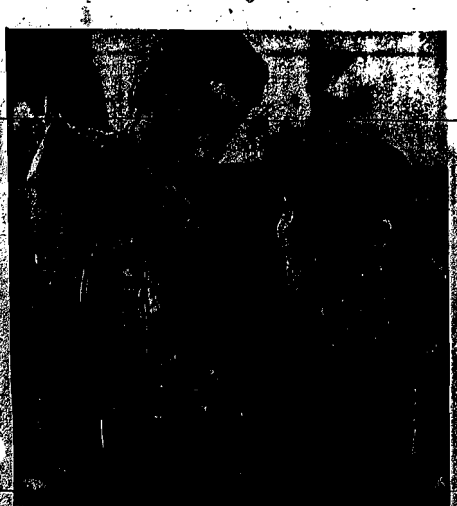
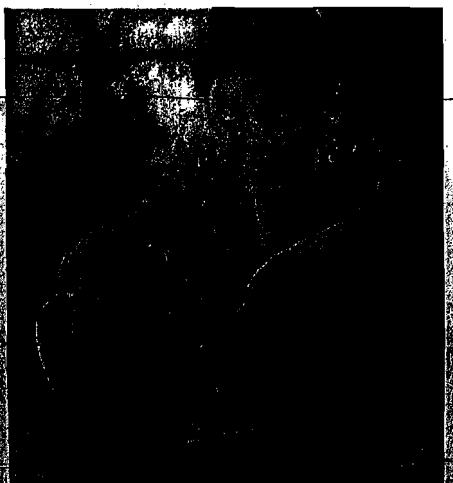
MEMORIES of Boy-Gone Days

OLD HOME WEAKness. Strengthening the bonds of blood, and memories of happy years gone by, mother and son once again share a craving for the good old foods of long ago! For *beans*, fresh from the oven, rich with juicy pork and redolent with the aroma of thick molasses and rare spices! Just one secret mother won't share with her big boy during Old Home Week: The beans she serves today are baked by Heinz—but *he'll* never know! They're just like hers!



SATURDAY RITUAL. Remember how good the kitchen smelled all day Saturday—way back when? Remember the delicious feel of that big wooden spoon sticking straight up in the pot-vent? And all Friday night they soaked, till they were plump? And then, by that delectable morning, nestled in the oven pot? Then they were put in the oven. With what tenderness of the old family bean pot, awaiting the frying [illegible] mother gave the [illegible] Oh *well!* Just like Heinz cooked. Heinz baked beans [illegible]



SCRAPING BOTTOM. Chef Amos's gastronomical delight: a last spoonful of Heinz Baked Beans, scraped from the bottom of the pot. Rich, tender beans, with a delicious sauce of pork, molasses and spices. Heinz Baked Beans are ready to heat and serve. Just add your own hot dogs, if you like.

TREASURE the memories of boy-gone days! The handful of "legal tender," cached in grubby pockets, covered with crumbs and surrounded by the faint aura of corduroy. The first tune you whistled, endlessly and laboriously. And happiest memory of all—Mother's tender and fragrant baked beans at that Saturday night supper! Heinz makes the same kind today.

PLAIN FISHIN'. Take your deep-sea harness, your rod-and-reel outfit, your waders and costly trout rods. For *real* fun, plain "fishin'" still is best! A pole, a string, a bobber, a worm and an ancient hook; a quiet stream and a mossy bank; two pals—and the thermos full of baked bean sandwiches, *home*-baked beans on home-made bread. That was *somethin'!* Heinz-bean sandwiches [illegible]

Baking beans to please [illegible] you were a boy. And [illegible] cooks do all the work. They [illegible] money can buy. Soak them [illegible] Hot dry steam all night [illegible] Goodness. And [illegible] Some pork and [illegible] and rare spices [illegible] and comes in bright [illegible] Heinz Oven Baked Beans [illegible] Heinz Baked Beans [illegible]

Both of the Misses [illegible] great-grandmothers [illegible] Heinz Oven Baked Beans [illegible] Heinz Baked Beans [illegible]