The 57 Varieties

HEINZ
PURE FOODS

And what they are
How many of the "57" can you name? This booklet pictures and describes them all.

The superior "Heinz" quality is due to four things:

1. We assist the farmers who supply us with raw materials, such as tomatoes, pickles, etc., to grow crops of superior quality, in many cases supplying special seeds or young plants for the purpose.

2. Only pure granulated sugar is used for sweetening—no substitutes.

3. The vinegars we use for pickling and flavoring are the result of over half a century of experience in vinegar making. They are pre-eminently the world's finest.

4. Our spice buyers have gone to the far corners of the earth to get the pick of the spice crops in those countries where they grow to matchless perfection. We import directly the finest grades and qualities from those countries—controlling the raw material from its actual source—to our kitchens.

It is to the exquisite aroma of our vinegars and the delicate piquancy of our spices that Heinz 57 Varieties owe their incomparable flavor.

H. J. Heinz Co.
1. **Oven-Baked Beans with Pork and Tomato Sauce**

Heinz Baked Beans are really oven-baked, and have the rich, nutty flavor found only in genuine oven-baked beans. Flavored with selected pork, and a delicious Tomato Sauce, they are equal to the best home-baked beans.

2. **Oven-Baked Beans without Tomato Sauce with Pork, Boston Style**

Baked in the style of the good, old-fashioned Boston Baked Beans, they have all the home-made Boston Baked Bean flavor. Without Tomato Sauce. Each tin contains a slice of selected pork of the finest quality.

3. **Oven-Baked Beans in Tomato Sauce without Meat — Vegetarian**

Prepared especially for those who prefer Baked Beans with Tomato Sauce but without pork. They are a vegetarian product, containing no meat of any kind. A most appropriate and nutritious food for the Lenten season.

4. **Oven-Baked Red Kidney-Beans**

The large, finely flavored variety, baked with pork. They have a rich, savory sauce of their own instead of Tomato Sauce, and are an excellent dinner vegetable.
5—Cream of Tomato
   — Soup
   A rich puree of fresh ripe tomatoes
   with only sweet cream and fine spices
   added. Without meat stock of any
   kind. Packed in Heinz Improved Tins,
   it retains all the natural flavor of fresh
   tomatoes. Three sizes.

6—Cream of Green Pea
   — Soup
   Prepared from fresh green peas, en-
   rriched with sweet cream, and delicately
   spiced and seasoned. Highly nutritious
   and rich in flavor. It contains no meat
   stock of any kind.

7—Cream of Celery Soup
   A delicious cream soup, made of
   selected white celery, cooked and
   strained, enriched with sweet cream,
   delicately spiced and seasoned. Very
   distinctive in flavor. Contains no meat
   stock.

8—Cream of Asparagus
   — Soup
   Made from fresh, tender stalks of
   Asparagus, enriched with pure, sweet
   cream. Contains no meat stock and has
   a very distinctive flavor that appeals to
discriminating appetites. Contains no
   meat stock.

9—Vegetable Soup
   Made of selected beef stock and con-
   tains 15 choice, selected vegetables. Is
   very rich, and while it is not a condensed
   soup but “ready to serve” as it comes
   from the can, on account of its richness
   —the quantity may be increased if
   desired.
10 - **Mince Meat**
Fresh prime beef, Valencia seeded raisins, the choicest suet, selected apples, Grecian case currants, candied citron, orange and lemon peel, all perfectly seasoned and carefully blended. In glass jars and tins.

11 - **Plum Pudding**
A delicious pudding of exceptional flavor, made according to the best English traditions, on our own recipe. It is an ideal dessert. Will be found light, wholesome and delicious. Three sizes.

12 - **Fig Pudding**
A delicately rich fruit pudding in which selected figs, in generous proportions, constitute the only fruit used. It is very light, wholesome and of delicious flavor. A dessert that meets the requirements of any season. Three sizes.

13 - **Peanut Butter**
A pure product of the finest peanuts, roasted to just the right degree to develop their rich nutty flavor. Excellent for sandwiches and the many uses for which dairy butter is commonly employed. Three sizes.

14 - **Cooked Spaghetti**
The best Spaghetti—made in our own establishment—cooked with rich cheese and an especially delicate sauce of red-ripe tomatoes, skillfully spiced and seasoned, in the real Italian style. Cooked ready to serve when heated. Three sizes.
Fruit Preserves


Fruit Jellies

The juice of choice, ripe fruits, with pure granulated sugar only. The method of preparing insures perfect consistency, and preserves the natural fruit flavor. Varieties: Crab-apple, Currant, Grape, Quince. In glass tumblers.

Apple Butter

Heinz Apple Butter is made of sound tart apples only, carefully inspected, then seasoned with pure spices and cooked with sweet apple cider and granulated sugar into a delicious, golden-brown sauce.

Pickles Products

Preserved Sweet

Gherkins

Especially cultivated small cucumbers, cured when fresh from the vines, and preserved in a sweet spiced vinegar made from pure granulated sugar, fine old Heinz Vinegars and aromatic spices.

Preserved Sweet

Mixed Pickles

Selected whole and sliced vegetables preserved with the unique spicy liquor which is the distinguishing characteristic of all Heinz Preserved Pickles. Unsurpassed as a relish for all occasions.
27—Sour Spiced
- Gherkins

Choice little cucumbers pickled in Heinz Pure Vinegar and seasoned with spices of the finest quality. The perfection of Heinz Sour Gherkins is the result of many years' experimentation in growth and preparation.

28—Sour Mixed Pickles

Heinz Sour Mixed Pickles are composed of choice whole and sliced young cucumbers, onions, cauliflower and other crisp vegetables, pickled and spiced the Heinz way. Not strong or peppery.

29—Chow Chow Pickle

Heinz Chow Chow, like all our mixed Pickles, is composed of a variety of selected pickled vegetables combined with a delicious and spicy mustard dressing. Not hot with pepper.

30—Sweet Mustard
- Pickle

A sweet Chow Chow, the agreeable zest of which is imparted by Heinz Malt and Pickling Vinegars and the flavor of pure mustard, curry and other spices used in its seasoning. Sweetened with refined granulated sugar only.

31—Sweet Dill Pickles

A very mild Dill flavored Sweet Pickle spiced just enough to satisfy the craving for something different in a relish.
32 ~ Fresh Cucumber Pickle

Made of fresh, tender cucumbers—so spiced and preserved in Heinz Vinegar that they have a mild, rich flavor—duplicating the taste of the best "home made" pickles. A delicious relish that can safely be eaten in quantities.

33 ~ Fresh Cucumber Relish

Retains the natural flavor of the cucumbers from which it is made. A blend of finely cut cucumbers, other vegetables and spices—with a mild, appetizing flavor—full of the freshness of the garden.

34 ~ India Relish

A delicious appetizing sweet pickle relish for meats of all kinds. Prepared from finely chopped vegetables carefully selected and richly spiced. It possesses an aromatic, palatable flavor that justly makes it one of the most popular of pickle condiments.

35 ~ Sandwich Relish

A pleasing combination of mayonnaise, pickles and vegetables, ready to use in sandwiches or to serve with fish and meats. Convenient for picnics and hastily arranged lunches.

36 ~ Heinz Preserved Onions ~ Sweet and Sour

Heinz Sour Onions are a selected small white variety, of mild and delicate flavor, pickled in Heinz White Pickling Vinegar. They possess all the distinctive piquant onion relish, without any of that pronounced sharpness which makes some onions objectionable.
Heinz Preserved Sweet Onions are preserved with a delicious, sweet spiced liquor which gives them a very rich and appetizing flavor.

**OLIVES, OLIVE OIL**

37 — *Spanish Queen Olives*

Select Queen Olives of the finest quality, cured and packed in the Heinz establishment at Seville, Spain. They have the small pit, firm meat, and delicate flavor which distinguish this superior variety of olives.

38 — *Stuffed Spanish Olives*

Selected Spanish Queen or Manzanilla Olives, carefully pitted and stuffed with Spanish pimiento, a mild, sweet red pepper of delicious pungency. They are regarded by many as a more appetizing relish than the plain fruit.

39 — *Ripe Olives*

Thoroughly ripe California Olives, selected for their superior flavor. Healthful, nutritious and appetizing. Packed in our own establishment in California. Free from either artificial preservatives or coloring matter.

40 — *Pure Spanish Olive Oil*

Genuine virgin oil from the first pressing of fresh ripe olives. Made in our own establishment in Spain and imported by us direct. Its absolute purity and superior quality are assured. In tins from half-pints up, also in glass bottles.
CONDIMENTS, SAUCES, RELISHES

41—Tomato Ketchup
Made from fresh tomatoes ripened on the vines, and filled hot from kettles directly into the bottles. Contains no artificial preservatives. Strictly pure and delicious in flavor.

42—Chili Sauce
Prepared from fresh ripe tomatoes, skillfully seasoned in a way that makes it a delightful relish for meats, fish and game. Mixed with equal proportions of mayonnaise, it makes a delightful salad dressing.

43—Beefsteak Sauce
A table sauce which gives zest to all kinds of hot or cold meats, game, rare-bits, etc., also for fish and other sea foods. A delicious combination of choice tropical and domestic fruits, vegetables and spices skillfully blended and mellowed with age.

44—Pepper Sauce
Red and Green
Cultivated small peppers steeped in Heinz Pure White Pickling Vinegar, which neutralizes the strong hot taste, without destroying the natural pungency of the peppers. An ever-ready relish for general table use.
**45 - Worcestershire Sauce**

Worcestershire is a type rather than a particular make or brand of table sauce. It has been made for many years after many different recipes. Our own English recipe is one of the most famous of all those of olden times.

**46 - Prepared Mustard**

Prepared from the choicest mustard seed with Heinz White Pickling Vinegar and pure spices. It has the distinctive mustard pungency developed to the highest degree, yet it is mild and pleasing to the taste.

**47 - Prepared Mustard Sauce**

A light bodied, smooth, mellow mustard product, temptingly spicy, and toned with Heinz fine Pickling Vinegar. It completes the sandwich, gives a tasty seasoning to the salad dressing, and improves the best flavors of fish and meat.

**48 - Evaporated Horse-Radish**

A granulated form of pure horse-radish roots, as pungent as freshly grated radish. Keeps extremely well in any climate. Can be prepared for use in a moment by mixing with water and adding vinegar.

**49 - Salad Cream**

A salad dressing possessing a distinctive appetizing flavor that will appeal instantly to those who find the majority of mayonnaise dressings lacking in pungency or zest. It "makes" the salad because of its new "snappy" flavor.
Mayonnaise Salad Dressing

A delightfully smooth and creamy mayonnaise dressing with a fine flavor that makes a delicacy of the simplest salad. Heavy-bodied enough to stand up on a salad, yet easy to spoon out of the convenient wide-mouthed jar.

VINEGARS

Pure Malt Vinegar

The world’s finest vinegar product. Brewed from choice barley malt, clarified and aged after the manner of the best wines. Heinz Malt Vinegar has a natural golden-brown color and delicious aromatic flavor not found in any other vinegar. In pint and quart bottles.

Pure Cider Vinegar

Made from the pure juice of sound, fresh apples, scientifically fermented, clarified and aged to a degree which develops the full natural flavor of the apple. In pint and quart bottles.

Distilled White Vinegar

To the valuable properties of this vinegar is due much of the reputation of Heinz Pickles. It is an excellent table and salad vinegar and is widely used for home pickling. It is perfectly colorless, pure and wholesome. In pint and quart bottles.
54—Tarragon Vinegar

A blend of fine table vinegars seasoned with selected leaves of the tarragon plant, which give it an aromatic fragrance and pleasing flavor. Delicious for use in dressing and flavoring foods. In bottles.

55—Rice Flakes

The new delicious cereal with a "vegetable effect." Produced by a patented process . . . . owned and used exclusively by HEINZ . . . . which retains in the dainty flakes the vegetable-cellulose of rice, and makes available, for the first time, a mild, gentle, natural, effective bulk and roughage in a cereal of this attractive type.

56—Breakfast Wheat

A new hot wheat cereal which has the same "vegetable effect" that distinguishes Heinz Rice Flakes. Heinz has accomplished this result by including with the tender nut-like granules of wheat, a fine vegetable cellulose, a natural food substance. It is just as good for grown-ups as for children.

57—Tomato Juice

Just the pure juice of fresh vine-ripened tomatoes. Served ice cold, it is healthful and delightful to the taste. In both glass and tins in several convenient sizes.
THE Heinz main plant, at Pittsburgh, is built around a series of open courts, affording unlimited admittance of fresh air and sunshine to every part.

We are as proud of our spotless kitchens as you are of yours. Every year it is our pleasure to escort over 60,000 visitors through our Plant so that they may see for themselves the methods we use in putting up the 57 Varieties.

We invite you, too, to make the trip on any week day (except Saturday), from nine o’clock to four.
The Heinz Domestic Science Department has published two very valuable recipe books—

*Heinz Book of Salads*
*Heinz Book of Meat Cookery*

which may be obtained by writing Dept. V

H. J. HEINZ COMPANY
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