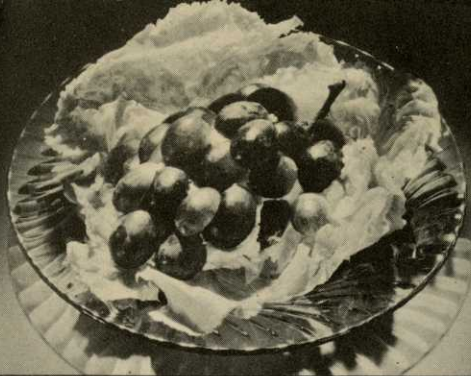


Be a **SALAD WIZARD**



COMPLIMENTS OF H. J. HEINZ COMPANY
Great Lakes Exposition, Cleveland, Ohio
June 27th to October 4th, 1936



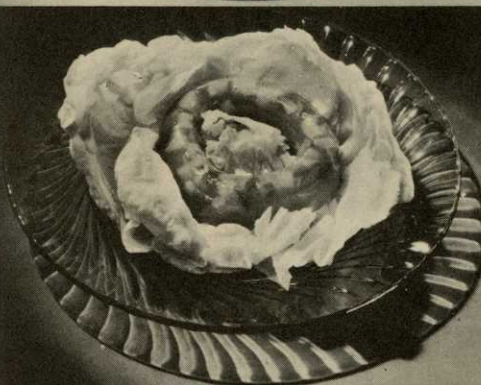
BUNCH OF GRAPES SALAD

Drain 6 halves canned pears thoroughly, and frost the rounded side with thin layer of cream cheese. Cover with halves of red or green grapes, from which seeds have been removed. Insert to represent a stem, a parsley stem from which leaves have been removed. Arrange in individual nests of lettuce, a spoonful of Heinz Mayonnaise combined with chopped nutmeat. Cover with decorated pear.



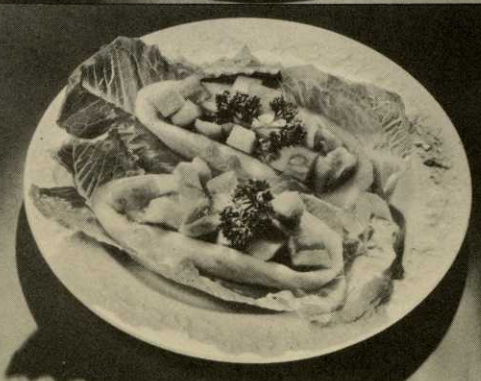
MACEDOINE SALAD

Separate 1 small cooked cauliflower into small pieces. Marinate cauliflower, 1 cup cooked peas and 1 cup cooked carrots, cut in cubes, in French Dressing and let stand in refrigerator. Arrange vegetables on crisp lettuce leaves. Sprinkle with sliced Heinz Stuffed Spanish Olives. Serve with French Dressing.



TART TOMATO SALAD

Soak one and one-fourth tablespoons plain gelatin in one-fourth cup cold Heinz Tomato Juice. Over this pour one cup boiling Tomato Juice. Stir until dissolved. Add three-quarters cup Heinz Tomato Juice and two teaspoons lemon juice, one teaspoon sugar, one-half teaspoon salt, one teaspoon Heinz Worcestershire Sauce. When slightly thickened, add one-half cup chopped celery and one-half cup Heinz Fresh Cucumber Pickle, chopped. Pour into moulds and chill. Turn out on lettuce. Garnish with Heinz Mayonnaise.



CUCUMBER BOAT SALAD

Chill three cucumbers and two tomatoes, then peel cucumbers. Cut in halves lengthwise. Remove pulp from centers. Peel tomatoes, cut in cubes and drain off juice. Mix the cucumber pulp, tomatoes, one-half cup chopped celery, one teaspoon salt, one-eighth teaspoon pepper, and one tablespoon chopped onion and moisten with Heinz Mayonnaise. Fill the cucumber halves with this mixture and arrange on crisp leaves of romaine or lettuce. Garnish with parsley and serve with Heinz Mayonnaise.

Smart Hostesses

Serve the ravishing new salads revealed
in this 100 page* book of salad magic

Things have happened in the art of saladry. Almost over-night a new technique has flashed upon the scene, which creates in the salad course a memory to toy with.

The whole thing becomes simplicity itself on the pages of this newsy book of salad wizardry—the Heinz Salad Book. See what's in it—thirty-six thrilling dressing recipes, created from three *basic* formulas—amazing *photo-recipes* which checkmate any chance of failure.

There are 97 breath-taking salad recipes — confections which make ordinary salads seem downright old-fashioned. There are quick, easy ways to conjure tantalizing cocktail sauces, canapes, hors d'oeuvres, sandwiches and other smart party-novelties.

This best-seller is yours for only 10c. Clip the coupon—mail it today, and become a salad-wizard in your own right! Mail it with a dime to H. J. Heinz Co., Dept. 197, Pittsburgh, Pa.



* I want that new Salad
Book. Enclosed find one dime

Name _____

Street _____

City _____

Aged—

IN THE WOOD



HEINZ *pure* CIDER VINEGAR

The rich, unclouded juice of sound, sweet apples—scientifically fermented, clarified—then slowly mellowed in the wood like fine wine. The vinegar best suited to the American palate.



HEINZ *white* PICKLING VINEGAR

Perfectly colorless, and like all Heinz Vinegars, pure, wholesome, mellowed in wood for smoother, richer flavor. Distilled after the finest European traditions. The perfect vinegar for pickling.



HEINZ *pure* MALT VINEGAR

Brewed from choice barley malt, clarified and aged after the manner of the best wines. Heinz Malt Vinegar has a natural golden-brown color—a delicious aroma and aromatic flavor.



HEINZ *pure* TARRAGON VINEGAR

Combines the smooth, mellow qualities of Heinz Malt and Distilled White Vinegars, subtly blended with leaves from the aromatic tarragon plant. Delicious as a dressing or table vinegar.



HEINZ *imported* OLIVE OIL

Only the first press of plump, ripe olives from sunny Spain yields this virgin oil for Heinz. Heinz does the pressing in Seville. Available in tins and in glass bottles.

HEINZ *Pure* VINEGAR

and HEINZ *imported* OLIVE OIL

New Ways to Serve

BAKED BEANS



COMPLIMENTS OF H. J. HEINZ COMPANY
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RALLY 'ROUND THE BEAN POT

(Tin to You)



BOSTON BEAN PARTY

(Serves four magnificently)

- 1 onion, chopped
- 1 green pepper, chopped
- 1 large can Heinz Oven Baked Beans, Boston Style
- 1 teaspoonful sugar

- 1/2 teaspoonful salt
- 1 teaspoonful Heinz Prepared Brown or Yellow Mustard
- 2 teaspoonfuls molasses
- Bacon

Brown onion and green pepper in fat which has been fried out from 2 slices of bacon. Add Beans, sugar, salt, Mustard and molasses. Pour into baking dish, or individual bean pots, cover with strips of bacon and bake in a moderate oven (375°F.) until bacon is crisp.

QUICK CHILI

(Hot Stuff! Speed and savor)

- 1 lb. ground beef
- 1 tablespoonful butter
- 1 onion, chopped
- 1 medium can Heinz Oven Baked Red Kidney Beans
- 1 small can Heinz Cream of Tomato Soup
- 1 teaspoonful salt
- 1/4 teaspoonful chili powder, if desired

Brown beef in skillet with butter and chopped onion. Add Beans and stir for several minutes. Pour Soup over this. Add salt and chili powder. Simmer for 15 to 25 minutes. The chili powder may be omitted, if desired, and a dash of pepper substituted. Serve with boiled rice or baked potatoes.

MEXICAN BEAN BOWL

(A fine supper salad)

- 1 medium can Heinz Oven Baked Red Kidney Beans
- 1/2 cupful cooked peas
- 1/2 cupful diced celery
- French Dressing
- 1 cupful diced cold meat (ham, veal or pork)
- 1 tablespoonful chopped onion
- 1/2 teaspoonful salt
- Heinz Mayonnaise

Drain Beans and peas and rinse the sauce from the Beans. Marinate the Beans, peas and celery in French Dressing for half an hour. Add the meat, onion and salt and moisten with Mayonnaise.

A nourishing main dish salad for luncheon or supper.

BEANS AND BEEF

(The sturdy sandwich)

- 1 small jar dried beef
- 1 tablespoonful butter
- 1 large can Heinz Oven Baked Beans, (Vegetarian Style or with Pork and Tomato Sauce)
- 2 tablespoonfuls Heinz Tomato Ketchup
- 1 teaspoonful brown sugar
- 6 slices hot buttered toast

Break beef into small pieces and brown in frying pan with butter. After a few minutes

add Beans, Ketchup and sugar and allow to heat thoroughly. Serve on slices of golden brown toast. Garnish with Heinz Fresh Cucumber Pickle.

BASQUE BEANS

(Note the deft use of cheese)

- 1 small onion, chopped
- 4 tablespoonfuls butter
- 1/2 cupful Heinz Tomato Juice
- 1 cupful grated American cheese
- 1 medium can Heinz Oven Baked Red Kidney Beans
- Salt and pepper

Cook onion until tender in butter, then add Tomato Juice and bring to a boil. Add cheese and stir until melted. Pour in the Beans and cook just enough to heat Beans thoroughly. Season with salt and pepper and serve on toast cubes.

BACK BAY SALAD

(A new kind of tomato surprise)

- 6 firm tomatoes
- 1 small can Heinz Oven Baked Beans, Boston Style
- 3 tablespoonfuls Heinz India Relish
- 2 tablespoonfuls chopped Heinz Stuffed Spanish Olives
- Heinz Mayonnaise
- Lettuce

Cut a thin slice from stem end of tomatoes, remove seeds, sprinkle with salt and invert to drain. To Beans add Relish and Olives. Moisten with Mayonnaise and mix thoroughly. Stuff tomatoes. Top each with a spoonful of Mayonnaise and place a narrow strip of tomato crosswise over the top as a garnish. Serve in a nest of crisp lettuce.

INDIVIDUAL BEAN CROCKS

(Dinner for eight)

- 1/4 lb. sliced dried beef
- 3 tablespoonfuls butter, melted
- 2 large cans Heinz Oven Baked Beans, any variety

Shred dried beef and mix with butter. Place Beans in individual bean pots or casseroles and cover well with the beef. Bake in a moderate oven (375°F.) about 25 minutes or until beef is browned.

● HEINZ Oven-Baked BEANS

Boston Style—Our ancestral New Englanders knew a thing or two. They baked their beans in hot, dry ovens to mealy tenderness—seeped them in luscious, thick molasses—added chunks of flavorful bacon pork. Heinz follows these patient methods faithfully. Seals Heinz beans in tins for instant use. The name is Heinz—Boston style.



● HEINZ Oven-Baked BEANS

Pork and Tomato Sauce—Also extra-praiseworthy are Heinz Oven-Baked Beans with Pork and Tomato Sauce. Rich and nutty in flavor. Drenched in a ruddy tomato sauce made from prize Heinz tomatoes and rich with the sweet juices of succulent bacon pork. And like all Heinz beans, genuinely *oven-baked*.



● HEINZ Oven-Baked BEANS

Vegetarian—For meat-abstainers and those who like beans for beans' sake, here they are! Heinz Oven-Baked Beans in Tomato Sauce, without Pork (Vegetarian). All the natural, rich bean flavor cunningly mingled with a sauce that's really something—luscious Heinz tomatoes simmered down and down and livened with a dash or two of spices from the orient. Here are beans at their homemade best!



● HEINZ Oven-Baked BEANS

Red Kidney—Heinz Oven-Baked Red Kidney Beans are made from the pick of the nation's Kidney bean supply—only the largest and most choicely flavored are used. Baked with pork in a brown sugar sauce—they are the kind of beans that made the caballeros gay.



HEINZ Oven-Baked BEANS

"Homemade" without
the Home Work—



COMPLIMENTS OF H. J. HEINZ COMPANY
Great Lakes Exposition, Cleveland, Ohio
June 27th to October 4th, 1936



Home Style

HEINZ SOUPS

22 Answers TO AMERICA'S DEMAND FOR BETTER *Soups*

In the Heinz list of 22 Home-style Soups you'll find your family favorites. Try them and see for yourself how wonderfully tasty they really are.

● CREAM OF TOMATO

A rich purée made of vine-ripened tomatoes, combined with sweet heavy cream.

● CREAM OF CELERY

Choice crisp white celery, lightly cooked, then strained and combined with heavy cream.

● CREAM OF GREEN PEA

A purée of tender garden-fresh green peas, simmered with good sweet cream.

● CREAM OF ASPARAGUS

All the delicate flavor of tender young stalks of asparagus, enriched with pure sweet cream.

● CORN CHOWDER

Succulent sweet corn, combined with small cubes of potatoes and fresh milk.

● CHICKEN NOODLE SOUP

Heinz-made egg noodles and tender bits of chicken in a delicious chicken broth.

● CHICKEN GUMBO (CREOLE)

A rich chicken broth with rice, okra, tomato, celery, and tender pieces of chicken.

● CLAM CHOWDER

A delicious old-time chowder made of juicy little clams and a variety of garden vegetables.

● CONSOMMÉ MADRILÈNE

An epicurean soup of clear, amber color. Made from beef stock blended with strained tomatoes.

● PEPPER POT

A thick meaty broth, teeming with vegetables, macaroni, and tender bits of meat. True to Philadelphia tradition.

● ONION SOUP

Full flavored onions, pan-browned and immersed in rich beef broth. Made in true French style.

● CONSOMMÉ

A rich, clear broth brewed from choice beef stock and marrow bones. Jells readily when chilled.

● BEAN SOUP

A good old-fashioned purée of bean soup, flavored with fine sugar-cured ham.

● VEGETABLE BEEF SOUP

Barley, vegetables and heavy beef stock make this Heinz favorite hearty enough for a whole meal.

● SCOTCH BROTH

A famous soup richly duplicated with prime mutton, barley and assorted vegetables.

● MOCK TURTLE

Perfectly blended from choice meat cuts, boiled eggs, aromatic herbs and sherry. Superb for parties.

● VEGETABLE SOUP

An old favorite made of rich beef stock and thirteen garden-fresh vegetables.

● CREAM OF SPINACH

Here unsuspected flavor is coaxed from nutrient-laden spinach and merged with rich cream. Luscious!

● CREAM OF MUSHROOM

Freshly tender mushrooms, chopped, pan-browned in fresh creamy butter, then combined with thick cream.

● CREAM OF OYSTER

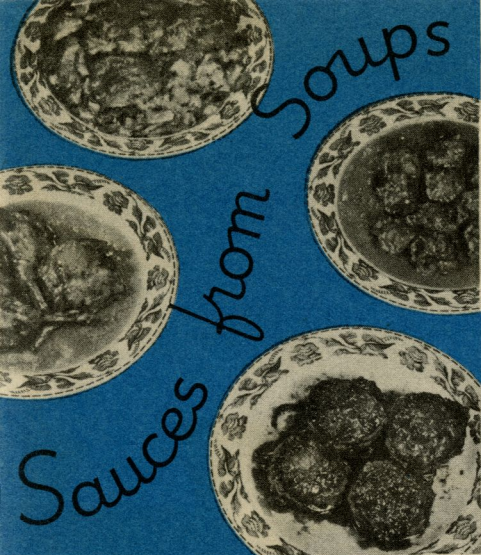
Real oyster soup made of fresh oysters and heavy cream.

● GENUINE TURTLE

A thick soup made of turtle meat, sherry wine, fine spices, and chopped egg.

● CHICKEN WITH RICE

A golden chicken broth, rich with chicken flavor, combined with Patna rice. Delicately seasoned.



These quick sauces deftly seasoned can now be made with Heinz delicious "home-style" Soups. More new tips on epicurean soup service are ready for you in our free bulletin "Successful Soups". Here you will find gay garnishes, unusual soup combinations and interesting luncheon and dinner dishes. Address H. J. Heinz Company, Pittsburgh, Pa.

● QUICK MUSHROOM SAUCE

- 2 tablespoons butter
- 3 tablespoons flour
- 1 medium can Heinz Cream of Mushroom Soup
- 1/2 teaspoon Heinz Worcestershire Sauce

Melt butter, add flour and blend well. Add Soup and cook, stirring constantly, until thickened. Add Worcestershire Sauce. A delicious sauce for shrimp, crab meat, tuna fish or salmon, chicken, hard cooked eggs or any diced cooked meat such as ham, veal or pork.

● CELERY SAUCE

- 2 tablespoons butter
- 3 tablespoons flour
- 1 medium can Heinz Cream of Celery Soup
- 1/4 cup chopped Heinz Preserved Sweet Pickles
- 1 hard cooked egg, chopped

Melt butter, add flour and blend well. Add Soup and cook, stirring constantly, until thickened. Add Pickles and hard cooked egg and serve over fish loaf or fish croquettes.

● BARBECUE SAUCE

(For one 10-lb. ham)

- 1 large onion; 1 clove garlic
 - 1/2 cup Heinz Tomato Ketchup
 - 1/4 cup Heinz Worcestershire Sauce
 - 1/4 teaspoon pepper
 - 1 small can Heinz Cream of Tomato Soup
 - 1/2 cup Heinz Pure Cider Vinegar
 - 1 tablespoon butter
 - 2 tablespoons sugar
- Chop onion and garlic very finely. Add remaining ingredients, pour over ham and bake, basting frequently.

● QUICK TOMATO SAUCE

- 2 tablespoons butter
- 1 green pepper, chopped fine
- 2 tablespoons flour
- 1 small can Heinz Cream of Tomato Soup

Melt butter and in it fry green pepper. When the pepper is slightly brown, add flour and stir until well blended. Add Soup and cook, stirring constantly, until thickened. Serve with fish, meat or egg dishes.

● GROUND STEAK WITH ONION SAUCE

- 1 lb. ground steak
- 1 cup left-over mashed potatoes
- 1 teaspoon salt
- 1/4 teaspoon pepper
- Flour; 2 tablespoons fat
- 1 medium can Heinz Onion Soup

Combine steak, potatoes, salt and pepper and mix well. Form into 8 flat round cakes, dip in flour and fry in hot fat on both sides until browned. Pour Soup over cakes, cover and simmer for 45 minutes.

● STUFFED MEAT LOAF WITH TOMATO SAUCE

- 1 1/2 lbs. round steak, ground
- 1 egg, well beaten; 1/2 cup milk
- 1 1/2 teaspoons salt
- 1/4 teaspoon pepper
- 1 tablespoon Heinz Worcestershire Sauce
- 1 1/2 cups soft bread crumbs
- 1 tablespoon grated onion
- 4 tablespoons melted fat
- 1 small can Heinz Cream of Tomato Soup

Combine meat, egg, milk, 1 teaspoon salt, 1/8 teaspoon pepper and Worcestershire Sauce. Line the bottom and sides of a greased loaf pan with this mixture. Make a stuffing by combining bread crumbs, 1/2 teaspoon salt, 1/8 teaspoon pepper, grated onion and melted fat. Fill center of pan with this stuffing. Cover top with more of the meat mixture, add Soup and bake in a hot oven (400° F.) for 1 hour.



BAIT

FOR BORED

APPETITES



COMPLIMENTS OF H. J. HEINZ COMPANY
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Eight Tantalizing Ways to Pep Up Meals

HEINZ TOMATO JUICE

Thoroughly chill Heinz Tomato Juice and serve as you would fruit juice for breakfast and as an appetizer in the luncheon or dinner menu.

TOMATO JUICE COCKTAIL

2 cups Heinz Tomato Juice	1 teaspoon lemon juice
2 tablespoons chopped onion	1/4 teaspoon Heinz Worcestershire Sauce
2 tablespoons chopped parsley	1/4 teaspoon salt
1/2 teaspoon sugar	
1/4 teaspoon Heinz Pepper Sauce	

Mix, chill, strain and serve, accompanied by crisp crackers or small open sandwiches.

EGGS CARIOCA

1/2 lb. sausage or 1 cup cooked sausage	4 tablespoons Heinz Tomato Ketchup
2 teaspoons finely chopped onion	3/4 teaspoon salt
6 eggs, well beaten	Dash of pepper

Cook sausage in skillet until about half done, add onion and continue cooking until sausage and onion are browned. Add eggs and cook, stirring gently, until light and fluffy. Add Ketchup, salt and pepper and continue cooking just long enough to heat Ketchup.

If cooked sausage is used, combine with onion at once and fry until onion is tender.

VEAL CREOLE

2 tablespoons butter	1 small onion, chopped
Flour	1 green pepper, chopped
Salt and pepper	1/2 cup Heinz Tomato Ketchup
Veal cutlet	1 cup warm water

Melt butter in a skillet. Combine flour, salt and pepper. Dip cutlet in flour and brown well on both sides in hot fat. When meat is partially brown, add onion and green pepper. Continue browning, then add Ketchup and water combined. Bake uncovered in a moderate oven (350°F.) for 45 minutes. Thicken the sauce if necessary with a small amount of blended flour and water.

KETCHUP MEAT LOAF

1 lb. fresh pork	(ground	1 egg
1/2 lb. smoked ham	together twice	1/3 cup Heinz Tomato Ketchup
1 cup Heinz Rice Flakes		1 teaspoon salt
		1/4 teaspoon pepper

Mix all ingredients thoroughly and form into an oblong loaf, patting together well. Place in a small roaster, the bottom of which has been greased, and spread top of loaf with 1 tablespoon Ketchup. Sear in a very hot oven (500°F.) 10 minutes, then pour 1/4 cup water around loaf. Cover and bake in a moderate oven (375°F.) 1 hour. Remove cover last 15 minutes to allow loaf to brown. If water evaporates during cooking, add a few tablespoons to prevent loaf from sticking.

COLD MEAT SCHNITZEL-STYLE

Dip slices of cold meat (pork, veal, beef or ham) into Heinz Tomato Ketchup, then coat with Heinz Rice Flakes which have been crushed *very* fine with a rolling pin. Brown in frying pan with several tablespoons hot fat. Serve on hot platter garnished with slices of Heinz Genuine Dill Pickles.

JELLIED TOMATO CONSOMMÉ

3/4 tablespoon plain gelatin	1 teaspoon salt
1 medium can (1 1/4 cups) Heinz Tomato Juice	Dash white pepper
1 small can Heinz Consommé	1 teaspoon Heinz Worcestershire Sauce

Soak gelatin in 1/2 cup Tomato Juice 5 minutes. Heat Consommé to boiling point, add seasonings, then pour over gelatin, stirring until dissolved. Add remaining Tomato Juice. Chill. Serve in chilled consommé cups.

GRILLED CHEESE, TOMATO AND BACON SANDWICHES

Trim crust from 1/2 inch thick slices of bread and toast on one side. Place slices of American cheese on untoasted sides. Pour about a tablespoon Heinz Chili Sauce on each sandwich and spread well to edges. Place 3 slices bacon on each sandwich. Bake in a moderate oven (375°F.) or grill slowly. Serve with garnish of Heinz Fresh Cucumber Pickle and Heinz Stuffed Spanish Olives.

TRY THEM!

These 3 Sprightlys

At your service. To make things hum around your table. Take home these three. All are made from the famous Heinz pedigreed tomatoes. Vine-ripened under the August sun—plump beauties, lush and luscious.



HEINZ TOMATO KETCHUP

No offense, lady, if we say: Good food tastes better—gains zest and allure with a dash of Heinz palate-stirring, slow-pouring ketchup. In the best-regulated homes you'll find a pair—one bottle of Heinz Tomato Ketchup on the table; another—for luck—near the kitchen stove.

HEINZ CHILI SAUCE

Heavy with savor, cunningly spiced, here's the good old-fashioned tomato relish to serve with meats, with fish or game. Mixed with equal proportions of Heinz Mayonnaise, it makes the best Russian dressing you've ever tasted.



HEINZ TOMATO JUICE

Class-conscious. Certainly! When you're buying Tomato Juice. The label of the famous 57 proclaims that it's the juice, the whole juice and nothing but the juice of Heinz own tomatoes—red-ripened on the vine. A peerless beverage or a piquant base for sparkling-clear and tasty aspics.