"It is foolish to cry over spilt milk, but it is idiotic to keep on spilling it."
THE HOME OF "THE 57"

As it was in 1869. As it is in 1904.

THE "HOUSE WHERE WE BEGAN" IN 1869

The growth and development of any large commercial enterprise forms a most interesting and instructive study. As "great oaks from little acorns grow", so do vast manufacturing establishments spring from very small beginnings. A most conspicuous example of this fact lies in the career of Andrew Carnegie, who took his first step in the business world by attending a small stationary engine. His gifts to the public for educational and charitable purposes now aggregate many millions of dollars annually. His record as a leader in the steel industry is well known to the American public and is a wonderful illustration of the possibilities of business progress in America. While this illustration may be considered exceptional,
there are many other stories of success in various lines of business, which are almost as remarkable. The history of H. J. Heinz Company from its inception to the present date is as full of interest as that of any other manufacturing establishment in the United States. Mr. H. J. Heinz, the founder of the firm of H. J. Heinz

member that within the four brick walls of the old homestead, this industry was conceived and given the inspiration and impetus which later on reaped the harvest of success.

The old homestead, as the corner stone of the business, most assuredly deserves the place of honor which was recently assigned to it adjoining the present "Home of the 57". The moving of the old building from its former location in Sharpsburg to the site of our Main Plant in Pittsburgh was a most difficult task, and until this Spring it was impossible to find a contractor who would undertake it. The natural conditions of the country were such that the house could not be taken over-land—the only possible way remaining was via the Allegheny River. Never before had a brick house been transported on barges for such a distance. First the house was moved over eight hundred feet to the river bank, and there, after safely undergoing the dangers of an unexpected flood, it was loaded on a mammoth river barge. Many were the dangers which still threatened to destroy the old homestead. Low bridges seemed to be waiting to strike a blow which such a structure could never withstand; swift-flowing and ever changing currents of water threatened momentarily by their uneven motion to reduce the aged dwelling to a shapeless pile of bricks. At last, however, in spite of every danger, the house on its straining and leaking barge was safely towed for a distance of five miles to the Heinz Plant, and such a welcome it received! The whistles of factories, engines and water-craft vied with each other in a prolonged salute; the factory employes rushed to the river bank and their resounding cheers were added to the almost deafening din. A few days later the house stood in its new location to be viewed with interest by the thousands of annual visitors to the Heinz Plant. It is to be used as a museum in which many of the curios and works of art collected by Mr. Heinz on his travels abroad will be exhibited. Its location is such that every visitor to the Main Plant of H. J. Heinz Company will see

THE RIVER BARGE WITH ITS NOVEL CARGO

Company, began business in 1869 in the basement of the family homestead in Sharpsburg, Pa., horseradish being the first variety manufactured, and only three people being employed at this time. Within a short time the Heinz family moved into a new residence and the old homestead was then devoted entirely to the manufacture of food products. In 1878 the business had grown to such an extent that new and more commodious quarters were secured on First Avenue in Pittsburgh. Here the enterprise continued to develop most remarkably, new varieties constantly being added, and within ten years the First Avenue factory was entirely inadequate to the needs of the business. In 1888 our present location, Northside, Pittsburgh, on the Allegheny River was secured, new and attractive buildings were erected which have almost yearly been added to and which now give us floor space aggregating sixteen acres.

Is it to be wondered at that those who are interested in the development of this great industry should "look backward" frequently and think of the "house where we began" with mingled feelings of pride and affection? Pride because of the remarkable growth of the business, so well illustrated by a comparison of this four room dwelling house with the present mammoth structures which compose the "Home of the 57"; affection because we re-

Looking Backward

A 57 ENTHUSIAST
THE MAIN ENTRANCE TO THE "HOME OF THE 57"

it before entering the main buildings and will fully realize the great progress which the firm has made within the past thirty-five years in the manufacture of food products. It is impossible with any word-picture to do justice to the present "Home of the 57." It must be seen to be fully appreciated. There are many details, however, which are interesting even in print and which will give those whom we have not yet had the pleasure of entertaining in person an idea of how and where "the 57 varieties" are prepared.

After passing by "the house where we began" which fronts on Main street, the visitor first enters the Time Office, where each employee at the Main Plant must register his time of coming and going. Over three thousand people are regularly employed by H. J. Heinz Company, and in harvesting the crops the labor of over 40,000 is required. In the commodious reception room in the main building, the visitor rests for a short time before beginning the round of sight seeing through the various departments. In addition to the Main Plant at Pittsburgh there are ten Branch Factories, each located in the heart of some agricultural district best adapted to growing the products which we use. Thirty square miles of farm land are devoted to the growth of Heinz products. There are sixty-one Salting Houses, where the pickles, fresh from the fields, are received and then shipped to the Main or Branch Factory to be prepared for market. There are twenty-six Branch Distributing Houses located in prominent cities in this country and in England. Four hundred and fifty salesmen travel from these branches, and Heinz products are sold in every civilized country in the world. It is on the Main Plant in Pittsburgh, however, that the interest of the public really centers.

Open always for the inspection of visitors, it is not surprising that in 1903 over 20,000 of them came from every state in the Union and from twenty-four foreign countries to see how the food products are prepared which they use on their tables.

In the Shipping Department the visitor sees thousands of cases of goods ready to be shipped in carload lots to the Branch Houses. We operate our own line of refrigerator and tank cars, built especially for our own use and designed to carry our products with the greatest degree of safety and convenience. At our Main Plant three railroads have side tracks with switching arrangements with every road entering Pittsburgh. During the year 1903, nearly 12,000 cars were handled at our various factories. From the Shipping Department the visitor passes through a large room which is used exclusively for the bottling and labeling of ketchup, table sauces and vinegar. Here is an automatic bottling machine which fills, corks and washes 2,500 dozen bottles of ketchup in one day—the labeling only is left to be done by hand. Adjoining is a storage room for empty bottles, which we manufacture in our own glass factory and which are never used but once for Heinz products—bright newly made bottles for everything, insuring a cleanliness which could be guaranteed in no other way. Patent
washers with hot running water are used in rinsing the bottles before use, a quick and thorough way of washing bottles which appeals particularly to every lady visitor.

The Baked Bean Department is next visited and what a novel sight it is! Thirty-six thousand sand cans per day, and each bean cooked just right—not boiled but baked—retaining all the nourishment and flavor which makes this product such a popular food. Here is a marked example of the improvement over old time methods. A few years ago all the work in this department had to be done by hand, reducing the output fully two-thirds and being much less accurate and satisfactory. Now, after the beans are baked in special ovens, the cans are automatically filled and brought on continuous conveyors to “scalers” whose business it is to see that the weight of each can is exactly correct. Tomato Sauce is added automatically by a machine which gives exactly the same quantity to each can. Then the cans are whirled away to the long line of sterilizers, where the process is completed and the delicate flavor of the tomato is thoroughly intermingled with the natural flavor of the bean.

Perhaps no department of our work is more interesting to visitors than the bottling of pickles. Here two hundred or more nimble-fingered girls deftly arrange the pickles in uniform and attractive rows in the carefully washed bottles. Not a single pickle must be misplaced, else the keen-eyed inspector will return the bottle to be repacked. Even the little red pepper has its own particular place in each bottle. All the tables on which this work is performed are topped with shining white tile, which is always faultlessly clean and dainty. The beautiful display jars, which are packed in this department, are the objects of special admiration. They are filled with fine fruits and vegetables, the mosaic arrangement of which is most attractive, all the natural colors of the different products being preserved and presenting a most handsome color effect.

In this manner is the visitor conducted by the experienced guide from one department to another. The Preserving Department, the Mustard Department, the Tomato Soup Department, and all the other departments receive their share of attention, and everywhere is seen the same neatness and absolute cleanliness.

The stables, even, are unsurpassed for convenience and cleanliness. The stable building is located directly across the street from the main buildings and the horses are provided with practical comforts which many human beings would be glad to have. The building is steam heated, lighted by electricity and ventilated by the most approved methods. A Turkish bathroom is provided for tired and indisposed horses and it is surprising how beneficial this treatment often is and how the horses seem to enjoy it. An overhead trolley system is used to convey the harness to and from the harness room. Electricity is used in many wonderful ways—there are electric cleaning brushes, elec-
tric clippers and electric fans. The partitions between the stalls are made of pipe-iron gratings; an enameled drinking trough is filled with cool, fresh water by the pressing of an electric button, while the pressure of another button fills each feed box with the proper amount of feed. In fact, every practical convenience devised by modern ingenuity to make the life of a horse more comfortable and easy has been installed here, with the result that the Heinz teams are noted everywhere for their beauty and well kept appearance.

Throughout the establishment, among the employes in every department, there seems to be a refreshing spirit of friendliness, cheerfulness and loyalty to the firm. This feeling is evidently a result of the pleasant and healthful quarters in which they enjoy both their hours of work and recreation. There is an Auditorium with stage, balconies and boxes, seating 1,500 people, which is devoted to frequent noon hour meetings of employes, at which lectures and other forms of entertainment are provided; a roof garden with flowers and fountains is at the disposal of the happy workers during the heated days of the summer; and dining rooms are provided for their comfort and convenience, one dining room seating six hundred girls at one time. While on duty Heinz girls wear white caps and neat attractive uniforms of blue and white. A recreation room is provided for their use, its walls adorned with handsome paintings—paintings and mottoes in fact, occupy every suitable space throughout the buildings, there being over a thousand of them in all. There is a free library containing many of the latest and most popular books and magazines; large and convenient dressing rooms, containing separate individual lockers, wash basins with hot and cold water and modern bathrooms. A well-equipped hospital, with a matron always on duty and a doctor within call, serves to care for any employe who by a sudden illness or indisposition may have need of immediate medical attendance.
These are, but a few of the features of the modern “Home of the 57”. Guides are always on duty to conduct visitors through the plant, and the very fact that everything is open to inspection is in itself a novelty in the manufacture of food products. Everything possible is done to maintain the standard of “the 57 Varieties”, and based as it is upon cleanliness, purity and quality, no better argument can be brought before the public than to throw wide open the doors of the “Home of the 57” and welcome all who may choose to enter.

It seems most fitting in any article describing the establishment of H. J. Heinz Company, to say something of the famous Heinz Ocean Pier at Atlantic City. This pier, extending one thousand feet into the ocean, is free to all who visit the popular resort. There is a sun parlor half way to the end of the pier, open throughout the year, which has been a blessing to many a convalescing invalid. A large pavilion is located at the extreme end of the pier which has a commodious and comfortable reception room, a lecture room and an exhibit a pyramid of Heinz products. The walls are covered with valuable paintings and curios from many countries, all belonging to the personal collection of Mr. Heinz and secured by him on his many trips abroad. Mr. Heinz is an enthusiastic collector, and his museum is filled with things both rare and beautiful from many climes. The collection exhibited at the Pier includes many valuable paintings, bronzes, tapestries, and curios of all kinds. Many of the paintings are famous in the world of Art and the curios are unusually unique and attractive. Among the latter are included a chair used by General Grant at Chattanooga; a perfect model of the Strasburg clock; clothing and instruments of torture used in a Spanish bull fight; and many vases, carved models, etc., from Japan and other countries.

A row of nineteen arc lights makes the Pier at night almost as light as day and on the roof of the pavilion at the end of the Pier is a seventy foot electric sign, containing 2,000 incandescent lights, which spell out the words “Heinz 57 Varieties.”

The Heinz Pier is becoming more and more popular every year. During the winter season, it is the only one open to visitors and in the summer the novelty and magnitude of the ex-
hibit, free to all, attracts visitors from all sections of the country. A trip to Atlantic City would be incomplete, indeed, without a visit to the Heinz Pier.

We have shown the wonderful comparison between the present “Home of the 57” with its Main Plant and many branches, and the little dwelling house wherein the business was first started. It is most natural now that we should say something of the methods employed in making this success possible. Quality and purity of product, while absolutely essential, would alone be insufficient. Energy, perseverance, hard work, and honesty and steadfastness of purpose, are the features which, after all, are responsible for much of the success of the undertaking. There is still a greater power, however, carefully nurtured in the heart of every Heinz worker, whether he be manager or clerk, superintendent or laborer. It is the “Spirit of the 57”! Instilled first in the hearts of the three assistants of Mr. H. J. Heinz in the basement of the humble dwelling house, it now permeates the very atmosphere of “The Home of the 57” and its every branch. Here we have the true reason for the success of the business. Every employee feels that in working for the good of the firm, he is working also for his own betterment. This mutuality of interest, the ignoring of all the petty difficulties so common between employer and employe, the heart-power which lends enthusiasm to the dullest task—all these make up the “Spirit of the 57”.

This “Spirit of the 57” is carefully maintained throughout every department of the institution. Mr. H. J. Heinz frequently makes short addresses at the meetings of employees in the Auditorium, which do much to keep up the feeling of enthusiasm and the interest in the firm’s success. Following we give a few extracts from a recent informal talk given by Mr. Heinz to the office employees. It shows his spirit of friendliness, his desire to encourage and en-thuse, and one need only to spend a few hours beneath the hospitable roof of “The Home of the 57” to witness the effect of these words of counsel and advice.

“It is heart power that rules, manages and influences the world. Heart power is the one thing that controls all others. It is the power we want in this ‘Home of the 57’; no other power will ever make me happy here. I said to a young man not long since: ‘Don’t bother about pleasing me; do right because it is right, and that will please everybody’. If you do right your heart will be right, and if your heart is right it will create the right spirit, and if you have the right spirit it will create the right atmosphere, and the right atmosphere is what we want at the ‘Home of the 57’.

“Let us have the spirit that makes for happiness. I have often said to myself—this is home to me, the ‘Home of the 57’—and it will only continue to be a home in the proportion in which you take heart interest in it. When you do that, every new comer will feel the atmosphere that pervades the place. You need not tell him about it. He will feel it, carry it home at night, and will say: ‘Everybody is happy and cheerful,
I can't tell you why it is, but I never worked in such a place. I feel at home. For my part I do not want any other kind of a home. We spend here, and on the way coming and going, at least forty-five per cent. of all our time, and if you are not getting out of that time what you should, you are not getting out of life what you should. This applies to myself and if I cannot get out of the time I spend here that which will make life worth living and make it a joy and pleasure, I cannot live as long, nor as well, nor do as much to make the world better. The heart joy that I get here enables me to do better work and harder work and more work. Now let us unite our very best efforts. I am not asking you to do more work. I am not finding fault with a single man or woman here about the kind of work you are doing, nor about your not getting here early enough, nor staying late enough; I am not talking dollars and cents; I am talking about that which is infinitely higher and greater and better, namely, that you put the heart and spirit into your work, that will create an atmosphere that we have a right to expect.

"My purpose today is to set you thinking, then you will work the problem out for yourself. I have sufficient confidence in your judgment and in your desire to do the right thing to make this house a success in heart, spirit and atmosphere, that I am going to leave it all with you. I wish you Godspeed as we enter soon upon the work of another year. May we do it in a way and with a spirit as never before. Let us extend the right hand of fellowship to every new comer and have him feel that this is the place that he was seeking. We ought to be generous enough to wish every one well, and I am sure if we wish others well the reflex influence will come upon our own lives in having done unto others as we would have them do unto us."

Thus it may be seen that, "There is something at the ‘Home of the 57’ besides the question of mere dollars and cents". It can be truthfully said that this “something”, this “Spirit of the 57” has been worth more than all else in crowning the efforts of Mr. Heinz and his associates with success.
As each succeeding international exposition has passed into history, the opinion of the world has been that history could not repeat itself; that the limit of magnitude had been reached. Philadelphia, Chicago, Paris and Buffalo have each in turn been the mecca of tourists, "sightsee'rs" and the thousands of people interested in the progress of the world. St. Louis has now surpassed them all! Nearly two squares miles of magnificent buildings, in themselves a study well worth the time of every visitor, are filled with interesting and entertaining exhibits, showing the wonderful progress of the industries of the present age.

In Section 108 of the Agricultural Building, a mammoth structure covering twenty-three acres, is located the Main Exhibit of the H. J. Heinz Company. The beauty of the architectural design, the charming gold and white color scheme, and the novel and attractive arrangement of the exhibit has attracted the attention of World's Fair visitors to a marked degree. It is the almost universal opinion of all who have seen it that this exhibit surpasses any other individual display at St. Louis. It covers a space of eighteen hundred square feet and has many unique and pleasing features. The ground floor is devoted to the demonstration of "the 57 varieties", the counterspace being ample and pyramids of goods adding to the beauty and general attractiveness of the exhibit. A large lecture room is provided for the entertainment of visitors, in which frequent lectures are given, descriptive of the Heinz industry and illustrated by stereopticon views and moving pictures of scenes at the Main Plant and elsewhere. This feature has proven to be most successful and many thousands of visitors have already taken advantage of the opportunity afforded them here to rest and to be entertained with an interesting description of this novel industry. The kitchens and offices are located on the second floor and above them is
a balcony arranged with plants and flowers growing upon all sides. The various food products are generously sampled at the demonstration counters and visitors have an opportunity to learn of their excellent quality if they are not already using them at home. Souvenirs are given away and it can safely be said that few World's Fair tourists will omit a visit to the Heinz Main Exhibit.

Besides this Main Exhibit, we have a space in each of the exhibits in the Agricultural Building of the different states in which our products are grown or manufactured, including Iowa, Mississippi, Pennsylvania, Indiana, Wisconsin, Virginia, Michigan, Tennessee, New York and Ohio. These exhibits consist of large glass cases in which the various Heinz products are tastefully arranged. In Section 31 of the Agricultural Building, we have an exhibit of Pure Vinegars covering a space of over two hundred and fifty square feet. This exhibit includes a display of the cereals, whole and crushed, from which Heinz White Vinegars are made; samples of malt from which our Malt Vinegar is made; and samples of sugar cane from which our Rex Amber Vinegar is made. The different varieties of Heinz Pure Vinegars are exhibited in glass jars and samples are also shown of various imitations and adulterated Vinegars which are frequently sold upon the market as pure Vinegar. Demonstrators are always present to explain to visitors the importance of the use of pure Vinegar and the various methods of distinguishing the pure from the impure.

In the Transportation Building we have a space which includes thirty-five feet of side track, on which stands one of our novel cylindrical vinegar tank cars. These cars have a capacity of over nine thousand gallons and are striking in appearance as well as most suitable for the purpose for which they are intended. In the Sociological Department of the Building of Education, we have an exhibit which includes a large swinging portfolio of views of the many interesting sociological features of the Heinz Main Factory.

It can readily be seen from the foregoing description of our various World's Fair Exhibits that plans have been well made to acquaint the visiting public with the "57 varieties" and the process of their manufacture. Our St. Louis exhibits are in charge of Mr. J. S. Foster, who has been connected with the firm for many years, and who has had charge of the large displays at the Heinz Ocean Pier at Atlantic City and at various expositions. Mr. Foster has made many friends throughout the country by his engaging personality and his enthusiasm for the firm he represents.

The Palace of Agriculture, in which our Main Exhibit is located, is in itself a most interesting object. It is the largest of the Exposition structures and is located in the central western part of the grounds upon a site sixty feet above the main group of buildings. It overlooks the northward the principal group of foreign buildings. On the west one may see the extensive Phillipine Reservation. East are the rose gardens and the southern extension of the Pike. South of it, is the Palace of Horticulture. Nearly all the states and nations of the world are here represented. In the central nave are displayed special exhibits of five of the principal products of the soil—corn, cotton, sugar, rice and tobacco. In the southwestern corner is a model dairy in operation. In the center of the
building is an extensive refrigerated show case in which are displayed the dairy products of many states. Here the visitor may see a statue of John Stewart made of butter, which is part of Minnesota's exhibit, and a cheese weighing two tons from New York State. In the southeast corner the agricultural implements and modern farm machinery are on display. A description or even a photograph of the Agricultural Building fails to convey an adequate idea of its magnitude. It is sixteen hundred and sixty feet long and five hundred and forty feet wide, cost $529,000 and is the largest exhibit building ever constructed to contain a single department. As the Palace of Agriculture represents only one of the many exhibit palaces of the World's Fair, or about one twentieth of the total building construction, it will be seen that thirty-three thousand three hundred and twenty acres, or over fifty square miles of forest were cut for the erection of the World's Fair buildings, and for the beautiful grounds which surround them.

The Louisiana Purchase Exposition first opened its doors to the public on April 30th, and it is a noteworthy fact that on this date the main buildings were practically completed and many exhibitors fully prepared to entertain the great crowds of visitors who have been pouring into St. Louis from every direction. All are loud in their praises of this most attractive World's Fair. There is a cosmopolitan, western air about this gigantic undertaking which appeals most strongly to the American public. There is a freedom from the restraint of useless conventionalities; an air of universal independence, which is indeed refreshing. It is with regret that one remembers that all this magnificence, all this beauty is but temporary. Too soon will come the closing days and too soon the Louisiana Purchase Exposition will have become but a part of the history of the nation—a pleasant memory in the minds of the people who have been fortunate enough to see it in all its glory. Another star will have been added to the constellation of American enterprise—a star which can be pointed to with pride by every citizen of St. Louis and in fact every citizen of the United States.

WAGES AND WORK

"It is well for an employe to feel that he is giving more than he gets. If he isn't he certainly ought to be, for overwork and underpay are not a dangerous combination, whereas underwork and overpay are ruinous both to employe and employer. A wise employer is always eager to raise wages but extremely careful about doing it. A wise employe concerns himself chiefly about deserving better pay and getting the balanced character necessary to bear prosperity."—Saturday Evening Post.
SALES MEN, as a class, do not fully appreciate the dignity of their position in commercial life, and as a consequence weaken their effectiveness. The man who believes in his work, who believes in its usefulness, who is energetic and enthusiastic, is the man who is successful. Faint-heartedness never won the fickle lady of success. It should be a matter of pride that of all the trades and professions created by the peculiar conditions of our National life, none is more distinctly American than the salesman's profession. It is the product of the Nation's energy and enthusiasm—the energy and enthusiasm which cannot idly wait for business to develop, but must make business. The hustling Yankee planned his factory, and by the time it was ready to run he had collected from the highways and byways the orders to keep it going to the full limit. This is the keynote of American commerce. We make machines, we make textiles, we make products of all sorts; but above all, we make markets for our products. Because of this, the importance of the salesman cannot be overstated. He is the motive power of commerce. The merchandise of field and factory—the originators of all products—must find a market. Widening the market increases quantity of products, develops the country and creates wealth. Upon the salesman rests this responsibility. From him the merchant and manufacturer expect ability, energy, originality and enthusiasm. The man who meets this expectation and by his salesmanship increases business, is the man who has a clear track on the road to influence, power and wealth.

With the growth of commerce and the widening of the salesman's sphere, there has come a corresponding development in the type of successful salesman. The expansive, loudly-dressed, vulgar "drummer" of the early day is a thing of the past, like other evidences of our Nation's infancy. Specimens of the type should be stuffed and mounted and exhibited in museums, simply as a matter of historical record, along with stage coaches, muzzle-loading guns, and other relics. The modern salesman bears no resemblance to this primitive type. He is polished, intelligent, energetic; a man of affairs; a student of human nature; an observer of conditions; alert, affable, dignified, enthusiastic. He is trained for his work. He realizes the responsibility on his shoulders and appreciates the opportunities making for success which are his.

Such a man never stagnates. Each day adds to his ability and power. Contact with people of all sorts and conditions places in his grasp the knowledge for which all other knowledge is only explanatory—the knowledge of human nature. The mental duels his work calls forth make him keen and alert. No two individuals are alike, so each duel presents a new problem and fresh interest as he studies the personality with which he deals. Earnestness is a marked characteristic. He believes in his work. The result is personal dignity and pride. Not the false dignity of conceit, nor the sham pride of the incompetent; but the dignity and pride which unconsciously come from a sense of certainty that one's work is done well, and that it is a work worth doing. For this sort of salesman America has nothing which is too good. Merchants and manufacturers are eager to do him honor by increasing his reward. Power and wealth are in his grasp.

There is no place in commercial affairs for the man who is not a hard worker. The strenuousness of American life is more than a well-turned phrase. It has reality and personal meaning for every man of the Nation, and the salesman who would not be thrown aside in the race of progress must make himself a part of the Nation's energy.—*The N. C. E.*
How Heinz Products are Distributed Throughout the Civilized World

The remarkable growth in the past few years in the exports of American manufactured products, and our share in the movement to secure the extension of American trade in foreign fields, are subjects which have been mentioned in a general way in these columns on various former occasions. Our readers are already more or less familiar with the result of our experiences in sending salesmen and demonstrators at great expense on trips often necessitating weeks of travel, for the purpose of acquainting the people of all countries with the merits of the "57 Varieties", which are now almost as well known in every civilized country in the world as they are at home. In the progress of this work it has been our aim to establish distributing agencies in all the large commercial centers visited by our travelers, and it is the purpose of this article to acquaint our readers briefly with the location and general character of a few of our more recently established foreign agencies.

In this connection, it is fitting that mention should first be made of our principal foreign outpost—our own great branch at London, with its force of thirty-five travelers, which occupies the entire premises at 99 and 101 Farringdon Road. This Branch not only serves to conduct our large trade in the United Kingdom, but it also distributes our products through the great English trading companies and by various other means to the Continent, Southern Asia, the more inaccessible parts of Western Africa, etc., which we have not so far directly visited.

Outside of our exports to Europe and the Canadas our most important field at present is in South Africa, where we have a chain of flourishing agencies at the principal ports from Capetown on the south to Durban on the east coast and at Johannesburg in the interior.

At Capetown our interests are in the hands of Messrs. B. Lawrence & Co. Ltd., covering the western district of Cape Colony. This agency was established in 1901, since which time it has enjoyed a flourishing trade in our products. At Port Elizabeth on the southeast coast we are represented by Messrs. Green & Company, whose territory is the eastern district of Cape Colony, where the trade, although less in volume, gives promise of future growth, while the Orange River district further north is handled through the port of East London, where a new and very promising agency has recently been established with the importing house of Dreyfus & Company, Ltd., a branch of the great London house of that name.
At Algoa Bay, and back through the Transvaal, B. Gundelfinger with principal offices at Johannesburg and branches in Durban and Pretoria has conducted our agency since 1901 with a marked degree of success, and during this time has obtained for our goods a wide distribution, until today they are sold in excellent variety in nearly every store of importance in the entire district.

Our business in Australia and New Zealand is conducted through the great commercial house of Gollin & Co. Prop. Ltd., at Sydney and Melbourne with branches at Adelaide and Wellington, and agencies (Messrs. G. Wood & Son) at Fremantle on the West Australian coast and J. Connell & Co. Ltd., at Brisbane. This important agency was not established until the latter part of 1902, but the results already accomplished indicate a large future business in this section of the world.

In the Phillippine Islands our efforts have also been productive of excellent results, our interests there having been well looked after by the importing house of Castle Bros., Wolfe & Sons at Manila since 1902, when our agency was established with them. The grocery trade of these Islands is principally in the hands of small Chinese merchants who, however, have taken very kindly to the "57 Varieties" which they nearly all carry in stock and dispose of in good quantities.

In China we have two distributing depots, one at Hong Kong through the Chinese house of Dang Chee, Son & Company, who control the Southern and Canton districts, and the other at Shanghai, where Messrs. Geddes & Company control the western section of the country. The unwieldy Chinese barrows or single-wheeled hand-carts, shown in the illustration on page seventeen of the go-down (warehouse) of Messrs. Geddes & Company, are the vehicles used for the distribution of our goods in this queer country.

Exclusive territorial right to the entire country of Japan is vested in Messrs. J. Curnow & Company of Yokohama and Kobe, who are large importing distributors of fine groceries and food products. This agency conducted in our behalf a very successful exhibit of our goods at the Osaka Exposition last year, securing for them recognition by the Imperial Japanese government.

One of the most flourishing of our agencies is conducted by H. Hackfeld & Company, the principal importing house of the Hawaiian Islands, at Honolulu, where much attention has recently been given to the advertising and demonstration of our products with excellent results.

Other important foreign agencies with which our readers are more or less familiar and of which lack of space prevents extended mention, are Hudon, Hebert & Company, Montreal; H. P.
attractive wares, and irresistible novelties. And then we sometimes retire gloomily to our own cells, and inquire of the oracle of time, what it might be that secures to this new fangled amalgam, called the U. S. A., supremacy over the staid nations of the old world.

"How refreshing and inspiring would it be, if in such moods of gloominess, we would have a peep at the works of the Heinz Factory in Pittsburgh. How delightful would it be to find that reliance is placed in cleanliness, precision, care and advanced methods, and not in luck and chance, speculation or wind-falls.

"The Heinz Company are food preservers. Their main establishment consists of seventeen buildings, covering ten city blocks. Their beginning dates from 1869. Their guiding light is the sure success of whatever work is done correctly. Their unvarying method is to do everything the best that it can be done. Their ideal is perfection and their constant effort is to attain thereto. The rooms where their foods are prepared, bottled and packed, are examples of cleanliness. The rinsing of the vessels is done with scrupulous care, the sorting and bottling with marvelous precision. Effort is aimed at in everything; attractiveness studied throughout. Take up a bottle of their pickles. Do you see the mosaic arrangement of the fruits? That is no accident—it is premeditated, more, it is the rule of the establishment. Seventy there are in that jar—not sixty-

WAREHOUSE OF DANG CHEE, SON & CO., HONG KONG

OUR AGENCY AT YOKOHAMA
nine! Seventy in the next, in another! And all lie in a certain direction decided on for a certain row. And in all you will see that bit of bright red pepper at a certain established height from the bottom! Nonsense, you say—what waste of energy! To you, yes, but not to the Heinz Company. Their minutiae have the care of their managers. In little things they preach their unvaried views of business life.

"It is the company's plan to surround its employees with conditions that exert an educational influence. They are taught the gospel of work and true living through mottoes that meet them face to face in all parts of the works. 'Labor wide as earth has its summit in heaven'; 'Work as though you expected to live forever, live as though you expected to die tomorrow'; 'Seek your happiness in the limitation rather than the gratification of your desires', are illustrative of the ideals held up before the employees. All are educated through their work; all learn to have confidence in the goods they handle and the house they serve. The management makes a special study to secure the best of products. Their fruits and vegetables are grown where physical climate and conditions warrant perfect results; tomatoes in Iowa, where they are noted for their flavor; apples in Michigan, where they are the most juicy; strawberries in Virginia, for there their characteristic flavor is most developed; beans in Michigan, for there their volume is most prolific; and olives in Spain, for there their flavor is richest.

"Twice a year the managers of the Branch Houses are gathered together at Pittsburgh for a convention and, in turn, the salesmen of the branches also join in convention where they meet each other in a week's congress to search out the cause of any failure, to devise plans for a fresh campaign and take new courage in each others company for new endeavors and sustained effort.

"One of their representatives is now with us, coming direct from the Australian Colonies where his visit has been crowned with success. He carries with him the spirit of the house he represents. How many around us will profit by his visit? Some may take to the foods he is seeking to introduce and others may not. That to us, however, is a small matter. We are not producers nor sellers of products. Our object is to place before the community whatsoever is good, acceptable, elevating, conducive to the improvement of habit and the lifting of purpose and aim. The Heinz representative strikes us as being all that. If we may take him for a typical American, there is bound to be before that enterprising nation a great future indeed and an experience of world conquest so complete as never yet seen in the departments of commerce and trade. Wherefore if his visit is to have any effect on our community, it should be that of impressing us with the great necessity of waking up, lest the field be mown in front of our feet before we are aware of it!"

A hotel at Luzerne, Switzerland, announces in English that "The menu of this hotel leaves the guests nothing to hope for."
THE PREPARATION OF FRUIT PRESERVES

A Most Interesting Branch of the Heinz Industry

The preservation of food products of various kinds can well be considered one of the most important branches of the science of cookery. It would be a scant table, indeed, which rich and poor alike would set were it not for the art of treating articles of food so as to prevent their deterioration and loss through lapse of time. Dessication or drying was the first method employed in the preservation of food products. Dried dates, solidly packed in bags under powerful pressure, were as essential to the Arab in his desert wanderings as jerked buffalo, dried by the heat of the sun or smoked over the fire, was to the North American Indian. A partial appreciation of the nutritive value of fruits and vegetables early begot the desire to preserve them for use during the season when fresh supplies were not obtainable. Succulence made them valuable, yet for a long time dessication was the only method of preventing them from decaying into worthlessness. Delicious juices, during this process, became granulated sugar and much of the distinctive sweetness and flavor was lost. Peaches, figs, cherries, and other fruits were boiled in syrup and then dessicated and were known as candied sweetmeats. They are popular still under the name of crystallized fruits. It is, therefore, only in comparatively modern times that methods of preserving the whole fruit, retaining its distinctive flavor have become known. The term “preserves” is now popularly applied to fruits cooked in syrup, and placed while hot in jars and hermetically sealed. Our great grand-

ONE OF THE PRESERVING KITCHENS

mothers called them “conserves” and gave them honorable place among their stored delicacies. In preparing the ordinary canned fruits a much less quantity of sugar is used, and the process of preparing preserves is much more delicate and tedious. Clearness of syrup and agreeable color are qualities almost as much esteemed by the housewife as perfect flavor.

The preserving department of H. J. Heinz Company is, during the busy season, one of the most interesting branches of the business. Visitors to our Main Plant at Pittsburgh gaze with wonder at the mammoth preserving kettles and at the hundreds of busy workers, clad in their neat uniforms, who are cleaning and preparing the fruits for cooking and attending to the many other details of the work. Many different kinds of preserves are prepared in these kitchens. First of all, each year, come the pineapples, which are grown in the Bahama Islands and in Cuba. They are shipped to the Main Plant in car load lots and as many as 12,000 of them can be handled in one working day. The pineapples, fresh from the tropics, are first peeled and cored by machinery, removing the hard

A STRAWBERRY DAY
and worthless outside layer of the fruit. All remaining imperfections are carefully cut away by hand, leaving only the perfect fruit to be sliced and preserved. Strawberries, always one of our leading preserves, come next. They come to us fresh from the fields, red, ripe, luscious berries, and are preserved the same day they arrive. They are carefully assorted in size, thoroughly washed and cleaned, and the stems are removed by hand. In spite of all this work, which is performed by a small army of girls with precisely the same care and precision as in the private kitchen of any housewife in America, last year 35,000 quarts of strawberries were preserved in one day. This is an achievement which will no doubt seem wonderful to the housewife, who in the same length of time is scarcely able to properly care for a single crate of twenty-four quarts. Nearly half a million quarts of strawberries preserved in each season is a record which is difficult to comprehend, without making a visit to the Heinz Plant on one of the busy strawberry days. Cherries, raspberries, blackberries, plums and other small fruits follow the strawberries in rapid succession and are all treated in much the same manner. Peaches, and figs are other varieties of preserves which are prepared in these kitchens. The peaches are the finest, ripe free-stone variety obtainable, peeled by hand and the stones carefully removed. Euchred or preserved figs is a product which is considered one of the finest delicacies on the market. Fresh, ripe California figs are used, thoroughly permeated with a sweet, spiced liquor.

In the preparation of all our preserves, only the finest granulated sugar is used—eighteen to twenty thousand barrels of it every year in our various departments. All our preserves are put up in hermetically sealed glass jars or stone crocks. Each package is weighed three times before leaving the preserving kitchens, thus assuring accurate quantity and weight. The kettles in which the preserves are cooked are double jacketed and steam heated, damage by scorching being impossible. Every dish used in the handling of the fresh fruit and preserves is lined with white enamel, wooden utensils being tabooed here because of their tendency to injure the color and flavor of the natural fruit.

The superintendents and foremen in our preserving departments are men thoroughly familiar with every detail of the business, some of them having been in the employ of H. J. Heinz Company for twenty-three years. Long experience has taught them the most successful methods of preserving fruits, and that cleanliness and purity are the essentials in the preparation of all foods, the popularity of the products of our preserving department being certainly due to a great extent to these two prime factors.
OLD GORGON GRAHAM

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Copyright 1904, by GEORGE HORACE LORIMER, Author of "Letters of a Self-Made Merchant to His Son."

From John Graham, at the Union Stock Yards, to his son Pierreport, at Yumasee-on-the-Tallahassee.

In replying to his father's hint that it is time to turn his thoughts from love to labor, the young man has quoted a French sentence, and the old man has been both pained and puzzled by it.

—

CHICAGO, January 24, 189—

Dear Pierreport: I had to send your last letter to the fertilizer department to find out what it was all about. We've got a clerk there who's an Oxford graduate, and who speaks seven languages for fifteen dollars a week, or at the rate of something over two dollars a language. Of course, if you're such a big thinker that your ideas rise to the surface too fast for one language to hold 'em all, it's a mighty nice thing to know seven, but it's been my experience that seven spread out most men so thin that they haven't anything special to say in any of them. These fellows forget that while life's a journey, it isn't a palace-car trip for most of us, and that if they hit the trail, packing a lot of weight for which they haven't any special use, they're not going to get very far. You learn men, and what men should do, and how they should do it, and then if you happen to have any foreigners working for you, you can hire a fellow at fifteen per to translate hustle to 'em in their own fool language. It's always been my opinion that everybody spoke American while the tower of Babel was building and that the Lord let the good people keep right on speaking it. So when you've got anything to say to me, I want you to say it in a language that will grade regular on the Chicago Board of Trade.

Some men fail from knowing too little, but more fail from knowing too much, and still more from knowing it all. It's a mighty good thing to understand French if you can use it to some real purpose, but when all the good it does a fellow is to help him understand the foreign cuss words in a novel, or to read a story which is so tough that it would make the Queen's English or any other ladylike language blush, he'd better learn hog latin. He can be just the same breed of a yellow dog in it, and it don't take so much time to pick it up.

Never ask a man what he knows, but what he can do. A fellow may know everything that's happened since the Lord started the ball to rolling, and not be able to do anything to help keep it from stopping. But when a man can do anything, he's bound to know something worth while. Books are all right, but dead men's brains are no good unless you mix a live one's with them.

It isn't what a man's got in the bank, but what he's got in his head that makes him a great merchant. Rob a miser's safe and he's broke; but you can't break a big merchant with a jenny and a stick of dynamite. The first would have to start again just where he began—hoarding up pennies; the second would have his principal assets intact. But accumulating knowledge or piling up money, just to have a little more of either than the next fellow, is a fool game that no broad-gauged man has time enough to sit in. Too much learning, like too much money, makes most men narrow.

I simply mention these things in a general way. You know blame well that I don't understand any French, and so when you spring it in on me you are simply showing a customer the wrong line of goods. It's like trying to sell our Pickled Luncheon Tidbits to a fellow in the black belt who doesn't buy anything but plain dry-salt hog in hunks and slabs. It makes me a little nervous for fear you'll be sending out a lot of letters to the trade some day, asking them if their stock of Porkuss Americanuss isn't running low.

The world is full of bright men who know all the right things to say and who say them in the wrong place. A young fellow always thinks that if he doesn't talk he seems stupid, but it's better to shut up and seem dull than to open up and prove yourself a fool. It's a pretty good rule to show your best goods last.

Whenever I meet one of those fellows who tells you all he knows, and a good deal that he doesn't know, as soon as he's introduced to you, I always think of Bill Harkness, who kept a temporary home for broken-down horses—though he didn't call it that—back in Missouri. Bill would pick up an old critter whose par value was the price of one horse hide, and after it had been pulled and shaved into his stable the boys would stand around waiting for crape to be hung on the door. But inside a week Bill would be driving down Main Street behind that
horse, yelling Whoa! at the top of his voice while it tried to kick holes in the dashboard.

There were a good many holes in Bill's methods, but he never leaked information through them; and when I come across a fellow who doesn't mention it when he's asked not to, I come pretty near letting him fix his own salary. It's only a mighty big man that doesn't care whether the people whom he meets believe that he's big; but the smaller a fellow is the bigger he wants to appear. He hasn't anything of his own in his head that's of any special importance, so just to prove that he's a trusted employe, and in the confidence of the boss, he gives away everything he knows about the business, and, as that isn't much, he lies a little to swell it up. It's a mighty curious thing how some men will lie a little to impress people who are laughing at them; will drink a little in order to sit around with people who want to get away from them; and will even steal a little to "go into society" with people who sneer at them.

The most important animal in the world is a turkey-cock. You let him get among the chickens on the manure pile behind the barn, with his wings held down stiff, his tail feathers stuck up starchy, his wishbone poking out perky, and gobbling for room to show his fancy steps, and he's a mighty impressive fowl. But a small boy with a rock and a good aim can make him run a mile. When you see a fellow swelling up and telling his firm's secrets, holler Cash! and you'll stampede him back to his half bedroom.

I dwell on this matter of loose talking because it breaks up more firms and more homes than any other one thing I know. The father of lies lives in Hell, but he spends a good deal of his time in Chicago. You'll find him on the Board of Trade when the market's wobbling, saying that the Russians are just about to eat up Turkey, and that it'll take twenty million bushels of our wheat to make the bread for the sandwich; and down in the street, asking if you knew that the cashier of the Teenth National was leading a double life as a single man in the suburbs and a singular life for a married man in the city; and out on Prairie Avenue, whispering that it's too bad Mabel smokes Turkish cigarettes, for she's got such pretty curly hair, and how sad it is that Daisy and Dan are going to separate, "but they do say that he—sh! sh! hush; here she comes". Yet when you come to wash your pan of dirt, and the lies have all been carried off into the flume, and you've got down to the few particles of solid, eighteen-carat truth left, you'll find it's the Sultan who's smoking Turkish cigarettes; and that Mabel is trying cubebas for her catarrh; and that the cashier of the Teenth National belongs to a whist club in the suburbs and is the superintendent of a Sunday-school in the city; and that Dan has put Daisy up to visiting her mother to ward off a threatened swoop down from the old lady; and that the Car has done a blame thing except become the father of another girl baby.

It's pretty hard to know how to treat a lie when it's about yourself. You can't go out of your way to deny it, because that puts you on the defensive; and sending the truth after a lie that's got a running start is like trying to round up a stampeded herd of steers while the scare is on them. Lies are great travelers, and welcome visitors in a good many homes, and no questions asked. Truth travels slowly, has to prove its identity, and then a lot of people hesitate to turn out an agreeable stranger to make room for it.

About the only way I know to kill a lie is to live the truth. When your credit is attacked, don't bother to deny the rumors, but discount your bills. When you are attacked unjustly, avoid the appearance of evil, but avoid also the appearance of being too good—that is, better than usual. Surrise and suspicion feed on the unusual, and when a man goes about his business along the usual rut they soon fade away for lack of nourishment. First and last every fellow gets a lot of unjust treatment in this world, but when he's as old as I am and comes to balance his books with life and to credit himself with the mean things which weren't true that have been said about him, and to debit himself with the mean things which were true that people didn't get on to or overlooked, he'll find that he's had a tolerably square deal. This world has some pretty rotten spots on its skin, but it's sound at the core.

I simply mention these things in a general way. Seeing would naturally be believing if cross-eyed people were the only ones who saw crooked; and hearing will be believing when deaf people are the only ones who don't hear straight. It's a pretty safe rule, when you hear a heavy yarn about any one, to allow a fair amount for tare, and then to verify your weights.

Your affectionate father,

John Graham.

P. S. I think you'd better look in at a few of the branch houses on your way home and see if you can't make expenses.
PLAN your work and work your plan”. Failure to observe and follow the idea expressed by the above motto is the cause of failure, or only partial success, of many a hard working, conscientious salesman, who otherwise would hold his own with the best. Men of this kind see others on the road, who apparently do not work hard and who achieve more, and they wonder why it is. The successful man uses his mental faculties and saves his physical strength as a reserve force to be drawn upon in cases of emergency. He is the master of every detail of his business, his territory, his customers’ trade and their personal characteristics. He wastes no time in false moves; he knows the shortest route over his territory; he is familiar with railroad schedules and train connections; he knows just how much time he should devote to each town and to each dealer in it; he knows when he will be able to see each dealer to the best advantage and how best to use his time in each store. He does not waste time calling on a dealer at the hour he is at market, but plans his work to arrive at the store when the dealer will be there and have time to talk with him. He knows in advance just what lines and varieties each merchant carries in his stock and just what variety he intends to sell him on each visit. He works the large consuming centers of his territory frequently and regulates his visits to the smaller points so as to secure the maximum business from them with the minimum number of calls. When he finds the merchant too busy to give him attention at once, instead of sitting down and waiting, he finds when he will be at liberty to see him and goes out after other business. He wastes no time criticizing competitor’s goods, nor in gossip or story telling. He dwells on the good points of his own line, advances his arguments in a clear and concise way, never offers unnecessary arguments, is affable and pleasant, secures his business with the expenditure of the least possible amount of his own and the merchant’s time and is always a welcome visitor. If he should have an hour or two to spare before train time, he will devote it to displaying his line in the store to better advantage, instructing the merchant or his clerk in the care of stock and then calling on as many of the merchant’s customers as his time will permit, interesting them in his line and creating a demand for new varieties and helping the merchant unload if he should be overstocked. On the train for the next town, he arranges his plan of campaign so that no time will be wasted after his arrival.

The salesman who does not follow these lines, must necessarily lose more or less time, and he can increase the ratio of his efficiency and earning power in the same proportion as he succeeds in making use of his wasted minutes.
VINEGAR GIRL OBSERVATIONS

"Well, here I am at St. Louis. Fine place isn’t it? And the World’s Fair is simply too big and too beautiful to permit of adequate description. What crowds of people! I am perfectly satisfied to just sit and watch them and hear what they have to say. Many times already, I have nearly injured my face permanently by laughing at the funny things I see and hear. ‘It takes all kinds of people to make a world’, and it takes all kinds of people to make a World’s Fair too. People of all nationalities and from every state in the Union are swarming around the Pure Food exhibits in the Agricultural Building. They are all interested in good things to eat and keep the young lady assistants in the different booths busy in serving samples.

“These young ladies certainly know how to talk entertainingly—not only about ‘the 57 Varieties’, or whatever food product they may be demonstrating but about affairs in general, as well. Occasionally, however, they fail to hit the conversational mark with some visitor. Last week a good looking lady, dressed in the latest style and with every evidence of being prosperous, called at a booth near ours. The young lady who waited on her, not desiring to confine her conversation entirely to shop talk said to her: ‘What did you think of the Japanese ultimatum?’ ‘Very nice’, answered the lady, ‘although to tell you the truth I like Heinz make of fruit preserves much better.’

‘It takes a pretty good joke to make me laugh, but once in a while I hear something that amuses me greatly, although while people are near, I manage to keep my face straight. Two very prepossessing men of middle age were standing in front of our exhibit, during the opening week of the fair. They were invited to try our Apple Butter, which is served to visitors in generous quantities on good sized crackers. My assistant, in her haste to serve all who were waiting, put more of the Apple Butter on the crackers than she should. The result was that the man, who was fortunate enough to get this sample had to open his mouth to its widest capacity to accommodate it all. His friend said to him in a joking way; ‘You’ve got a pretty big mouth, old man.’ ‘Yes’, was the reply, ‘but I’ve learned to keep it shut except on such unusual occasions as this. I learned when I was a boy on the farm. I had a bad habit of going around with my mouth wide open, particularly if there was anything unusual going on. One day my favorite Uncle made us an unexpected visit and the moment I saw him I yelled ‘Hullo, Uncle’, and stood with my mouth open like a barn door. My Uncle looked at me a moment and then said, ‘Close your mouth, sonny, so I can see who you are.’

“I think I deserve a great deal of credit for maintaining my dignity on all occasions. I am not without a keen sense of humor, too, and I have little use for the person who can not appreciate a good joke. I don’t believe a traveling man, for instance, has ever become very successful, who could not occasionally indulge in a good hearty laugh. Circumstances which might be trying to others are, as a rule, given very little consideration by the ‘knight of the grip’. One of our representatives from the rural districts of Missouri spent a day at the Fair recently and although his time was limited he made me a short visit which I greatly enjoyed. As I said before I am not a great talker myself, but sometimes a good listener is as entertaining as a good talker. Well this friend was telling of a recent trip of his on one of the rough country branches of a Missouri railroad. He said. ‘We were bounding along at the rate of about seven miles an hour and the whole train was shaking terribly. I expected every minute to see my bones protruding through my skin, and passengers were rolling from one side of the car to the other. Presently we settled down a bit, and at last I could keep my hat on, and my teeth didn’t chatter. There was a quiet looking man opposite me, and I looked up at him with a ghastly smile, wishing to appear cheerful and said: ‘We are going a little smoother now.’ ‘Yes’, he said ‘we’re off the track now’.

“I hope everyone has as good a time at the St. Louis World’s Fair as I am having. Very few people come here without making me a visit and my circle of friends and that of the ‘57 Varieties’ is being increased daily at an astonishing rate. These newly made friends tell others about us and thus between our new friends and our old ones, who call on us anyway, wherever we are, we are sure to have a busy time of it this summer.”
Exposition Suggestion Contest

Great interest has been taken by the employees of H. J. Heinz Company in the prize offer for exposition suggestions made in the February, 1903, issue of "The 57", or "Pickles", as it was then called. The conditions of the contest called for suggestions for the best design for our interior exhibit in the Agricultural Building at the World's Fair. The employee submitting a design which would be accepted in its entirety, was promised a cash prize of one hundred dollars. There were four more prizes of twenty-five dollars each to be given to the four persons submitting designs which might be accepted in part. A written sketch of each plan was to be furnished, giving complete details as to size, shape, color, etc. The designs submitted were not only very numerous, but many of them possessed merit in no small degree. The committee appointed to select the best design had a task before them which required no little amount of careful study. While many of the plans and ideas were most excellent, and showed considerable ingenuity, skill and thought in their preparation, none of them were finally selected even in part. The firm, however, felt that the interest and ability displayed in the contest certainly deserved some reward, and the committee was instructed to select the four best designs and award a prize of twenty-five dollars for each. The successful competitors were Mr. Charles W. Hacke, Electrician; Mr. H. J. Link, Mechanical Department; Mr. W. P. Hilton, Port Norfolk (Va.) Branch Factory; Mr. Adam Rosenkranz, Experimental Department. The checks were presented to the winners at a noon hour meeting held in the Auditorium, Mr. R. G. Evans calling each one to the stage in turn and in a neat address thanking all who had participated in the contest and complimenting the winners on their deserved success.

Interesting Meetings

Two very interesting meetings of the employees have been held in the Auditorium recently. At the first one, the speakers were Hon. J. Franklin Fort, Chief-Justice of the Supreme Court of New Jersey; Mr. J. Hampton Moore, of Philadelphia, president of the National Association of Republican Clubs; Gen. B. H. Warner and Col. Louis P. Schoemaker, prominent citizens of Washington, D. C. General Warner took charge of the meeting and his address and those of the other guests were greatly appreciated by the audience, who showed their pleasure by repeated applause.

A week later another meeting was held at which Mr. E. S. Ufford, of Springfield, Mass., the author of the song "Throw Out the Lifeline", was introduced. Mr. Ufford described the methods of the United States life-savers in a most graphic manner, illustrating his lecture by showing various implements used by the life-savers in their work. He had the complete life-saving outfit with him, including a breeches-buoy, megaphone, and the life-line itself which is thrown by hand, or if the distance is great, shot by means of a mortar from shore to ship. Additional entertainment was also furnished during the meeting by Miss Mary Alice Shrom, a most charming soprano soloist of Pittsburgh, and Mr. Ora S. Gray, of Amherst, Mass.

Many Tourists Visit Us

Many of the visitors at "The Home of the 57" this year are people who are going to or from the St. Louis World's Fair. Foreign tourists, especially, visiting the American resorts and the World's Fair, have displayed great interest in the manufacture of "the 57 Varieties", and we have already entertained large parties of them from different countries. Those who can arrange to spend a few hours in Pittsburgh between trains will find the Main Plant of H. J. Heinz Company a most interesting place to visit. There certainly is no manufacturing establishment in the country where visitors are made more welcome, or where so many novel sights can be seen in such a short time.

Mr. H. J. Heinz Abroad

Mr. H. J. Heinz sailed for Europe, Thursday, May 5th, on the S. S. Moltke, and will be gone several months. He joined Mr. Howard C. Heinz at Paris, and there started on quite an extended automobile trip through Germany, Holland and France. The frequent reports received from the party indicate that they are having a most enjoyable trip, and that the much needed rest is proving very beneficial to Mr. Heinz.
"To get all the good of the future, make the best of the present."
"The man who puts off generally gets put off."