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HEINZ

1939
NEW YORK
WORLD'S
FAIR



HEINZ EXHIBIT · 1939 NEW YORK WORLD'S FAIR

THE HEINZ DOME



Through the Looking Glass

Part of the interior may be viewed through invisible glass windows and part through an ingenious system of periscopic mirrors.

AT RAINBOW AVENUE AND THE ESPLANADE!

Heinz Dome is centrally located on Constitution Mall at the intersection of the Esplanade and Rainbow Avenue. Decorating the exterior of the 100 foot high Dome is the Mural of Harvest done in relief by the well-known master, Domenico Mortellito. One side of the mural depicts the gathering of raw materials and winnowing of spices in the eastern hemisphere. The other side dramatizes agricultural activities of the western world,



STOP AND TASTE HEINZ 57 VARIETIES

At the Sampling Stations within Heinz Dome you meet old favorites, make new friends among Heinz 57 Varieties. Attractively uniformed Home Economists serve free samples of many different kinds of Heinz Homestyle Soups, Oven Baked Beans, Spaghetti, and Macaroni—all piping hot; also Pickles, Spreads and chilled Tomato Juice.



HEINZ LOOKS TO THE FUTURE . . . Scientists of the House of Heinz are constantly searching for new and better ways to prepare fine foods for your table.

At the Heinz Dome, visitors can view interesting experiments in chemiculture—the growing of experimental tomato plants in chemically-treated water and in pure white sand. These plants grow more than seven feet tall, producing four crops per year.

Heinz "aristocrat" tomatoes are not at present grown in this manner. But experiments of this type offer valuable information as to the ways in which nature and science may combine for constant improvement in types and flavor of tomatoes as they are grown on the farm.



HE IS THE HEINZ "ARISTOCRAT" THE PRIDE OF HIS WHOLE FAMILY

Heinz animated Aristocrat Tomato Man does a singing-talking act which is one of the most popular features of the Fair—especially with the youngsters. He tells his own story in his own way—with gestures.



MOTHER AND CHILDREN STOP HERE

One whole section of the Heinz exhibit is devoted to the youngest generation. Here one can obtain latest scientific information on special Heinz foods for children. On a large plaque depicting a Day with Junior, is an animated show-within-a-show telling the story of Heinz Strained Foods and Heinz Junior Foods, and a 24 inch "snow-storm" ball in which is enclosed a replica of the little home in Sharpsburg where the House of Heinz began.

HEINZ 57 VARIETIES—GUESTS AT YOUR TABLE FOR SEVENTY YEARS

The keynotes from inside the plaques tell an animated picture story of Heinz modern methods which bring old-fashioned flavors to your table.



MEMORIES OF BOY-GONE DAYS

In this colorful plaque the artist uses a modern technique with wood, cloth and plastics—in order to suggest how the modern House of Heinz recreates the fine, old-fashioned bean feasts of long ago.



FLAVORS OF YESTERYEAR

The theme of this plaque is Culinary Pride—the pride of a good cook who has achieved a masterpiece. Heinz cooks take real pride in the preparation of 25 delicious homestyle soups—all ready to heat and serve.



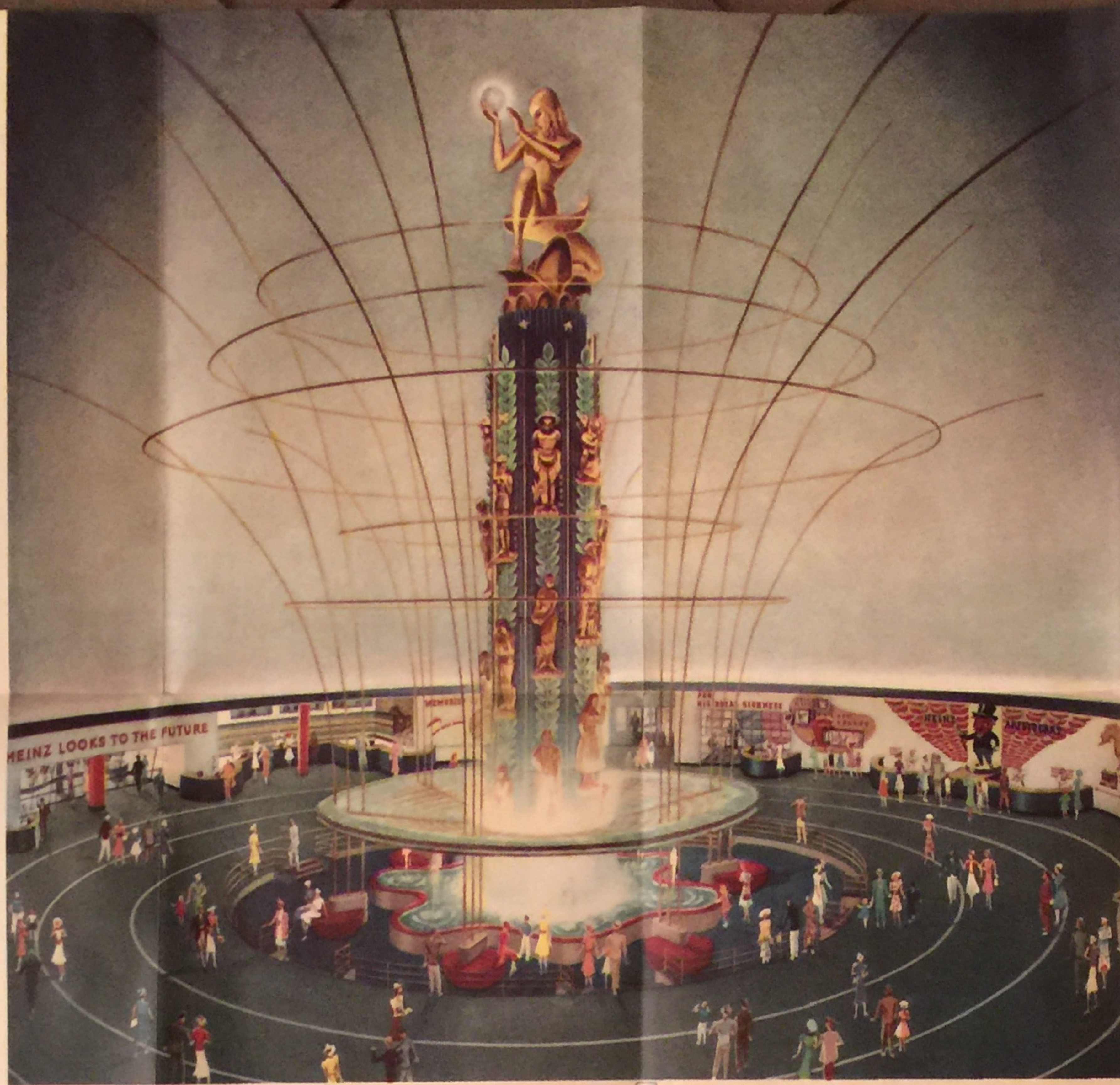
TASTES AMERICA CAN'T FORGET

This plaque tells a story of a little girl who never forgets the fine savory flavor of her grandmother's fresh sliced cucumber pickle. P.S.—She finds that flavor again in Heinz Fresh Cucumber Pickle.



SALAD MAGIC

In this plaque—the bowl is actually made of wood, the fine, fresh salad ingredients are of a special type of plastic. But the salad dressing which delights the master chef is always made with Heinz pure vintage vinegar.



THE GODDESS OF PERFECTION



THE HOUSE OF HEINZ PRESENTS SPECTACULAR EXHIBIT

The interior of the Heinz Dome is spectacular, spacious and impressive with notable examples of sculpture, interesting murals done in a modern manner, a great center fountain and dramatic lighting effects. Here are 20,000 square feet of exhibit space, providing many different types of entertainment for the visitor.

The Largest Sculptured Group at the World's Fair

In the center of the Dome rises a gigantic column 65 feet tall—the work of Sculptor Raymond Barger. The column is crowned by the Goddess of Perfection, a large allegorical figure in a kneeling position who holds in her hand a luminous sphere—symbol of perfection. Twenty-two golden sculptured figures encircling the column represent the contributions of various lands to the making of Heinz famous 57 Varieties. This tremendous sculptured group rises from a sunken pool and emerges from an overhead waterfall which flows over a glass saucer measuring 36 feet in diameter. Visitors may walk beneath the waterfall and view the Goddess through a mirage of colored lights. This is one of the most unusual and interesting sights of the World's Fair.



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| 1. Cream Baked Beans with Pork and Tomato Sauce | 4. Cream Baked Red Kidney Beans | 10. Cream of Corn Soup | 15. Chicken Soup with Rice | 20. Onion Soup | 25. Mince Meat | 30. Cooked Macaroni | 34. Chow Chow Pickle | 38. Stained Fruits | 44. Chili Sauce | 49. Evaporated Horseradish | 55. Rice Flakes |
| 2. Cream Baked Beans with Pork and Mustard—Russian Style | 5. Cream of Asparagus Soup | 11. Cream of Tomato Soup | 16. Consommé | 21. Pepper Pot Soup | 26. Puddings—Plum, Fig, and Date | 31. Fruit Jellies | 35. Sweet Mustard Pickle | 39. Sandwich Spread | 45. 57-Beetroot Sauce | 50. Macaroni | 56. Breakfast Wheat |
| 3. Cream Baked Beans with Pork and Mustard—Russian Style | 6. Cream of Celery Soup | 12. Bean Soup (with Ham) | 17. Cream Chowder | 22. Scotch Broth | 27. Peanut Butter | 32. Apple Butter | 36. Fresh Cucumber Pickle | 40. Junior Foods | 46. Peasor Sauce—Red or Green | 51. Pure Malt Vinegar | 57. Tomato Juice |
| 7. Cream of Green Pea Soup | 13. Corn Chowder | 18. Chicken Gumbo Soup (Creole) | 23. Corn Chowder | 28. Vegetable Beef Soup | 33. Genuine Dill Pickles | 37. Pickles, Sweet or Sour | 41. India Relish | 47. Ripen Olives | 53. Wagonwheel Sauce | 58. Pure Cider Vinegar | |
| 8. Cream of Mushroom Soup | 14. Chicken Noodle Soup | 19. Genuine Turtle Soup | 24. Genuine Turtie Soup | 29. Cream of Celery Soup | 34. Chow Chow Pickle | 38. Stained Fruits | 42. Pickled Onions—Sweet or Sour | 48. Puffed Olives—Sweet or Sour | 54. Prepared Mustard—Brown or Yellow | 59. Tomato Juice | |
| 9. Cream of Oyster Soup | | | | 35. Heinz Chicken Noodle Soup | 39. Scotch Broth | 43. Tomato Ketchup | | | | | |

HEINZ 57 VARIETIES—GUESTS AT YOUR TABLE FOR SEVENTY YEARS

A representative selection of Heinz 57 Varieties as shown on the panel above.



IN ATLANTIC CITY visit the famous Heinz Pier, extending more than 600 feet into the Atlantic Ocean. Here you will enjoy unusual exhibits, talking motion pictures, Cooking Schools, Community Sings, and many other feature attractions.

IN PITTSBURGH visit the Heinz kitchens. See the 57 Varieties in actual preparation for your table. Enjoy special lectures and entertainment in Heinz auditoriums, taste many of the 57 Varieties.

IN SAN FRANCISCO at the Golden Gate International Exposition see Heinz fascinating exhibit of period kitchens from many lands. These kitchens show progress in methods of cookery from early days to the present time.



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