

The H.J. Heinz Co. and the H.J. Heinz Glass Co.

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Henry J. Heinz began packing (i.e., filling) bottles with vegetables as a young man and may have used an embossed bottle by ca. 1860. He had a stormy beginning, going through several companies before achieving full success with the H.J. Heinz Co. in 1888. The firm, of course, remains in business today. Heinz purchased a plant and opened his own glass house in 1892 to make bottles and jars for his packing firm and secured the Owens license for such products in 1909. Heinz sold the glass factory in 1946 and purchased containers from other firms – although he sometimes needed outside containers during the life of the glass house. Although the identifying marks for the H.J. Heinz Glass Co. are few, containers used by the packing company may be dated because of embossed basal numbers.

History

Henry J. Heinz, Sharpsburg, Pennsylvania (ca. 1854-1869)

Beginning at the age of ten, Henry J. Heinz began peddling vegetables. The business grew until he took on a partner in 1869 (Toulouse 1971:236). No source but Toulouse suggests any name during this period. Heinz formed a partnership with a friend and neighbor, L. Clarence Noble, in 1868 to manufacture bricks at Beaver Falls, Pennsylvania. Noble moved to Beaver Falls to operate the business (Alberts 1973:8; Lentz 2007:30).

Containers and Marks

H.J. HEINZ (ca. 1860-1869)

According to Toulouse (1971:236), this full name variation was used from 1860 to 1869, during the earliest Heinz company. A photograph from the H.J. Heinz Co. bears the caption “Henry Heinz 1869” beside a pickle bottle, but the glass is so distorted by age that the exact wording on the body of the container cannot be recorded (Alberts 1973:plate between pages 46

and 47).¹ This may, indeed, be a bottle from the earliest days of Heinz (Figure 1). Eastin (1965:34) included a drawing of what may be the same embossed bottle (Figure 2).



Figure 1 – Early Heinz bottles (Henry Searcy collection)

Heinz & Noble, Sharpsburg, Pennsylvania (1869-1872)

In 1869, the partners adopted the name, Heinz & Noble for the food business (Heinz n.d.; Toulouse 1971:236; Umbraco and Umbraco 1973:12). They began the first year with three-quarters of an acre of horseradish that they bottled in glass containers in a single room in a two-story building at Sharpsburgh. Lentz (2007:37) noted that the firm began enlarging in 1871, two years after it began. Three years later, the partnership expanded (Lentz 2007:38; Toulouse 1971:236). The first product was grated horseradish (Alberts 1973:9; Foster & Kennedy 2006:12).

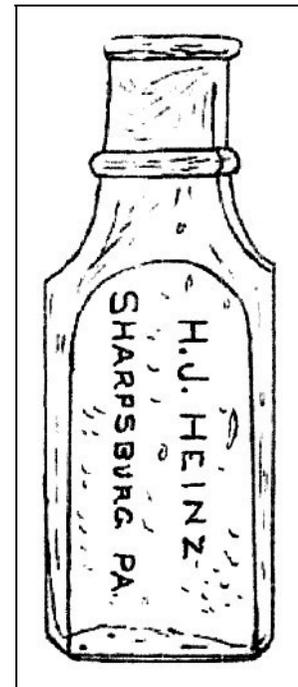


Figure 2 – Early Heinz bottle (Eastin 1965:34)

Containers and Marks

HEINZ & NOBLE (1869-1872)

According to Toulouse (1971:236), Heinz used this mark during his partnership with L.C. Noble from 1869 to 1872. During this period, Heinz bottles were usually marked with “No. x” instead of just the number (Umbraco & Umbraco 1973:13). See Numbers section for a more thorough discussion of Heinz numbers. Zumwalt (1980:204) showed photos of three bottles embossed HEINZ & NOBLE on the body.² Note that all had the ampersand, and none were base embossed. Eastin illustrated two Heinz & Noble bottles, one embossed, one with a paper label (Figure 3). Also,

¹ We also possess a scan of the photo from the Henry Searcy collection that allowed for closer viewing of the bottle, but the photo was still illegible.

² Zumwalt (1980:200-236) had a large section devoted to Heinz bottles.

see Figure 1 for examples from the Heinz collection. Unfortunately, none of these early bottles have manufacturer's marks.

Heinz, Noble, & Co., Sharpsburg, Pennsylvania (1872-1875)



Figure 4 – Heinz Noble & Co. (Brian Grapentine)

E.J. Noble (brother of L.C.) bought a quarter share of the Heinz partnership in 1872, and the business expanded again to include celery sauce and pickles.³ Their quarters expanded to three rooms plus a small additional building. In 1872, the firm moved to a large four-story building on Second Ave. between Grant and Smithfield Streets at Pittsburgh (Wilson & Goodspeed 1898:1033). Although the firm survived the Panic of 1873, it went bankrupt in the depression of 1875 despite the sale of the brickyard for \$5,000 (Alberts

1973:12-13, 15; Lentz 2007:38-41; Toulouse 1971:236).

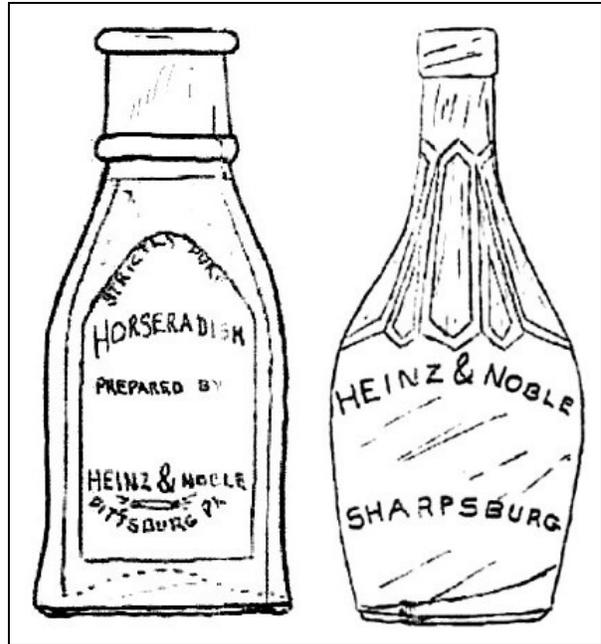


Figure 3 – Heinz & Noble bottles (Eastin 1965:34-35)



Figure 5 – Heinz Noble & Co. (Brian Grapentine)

³Umbraco and Umbraco (1973:13) did not acknowledge this company. They maintained that Heinz and Noble existed until the 1875 bankruptcy. James T. White & Co. (1897:270) and Wilson & Goodspeed (1898:1033) both placed E.J. Noble's entrance at 1870.

Containers and Marks

HEINZ, NOBLE & CO (1872-1875)

Toulouse (1971:236) placed the use of this mark during the partnership with L.C. and E.J. Noble, 1872 to 1875. A rectangular bottle, sold at a Grapentine auction, was embossed “HEINZ (reversed N) NOBLE & Co / PITTSBURGH, PA” on the front panel (Figures 4 & 5), and Eastin (1965:34) drew one with a paper label (Figure 6).



Figure 6 – Heinz Noble & Co. (Eastin 1965:34-35)

F.&J. Heinz, Sharpsburg, Pennsylvania (1876-1888)

After the bankruptcy, on February 14, 1876, Heinz’ brother, John, and his cousin, Frederick Heinz, provided \$3,000 capital to resume the business. To satisfy the conditions of bankruptcy, Heinz could not operate under his own name, so the firm became F.&J. Heinz. Frederick, John, and Henry’s mother, Anna Schmitt Heinz, each received one-sixth interest in the new firm, with 50% going to Henry’s wife, Sallie Young Heinz (Alberts 1973:26, 29, 49; Lentz 2007:46-47; Toulouse 1971:236; Umbraco and Umbraco 1973:13; Zumwalt 1980:203).

Even with the name change, Frederick once reported in exasperation that no one would extend him credit because of Henry’s known involvement in the business. However, in March 1877, business was good enough that the firm began its first sale of goods in cans. By 1879, Heinz had restored both his good name and credit, and the firm purchased land to build a new, larger plant that included a vinegar component in 1882. In 1888, Henry J. Heinz resumed business under his own name (Alberts 1973:29, 49, 51; Wilson & Goodspeed 1898:1034).



Figure 7 – F&J Heinz (eBay)

Containers and Marks

F. & J. HEINZ (1876-1888)



Figure 9 – F&J Heinz (eBay)

When Heinz was unable to operate under his own name (see above), he used this mark, the names of his cousins, Frederick and John Heinz, 1876 to 1888 (Toulouse 1971:236). Sellers on eBay offered several examples of H.&J. Heinz bottles – all rectangular in shape with chamfered corners and sunken side panels. These aqua bottles were embossed “F&J HEINZ” on one side panel and “PITTSBURGH” on the other. Each was mouth blown with a rounded, single-ring finish.

Bottles base-embossed “H10” had ridged shoulder panels, while the shoulder panels of bottles with “H.12” basemarks were flat (Figures 7-



Figure 8 – H 10 (eBay)



Figure 10 – H.12 (eBay)

10). A pickle bottle with the same side embossing was embossed “PAT JANY / 16 (figures illegible) 82 / N^o 30” (Figures 11 & 12).



Figure 11 – F&J Heinz (eBay)



Figure 12 – No. 30 (eBay)

HEINZ'S (poss. 1880s)

A very few bottles were embossed "HEINZ'S" on the sides (e.g., HEINZ'S / HORSERADISH – Figure 13). These bottles are early designs and mouth blown, so they may be from this period. Even though the base was embossed "H20," the number does not match the design #20 in the Heinz list (see below). The Heinz #20 was machine made in 1910; this is obviously a much earlier bottle.



Figure 13 – Heinz's (eBay)

H.J. Heinz Co., Sharpsburg, Pennsylvania (1888-present)

Henry's brother, John, had become a problem, spending less time at the business and becoming a "slacker." At a meeting in 1888, presided by Mother Heinz, John sold his interest in the company to the others (Alberts 1973:87-89). With bankruptcy proceedings and Brother John now things of the past, Heinz renamed the business the H.J. Heinz Co. The firm again moved to larger quarters in 1890 (Alberts 1973:8; Lentz 2007:52, 54; Toulouse 1971:236; Wilson & Goodspeed 1898:1034). By 1898, the firm grew all of its own crops, with farms in several states and different plants for different products. The company had branch offices in various states and as far away as London, England. For a good cameo view of the firm in 1898, see Wilson & Goodspeed (1898).

Heinz strongly supported the Pure Food and Drug Act of 1906 and used it to his advantage (Alberts 1973:171-180). On catsup bottles, for example, he added "free from benzoate of soda"; "guaranteed pure"; and noted that his product "complied with all laws throughout the world" (Foster & Kennedy 2006:39).

A full history of Heinz is beyond the scope of this work, but the company flourished and added numerous products. The partnership changed to corporate ownership in 1905 and became a publicly owned corporation in 1946, listed on the New York Stock Exchange. It remains in business today (Alberts 1973:265; Lentz 2007:52, 54; Toulouse 1971:236).

H.J. Heinz Glass Co., Sharpsburg, Pennsylvania (1892-1946)

According to the Dec 21, 1892, issue of *China, Glass & Lamps*, pickle manufacturer H.J. Heinz had “purchased the Cathedral Art Glass Works, at Sharpsburg . . . and expects to start them early in January on flint hollow ware for his own use (quoted in Roller 1996).⁴ The plant had a ten-pot furnace in 1892 and remained at that level until at least 1900 (Hawkins 2009:262; Toulouse 1971:237).

Illustrated Glass & Pottery World (1903:15) reported in April of 1903 that the H.J. Heinz Glass Co. was about to build a new plant at Sharpsburg because the old one was inadequate for its production needs. The 1904 glass factory directory noted that Heinz had a single continuous tank with 11 rings – certainly at the new glass house – as well as a 10-pot furnace. The presence of the furnace strongly suggests that the old factory remained in production during the transition period. It was likely dismantled (or at least idled) by the end of the year. It was a time of change. Heinz incorporated as the Heinz Glass Co. with a capital of \$100,000. The directors of the firm were H.J. Heinz, Frederick Heinz, Howard C. Heinz, Sebastian Muehler, R.G. Evans, and W.H. Robinson (*Glass and Pottery World* 1903:15).

Heinz built a second continuous tank in 1905 and was listed in 1908 with two tanks and 11 rings. Henry J. Heinz was president of the corporation, with Howard Heinz as secretary and W.H. Robinson as treasurer (Hawkins 2009:262; Roller 1996; Toulouse 1971:237). The company acquired the Owens license to make “various bottles to be used only in merchandizing (*sic*) its own food products” on July 19, 1909 (Scoville 1948:105). However, in 1910, the Heinz plant had only one Owens machine installed, although it had two more in process (*National Glass Budget* 1910:1).

Although Heinz explored the possibility of relocating the factory to Clarksburg, West Virginia, in 1912, there is no evidence that the plant actually moved. That year, Heinz used two continuous tanks and one day tank to make “packers’ and preservers” bottles and jars and added a third tank in 1913. By 1914, Heinz had three Owens machines at Sharpsburg making condiment bottles at all three tanks (*American Flint* 1912:39; Hawkins 2009:262; *Journal of*

⁴ Toulouse (1971:237) called the original firm the Architectural Glass Co.

Industrial and Engineering Chemistry 1913:953; 1914:864; Roller 1996; Toulouse 1971:237). In November 1916, the plant made “preservers” with three 10-arm Owens machines, and the factory continued to use all three tanks until at least 1922 (Palmer 1917:213; Roller 1996).

By 1927, Heinz used two continuous tanks and two Owens machines to make its “flint packers and preservers” bottles and jars. The plant opened up its other continuous tank and another Owens machine in 1929. In 1939, Heinz reduced its output by one tank and one machine. By 1942, the plant was back to two tanks and two Owens machines (*American Glass Review* 1927:135; 1929:98; 1939:88; 1942:102). Toulouse (1971:237) noted: “Heinz catsup bottles were the main product throughout the life of the plant with some other bottles for vinegar, beefsteak sauce, worcestershire sauce, horseradish, and pickle jars.” The Allegheny Glass Co. bought the factory in 1946, and Allegheny’s home company (Brockway Glass Co.) gained full control of the stock in 1947, closing the plant (Toulouse 1971:237).



Figure 14 – Owens base (eBay)

Containers and Marks

Although Heinz made his own glass until 1946, the Owens Bottle Co., Hazel-Atlas Glass Co., the Illinois-Pacific Glass Co., and the Owens-Illinois Glass Co. made some bottles and jars for the company. Owens made bottles with numbers at least as low as 57 (made 1895-1910), a very popular bottle with at least seven basal variations (Figure 14). Illinois-Pacific made numbers as low as number 162 (1918-1923), and Hazel-Atlas was involved by bottle 211 (1924-1927) (Zumwalt 1980:212-213, 225, 228 – Figures 15 & 16). The Owens-Illinois mark is found by at least number 213 (1922-1943). In 1990, Heinz developed a recyclable plastic ketchup⁵ bottle (Foster & Kennedy 2006:94). The days of glass were over.



Figure 15 – Hazel-Atlas base (eBay)

⁵ Although Heinz spelled the word “catsup” in his diary, product labels used both “catsup” and “ketchup,” apparently interchangeably.

Some Heinz bottles made their way to Australia, although our information on those is limited. Gugler (2005:157-161) noted that Heinz opened an English office in 1896 and the first British packing factory at Peckham in 1905. She illustrated a jar with “151” embossed on the base (1918-1930), showing the Heinz exports to Australia began at least that early. Heinz also packed some of its products in ceramic containers. Although these are interesting, they are beyond the scope of this work (Figure 17). Heinz packed the vast majority of its products in glass.

We have not discovered any mark specific to the H.J. Heinz Glass Co. However, the individual Owens machines used by the Heinz factory seem to have left somewhat unusual Owens scars. Along with the typical feathered scar, there seems to have been a buildup of glass in in

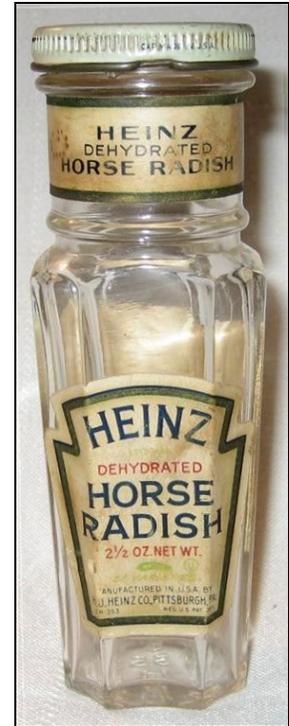


Figure 16 – Hazel-Atlas bottle (eBay)



Figure 17 – Ceramic containers (Henry Searcy collection)

Typical of Owens bases, both the scar and the “circle” were off center even though the number was in the middle of the bases in all of the examples we have found (Figure 18). This unusual scar combination is the only truly reliable method we can find to identify bottles produced at the actual Heinz plant.



Figure 18 – Heinz Glass Owens scars (eBay)

a circle. Toulouse (1971:236) mis-diagnosed these as the “typical Heinz numbering” system consisting of a number in a circle.

Dating bottles by their numbers (see below) could place a container during the period when the factory was open, but there is always the chance that it was made by another glass house, especially during the 20th century, when Heinz sales were tremendous.

As noted in an earlier footnote, Zumwalt (1980:200-236) had a large section devoted to Heinz bottles. These 36 pages included most of the containers discussed in this work as well as others. She also included numerous patents, advertising, and labels. Although Heinz certainly owned a large number of patents, we have not included them in this study.

Numbers

As noted above Toulouse (1971:236) claimed that the “typical Heinz numbering” system consisted of a number in a circle, and he stated that it was “rarely not in circle.” Contrary to the Toulouse claim, Heinz numbers on bottle bases were embossed in a variety of styles, including “No. 25,” “H20,” “H-20,” and merely a two- or three-digit number (e.g., see Figures 8, 12, 15, and 18). On all the examples we can find on eBay or elsewhere, what Toulouse was calling “circles” are actually Owens scars (e.g., see Zumwalt 1980:213, 216-217, 226). The abbreviation “No” could be embossed with a capital or lower case “o” in “No” or the “o” in underlined superscript (N^o), although the lower case variation was by far the most common.

Consecutive numbering of bottle styles began during the F.&J. Heinz era, 1876-1888 and continued until 1922, when number 499 was reached. At that point, the company began reusing numbers, although a peanut butter container from 1925 is numbered “761.” However, lower numbers in the original scheme would have been made by hand, while repeated numbers would appear on machine-made bottles (Umbraco & Umbraco 1973:13-14). By the 1920s, both the Heinz plant and all companies making bottles for Heinz were exclusively using machines. Zumwalt (1980:203) added that the numbering system remained in place until World War II.

The H.J. Heinz Co. (n.d.) provided a manuscript describing the various numbers used by Heinz from ca. 1880 to the 1930s and 1940s. Each number is accompanied by a date range and short description of the bottle. The manuscript also noted that the 211 in a circle mark was used by the Hazel-Atlas Glass Co.; 213 over a diamond was used by the Heinz glasshouse; and 255 was made by Owens-Illinois. Although the document came from the packing firm, it did not

disclose how the information was derived. The dates for the use of the numbers are likely correct or very close, and the contents of the bottles are certainly valid. However, some of the glass house data is incorrect and should be verified before using. In the few examples below, our corrections appear in brackets:

#16 was handmade in the Heinz Glass factory in Sharpsburg, PA. It was produced from 1883-1903, and held both horseradish (1883-1889) and pickles (1889-1903). [The Heinz glass plant at Sharpsburg did not open until 1892.]

#134 was used to hold either mincemeat or stuffed mangoes. It was in use for one year only; 1914. It had a pry-off lid made of tin, and was produced by the Owens-Illinois Glass Company. [This *may* have been made by the Owens Bottle Co. The Owens-Illinois Glass Co. was not formed until 1929 – fifteen years after this bottle was made.]

#392 (H392) chili sauce. Held 12 oz., manufactured by Atlas Glass from 1924-1948. [Atlas Glass Co. was part of the merger that formed the Hazel-Atlas Glass Co. in 1902.]

#393- held Heinz Chili sauce; was in use by the company from 1918 to 1944. machine made by Owens Brockway. [The Owens Bottle Co. may have made the jars from 1918 to 1929, followed by the Owens-Illinois Glass Co. Owens-Illinois and Brockway did not merge until 1988.]

Another source for information on specific bottles and dates is Eastin (1965:30-40). Eastin discussed 14 numbered Heinz bottles and illustrated them, including many paper labels.

Early Machines?

A factory in Sharpsburg used four “Johnny Bull” machines to make “catsups, beers, flasks, and brandies” in 1909 (*National Glass Budget* 1909:1) and “six bottle machines making wide-mouth ware exclusively” in 1912 (*National Glass Budget* 1912:1). Neither article specifically mentioned Heinz, and the allusion to “beers, flasks, and brandies” in 1909 suggests that the plant referred to was the Tibby Bros. Glass Co. The Tibby Brothers made “prescription, beer, soda, wine, brandy, packers’, preservers” ware in 1909 (Thomas Register 1909:202).

However, the 1912 reference could be to Heinz. Empirical evidence, specifically ejection (valve) marks on Heinz wide-mouth bottle bases (e.g., Zumwalt 1980:216-217, 221, 227), suggests that Heinz may have used semi-automatic bottle machines of the press-and-blow variety, often used to make wide-mouth bottles and jars. None of the bottles with ejection marks has a manufacturer's mark from any of the companies known to have made Heinz bottles.

The earliest number associated with an ejection mark (as illustrated in Zumwalt) is 59, a pickle bottle made between 1889 and 1903. Zumwalt (1980:216) showed photographs of three basal variations, only one of which had an ejection mark. Semiautomatic press-and-blow machines were available in the late 19th century and were relatively common by 1900. Thus, the bottles could easily have been made during the period when bottle No. 59 was known to have been used.

A final point, however, centers around the number of bottles with ejection marks appearing in available sources. We have found none on eBay, and the only ones in the literature appear in the Zumwalt photos. This suggests (although it is not conclusive) that significantly more Heinz bottles were made by Owens machine or were mouth blown than were made by a semiautomatic press-and-blow machine. A plausible conclusion is that Heinz may have acquired a single press-and-blow machine about the turn of the century and used it to augment hand production until the acquisition of the Owens machines. At that point, the semiautomatic may have only been used for overrun production – i.e., when more bottles were needed than typical methods could produce. It is more likely, however, that Heinz had some jars made by the Hazel Glass Co. on the later Blue machines. As noted in the section on Hazel-Atlas, Hazel only used the “H” basemark sporadically.

H (with numbers) (ca. 1876-1890s and 1930s-ca. 1960s)

Toulouse (1971:236) noted that “when little bottle space was available,” Heinz used a simple “H” mark after 1888. Although Toulouse made it sound like the “H” was alone, the mark was actually used in conjunction with one of the container numbers. The “H” was either above the number or to the left (e.g., Zumwalt 1980:226, 231). Toulouse appears to be correct about the relationship to size. The “H” appears to have been used especially during two periods. The first was the very early range (ca. 1876-1890s), during the F.&J. Heinz and early H.J. Heinz

periods. As noted in the number section, these could be in the “Hx,” H.x,” or “H-x” format as well as with the “H” above the number (see Figures 8, 10, 13, & 15). The later use was by other firms – notably Hazel-Atlas – in the 1930s and later. Also see the sections on Hamilton, Hart, Heinz, Hemingray, Holt, and Other H files for more information. The section on the Great Holt Myth: A Study of Misidentification has the most comprehensive coverage of the “H” logo.

There is no question that jars for various Heinz firms used bottles embossed with an “H” on the base. However, other glass houses also used the letter, either by itself or in conjunction with numbers. See especially our sections on Hamilton, Hart, Hazel-Atlas, Hemingray, and the Holt myth. Hawkins (2009:263) discussed a very important point. Some jars with the latter “H” basemark were certainly produced prior to the establishment of the Heinz Glass Co. There is thus no certainty that such jars were made by the Heinz glass factory, even though such jars were positively used by some of the Heinz packing companies.

HH

Kroll (1972:135) listed a mark with four vertical lines crossed at the center with a single adjoining horizontal line (i.e., two H’s joined at the center). He attributed the mark to the Henry Heinz Glass Co., Sharpsburg, Pennsylvania, 1893-1946. The amber and aqua bottles were used by Stephan Weber, a Waukesha, Wisconsin, brewer, open from 1862 to 1885. However, these dates do not conform to each other. Although they were not joined at the center, Hermann Heye used the “HH” logo on the bases of Apollinaris bottles that were exported to the U.S.

It is likely that Kroll’s mark belonged to another company or may even have been associated in some way with Stephan Weber. Toulouse (1971:236-237) illustrated nine marks used by Heinz, none of them remotely resembling the connected HH mark noted by Kroll. In addition, it seems odd that a beer bottle would have been manufactured by the Heinz company.

H.J.H.CO.

We have only seen a single example of the “H.J.H.CO.” logo on a wide-mouth, tumbler-type jar accompanied by “760” and “PAT’D” on the base. The photo shows no machine scar, so the jar was probably pressed (Figures 19 & 20). Heinz noted that #761, made from 1910 to 1920



Figure 19 – HJH Co (eBay)

“held peanut butter and also jelly. Sealed with a decorative pry-off lid.” The mark is very uncommon, and the jar was probably used during the late 1920s-1930s time period. The finish was probably for the Vacuum Cap, made by the Vacuum Cap Co. in 1928



Figure 20 – HJH Co jar (eBay)

(Bender 1986:20 – Figure 21), although it could have been for the Giles Jar, patented by John S. Giles in 1902 (see the section on Giles-Clough for more information on these early packer finishes).

HEINZ



Figure 22 – Heinz – side (eBay)

Toulouse (1971:236) noted that Heinz used this simple version of his name “after 1888 when little bottle space was available.” The actual use seems to have no relationship to space. Pickle bottles with the number “7” were embossed both “HEINZ”

and “H.J. HEINZ CO.” and were made with at least three basal variations (Zumwalt 1980:205). Most of the numbers between 17 and 33 were accompanied by “HEINZ” – although some were marked “H.J. HEINZ CO.” (Zumwalt 1980:205-210). As shown on bottles offered at eBay auctions, the word “HEINZ” alone was embossed on sides as well as bases of bottles – although often,



Figure 21 – Vacuum seal (Bender 1986:21)



Figure 23 – H.J. Heinz – base (eBay)



Figure 24 – Heinz – base (eBay)

the same bottle had “HEINZ” in one location and “H.J. HEINZ Co.” in another. Figures 22 & 23 show a bottle with “HEINZ” (in a pickle) on the side and “H.J. HEINZ Co” on the base. Figures 24 & 25 show the use reversed.

Hawkins (2009:263) noted that the “HEINZ” basemark does not necessarily indicate a manufacture by the Heinz glass plant.



Figure 25 – H.J. Heinz – side (eBay)

H.J. HEINZ CO.

Heinz used the H.J. HEINZ CO. mark after 1888 (Toulouse 1971:236).

Although it appeared with lower numbers, it became the standard with numbers higher than 33 (Zumwalt 1980:211-232). Containers 49, 87 and 99 (and possibly others) included the word “PITTSBURGH” on the base (e.g., Zumwalt 1980:219-220, eBay). At least one rectangular wide-mouth bottle offered on eBay was embossed “H.J. HEINZ CO.” on each of the two small sides and “H47” on the base. As with the logos noted above, an “H.J. HEINZ CO.” basemark does indicate the packing firm, but it does *not* necessarily identify the Heinz glass house (Figures 26-28).



Figure 26 – H.J.Heinz (eBay)

Keystone designs

According to Toulouse (1971:237), Heinz used various keystone designs (including the one he illustrated with a key superimposed atop a keystone) from ca. 1876 to 1880

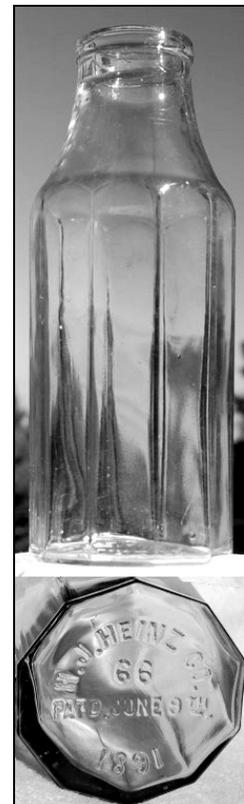


Figure 27 – H.J.Heinz (eBay)



Figure 28 – H.J.Heinz (eBay)

(Figures 29; also see Figure 25). These keystone designs were almost always embossed on the shoulders of bottles and could include the superimposed key or just the keystone. In one bottle style, the design appeared on the stopper (Zumwalt 1980:213, 236). These more often appeared on



Figure 29 – Keystone design (eBay)

paper labels. This design was not used as a logo by the Heinz glass factory. Eastin (1965:30) noted that the keystone design was the first Heinz trademark, although she did not present any dates.

The Heinz Pickle



Figure 30 – Pickle pendant (eBay)

Eastin (1965:30) reported that another early label logo was a drawing of a pickle. She noted that the pickle “was fashioned into a pin and was introduced at the Chicago Exposition in 1893.” Since then, the firm has

commissioned numerous pins and pendants made of metal and plastic. The pickle was used on numerous labels, typical signs, and was embossed on at least one bottle enclosing the word “HEINZ” (Figures 30 & 31; also see Figure 22).



Figure 31 – Pickle sign (eBay)

57 VARIETIES

Lentz (2007:76) told a possibly apocryphal tale that explained how Henry Heinz chose the number “57” in 1896:

Mr. Heinz, while in an elevated railroad train in New York, saw among the car-advertising cards one about shoes with the expression “21 styles.” It set him to thinking, and as he told it: “I said to myself, ‘we do not have styles of products, but we do have varieties of products.’ Counting up how many we had, I counted well beyond 57, but ‘57’ kept coming back into my mind. ‘Seven, seven’ . . . there are so many illustrations of the psychological influence of that figure and of its alluring significance to people of all ages and races that ‘58 Varieties’ of (*sic*) ‘59 Varieties’ did not at all appeal to me as being equally strong. I got off the train immediately, went down to the lithographer’s, where I designed a street-car card and had it distributed throughout the United States. I myself did not realize how highly successful a slogan it was going to be.

In 1896, Heinz registered the “57 Varieties” trade mark (Umbraco & Umbraco 1973:14). According to Heinz (n.d.), bottle number:

H257 was one of the first Heinz Ketchup bottles produced with the number 57 embossed around the middle [actually the number is in a ring around the upper body or shoulder of the bottle], which was done to thwart the use of a copycat bottle produced by a competitor. It was first produced in 1969 with eight 57's, and then reduced to 4 embossments the next year [Figure 32].

Bottle #281 also came with a glass stopper embossed “57” in the center.

Heinz limited the use of “57 Varieties” a century later, in 1969. At that time, the company made ca. 1,250 different “varieties” and had acquired other companies and brand names (see Figure 31). In keeping with its new, larger identity, the company needed a broader advertising unit (Alberts 1973:265-266).



Figure 32 – 57 bottle (eBay)

The Other Heinz Companies

Heinz Brothers & Co., Pittsburgh, Pennsylvania (1886-1895)

Caniff (2002:47) stated that Heinz Brothers & Co. – packers in competition with H.J. Heinz – began its business at 145 First Ave., Allegheny, Pennsylvania (later a part of Pittsburgh) in 1886. Fred J. Otto, Jacob C. Heinz, and Charles Horstmeyer were partners in the firm, although Heinz bore no relationship to H.J. Heinz. Oddly, the business was only a few doors away from the H.J. Heinz location. A July 6, 1895, article stated that the company was not in any way connected with the H.J. Heinz Co., although a falling out between the partners at that time signaled the end of the firm. Miner & Miner (2009) claimed that Otto, Jacob, and Fred Heinz were the founders of the firm.

Containers and Marks

HEINZ BROS. & CO. (1886-1895)

Zumwalt (1980:204, 207) illustrated bottles with bases embossed HEINZ BROS. & CO. (numbers 5, 10, 16, and 35). These were used by Heinz Bros. & Co., located at Pittsburgh, and the use of numbers on the bases makes it almost certain that they were hoping to be mistaken for the H.J. Heinz Co. and to profit from the reputation of the older and larger company. Caniff (2011:43) discussed another bottle embossed on the side with “HEINZ BRO. & CO. TRADE (cross within a shield) MARK PITTSBURGH, PA.” with “HEINZ BROS. & CO.” also embossed on the base. An eBay seller posted an example (Figures 33).



Figure 33 – Heinz Bros. & Co. (eBay)

Heinz Co., LaFayette, Indiana (ca. 1899-ca. 1907)

Caniff (2011:43) noted that his “first evidence” for the Heinz Co. was the 1899 Annual Report of the Dept. of Factory Inspections of the State of Indiana, which listed the Heinz Co. at LaFayette, Indiana, on November 21, 1899. The last listing he found was in 1907, but he said that he doubted that the firm was in business much later. The similarity of embossing (see descriptions above and below) on the labels suggests that the Heinz Co. may have grown out of Heinz Brothers & Co.

Containers and Marks

THE HEINZ CO (ca. 1899-ca. 1907)



Figure 34 – The Heinz Co. base (eBay)

An octagonal catsup bottle offered on eBay was embossed on the base “THE HEINZ CO. (arch) / LAFAYETTE, IND. (inverted arch)” (Figures 34 & 35). Although not clearly stated, the bottle appears to have been mouth blown – as would fit the probably date range for the firm. Caniff (2011:42-43) illustrated and discussed a “light-bulb-shaped jar”

embossed “THE HEINZ Co. (arch) / TRADE (upwardly slanted) {shield with ‘NATIONAL’ at a downward diagonal} MARK (downwardly slanted) / LAFAYETTE, IND (inverted arch).” The description of this jar is a close match to the one described above for the Heinz Brothers. Caniff also described other bottles and jars with paper labels for the firm, including a “horseradish-style jar” embossed “THE HEINZ CO. PAT. APLD. FOR” on the base and a round jar embossed “THE HEINZ CO. LAFAYETTE, IND.” at the heel.



Figure 35 – The Heinz Co. bottle (eBay)

Discussion and Conclusions

Essentially, the history of the various Heinz companies and the dates involved are clear and precise. Early markings on bottles, however, are less precisely defined but generally understandable. Given a large enough sample and the dating key for numbers provided by the H.J. Heinz Co., future researchers could probably derive date ranges for bottles embossed “No.” and for the keystone logos on bottle shoulders.

There is some confusion with the H / {number}; H {number}; and H-{number} marks, all used by Heinz and all used by at least one other company. Thus, identifying the type of bottle used becomes vital to the discovery of the manufacturer of the container. If the bottle is a “packer” (i.e., food, condiment, or culinary bottle) with one of these “H” marks, it was almost certainly made for Heinz. In all early cases we have seen, the body of the bottle also had some form of Heinz embossing either on the base or the side of the bottle. In later bottles, H-{number} codes were embossed on bases made by companies other than the Heinz Glass Co.

The earliest marks (e.g., HEINZ, NOBLE & CO.) were generally on the body of the bottles rather than bases. The more standard marks (HEINZ; H.J. HEINZ Co) were generally embossed on the bottle base, along with a model number. Thanks to a Heinz Co. publication, many of these can be dated with relative precision. Even in cases where numbers were reused, automatic machine characteristics versus mouth-blown characteristics make dating relatively facile.

Information about the embossed marks is generally complete for this firm, but a field possibly ripe for study is the various paper label markings. It is possible, for example, that there is a datable period when “catsup” was used prior to a change to “ketchup” on labels. Keystone on paper labels may have been used for a longer period than embossed keystones, and there should be a date when the pickle appeared on labels. A final area for future study would be changes in finishes for catsup and other types of packer bottles.

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