

# Basic Detail Report

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## Sign, Advertising

### Date

c. 1900

### Medium

Paper; Cardboard; Ink

### Description

Rectangular cardboard sign with white background. Heinz maker's marks across top, and red and black alternating text below. Text on back of sign. Rectangular sign, cardboard. White background. Top left corner includes the text "ESTABLISHED" in red lettering with the date "1869" in a black circular shape with white lettering. Top center of sign includes image of a green embossed pickle with the text: "HEINZ" in white lettering. Top right corner includes the number: "57" in a black circular shape with white lettering. Underneath of that is the text: "VARIETIES" in red lettering. Center of the sign includes the text: "WE PICKLE TO PLEASE! / Nine minutes ride to see cleanest / and best equipped Food product plant. / Take yellow cars 5th & Wood or 6th & Liberty. / HOURS FOR VISITORS 9 A.M. TO 4 P.M." Back of sign includes the text: "TO THE GROCER: / A card of letter of introduction from you will / give any of your customers, when visiting Pittsburgh, / our personal attention and access to our PICKLE / AND FOOD PRODUCT ESTABLISHMENT. / H.J. HEINZ CO." The top left corner includes the number: "1000" written in pencil.

### Dimensions

11 x 21 in. (27.9 x 53.3 cm)