

to diversify and gain more market share. Even though a 1950s article in the magazine *Modern Packaging* declared that Heinz would never give up the keystone label, just 20 years later the company was tweaking some of its tried and true branding, especially in the ketchup market.

The wide-mouthed ketchup jar, another recent donation, documents an attempt by Heinz in the 1960s to gain more of the ketchup market. A resounding failure, this product only lasted for a few years. The original ketchup bottle's narrow opening helped to keep the product from oxidizing and turning brown while the wide-mouthed bottle encouraged this unappetizing effect. Consumers would rather spend the time hitting the 57 to make the ketchup flow than enjoy the ease of a wide-mouthed jar that caused the ketchup to brown.

One piece of late-1960s packaging that the History Center is specifically seeking for the collection is the original Heinz individual ketchup foil packets. Now a staple of the fast food industry, they were a successful Heinz innovation at a time when the company desperately needed to regain the market lead in ketchup sales. Another top item on our wish

list is the self-heating can, made during World War II. The can was made in one of Heinz's London factories and had a central core that could be lit with a cigarette. The soup would then be warmed and could be consumed on site. As Heinz continues to innovate in packaging design, we continue to expand our collection. 🌟

<sup>1</sup> "H.J. Heinz: 100 Years of Packaging", *Packaging Design*, November/December 1969, 11.

<sup>2</sup> "Heinz 57 Varieties", *Modern Packaging*, February 1950, 91.

**Wide-mouth ketchup jar, 1968.**

HHC Collections, 2014.76.1.  
Photo by Liz Simpson.



**Heinz advertisement for individual ketchup packets, 1984.**

HHC Detre L&A.



## Smithsonian Connection

### Iron sheet of uncut gem tintypes, c. 1870

These uncut tintype portraits testify to the relentless search for ways to make more photographic images as cheaply and quickly as possible. Tintypes—images created by printing a direct positive on a thin sheet of coated metal—were an inexpensive option that became widely available around the time of the Civil War. In fact, the war increased the popularity of giving and receiving photos of friends and loved ones. By the 1870s, many different types of “multiplying cameras” could produce anywhere from 4 to 72 images.



**Courtesy of Smithsonian's Museum of American History, L2016.8.3.**

Photo by Nicole Lauletta.