How to Please a Husband

That husband of yours isn't unreasonable. You'll find him perfectly satisfied—e'en delighted—with simple, inexpensive foods, provided only that they are prepared in tasty, appetizing ways. That's why thoughtful housewives are never without a bottle of rich, smooth Heinz Tomato Ketchup. A dash or so adds marvelous flavor to pot roasts, stews and hashes. And, of course, tender steaks and chops taste all the better when this tempting sauce is added. Perfect red-sipe tang, the choicest of imported spices, mellow Heinz Vinegar, and until blending by expert Heinz chefs, go to make a condiment that men really relish. Better order a bottle now, while you think of it.

R. J. HEINZ COMPANY
HAMILTON, O. U. A. • TORONTO, CAN. • LONDON, ENGL.

HEINZ TOMATO JUICE • HEINZ CREAM OF TOMATO SOUP • HEINZ OATMEAL

HEINZ Tomato Ketchup
THE LARGEST SELLING KETCHUP IN THE WORLD
The Ultimate Cheats Pizza by

1. Smother crumpet in Heinz Tomato Ketchup
2. Spread cheese on top
3. Then herbs
4. Blast under hot grill until cheese bubbles and browns.

Enjoy.

You need:
- 1 crumpet
- Large dollop of Heinz Tomato Ketchup
- 20g grated cheese
- 2 tsp mixed herbs
- Black pepper (to taste)

SQUIRT SOME ON A FRIEND

25p Coupon Off

To the customer: This coupon can be used in part payment for any Heinz product:
Ketchup or Veggie bases at Sainsbury's. Only one coupon can be used against each item purchased. Please do not attempt to use this coupon against any other product. Failure to return this coupon may cause embarrassment at the checkout.

To Sainsbury's: The coupon will be returned at the next major price increase. The manufacturers bear no liability in respect of the goods obtained by virtue of this coupon. The coupon is not a bank cheque or currency, and is issued to the customer for the sole purpose of allowing the purchase of Heinz products. The cost of the product(s) will be reduced by the amount of this coupon. These terms and conditions apply subject to change without notice. To the customer: This coupon will be returned at the next major price increase. The manufacturers bear no liability in respect of the goods obtained by virtue of this coupon. The coupon is not a bank cheque or currency, and is issued to the customer for the sole purpose of allowing the purchase of Heinz products. The cost of the product(s) will be reduced by the amount of this coupon. These terms and conditions apply subject to change without notice.
It's only natural...

You won't find anything artificial about Heinz Tomato Ketchup. No artificial thickeners. No artificial preservatives. No artificial colouring. No artificial flavour. They just don't grow in Heinz ketchup bottles.

It's only good natural ingredients you'll find there. A few homely spices and a whole lot of tomatoes. In fact, we use a pound and a half of good ripe tomatoes to make just three-quarters of a pound of thick, rich Heinz ketchup.

You can't improve on nature, we reckon.

No other ketchup tastes like Heinz
A perfect relish!
It is made right—of superior materials—in clean kitchens—by people who know how to make good ketchup.

Free from Benzoate of Soda or other drugs.
Keep a bottle on your table and add to the enjoyment of almost every other food served.

One of the 57 Varieties
All Heinz goods sold in Canada are made in Canada.
While others use starch to thicken their tomato ketchup, Heinz just use tomatoes.
NO Other Ketchup Tastes Like Heinz
YOU and HEINZ

together pick the finest to put on the table at every meal!

HEINZ pick the tomatoes — the finest ketchup tomatoes in the world — grown specially for Heinz and ripened naturally in warm Mediterranean sunshine.

YOU pick the ketchup — the tomato ketchup that’s made without artificial flavouring. Heinz Tomato Ketchup is made with plenty of tomatoes, fine vinegar, sugar and spices. Serve it with every meal!

SCRAMBLED EGGS ON TOAST are a favourite snack, popular at breakfast, lunch or teatime. Try them with a dash of Heinz Tomato Ketchup on top, or stir some into the eggs while they’re cooking. What a difference!

OPEN SANDWICHES — Scandinavian style — can be so tasty. Make one with cheese and a pat of Heinz Tomato Ketchup on top. Looks and tastes wonderful! Heinz Tomato Ketchup.
SUMMER AND HEINZ KETCHUP

In summer time your appetite needs juggling. What could be more tempting, cooling, and satisfying than a slice of cold meat served with Heinz Tomato Ketchup?

As you enjoy this delicious appetizer you instinctively think of plump, sun-ripened tomatoes grown under Heinz supervision from seed developed by Heinz, and cooked immediately with all their "just-picked" freshness.

Words cannot express the unusual goodness of Heinz Tomato Ketchup. You must leave that to the Ketchup itself. Every drop awakens appetite.

NEW SALAD-MAKING RECIPE BOOK SENT FOR FOUR CENTS IN STAMPS - H. J. HEINZ COMPANY, PITTSBURGH, PA.