57 Favorites
For Your Quick-Feast Shelf
Makers of quality must have faith in the future, for quality is never born of haste or expedients. It requires slow, painstaking effort, a greater investment of money and skill—and its rewards are frequently in the distant years. The measure of quality in any product is in direct ratio to the maker's belief and confidence in the future.

Our sights have been trained on the years ahead ever since the day Henry J. Heinz founded this business. We've guarded the quality of our 57 Varieties jealously, with constant vigilance against the fallacy of "good enough." And our building program has gone steadily forward during both good times and bad.

It is gratifying indeed to know that in a nation with the world's highest food standards, Heinz quality—inspired by our faith in the future—has made us welcome guests at your family table for over seventy years.
Down through the years the list of Heinz luscious, ready-to-serve foods has grown to 57 Varieties—every one prepared with time-taking care and skill—every one rich with that homemade flavor that marks it unmistakably Heinz.

1. **Oven Baked Beans with Pork and Tomato Sauce**—Heinz Baked Beans are really oven-baked—nutty, rich and mellow—with the flavor that comes only after thorough baking in hot, dry ovens. Prepared with generous pieces of pork in a fine tomato sauce—they’re as fine as any beans you’d bake at home.

2. **Oven Baked Beans with Pork and Molasses—Boston Style**—From the “land of beans and cod” came the old-time recipe for Heinz good old-fashioned Boston Baked Beans—made with molasses and a generous amount of selected pork.

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—made without meat. A most appropriate and nutritious food for meals when meat is off the menu.

4. **Oven Baked Red Kidney Beans**—Big, red beans full of flavor—really oven-baked with pork in a rich savory sweet sauce. Excellent as a main dish, a dinner vegetable, or as a cold salad.

5. **Cream of Asparagus Soup**—All the delicate flavor of tender, young stalks of asparagus—enriched with pure sweet cream. Contains no meat stock. A soup to grace the table of an epicure.

6. **Cream of Celery Soup**—A delicious cream soup, made of choice, crisp white celery, lightly cooked and strained, then combined with heavy cream—delicately seasoned. Full of real celery flavor. Contains no meat stock.


8. **Cream of Mushroom Soup**—Satiny white mushrooms chopped and pan-browned in fresh creamery butter, then combined with thick cream, and delicately seasoned. It is a soup that you’ll be proud to serve—a luxury that is most inexpensive. Without meat.

9. **Cream of Oyster Soup**—Oysters are in season all through the year in this delicious oyster bisque—made of fresh oysters from America’s finest oyster beds. Full-bodied, flavorful. Contains no meat stock.
CREAM OF SPINACH SOUP — A simple vegetable glorified by Heinz chefs becomes the choice of a nation's dinner table. Crinkly, emerald leaves of spinach combined with rich cream and sweet, new butter—no meat stock.

CREAM OF TOMATO SOUP — All the flavor of great, plump tomatoes ripened under the August sun—combined with sweet, heavy cream. No meat stock.

BEAN SOUP — Good old-fashioned bean soup—thick and hearty—a man's favorite. A rich purée flavored with fine smoked pork.

GUMBO CREOLE SOUP — A rich broth, with pearly rice, okra and other choice vegetables. An old-time Southern favorite.

CHICKEN NOODLE SOUP — Heinz-made egg noodles and tender bits of chicken in a rich, golden chicken broth. All ready to heat and serve.

COUNTRY STYLE CHICKEN SOUP — A delicious new soup, country style, studded with tender chicken morsels and pearly rice. This ready-to-serve treat is one the family will want again and again.

CONSOMMÉ — A clear broth, slowly brewed from selected beef and marrow bones. No gelatin added, yet this soup jells readily when chilled in the refrigerator. Delicious hot or cold.

CLAM CHOWDER — A whiff of salt sea—fresh tender clams—a mixture of choice vegetables delightfully seasoned—a dish for the epicure—popular the country over.

CORN CHOWDER — An original Heinz creation that appeals to all devotees of genuine chowders. Succulent sweet corn, combined with choice vegetables, small cubes of potatoes, fresh milk, cream and butter, impart to this soup its full flavor.

GENUINE TURTLE SOUP
MOCK TURTLE SOUP
Genuine Turtle Soup—a thick and savory soup made of turtle meat, seasoned with sherry wine, fine spices, and garnished with chopped eggs and parsley.
Mock Turtle Soup—an old Kentucky delicacy made from choice meats, chopped boiled eggs, flavored with aromatic herbs, with a dash of fine old sherry.

ONION SOUP — Made in the true tradition of France—plenty of onions sautéed to a golden brown in butter combined with rich, beef stock. Serve it in the Parisian style poured over thick slices of toast and with a sprinkling of grated cheese. Particularly enjoyed by the men-folk.
PEPPER POT SOUP—A thick meaty broth teeming with vegetables, bits of macaroni, seasoned with fine spices, fresh parsley and pungent pepper corns. Made true to the Colonial tradition of old Philadelphia.

SCOTCH BROTH—A soup such as you'd be served in the Highlands of Scotland—rich, thick, hearty—with mutton and barley and good, fresh vegetables. A meal in itself. Particularly enjoyed by the men.

VEGETABLE BEEF SOUP—A robust soup—thick and delicious. Plenty of nourishing beef, barley and vegetables. Like all other Heinz Soups—a special creation—ready to heat and serve.

VEGETABLE SOUP
VEGETARIAN VEGETABLE SOUP
Vegetable Soup (with beef stock). A rich soup of thirteen choice vegetables slowly simmered in selected beef stock—well seasoned.

MINCE MEAT—The finest apples, suet, seeded raisins from Valencia, currants from Greece, and candied citron and lemon peel from Leghorn, select fresh beef—all combined, expertly seasoned according to an heirloom recipe.

PUDDINGS—PLUM, DATE, AND FIG
Plum Pudding—pride of Merrie England—to grace your table when you want a grand steamed pudding, hot and flavorful.
Date Pudding—a delicious steamed pudding that will be enjoyed by the whole family. Delicate in flavor and light in consistency—a truly all-year-round dessert. Serve hot. In three sizes.
Fig Pudding—a light and wholesome all-season dessert. Serve hot with the delicious foamy sauce shown on the label. Three sizes.

PEANUT BUTTER—Made from choice peanuts, delicately roasted to bring out their rich, nutty goodness. Prepared by a special process that prevents oil separation and keeps salt evenly distributed.

COOKED SPAGHETTI IN TOMATO SAUCE WITH CHEESE—Made from durum wheat in our own kitchens—cooked to perfection, drenched with a fine Italian style sauce made of Heinz own pedigreed tomatoes, rare spices and rich imported cheese.

COOKED MACARONI—Prepared just as the best home cooks make it with a rich cream sauce and plenty of cheese. Just heat and serve as it comes from the tin, or combine with chicken, ham or asparagus tips to make delicious casseroles.

FRUIT JELLIES—Made the real old-fashioned way from the pick of the orchard, the vineyard and the berry patch. True fruit jellies made with granulated sugar. Three old-time favorites—Crabapple, Grape and Currant—in fancy beverage glasses.
No region is too far away—no delicacy too difficult to procure when it is needed to bring the touch of perfection to one of Heinz delicious foods. In a single year the spice-hunters of the House of Heinz have traveled as much as 40,000 miles in search of rare and precious seasonings used in the making of the 57 Varieties.

To far-off realms with names like jewels go these buyers—to the spicy shores of Malabar for pepper, to Amboyna for cloves of such rare aroma they were formerly used only for incense in temples. They bring mace from the isle of Banda—cassia for pickles from a city whose name, translated, means City of the Forest of Cassia Trees.
The uniform excellence of Heinz 57 products is insured by constant vigilance. Every bit of raw material, every process of manufacture and all finished products are rigorously inspected. The Division of Quality Control employs a large staff of college-trained scientists who devote their time to seeing that our high standards of quality are being constantly maintained.

And since the ultimate proof of Heinz food—or any food—is the taste, a "Flavor Jury" composed of men and women of highly sensitive taste put Heinz foods to the test of their trained palates. New varieties are also tested with large groups outside the House of Heinz. For a product must be acclaimed an outstanding praise-winner before it can bear the proud Heinz keystone label.
Because Henry J. Heinz succeeded in "doing a common thing uncommonly well" and because all the world loves good eating, his horseradish venture of 1869 has now expanded to:

- 26 factories.
- 200 salting houses—raw products receiving stations.
- 117 sales branches and warehouses.
- More than 250 foreign agencies.
- More than 2,100 salesmen directly employed.
- More than 16,800 persons directly employed.
- More than 80,000 visitors to the main plant yearly.
- 200,000 acres used in growing Heinz products.
- About 200,000 people required to harvest crops.
- 1,000,000 square feet of glass used in greenhouses.
APPLE BUTTER—Only the best of sound, tart apples and sweet cider fresh from the press is used to make Heinz Apple Butter. Boiled down with sugar and spice to make a golden-brown sauce. Delicious on a slice of bread or a toasted muffin, or as a meat accompaniment.

PICKLES, SWEET OR SOUR—GERKINS OR MIXED—Specially cultivated small cucumbers, cured fresh from the vines, Heinz Sweet Gherkins are preserved in a sweet spicy vinegar made with pure granulated sugar, Heinz Pickling Vinegar and aromatic spices.

Heinz Sour Spiced Gherkins are pickled in Heinz Pure Vinegar and seasoned with spices of the finest quality.

Heinz Preserved Sweet Mixed Pickles are selected whole and sliced vegetables preserved in spicy sweet vinegar.

Heinz Sour Mixed Pickles are composed of choice whole and sliced vegetables, pickled and spiced the distinctive Heinz way.

CHOW CHOW PICKLE—SWEET MUSTARD PICKLE—Heinz Chow Chow Pickle contains a variety of selected vegetables—tender pieces of cauliflower head, onions and small cucumbers—in a spicy mustard dressing.

Heinz Sweet Mustard Pickle is a chow chow style of pickle in a sweet mustard sauce, flavored with curry, other spices, and Heinz Vinegars.

GENUINE DILL PICKLES—Vine-fresh cucumbers with dill flower and spices. These real fermented dills are entirely different from the so-called “processed” dills.

FRESH CUCUMBER PICKLE—A mild and mellow sliced pickle made from a treasured old-time recipe. They retain the delicate flavor and crisp tenderness of the fresh cucumbers.

INDIA RELISH—A delicious, appetizing sweet pickle relish. 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.

PICKLED ONIONS—SWEET OR SOUR Heinz Sour Onions are a selected small white variety, of mild and delicate flavor, pickled in Heinz White Pickling Vinegar.

Heinz Preserved Sweet Onions are preserved with a delicious, sweet spiced vinegar which gives them a very rich and appetizing flavor.

STRAINED FOODS— Fresher-than-market produce—cooked so as to retain to a high degree the natural vitamin and mineral content. Fourteen varieties—Strained Vegetable Soup with Cereals and Yeast Concentrate; Beef and Liver Soup; Peas; Green Beans; Mixed Greens; Spinach; Tomatoes; Carrots; Beets; Prunes with Lemon Juice; Apricots and Apple Sauce; Strained Mixed Cereal; Pears and Pineapple; Asparagus. All are unseasoned, unless otherwise specified on the label. For your baby or for those people requiring soft diet. The Committee on Foods of the American Medical Association accepts the claims of high quality and nutrient value for Heinz Strained Foods.
JUNIOR FOODS—12 unspiced, mildly seasoned, highly nutritive dishes of coarser texture—ready to serve and specially designed for older babies—Lamb and Liver Stew, Chicken Farina Vegetable Porridge; Chopped varieties: Carrots, Spinach, and Mixed Vegetables; Creamed varieties: Tomato and Rice, Diced Potatoes, Green Vegetables, and Diced Vegetables; Pineapple Rice Pudding, Prune Pudding, Apple Fig and Date Dessert.


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.

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.

TOMATO KETCHUP—Luscious vine-ripened tomatoes grown from our own pedigreed seedlings, combined with Heinz vintage vinegar and rare spices from the Orient give Heinz Ketchup an unequalled flavor. That's what makes this "the best known bottle in the world."

CHILI SAUCE—Full flavored whole peeled tomatoes, rare spices and aged vinegar—all skillfully blended to make a delicious relish for any kind of meat, fish or game.

57-BEEFSTEAK SAUCE—A rich brown table sauce, made from tropical and domestic fruits, vegetables and piquant spices—skillfully blended. It gives zest to all kinds of hot or cold meats, game, rarebits, fish and other sea foods.

PEPPER SAUCE—RED OR 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. A table condiment, useful in cooking, too.

WORCESTERSHIRE SAUCE—Worcestershire is a type rather than a particular brand of table sauce, made for many years after many different recipes. Our own English recipe is one of the most famous.

PREPARED MUSTARD—BROWN OR YELLOW—The finest mustard seed, Heinz White Pickling Vinegar and fine spices, ground the old-fashioned way, give this product a tempting, lively taste. The yellow is milder.
EVAPORATED HORSE-RADISH — A granulated form of pure horse-radish roots, as pungent as freshly grated radish. Keeps indefinitely in any climate. Simply mix with water and add vinegar.

MAYONNAISE — A real mayonnaise. The finest oils, eggs, Heinz Cider Vinegar and spices, blended into a delightful creamy dressing with that delicate flavor found only in genuine mayonnaise.

PURE MALT VINEGAR — The world’s finest vinegar product. Brewed from choice barley malt, clarified and aged after the manner of the best wines. It has a natural golden-brown color and delicious aromatic flavor not found in any other vinegar.

PURE CIDER VINEGAR — A vintage vinegar—“wine of the apples,” aged long months in giant wooden casks. Amber, clear and sparkling, with a flavor delicate, smooth, and full bodied.

DISTILLED WHITE VINEGAR — Rye, corn and barley malt, distilled the same way as fine spirits, then “mellowed in the wood” to bring out a bouquet and flavor not found in ordinary distilled vinegars. Excellent for table, salad, and pickling use.

TARRAGON VINEGAR — An infusion of the leaves of the tarragon plant in a blend of our fine distilled and fermented vinegars gives this product a distinctive aroma and flavor. The secret of true salad wizardry.

RICE FLAKES — A delicious flaked cereal made of the finest head flaked with that delicate flavor found only in genuine mayonnaise.

BREAKFAST WHEAT — A hot cereal made of tiny nut-like granules of wheat toasted a delicate brown, with a rich and delicious flavor. High in nutritive value and containing the same roughage that distinguishes Heinz Rice Flakes.

TOMATO JUICE — Pure and zestful. Juice pressed from vine-ripened tomatoes. Nothing is added—except a pinch of salt. Serve it in the morning, at noon or at night. Delicious icy cold or piping hot. Comes in convenient sizes.
WHAT SHALL I SERVE—

OMEN all over America write to Heinz for help with their cooking problems. Heinz Home Economics Department is staffed by trained dietitians. They originate and test new recipes; formulate ideal menus; conduct lectures in the Pittsburgh auditorium, at the Heinz Pier in Atlantic City and in other parts of the country.

In addition, the department contributes articles to newspapers and magazines and has published a number of recipe books for national distribution.

Latest creation of this important division is an entirely new and different Heinz Recipe Book—full of exciting dishes and menus for company dinners, family meals and holidays. Recipes are printed in a concise new form with ingredients listed in bolder type and in the exact order of their use. Methods are illustrated step by step with photographs. To get your copy, simply mail 50c to Dept. HE, H. J. Heinz Co., Pittsburgh, Pa.