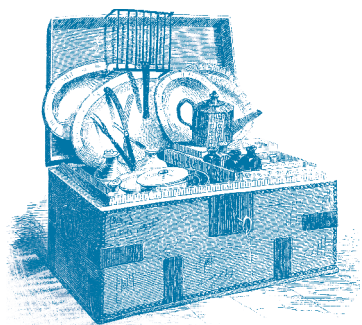


UP FRONT



CURATOR'S CORNER

By Emily Ruby, Curator

Harvesting Heinz History

H.J. Heinz did not invent ketchup. It also was not his first product or the company's bestselling during his lifetime. Little could Heinz have imagined that one day, around the world, his name would be synonymous with the quintessential condiment.

When the History Center opened its doors in 1996, it was rebranded from the Historical Society of Western Pennsylvania to the Senator John Heinz Pittsburgh Regional History Center, named after Henry's great grandson, Senator John Heinz. The shortened name of Heinz History Center has led some to believe we are only a "ketchup museum." But here at the History Center, we have always known that Heinz is so much more than just ketchup. We have documented and preserved the legacy of H.J. Heinz and his global company through permanent and online exhibits, programs, and publications using our extensive collection of artifacts and archives.

This year marks the 150th anniversary of when Henry John Heinz officially began his pickling business. From an early age, he sold extra produce from the family garden and had even packaged and sold horseradish prior to pickling. But in 1869, newly married at the

Heinz keystone-shaped ketchup bottle, c. 1880. Lehw received a call from a North Side woman who had found this bottle in her basement. For payment, she asked for food instead of cash and he allowed her to fill up her station wagon with food from the company store.

Gift of H.J. Heinz Company, 93.240.30.

Heinz's Keystone Brand Pickles, F. & J. Heinz bottle c. 1885. One of several bottles found buried under home plate at Forbes Field that became part of the Heinz collection.

Gift of the H.J. Heinz Company, 93.240.0026.



age of 25, Heinz made the decision to devote himself to the produce business full-time. He experienced setbacks, but by the time of his death in 1919 the company he founded had become a global food corporation.

The Heinz collection owes its existence to the hard work of former Heinz employee and unofficial historian, Ed Lehw. He started working in the print shop at Heinz in 1948. Lehw began collecting old Heinz bottles around 1960 when he discovered that the company had lost most of its original collection after a 1937 flood. The city allegedly ordered all flood damaged material to be destroyed to avoid an outbreak of typhoid, and Lehw claims the company was forced to

bury its historic collection. Lehw spent more than 30 years scouring the country for original Heinz memorabilia and had the collection displayed in his home until another employee brought it to the attention of H.J. Heinz II, who was amazed with what Lehw had amassed. The company bought the collection from Lehw in 1980 and Heinz II showed the collection to interested Smithsonian curators, but ultimately decided to keep the collection in Pittsburgh. In 1993, the collection came to the Historical Society of Western Pennsylvania in anticipation of the 1996 opening of the History Center and a planned Heinz exhibition.

Visitors to the museum today can experience a sampling of some of the 3,000

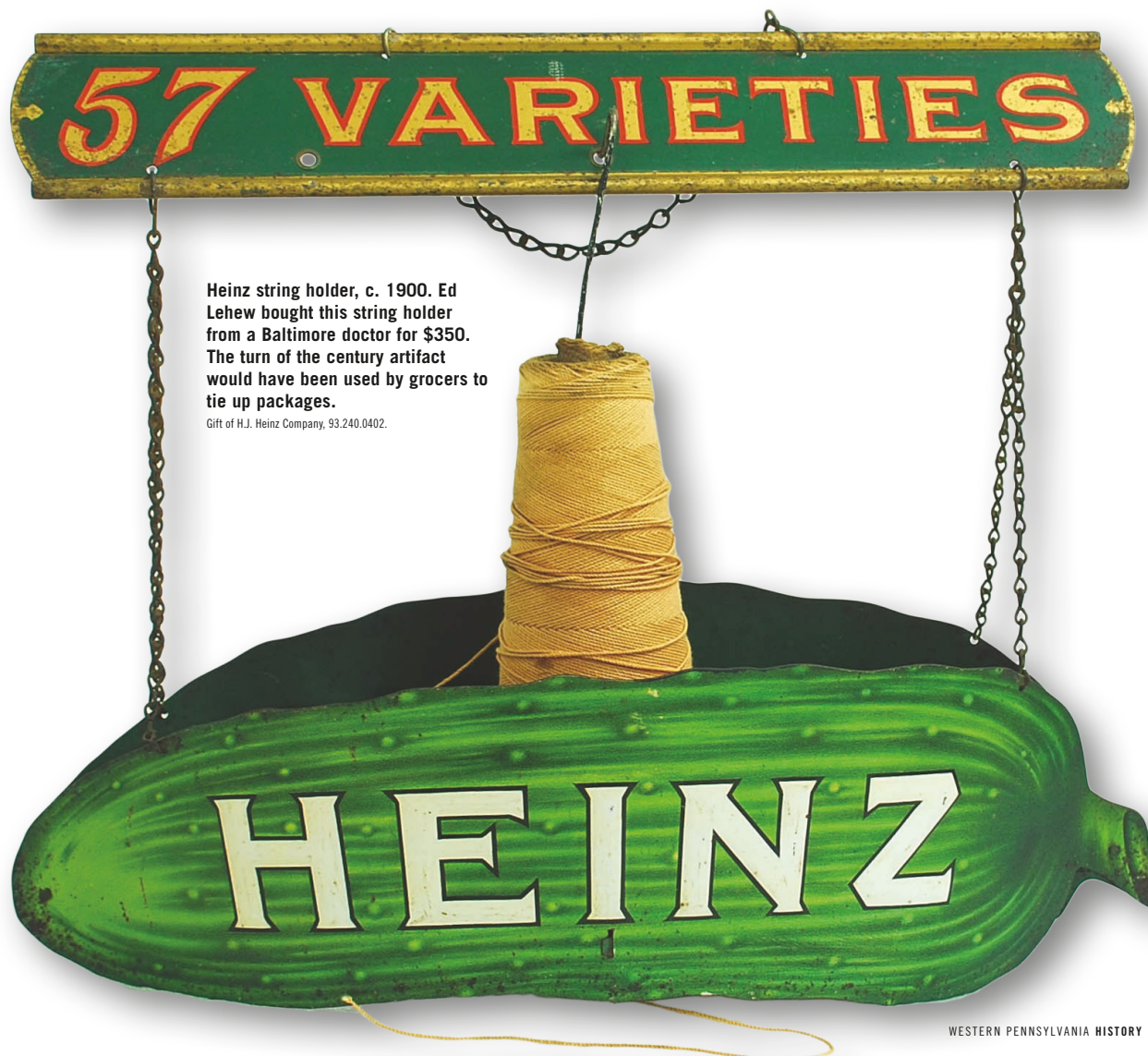
artifacts in the collection and over 300 linear feet of archives related to the Heinz company. The bulk of the corporate collection was donated in 1993, but we have continued to add materials from both the company and personal collections of the Heinz employees and collectors.

Deasy, Deborah, "Time in a Bottle: Heinz executive's collection captures history" *Pittsburgh Press*, May 1, 1991, p. 57.

Zuchowski, David, "Archives a 40-year hobby and mission for Heinz retiree" *Pittsburgh Post-Gazette*, June 20, 1996, p. 62.

Diamond, Michael, "Collection of Heinz artifacts captures time in a bottle" *North Hills News Record*, Dec. 7, 1993, p. 19.

Gabbay, Alyssa, "Eating up history" *The Daily News* (Lebanon, Pa.), Dec. 7, 1993, p. 9.



Heinz string holder, c. 1900. Ed Lehw bought this string holder from a Baltimore doctor for \$350. The turn of the century artifact would have been used by grocers to tie up packages.

Gift of H.J. Heinz Company, 93.240.0402.