“Many a good man has failed because he had his wishbone where his backbone ought to have been.”
OUR LONDON WAGONS
Attracting Great Attention Throughout the British Isles.

ONE OF OUR NEW LONDON WAGONS.

THOSE who are familiar with the history of the London Branch, and its rapid and successful growth, may often wonder to what this success should be attributed. First of all, of course, comes the excellence and purity of our products, as unquestioned in England and Europe as it is in America. But this reason alone would be insufficient to explain the large sales of "the 57 Varieties" and the constantly increasing demands for them. Judicious advertising must be done to successfully dispose of any food product in addition to a careful maintenance of quality. Many methods of advertising have been used in England and the residents there became familiar with the name of Heinz and "the 57 Varieties" within a very short time. Our novel and attractive delivery wagons have, without doubt, been of great service from an advertising standpoint and yet efficiency has never been sacrificed for display. Convenience and practicability, combined
with uniqueness and novelty, has made our London delivery service one which has attracted attention throughout the United Kingdom. Our London Branch controls several distributing warehouses located at Liverpool, Hull, Bristol, New Castle, and Glasgow, Scotland, from which points our goods are distributed throughout the British Isles. It can readily be seen what an opportunity is given to make an excellent advertising medium out of a delivery service which embraces such a wide and densely populated territory. How many thousands of people on the busy London streets would stop to look at an immense Tomato Chutney bottle, used as the body of a delivery wagon! Motor vehicles, too, have proven excellent features, although their novelty now has become somewhat limited because of a more common use. Everything considered, however, what can be more attractive than a well-groomed team of horses, with shining harness and spotless, brightly painted wagon? Our horses in America, noted for their beauty and perfect condition, receive no better care than those at our foreign Branches.

The latest addition to our English delivery service is the spotted pony and pure white delivery wagon illustrated herewith. The latter is a model of attractiveness, neatness and beauty, combined with practicability. It is ivory white in color, with sides of glass and beneath this glass is a platform in which holes are bored of the right size to hold the different varieties which are displayed. Thus we have a practical delivery wagon with a complete display of our products on each side, daily attracting the attention of thousands of people. A number of these wagons of equally attractive and much similar design have been ordered, and these will be used in different cities throughout the British Isles.

THE WILLING MAN.

“He goes to his task with a song and a smile, He never says ‘maybe’ and ‘after-a-while,’ The fellow that’s willing to work. But he lives in the sunshine that gladdens today, And he lightens each load by his good-natured way— The fellow that’s willing to work.”

“He isn’t afraid of the trusts that expand, He doesn’t look forward to woe in the land, The fellow that’s willing to work, For he knows that the earth will give food, drink and air, And there is always enough and a little to spare, For the fellow that’s willing to work.”
ANY man engaged in the profession of salesmanship today may well feel proud of the position he occupies in the commercial world. Salesmanship, as practiced in this Twentieth Century, is as much a profession as the practice of law or medicine. It is the science of influencing others. Not alone must the successful salesman have a reliable firm and reliable products behind him—these are insufficient. He must have the power of persuasion—the ability to convince others of the superiority of the goods he has to sell. He must be honest in every word he says—every argument that he brings forth. Many salesmen today are changing their positions simply because the merchants upon whom they have once called, have discovered that the salesmen’s visits bring them no profit—that his arguments are without foundation, or that orders are not filled exactly as given, owing to changes made without authority. The salesman pays a greater price for misrepresentation of any kind than his victim, for he loses the confidence of his trade and makes future orders a practical impossibility. A salesman must at all times be courageous and honest. Honesty, more than any other attribute, will satisfy employers and customers alike, and honesty in salesmanship does not alone consist of never misrepresenting, but also means that the salesman must take care of every interest entrusted to him by employer and customer. Win the confidence of your trade first, for without it a salesman can never succeed. It is hardly necessary to mention many of the details which combine in making Honesty in Salesmanship, for the careful, upright salesman will be able to distinguish right from wrong, honesty from dishonesty, by his natural moral instinct. A few points, however, may be covered to advantage in this article. Should a salesman ever think it advisable to change an order in any way, he should call upon or write his customer first and explain the necessity of making the change. The appreciation of the customers’ rights in the matter, which such a course will show, will be the best argument a salesman could bring to his trade. The writer has met with very few merchants who are not ready to deal with a frank salesman in whom implicit confidence can at all times be placed. Never overstock a merchant. The order may be a good one to boast of and to show to other salesmen, but eventually it will prove a serious stumbling block. A salesman should never endeavor to secure large orders because of the possibility of a short future market, as it may place his house in an embarrassing position. Give information gladly, but be sure your information is based upon facts and then let the merchant decide for himself as to probable market conditions. Our goods need no misrepresentation to sell them. Give only actual facts and figures and the less you say about the goods of a competitor, the better impression you will make and the surer you are to succeed in the end. Be a thorough believer in the goods you have to sell and your enthusiasm will influence the customer more than any amount of talk about competitive goods. Enthusiasm is a quality without definition, but no salesman has ever failed, who represented a reliable house and who has been honest in representing his goods, with enthusiasm back of it all.
NEW YORK.

The accompanying cut is reproduced from a photograph of a Heinz window in the store of M. L. Bamman, Asbury Park, N. J. Mr. Bamman is one of the best known grocers in the east, being a member of the City Board of Trade of Asbury Park, a director of the Seacoast National Bank and a large owner of New Jersey real estate. He first began in the grocery business in New York City in 1866 and moved to Asbury Park in 1885. He now employs twenty-seven men in his store and twelve delivery wagons are required to take care of his trade. Mr. Bamman has always handled first-class goods only and he keeps a full line of "the 57 Varieties" to supply a large demand. His enterprise and hustle were evidenced when, during the first year of his business at Asbury Park, his store burned down and before the firemen had left the ruins an architect and builder had been engaged to draw new plans and construct a new building. In a little over a month and a half a new brick and stone building, three stories and basement, was completed and Mr. Bamman had moved in.

The "jokers" on the Russian-Japanese war find frequent use for "the 57 Varieties" in their wise sayings. The following are examples: "According to the London Times the Russians have violated the law of nations by sowing the Gulf of Pechili with fifty-seven varieties of floating mines." "The Japanese have captured Kin-Chow but there are fifty-six varieties left."

Our window dresser, Mr. F. E. Wright, recently arranged a window for E. M. Curran, of Holyoke, which attracted much attention. It was a representation of the Brooklyn Bridge and was made of thirty of our different varieties. It was thirty feet long and at either side were pillars of cans of Heinz Tomato Soup, while the planking of the bridge was composed of our different varieties of Baked Beans.
LONDON.

Export orders are quite plentiful now, and among many others recently received are good orders from the Island of Mauritius and from Calcutta, India. Our business on the west coast of Africa continues good, and recently a large number of orders have been received for points on the east coast.

We have quite a good sale of Baked Beans with Tomato Sauce among the working men's restaurants, where vegetables have never before sold for over two cents per portion. Our beans bring four cents and judging from increasing orders, are meeting with ready sales.

Mr. H. J. Heinz arrived in Paris on May 14th and held a small convention which was attended by Mr. Howard C. Heinz, Mr. John C. Black, our London manager, and Mr. C. E. Flanders, who has charge of our olive-growing industry in Spain.

KANSAS CITY.

Our Mr. Wm. Lambert recently sold a car load of Baked Beans to the Union Pacific Hotel and Dining Car Company.

Mr. Homer J. Hite is apparently after a position of high standing on the Apple Butter roll of honor. Last year he was the leader of this branch on delivered sales of this variety and his record this year so far is most excellent.

A newspaper in Lawrence, Kansas, recently had an amusing story concerning our Mr. W. V. Grote, who calls on the trade there. While calling on one of the prominent merchants in Lawrence one day, the proprietor mentioned the fact that a certain young lady was very fond of Heinz pickles. In order to be polite and at the same time advertise our house, Mr. Grote left one of our little pickle charms to be given to the appreciative customer. At the end of the week, when Mr. Grote arrived at his home, he noticed that his wife seemed strangely cold and distant. It took him some time to find out what the trouble was, but finally his wife showed him a letter from a young lady in Lawrence thanking him for the beautiful present he had sent and telling how the same was appreciated. The letter did not describe the present and of course Mr. Grote's wife was led to believe that he had given a valuable present to some lady friend whom he had met.

PITTSBURG DISTRICT.

Mr. J. Elwood Humes served as one of the committee at the annual grocers' day and outing of the Wheeling Retail Grocers' Association this year. Mr. Humes reports a fine time.

SAN FRANCISCO.

A most interesting occasion was the convention of travelers in the employ of Wellman, Peck & Co., of San Francisco, which took place on the 16th and 17th of April at the Wellman Building, which was recently erected as a permanent home of this old-established concern. The salesmen were all present excepting two, and after a hearty luncheon, the convention was opened by Mr. W. B. Wellman, son of the founder of the firm and its present active head. One point brought out by Mr. Wellman was that the firm by the erection of their own building, its location on the water front only a quarter of a block from the Belt Line freight station, the introduction of every convenience for the arrangement and handling of goods and consequent promptness in filling orders at a minimum of expense, had superior advantages not possessed by other houses, which should be made the most of by those present. Mr. Wellman was followed by Mr. N. J. Mitchell, our special representative, who gave an effective talk on quality. A good point made by Mr. Mitchell was, that the salesman usually sold the greater quantity of the goods that he knew the best. The inference being, that the successful salesman should study and thoroughly familiarize himself with the lines that gave the best profit for his house and also for his customer. Mr. Thomas Simpson, another Heinz representative, was also present and told of a recent experience in Stockton, where persistence won the day. Although during the last few years, the house of Wellman, Peck & Co. has enjoyed exceptional prosperity, it is expected that this will be the greatest year in its history. One of the most encouraging features of the convention was the thoughtful earnestness displayed by the salesmen and their disposition to co-operate enthusiastically with the head of the house on the policy outlined for the coming year. Also, their enthusiasm regarding "the 57 varieties" and the other special lines and brands controlled by the house on this coast.
COLUMBUS.

The Columbus Sales Department has adopted this motto:

PLUCK.

PLUCK WINS! it ALWAYS wins, though days be slow, and nights be dark 'twixt days that come and go. STILL pluck will win; its average is sure; he wins the fight who can the most ENDURE who FACES issues; he who never SHIRKS, who waits and watches and who ALWAYS WORKS.

BALTIMORE.

Mr. G. C. Garrett, our representative traveling from Norton, Va., writes us of a most unpleasant experience he recently had with highwaymen. Mr. Garrett missed an evening train to Norton, and being but two miles away decided to walk. He was overtaken by darkness and suddenly heard the command to "throw up your hands." Seeing that there were two of his assailants, both with loaded revolvers at his head, Mr. Garrett decided that "discretion was the better part of valor" and complied with this request. The highwaymen relieved him of all his money and his sample case and then ordered him to continue his journey. When Mr. Garrett arrived in Norton he was unable to induce an officer to take up the matter that night, but the following morning, upon returning to the scene, he found his sample case and pocket book both emptied of their contents. The only consoling thought about the affair is that the robbers seemed to value the samples of "Heinz 57 Varieties" as much as they did the money in the pocketbook.

CHICAGO.

Mrs. E. P. Monteiith, wife of E. P. Monteiith, a former Chicago salesman, and mother of O. E. Monteiith, present Chicago salesman, died at the Chicago Hospital, May 9, 1904, while undergoing an operation.

Mr. O. E. Brown writes us of an amusing occurrence which happened while he was in the smoker of a Big Four train in Indiana. A number of Hungarian emigrants were sitting opposite him, and when Mr. Brown offered his sample case to examine his samples, two of them asked him at once in broken English if "he traveled for Heinz." When the foreigners found that they had indeed found a pickleman, they all began to beg for pickle charms, saying that at their home in Budapest, they used lots of Heinz goods and liked them very much, but that they never could get a pickle charm. They were greatly pleased when Mr. Brown gave one to each of them.

BOSTON.

Salesman Morrison, of Portland, Me., had two cars of Vinegar consigned to his home city during June.

M. H. Trask spent a few days at his old home in Maine, recently.

Mr. W. H. Fifield, for several years our shipper, has been transferred to the Chicago Branch and entered upon his duties there in May. Boston boys miss him, but all wish him well.

Mr. H. F. Wilkins has been promoted from the floor and now succeeds Mr. Fifield as shipper.

The New England Grocer, a well known trade paper of this city, published the following poem recently:

MIXED PICKLES.

Heinz is the man who writes the rhymes
Which have no rhythm or metre,
About his things in cans and jars
Which never jar the eater.
He cans what garden truck he can,
And what he can't he bottles;
His relishes add relish to
Whate'er goes down our throttles.

Go, Mary, to the buttery now
And quick a bottle fetch up;
For, say, you never saw such sauce,
For sausage, as his ketchup.
What though his verses lack the snap—
He puts it in his pickles.
His fifty-seven different kinds
Are bound to get our nickels.
**VINEGAR GIRL OBSERVATIONS.**

"June, the month of roses and weddings, has just passed by, and although it is Leap Year, I still find myself afflicted with 'single blessedness.' The trouble with me is, that I think so much of all you boys, that I can’t make up my mind which one is the best. Well, I see lots of things which almost reconcile to my lot. For instance, there’s a gentleman friend of mine who married one of those terrible food cranks, who believe that the ‘sawdust and shavings’ kind of foods, eaten three times a day, ought to satisfy anyone’s appetite. My friend, after he had passed through that stage of matrimony in which he didn’t care whether he ate anything or not, said one day: ‘If I understand your theory correctly, so long as I eat nothing I shall be well.’ ‘If you chew it thoroughly,’ replied his wife guardedly.

“This friend of mine was one of our own salesmen, and instead of reconciling himself to his lot as the husband of a food crank, he turned loose all his persuasive powers one day, first induced his wife to try some of our Apple Butter, and the rest was easy. She at once realized how much of the good things of life she was missing. It does amuse me to see how some young housekeepers do their first shopping. Once in a while they run across a merchant who seems to enjoy their inexperience, as was the case a few days ago, when a young married lady came into the combination grocery and butcher shop where I was staying. The pretty customer said to the storekeeper: ‘You may send me up that bag of ham, and—er how is your liver this morning?’ ‘Fust rate,’ replied the merchant. ‘I been takin Saratogy water over a month.’ All of this customer’s orders were given over the telephone for the next month—she couldn’t stand the smiles of the clerks every time she came into the store. But even the telephone didn’t help her out of her troubles entirely, for occasionally telephones are un-reliable, you know. She was a little cross in her conversation with the storekeeper for some time and one day ‘called him up’ for the purpose of ‘calling him down’ more severely than usual. After she had scolded the man who responded, she said: ‘And what’s more, the next order you get from me will be the last I’ll ever give you.’ ‘It probably will, madam,’ said the voice at the other end of the wire. ‘You are talking to the undertaker.’ So you see it don’t really pay to be cross, after all. It accomplishes nothing and creates a very unfavorable impression upon friends and neighbors. What a pleasure it is to meet people with good dispositions—people who have an appreciation of the world’s humor without being frivolous. There is a well known lady in Boston, who has never been known to speak a cross word. She has some provocation too, as she has a healthy ‘Young American’ in her household, who very naturally gets into frequent mischief. She rules him by kindness, however, as was evidenced the other day when she caught the boy eating the Heinz Strawberry Preserves in the pantry. ‘What can I do for my little boy,’ asked mamma, ‘so that he won’t have to eat between meals?’ ‘Have the meals ficker together,’ replied the greedy young man. I don’t know the sequel, but I do know that more Heinz Preserves are sold in that ward to-day, than in any other ward in Boston."

"When you want to get ahead,
Dig in!
When you’re up to work you dread,
Dig in!
When Dame Care comes down your way,
Days are sad instead of gay,
When there’s nothing seems to pay,
Dig in!
When the other fellows lead,
Dig in!
When you’re short on things you need,
Dig in!
When the rent is overdue,
And the landlord says he’ll sue—
When the world is looking blue,
Dig in!
Never mind the other man,
Dig in!
You can win, you know you can,
Dig in!
Better luck will come your way,
Just make up your mind to stay;
Every dog will have his day;
Dig in!"
BASE ball enthusiasm at the "Home of the 57" is pitched on even a higher key than usual this year. The office employs have an excellent team made up of the following players: Trott, first base; Newton, second base; McQuiston, left; Logan, third base; Rolm, short stop; Malcolmson, middle; Rice, right; Smith, catcher; Braun and McLean, pitchers. A number of games have already been played. On Saturday, June 18th, the Heinz team defeated the traffic team of the L. S. & M. S. Ry. by a score of 17 to 16. On June 25th, a practice game was played with the Heinz Order Department—the regulars winning in a five inning game by a score of 11 to 4. The following Saturday, the Armstrong Cork Co. team were the victims, our team winning in the ninth inning by a score of 12 to 11.

On Saturday, July 9th, the Heinz team met their first defeat in a game with the Firth-Stirling Steel Works team of McKeesport, the score being 9 to 4. A game is scheduled for every Saturday afternoon during the season and the Heinz regulars will undoubtedly finish the year with an excellent percentage of victories.

The Fifth Annual Concert of the Heinz Choral Society was held in the Auditorium on Thursday evening, June 7th. Because of inclement weather the attendance was somewhat smaller than usual, but those who did go were well repaid for their trouble. The chorus of fifty voices had been well trained under the direction of Prof. Thos. F. Kirk and the soloists were unusually good. The audience was particularly pleased with the selection, "Sweet and Low," by the Choral Society and "Good Night" by Miss Schroth, Mr. Smith and chorus. The soloists all deserve particular mention for their excellent work and Mr. David Timothy, elocutionist, was as entertaining as usual. Following is the program:

**PART I.**

1. Chorus, "Let the Hills Resound," Richards
   HEINZ CHORAL SOCIETY
2. Soprano Solo, "Song of Waiting" Miss CAROLYN WARD SCHROTH
3. Violin Solo, "Fantasie from 'Il Trovatore'" Mr. E. L. FAEDER
4. Tenor Solo, "Queen of the Earth" Mrs. JOHN M. MCCLOSKEY
5. Chorus, "The Miller," McFarran
   CHORAL SOCIETY
6. Piano Solo, "Valse," Chopin
   Mr. WALTER C. RENTON
7. Chorus, "While all is Hushed," Kreutzer
   CHORAL SOCIETY

**PART II.**

1. Chorus, "Pinsuti
   CHORAL SOCIETY
2. Tenor Solo, "For all Eternity," Mascheroni
   Mr. MCCLOSKEY
3. Recitation, "Selected," Mr. DAVID TIMOTHY
4. Soprano Solo, "Spring Tide," Miss SCHROTH
5. Chorus, "Sweet and Low," Barnby
   CHORAL SOCIETY
6. Violin Solo, (a) "Meditation," Massenet
   (b) "Mazurka," Wieniawski
   Mr. FAEDER
7. Chorus, "Good Night," Miss SCHROTH, Mr. SMITH and CHORUS

On Monday, June 27th, about forty of the Heinz office girls visited the bakeries of Ward-Mackay & Co., of Pittsburgh, and were nicely entertained by the big baking firm.

On the evening of July 2nd, the Annual Summer Promenade Concert was held in the Heinz auditorium. The attendance numbered over eight hundred, necessitating the division of the sixteen-piece orchestra and the use of both the auditorium and the dining-room below. The music was furnished by the Rocerezo Orchestra, which gave a preliminary concert from seven to eight, the dance being held from eight to twelve. The party was a most delightful one and served to increase the feeling of good fellowship and social equality existing in every department of the business.
"The ability to turn stumbling-blocks into stepping-stones is often worth more in a pinch than a fat purse."
“A promising young man is good, yet never so good as the paying one.”