

BOOK NOTICE



57 Servings From the Heinz Table

By Emily Ruby

Heinz History Center, 120 pp., 165 color images

Softcover: \$16.95

shop.heinzhistorycenter.org

New from the History Center!

57 Servings is a colorful retelling of early Heinz company history—in 57 short chapters—showcasing the History Center’s many archives and artifacts. The year 2019 marks 150 years since Henry John Heinz officially began his pickling business. From a young age, he sold extra produce from the family garden along the Allegheny River in Sharpsburg, and even packaged and sold horseradish before this date, but in 1869, at age 25 and newly married, he decided to devote himself to the vegetable business full-time. By the time of his death in 1919, his genius for marketing and innovation made the H.J. Heinz Company known the world over. The Heinz story is also a case study demonstrating how the characteristics of an individual such as H.J. Heinz can shape the enduring values of a major corporation.

After the Senator John Heinz Pittsburgh Regional History Center opened in 1996, one of



the first long-term exhibitions in the building focused on recently acquired Heinz materials. While the collection concentrates on the history of the Heinz family and corporation, it also chronicles changes in Americans’ eating habits and lifestyle, and documents the building of an international brand through astute marketing and innovative sales techniques. Larger historical trends are also reflected in the collection, such as changes in

managerial relations, American imperialism, the application of new technologies in an industrial setting, and the growth of a national food industry.

It would be impossible to tell all these stories and reveal the thousands of images and artifacts that make up the collection, so this book offers just a taste of Heinz history. 🌟

TIME OFFICE

The Time Office building was at the center of Heinz's state-of-the-art factory. It is here that the employees started and ended each day by clocking in and out. H.J. Heinz spared no expense on this central gem of the plant and personally oversaw its construction. Inspired by the fashionable Beaux-Arts architectural style then in vogue, the Pompeian brick structure was built with Swedish granite, Italian marble, and a starred dome topped by a golden eagle with electric lights in its beak. Eight stained glass windows also featured Heinz mottoes. In the early years, the office had separate entrances for female and male staff, and an additional central entrance for visitors.

TIME OFFICE EAGLE, c. 1895

When the original Time Office was torn down, a former employee took the eagle home and it remained on the family property until being donated to the History Center in 1994.

HHC Collections, gift of John E. Miller in honor of George F. Miller, 16.983.1 sub.



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TIME OFFICE, c. 1890

HHC Collections, H.J. Heinz Company Photographs, MS9578001.03.

BOTTLES AND PRODUCT LABELS

H.J. Heinz cared about what he put inside the bottle, but he also realized that the package made the first, and often most important, impression. He carefully crafted the bottles and containers for his products, even patenting some, and put great thought into the label design. His labeling emphasized the fresh, natural ingredients inside, especially on containers whose contents could not be seen. For customers who could not read, these illustrative labels indicated the type of product inside. By making Heinz products stand out on the grocery shelf, the company created a memorable brand image for future purchases, especially as packaged foods (and competitors) expanded in the 20th century.

HEINZ MINCEMEAT, CATALOG ILLUSTRATION, 1895
HHC Collections, H.J. Heinz Company Records.



HEINZ'S CELERY SAUCE LABEL, c. 1893
HHC Collections, H.J. Heinz Company Records, MS5578007.001.01.



SHARPSBURG GLASS FACTORY, CATALOG ILLUSTRATION, 1895
HHC Collections, H.J. Heinz Company Records.

THE PICKLE CHARM

At the 1893 World's Columbian Exposition in Chicago, H.J. Heinz found his company's exhibition space located on the second floor of the Agricultural Building too far from major attractions. To draw visitors, he had small pieces of heavy paper cut to look like luggage tags and printed with an offer to the holder for a free souvenir at the Heinz exhibit. He scattered thousands of these tags throughout the fairgrounds. It is estimated that over the course of the fair, hundreds of thousands of people climbed the stairs to the Heinz exhibit, where they tasted food samples and received a pickle charm.

As reported in *The Muscatine Journal* of 1893, "It has been discovered that the gallery floor of the Agricultural Building has sagged where the pickle display of the H.J. Heinz Company stood, owing to the vast crowd which constantly thronged their stand to taste their goods or procure a watch charm."

The popular little pickle charm evolved through 10 different shapes and styles into today's plastic pin. The pickle pin has been called one of the most effective marketing promotions of all time.



HEINZ PICKLE CHARM, c. 1893
HHC Collections, gift of the H.J. Heinz Company, 93.2463.2753.

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HEINZ BOOTH AT THE WORLD'S COLUMBIAN EXPOSITION, 1893
HHC Collections, H.J. Heinz Company Photographs.



HEINZ "LUGGAGE" TAG FROM WORLD'S COLUMBIAN EXPOSITION, 1893
HHC Collections, H.J. Heinz Company Records.