Antoinette, Philippe Egalite, Danton, Robespierre, and a host of other victims. Of the other squares, through which the parade passed, the following are the most handsome: the Place du Carrousel, between the Tuileries and Louvre; the Place Vendome with Napoleon's Column of Victory; the Place de la Bastile, where once stood that famous prison and fortress; the Place Royale, with its two fountains and a statue of Louis XIII; the Place d'Hôtel de Ville, formerly Place de la Grève, for many ages the scene of public executions and the spot at which some of the bloodiest deeds of the revolution were perpetrated. The Porte St. Martin and Porte St. Denis, which were erected by Louis XIV to commemorate his victories in the low countries, and are adorned with bass-reliefs representing events of these campaigns, mark the ancient limits of the most turbulent quarters of the Paris of the past; while the Arc de Etoile, begun by Napoleon in 1806, and completed in 1836 at a cost of more than £2,000,000 may be said to form the extreme west boundary of the aristocratic quarters. This arch, which bounds the Champs Elysées, has a total height of 152 feet and a breadth of 137 feet. The Palace of the Tuileries was begun in 1566 by Catherine de'Medici, and enlarged by successive monarchs. The wide avenues, the merry throngs of people, the beautiful parks and equipages, the blue sky of sunny France form a picture long to be remembered.

ENTERTAINMENTS IN HEINZ AUDITORIUM

THE evening of December the fourth was chosen by H. J. Heinz Co. to tender to their employees and friends an entertainment. Fifteen hundred persons assembled in the auditorium filling the house; had the evening been clear, numbers would have been turned away because of lack of room; the night was stormy so many did not venture out. The program was made up as follows:

PROGRAM

OVERTURE—Home Circle Schlesvlll
Sousa Mandolin and Guitar Club

VENTRILOQUIST
Von Kamp

RECITATION—Irish Monologue
J. B. Dunlevy

COON SONG—Lucy Lee
E. CLARE MCLAUGHLIN

SELECTION—Rag Time
Mandolin Club

PART II

RECITATION—How Van Beem Played the Cello
J. P. Dunlevy

MAGICIAN
Von Kamp

FARCE—(One Act) Box and Cox
Box—L. CLARE MCLAUGHLIN
Auntie—JAS. P. DUNLEVY
Cox—BURT BOLES

SELECTION
Mandolin Club

ELECTRICAL CLUB SWINGING
Garrigan and Gavin

The Coon Songs by McLaughlin and the performing of Von Kamp, the Ventriloquist and Magician, were exceptionally good and met with hearty applause. The whole program was very
entertaining and everybody was delighted.

The auditorium was as bright as day, lighted up as it was by hundreds of electric lamps. Everybody was in holiday attire and all seemed to be perfectly happy. This was the second entertainment of the season, the first one was given by our own talent, the Heinz Choral Club, who gave a concert.

* * *

At this year's "Christmas Tree" a new feature was introduced. For many years H. J. Heinz Co. has presented each employee at Christmas with either a pair of kid gloves or a silk umbrella. Mr. H. J. Heinz, who is always thinking of something new, planned a surprise and provided 7,000 toys, dolls, games, &c., to be distributed to each child present at the "Tree." The children were those of the employees, or the brothers, sisters, cousins, or friends of employees having no children. A large Christmas tree was set up on the platform, which was bedecked with gifts and lighted by using electric lamps. The Heinz Choral Club sang several selections; songs, recitations and music made up the balance of the program. One of the factory girls sang beautifully, having a full melodic voice, filling the Auditorium. The recitations were above the average, in the rendering. One of the visitors remarked that they equalled those of professionals.

THE GIRL PHILOSOPHER

H E Girl Philosopher was wanting a job,

"Not because I love to work," she hastened to explain, "but because I need the money. There's a Faith-healer down on the south side who says he can cure people of the love of money, but he charges $100 for a full course of treatment, and I have to get the money first."

Various wild plans were suggested by which the girl could earn $100 and take the cure. She scouted every plan and said that she believed there was money in joining the baked-bean school of poets. She said that she would feel proud to have her poems displayed in every street car, and so she set to work on some verses after getting the address of a pickle factory.

"I wrote three poems," she said, in telling her adventure, "then I put on my best hat—I wanted to look affluent and as if I was writing for pleasure—and started over to the pickle factory. When I arrived I asked to see the manager. I had to wait until he had tasted the new vat of India Relish to see if it was sour enough. When he came in he diffused a pleasant odor of Im-

perial Catsup. 'What can I do for you, young lady?' he asked

"I told him that I had brought out some new pickle pastels which I thought he might like to look over.

"He said that generally he bought his poetry by the yard, but that he was always ready to buy suitable stuff by the piece. He held out his hand.

"First I handed him this poem:

"'Once upon a time there was a man
Who ate a whole can
Of Heinz best Mixed Pickles.
And since that time
He's not had a sign
Of recurrent appendicitis.'"

"The manager read the poem with the same absolutely vacant expression that all great editors assume during the suspension of judgment. I gave him a second gem:

"'If a man wants to succeed,
If he wants to do a great deed,
If he wants to be boss
He must feed himself
On Heinz Baked Beans with Tomato Sauce.'"

"Still the manager made no comment, though I confess I had thought this poem rather stirring and the sort of thing that would incite a person to ambition.

"The last piece is more pathetic," I said, 'I thought perhaps it could be illustrated. I think it would appeal to mothers;'

"'Two children at play
On a summer's day
Fell into a raging river,
One got drowned,
But the other was found
Afloat on the top of the water,
Because he was used to a light but nourishing diet
Of Heinz Beans and India Relish.
Why don't you try it?'

"The manager shuffled up my poems as if he were going to deal at three card monte.

'They are enormously clever,' he said. 'The first one teaches a lesson in health, the second appeals to the ambition and pride of a man and the third, as you say, is pathetic and makes a special plea to young mothers.'

He paused, I looked at him hopefully. I intended to ask him $5 apiece for my verses.

"They are very, very beautiful, he said, as he handed them back to me. 'In fact they are too full of genius. If we used your poems our patrons would get used to such a high grade of poetry that we could not use the ordinary verse that we have in stock already. We have about 3,000 yards on hand, so I must decline your verse.'"

"He opened the office door and I was waited out by a chow-chow zephyr.

"I'm still looking for a job."—Daily News.
PICKLES

COMMERCIAL OF THE UNITED STATES

The figures given by the “Monthly Summary”, from the bureau of statistics of the Treasury Department at Washington show that the United States will have reached the first place among exporting nations, should its commerce continue to the end of the year as it was running for the first ten months of 1900.

According to the latest figures obtainable Great Britain reached last year the total of $1,287,000,000 in her export trade. This was about $84,000,000 more than that of the exports from the United States.

But the first ten months of this year show nearly as great an export trade as the entire twelve months of last year, and with the rate kept up as shown by October, Great Britain’s last years record would be exceeded by $300,000,000. Now, while Great Britain may have increased her export trade to some extent in the year, it does not grow like that of our own country, and never has made such an increase as would be necessary to keep the British Islands in the lead this year. The exports of American goods has kept up during November and is still active, and there is no possibility that Great Britain will finish the year in the first place. France and Germany are left hopeless in the race, with no prospect of ever being prominent again as compared with the United States. The fact that they are compelled to draw upon this country for their staples of food and factory supplies settles that question. It is doubtful if Great Britain will ever again hold, even temporarily, first place in the export trade of the world, for the thing that has put the United States first, the vast resource of material and opportunity, will always be lacking in England.

Our exports of coal and iron are increasing each year and the great steel mills of our home city are taxed to their utmost capacity. Should the shipping bill now before congress be passed, that our manufactures can be carried in our own ships; the manufacturing interests of this country will grow phenomenally. We are entering upon an era of great prosperity and as a nation we stand supreme in progress and enterprise.

LETTER FROM WASHINGTON

The following extract from a letter written by the wife of a prominent Congress-man is a glowing tribute to the “quality” of Heinz preserves and a forceful presentation of the evils of substitution.

WASHINGTON, D. C., Nov. 24, 1900

H. J. HEINZ Co.,

Gentlemen:

Will you send us by freight a case of Cherries (seeded) such as you sample at the pier at Atlantic City. If you can tell me where they can be bought here, it would answer the same purpose. I asked at my grocers for them, and they sent me a can on trial, with a beautiful picture on the out side of the can of rich, luscious looking red cherries, but within they were little shriveled up white cherries, with pits in them.

Yours sincerely,

CHRISTMAS GREETING FROM LONDON BRANCH

The young branch in the old world sends sincere and hearty greeting to the parent tree in the new; and may root and branch thrive in the coming century.

Best wishes and good luck to the lonely pioneer of the great “Pickle” family in British South Africa.

More strength to his elbow is the wish of the “boys.”

ONE OF THE HEINZ HUSTLERS

Mr. J. B. Root, the indefatigable hustler for H. J. Heinz Co., was in town for two days, this week, showing the fine line of Pickles, Preserves, and table Condiments, manufactured by the above company. We have sampled these goods and they are the finest. Mr. Root is one of the boys that are always welcome to Mayville where he has plenty of friends, and he always gets orders that would make any traveling man “smile” a great large smile.

—North Dakota Farmer.
LETTER FROM EGYPT

A young lady recently sent as a missionary to Egypt, to a small inland town, writes that she has been pleasantly reminded of home by seeing a sign at one of the Bazaars: "Use Heinz Baked Beans with Tomato Sauce."

and Baked Beans have given the greatest satisfaction, and the simple mode of preparation makes them very popular with cooks. These excellent products require only to be known to be universally employed.

Yours faithfully,

James Farrelly, Mgr.

---

LETTER FROM DUBLIN

The following is a copy of a letter we have received from the Gresham Hotel Co. Ltd. of Dublin.

Since the introduction of your Tomato Products to this Hotel, I have used no other, and it affords me great pleasure to bear testimony to the excellent quality of these goods.

The Tomato Soup, Ketchup, Horse-Radish

FOUND FAR FROM HOME

Mr. Ed. Murphy, a home sick Pittsburger brought us a small sample bottle of Heinz Malt Vinegar, which he found at the foot of Cloud Peak, Big Horn Mountains, Johnson Co., Wyoming, 132 miles from the nearest railroad. He said it made him feel like finding an old friend, and he put it into his pocket, bringing it home with him.
DRESSER'S SHOW WINDOW

THE originality of Dresser & Co., crops out in many ways and Mr. J. C. Black in speaking of them and their show window in particular says that he considers it as attractive a window as he ever saw. The goods are arranged tastefully as shown in the illustration. A bald eagle was suspended from the ceiling having red, white and blue ribbons in its beak. The bird looked as natural as life, it was a handsome specimen. The bottom of the window was covered with white paper. Pickle Watch Charms were scattered about and cut out pickle cards were arranged about the window making a pretty effect. This is truly an American window, American eagle and American goods. Our friends, Dresser & Co. are up to date grocers, carrying none but the best goods. They say they have found by experience that a satisfied customer is the best kind of an advertisement, and that they have made it a rule to supply their trade with none but goods they "know" will give satisfaction.

PLUM PUDDING HAS NO PLUMS

PEOPLE who patronize the eating joints kick because mince pies have no meat in them," said the Green Goods Man, as he shifted the remnants of his Sunday countenance upon the top of his bald head. 'The kick is hardly warranted, because mince pie is intended to foster indigestion and this end is accomplished as successfully without as with meat. It is a butt and wrinkled remark that 'plum pudding has no plums,' yet a true one, and why should mince pie have minced meat between the burned top and soggy bottom of the pasty mess? Why? I repeat it, why? Since no one answers why, I'll write to the man who builds the correspondents' column in one of the newspapers, and then I'll know less about it than I did before making the inquiry. The plum pudding is so-called because it was first constructed by a plumber. He got the idea from a wipe joint. Plumbers never give you what you want in their special line, and naturally the craft wouldn't build a pudding according to the original tracings. Mince pie and plum pudding are deceptions.

"If you are unhappy
And think you ought to die,
Don't wait another minute,
But fill up on mince pie;
If you are very anxious
Your life away to fling,
Just gorge yourself to choking,
With Plumless plum pudding.

-Pittsburgh Post.
PERSONALS

Mr. C. N. Heinz has just returned from abroad arriving on the St. Louis.

Stanley Monteith has reached Cape Town, South Africa. We have just received his cable for 500 cases of goods.

W. G. Baker who has been at headquarters for a few weeks is now at Chicago Branch associated with Manager Woodside.

Mr. J. D. Graves has just returned from the West and expects to spend some time at headquarters.

Kansas City holds the lead in sales of mince meat for 1900 and says it's just as easy as "Shuckin Corn."

G. M. Archer has been at Buffalo several days making arrangements for our exhibit at the Pan-American Exposition.

H. H. Cowan has gone to Michigan to look after our Branch Factories and Salting Houses in that state.

Alex. MacWillie is traveling in the South looking after hotel trade, he will visit Cuba and Porto Rico before he returns.

Geo. Puhl says speaking of "Nuts to Crack" I have just found out what I am, a Nut Cracker. He cracked the nuts O. K.

Harry Asterly is sporting a new silk hat and has gotten to be quite a pigeon fancier, so Anderson says. Harry is in England you know.

N. G. Woodside, manager of our Chicago Branch was at headquarters several days last week.

Frank McMullen one of our Pittsburgh district salesmen, holds first place on our November relative standing variety sheet. Frank usually lands near the top.

C. A. Haldt of our New York Branch sold to the U. S. S. Buffalo 228 cases of our 57 varieties, December 13th.

Two of the Salesmen of our Cincinnati Branch W. T. Riddell and F. McPherson spent a few days at the main plant.

C. C. Stowell, manager of our Nashville Branch, spent a few days at headquarters, this month.

J. C. McNabb, former manager of our Printing Department, has bought an interest in the Sharpsburg Herald. He has our best wishes for success.

Mr. C. A. Steen, the head of our Vinegar Department, said the other day, that we now have the largest Vinegar Storage in the world. Ask him about it when you come to Pittsburgh.

J. R. Peirce, manager of our St. Louis Branch, paid us a visit and says St. Louis will surprise some folks when the relative standing for branch houses is sent out.

Chas. Volckmann and C. A. Haldt, salesmen connected with our New York Branch, paid us a visit at headquarters. It would be hard to find two, more enthusiastic salesmen.

Dr. Russell H. Conwell, the celebrated lecturer, addressed the Employees at the main plant, in the Auditorium, on the 19th inst. Many friends of Mr. H. J. Heinz were present. His subject was "Think while you work." The lecture was very interesting as well as inspiring.

MIDGETS

That things will come your way if you go after them.

That the milk of human kindness wouldn't nourish a cat.

That the more you think of some people the less you think of them.

That people don't care what your religion is so long as you pay your debts.

That a woman can do almost anything with a hairpin except sharpen a pencil.

That when you give advice you should accompany it with printed directions for taking.

That it is easy to see through people who are always making spectacles of themselves.

That you should never submit to the inevitable until you are dead sure it is the inevitable.

That after all the leopard can change its spots; when it is tired of one spot it goes to another.

That man is willing that woman should have the last word, and he is anxious that she should hurry up about it.

The average yearly earning of a sleeping car is $60,000. Is it any wonder that the public has to pay the porter's salary?

A Chicago man has invented a canteen that will keep a beverage at an even temperature, no matter what the weather. This is doubtless only another thinly veiled scheme to increase the population of the Windy City.