New Year's Eve at the Main Plant.

The last act of H. J. Heinz Company in the closing year and century was one prompted by a spirit of pure philanthropy. It was conceived and carried out in obedience to the precept that "no man liveth to himself alone." It was an effort to make others happy, by allowing a ray of altruism to penetrate and brighten the dark places, lifting those for whom it was planned for the moment above the petty, grinding cares that so soon corrode the mind and sap the energies.

A few days before the close of the year, an invitation was carried by messengers, direct into every home of the eighth ward of the North Side, this being our home ward, in the sense that our plant is located within its boundaries. This invitation announced an entertainment in Heinz Auditorium for New Year's Eve, and with it went free admission tickets. The population of the eighth ward is almost entirely made up of laboring people, whose opportunities for an evening's entertainment are limited, and especially so for a wholesome entertainment without cost. The Auditorium was comfortably filled, notwithstanding the many counter attractions of New Year's Eve. The illustration shows Santa Claus in all his glory, to the delight of the youngsters, who were taken by surprise.

The exercises consisted of a brief but appropriate address by Mr. H. J. Heinz, who alluded to the wonderful achievements of the century at
an end, and the prospects of better and greater things in the century dawning. For the benefit of the large number of boys present, he spoke of the kind of men needed for the twentieth century and the kind of boys needed to make twentieth century men, giving much sound advice and practical wisdom to them.

The program consisted of recitations, songs, instrumental music and the exhibition of pictures thrown on a screen by a cinematograph. At its conclusion the curtain was drawn exposing to view the large Christmas tree that has been used at the Christmas entertainment for employees, at the sight of which the children burst forth in spontaneous exclamations of delight. The children especially had been invited, and to each one was given a toy. It was an animated and happy sight, that of hundreds of children marching happily out of the hall, bearing away in triumph some toy to make its little life brighter. As those in charge of the entertainment went away, they felt that the doors of some narrow lives had been opened wider, admitting the fragrance and beauty of sympathy and kindness. May it be a token of the spirit that shall dominate the Twentieth Century.

A Branch Factory Story.

“SAY, mister, can't you give me a job?”
The words were addressed to the man in charge of one of H. J. Heinz Co.'s numerous salting houses in Indiana.

There was a juvenile tone in the voice, and an inflection that marked the speaker without a shadow of doubt as a son of the Emerald Isle.

Perhaps it was these two things that caused the man to look at the speaker with more than unusual interest. Before him stood a lad of perhaps sixteen, with a hungry look in his eyes, and attire that was rather worse for wear. It was the close of a hot summer day and the man was busy, farmers' teams were crowding in with great loads of pickles and applications from "wandering Willies" were frequent, so he turned away with, "Come around in the morning and I will see what I can do for you," and dismissed the applicant from sight and mind at the same instant.

At seven the next morning the foreman was assigning his men to their various duties, one to sweep out, another to skim tanks, a third to pump brine, a fourth to fill salt barrels and so on. When all were at work he turned to the office to get out his daily reports for the home office, when he was interrupted with "What shall I do sir?" and before him stood the youthful applicant of the evening before. His youth was not the least of the things that appealed for him, and looking at him a moment in a half perplexed, half sympathetic way, the foreman abruptly asked, "What's your name?

"Al. Toner." "Where did you stay last night?" "In a box car," was the answer. "Had any breakfast?" "Nop." "Humph! here is a quarter, go get something to eat, and then I will see what you can do."

On his return he was set to sorting Dill pickles. Al. proved so earnest and quick to learn that when the season at the salting house closed he was recommended for a job in the branch factory at La Porte. He worked there for some months and then came to Pittsburgh and was given work in the processing room.

All went well for a time. Before securing employment at Plymouth he had been with a circus. Finally the roving disposition came back to him, one day he was missing. Meeting an acquaintance of the office force he said, "I am going to walk to San Francisco. This place is all right, they have used me all right, but I am tired of it. I want to see the world. I would like to carry an advertisement for H. J. Heinz Co., all the way to 'Frisco. Do you think there is any use my seeing them about it?"

"Nonsense Al.," was the reply. "You have a wheel loose. What you need is a little discipline. You threw away a good chance by leaving here. The best thing you can do is to go and join the navy, where you can't walk away every time you feel like it."

The above conversation took place in the early Fall of 1897. With next April came the war with Spain. Admiral Dewey fought the battle of Manila Bay, captured Cavite and marines were rushed over to hold it, and guard the valuable property there. Recruiting for this force was particularly heavy in San Francisco, the point of departure.

* * *

In the early summer of last year, the Boxers began their horrible massacres in China. The American legation was considered in danger and a guard of marines was hastily rushed to Pekin from Cavite, the nearest available force. They were a gallant little band
and that the foreigners in Pekin were saved was in a great measure due to their brave defense against the overwhelming hordes of bloodthirsty heathens. Capt. Meyers, their commander, in his report of the operations of his force, speaks of the excellent marksmanship of private Toner, who picked off a Chinese sharpshooter who had come near hitting Minister Conger.

In the gallant charge made by the American marines to capture a Chinese gun on the city wall, private Al. Toner was shot through the heart.

STORE DEMONSTRATION.
A. C. BAILEY CO., FORD CITY, PA.

Demonstration A. C. Bailey Co.

A DEMONSTRATION satisfactory to the A. C. Bailey Co. as well as ourselves was given at Ford City, Pa. a short time ago. Previous to the store demonstration in question this firm sold a limited number of the 57 varieties. Mr. Bailey the head of the firm was opposed to store demonstration work because he said, "I had one once and it was a failure." Our Mr. George Puhl explained our modus operandi and Mr. Bailey consented to try one more. We were given a corner of the hardware department, the store being what is termed a "general store." The illustration shows how our demonstration was set up. Mrs. Wells our lady demonstrator, arranged the table in her usual tasty manner and the sales were above the average in volume. Mr. Bailey was so well pleased with the demonstration that instead of keeping our goods in an obscure corner he displayed them prominently to his financial betterment. A large number of foreigners trade at this store, many being French, who were particularly pleased with our goods. We suggest that our salesmen note the arrangement of this demonstration table. Everything is convenient so that it can be reached in an instant. The beans and soup are kept hot in the chafing dishes. Everything about the table is as clean as wax. The goods are sampled from the original packages where practical. All the clerks at this demonstration did their best to sell all they could, thereby making it a success.
Sech Doin's.  
Sung by Lew Dockstader, in New York.

In New York they had a prize-fight which the people thought was grand,  
Between McCoy and Corbett famous fighters of our land,  
Mr. Corbett was the victor by a solar plexus blow,  
And the public wildly cheered him every place he chanced to go,  
But the wives of both the fighters said the battle was a fake.  
The pugilists deny it, say it's all a big mistake,  
But the public has concluded that they got the ding-a-ling.  
And that the only thing square about the battle was the ring.

CHORUS.
Sech doin's—sech doin's—  
In the days of old John L. such a thing would never be,  
Sech doin's, well, I never did see.

We're an awful mighty nation and we're growing mighty fast,  
And the way we are expanding makes the people fairly gasp,  
What about that little doctrine that was written by Monroe,  
Guess their using it for kindling in a warm spot down below,  
Expand well I should murmured, now we're goin' to you bet,  
We'll just keep on expandin'—be an Empire yet,  
We'll have Emperor McKinley, how do you think that would go?  
With her royal highness Hanna, in the kitchen making dough.

CHORUS.
Sech doin's—sech doin's—  
McKinley says expand if we bust, it's destiny.  
Sech doin's, well, I never did see.

When Dewey at Manila sailed into the jaws of death,  
The whole world gazed in wonder while with fear we held our breath;  
And when he traveled o'er the land in his triumphal march,  
A grateful nation built for him the famous Dewey arch;  
A tribute to a name, the fame of which will never die,  
And there it stands in grandeur towering high toward the sky,  
In letters writ in blazing flame this message proudly shines  
To all: "EAT HEINZ'S PICKLES, FIFTY-SEVEN DIFFERENT KINDS!"

CHORUS.
Sech doin's—sech doin's—  
They had to pickle Dewey to preserve his memory,  
Sech doin's, well, I never did see.

A white man says, can you tell me, Pete,  
Why a shanghi rooster goes across the street  
It struck me for a moment but I replied,  
He goes across to get upon the other side.  
The white man laughed both loud and long,  
Said he Mister Nigger can't you see that you are wrong,  
Said I well, perhaps you can tell me then,  
Said he, he goes across to meet a shanghi hen.

CHORUS.

Sech doin's—sech doin's—  
Some roosters are as wise as wise can be,  
Sech doin's, well, I never did see.

Voice Restored by Horse-Radish.

A REMARKABLE case of restoration of the voice, after some weeks loss of the use of it, and by very simple means, is told of a young lady living on Riggs avenue, in northwest Baltimore. The lady in question is a dressmaker, and for the past five years, at intervals, would lose her voice, caused, it is thought, by the dyes from the goods which her work requires her to handle. The loss of her speech, however, has seldom lasted over three or four days at a time, and was easily restored by medical treatment.

During the last attack, however she was unable to talk above a whisper, and sometimes not at all, and it lasted from December 1st, last, until January 17th. On that date she was busily engaged in grating some horse-radish root and was also trying to talk. She had been grating the radish for, perhaps, three minutes, when to her amazement, she suddenly spoke in a strong, distinct voice, and up to the present time, her voice is clear and strong, except for a little hoarseness. The lady gives full credit to the horse-radish for her recovery, and is sounding its praise to all of her friends. The doctor had been treating her since the beginning of the attack, but without any perceptible relief. It is, perhaps, not well known, but horse-radish is not only useful to tickle the palate of epicures, but has a remedial value also. It has a beneficial effect on the liver, and the digestive organs, and also for a cold in the head.

Thought it Was Abbreviated.

"Our grocer's mind never rises above business."
"How so?"
"I sent him an order yesterday, and just for the novelty of it, dated it thus: '1-5-MCMI.'"
"Well?"
"Well, he sent me 15 pounds of mince-meat."
—Baltimore American,
Our Mid-Winter Conventions were held Holiday week at Pittsburgh, New York, Chicago, London, England; Boston, Philadelphia, Buffalo, Columbus, Cincinnati, Kansas City, St. Louis and Omaha.

The salesmen of Baltimore, Cleveland and Scranton attended the Pittsburgh Convention held in the auditorium. The salesmen of the Louisville Branch joined the Cincinnati salesmen; all salesmen traveling in Europe convening at the London Branch.

At Pittsburgh we built a grocery store, show windows and all; mock sales were made by salesmen representing merchant and traveler; many arguments were brought out instructive to the newer men especially.

Mr. C. N. Heinz exhibited a demonstrating basket containing a steamer for heating soup and beans, dishes, forks, spoons and linen, as well as samples of goods to be sampled. Mr. C. N. Heinz has been working for some time perfecting this basket and expects to have it ready for practical use very soon.

Mr. H. J. Heinz and Mr. R. G. Evans made a number of addresses at the Pittsburgh Convention that were particularly interesting and decidedly instructive.

A very interesting Convention was held at New York, manager J. N. Jeffares presiding, the salesmen showing a disposition to dig down into subjects.

John C. Black and Frederick L. Matthes guided the deliberations of the London Branch.

Manager N. G. Woodside, supported by Wm. P. Kuipers from headquarters conducted the Convention at Chicago. Manager J. W. Adderton, assisted by C. T. Patterson and G. M. Archer, of Pittsburgh, presided at the Buffalo Convention. Manager H. R. Roberts supported by C. J. Sutphen from headquarters conducted the Columbus Convention. Many salesmen at the different branches read papers on different subjects pertaining to our business, assigned them by their managers. A great deal of time was saved by the use of the test questions “Nuts to Crack,” which were sent out before Convention week.

All salesmen attending Conventions showed an anxiety to learn. No rash promises or assertions were made, and the arguments advanced on the different varieties were, clear, concise and showed careful preparation.

The plan of coming prepared to read a paper on a given subject should be encouraged, as it is an excellent one. Many of these papers were very good, indeed, and the salesmen are to be congratulated for the progress they are making along this line. We will take pleasure in publishing them from time to time as the practical facts as treated in them will be helpful to us all, and will act as a reminder to those who prepared them. Taking everything into consideration, the past Mid-Winter Conventions were very satisfactory.

A. H. Kreidler Bro’s. Reception.

Our Harrisburg representative A. M. Ferguson sends us a report of the Holiday and Winter Reception of A. H. Kreidler & Bro. of that city. On Thursday evening, December the 13th they entertained one thousand of their customers between the hours of eight and ten-thirty. Special music was provided for the occasion by the Commonwealth Orchestra. No goods were sold during the evening. The store was brilliantly illuminated and samples of all kinds of goods were served showing everything new on the market. A full line of Heinz 57 varieties was exhibited and Mr. Ferguson explained their distinctive merits.

A neat invitation was sent out to each of their customers by Messrs. Kreidler, and the novel plan worked out admirably.

Dill Pickles.

Dill Pickles are the poor man’s olives, says salesman Berndt of our Baltimore branch. Botany tells us that the Egyptians used the oil of dill in the preparation of certain medicines. The Hebrew race, whose rules and regulations pertaining to their diet has always been strict, are very fond of dill pickles and Mr. Berndt is of the opinion that their discovery of dill pickles could be traced back to their captivity.
Delicatessen Store, New York.

The delicatessen store of Redbord, Fleisher & Lifschitz referred to in our illustration is located at 116th and Madison avenue, New York City. It is distinctively a Heinz store, the 57 Varieties are displayed on the shelves and counters and in the windows, in the latter are arranged tall pyramids reaching from base to ceiling upon which are displayed Heinz bottled and canned goods. On the store floor pyramids of canned goods, several feet high have been built they are topped out with ferns; Palms are placed artistically about. The wood-
work is finished in white, the arched topped shelving; the large mirrors in the rear of the store, the marble counters, the green plants, the bright glass bottled goods and delicately tinted canned goods make a very pleasing effect. But you should see this store at night when hundreds of electric lamps shed rays of light that scintillate from glass to mirror and from mirror to glass, to appreciate what an up-to-date delicatessen store is. This firm Redbord, Fleischer & Lifschitz operate two stores in the city of New York, the other one is at number 743 Amsterdam avenue, corner of 96th street. Cleanliness, dispatch and a guarantee for everything they sell is making money for this firm whose business is growing daily. The delicatessen business has grown wonderfully of late and people living in small flats or in furnished rooms are the chief patrons of the delicatessen store.

Illustrated Lecture in the Auditorium.

A MOST instructive and entertaining lecture on The Paris Exposition was given in the Auditorium on Tuesday evening, January 22d, by Dr. W. H. Tolman of New York. The Paris Exhibition constituted a fitting finale to a century characterized by marvelous industrial development, commercial growth and progress in the arts and sciences. It was held in the art center of the world. It was widely heralded as the greatest achievement in the Exposition field. All these circumstances served to win for it the interest of the people of two continents. To our own people this interest was increased by virtue of the fact that we had an exhibit at the Exposition, and the further fact that we received two first awards.

The lecture was educational, and each one felt that his store of knowledge, not only of the Exposition proper but of France and the French, was enlarged. Dr. Tolman is the secretary of the League for Social Science, an organization that has for its primary purpose the development of a sentiment that will lead to the adoption of improved conditions under which the operatives of large industrial concerns work and live, proceeding upon the theory that the individual whose condition becomes improved, either by his own effort or the efforts of his employer, cannot fail to be of greater worth, not only to the industry, but to his own home and in his own community. Dr. Tolman was associated with the Department of Social Economy at the Paris Exposition, and therefore well qualified to treat the subject intelligently and to interpret the significance of the industrial betterment movement in the business world.

The stereoptican pictures with which the lecture was illustrated were splendid, and well selected. Preliminary to the treatment of the Exposition proper, a number of views of the city of Paris were shown, exhibiting the architecture of its public building, churches, etc., the beauty of its parks, the attractiveness of its boulevards, the gayety of its salons, and the splendor of its art treasures. This portion of the lecture was replete with historical references, and many a side light on the temperament, habits and customs of the gay Parisians was interjected.

Coming to the Exposition proper, views of the magnificent buildings were shown, the methods of the installation of the exhibits, and the more interesting exhibits themselves were shown. The National buildings of Germany, Spain, Belgium, Russia, Norway, Denmark, Hungary, Japan and other countries were illustrated, and the national traits of character of the different countries, as reflected in the architecture of the different buildings was commented on, as well as the natural resources of those countries, as displayed in the materials from which the buildings were constructed. The immensity of the subject, and the shortness of time, prevented the lecturer going into details, and he confined himself to the most important exhibits in his description, and in their interpretation, to the dominating influences. His conclusion was devoted to the Social Economy exhibit, and several views of the home of the 57; both exterior and interior were thrown upon the screen, to the delight of the audience, and the comments of the speaker showed that he appreciated the extent and value of the sociological features of our establishment.

German Merchant wanted Orders.

The Employer—"Vere vas ve at, Miss Tapstein?"

The Typewriter—"You say you note his excuses for not making sales."

The Employer—"Yes. You should tell him dot if he would put up haluff as shiff an argumend to der gustomers as he does to der firm, he would do some peezness."
Personals.

Mr. H. J. Heinz is in New York stopping at the Waldorf Astoria.

Mr. R. G. Evans and Mr. J. N. Jeffares are visiting the Eastern Branch Houses giving instructions to the managers.

Mr. W. H. Robinson is now in the West visiting Chicago, St. Paul, Milwaukee and Kansas City.

H. A. Diffendal, salesman at our Philadelphia Branch, held the coveted position number one relative standing Baked Beans sales for December, for salesmen at all branches and agencies. Mr. Diffendal is to be complimented.

Salesman Martin of our St. Louis Branch House, who travels part of Texas and Mexico, visited the main plant the early part of this month; as this was his first visit he was busy asking questions and taking notes, accumulating useful information.

J. W. Cusack, our Wheeling, W. Va., representative is making friends and building up a good business. He has just mailed us a poem for the next issue of this paper.

S. W. Beckley is making a very successful trip through the Southern States.

Our New York Branch leads in sales for the year 1900, of Baked Beans with Tomato Sauce and Vinegar, Chicago came in a close second on the latter, at one time it looked as though Chicago would hold the lead.

John C. Black will soon return from England. He has been at our London Branch since December, 1899. This is his second visit. Mr. Black had the honor of opening the London Branch in 1896.

R. B. Chitenden, our New York hotel salesman, paid us a visit in January. Mr. Chitenden has built up a large hotel business with the famous hostelries of that city, the Waldorf Astoria, Fifth Avenue, Holland House, &c.

J. B. McEwen one of our salesmen traveling from Pittsburgh tells the following: A. W. Peterson, one the buyers at J. G. Curtis’ store of Ludlow, Pa., paid a visit to his home in Sweden. When asked if he saw any of Heinz goods there, he said, “Yes! I saw them and ate them in St. Erick’s “Kallare” or restaurant in Gottenberg.”

G. D. Watson spent a day with us at headquarters. He has just returned from a pleasure trip to the Pacific slope. Mr. Watson is connected with our Boston Branch, traveling the State of Maine.

C. T. Patterson, formerly at our Indianapolis Branch, has been promoted to the management of our Buffalo Branch. Manager Adderton having been advanced to our St. Louis Branch, a larger field.

Salesmen Hook and Lamson of our Boston Branch spent several days with us at Pittsburgh they are two of Boston’s prize winners.

J. R. Pierce, who has been manager of our St. Louis Branch for a number of years, growing up with the business which has trebled during his management, will now take charge of our Pacific slope business, which has grown to such proportions, that it requires the attention of such a man as Mr. Pierce, whose experience at Denver and the far west in days gone by, especially fits him for the position.

W. A. Stahl of our Philadelphia Branch, stands at the head of our relative standing sheet for December Vinegar sales.

A. R. Dunlop & Co. of Sao Paulo, South America, our agents for Southern Brazil, report a flourishing business in Heinz 57 Varieties.

L. L. Lawrence, one of our New York salesmen, who travels upper New York and Mount Vernon, spent several days with us at the main plant, visiting our glass factory at Sharpsburg, and our horse-radish farm at Aspinwall, as well.