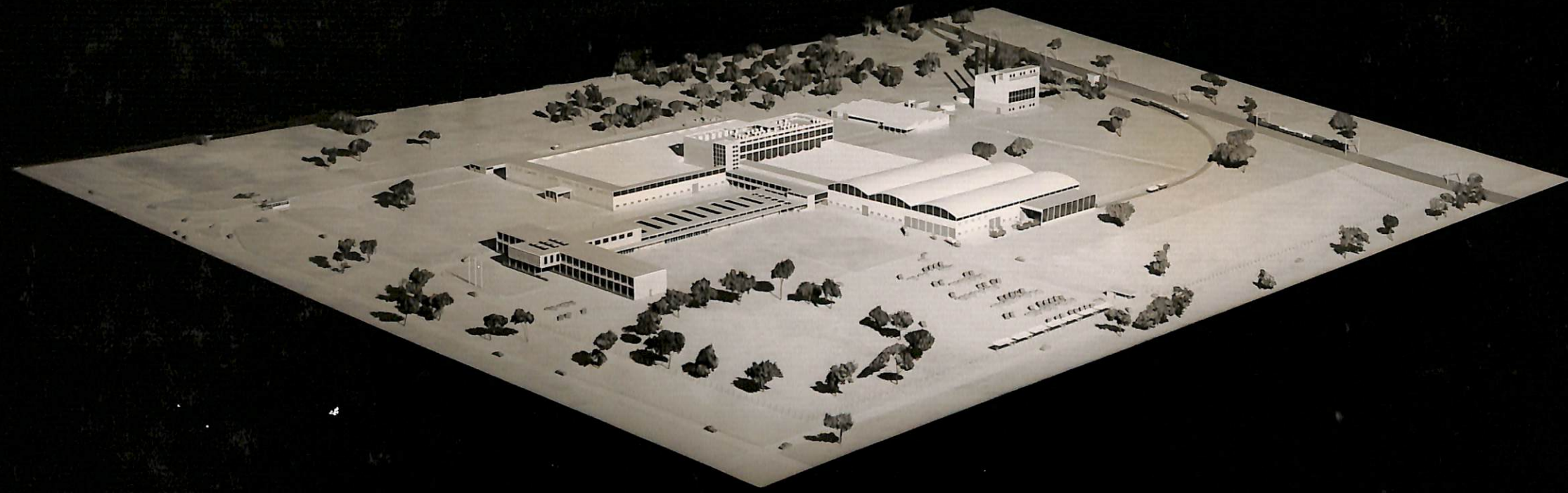
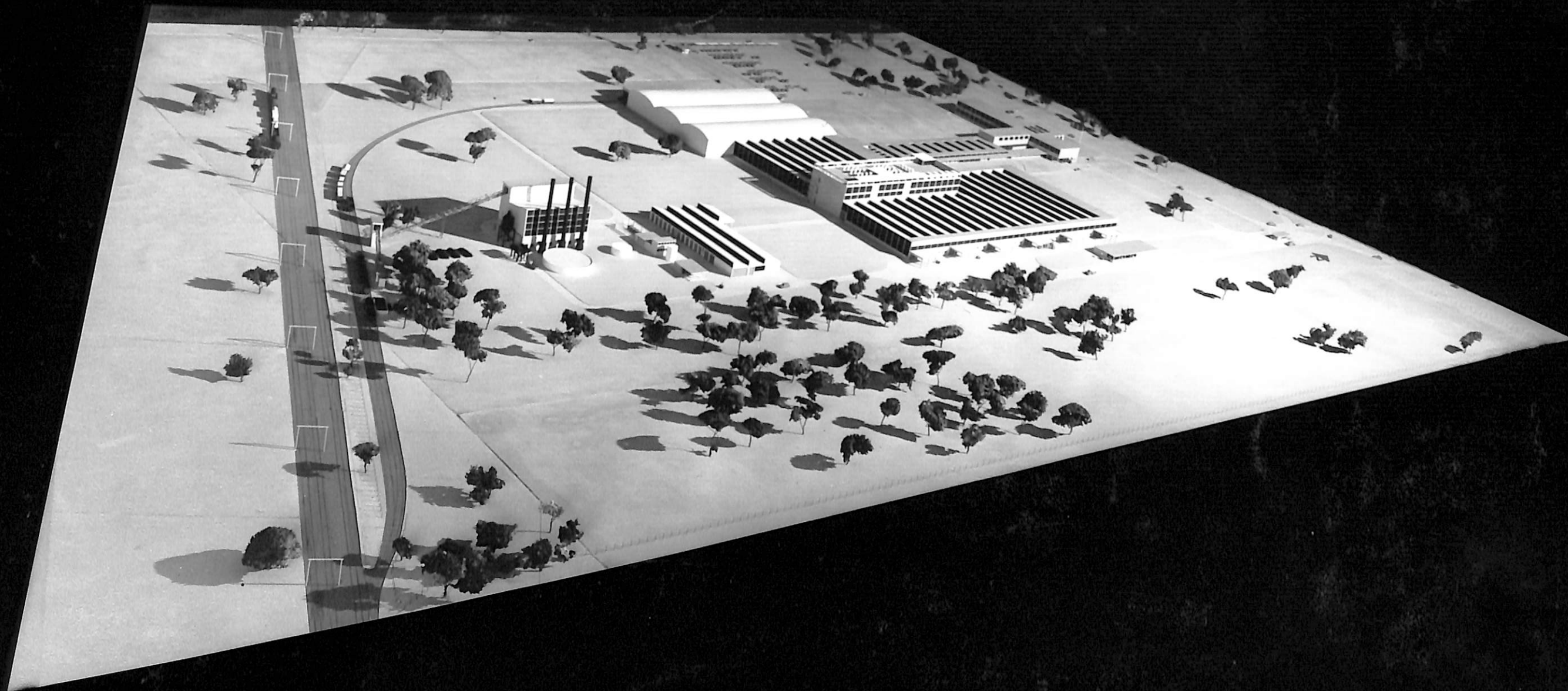




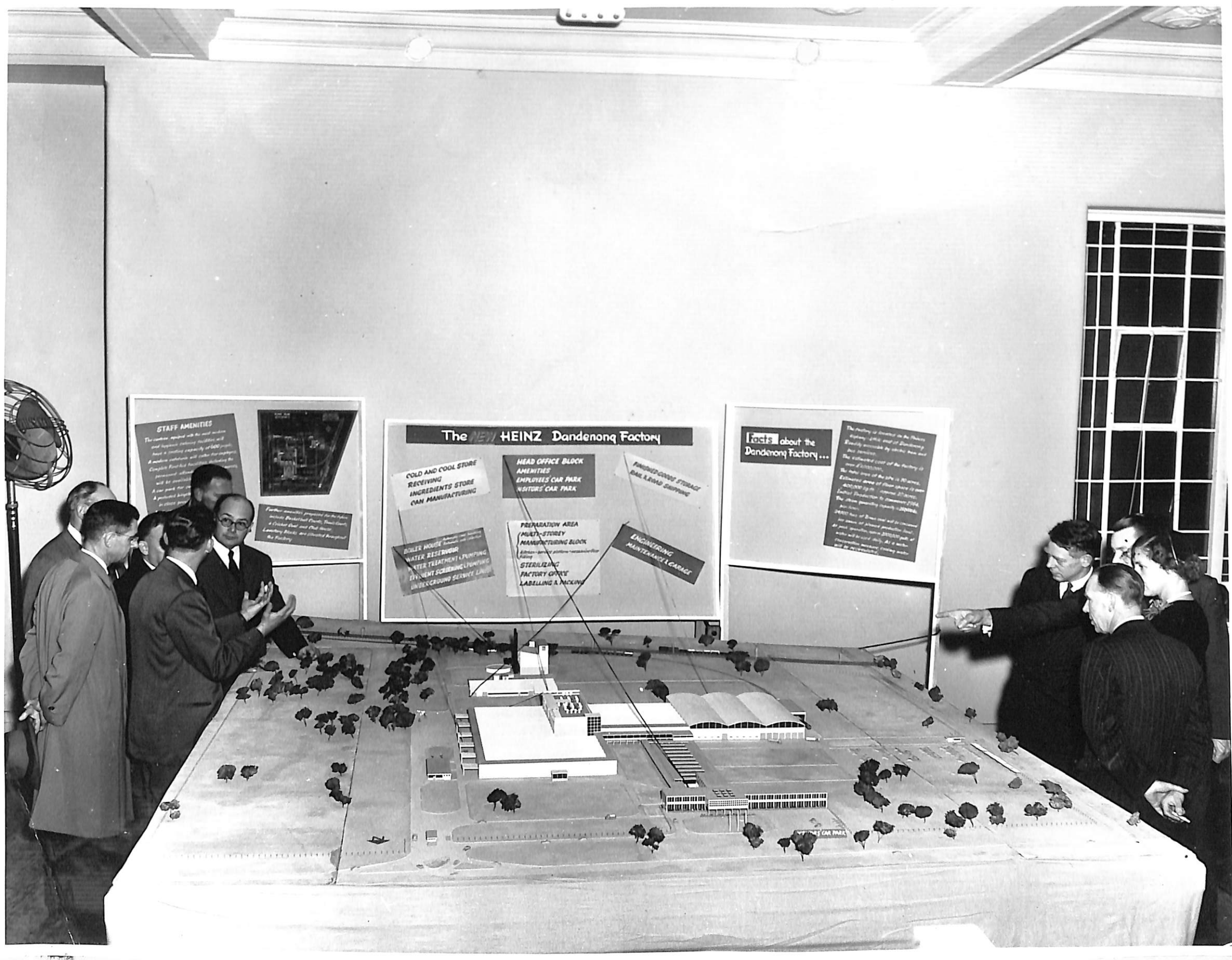








Arthur Adams, 9/1/1919



STAFF AMENITIES

The comfort and convenience of the most modern and spacious factory facilities will be a leading feature of the new plant. A modern canteen will cater for the needs of the staff. Complete first-aid facilities, including the services of a qualified nurse, will be available. A new park in the rear of the site will provide a pleasant background for the factory.



Further amenities proposed for the factory include a Bookshop, Post Office, a Club Room and Club House, Laundry Room, and a canteen throughout the factory.

The NEW HEINZ Dandenong Factory

COLD AND COOL STORE
RECEIVING
INGREDIENTS STORE
CAN MANUFACTURING

HEAD OFFICE BLOCK
AMENITIES
EMPLOYEES CAR PARK
VISITORS CAR PARK

FINISHED GOODS STORAGE
CAN LAUNCH SHED

BOILER HOUSE
WATER RESERVOIR
WATER TREATMENT & PUMPING
EFFLUENT SCREENING & PUMPING
UNDERGROUND SERVICE LINE

PREPARATION AREA
MULTI-STORY
MANUFACTURING BLOCK
SILVER-CLAD SYSTEMS MANUFACTURING
STERILIZING
FACTORY OFFICE
LABELLING & PACKING

ENGINEERING
MAINTENANCE & GARAGE

Facts about the Dandenong Factory...

The factory is located on the Dandenong Railway, 10 miles south of Melbourne. It is the largest factory ever built in Victoria. The estimated cost of the factory is £1,000,000. The total area of the site is 100 acres. Estimated area of floor space is 1,000,000 sq. ft. Estimated number of employees is 1,000. The plant is expected to be completed in 1955. 2,000 tons of steel will be required for the construction of the factory. The plant will be built on a 100-acre site. The estimated cost of the factory is £1,000,000.



1



2



3



4



5



6



7



8

AAC

THE FUTURE HOME OF...

HEINZ

57

VARIETIES

Australia's most modern Food Factory will be constructed on this site
by H. J. HEINZ CO. PTY. LTD.



10



11



12



13



14



15



16



17



18



19



20



21

22



23



24



25





26



27



28



29



30



31



32



33



34



35



36



37



38



39



40



41



42



44

43



45



46



47



48



49



50



51



52



53



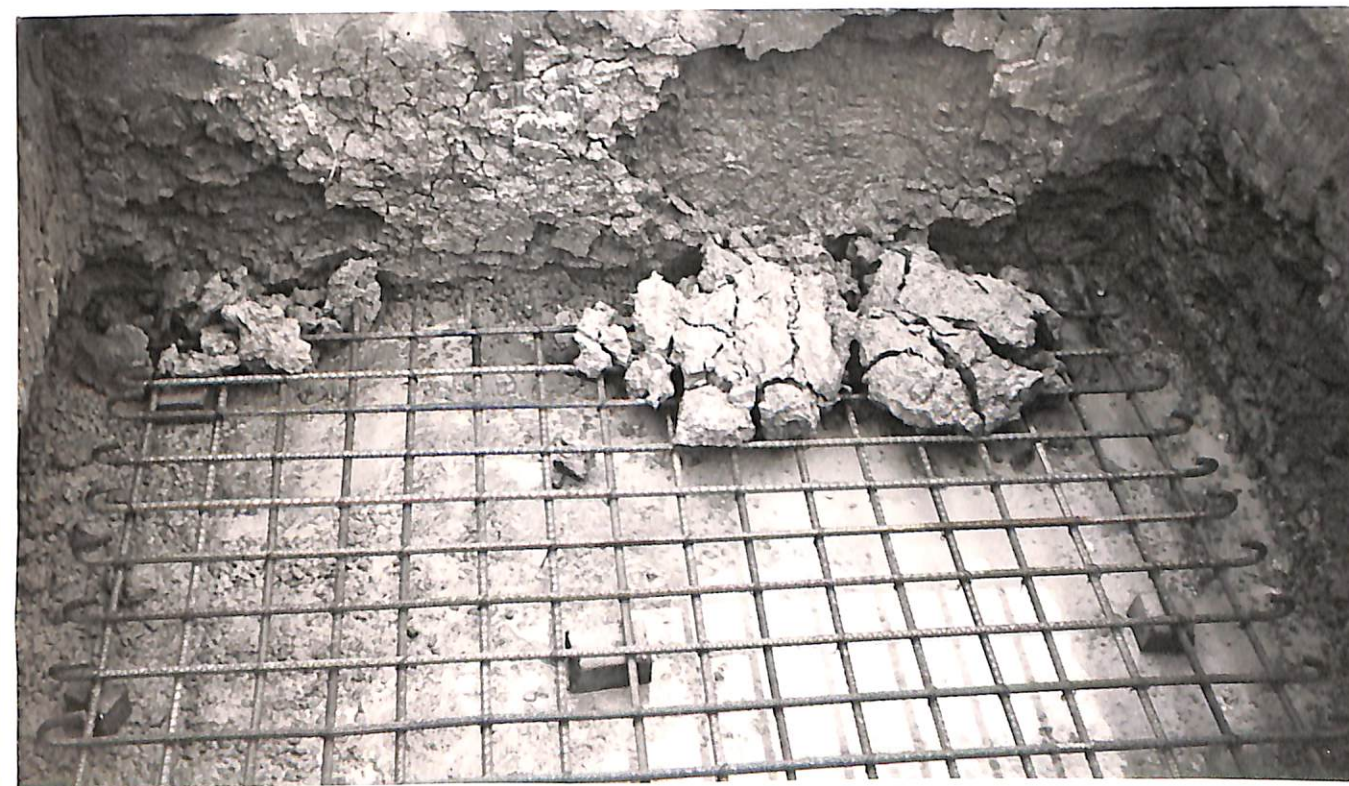
54



55

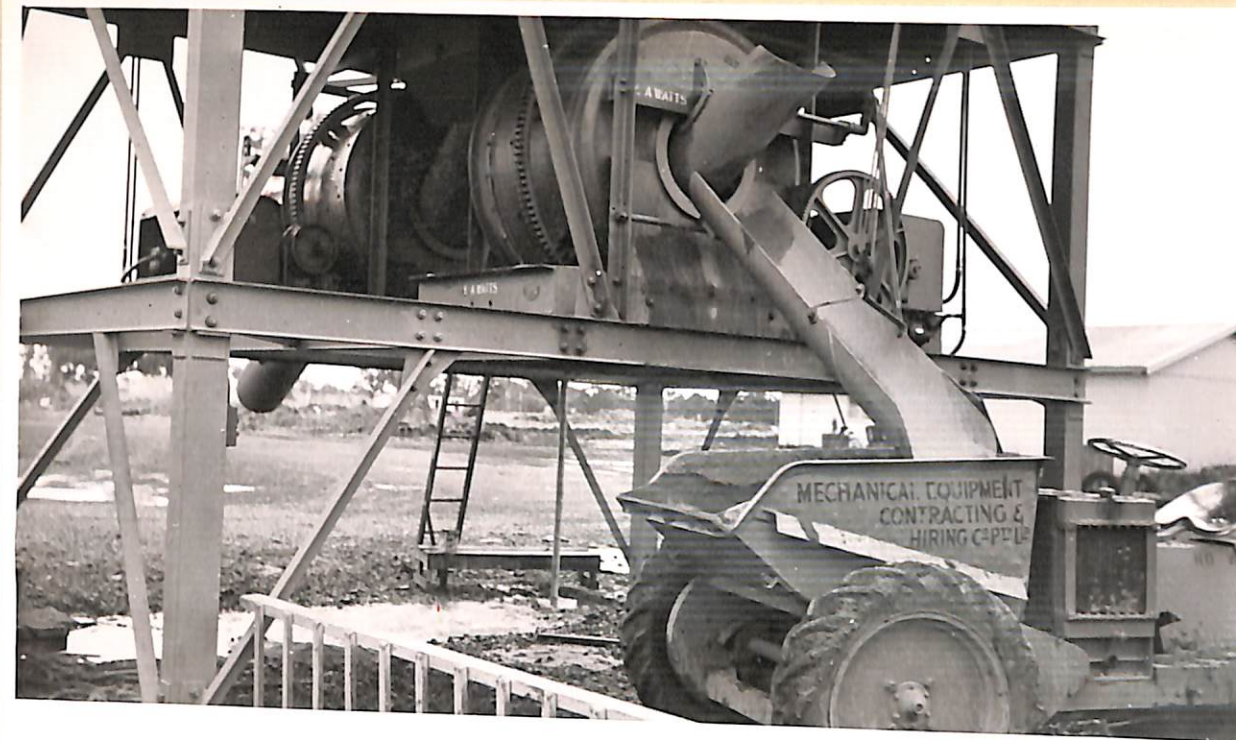


56





59



60



61



62



63

64



65

66



67



68



69



70



71



72



73



75





76



78



77



79



80



81



82



83

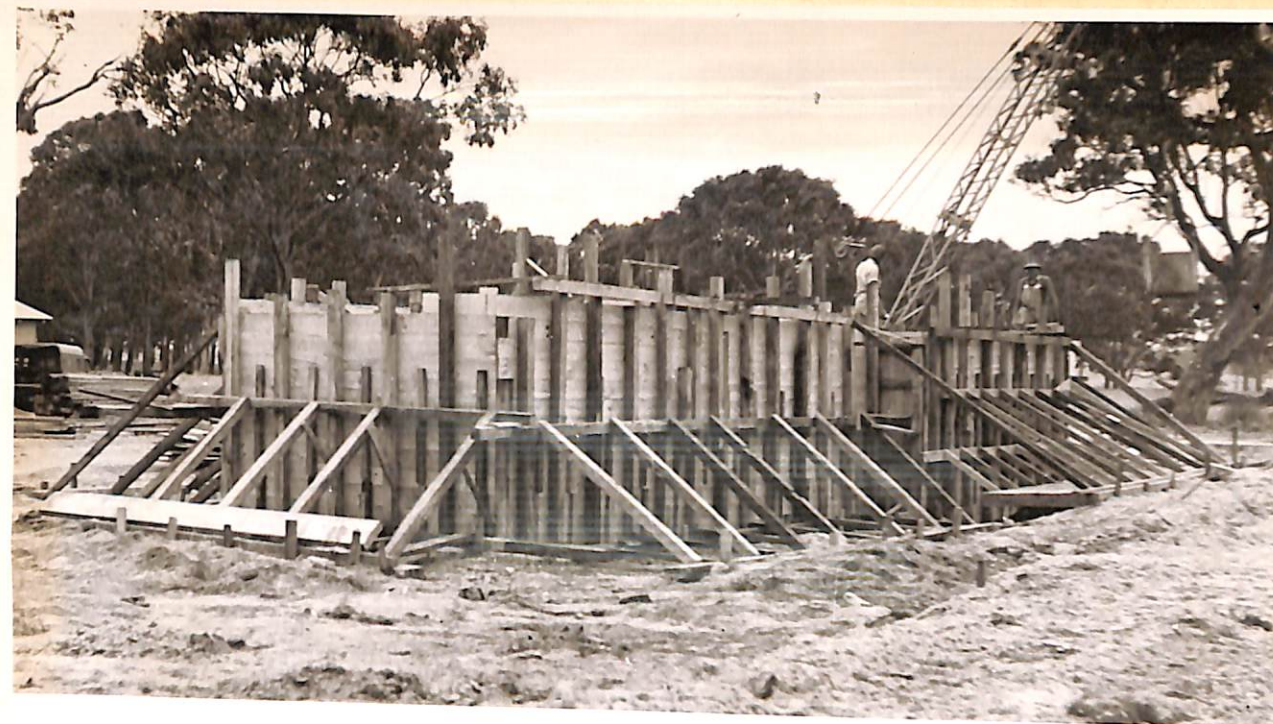


84



86

85



87





88



89



90



91



92



93



94



95



96

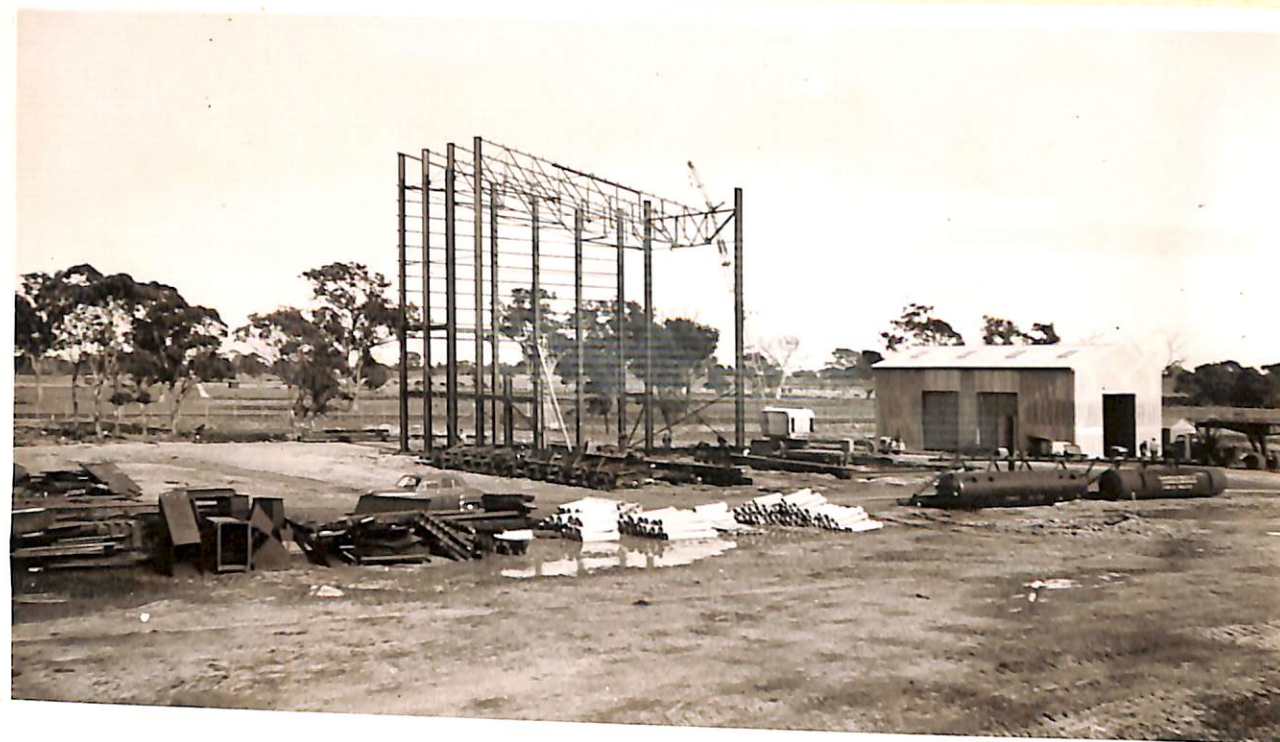


97

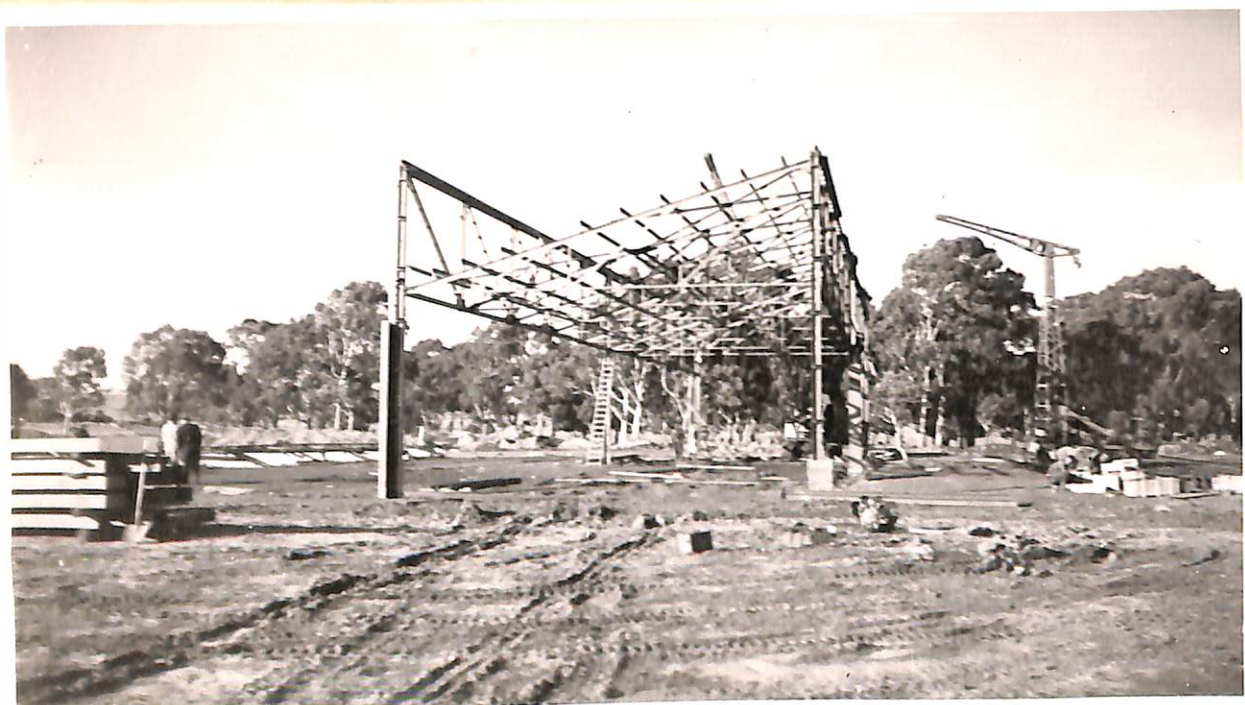




100



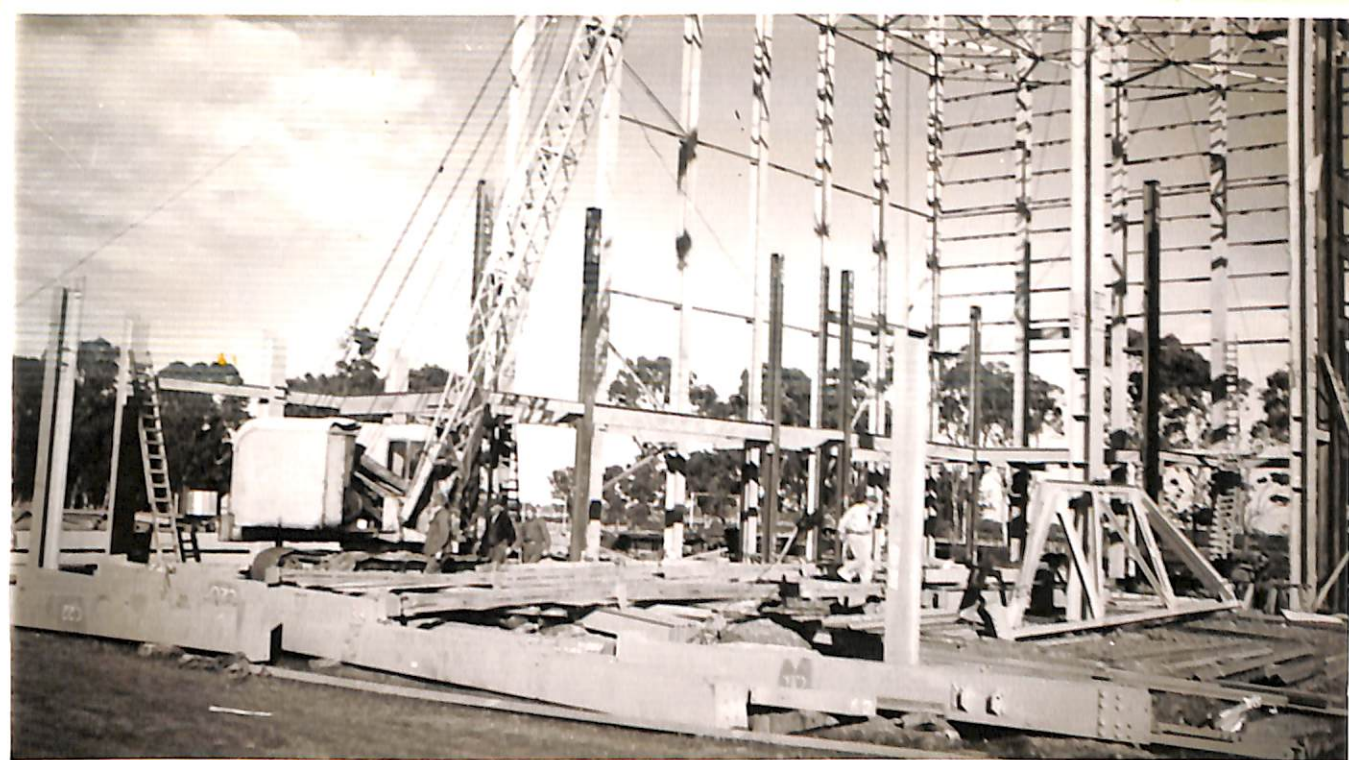
101



102



103



104

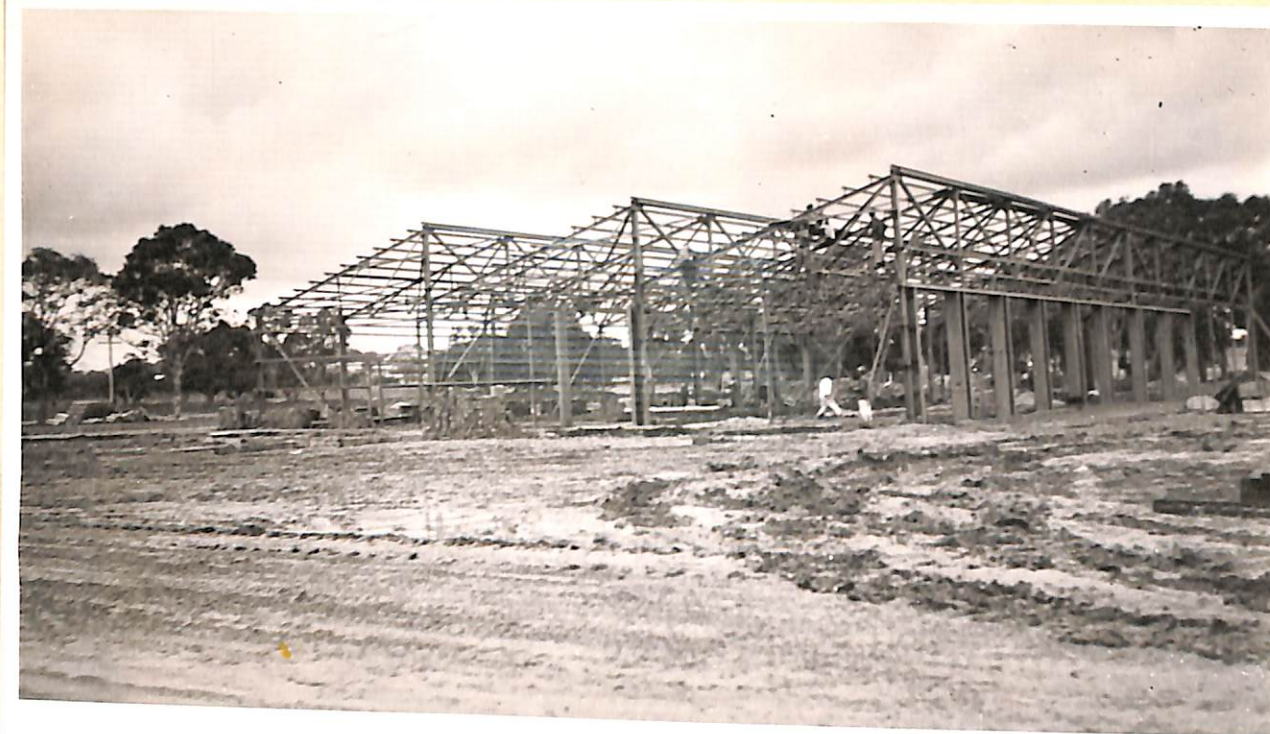


105





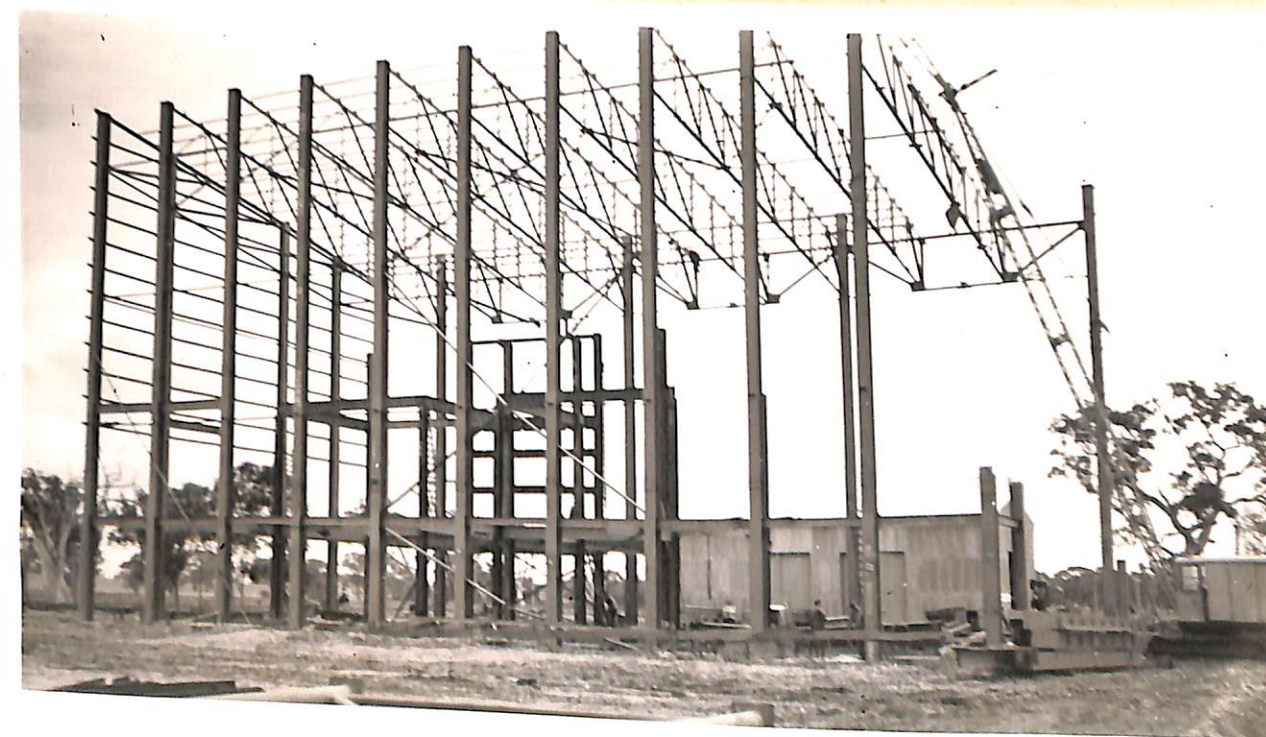
108



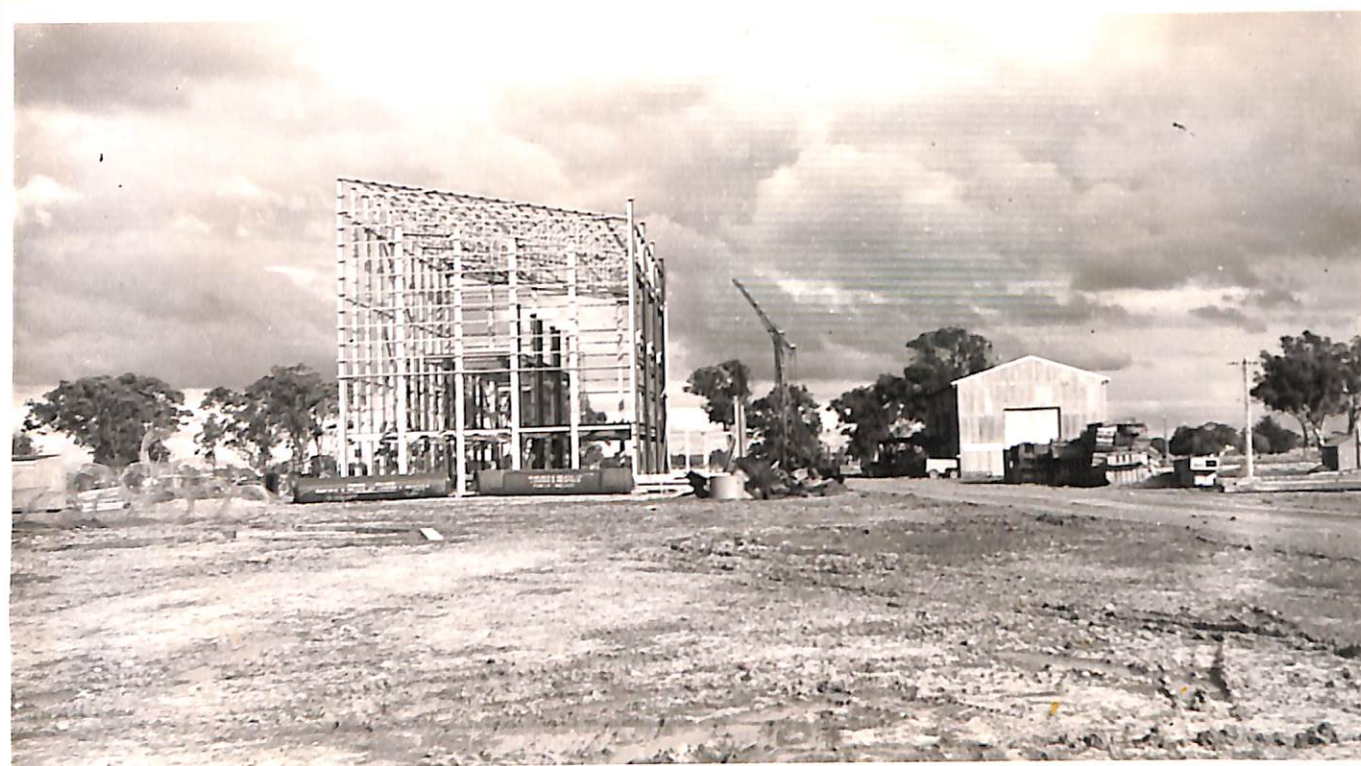
109



110



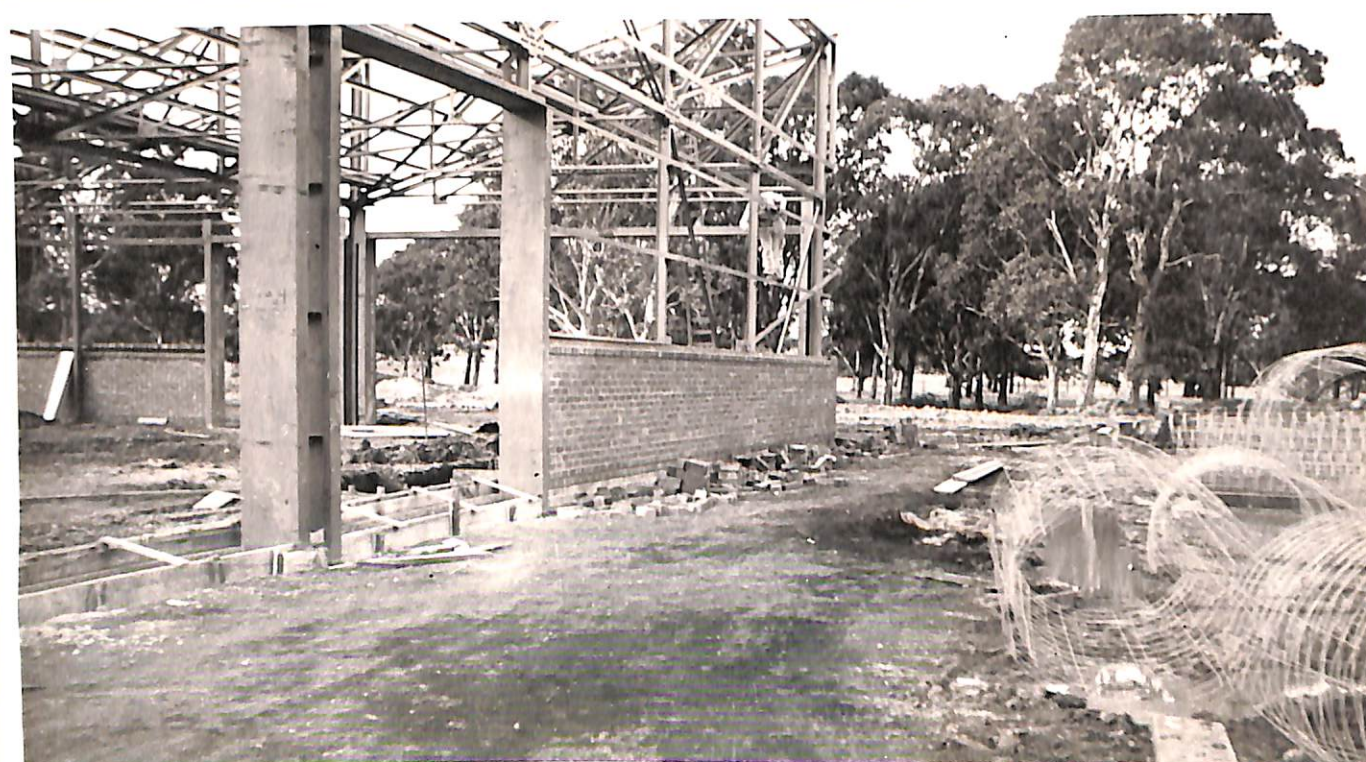
111



112



113



114

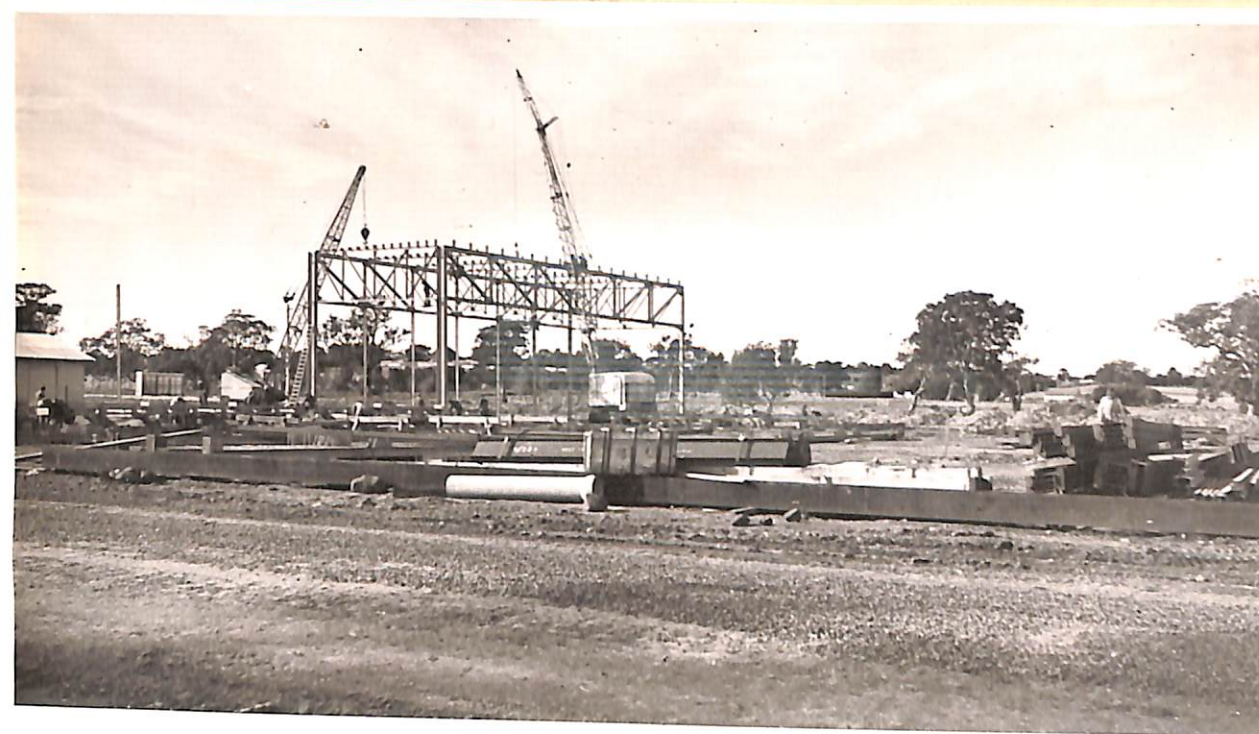


115

116



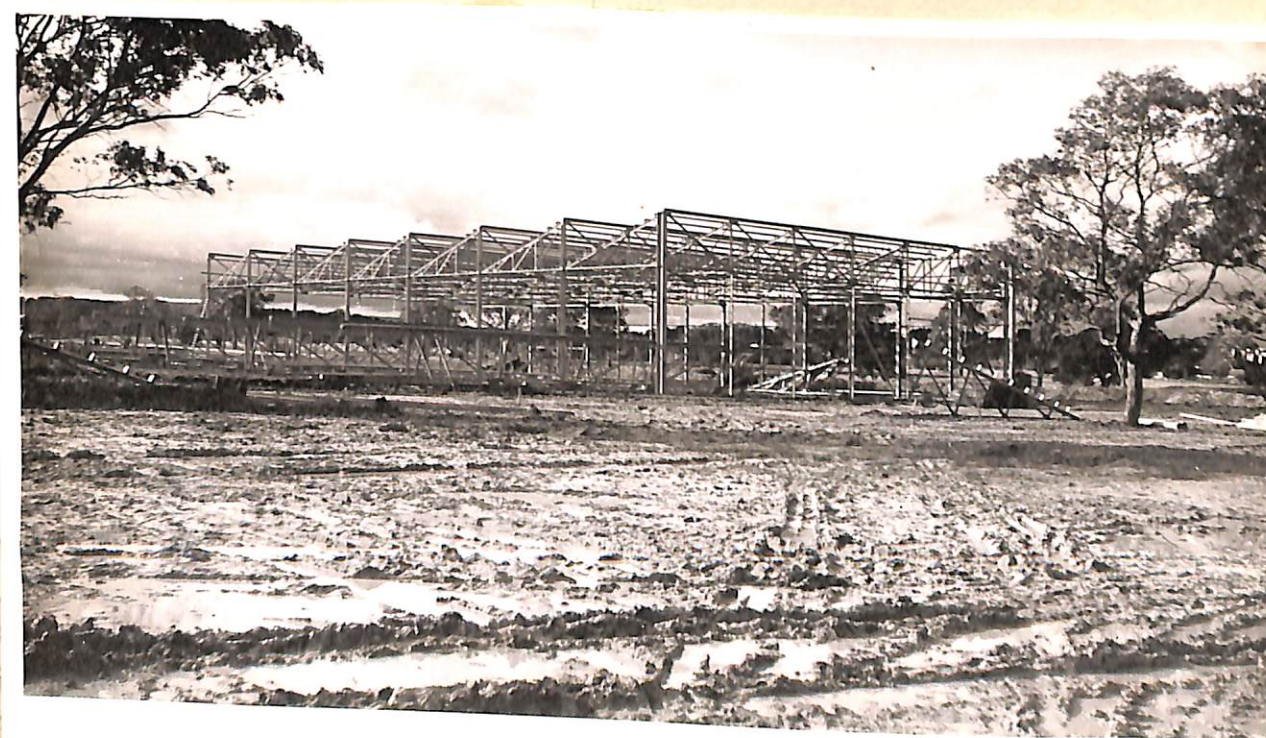
117



118



119

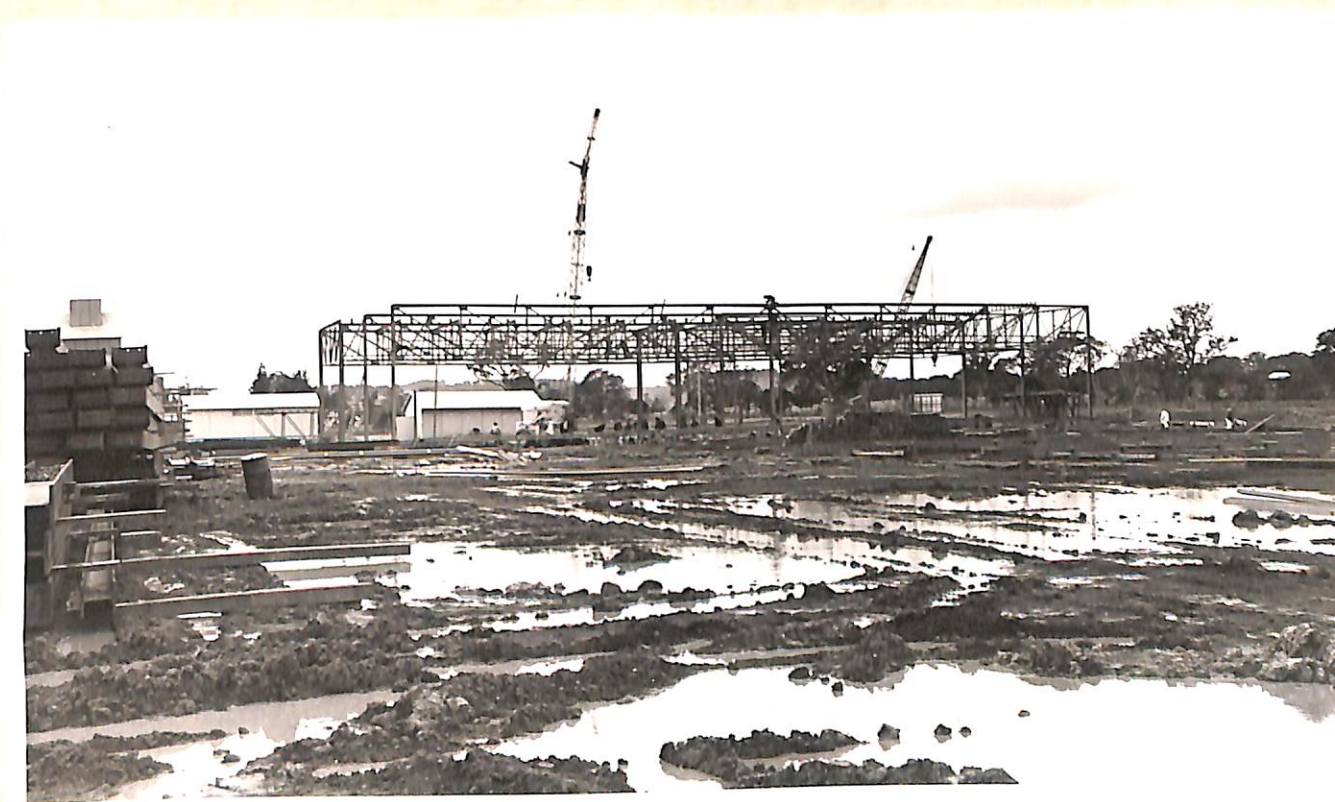


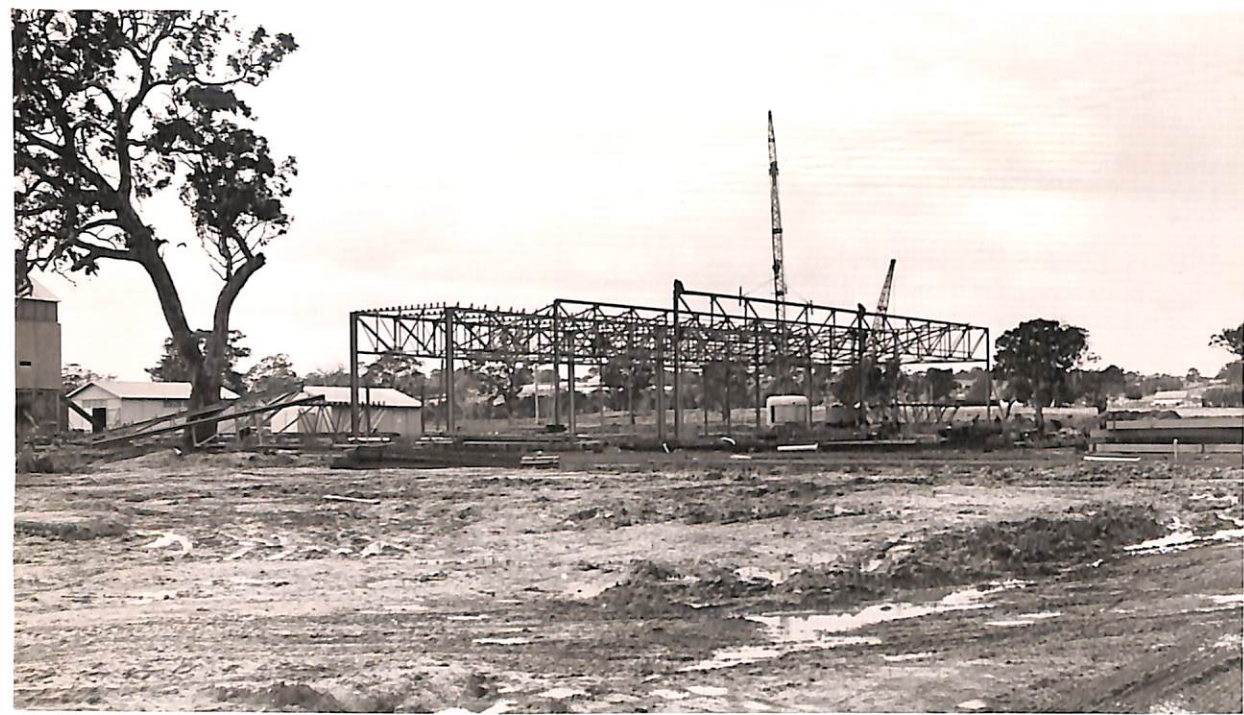


120

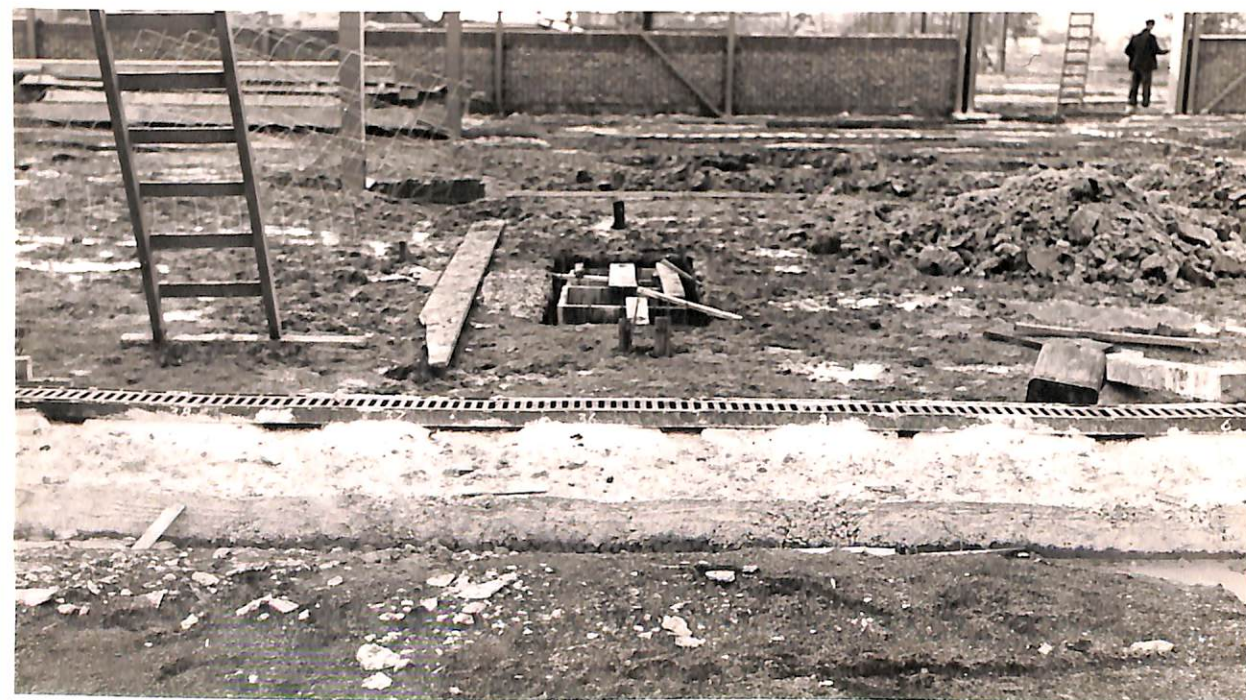


121





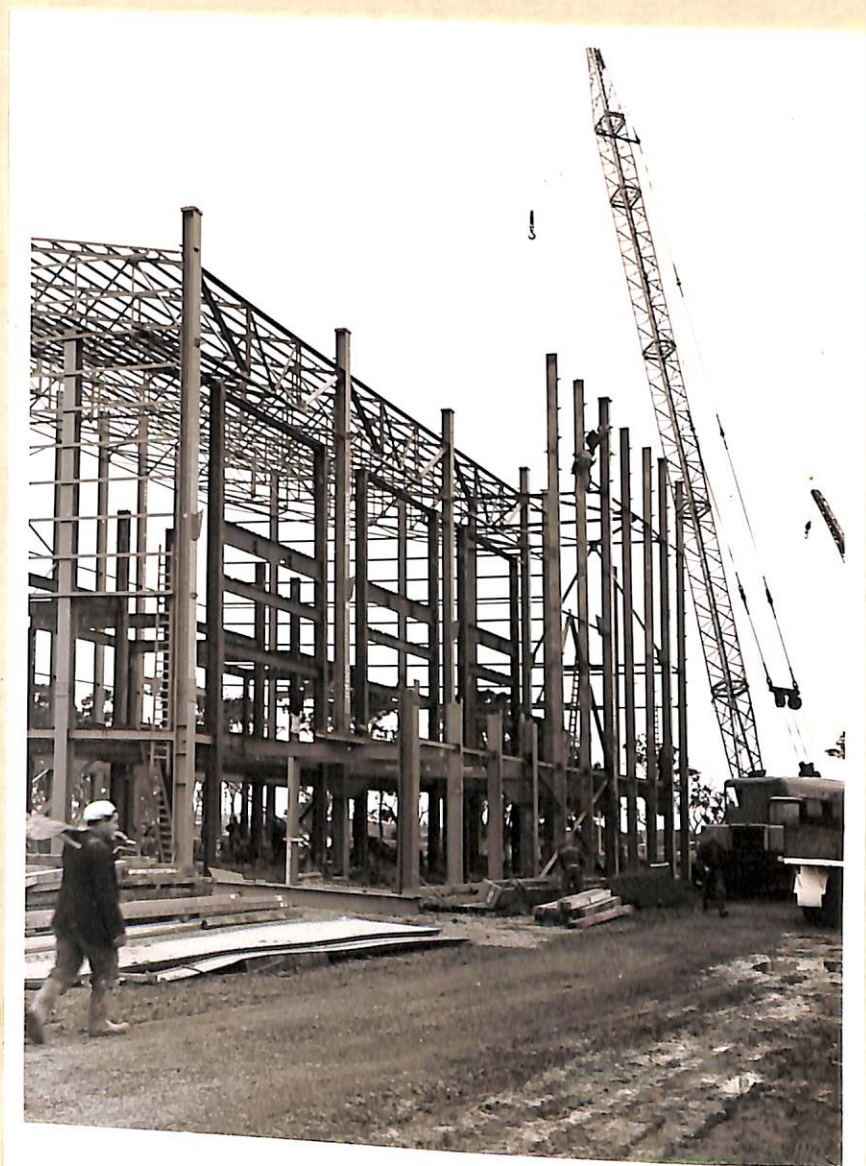
124



126



125

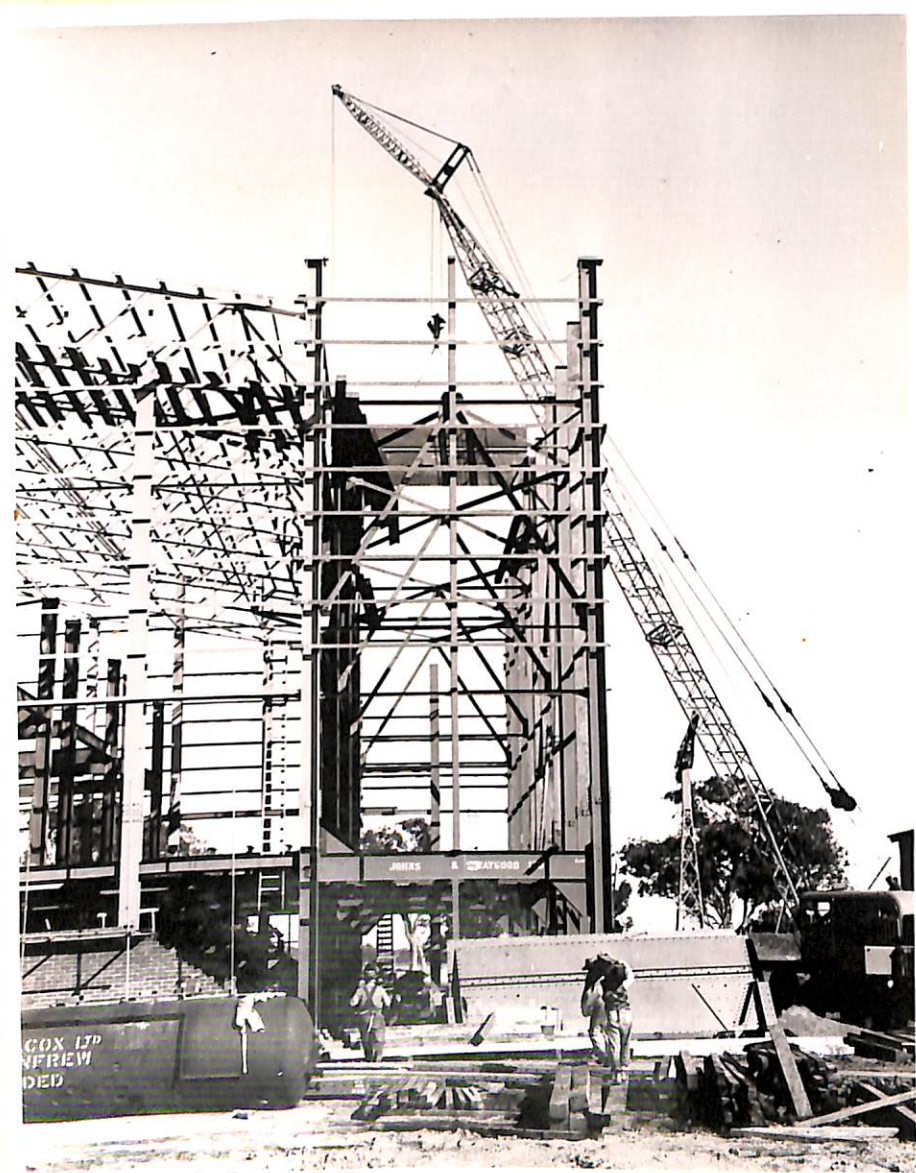


127

128

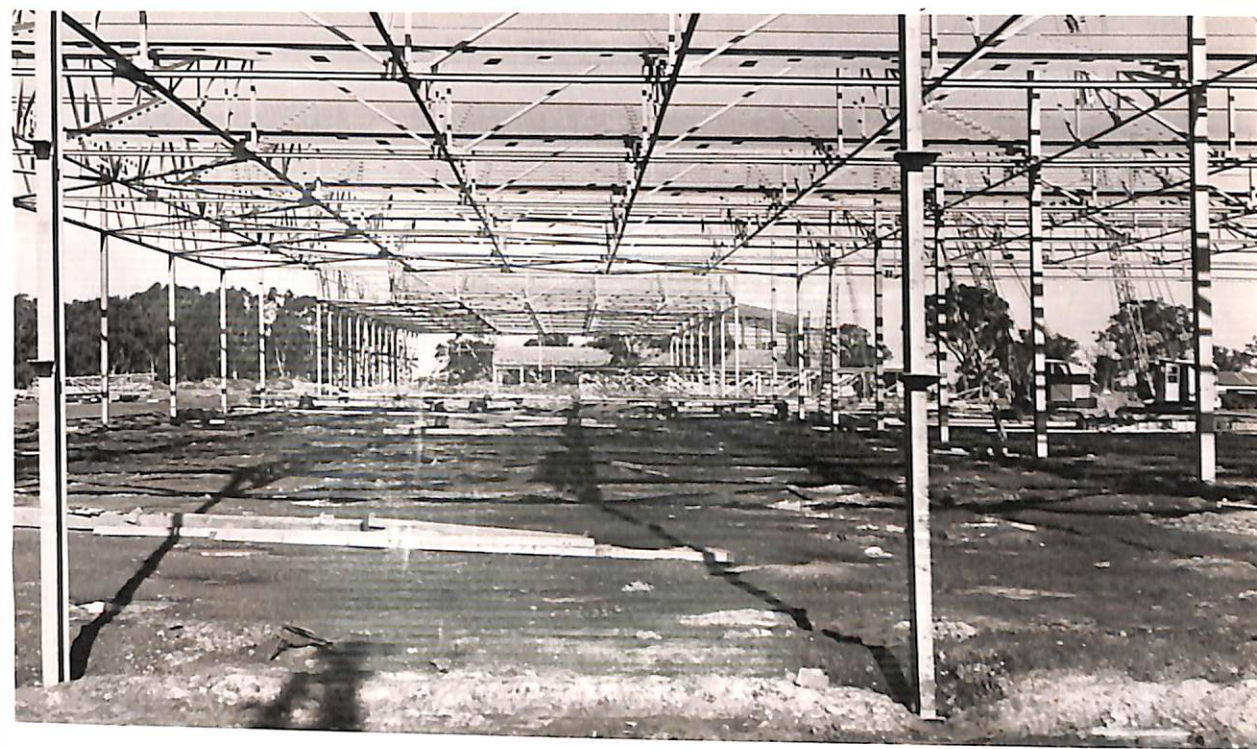
129

130



131

132



133

134

135



136

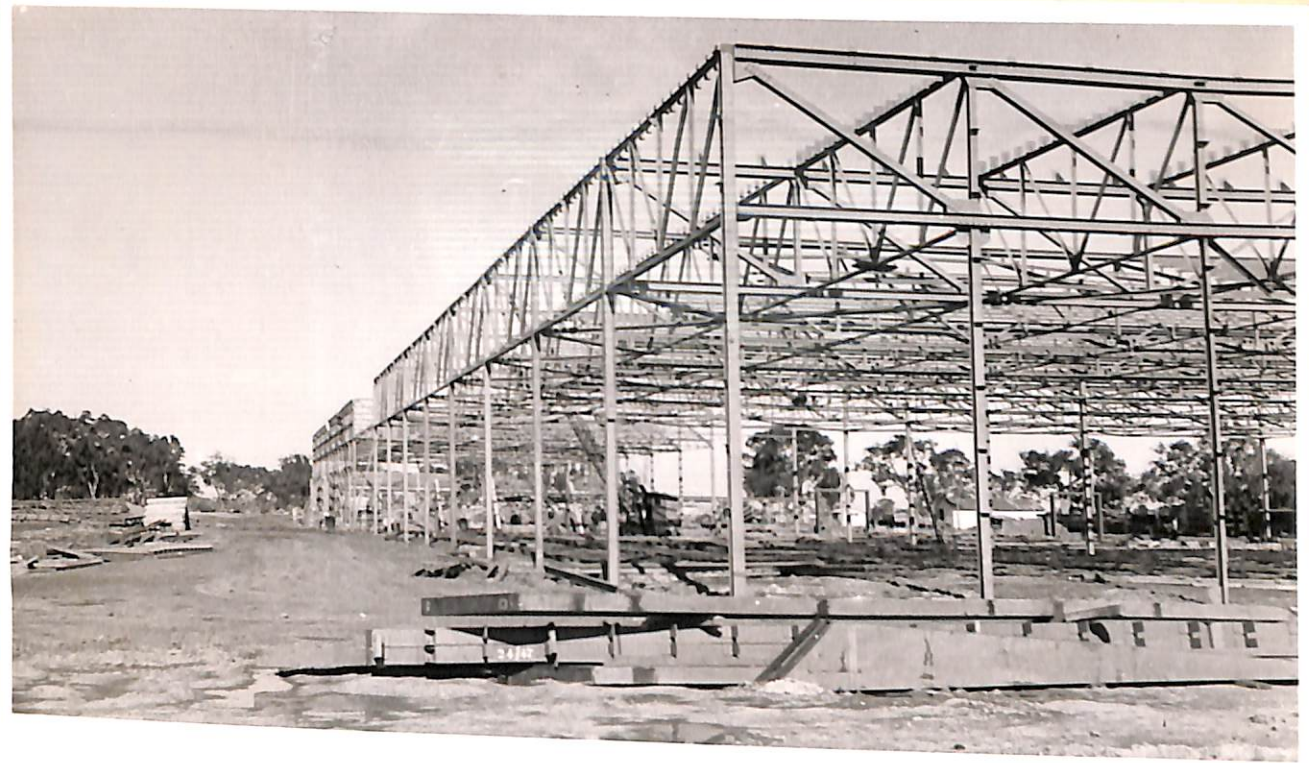
137



138

139

140



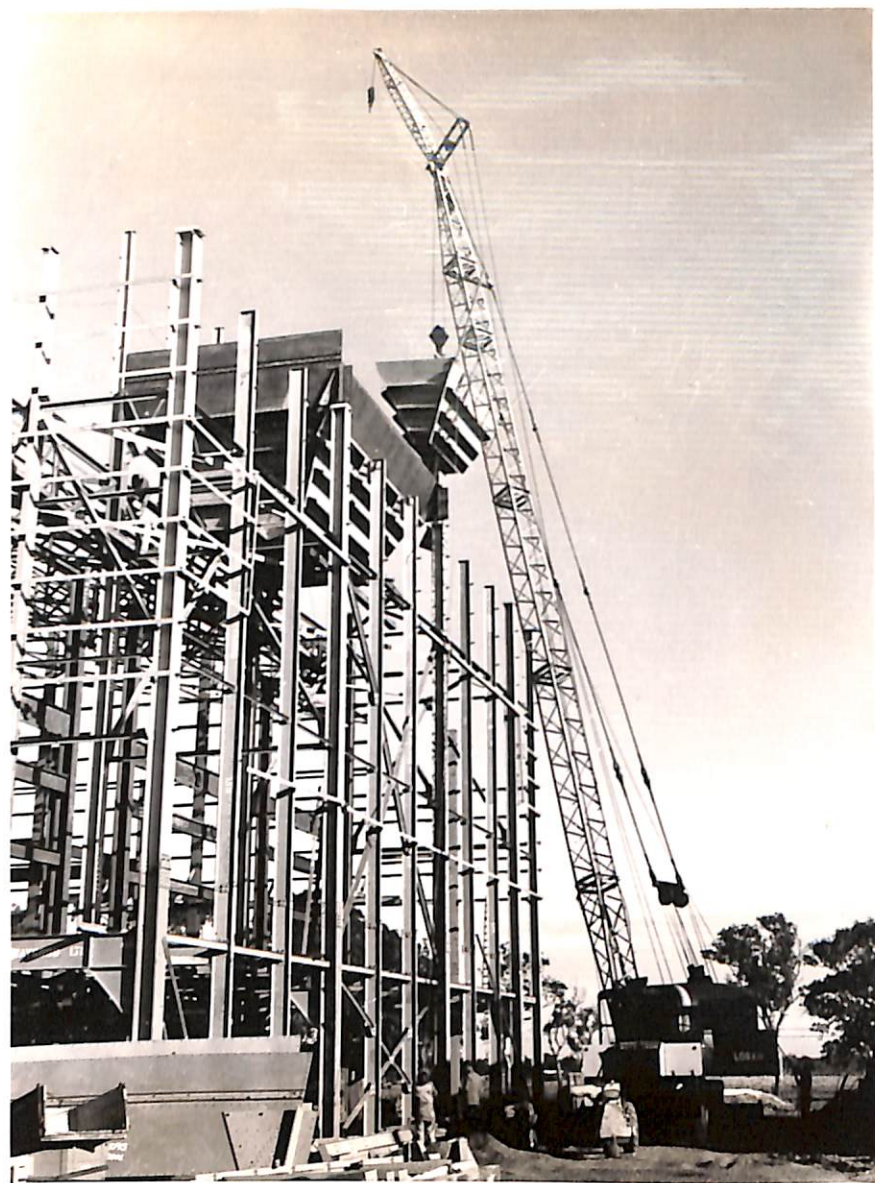
141



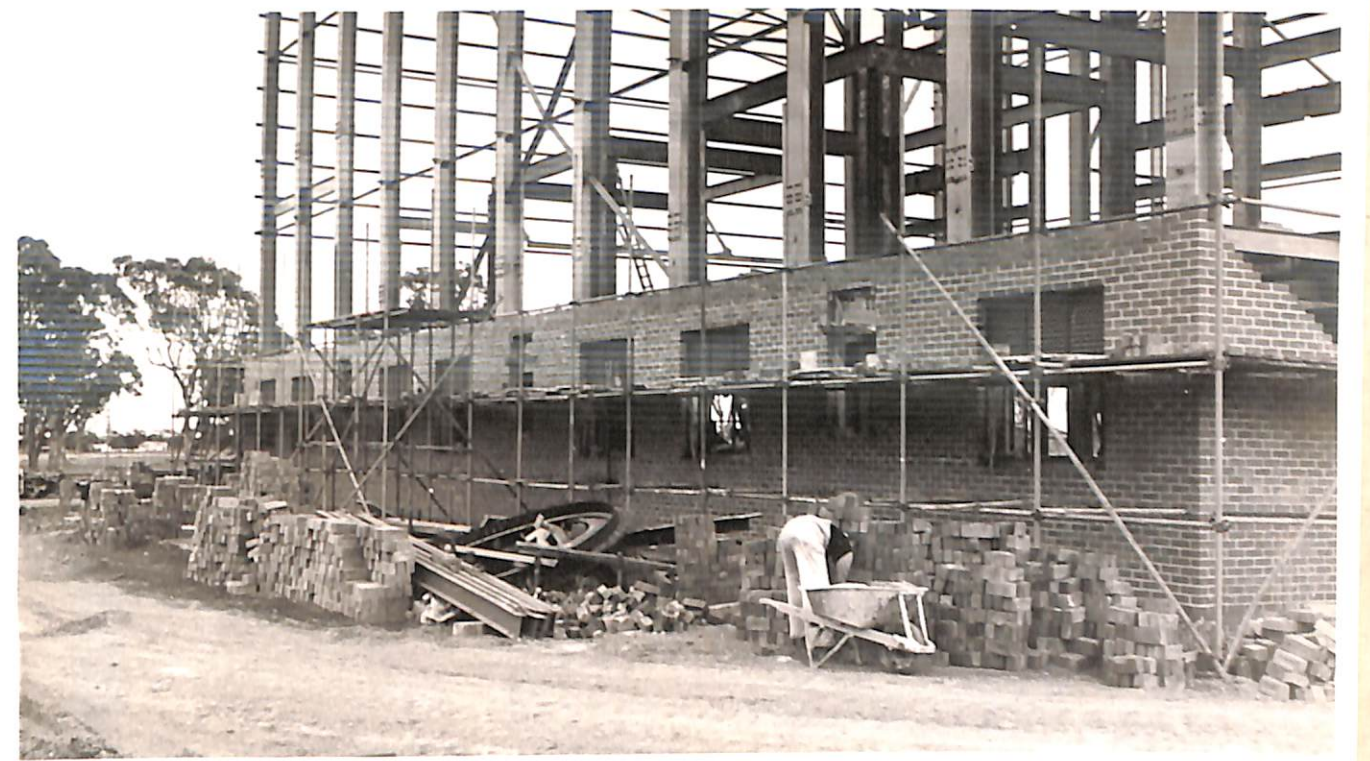
143

142

144



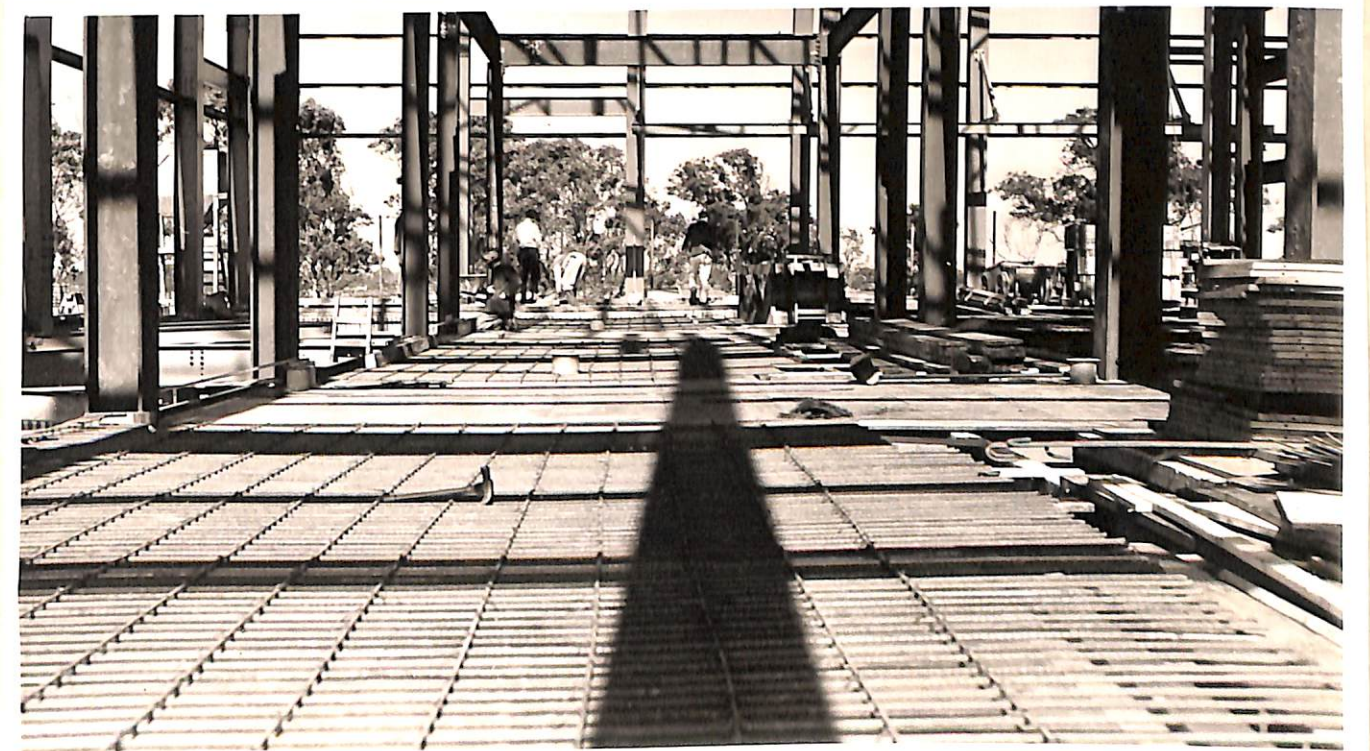
145



146



147



148



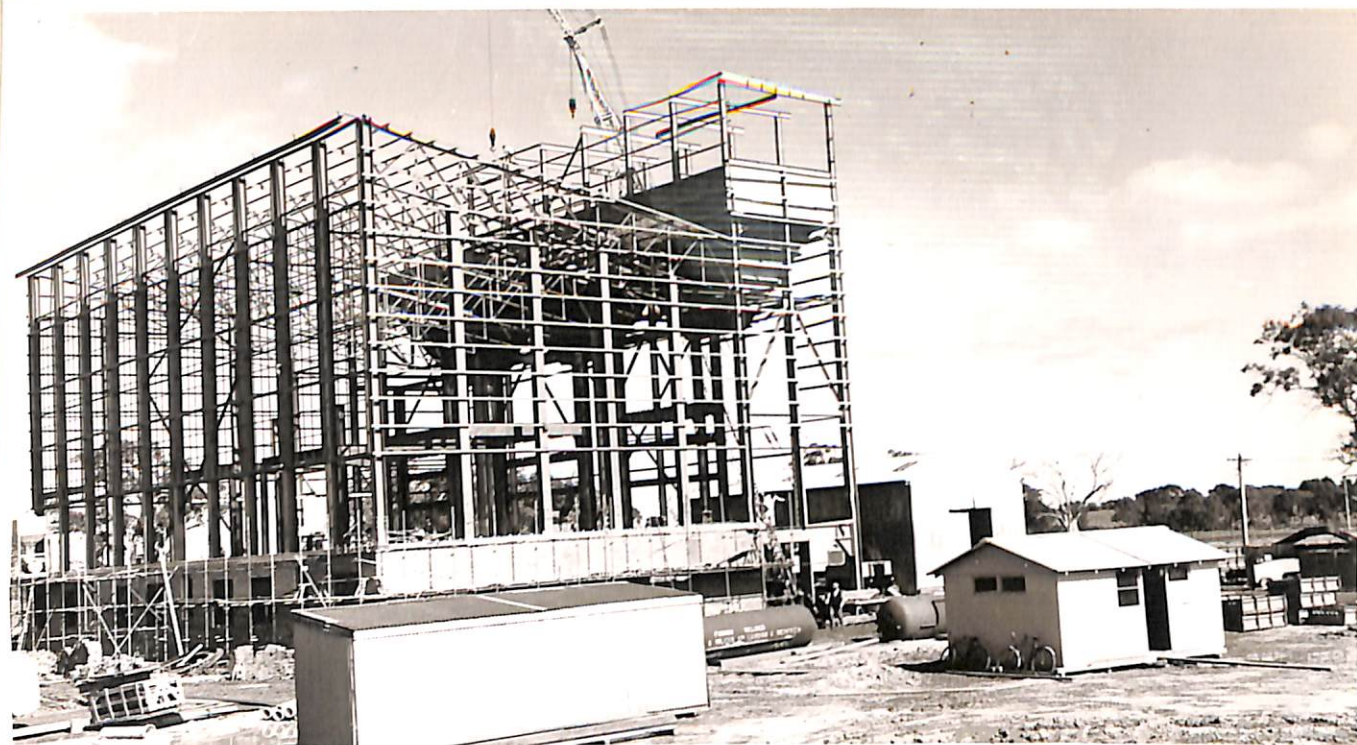
149



150



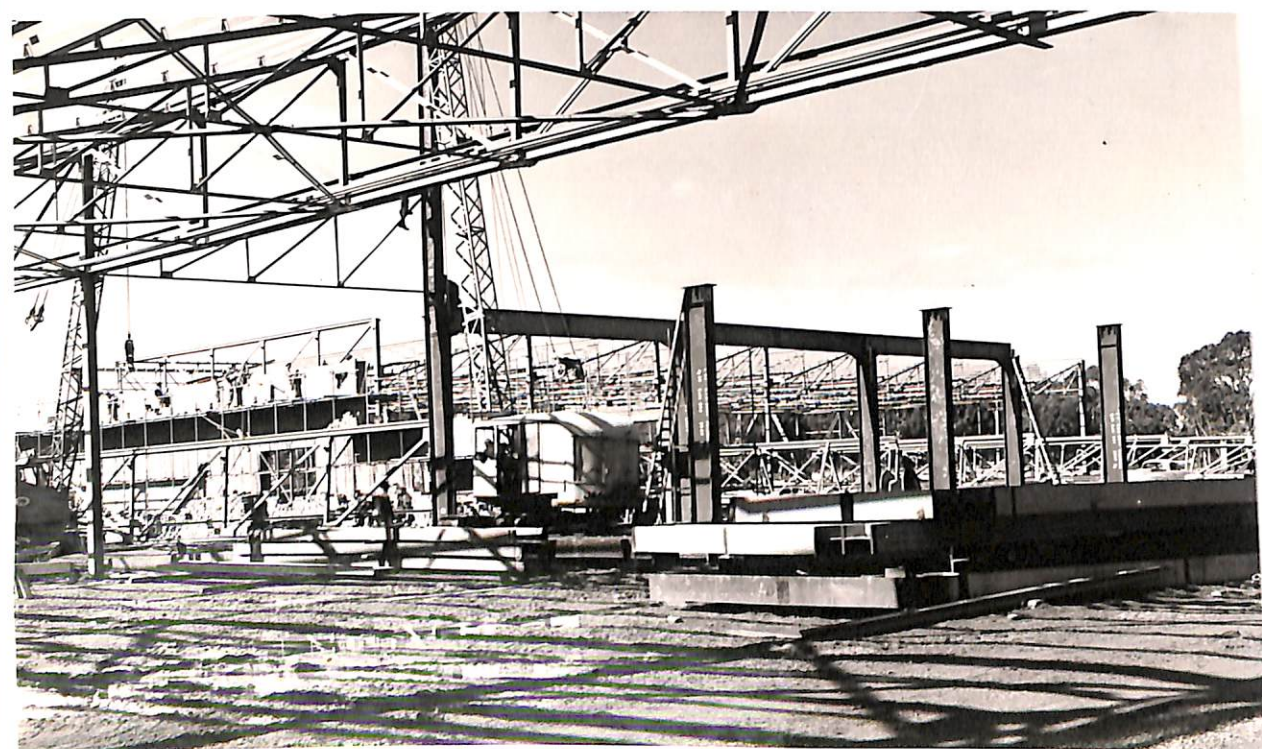
151



152

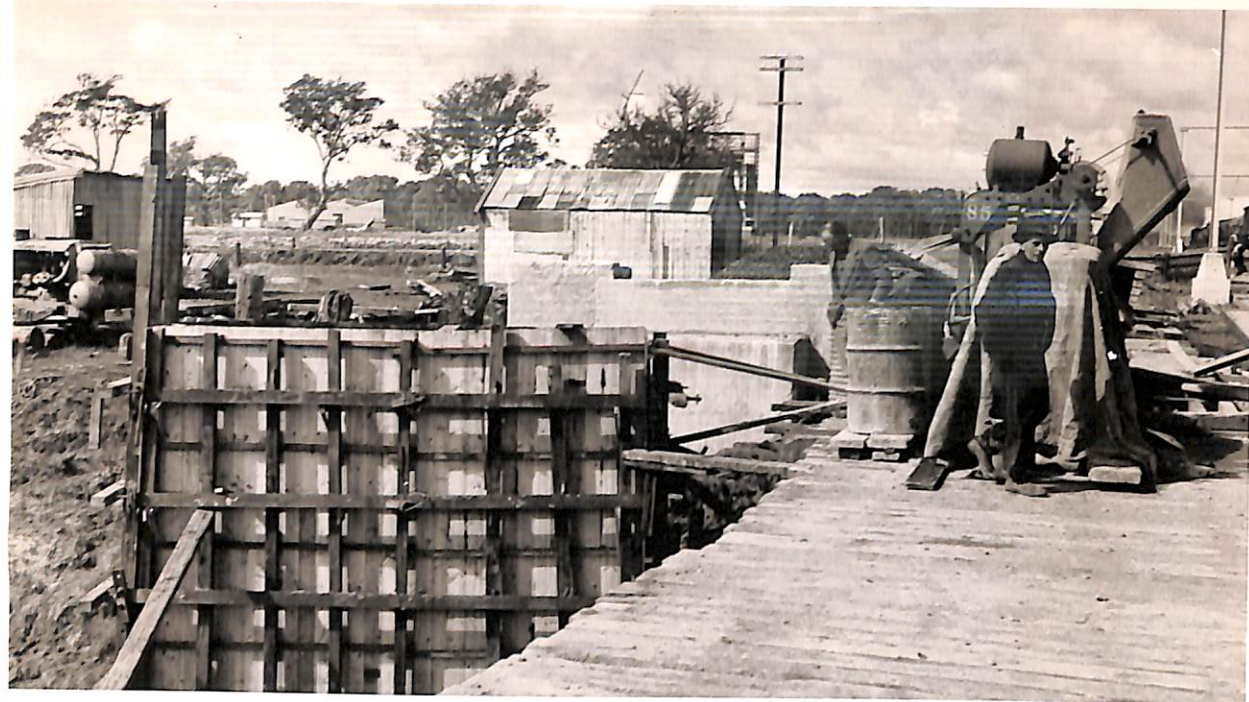


153

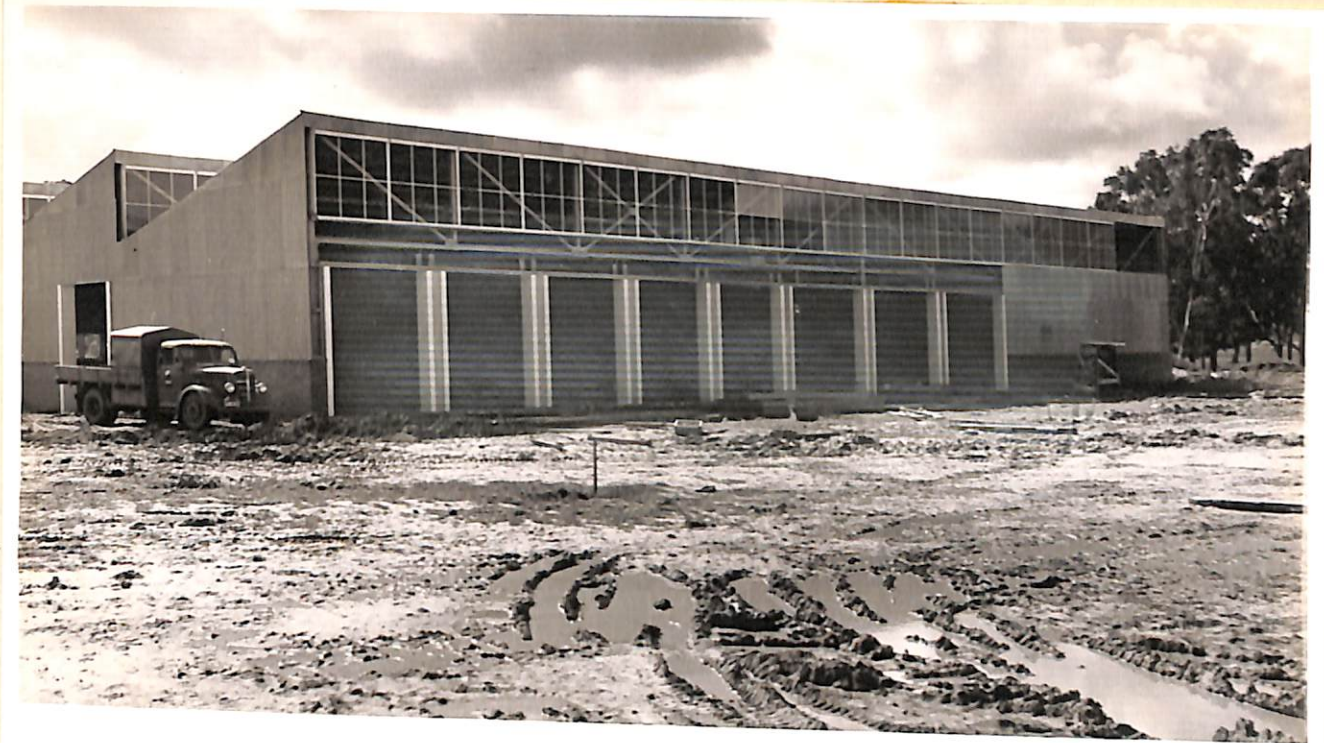


154

155



156



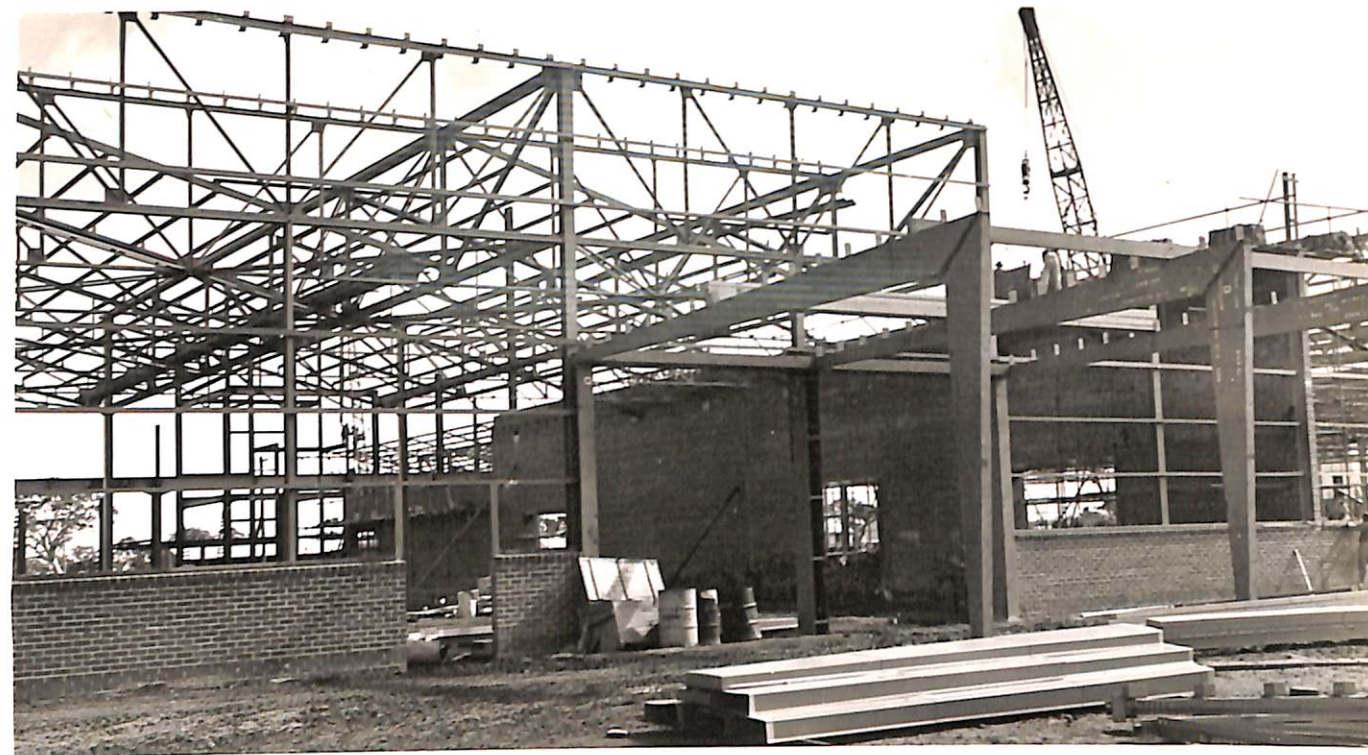
157



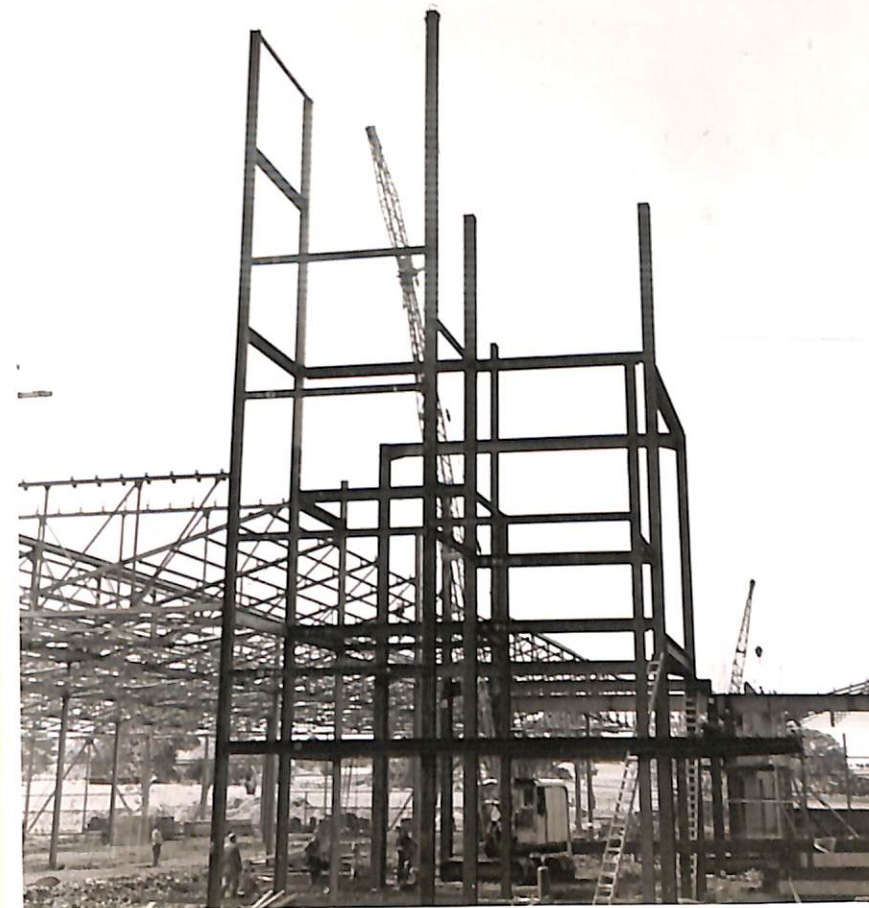
158



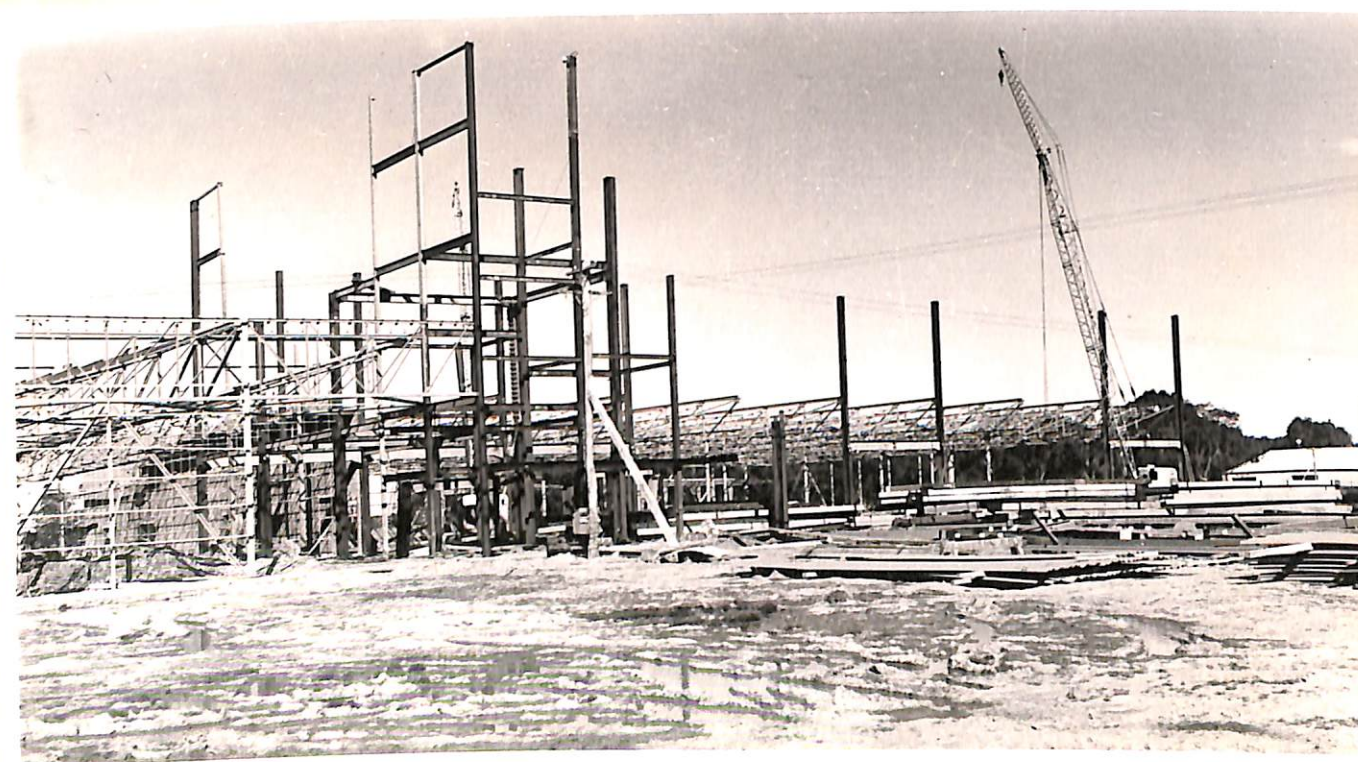
159



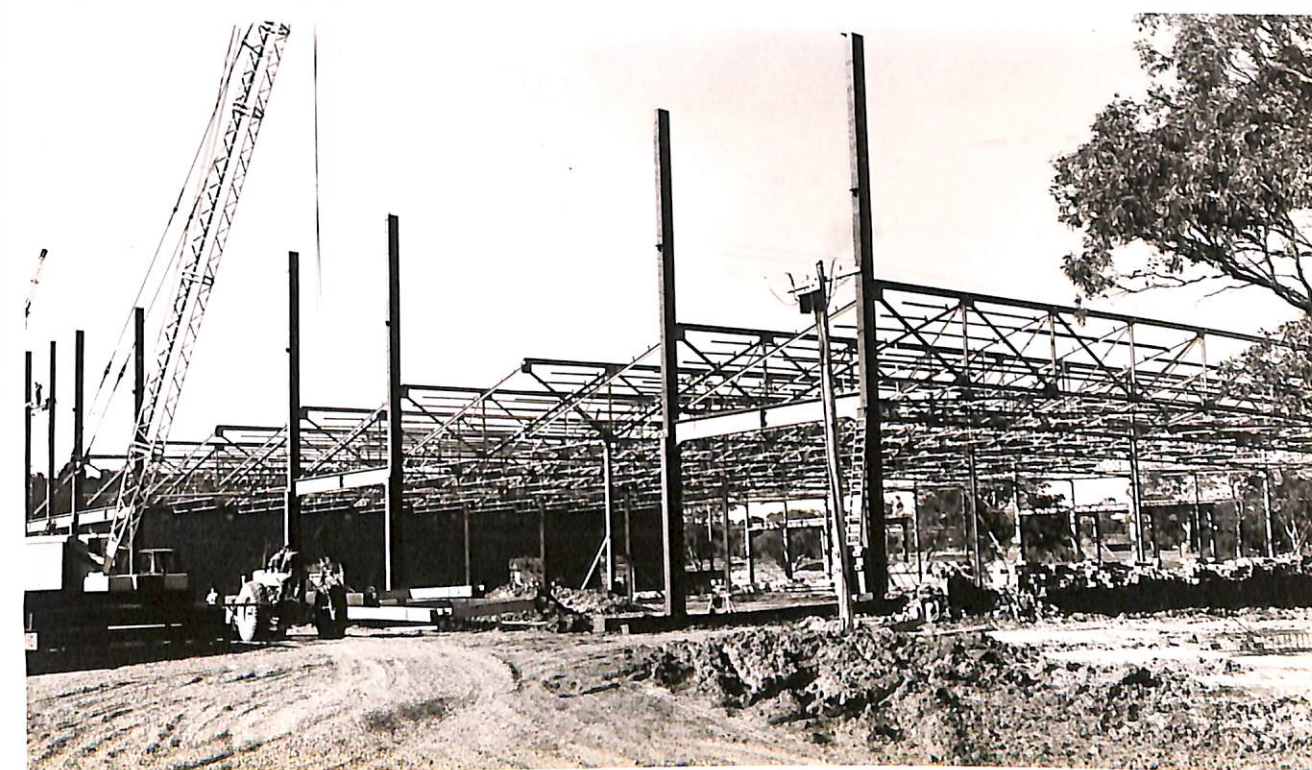
160



161



162



163



164



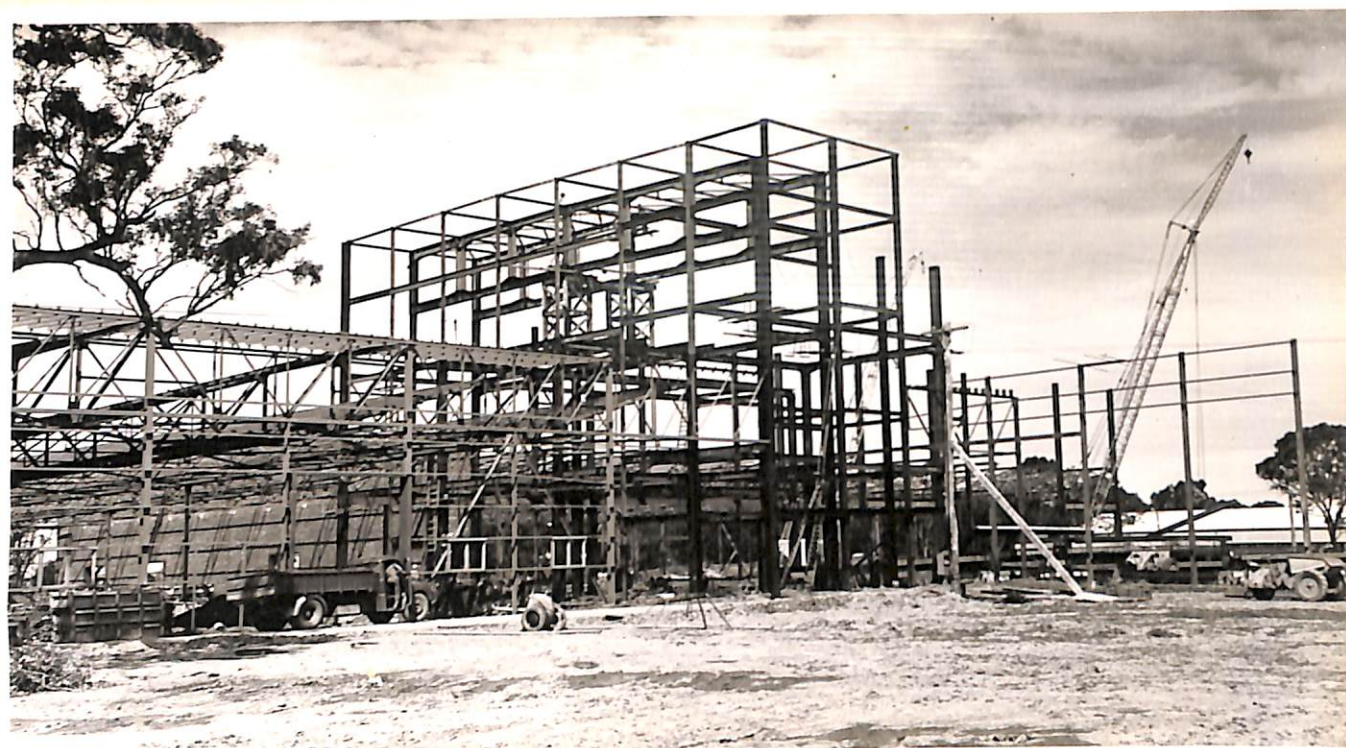
165



166



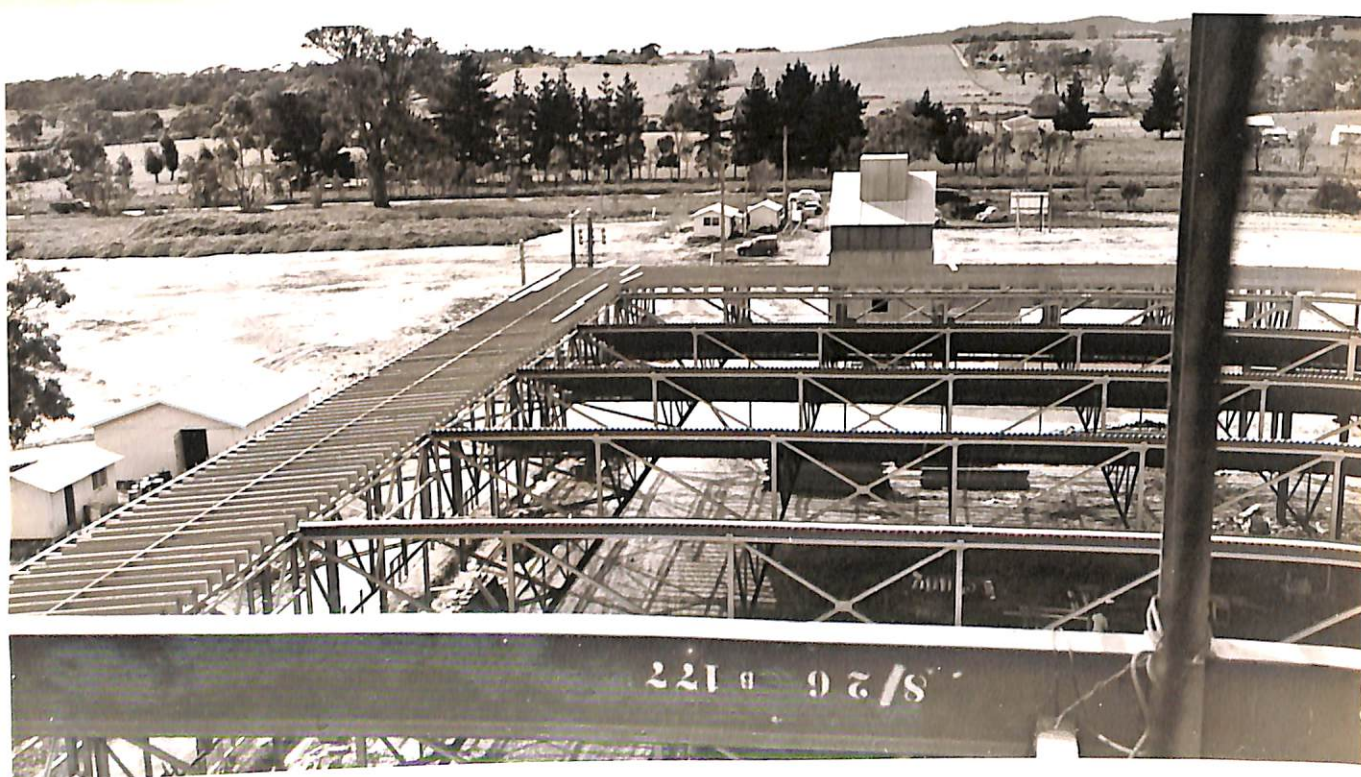
167



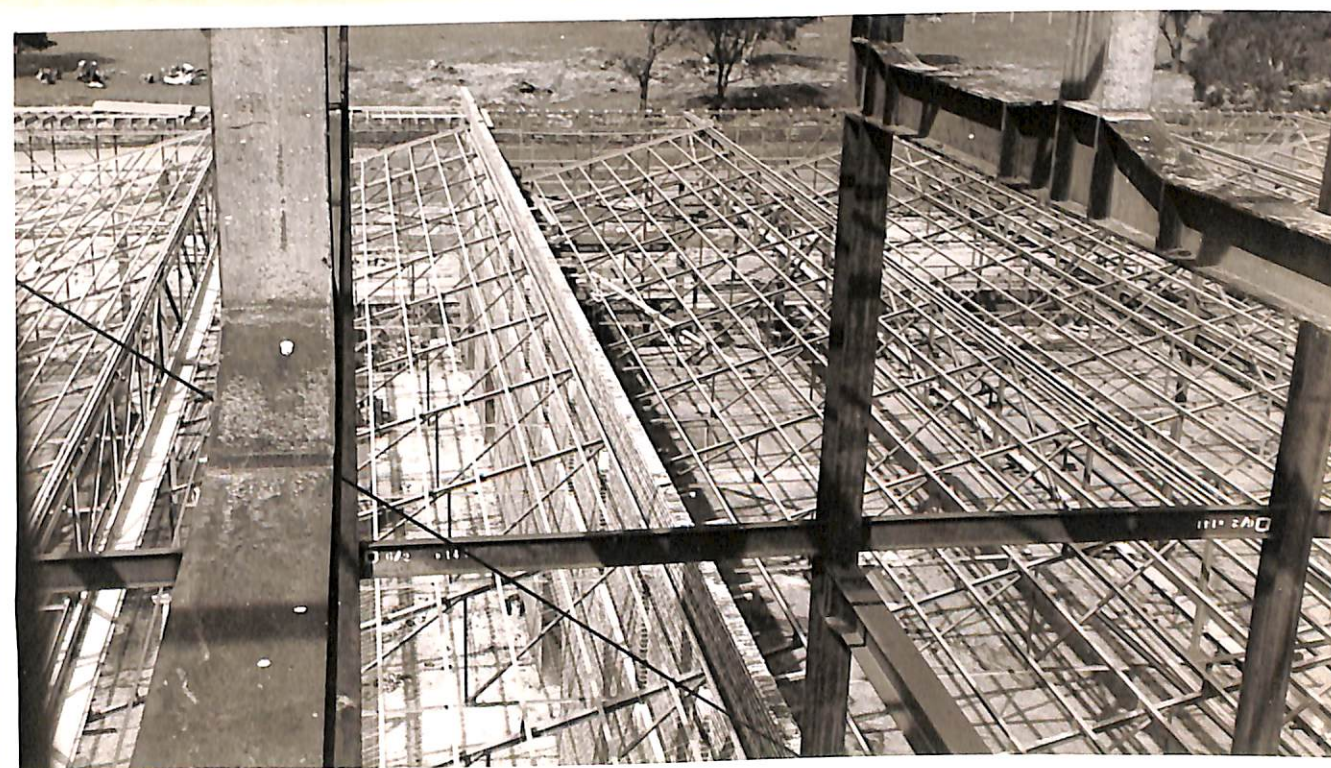
168



169



170



171



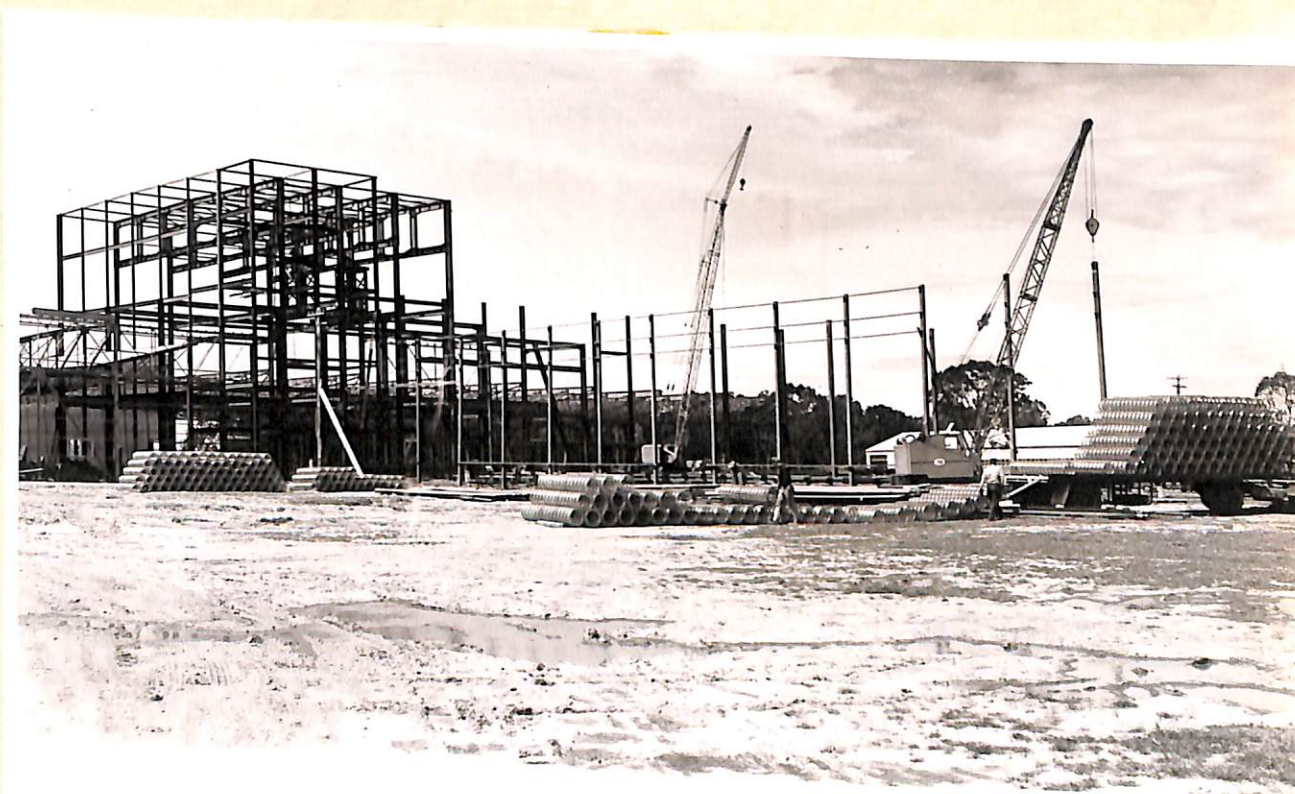
172



173



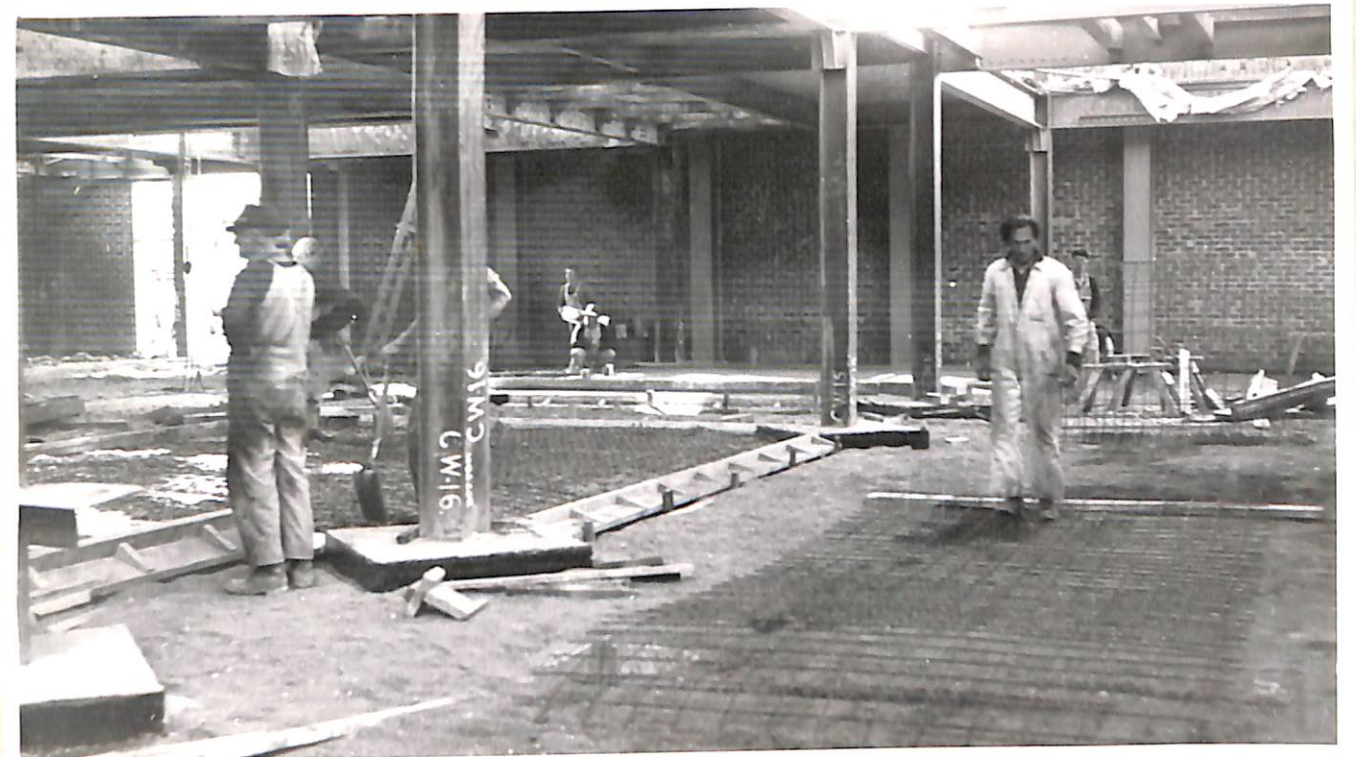
174



175



176



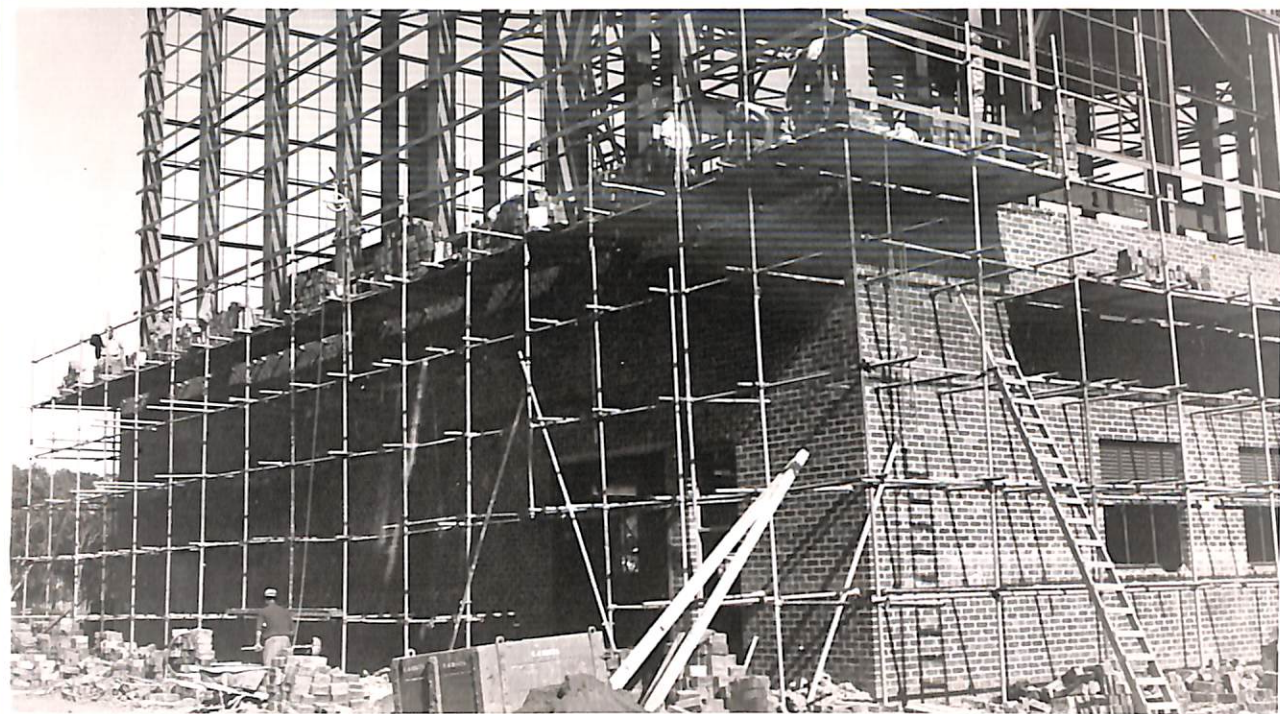
177



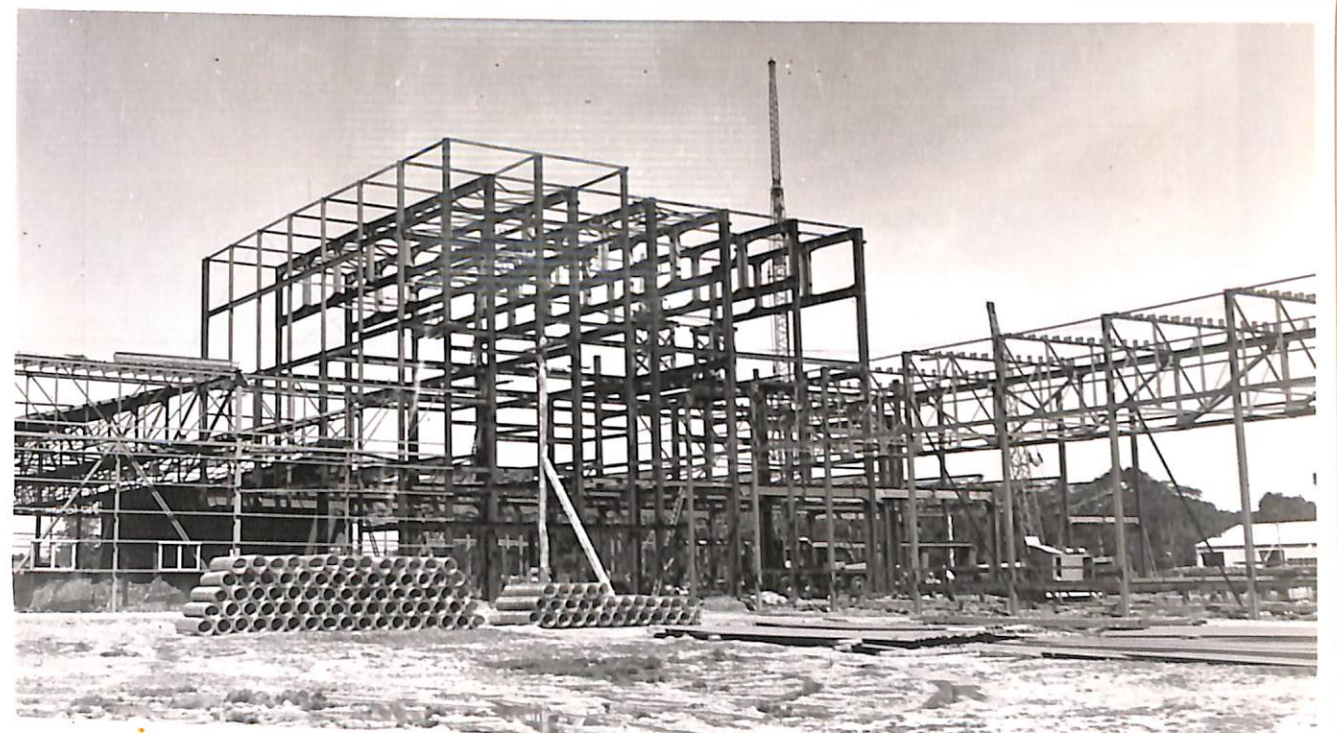
178



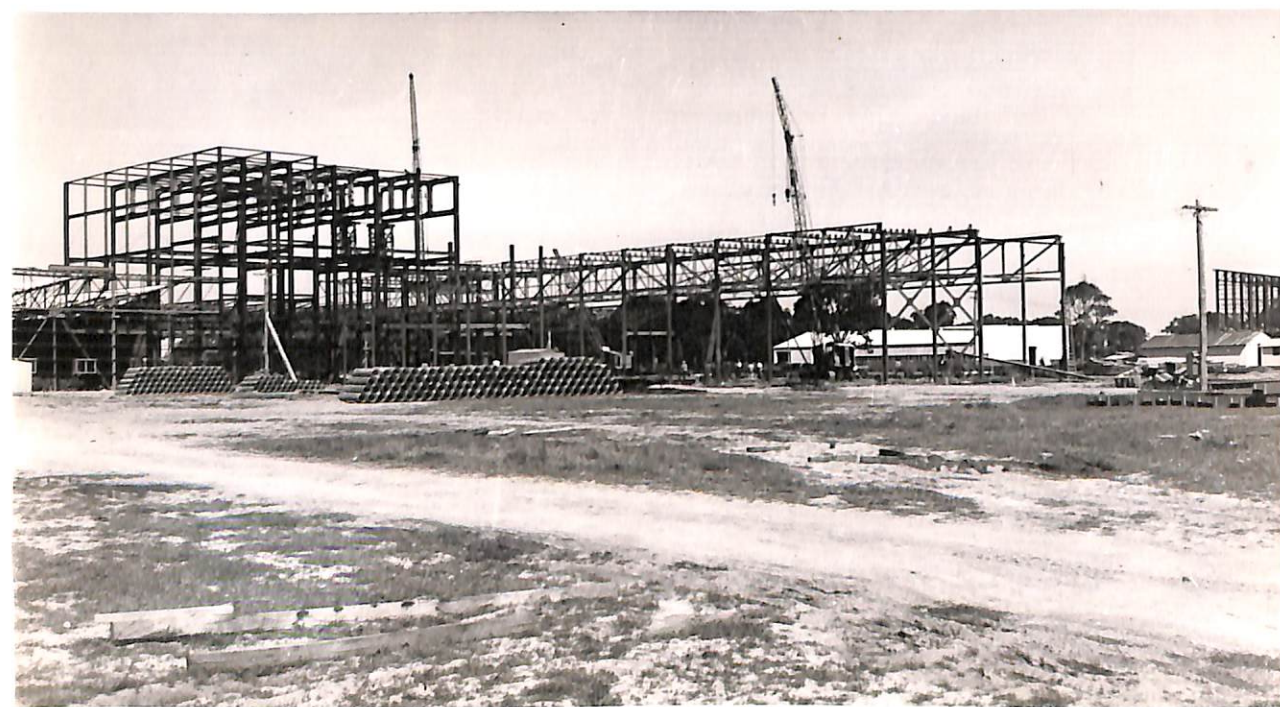
179



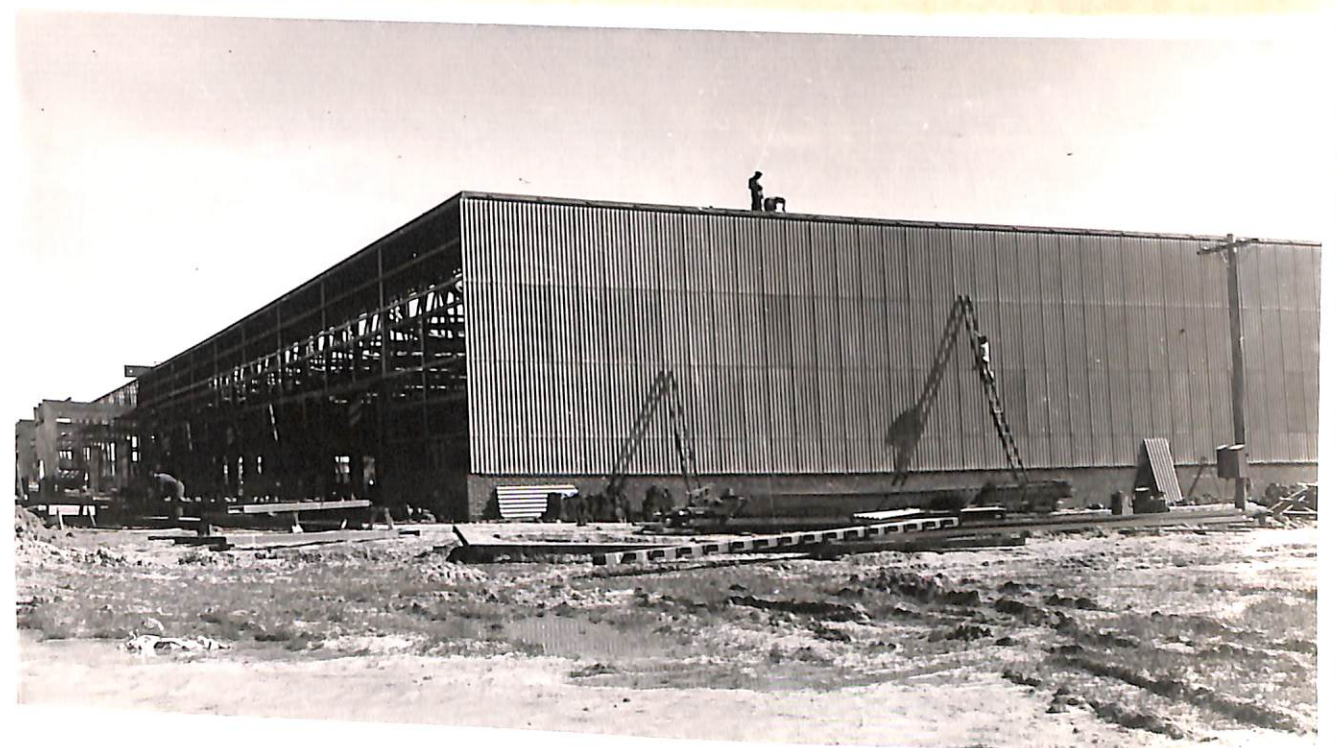
180



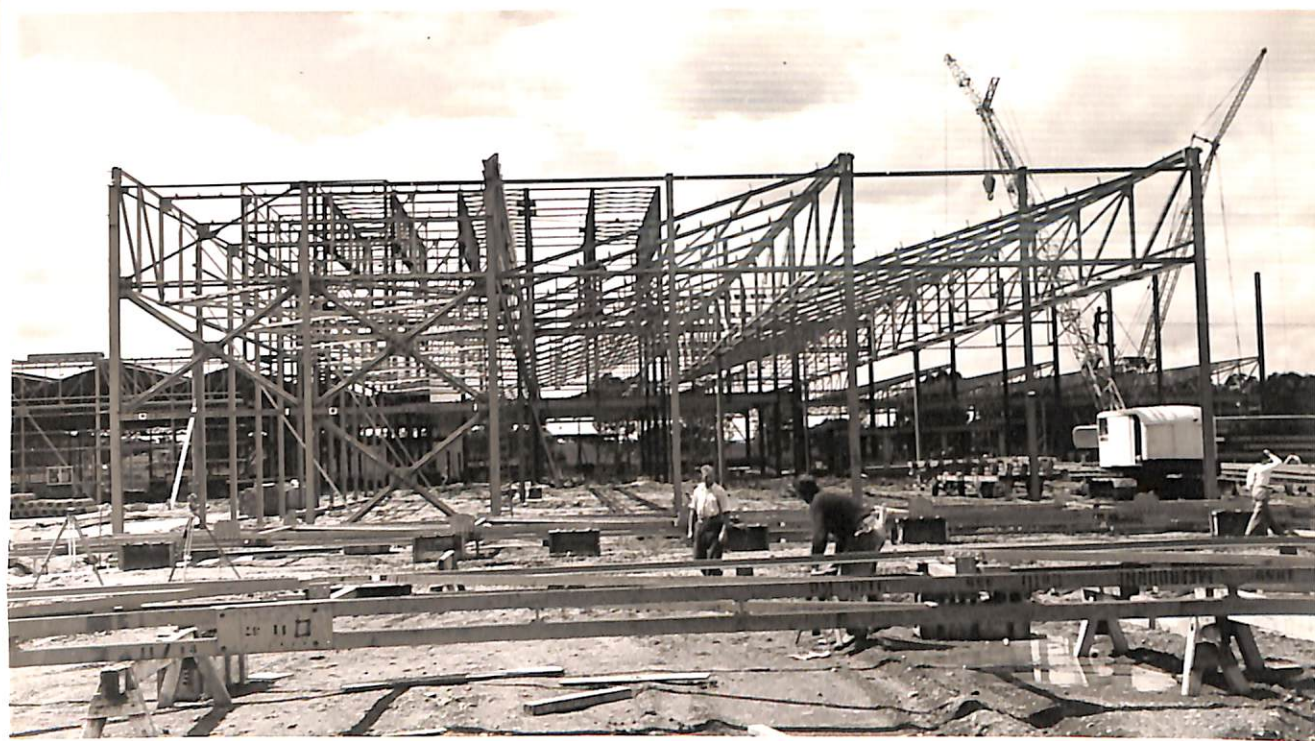
181



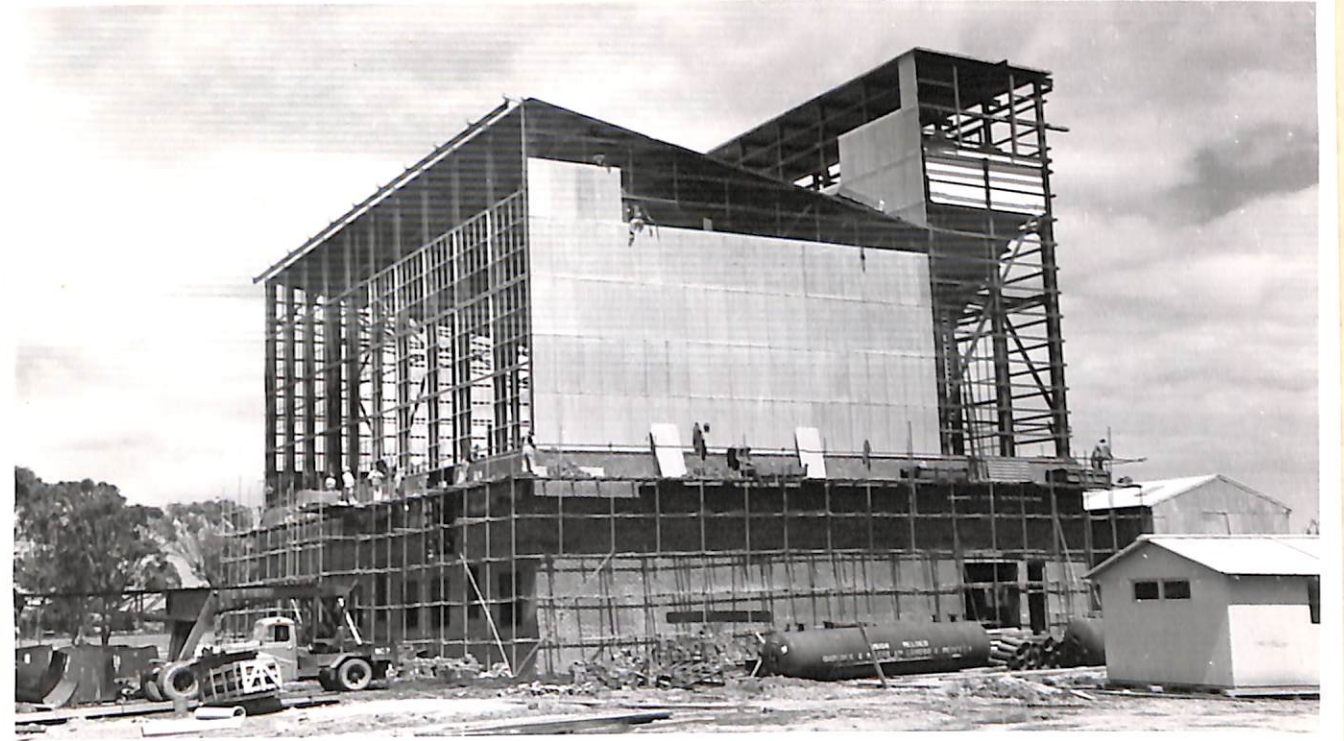
182



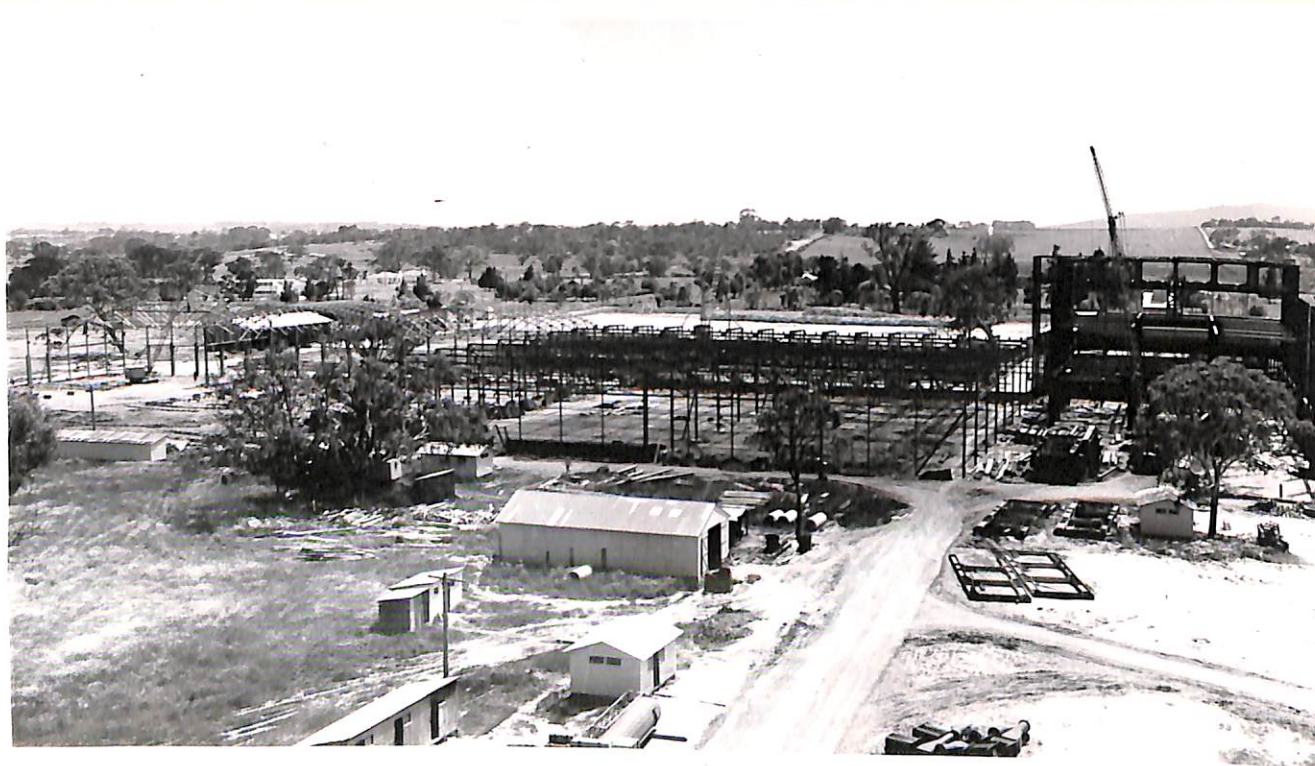
183



184



185



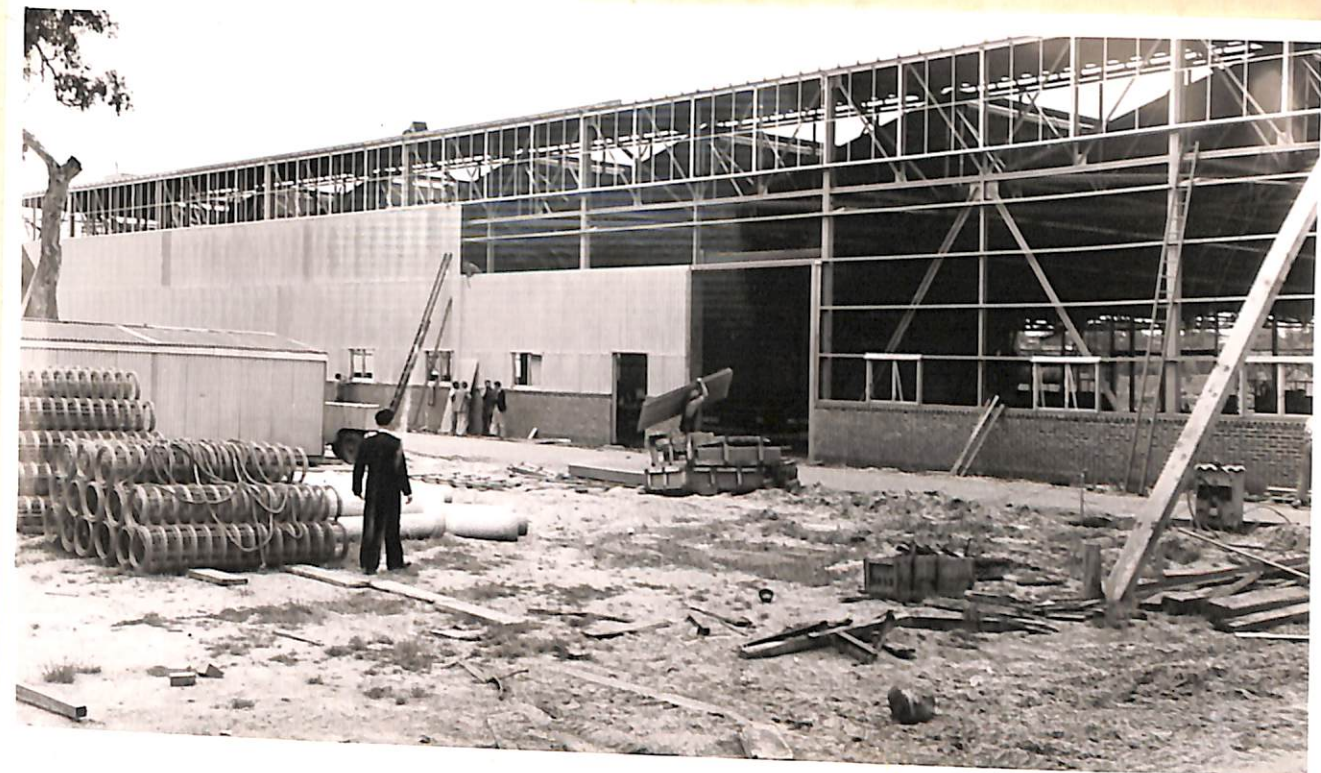
186



187



188



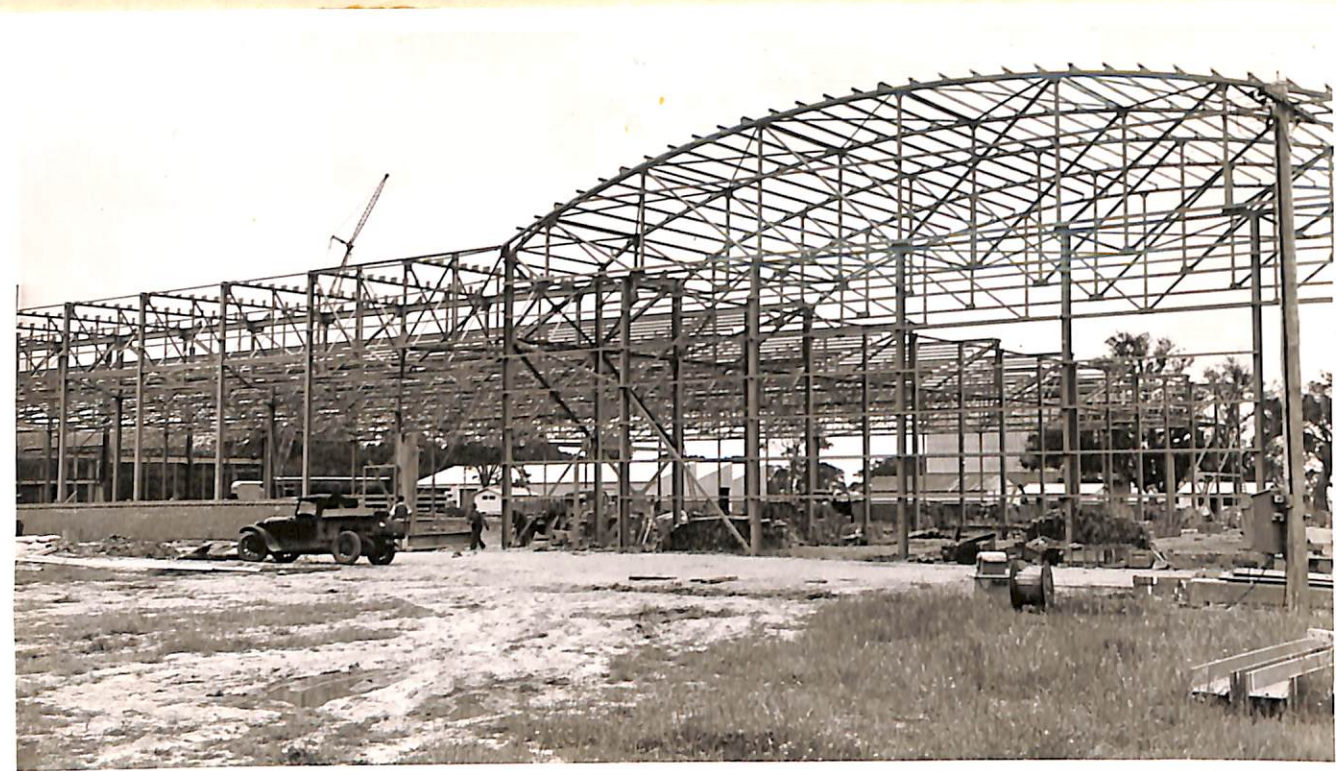
189



190



191



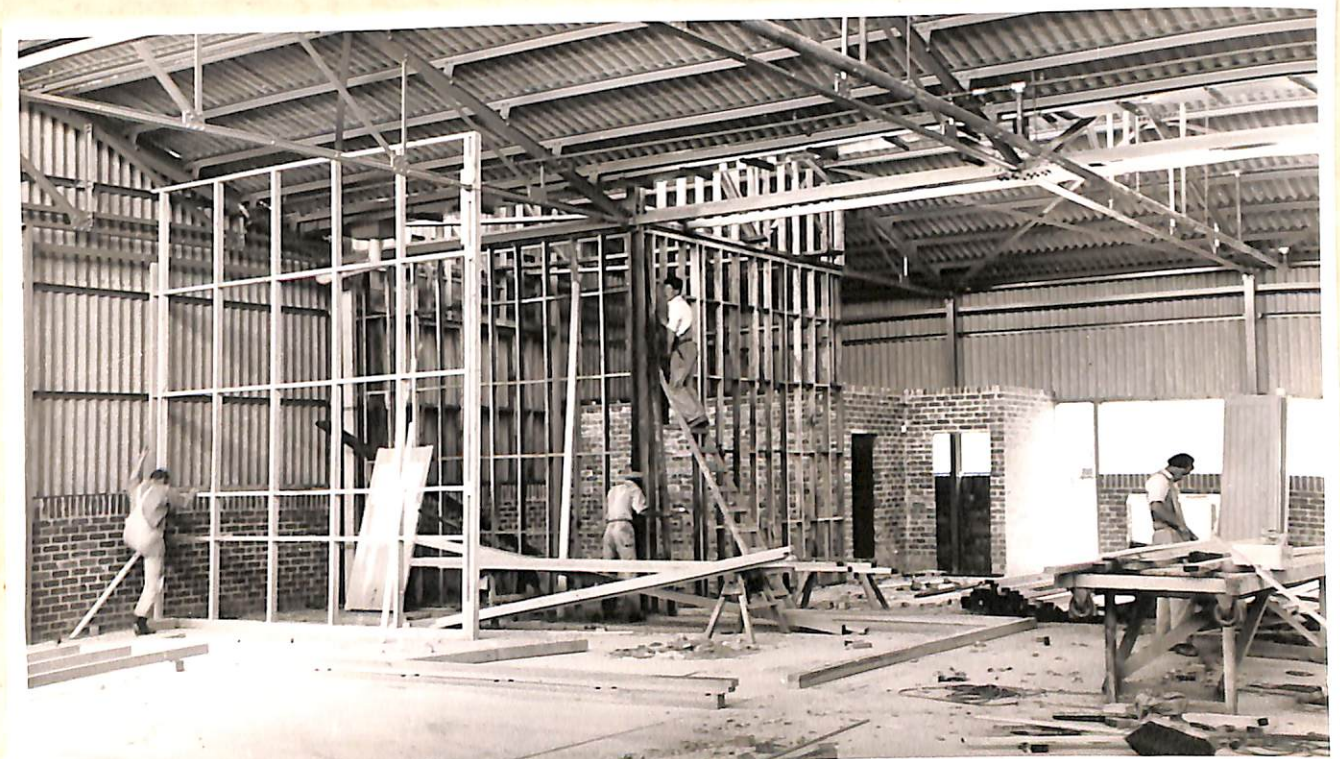
192



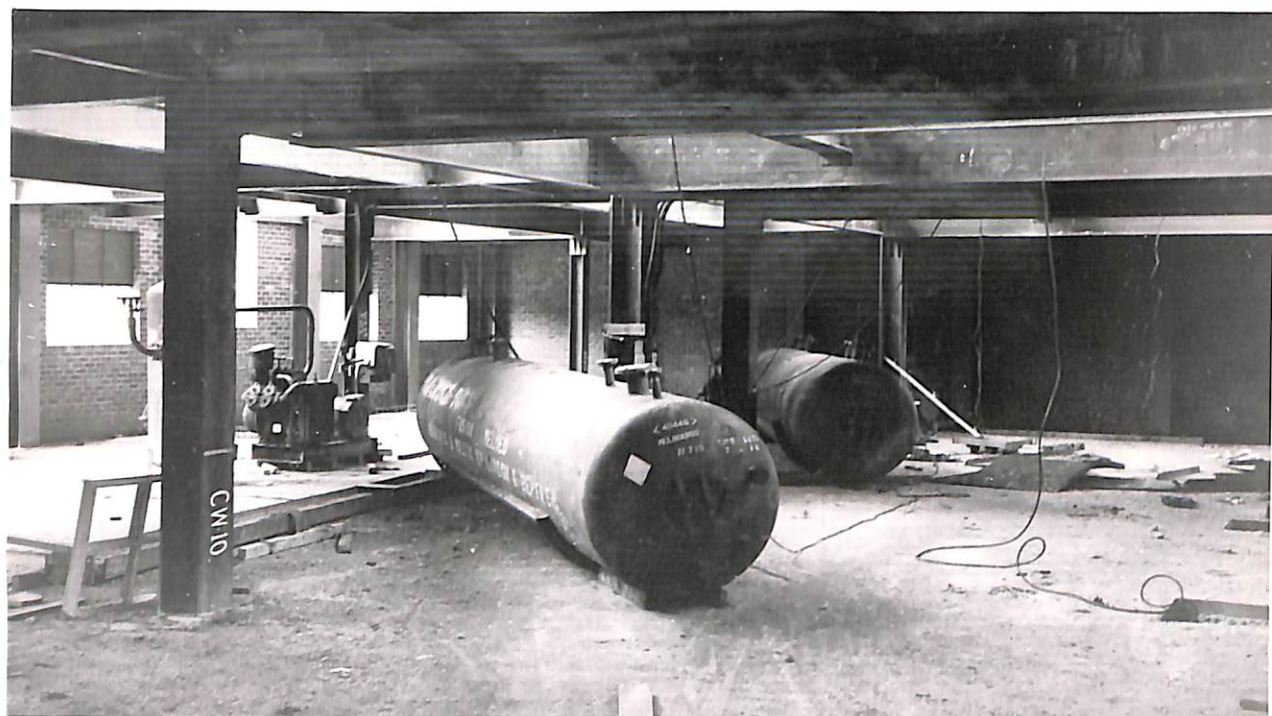
193



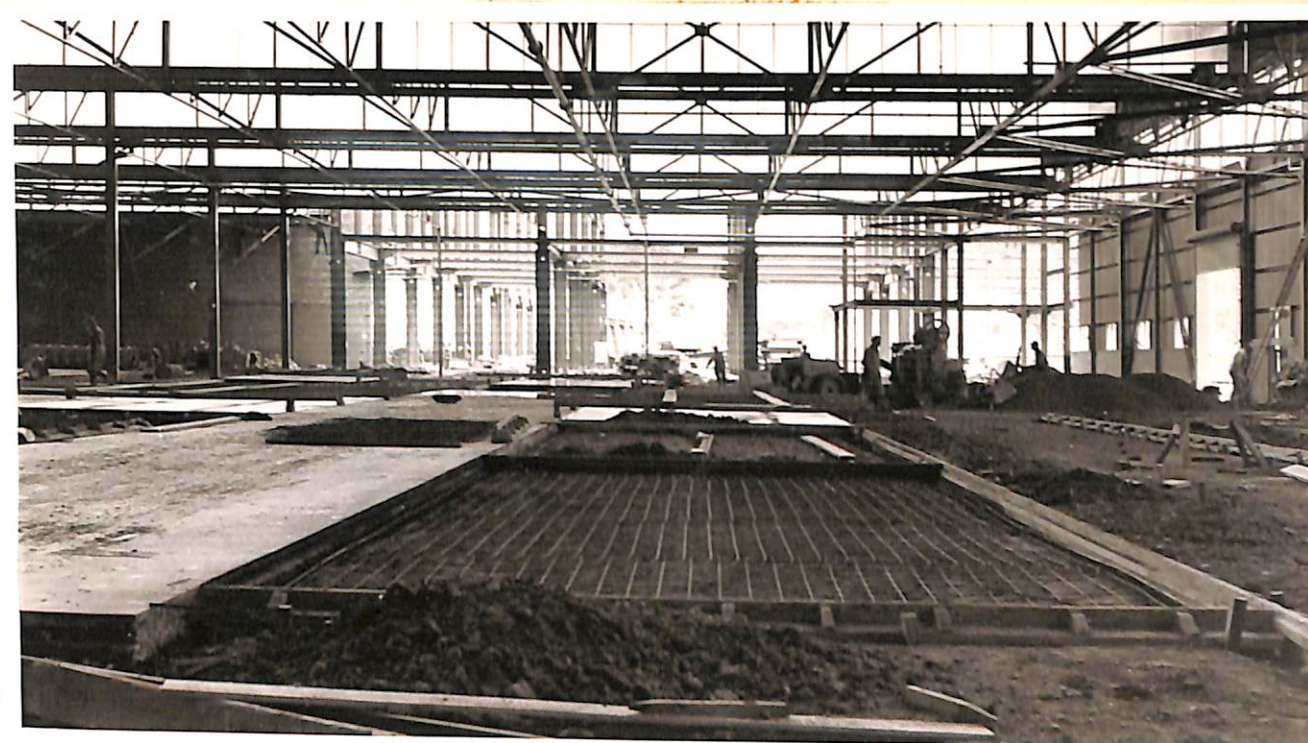
194



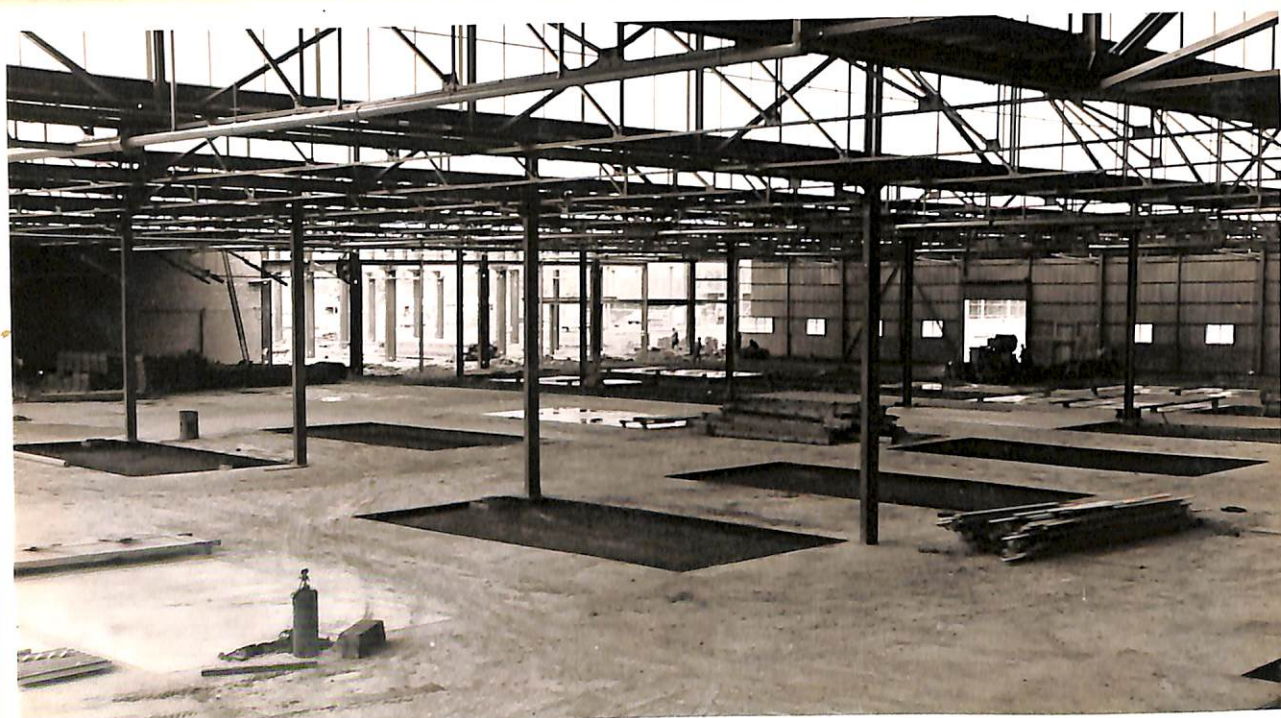
195



196



197

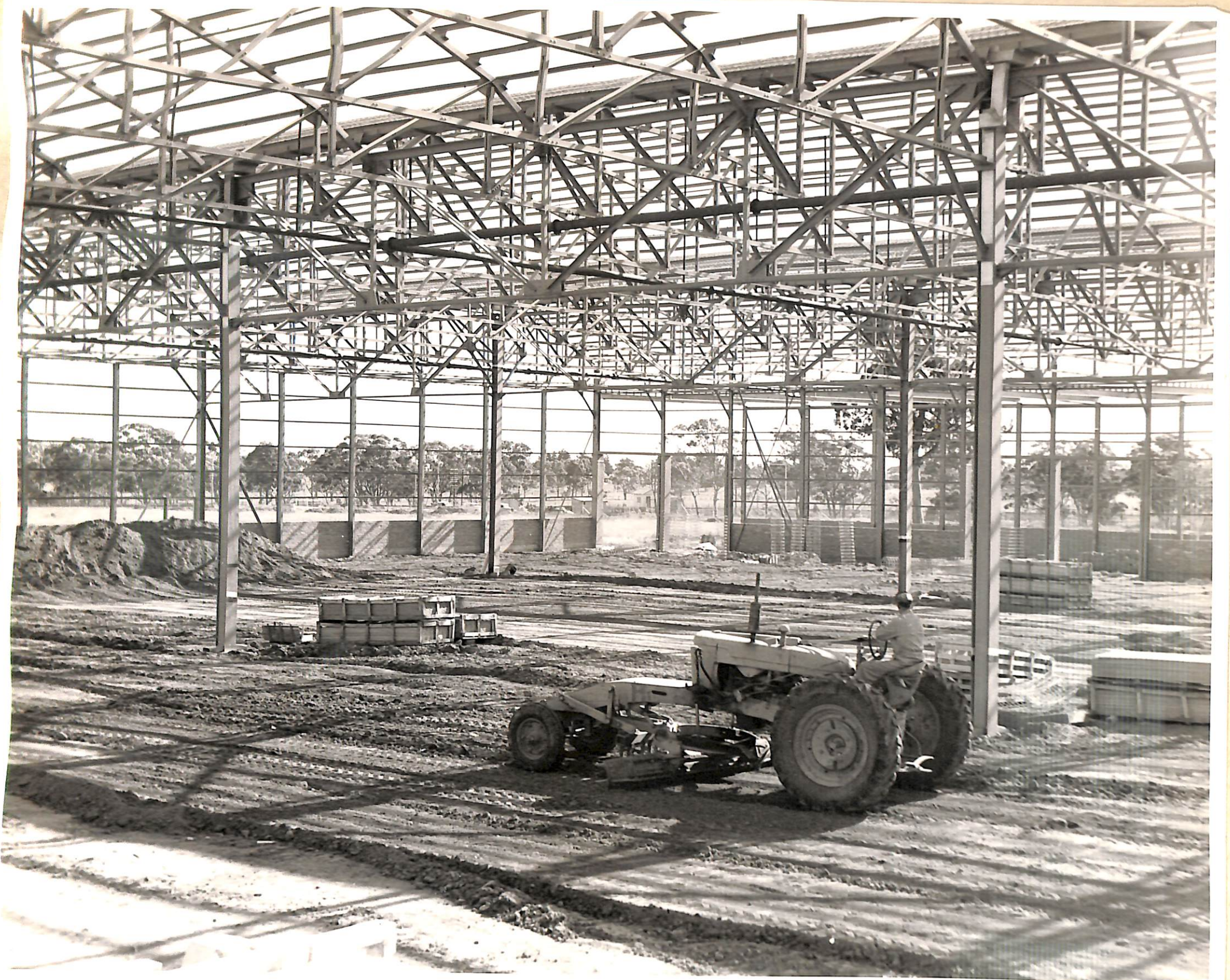


198



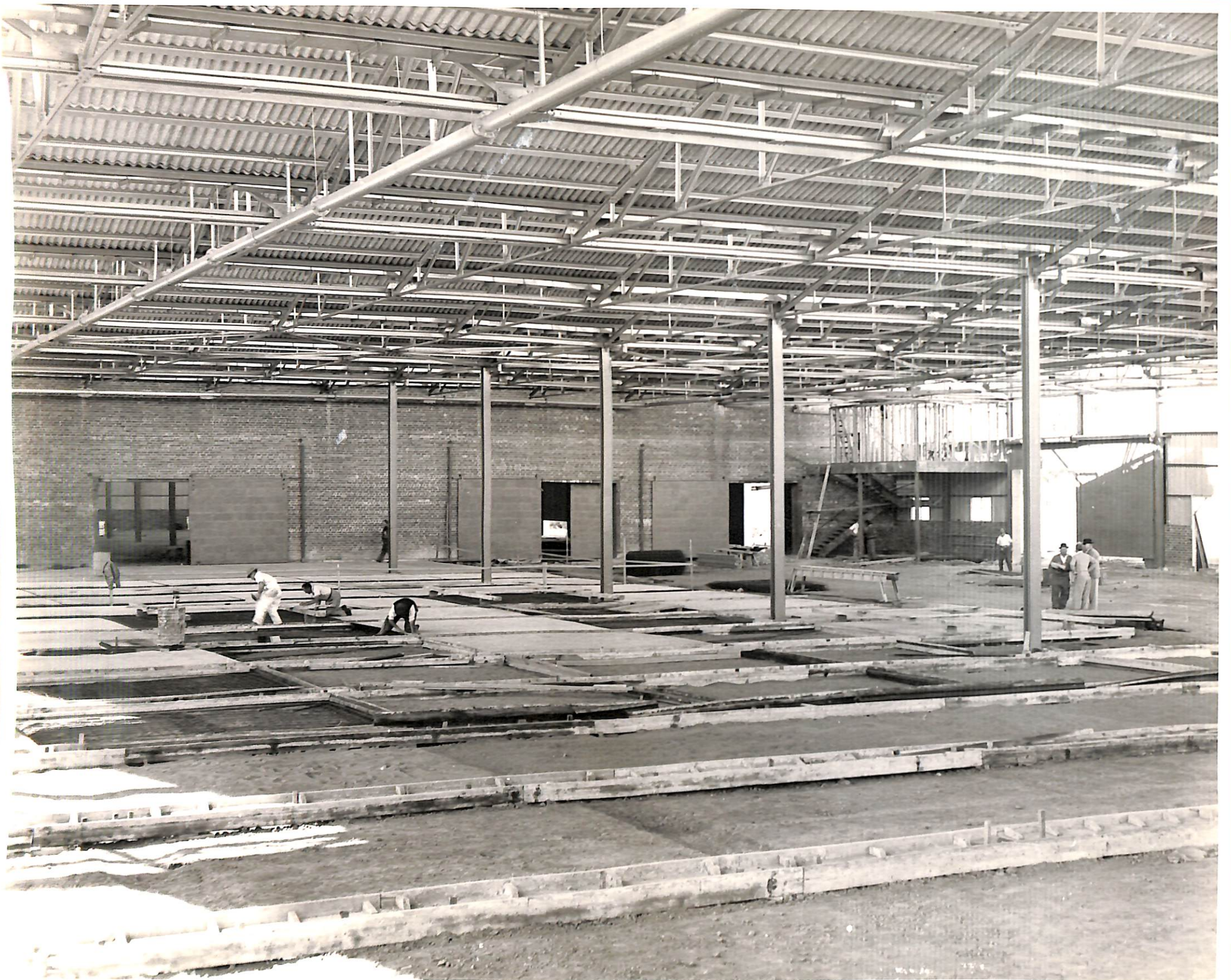
199

200



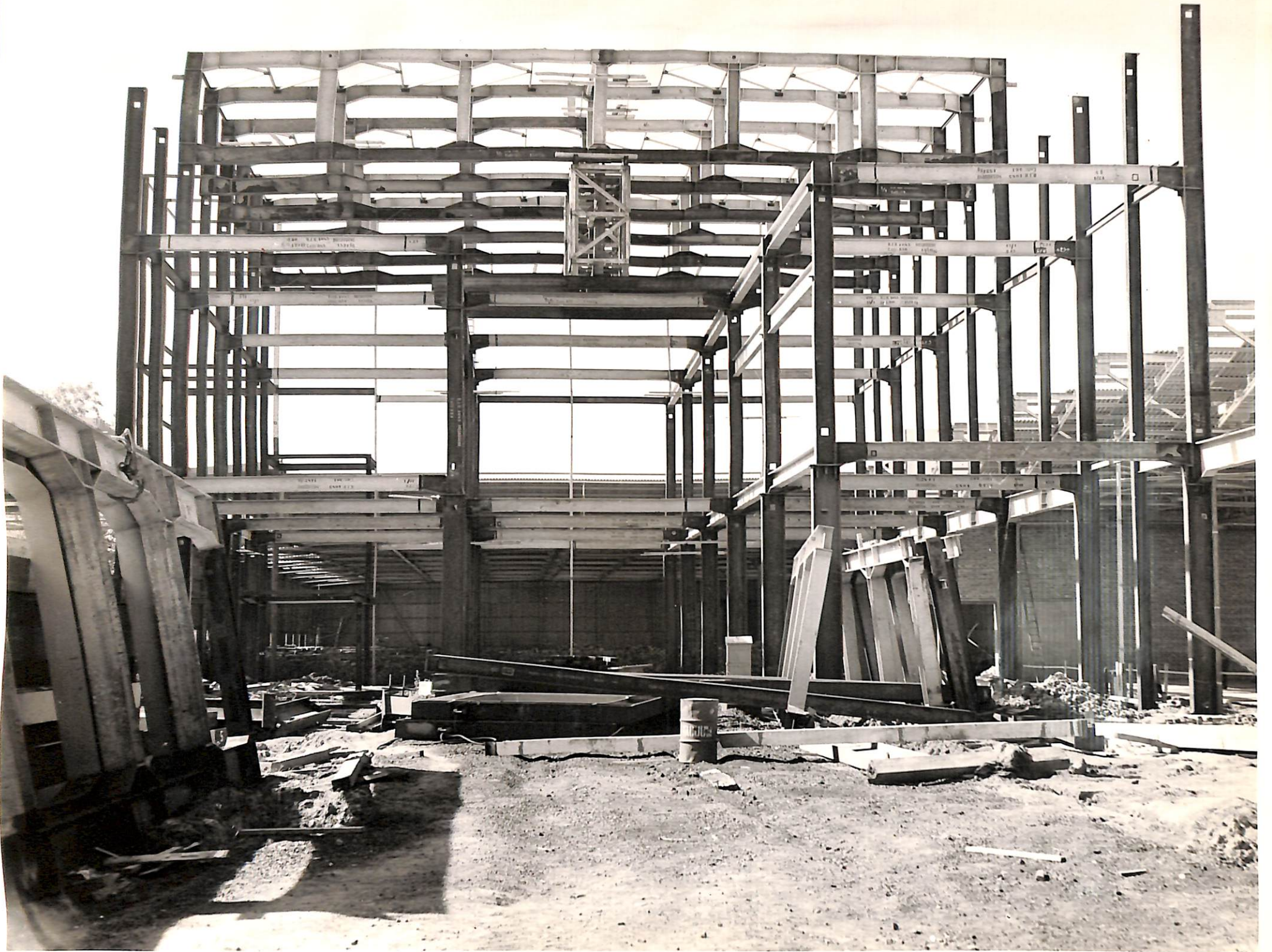
Alfred Adams, Dundee, Ont.

201



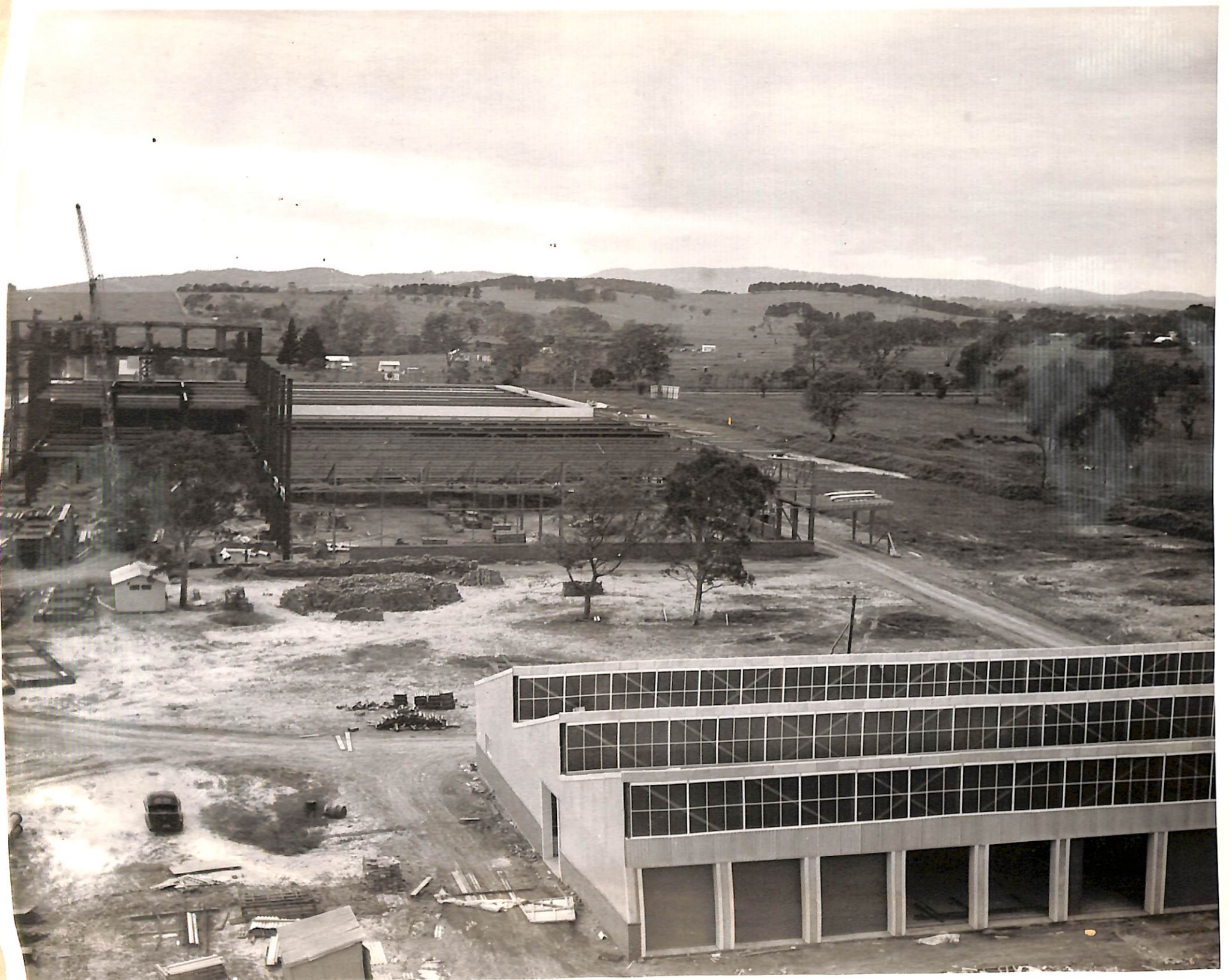
Alfred Adams, Dundee, Ont.

202



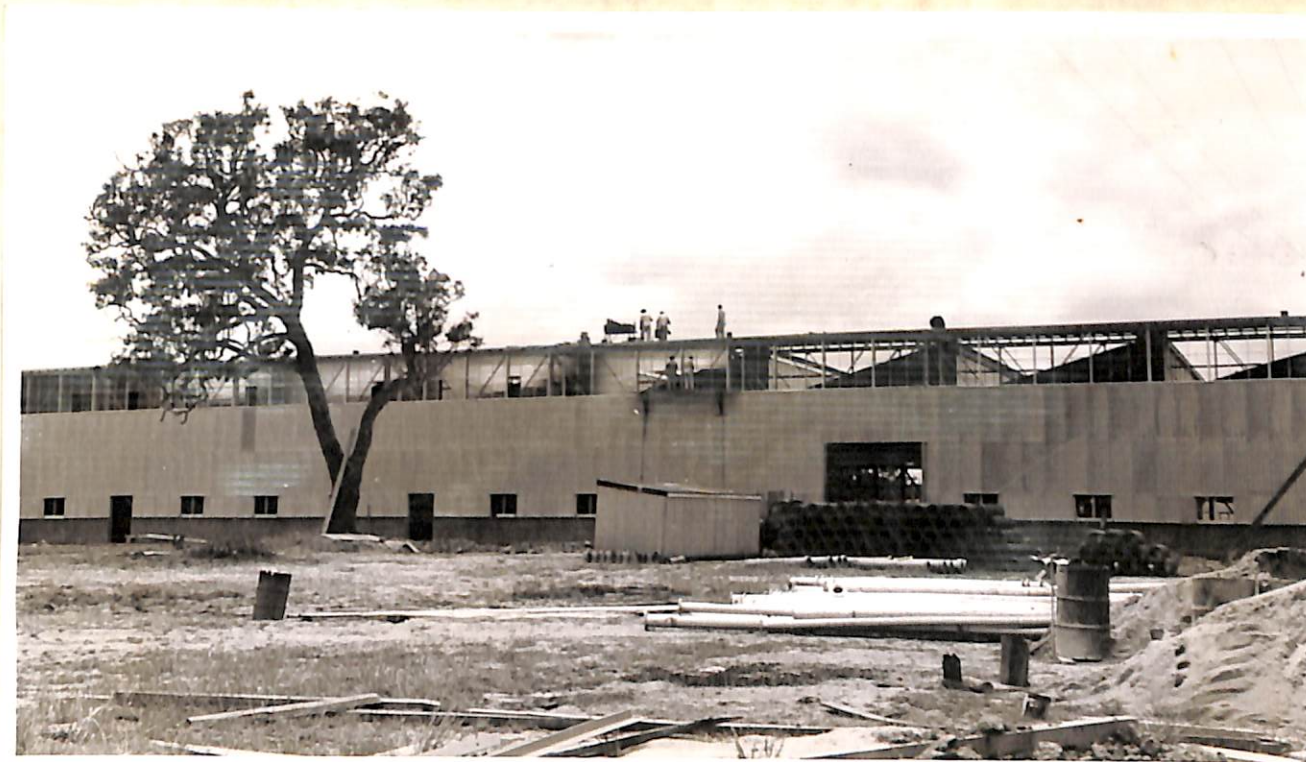
Arthur Adams, Dandenong

203

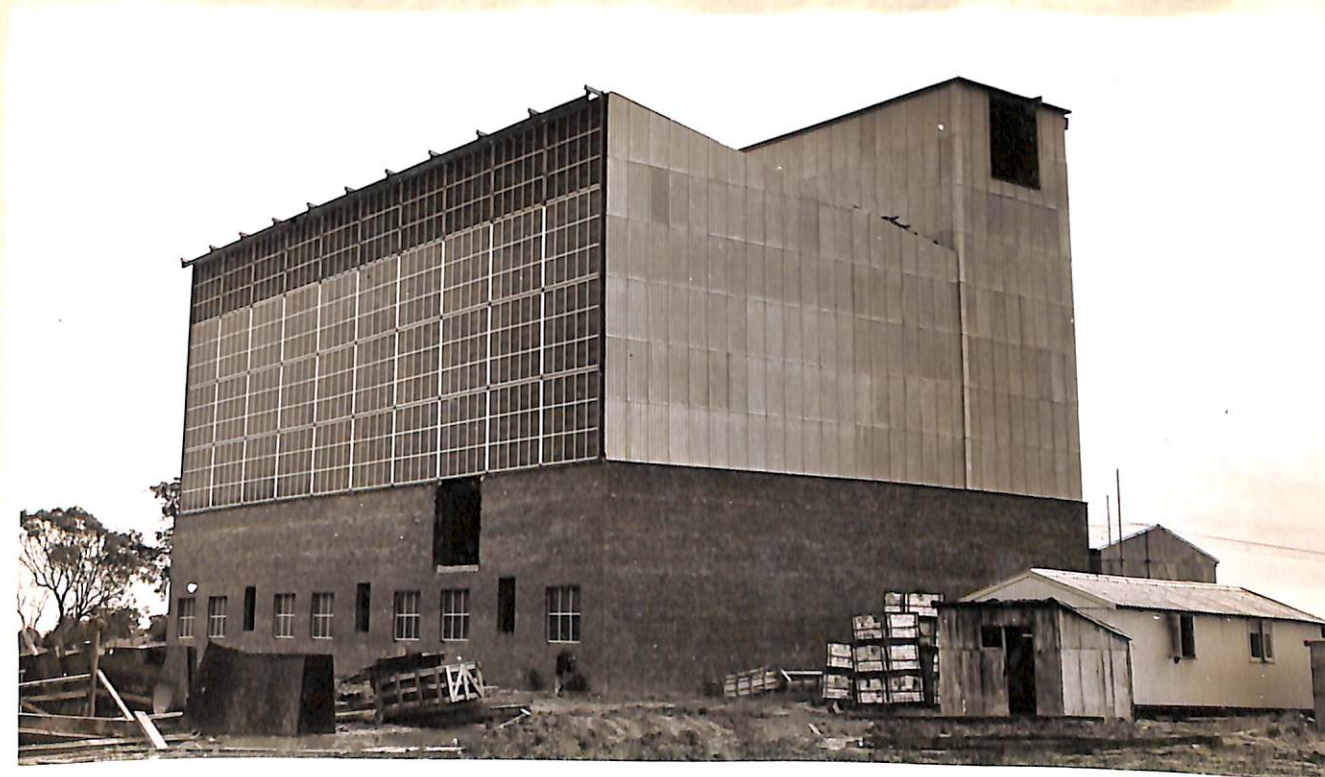


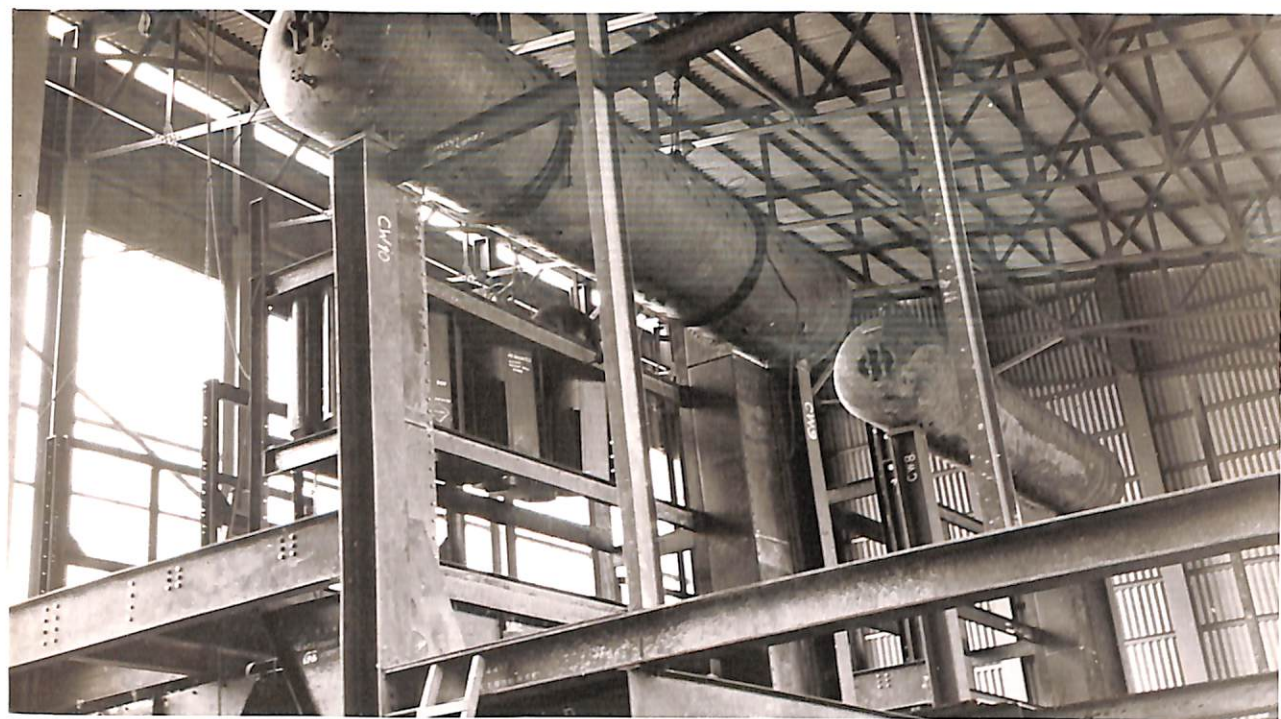


204

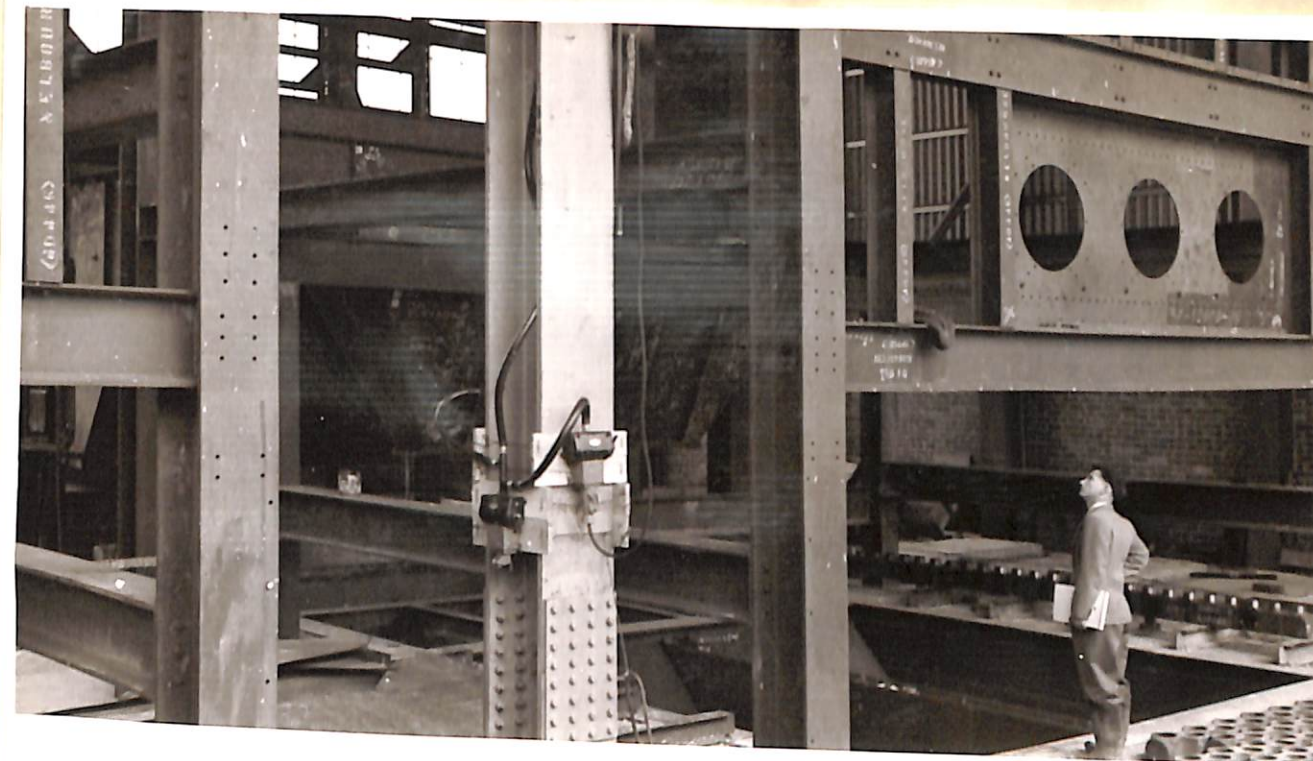


205





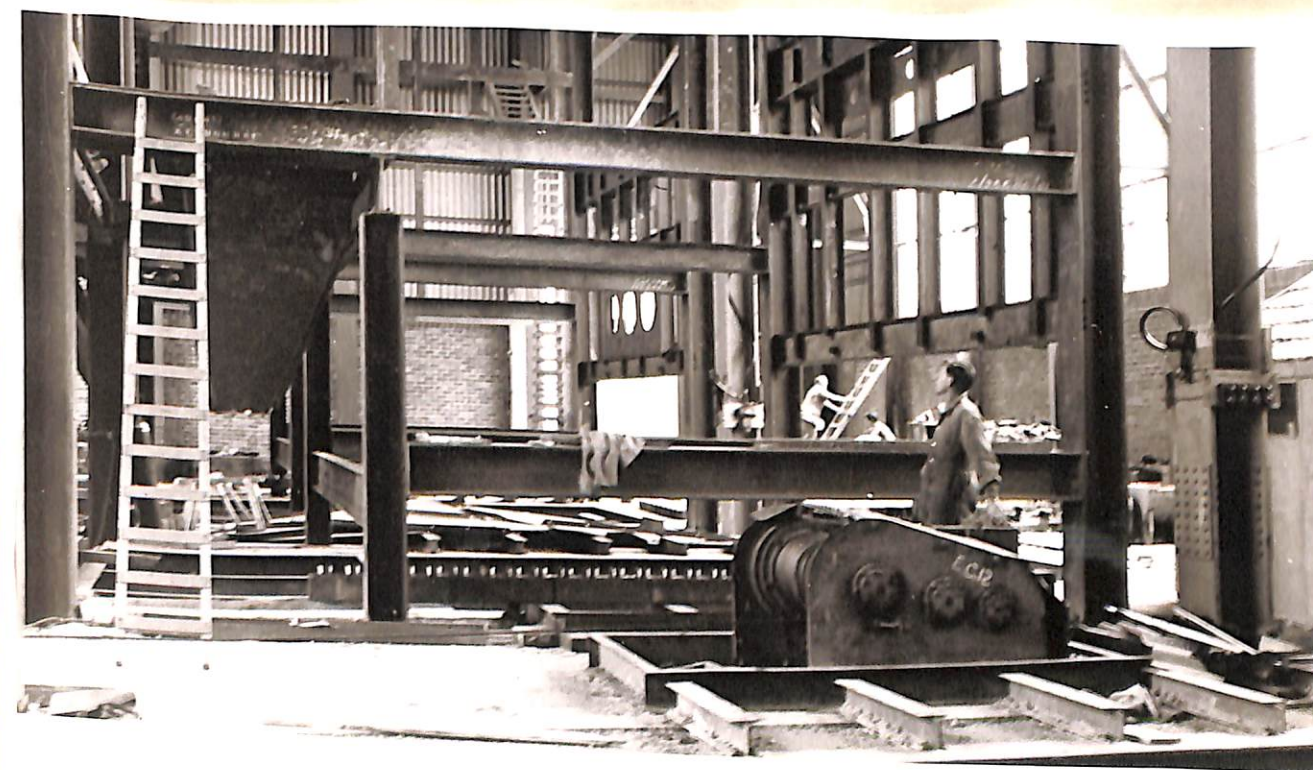
208



209



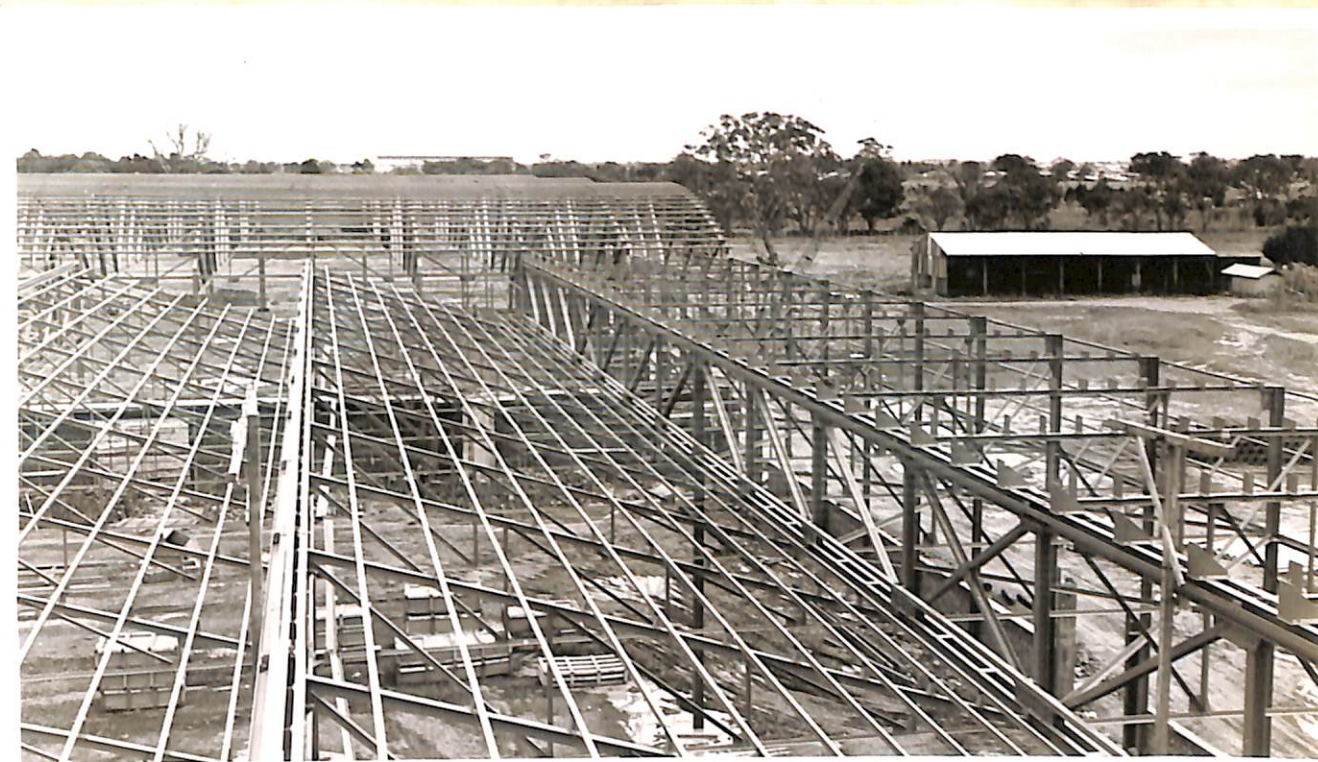
210



211



212



213



214



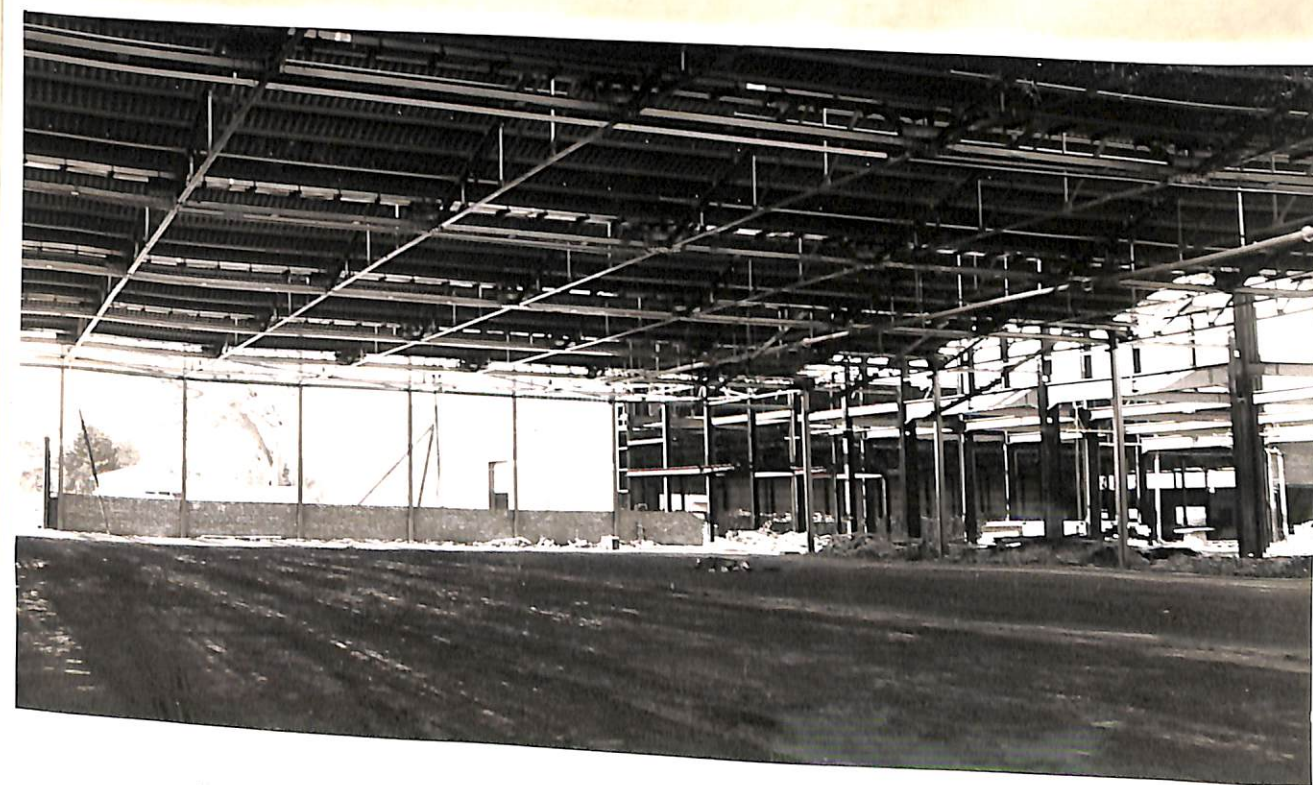
215



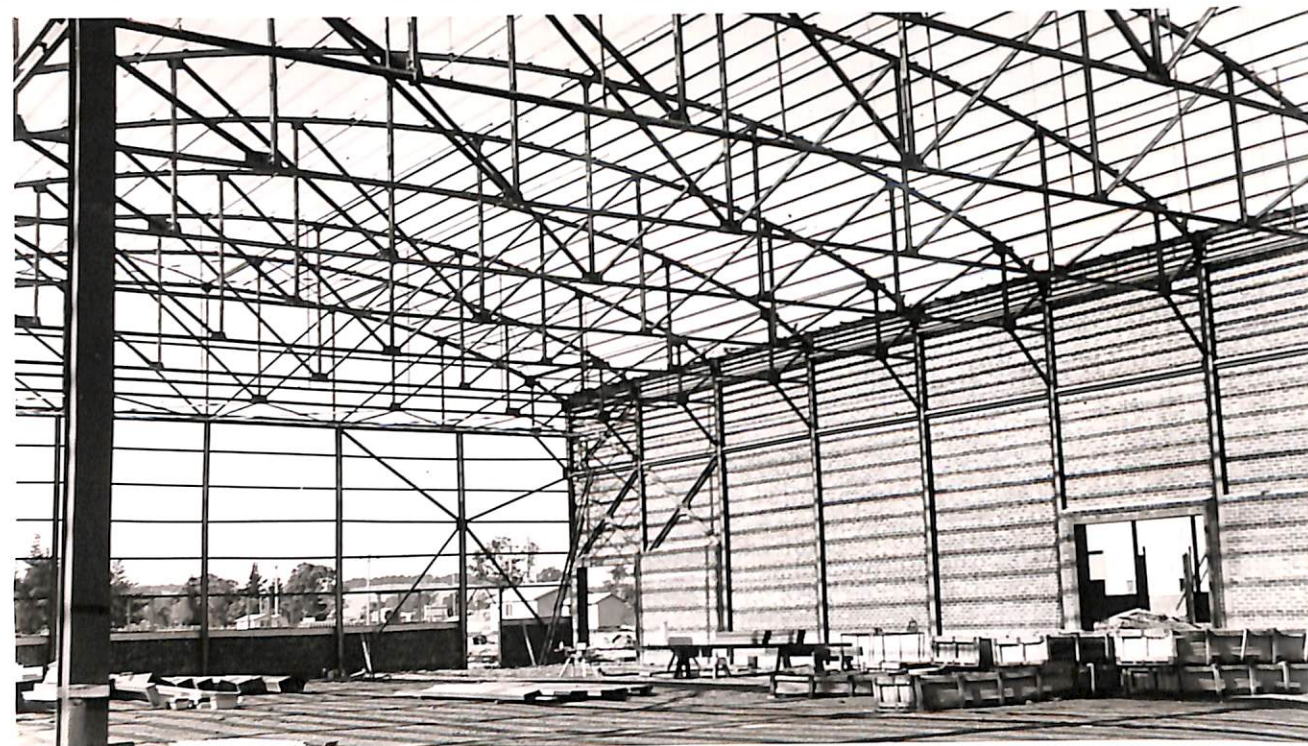
216

218

217



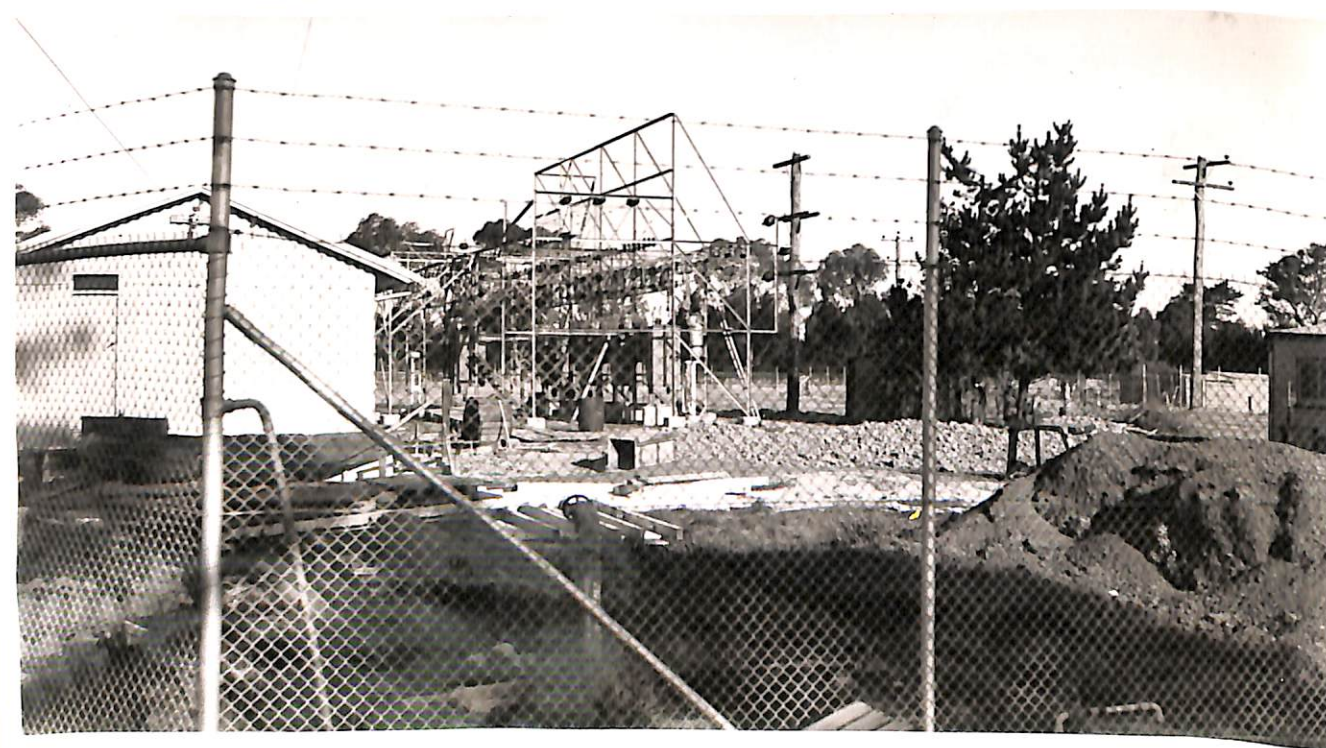
219



220



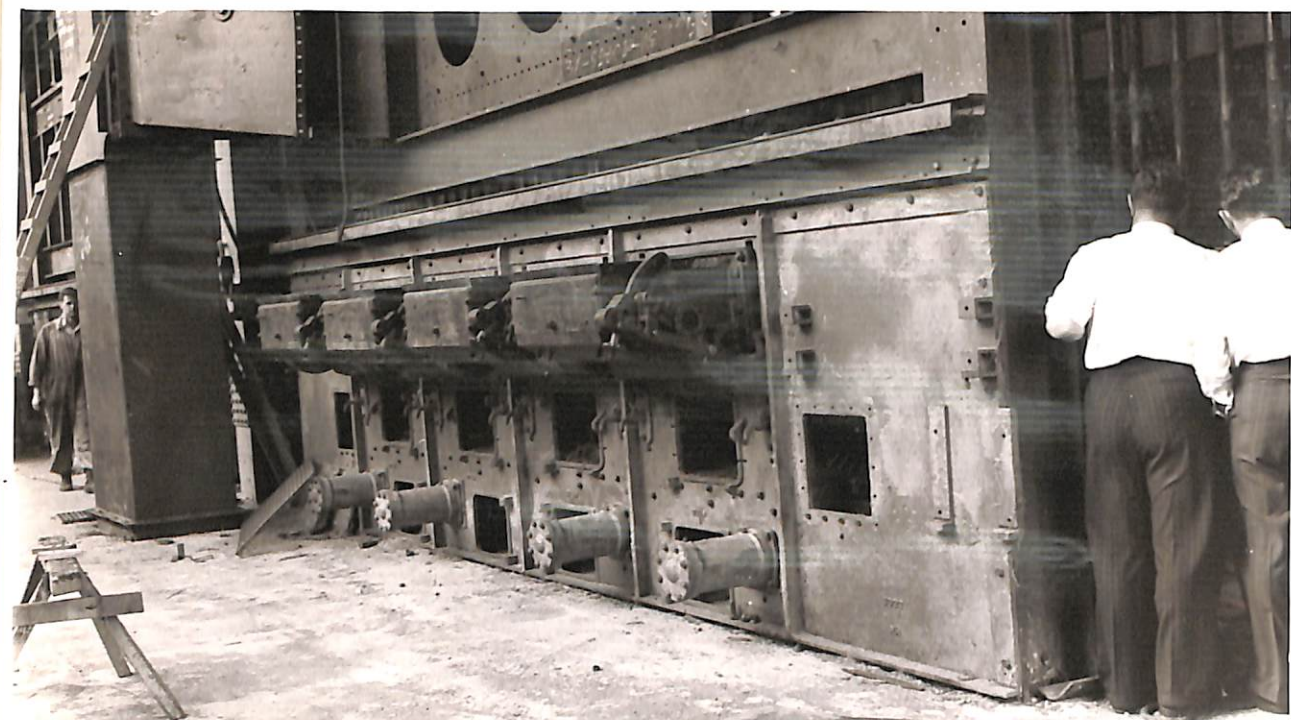
221



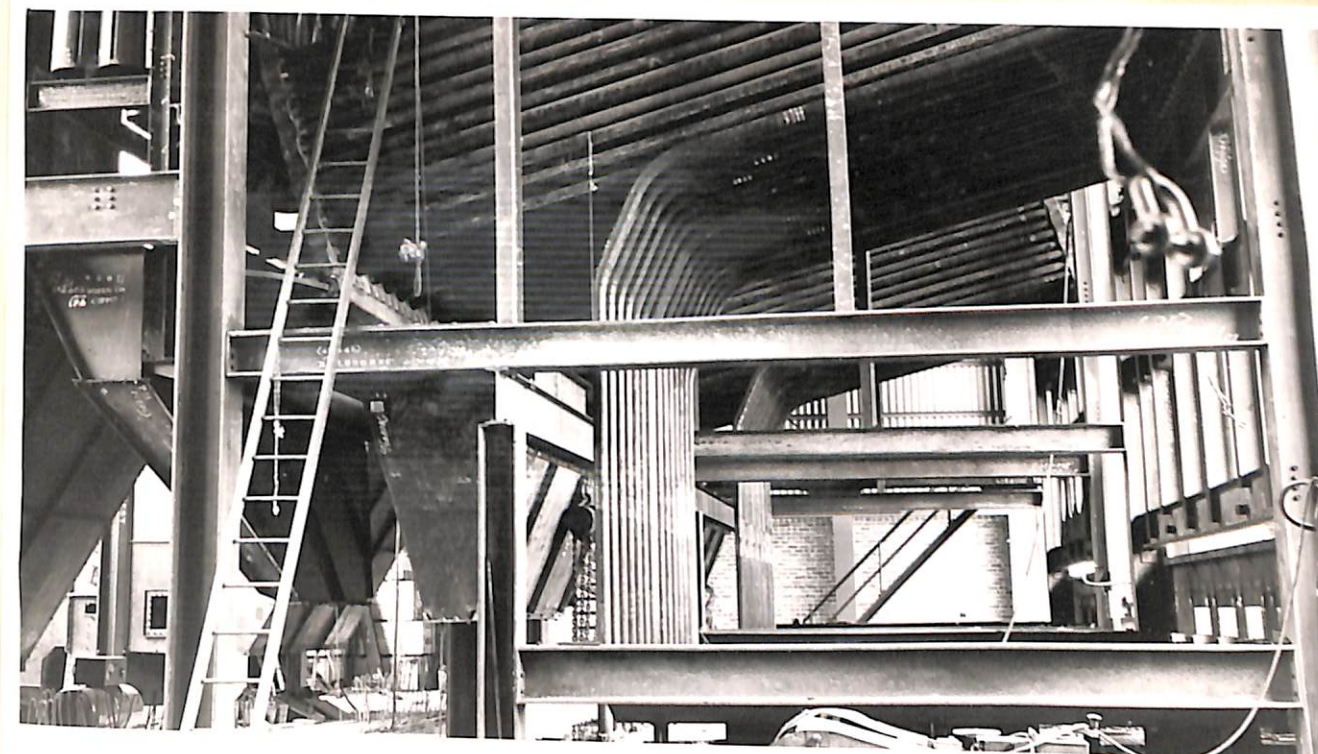
222



223



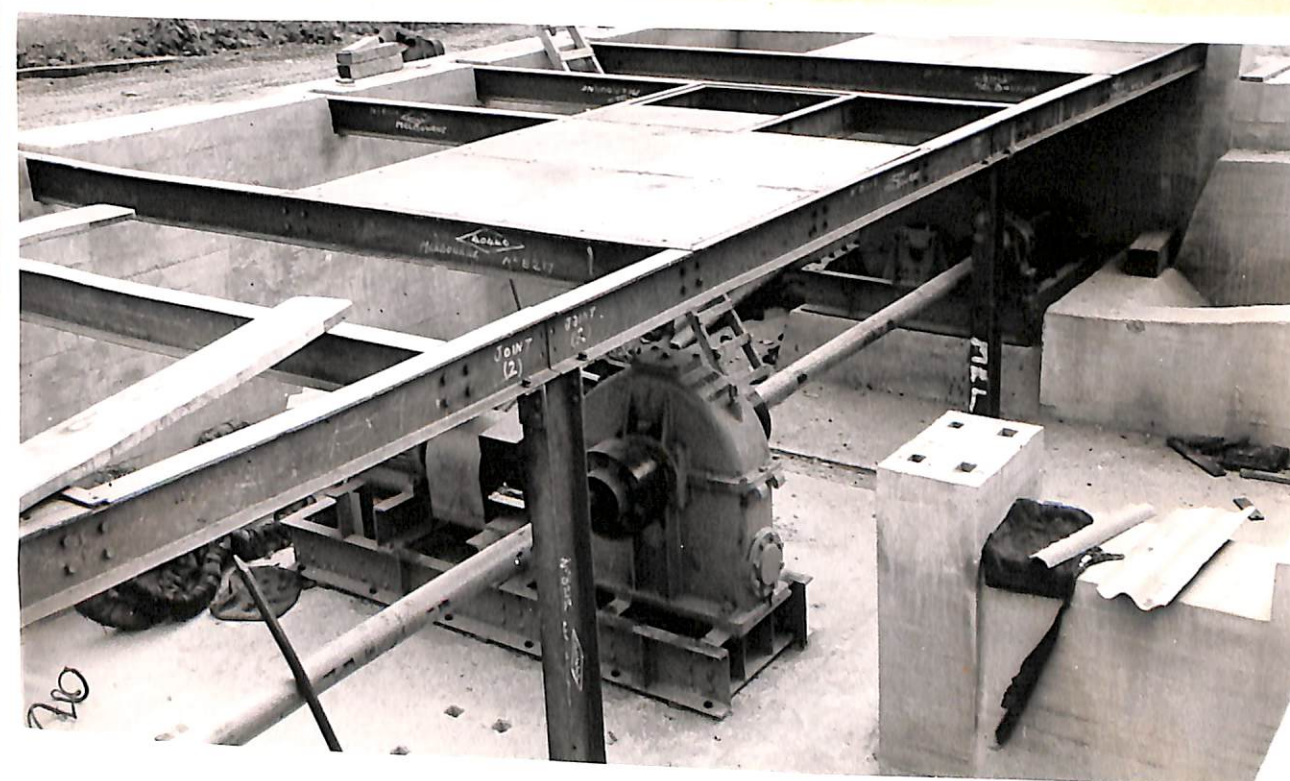
224



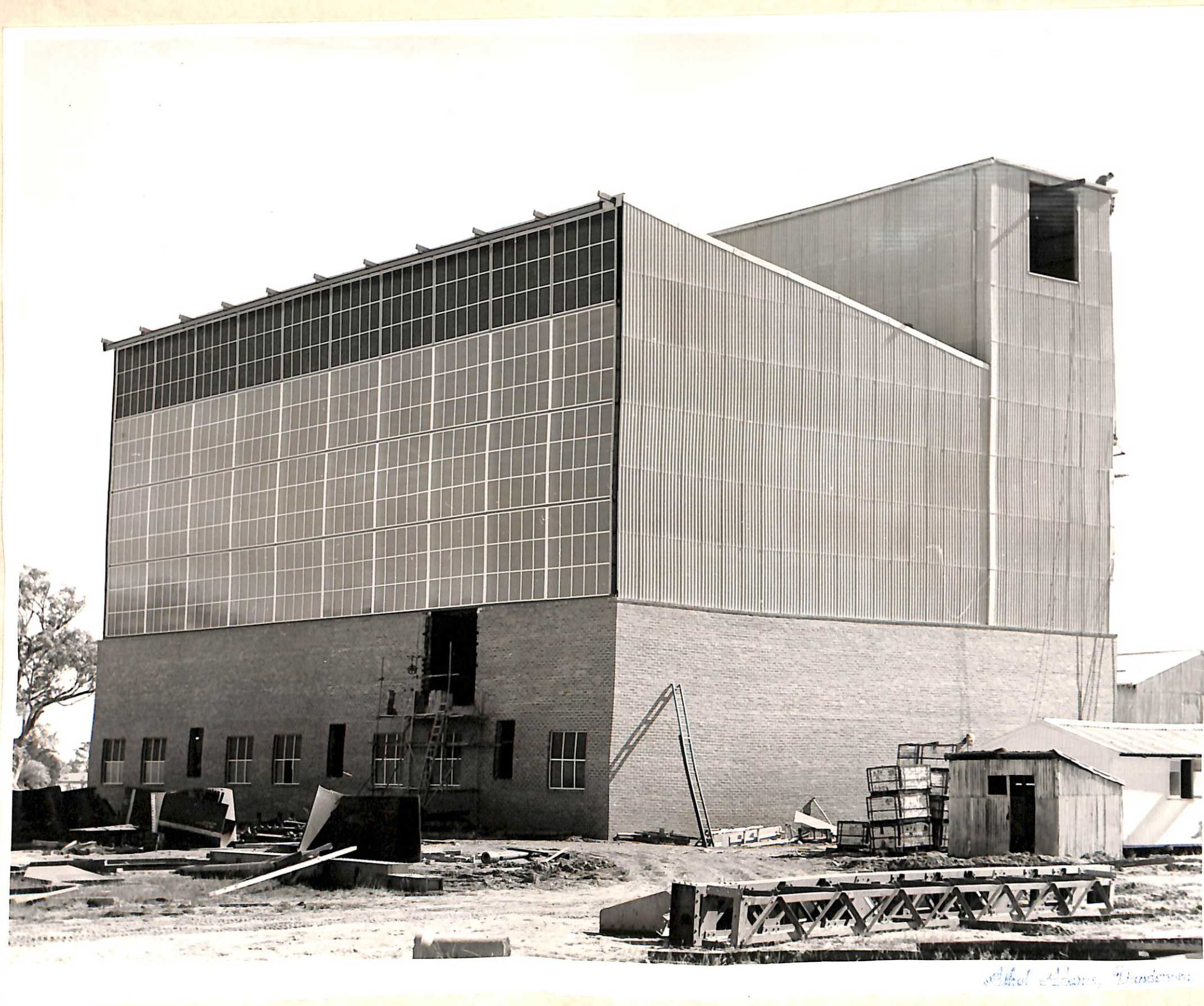
225



226



227

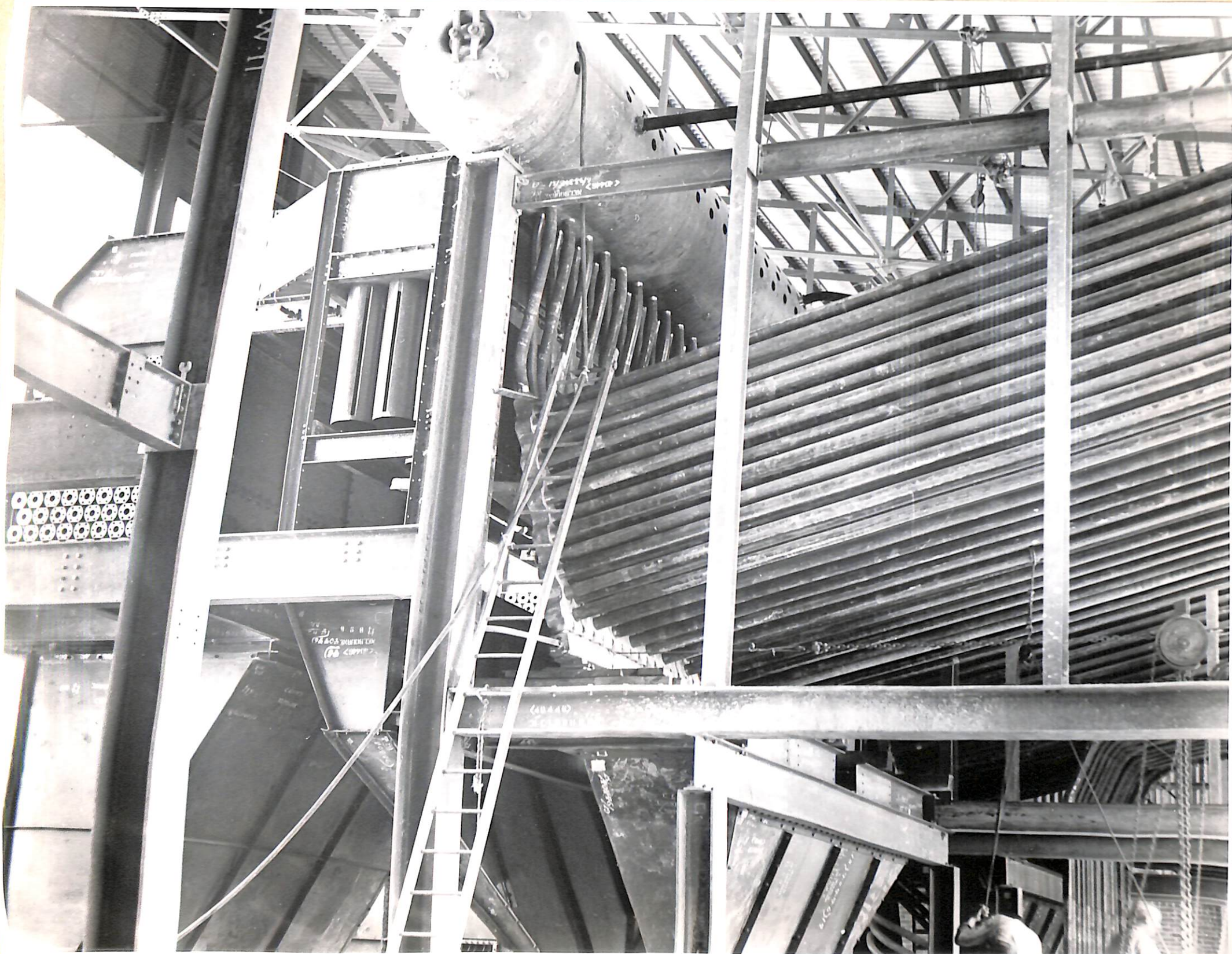


Steel Works, Vancouver

229



23C



Arthur Adams, Dan Long



231

Edith Adams, Dandenong



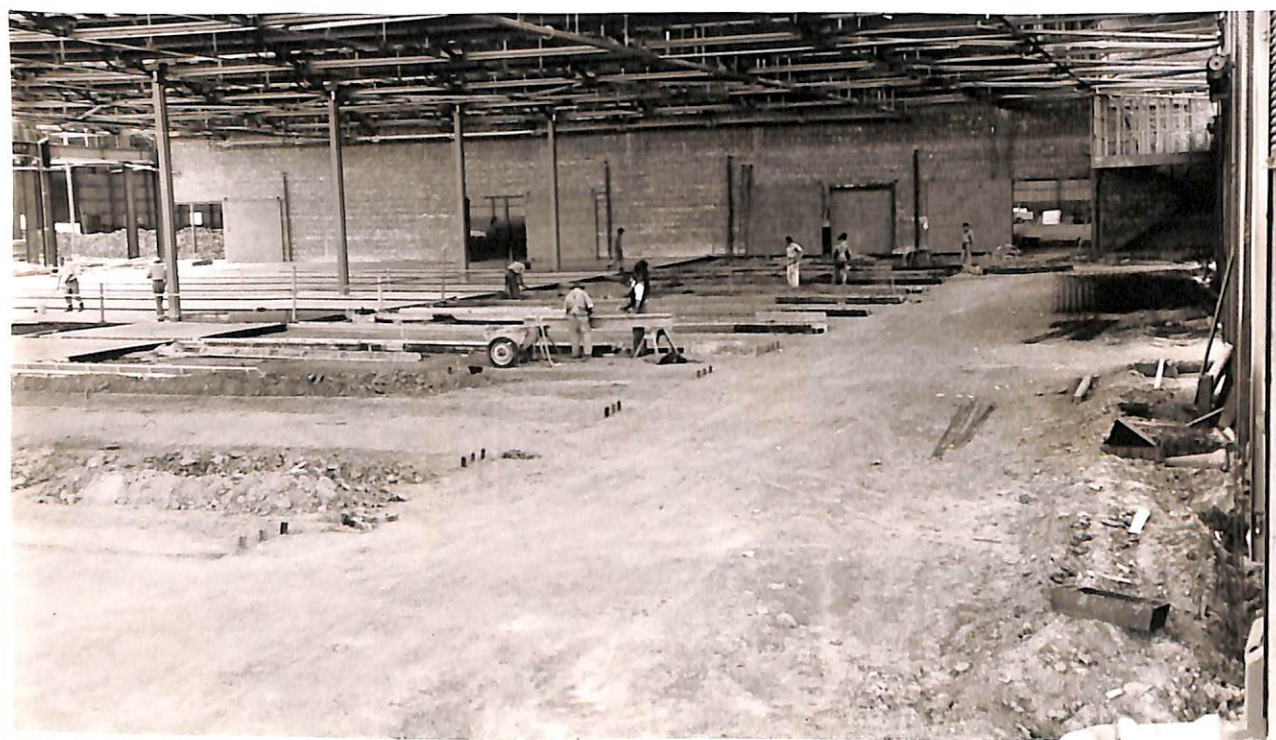
232



233



234



235



236

237



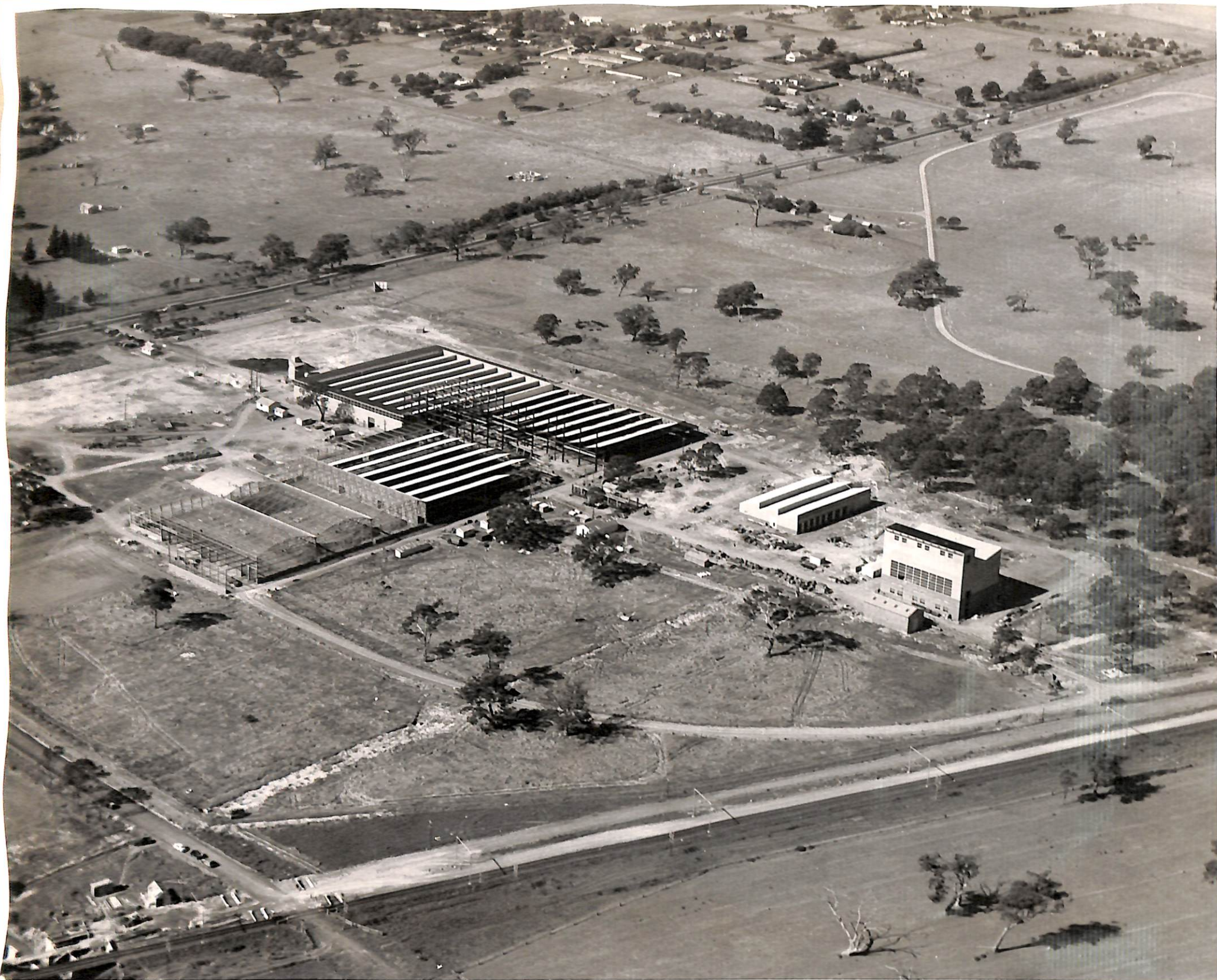
Atkol Adams, Dandenong

238



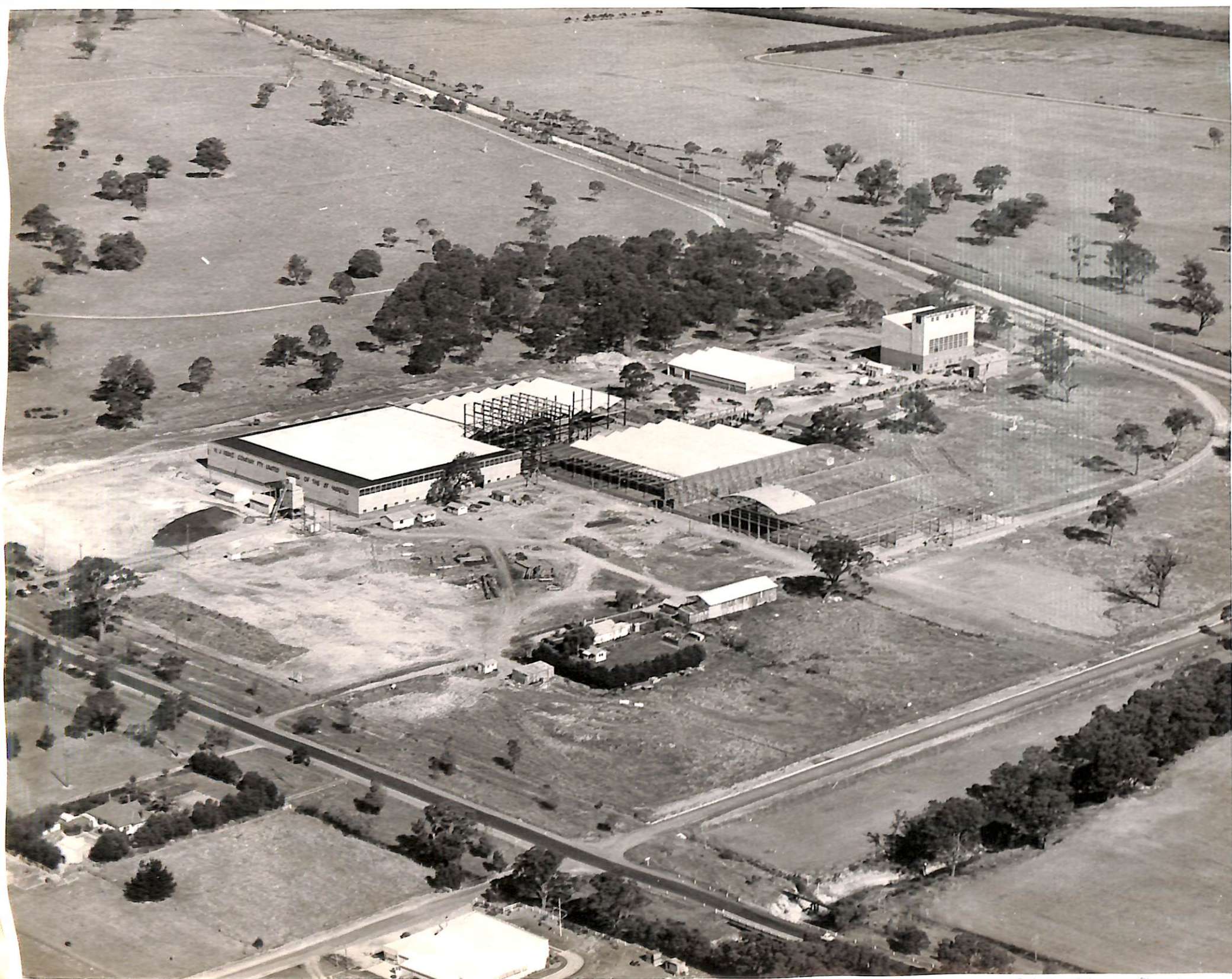
Atkol Adams, Dandenong

239



Abdul Adams, Dandenong

240



Abdul Adams, Dandenong

241



242



243



Arthur Adams, Dandenong

244



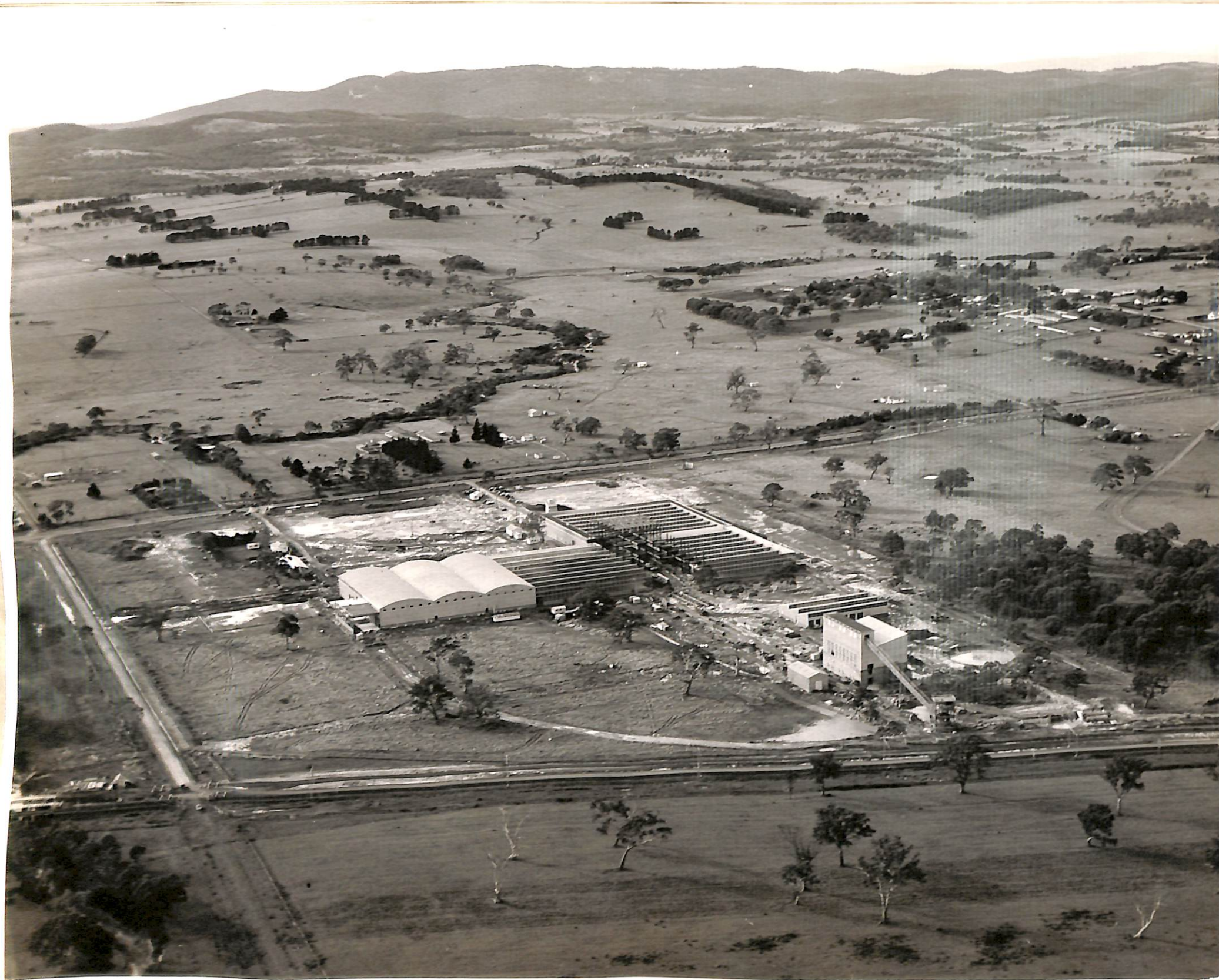
Arthur Adams, Dandenong

245



Arthur Adams, Dandenong

246



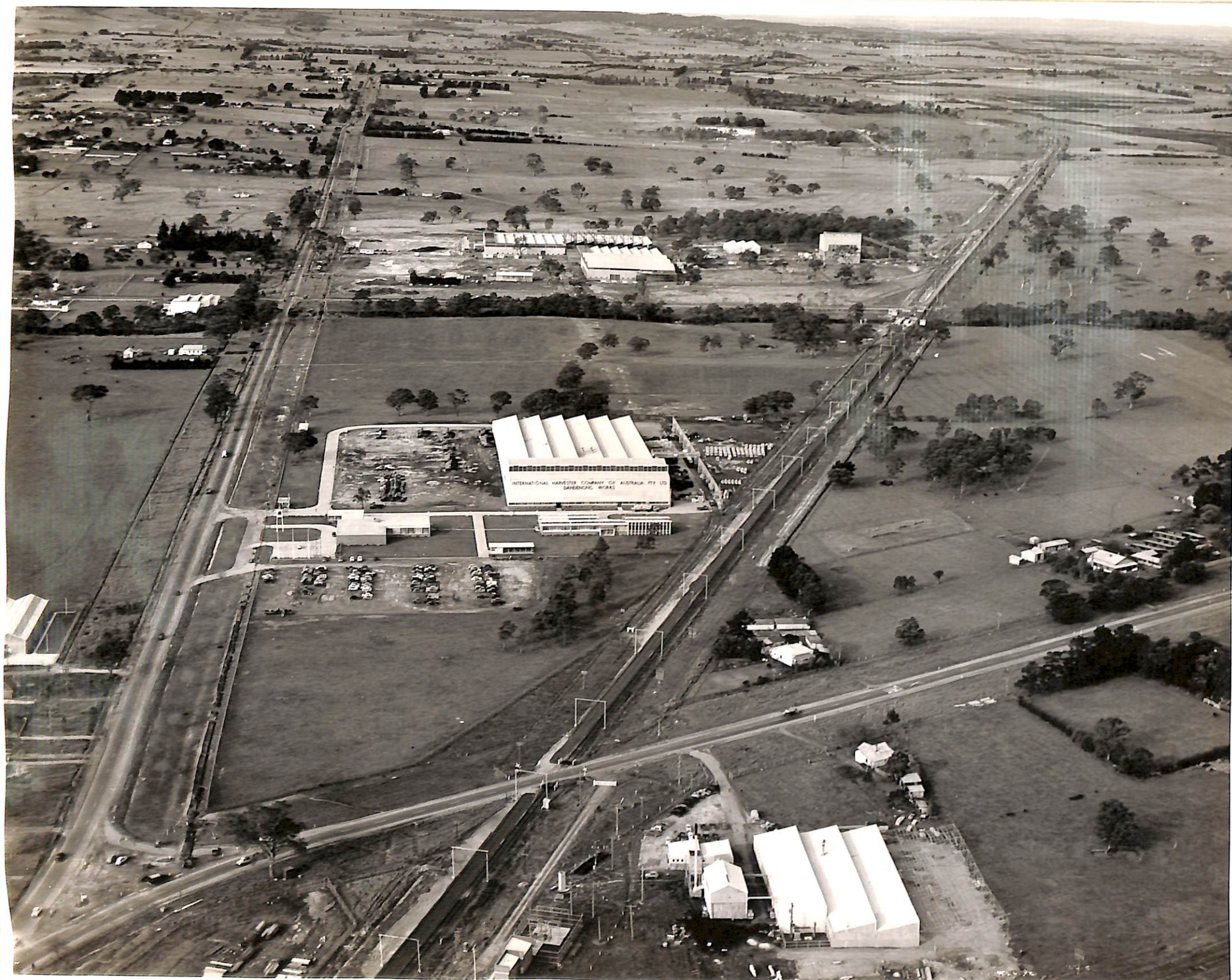
Arthur Adams, Dande

247



Arthur Adams, Dandenong

248



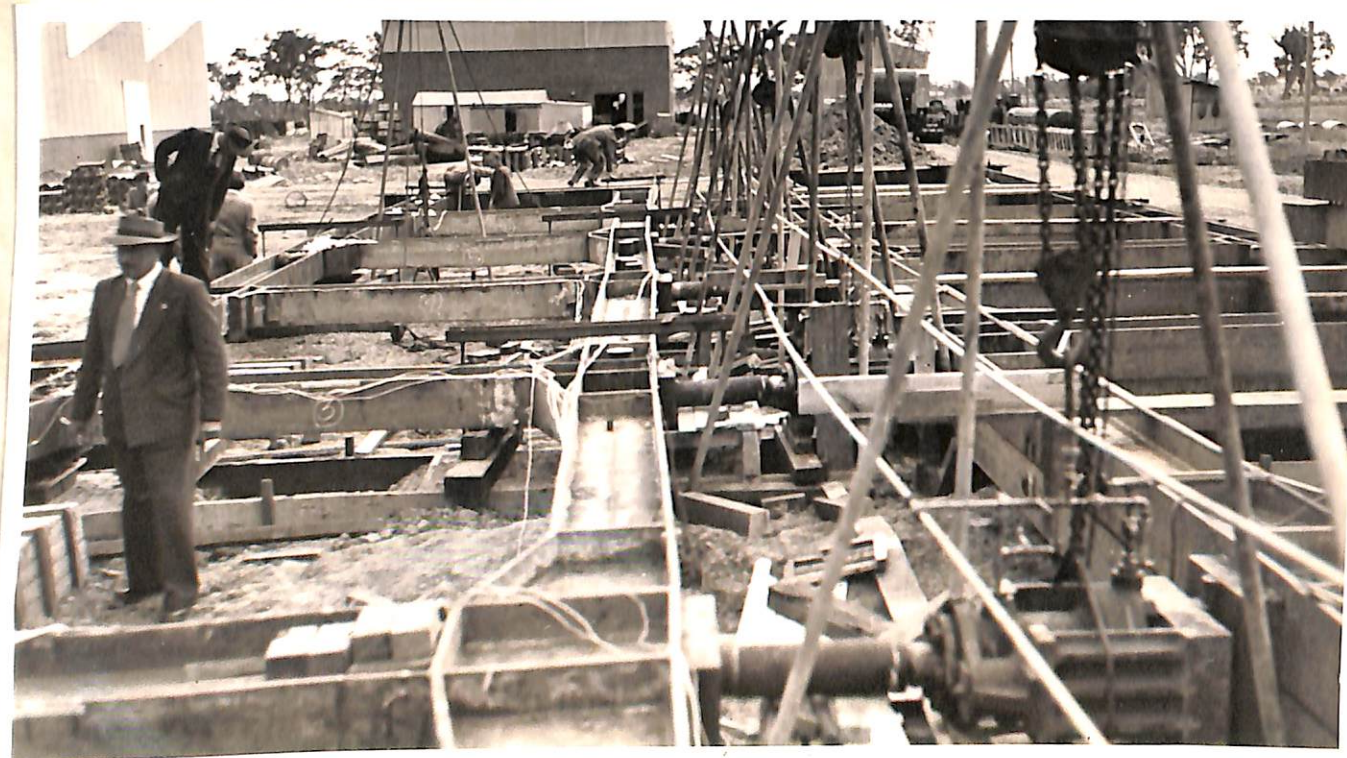
Arthur Adams, Dandenong



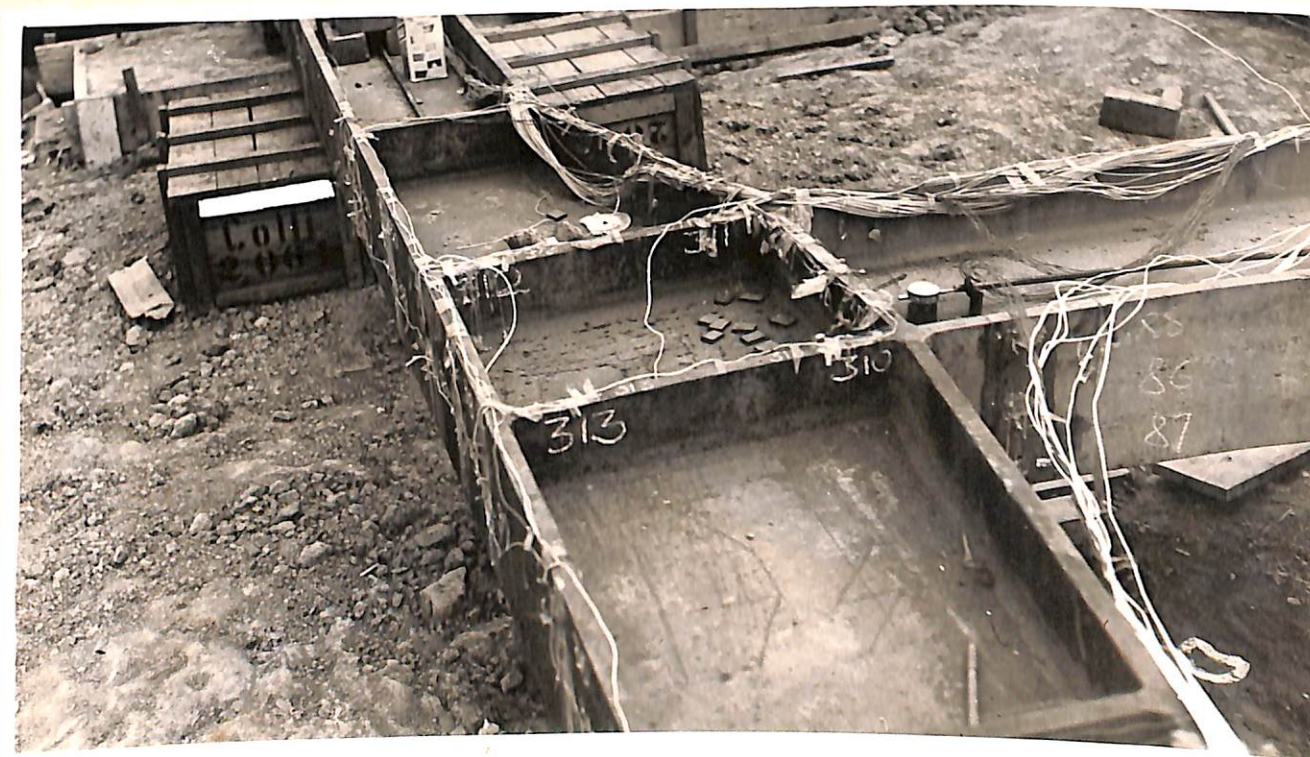
249



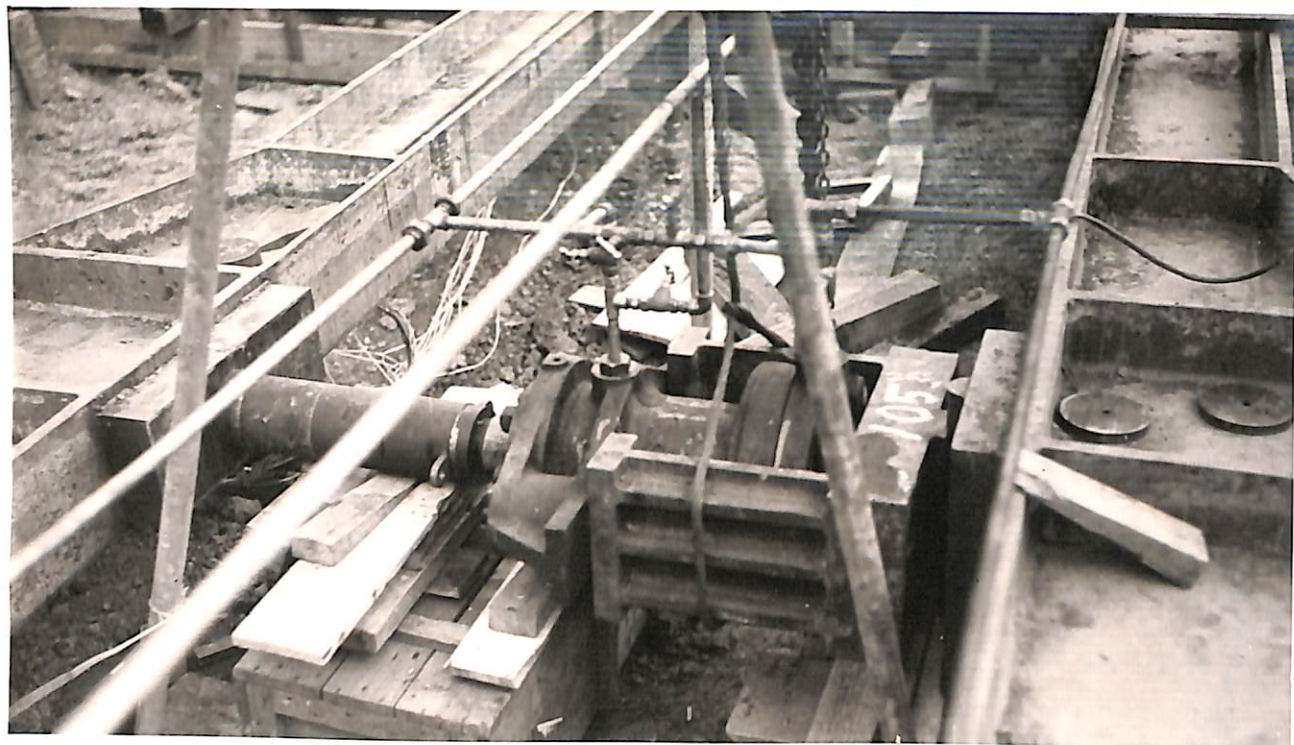
250



251



252



253

255



254

256

257

258

259

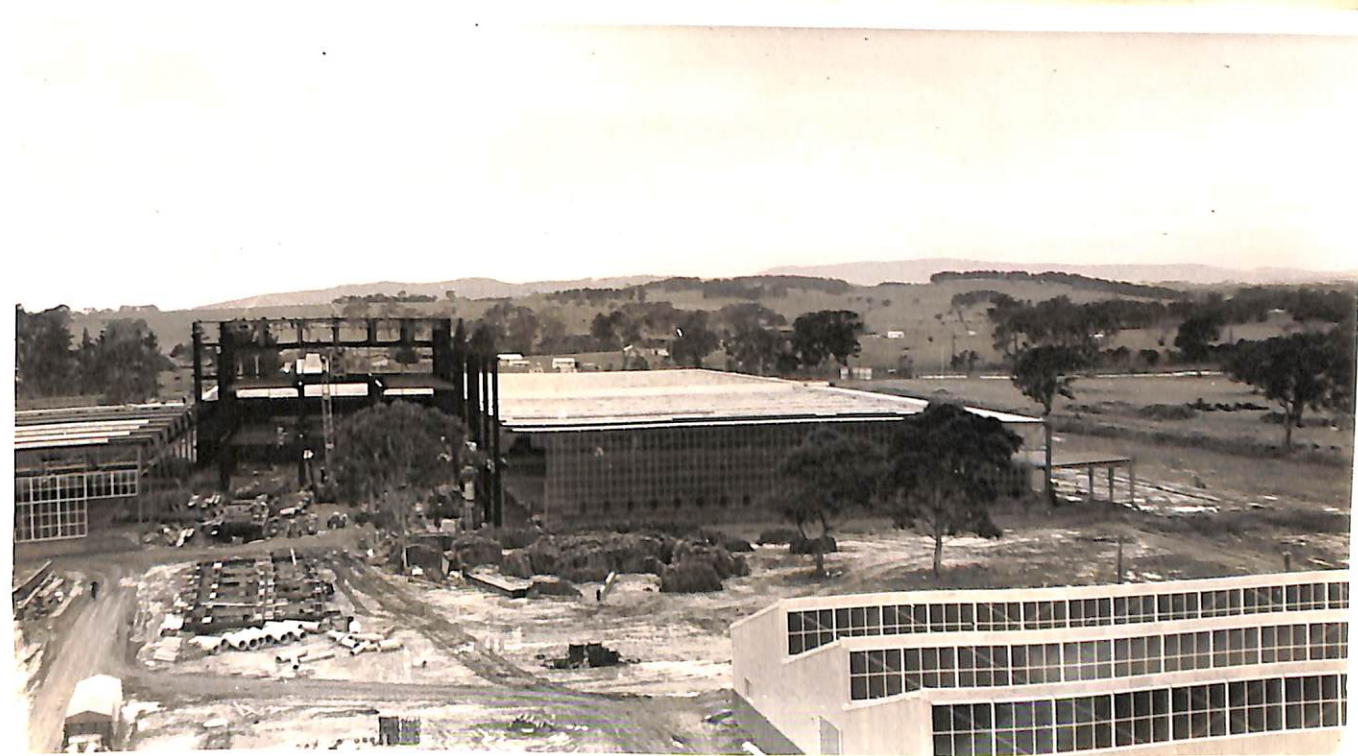
260

261

262



263



264



265



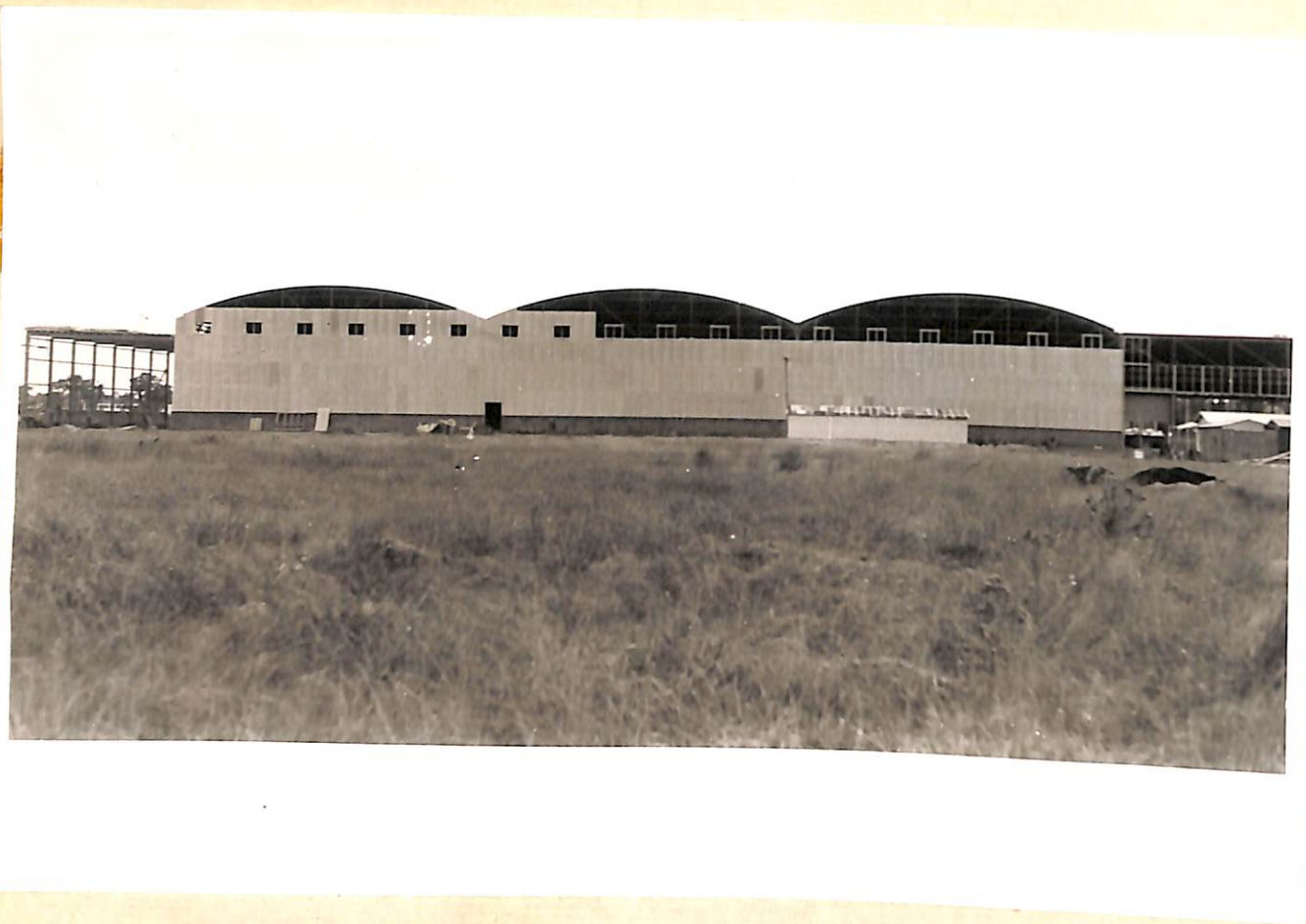
266



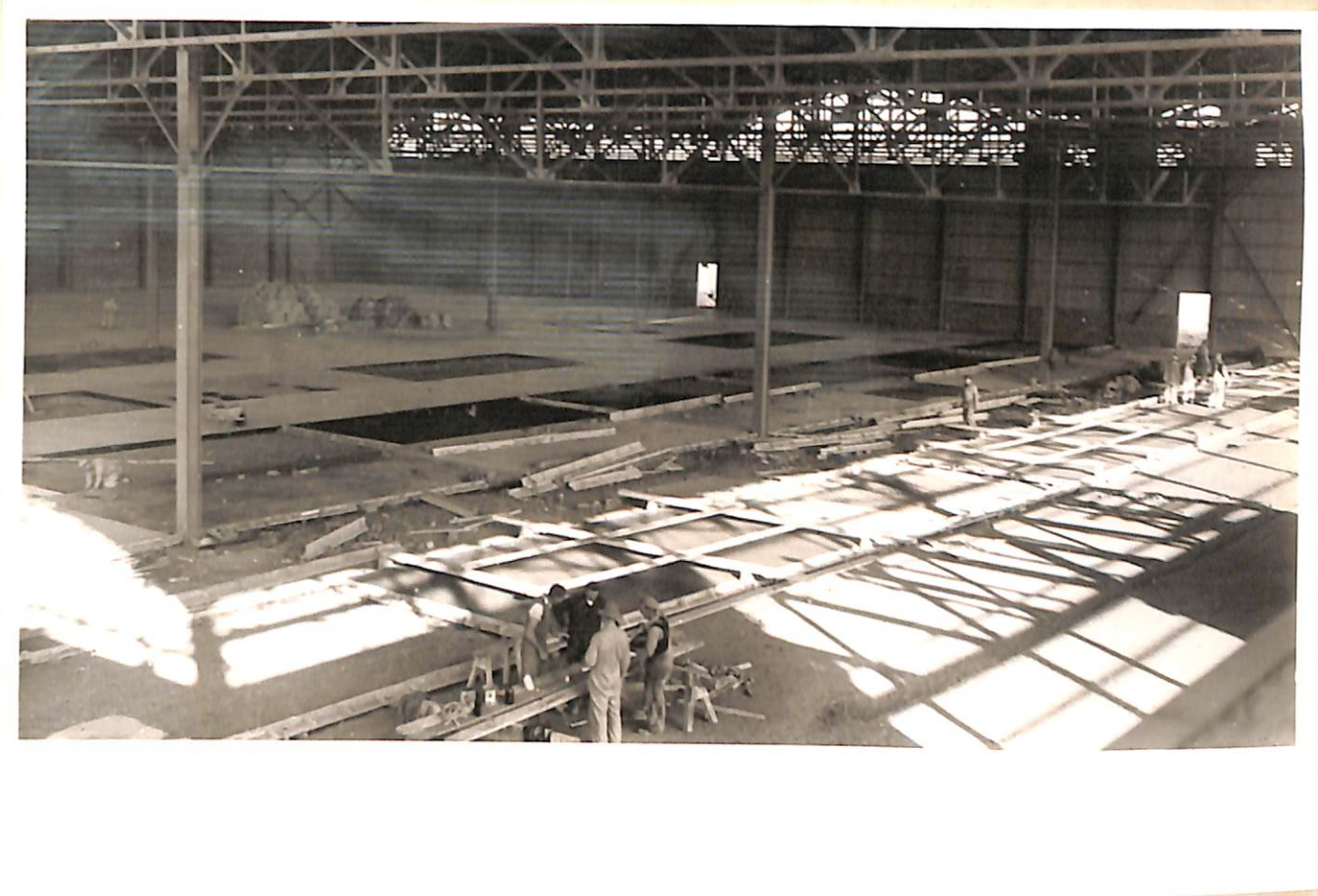
268



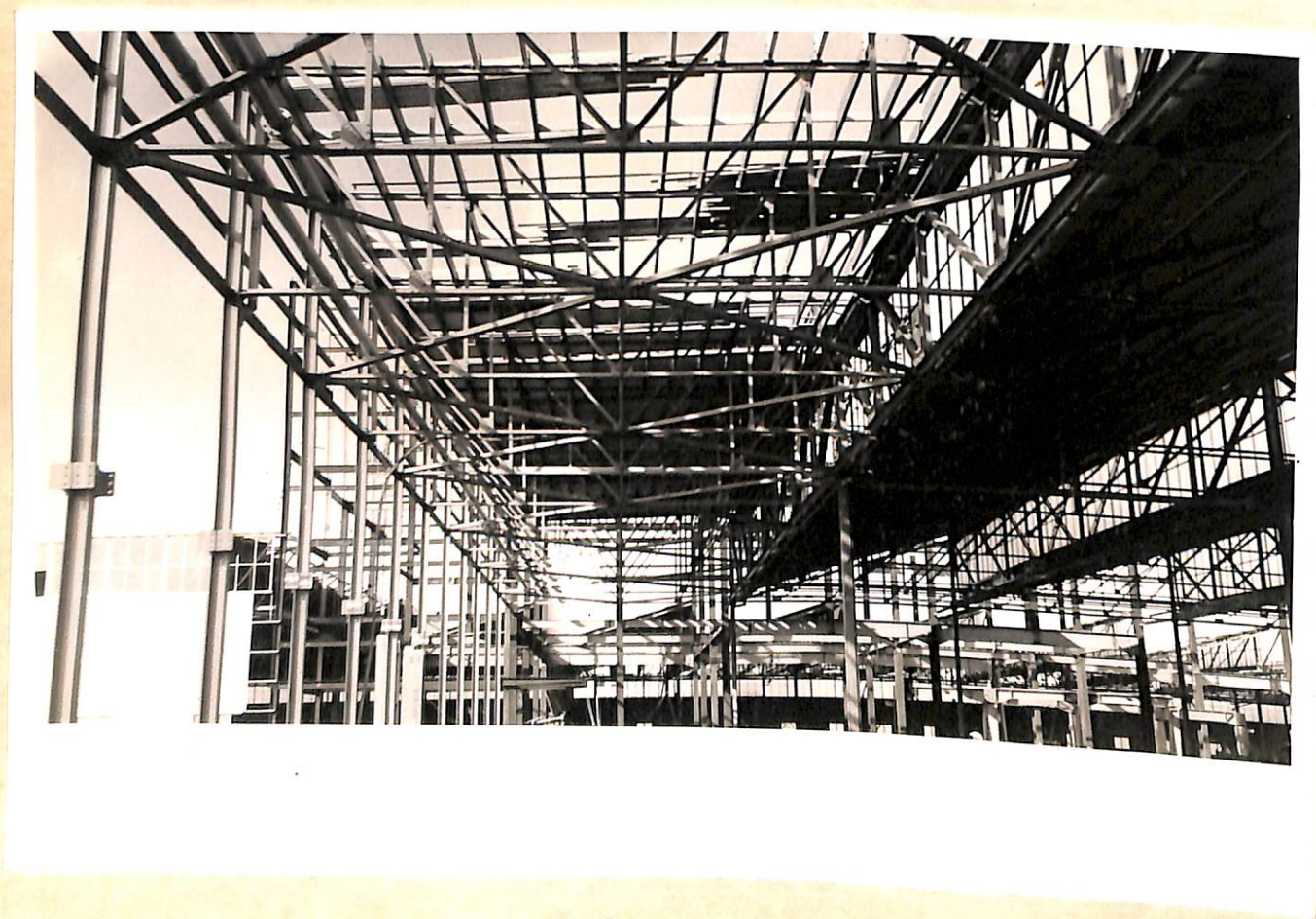
267



269



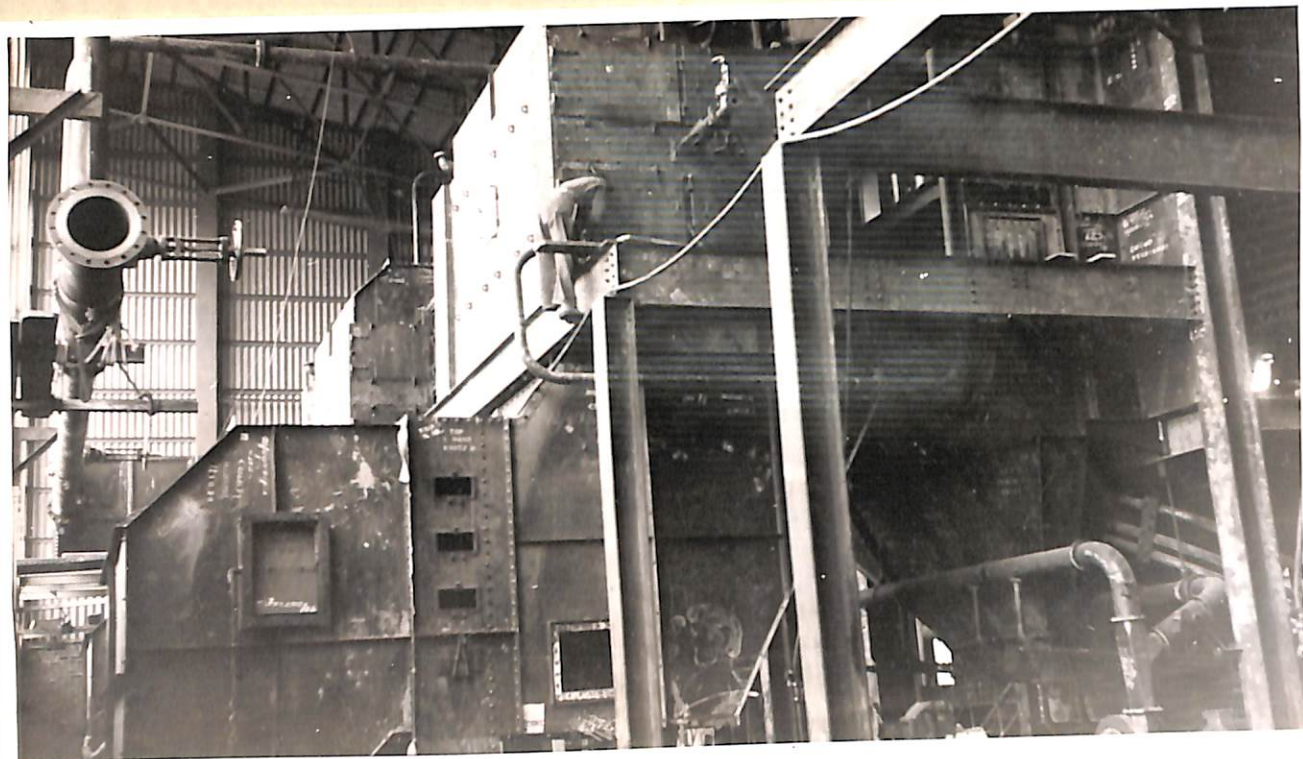
270



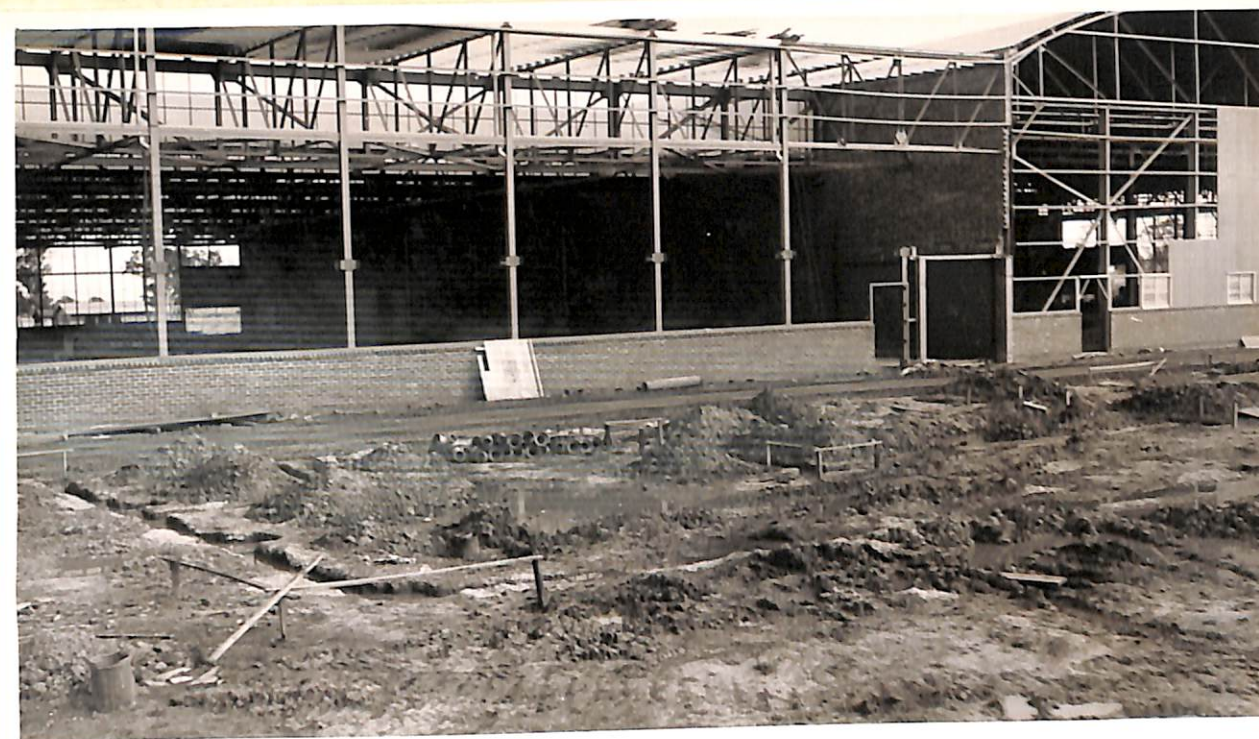
271



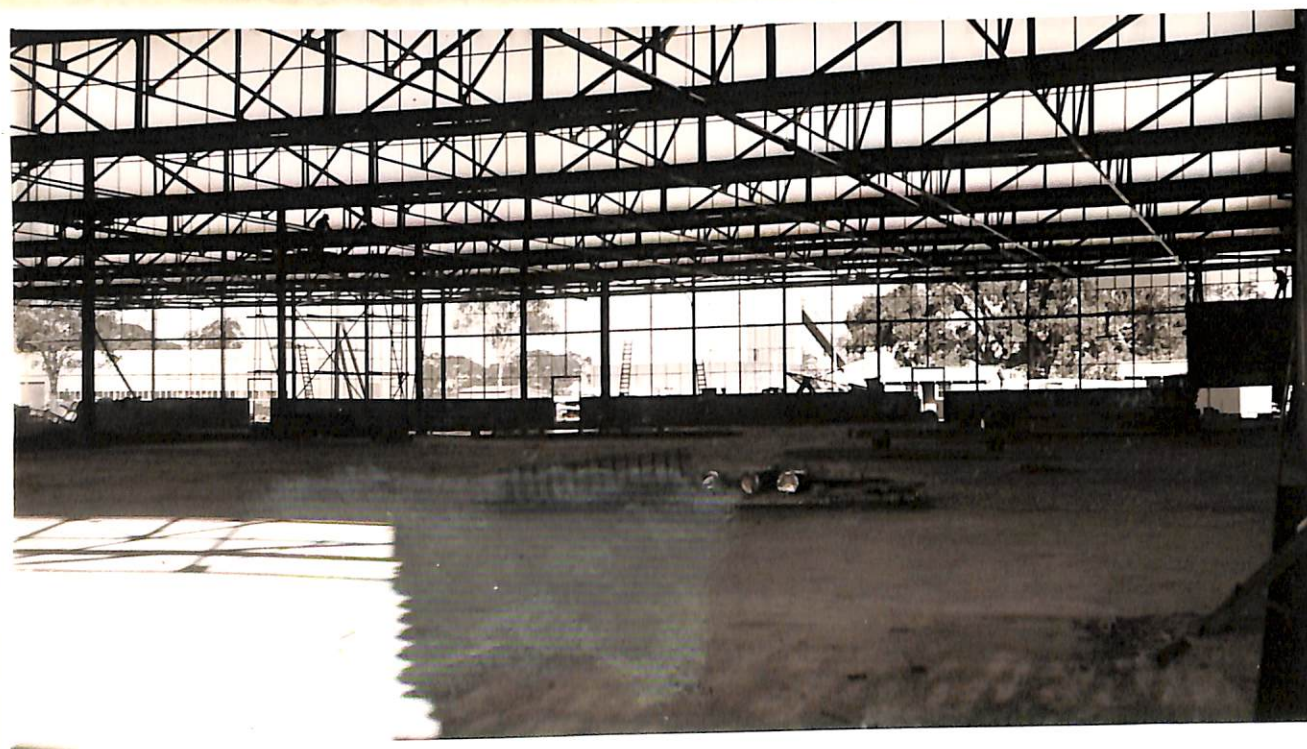
272



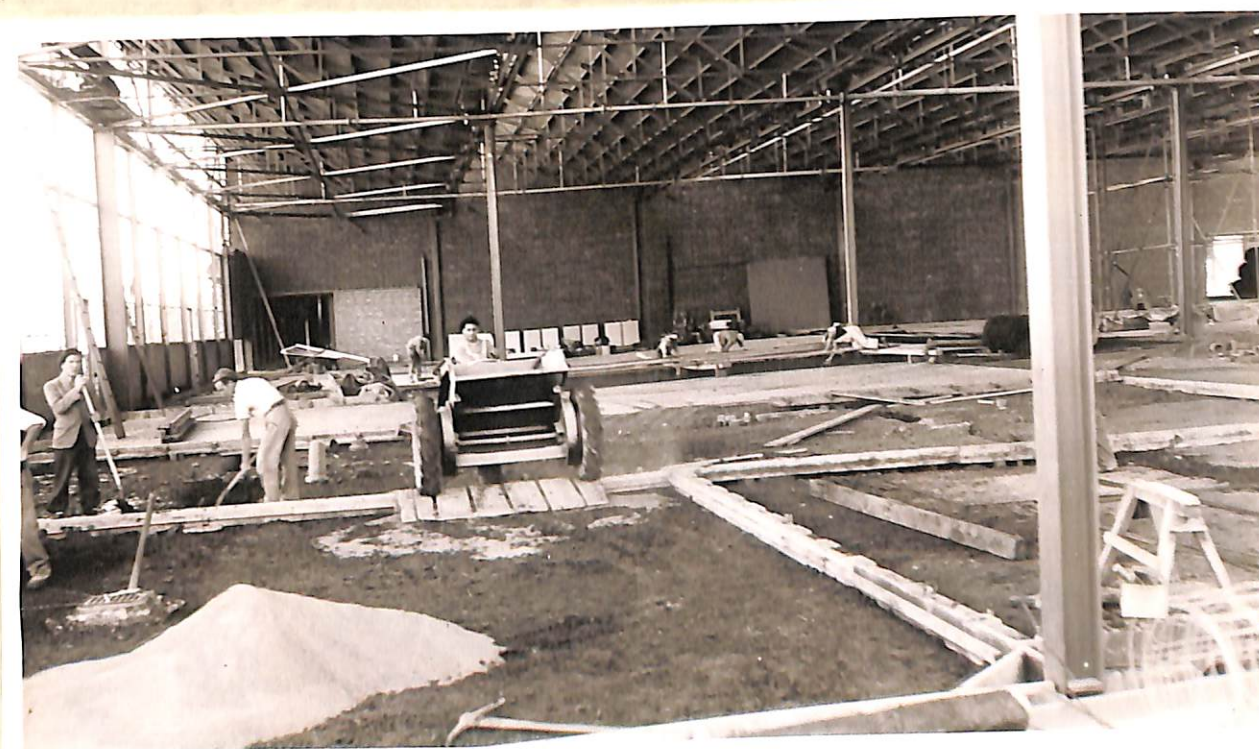
273



274



275



276



277



278



279



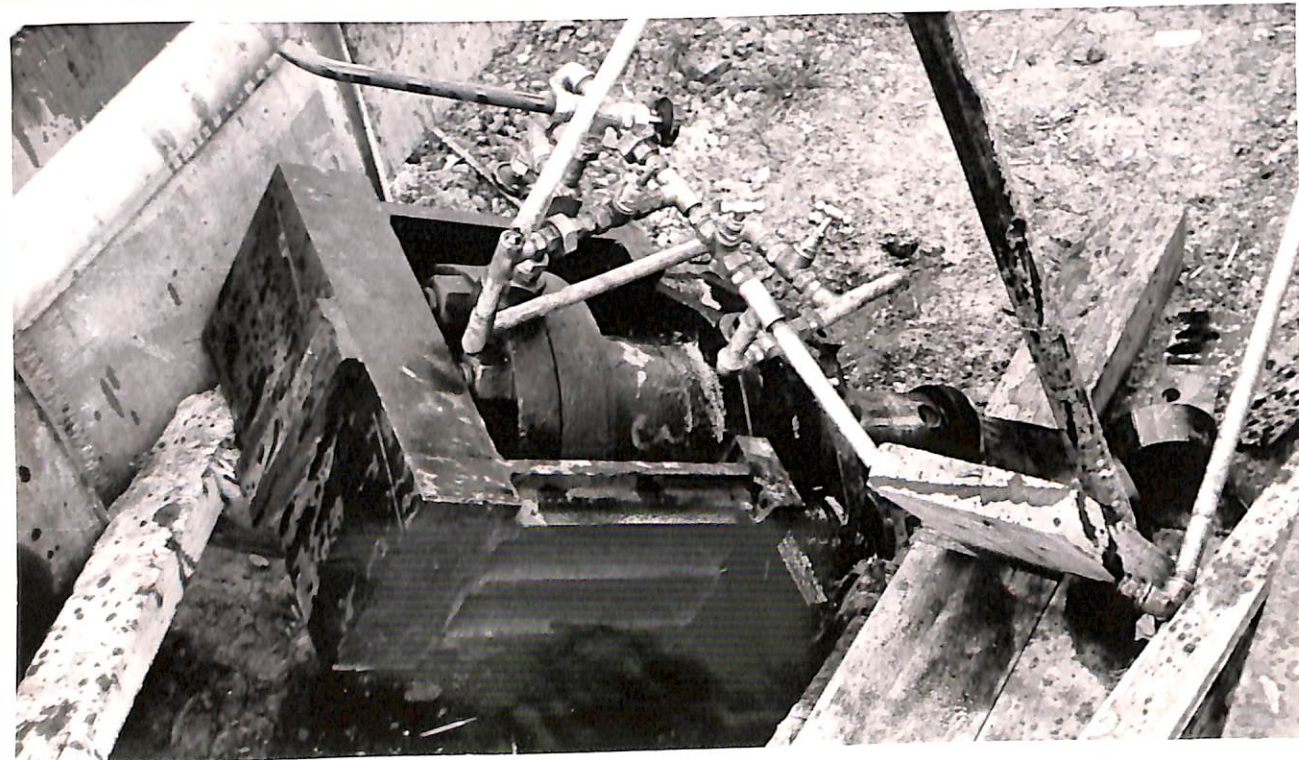
280



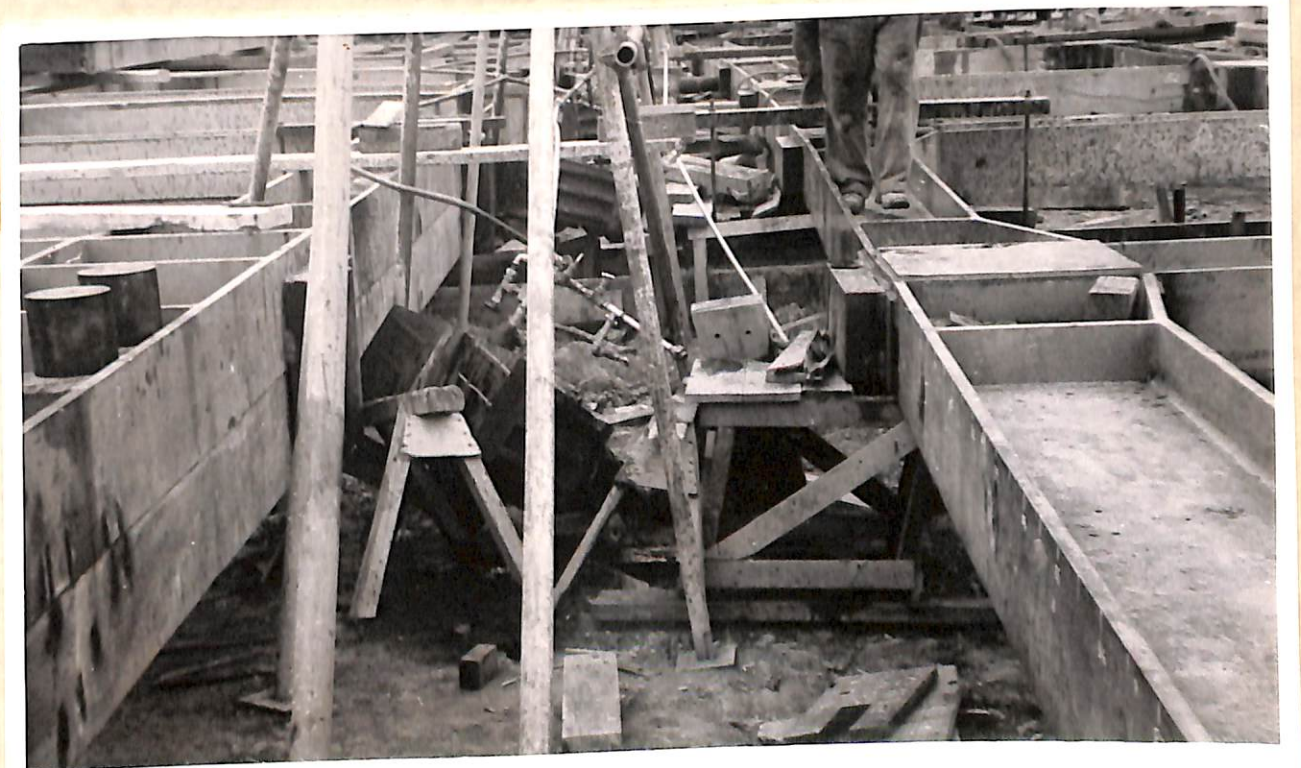
281



282



283



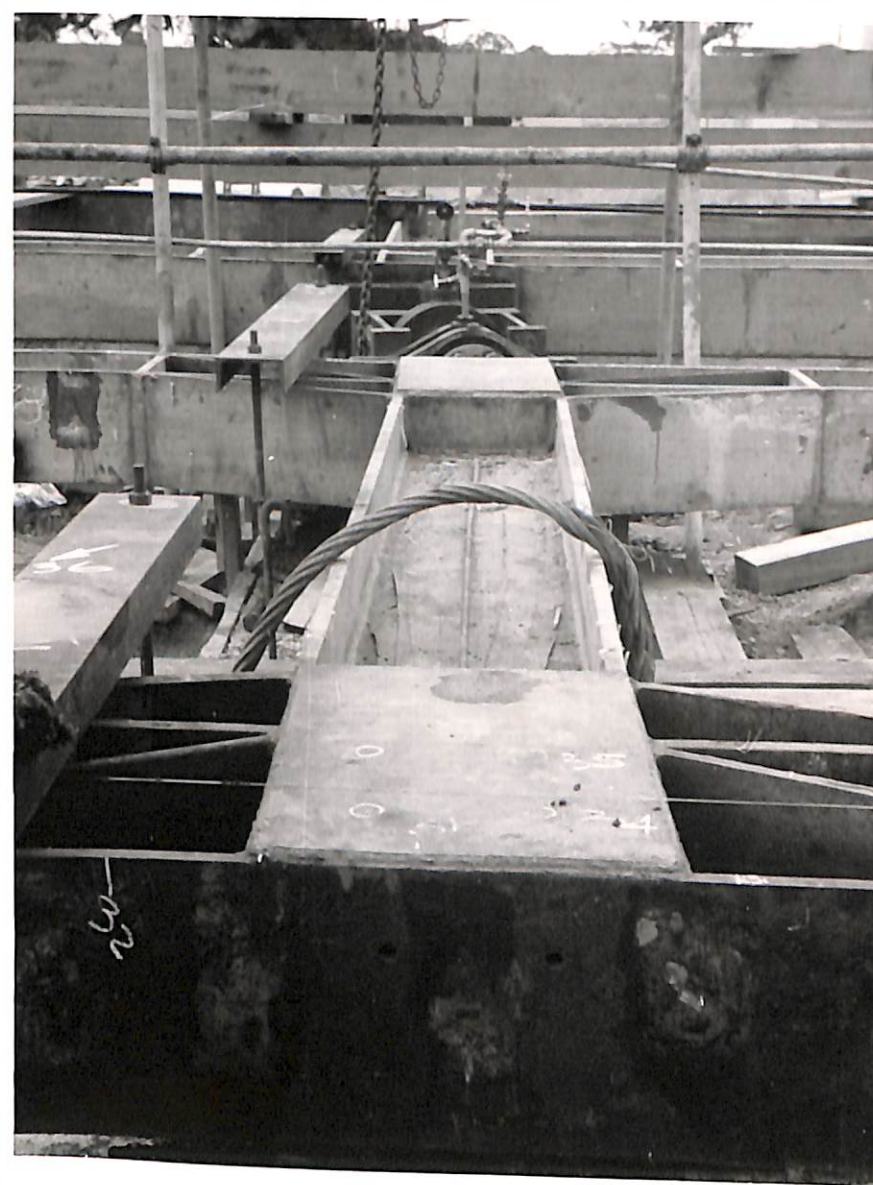
284



285



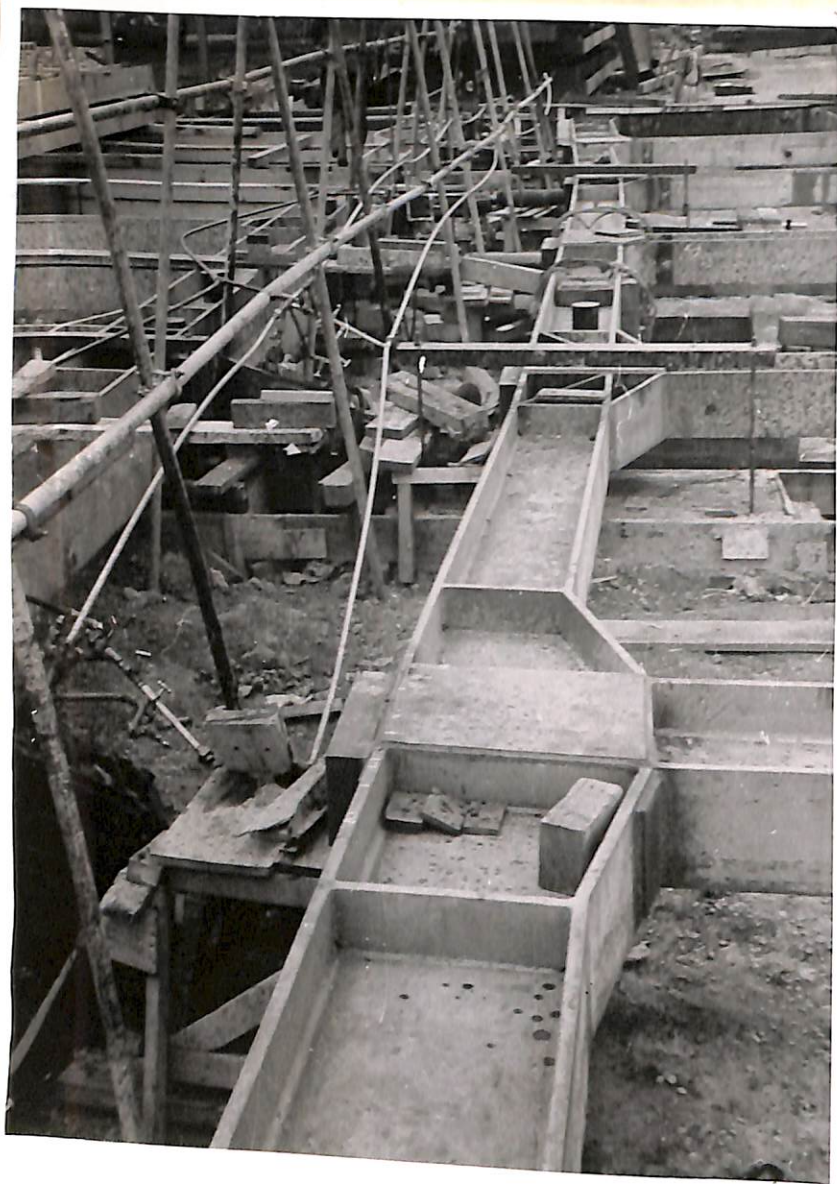
286



287



288



289



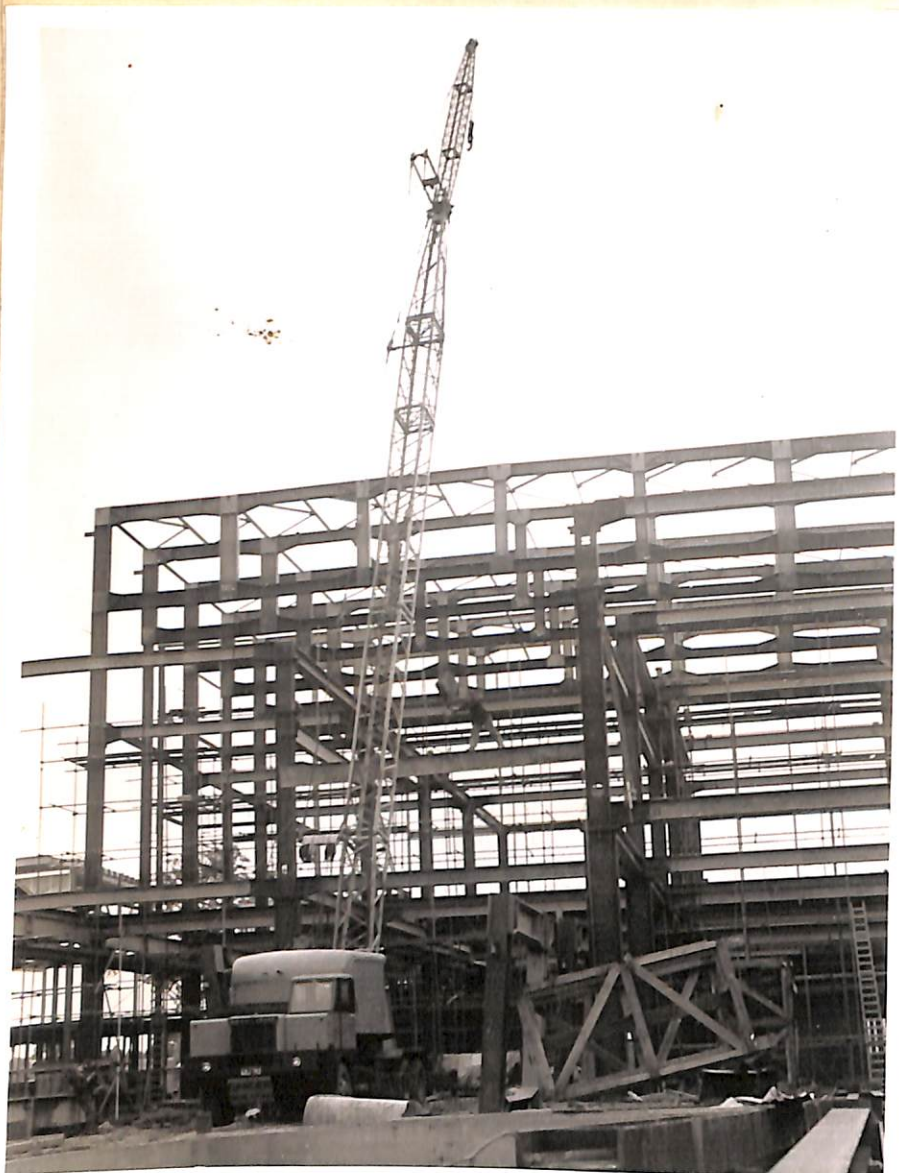
290



291



292



293



294





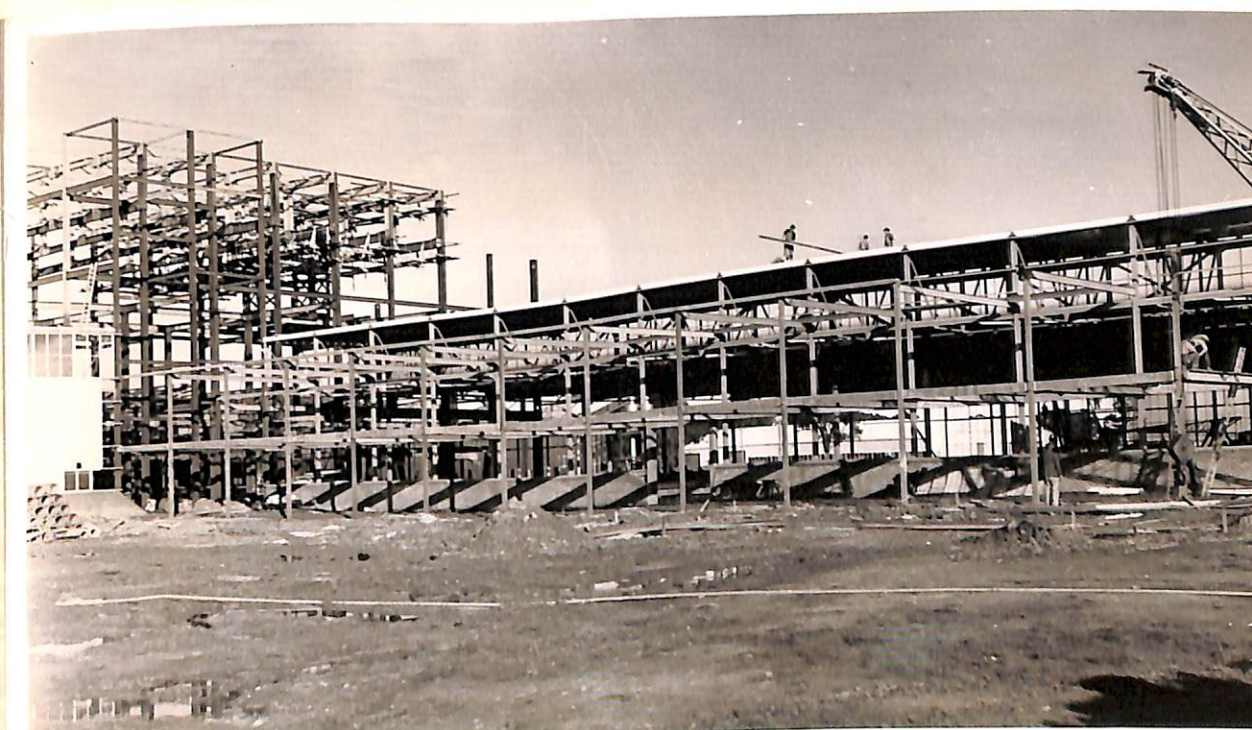
296



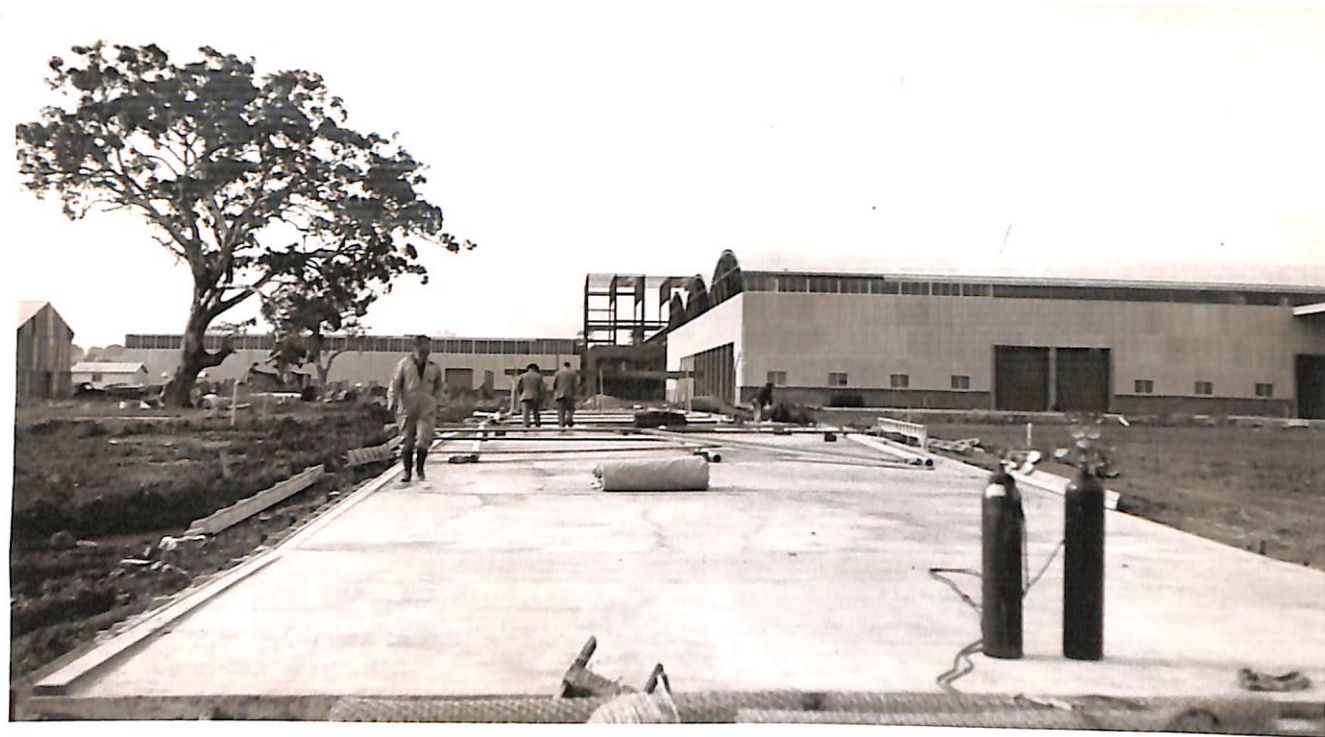
297



298



299



302

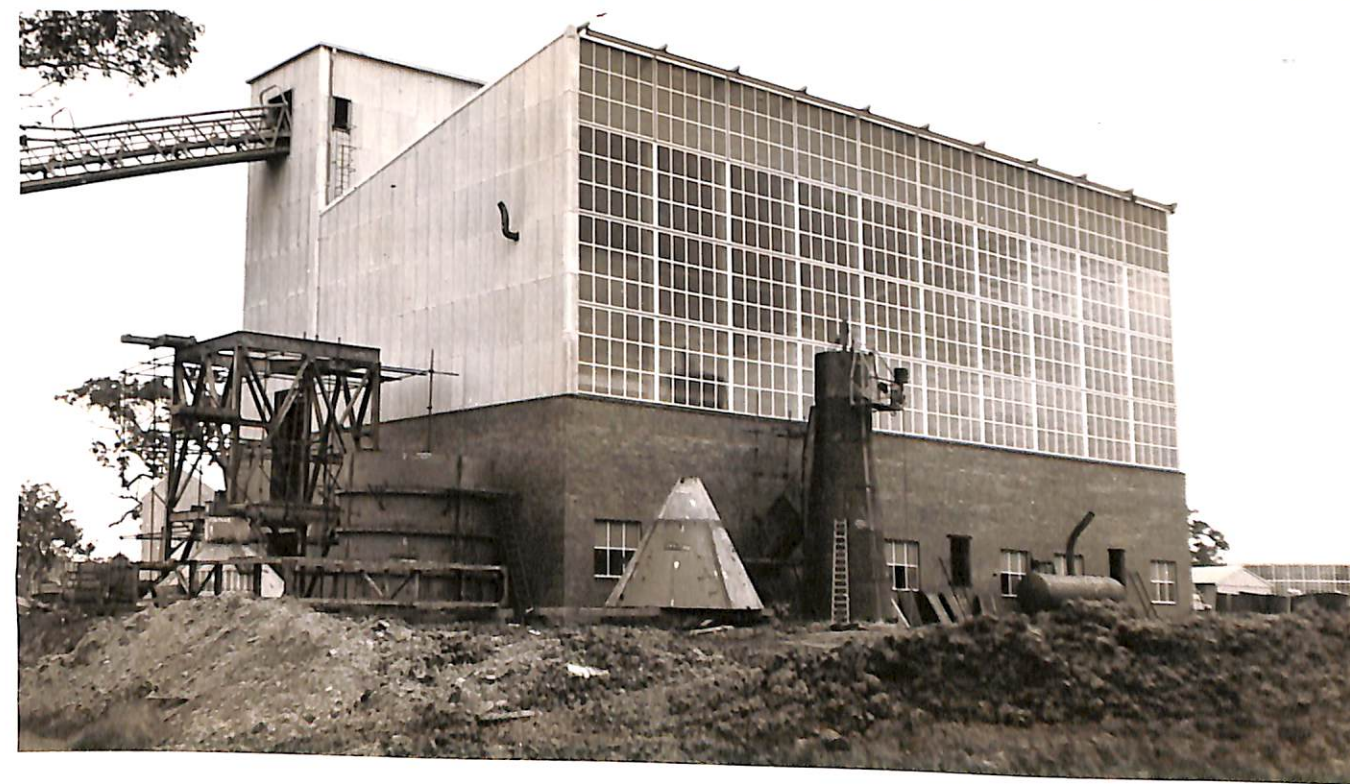
02



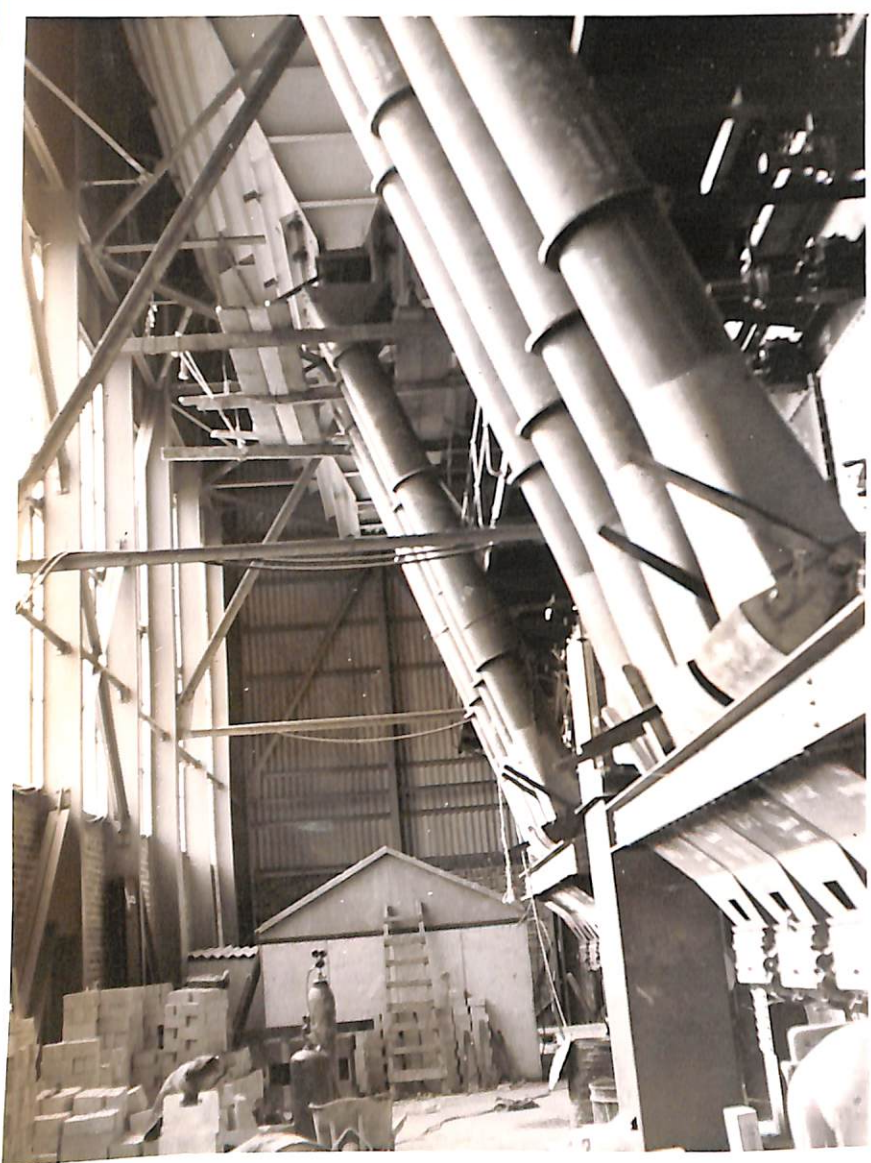
303



304



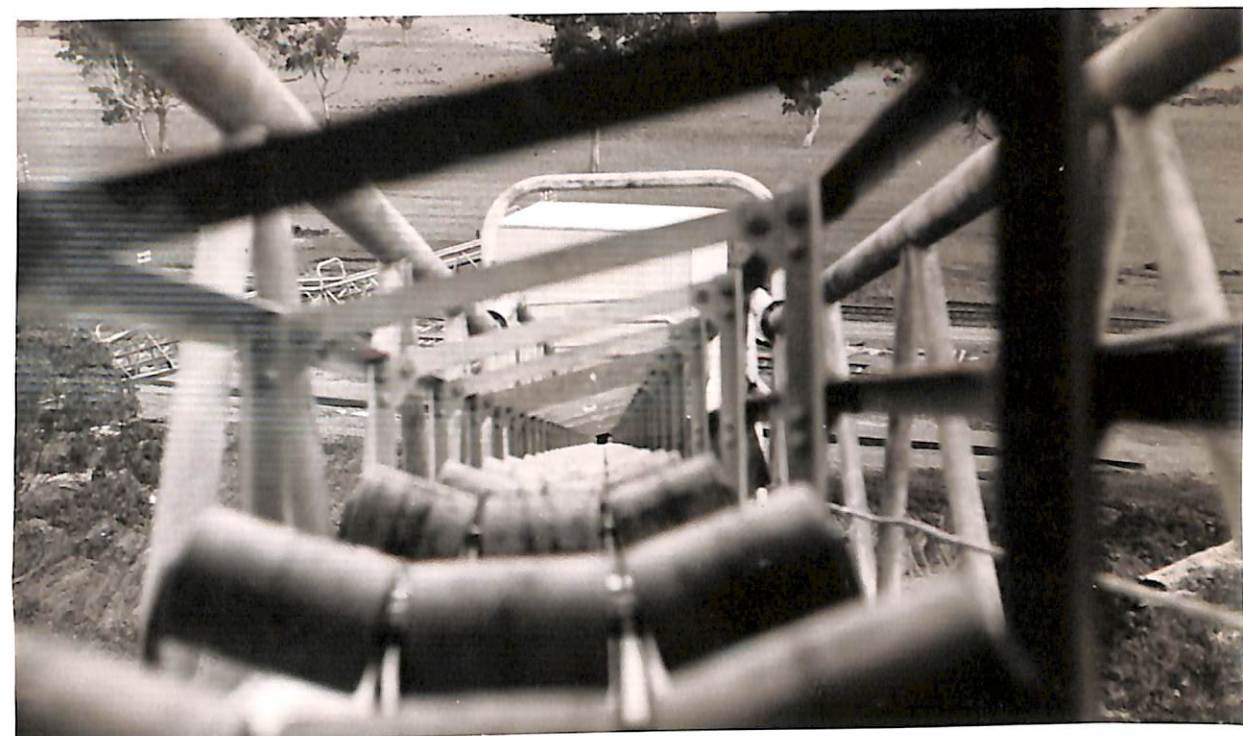
305



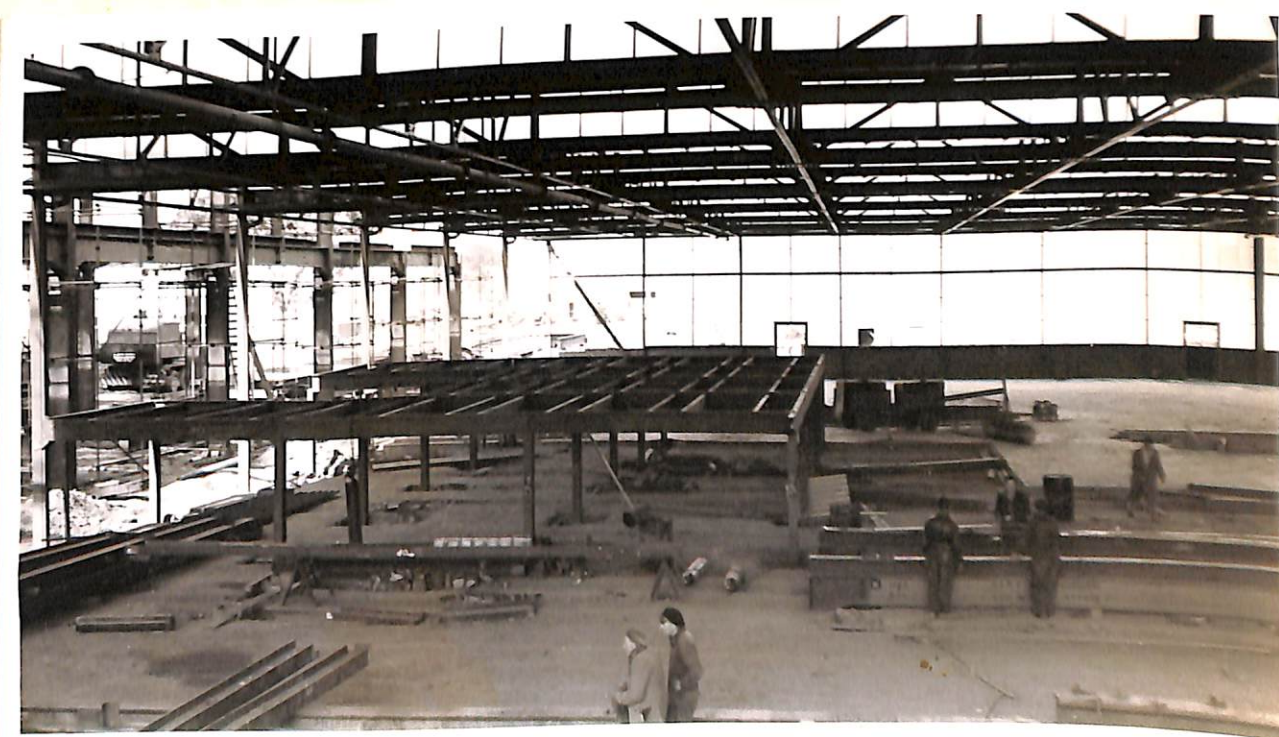
306



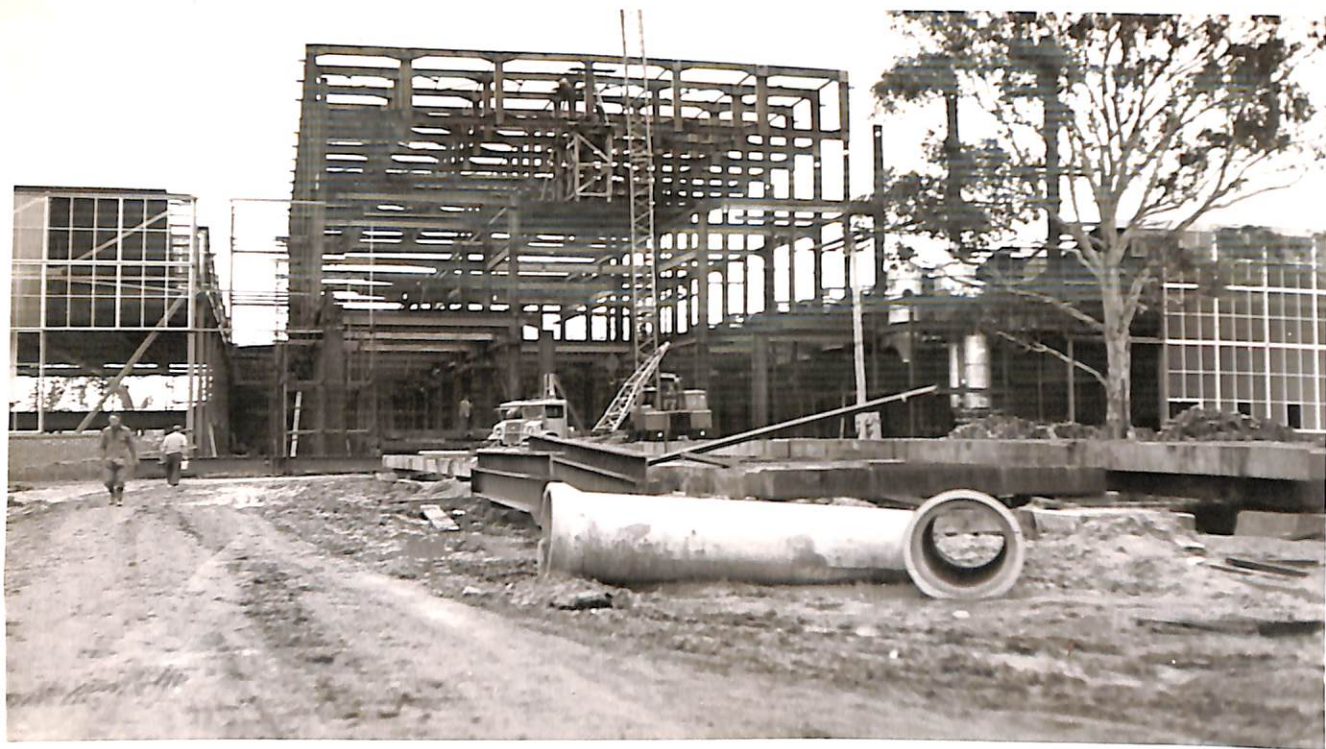
307



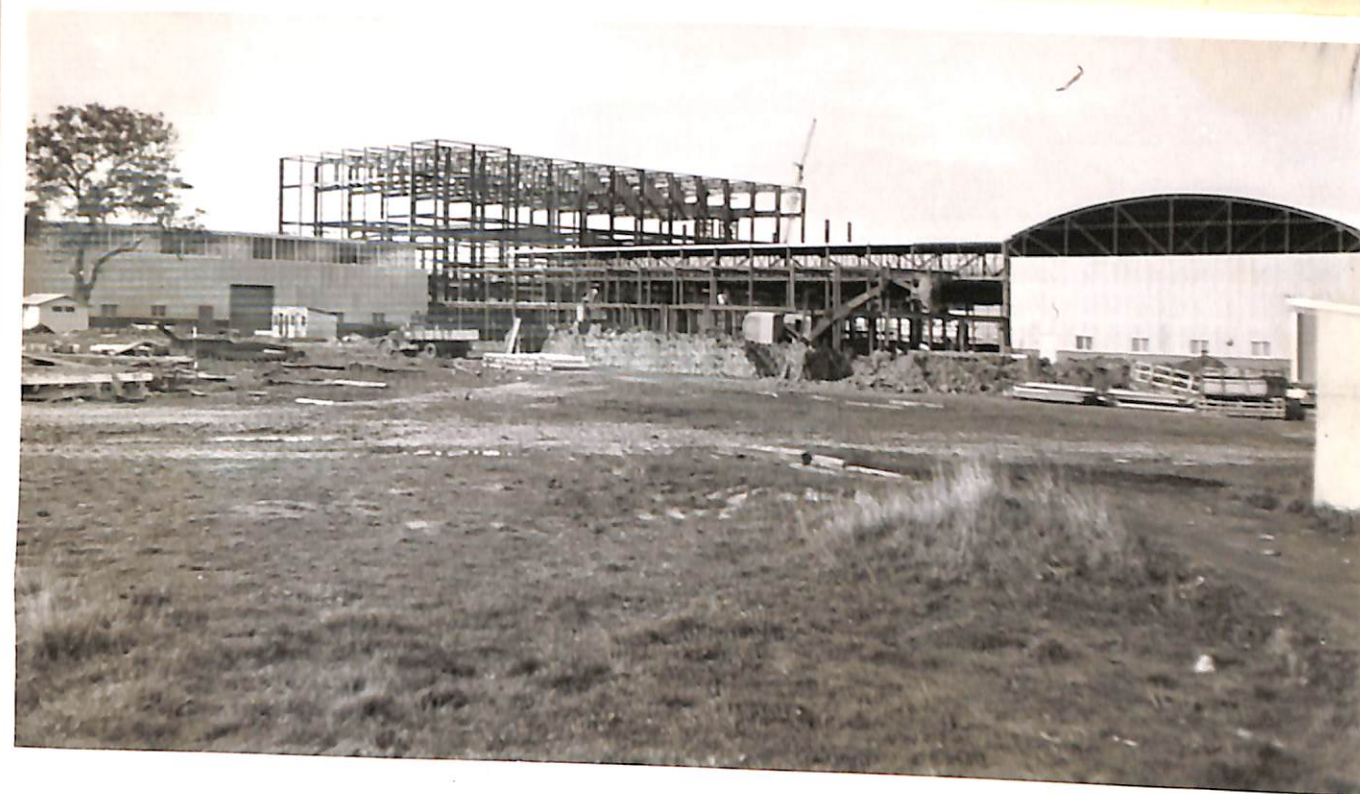
308



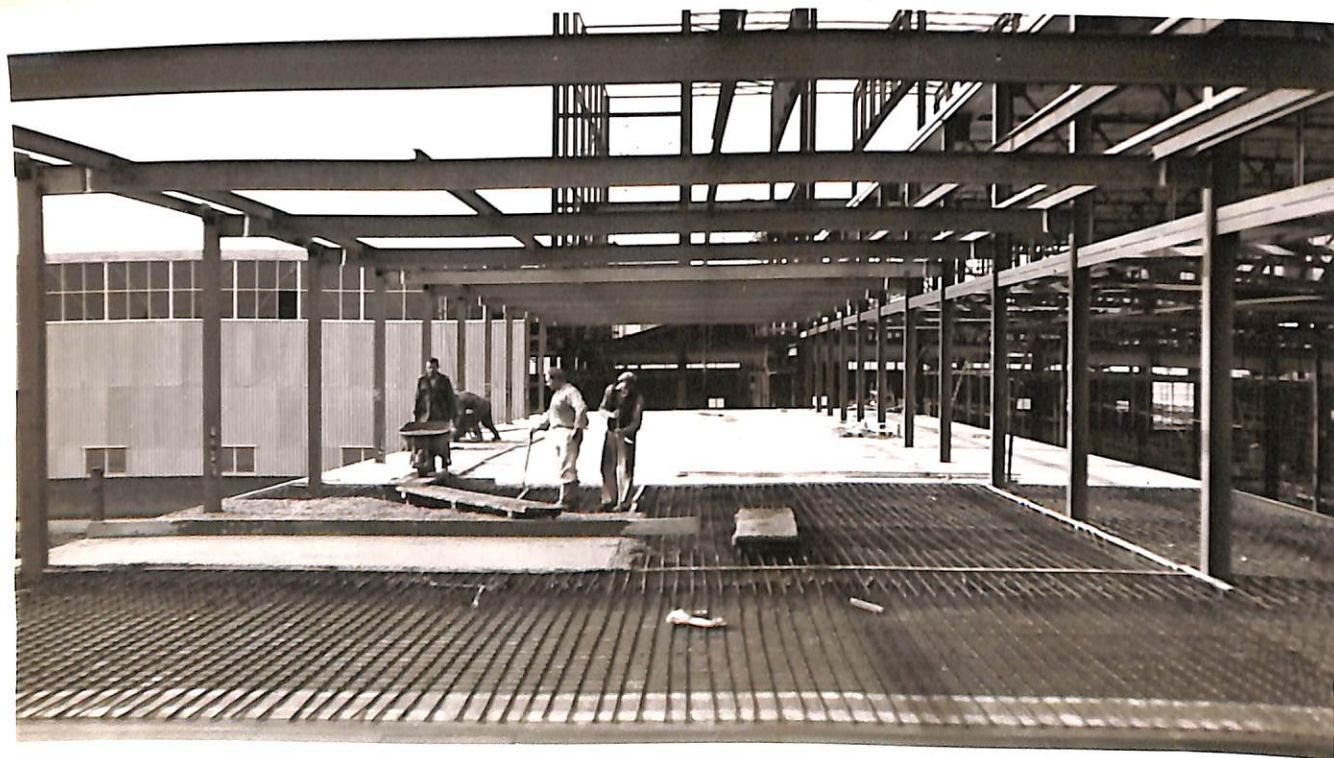
309



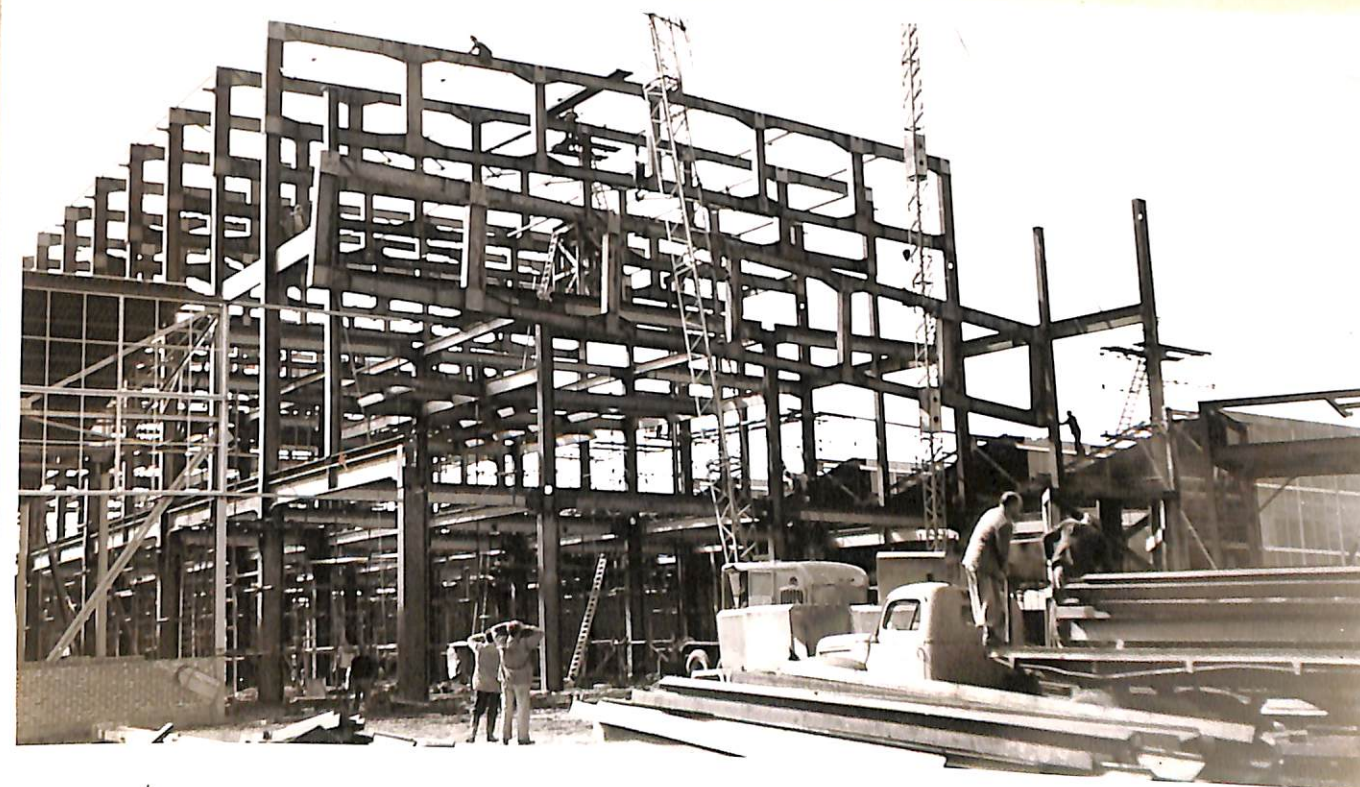
310



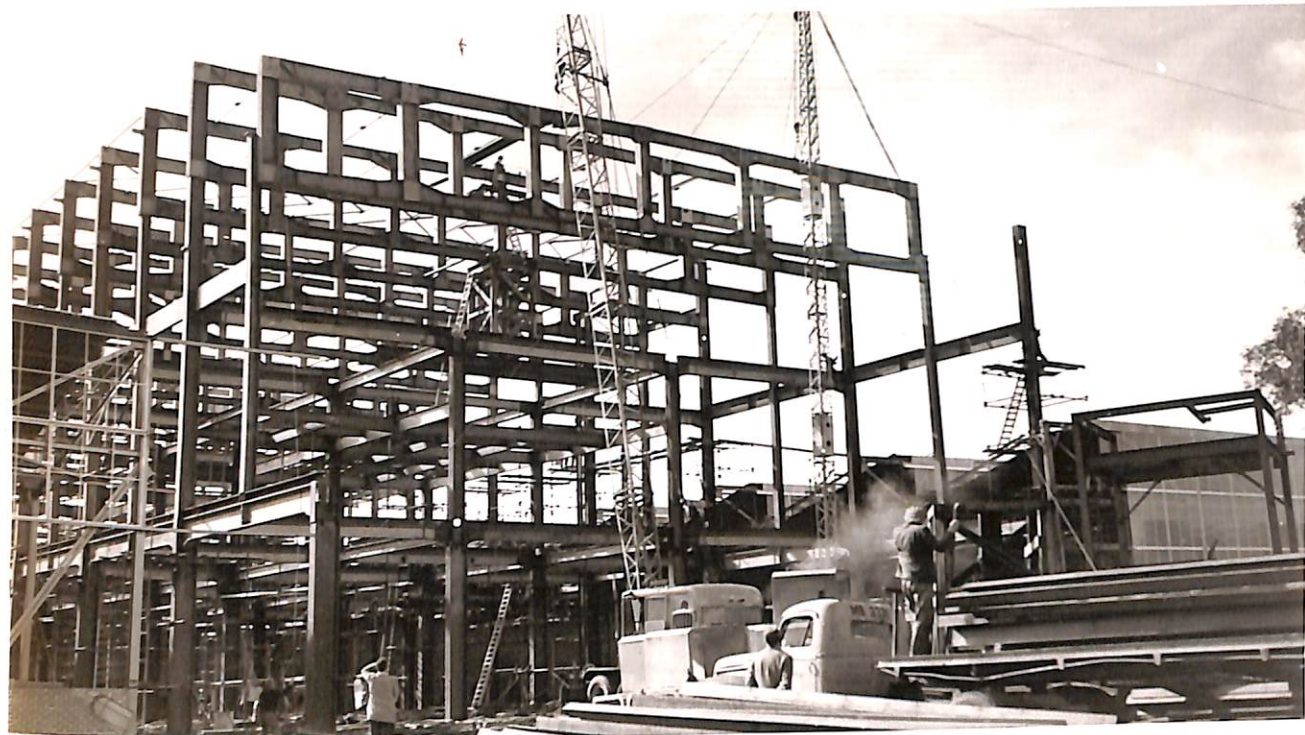
311



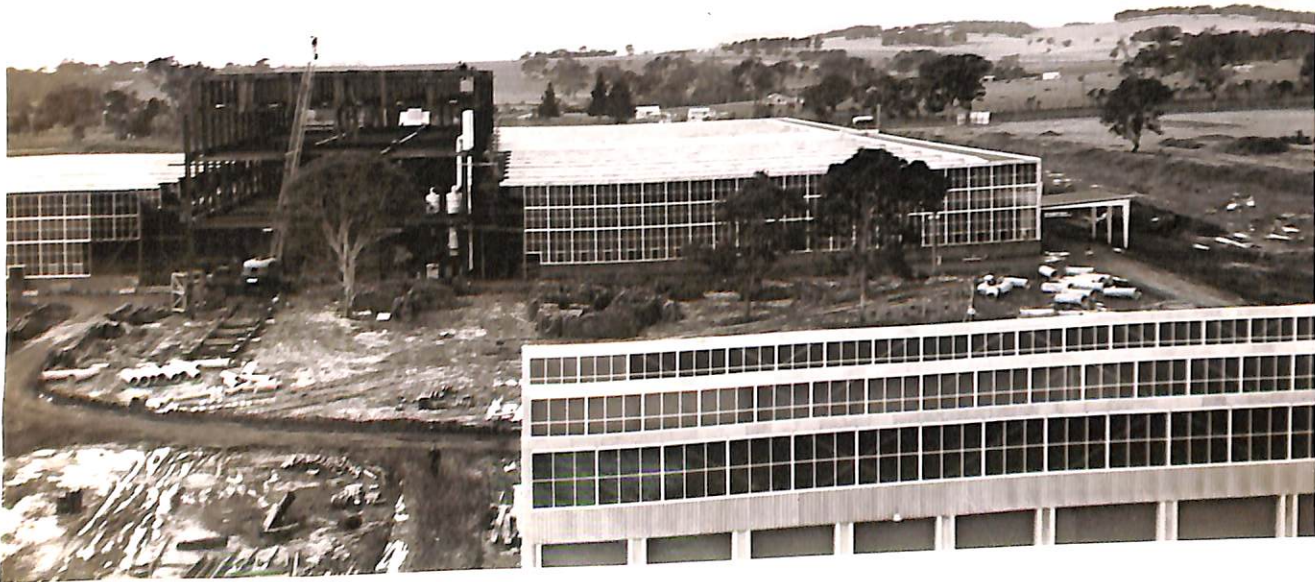
312



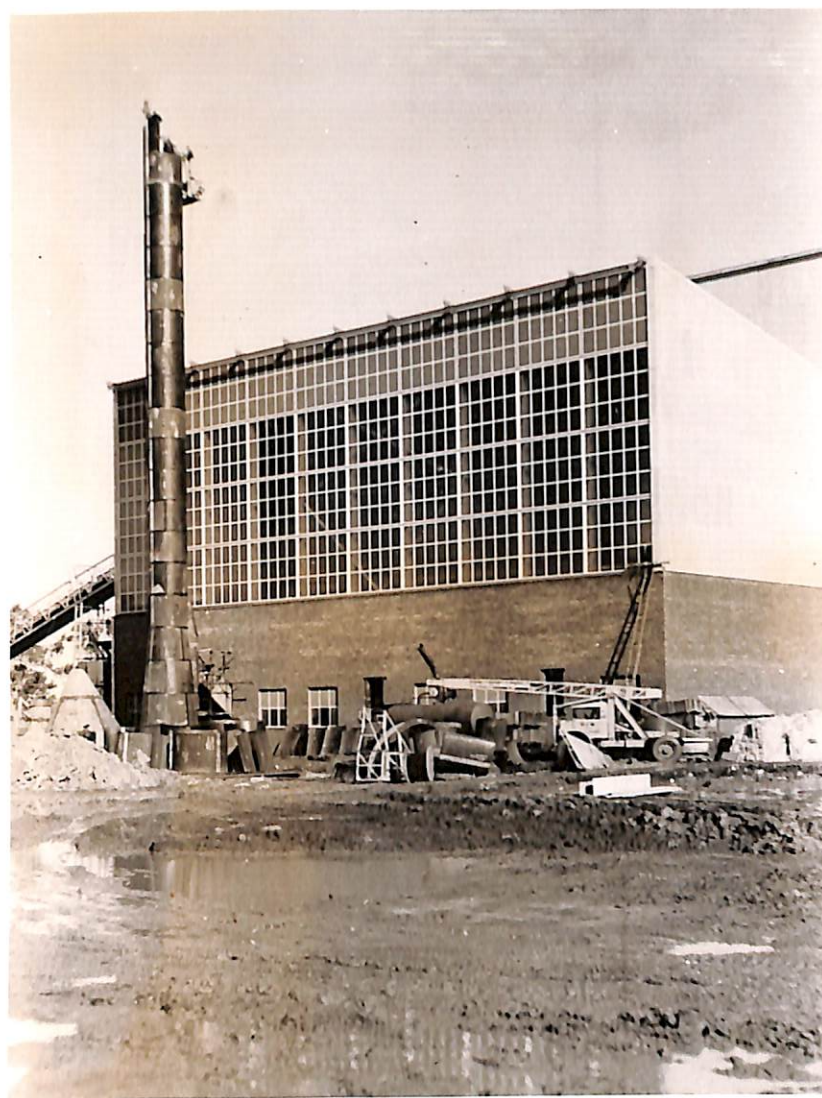
313



314



315



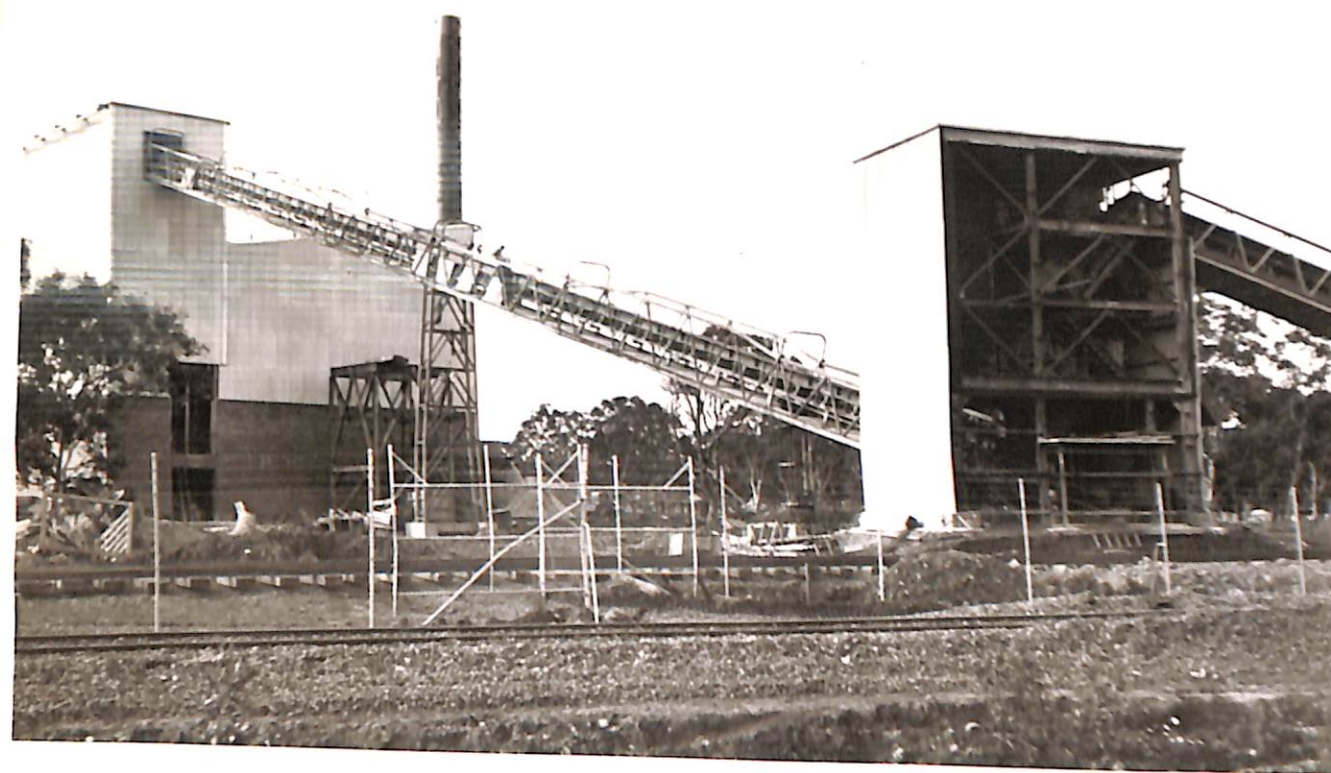
316



317



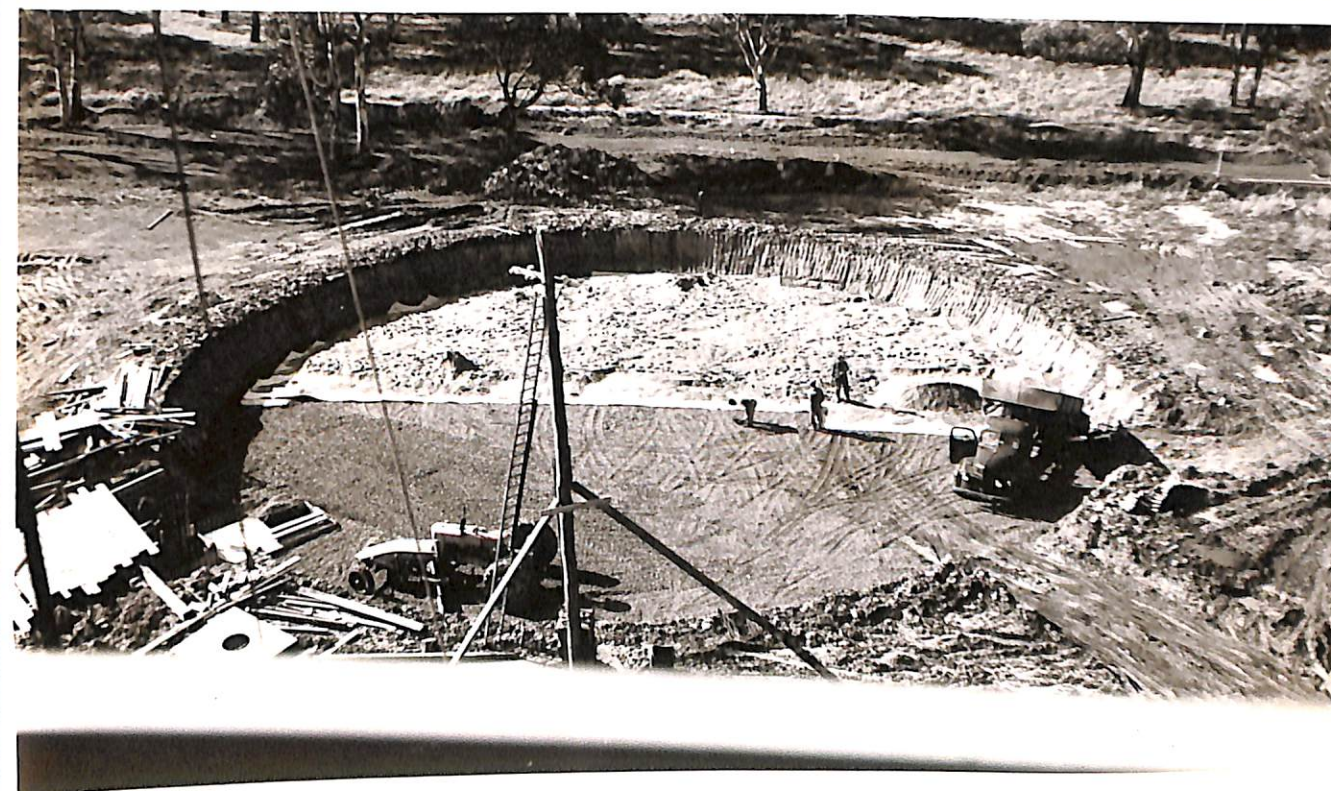
318



319



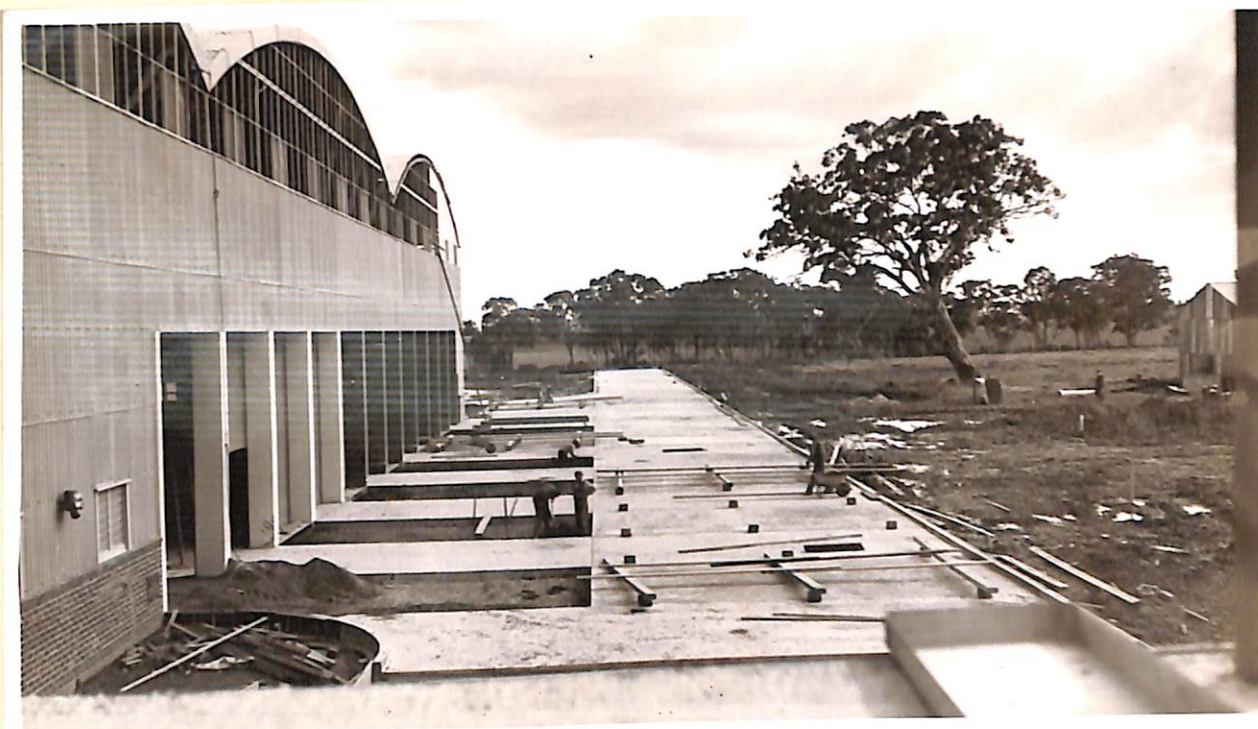
320



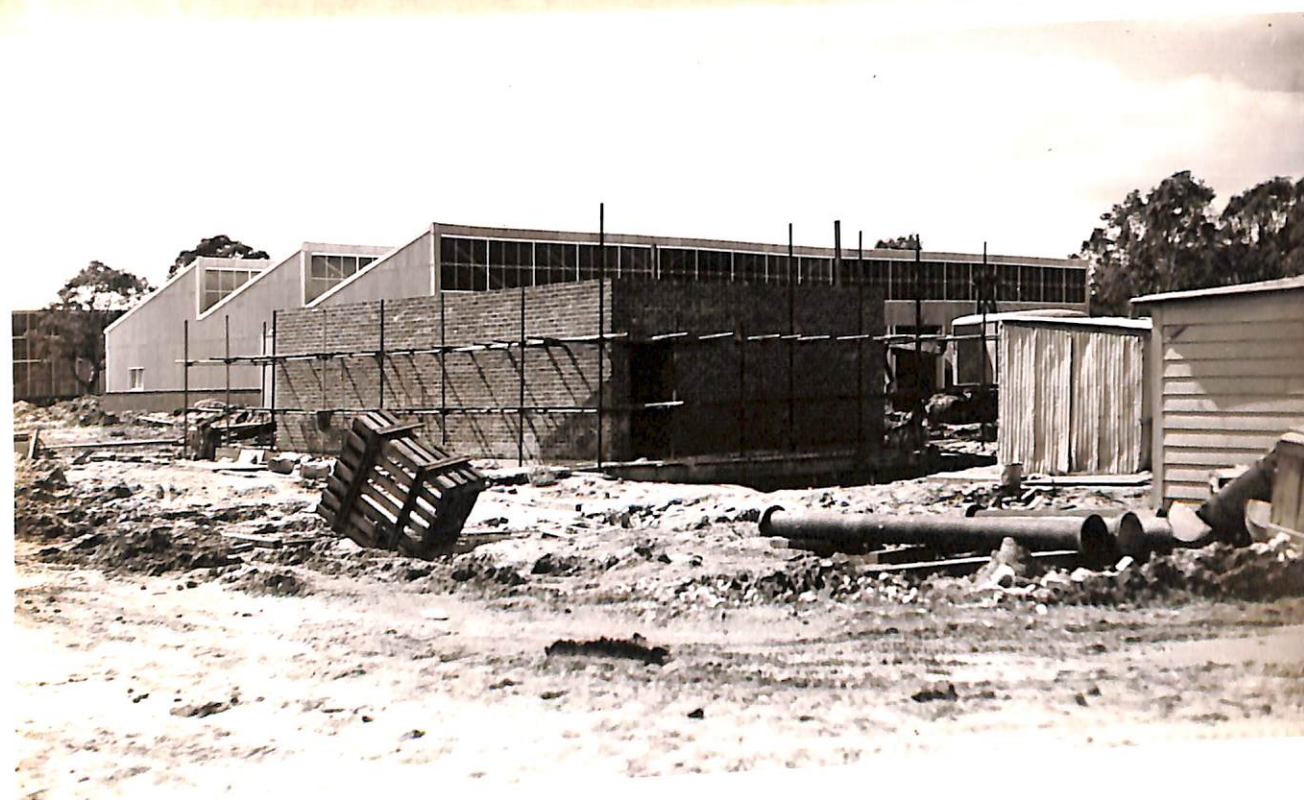
321



322



323



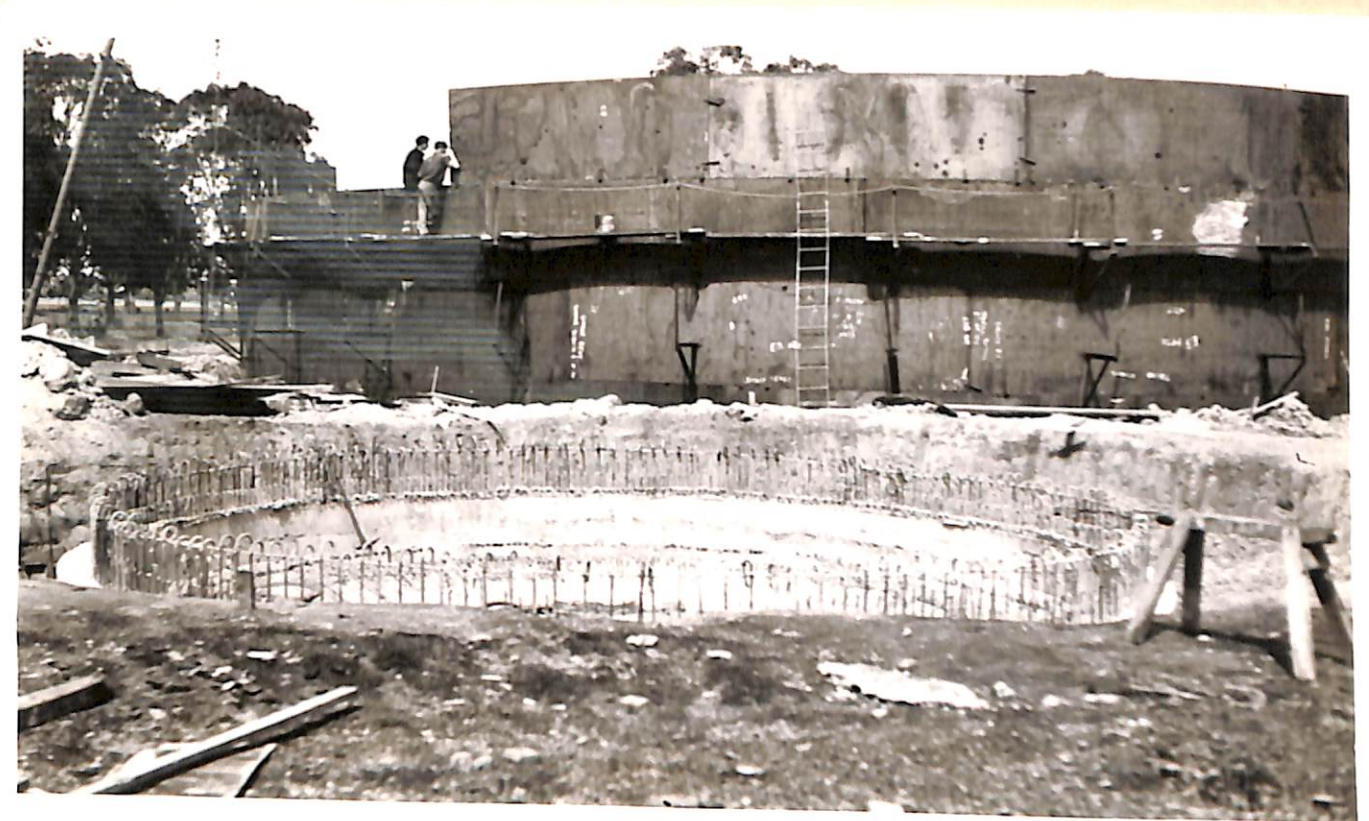
324



325



326



327



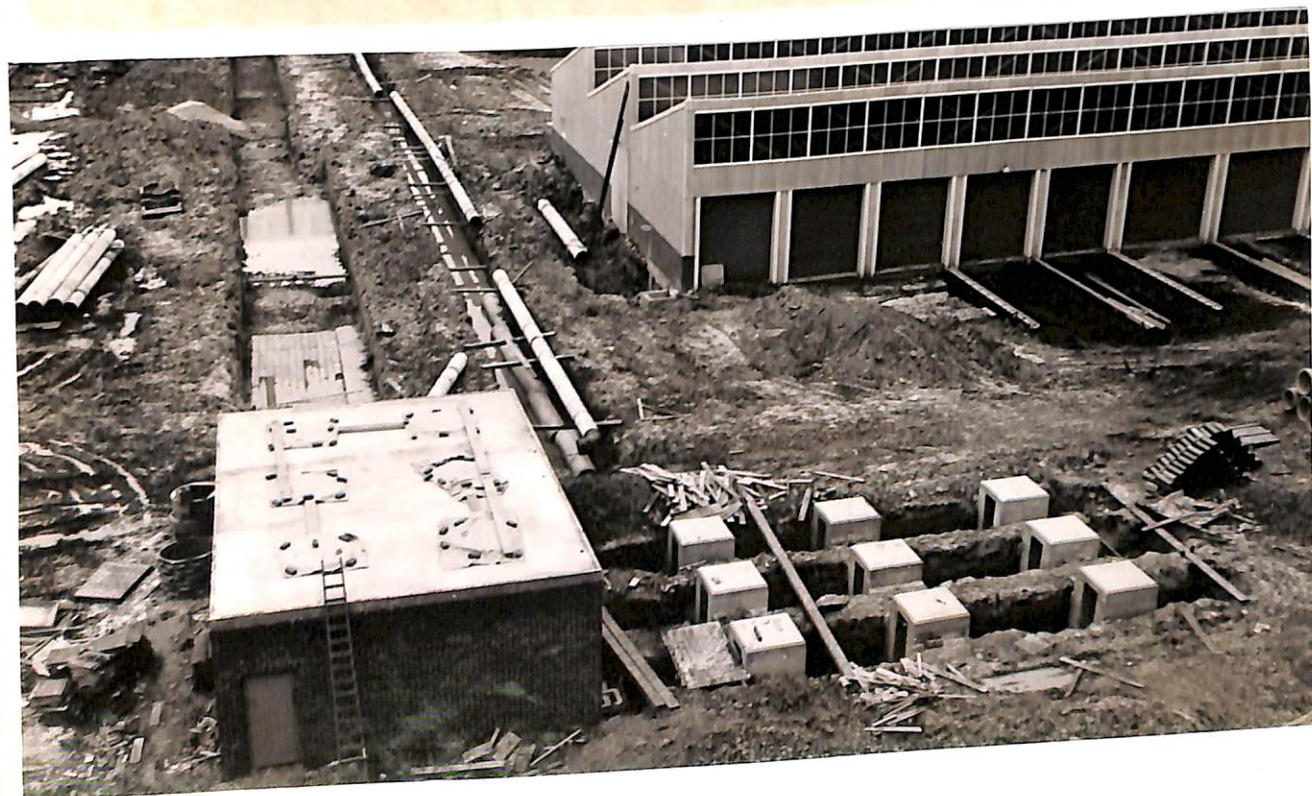
328



329



330



332



331



333



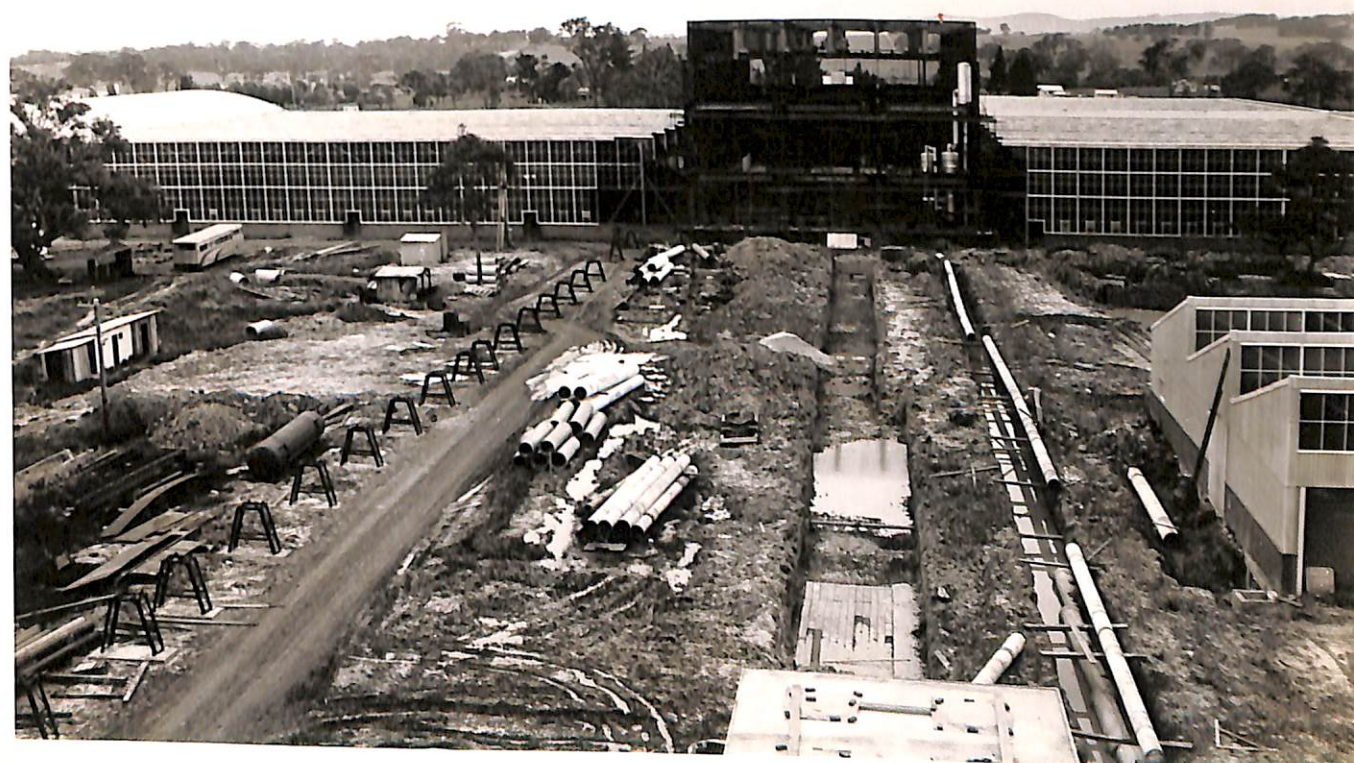
334



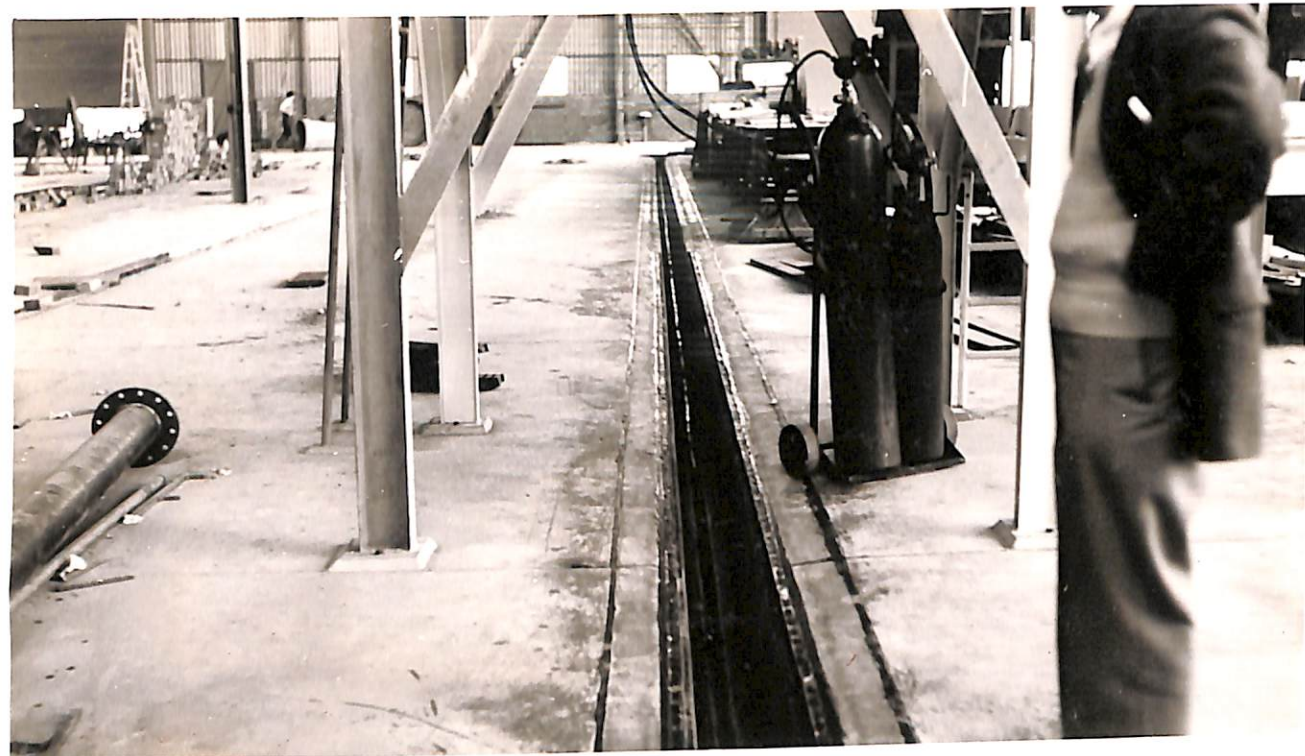
335



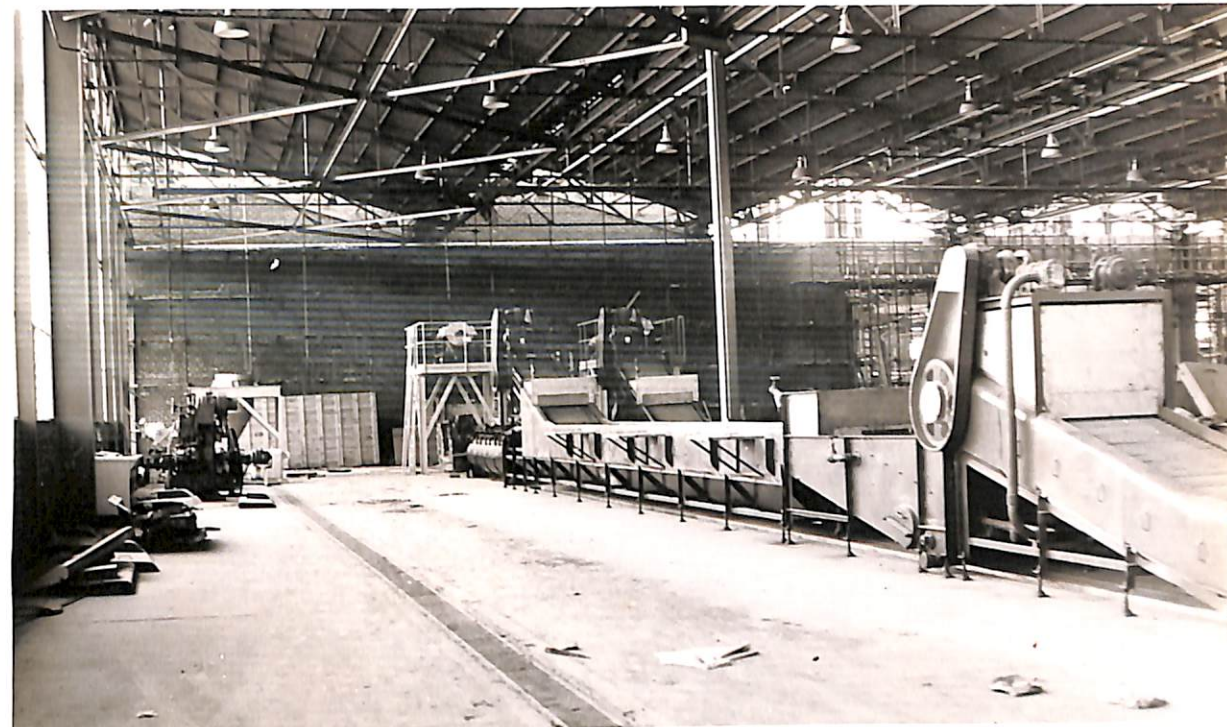
336



337



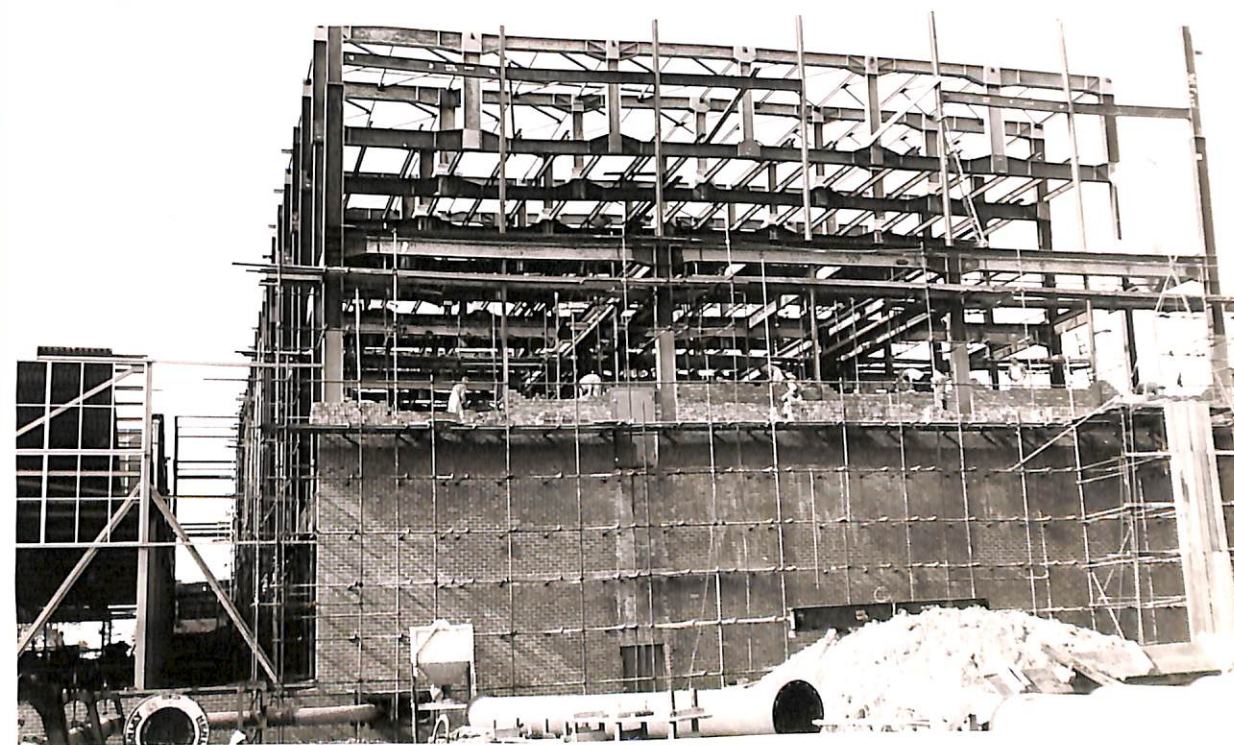
338



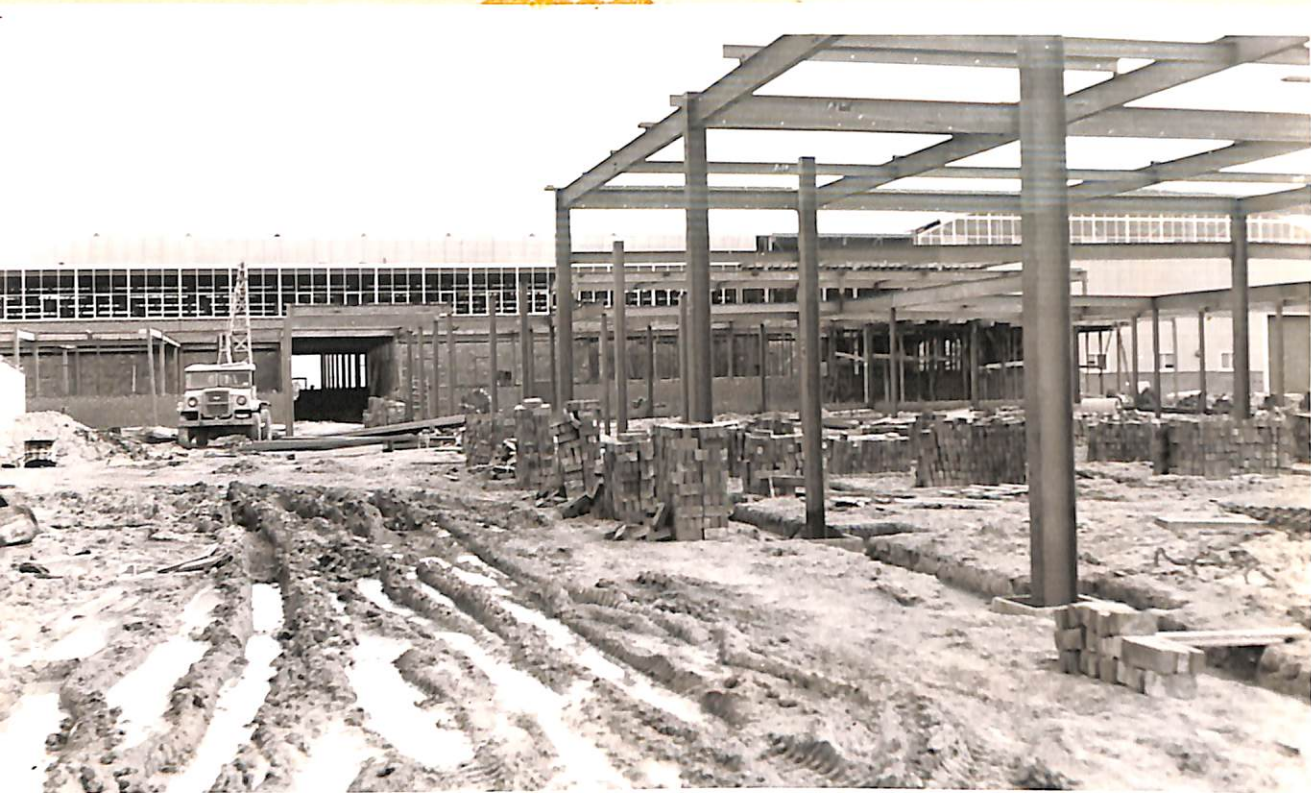
339



340



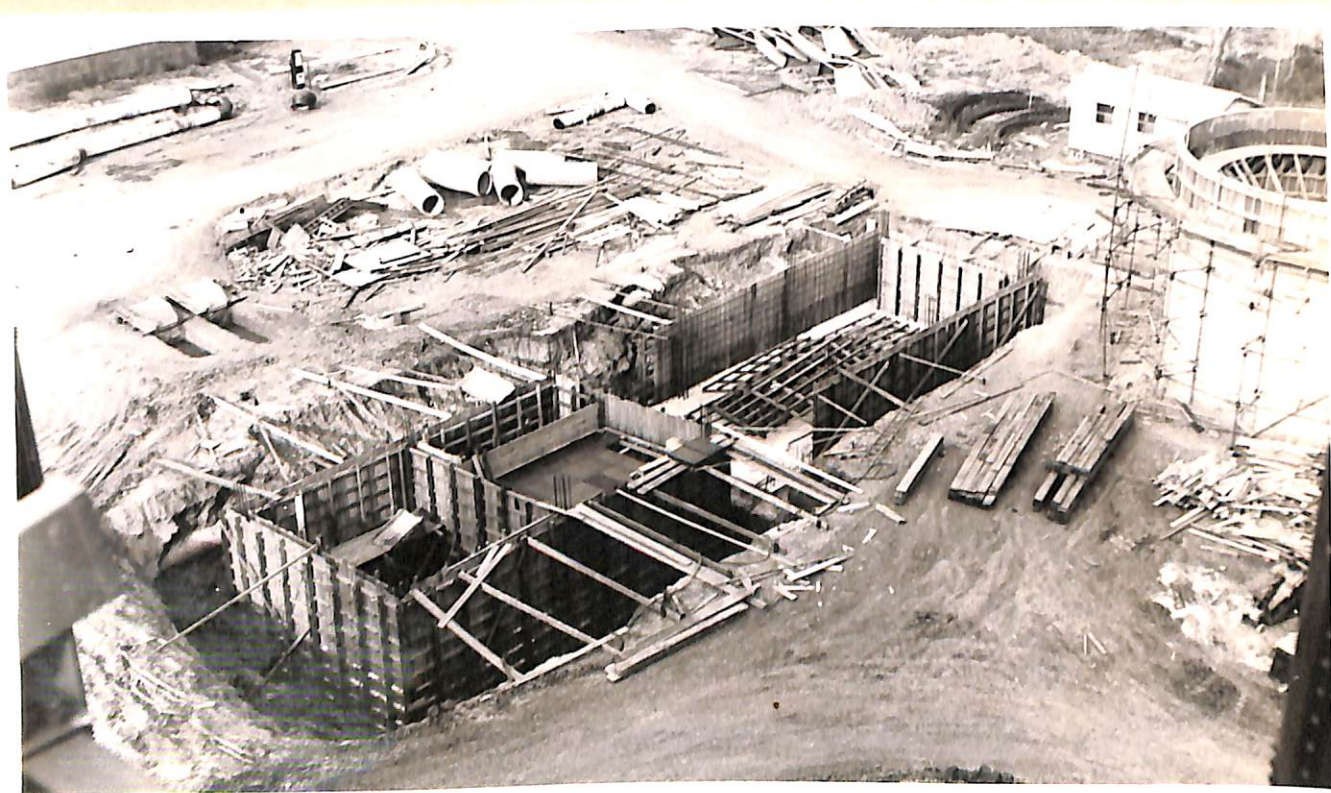
341



342



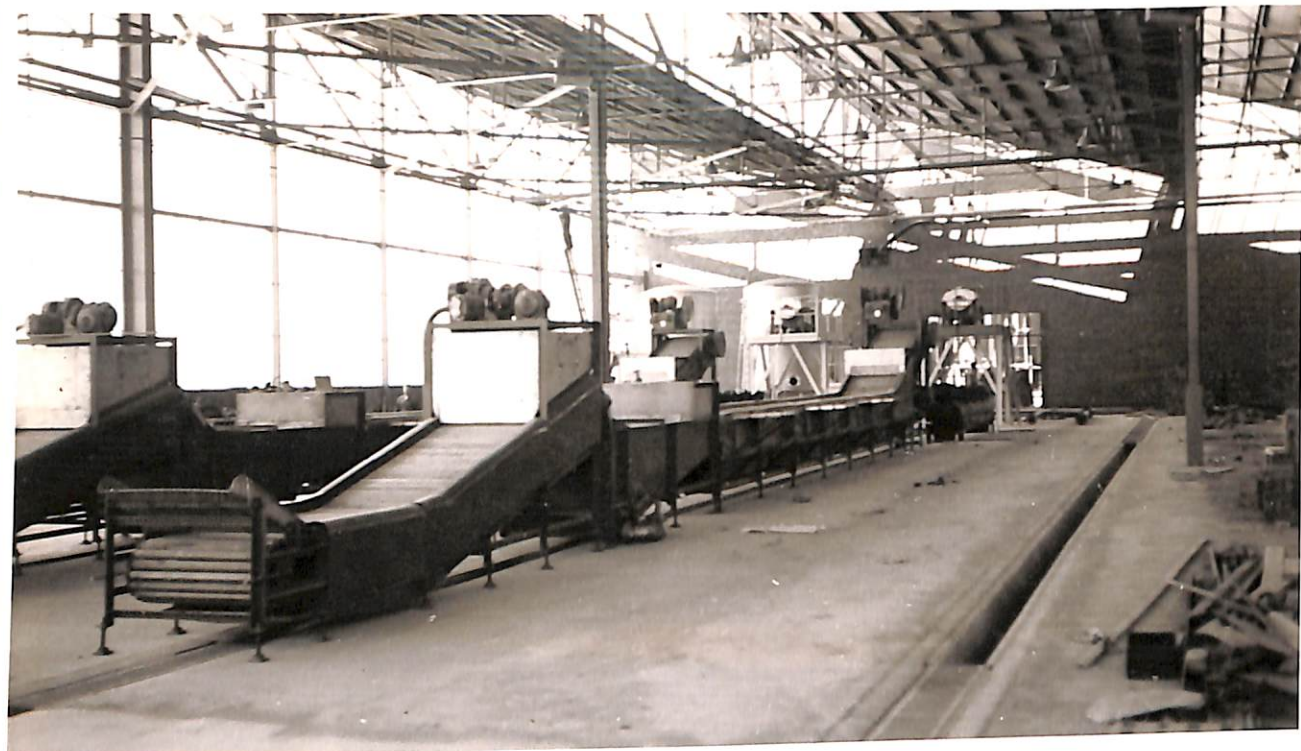
343



344



345



346



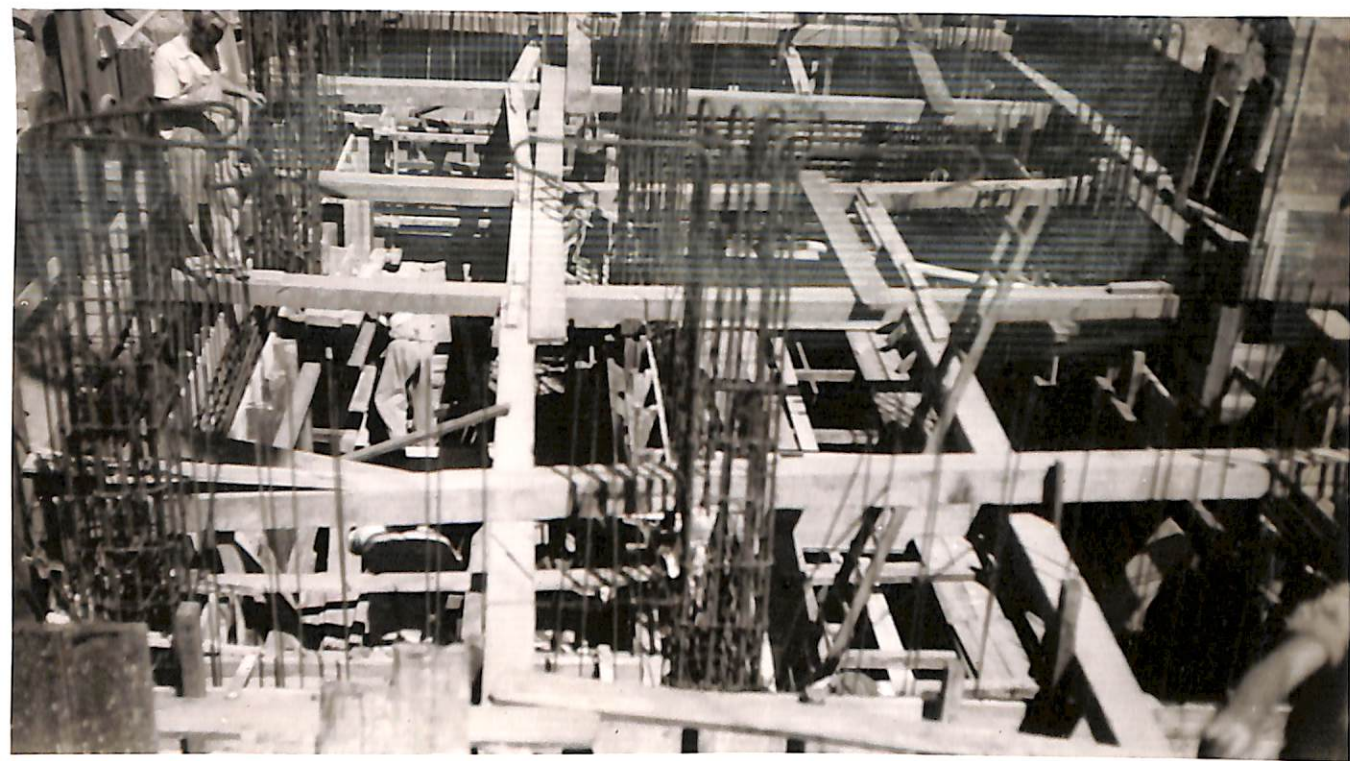
347



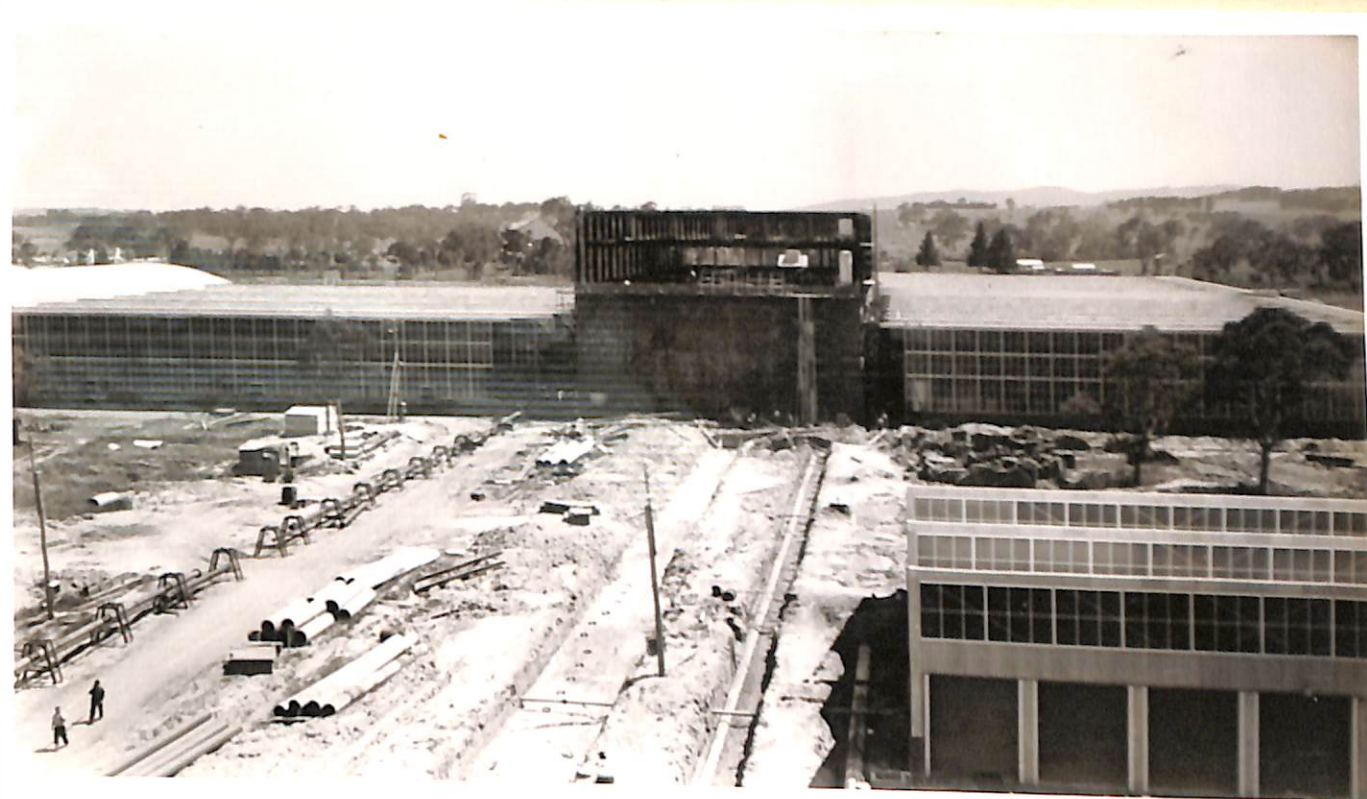
348



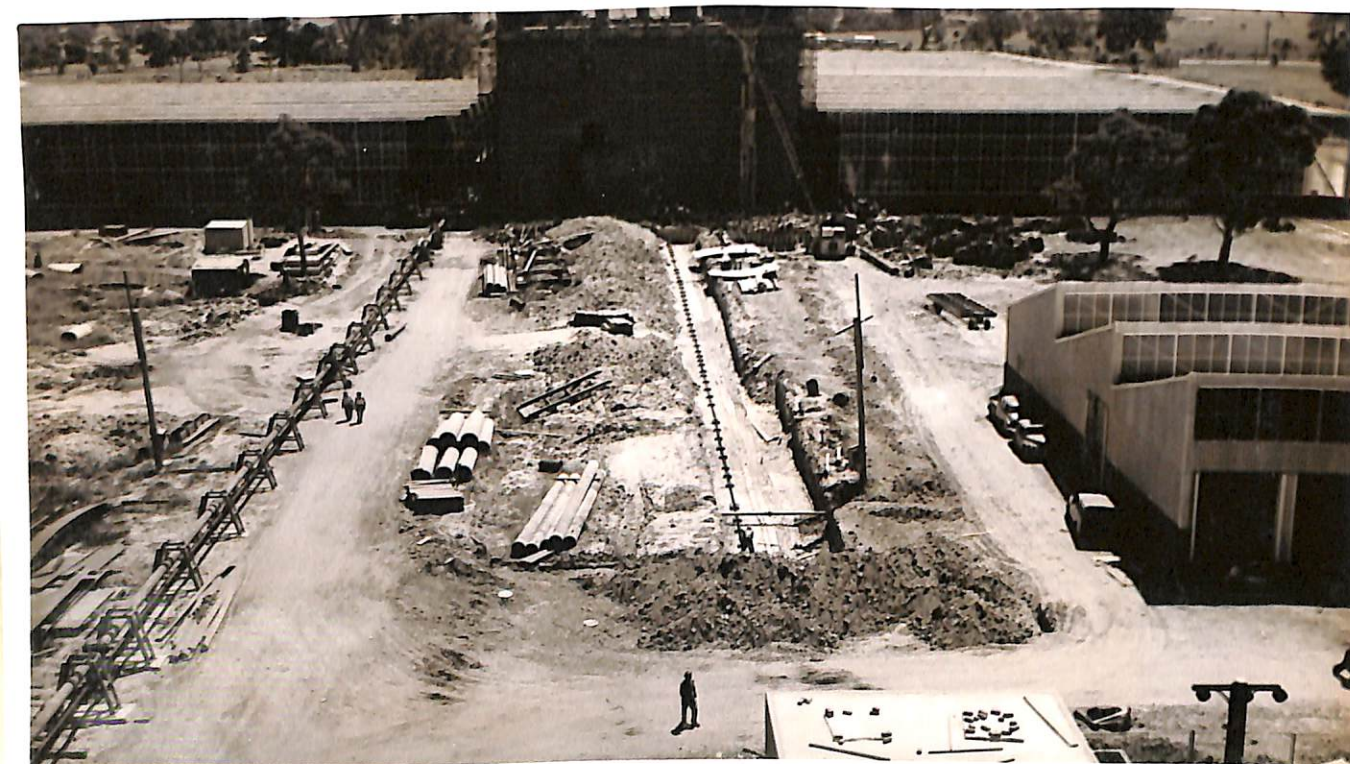
349



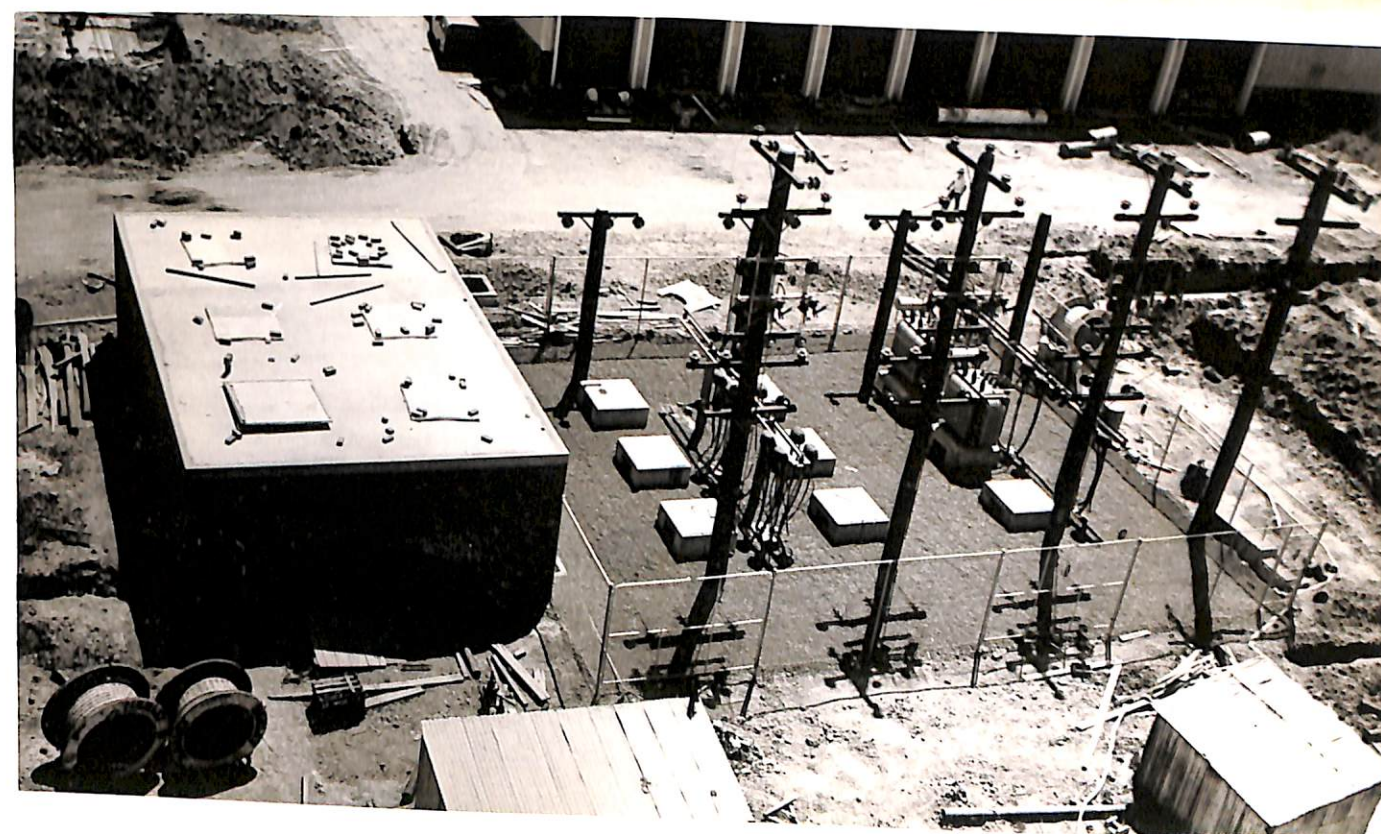
350



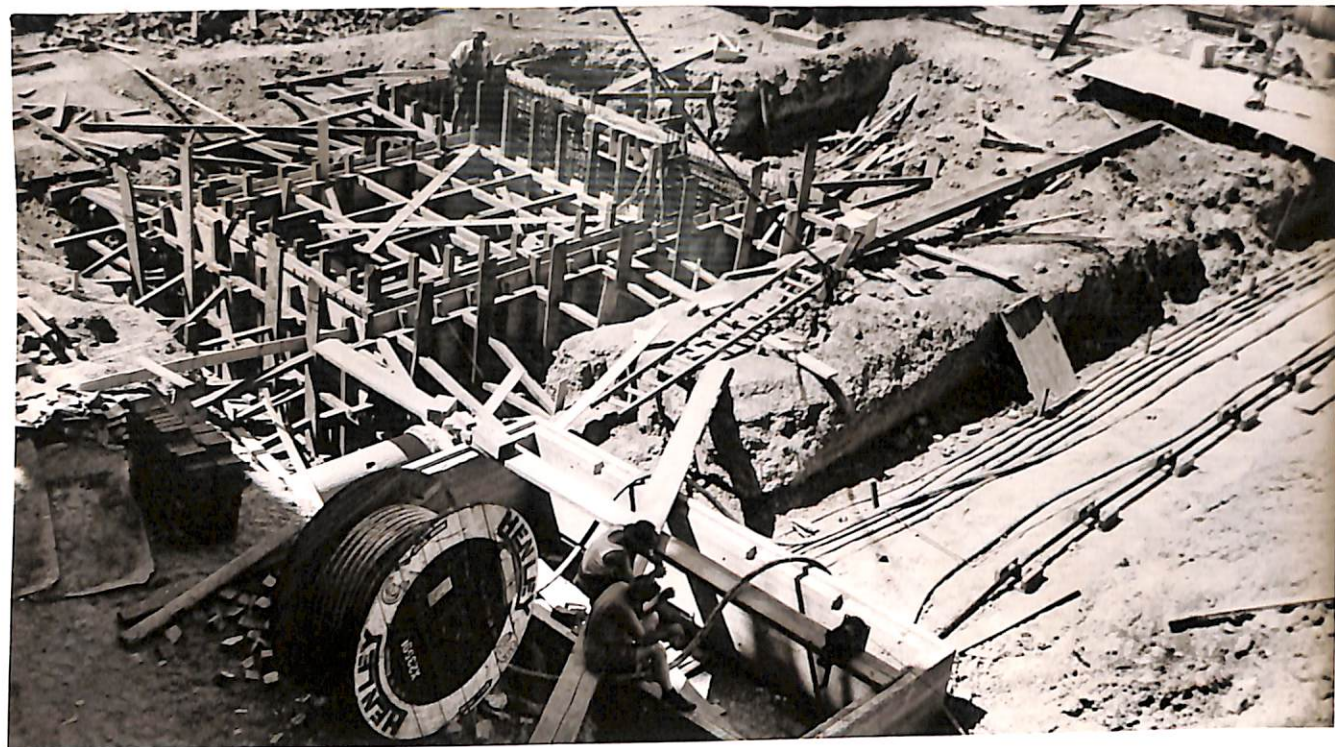
351



352



353



354



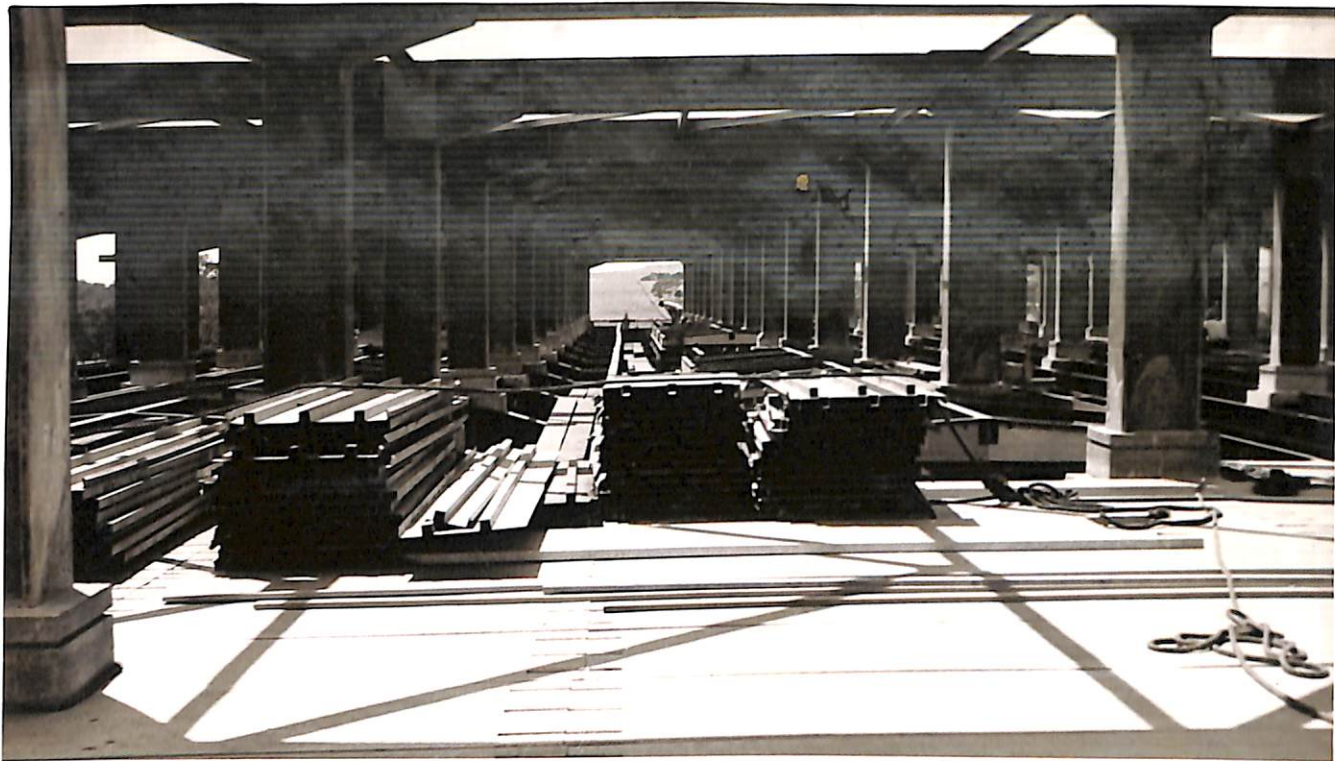
355



356



357



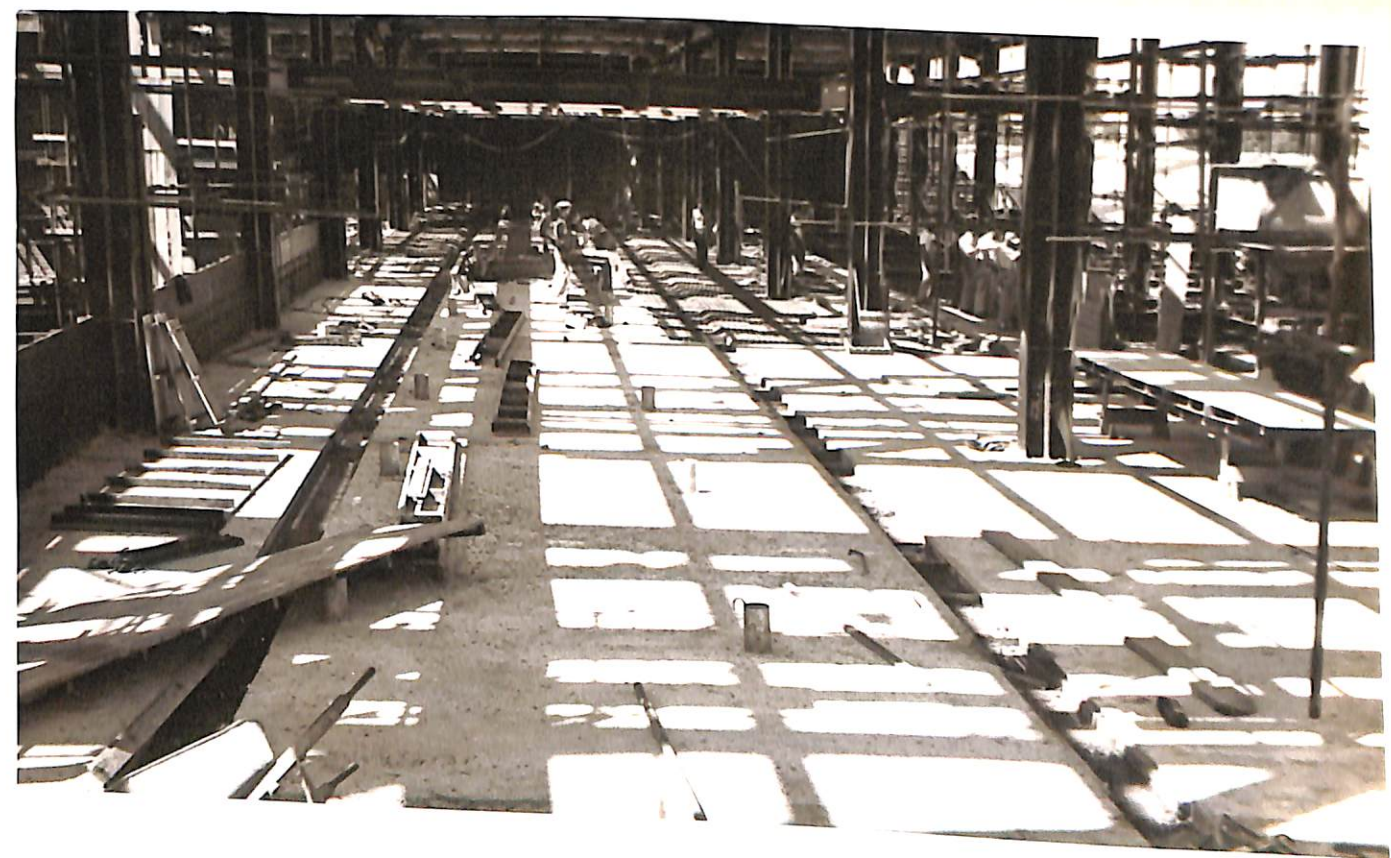
358



359



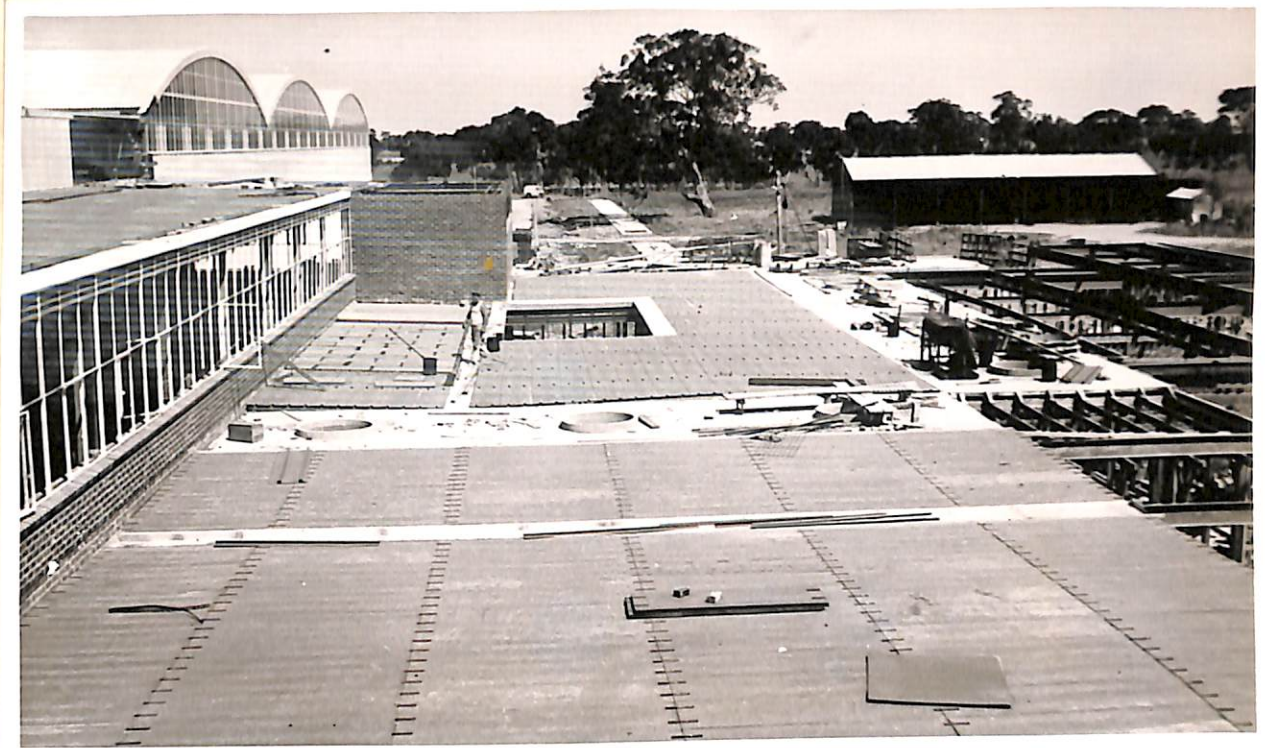
360



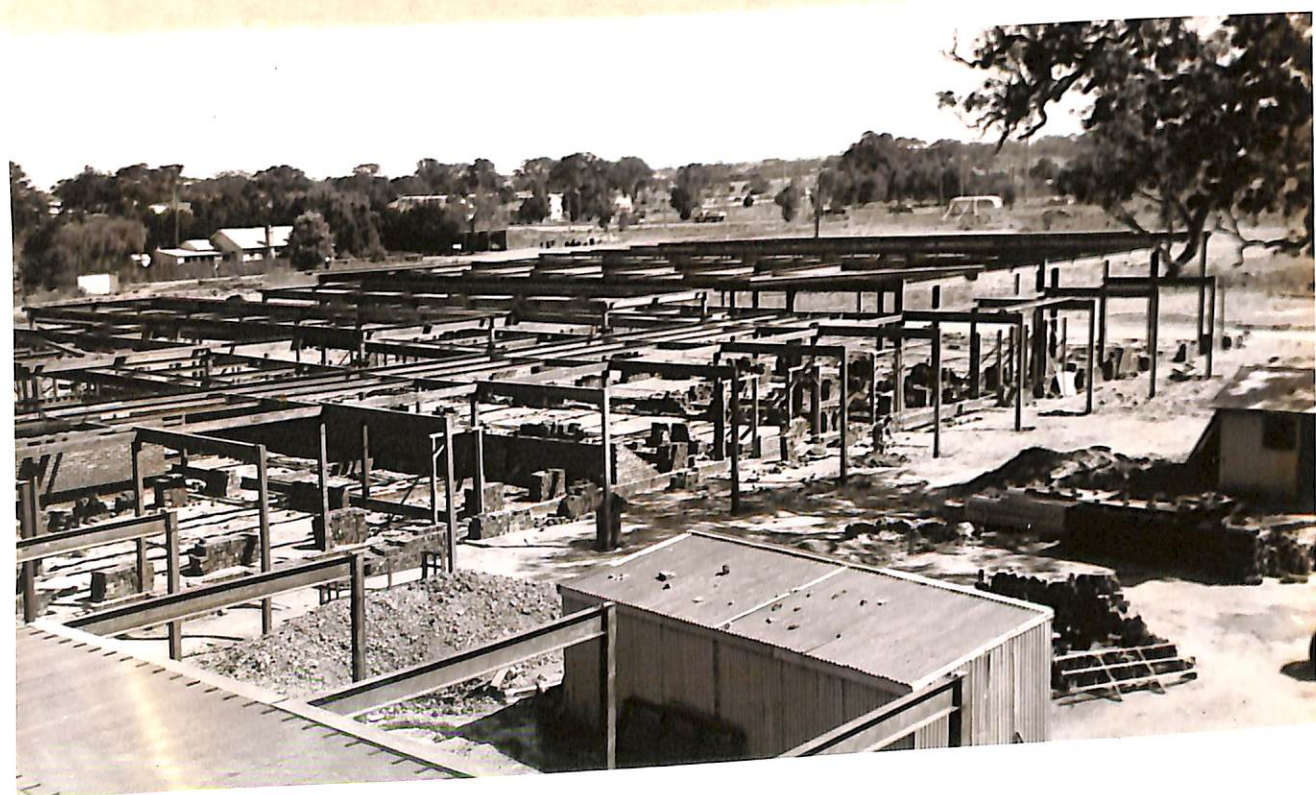
361



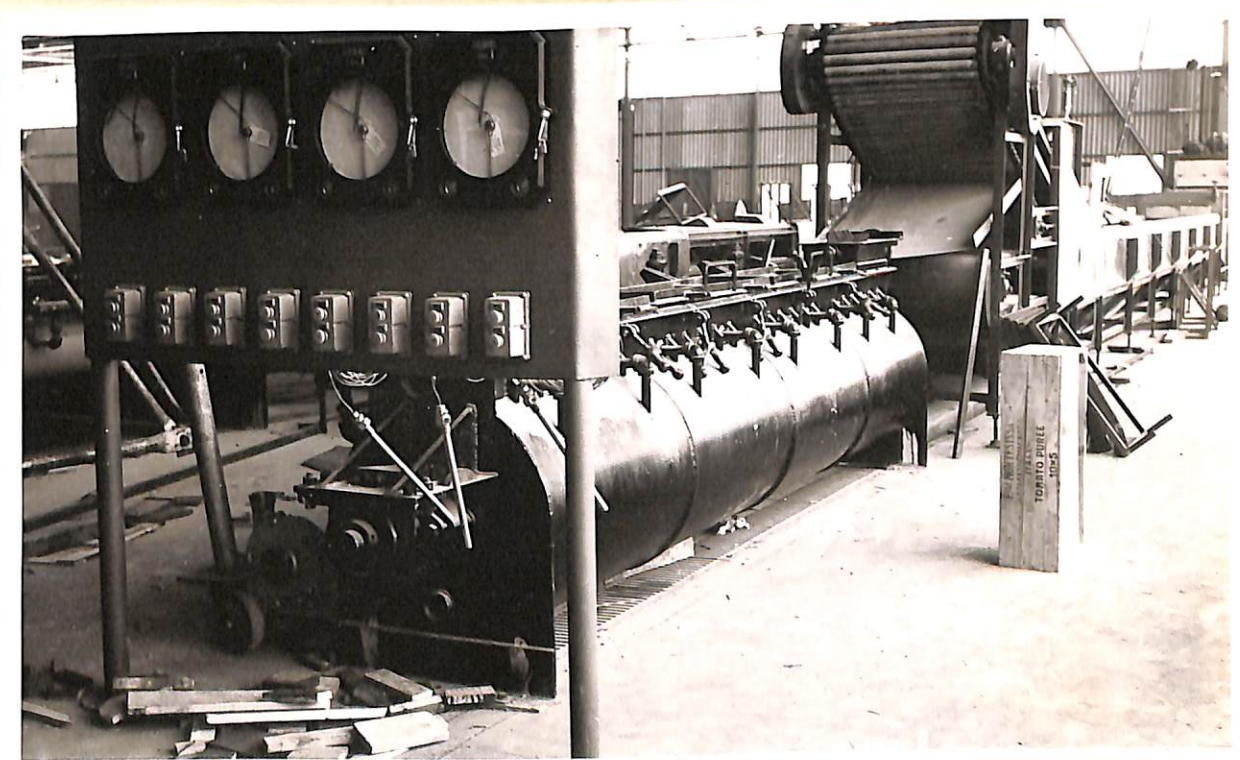
362



363



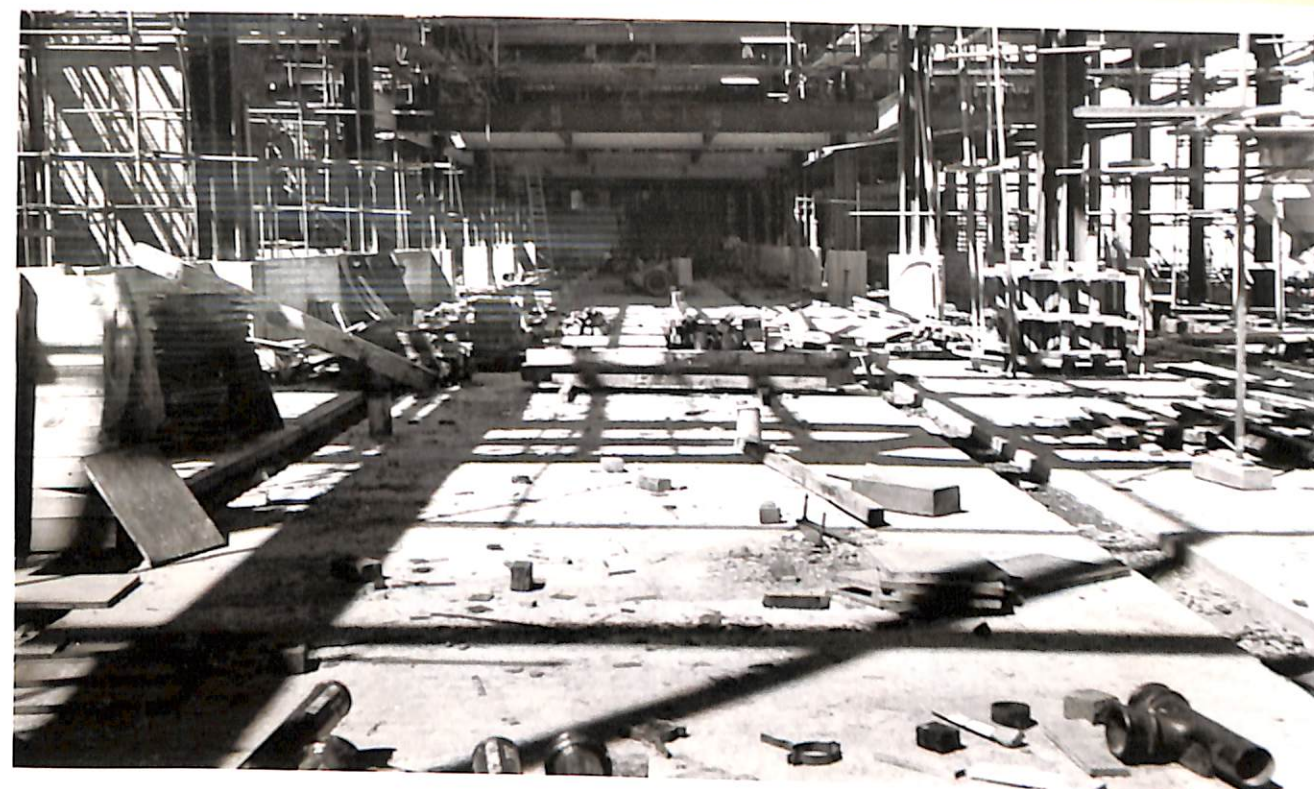
364



365



366



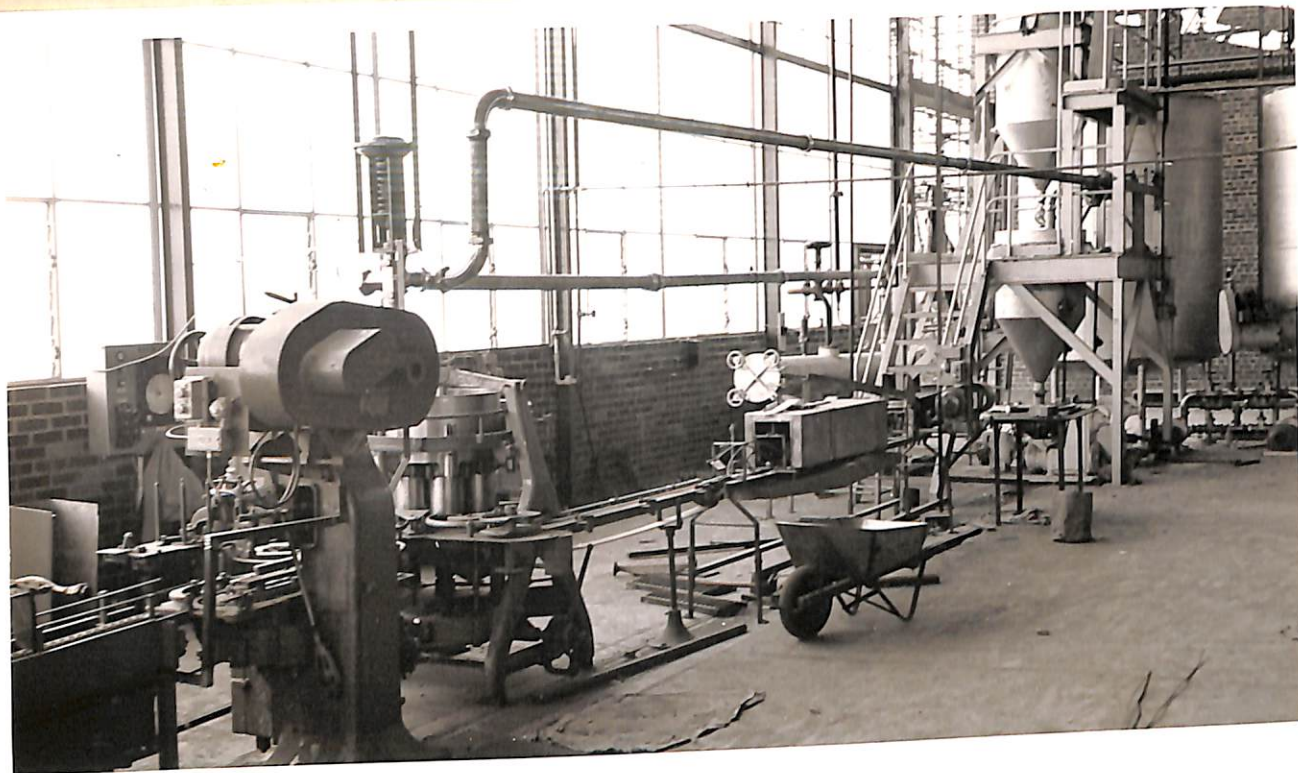
367



368



369



370



371



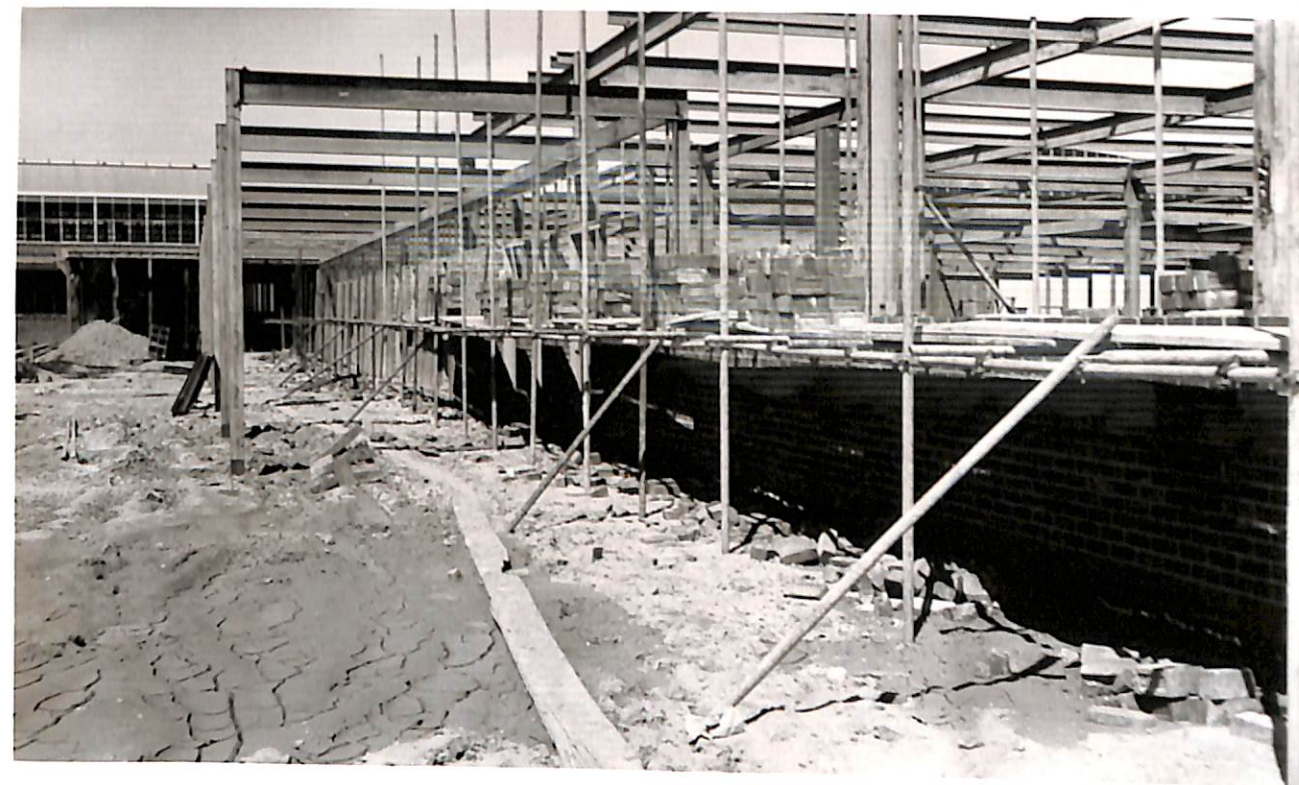
372



373



374



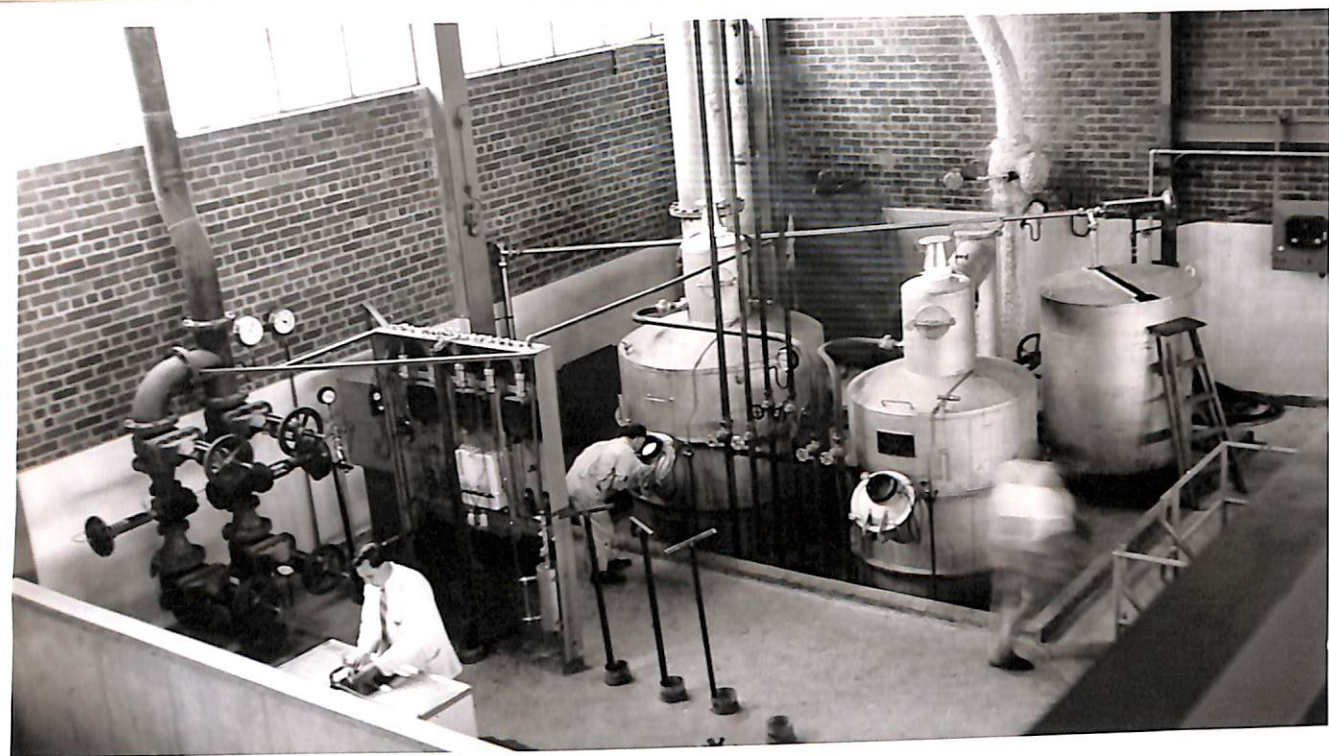
375



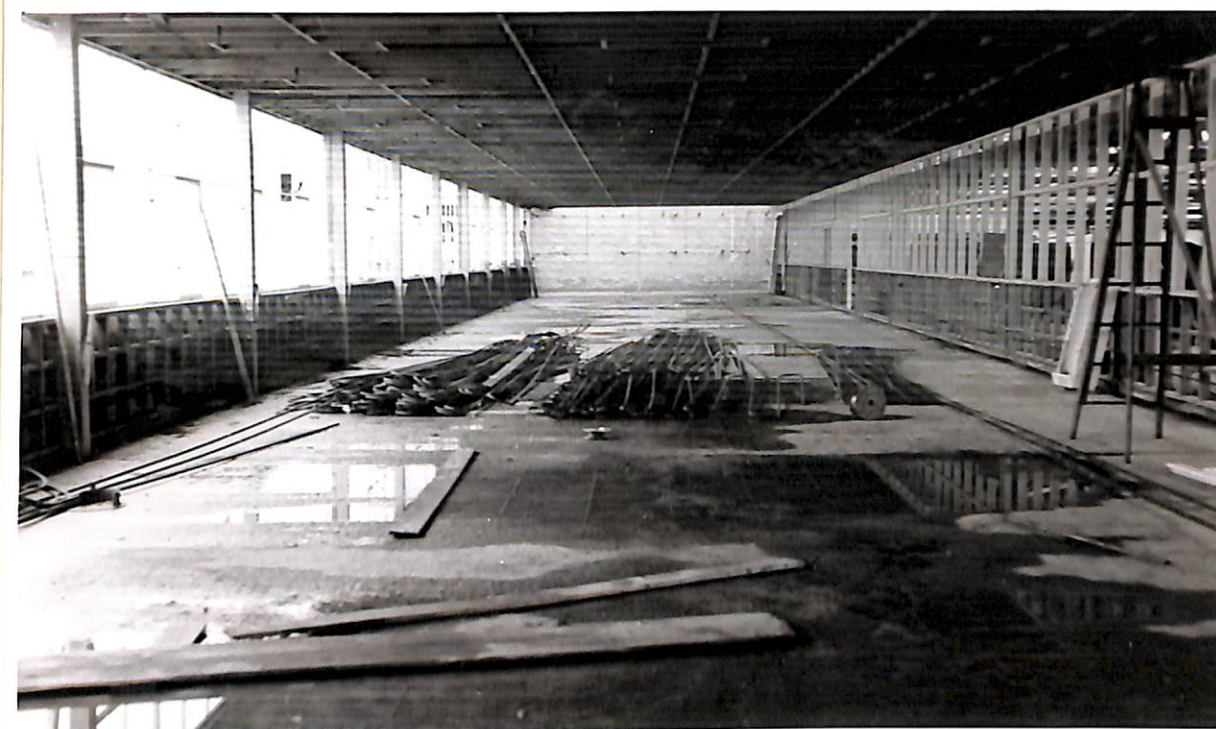
376



377



378



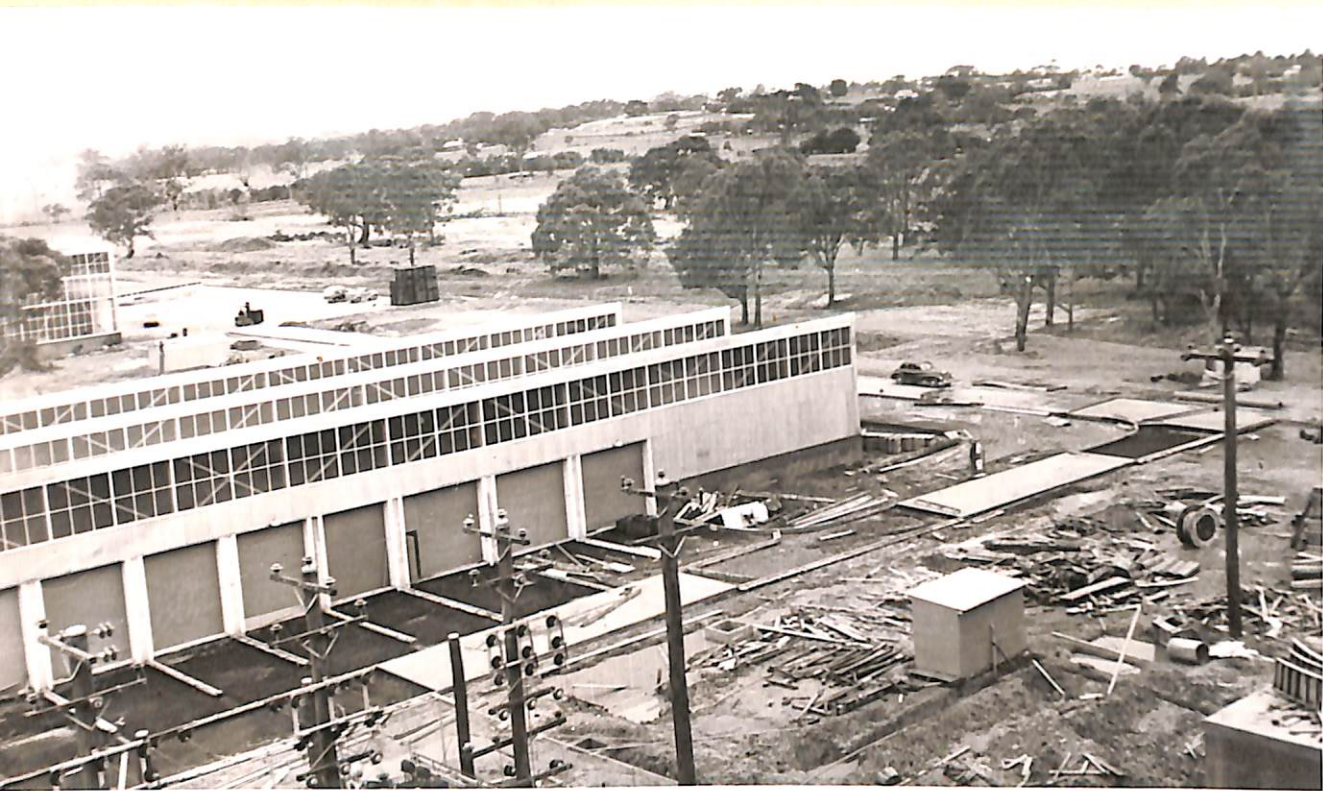
379



380



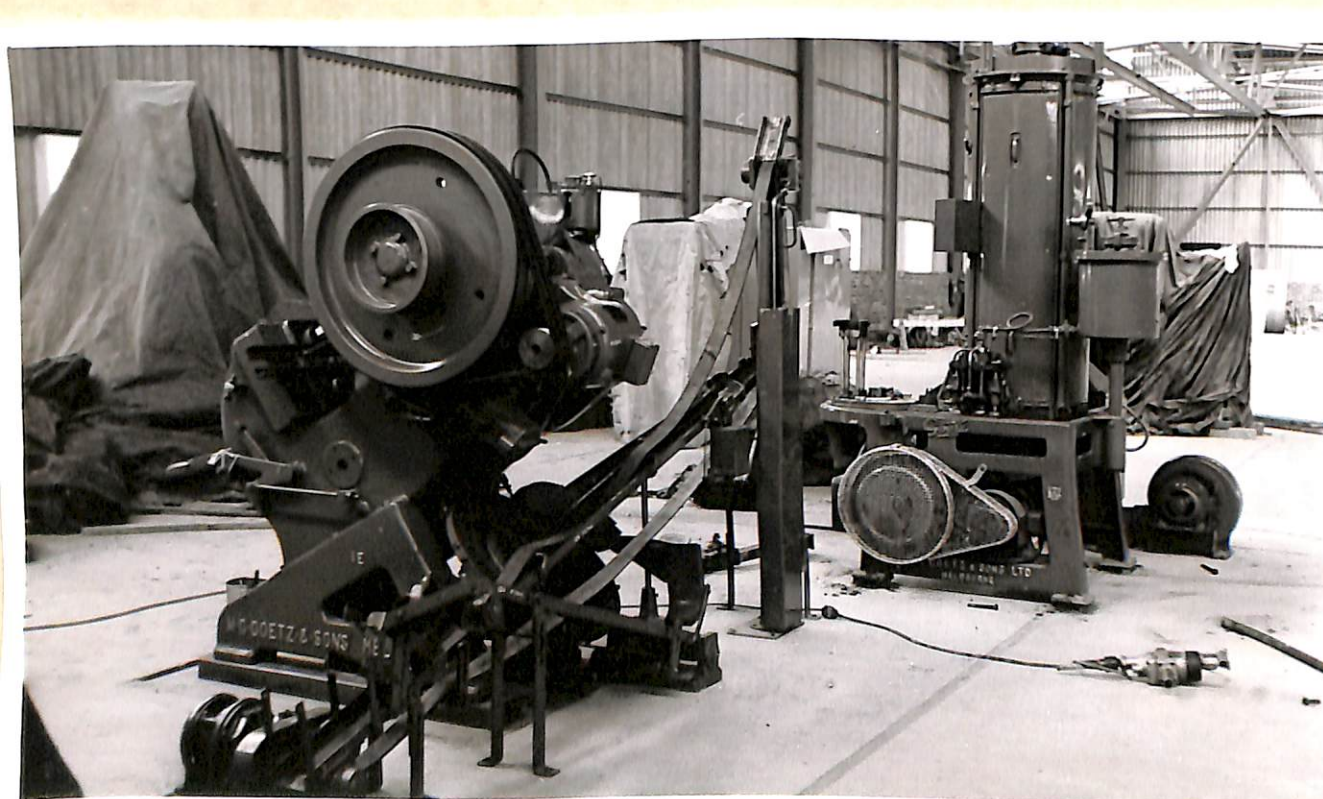
381



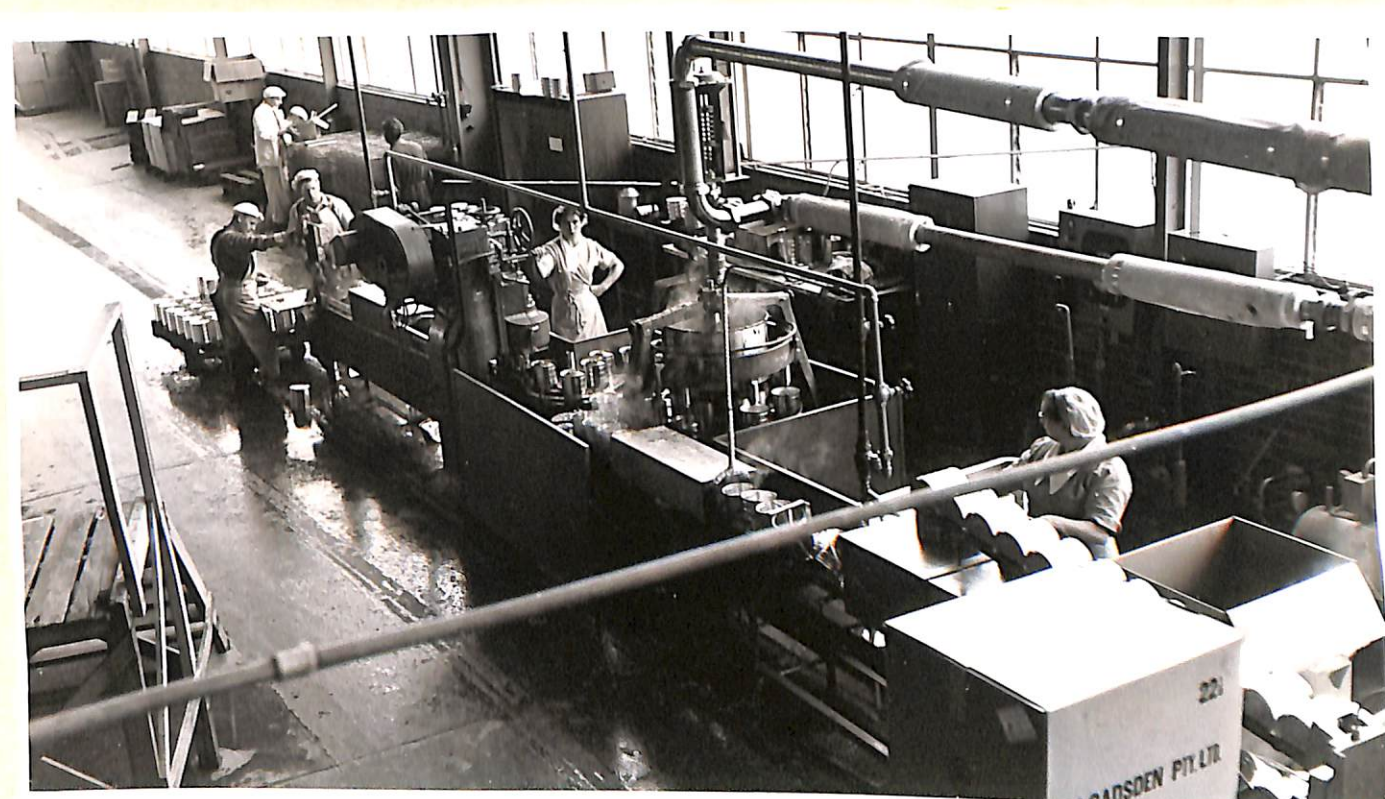
382



383



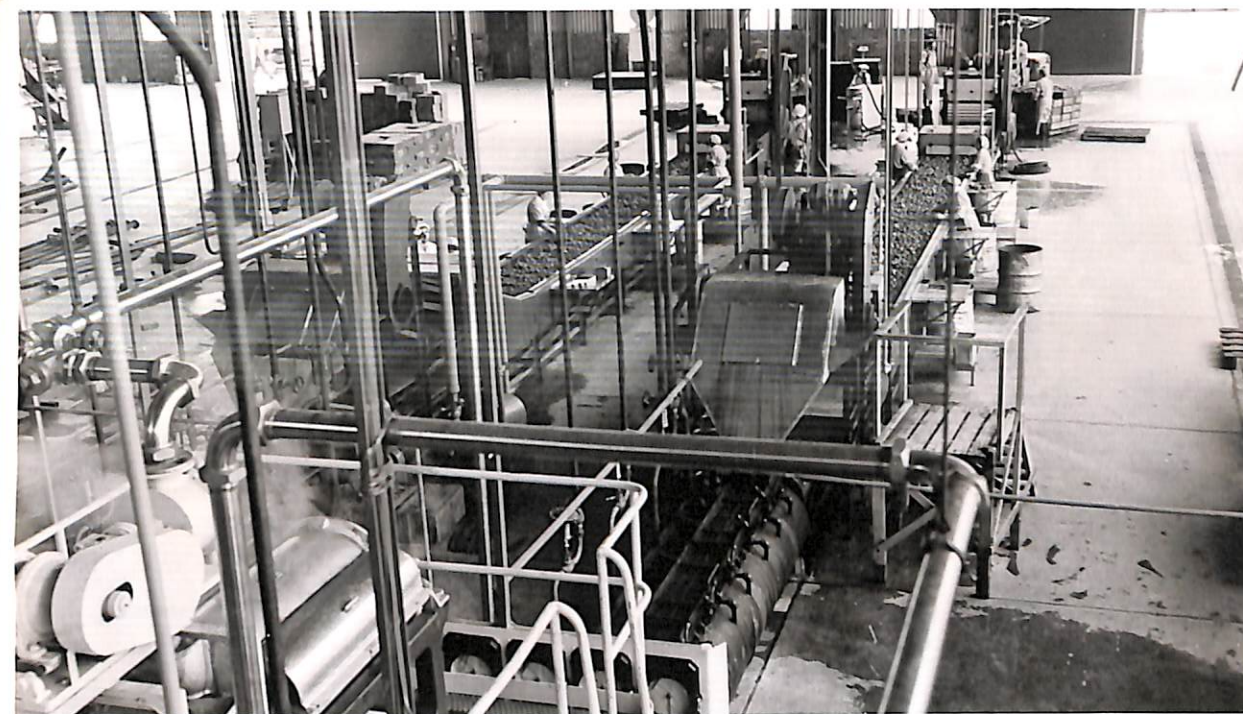
384



385



386



387



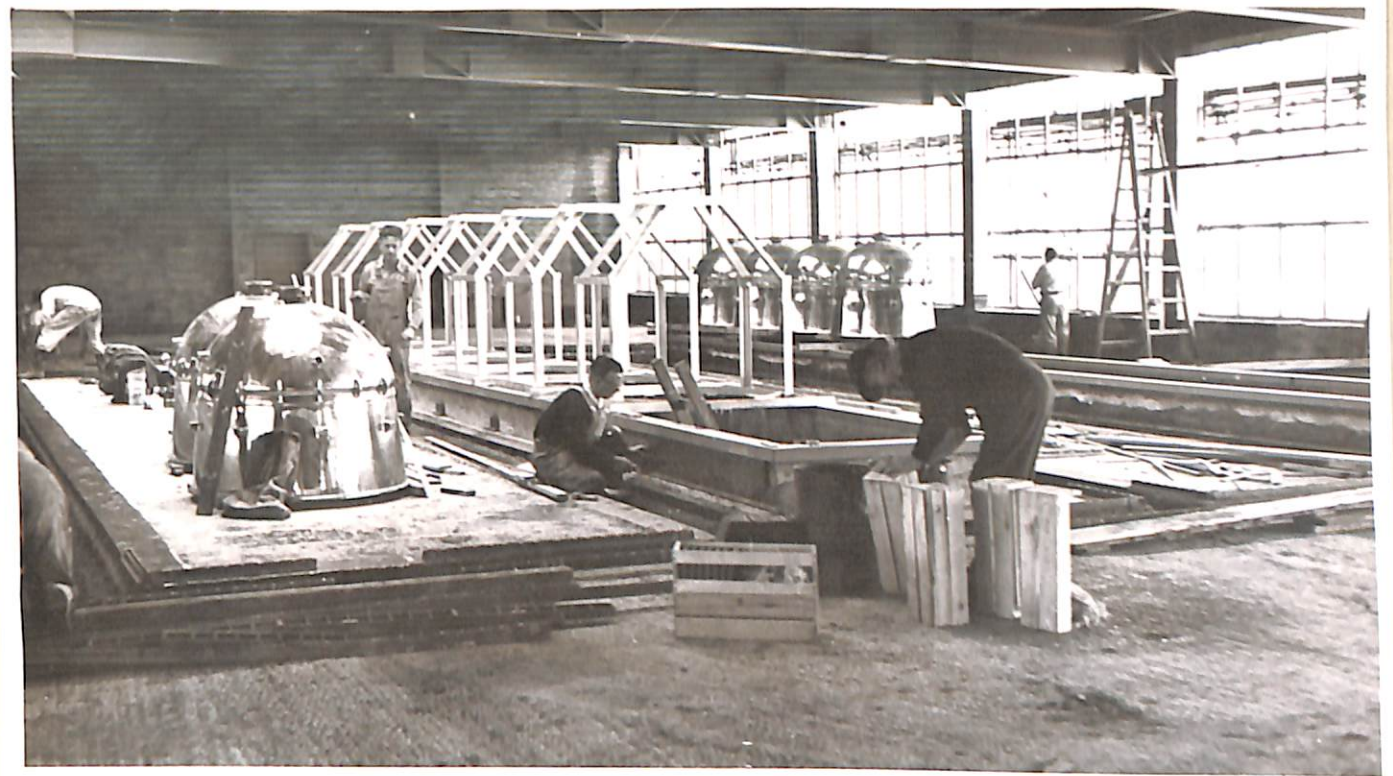
388



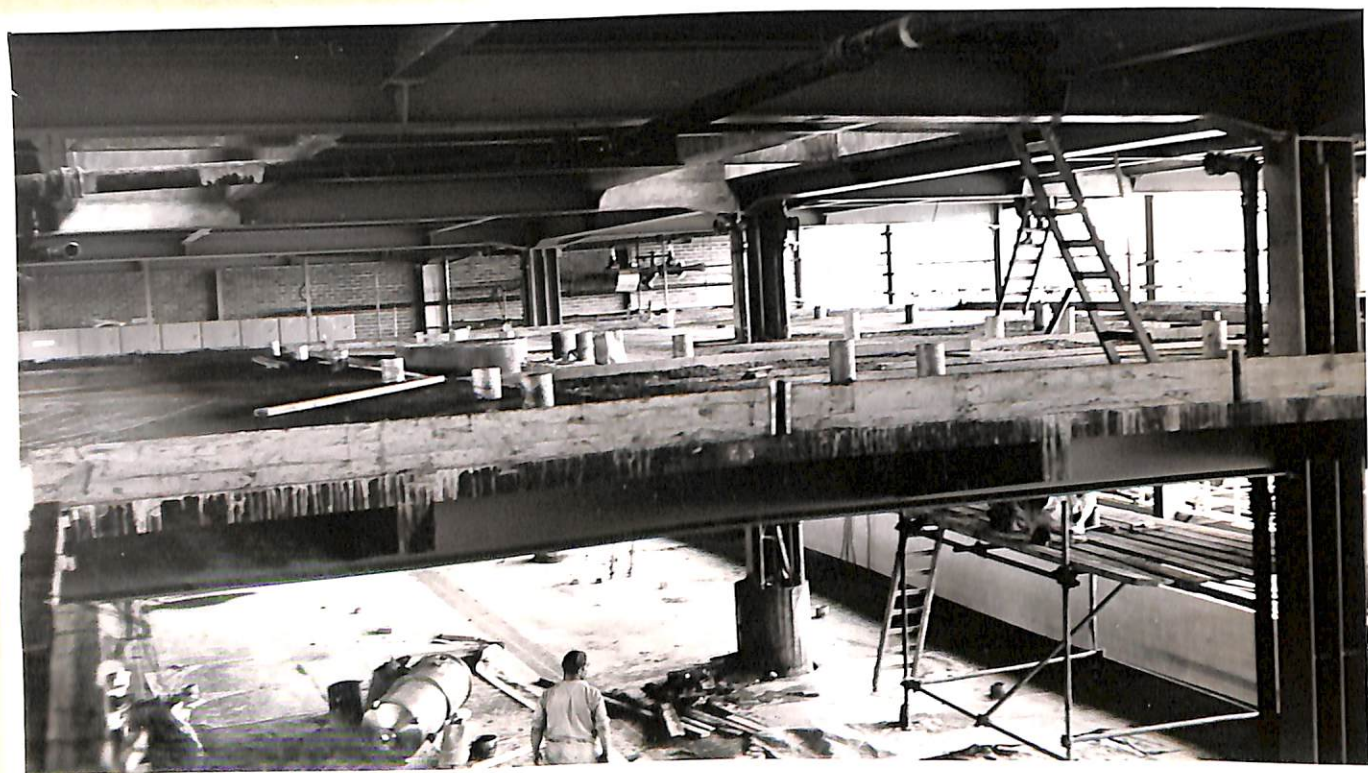
389



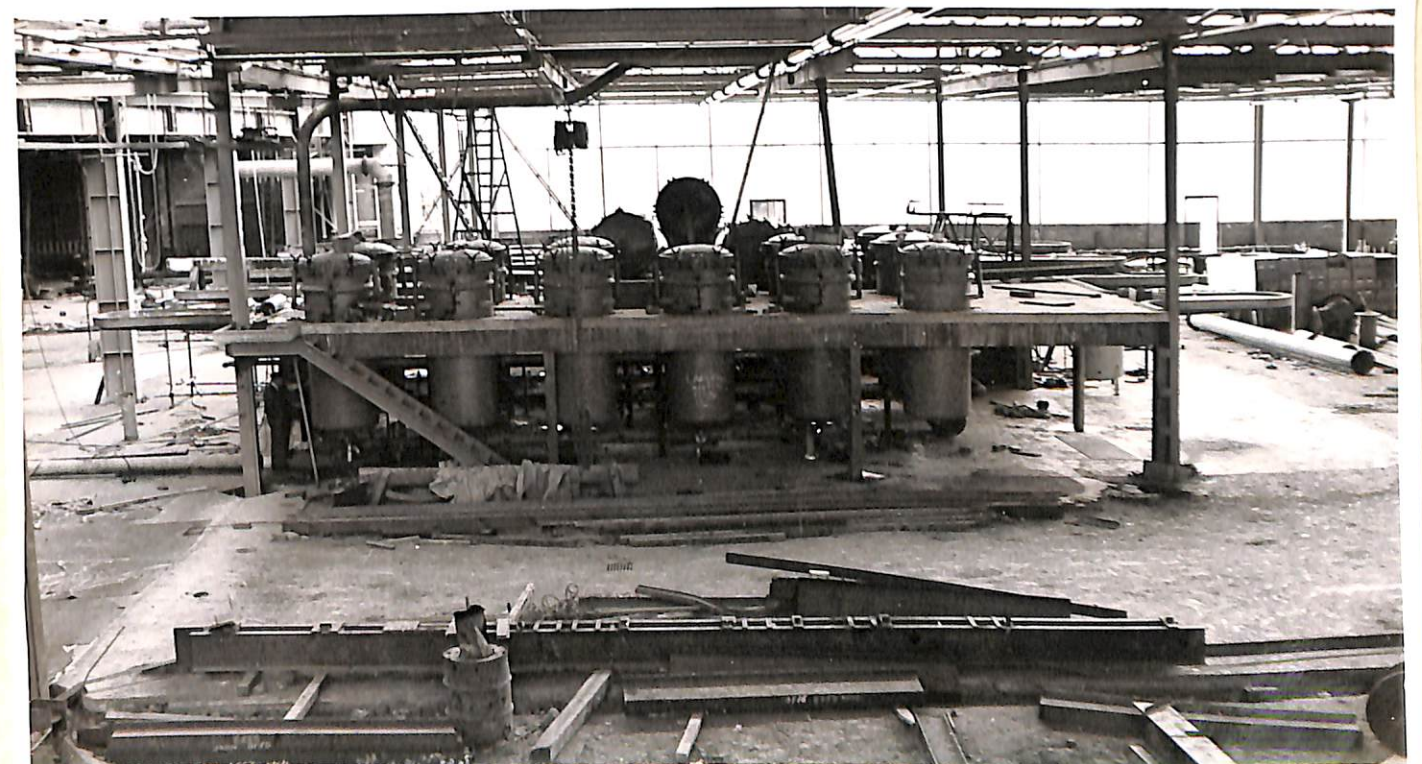
390



391



392



393



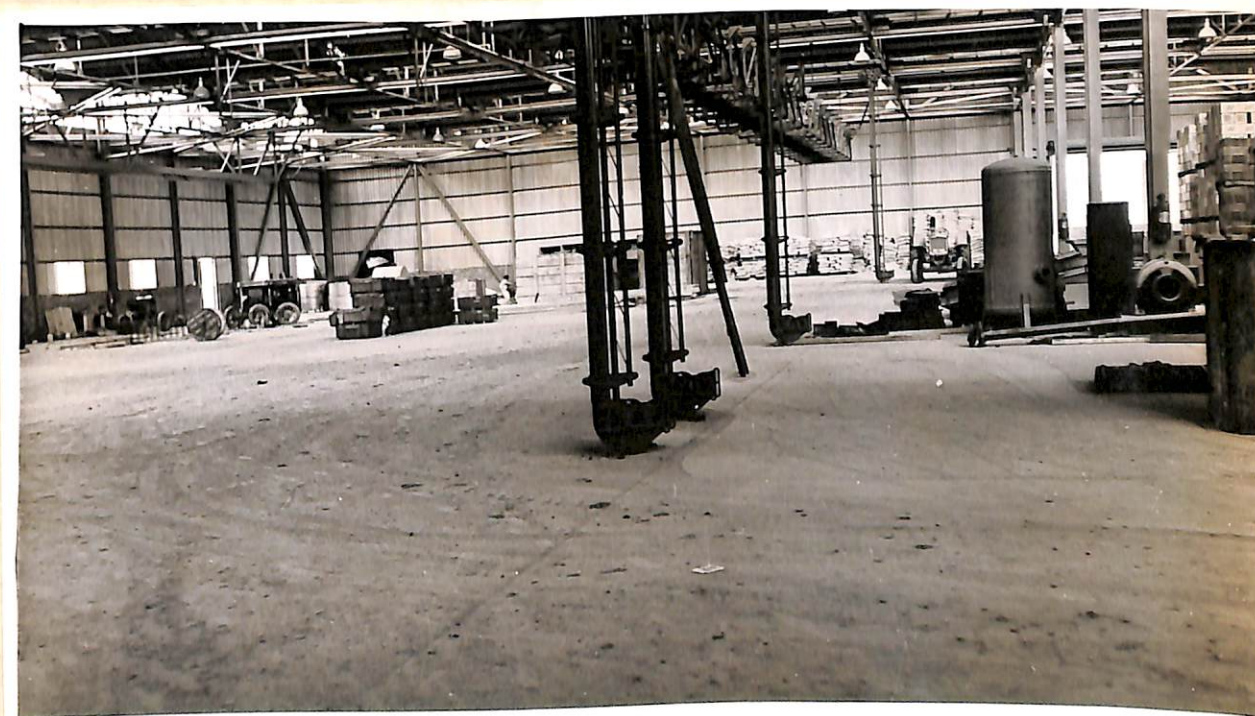
394



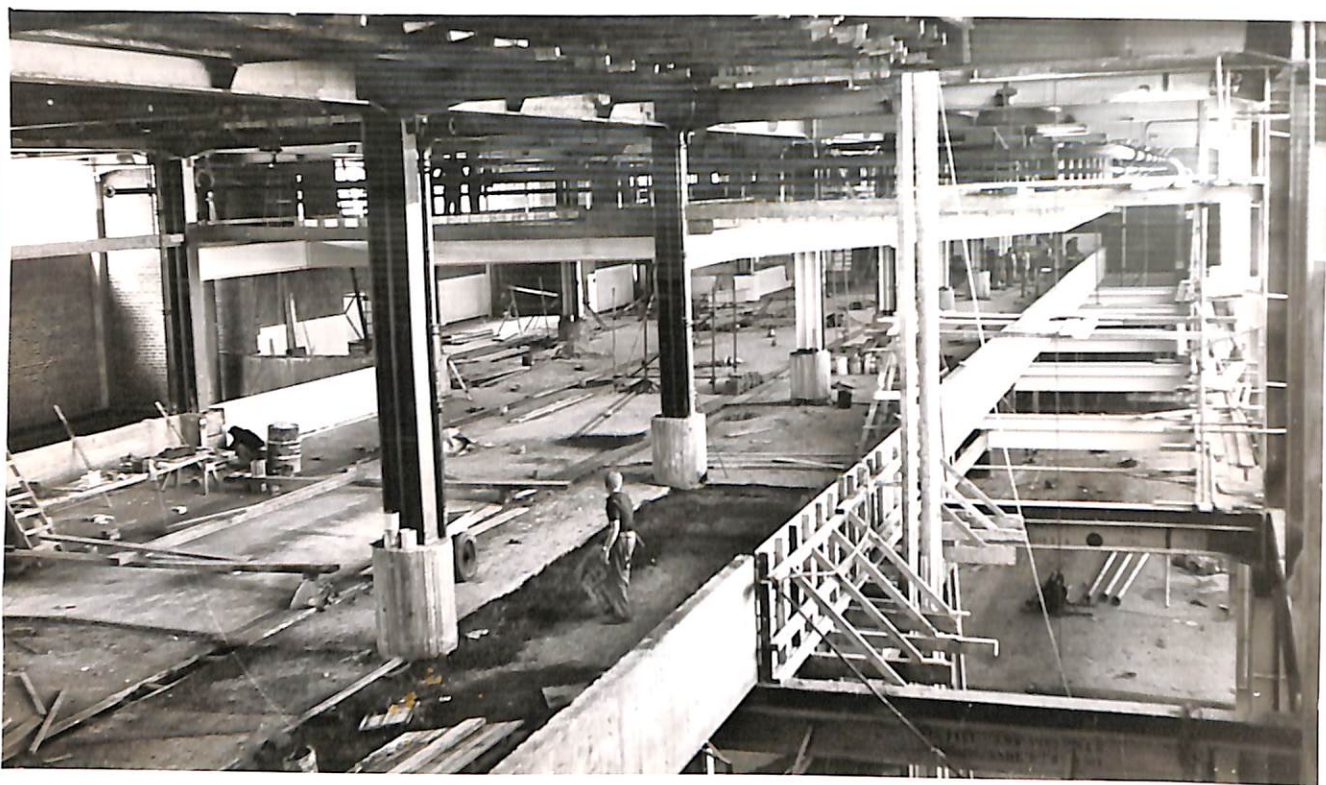
395



396



397



398



399



400



401



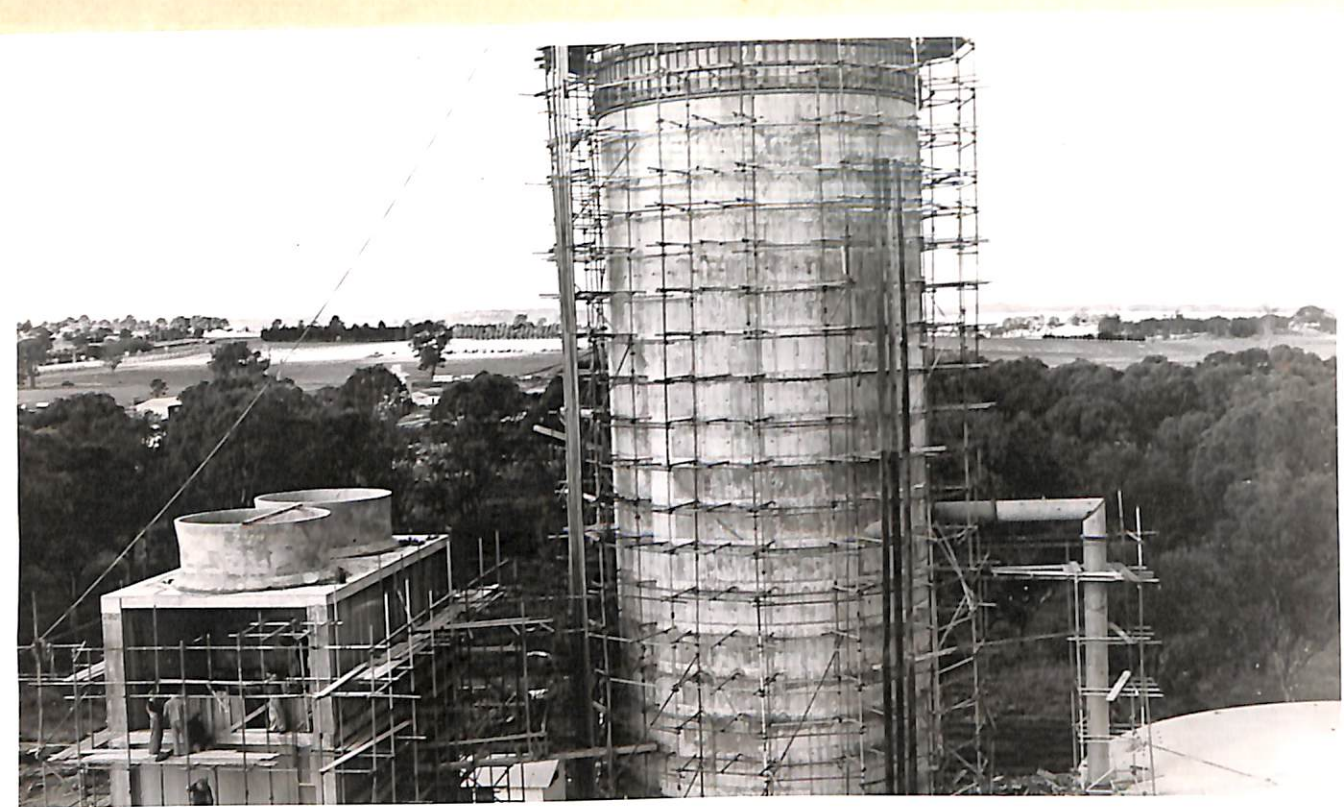
402



403



405



406



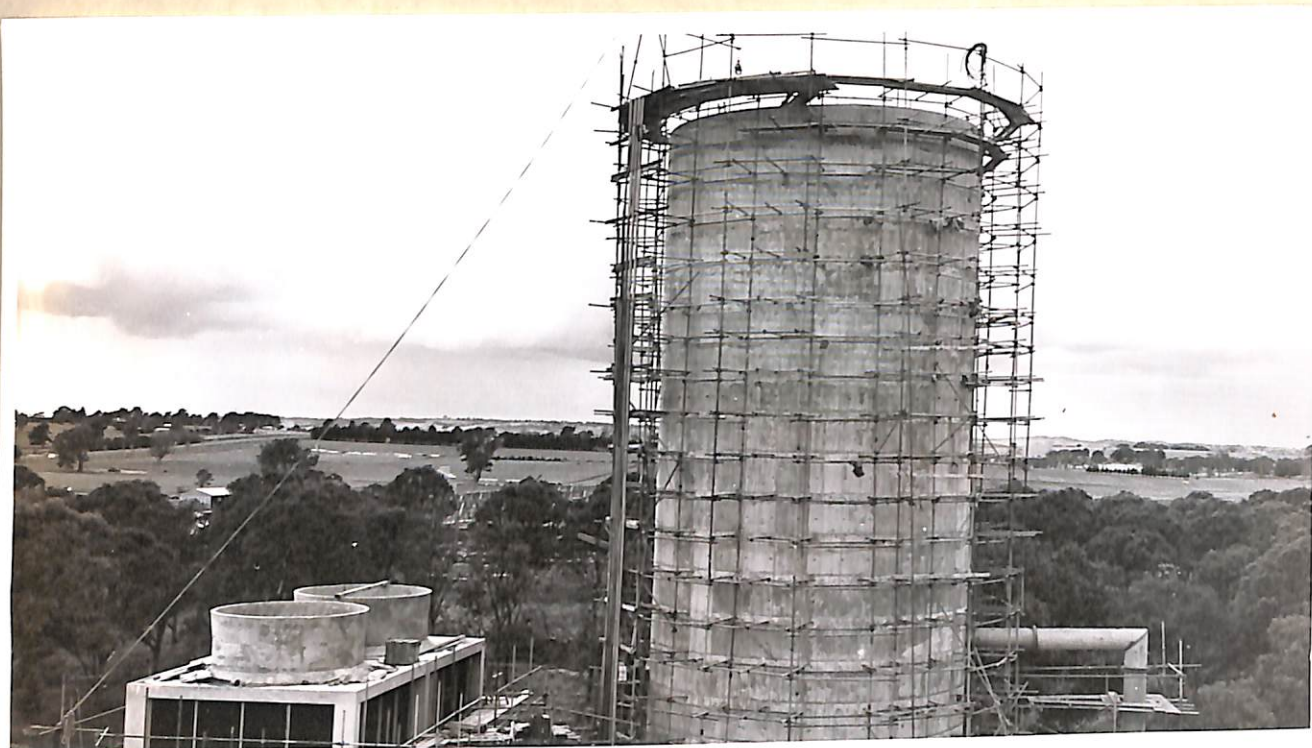
407



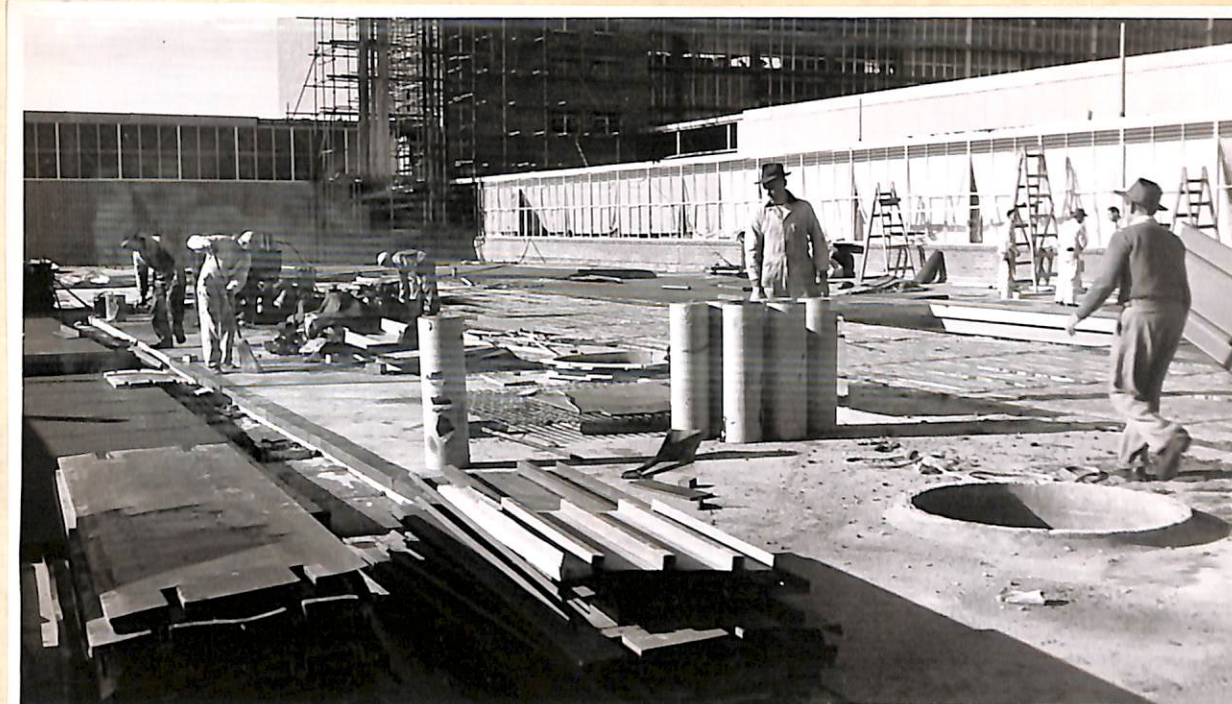
408



409



410



411



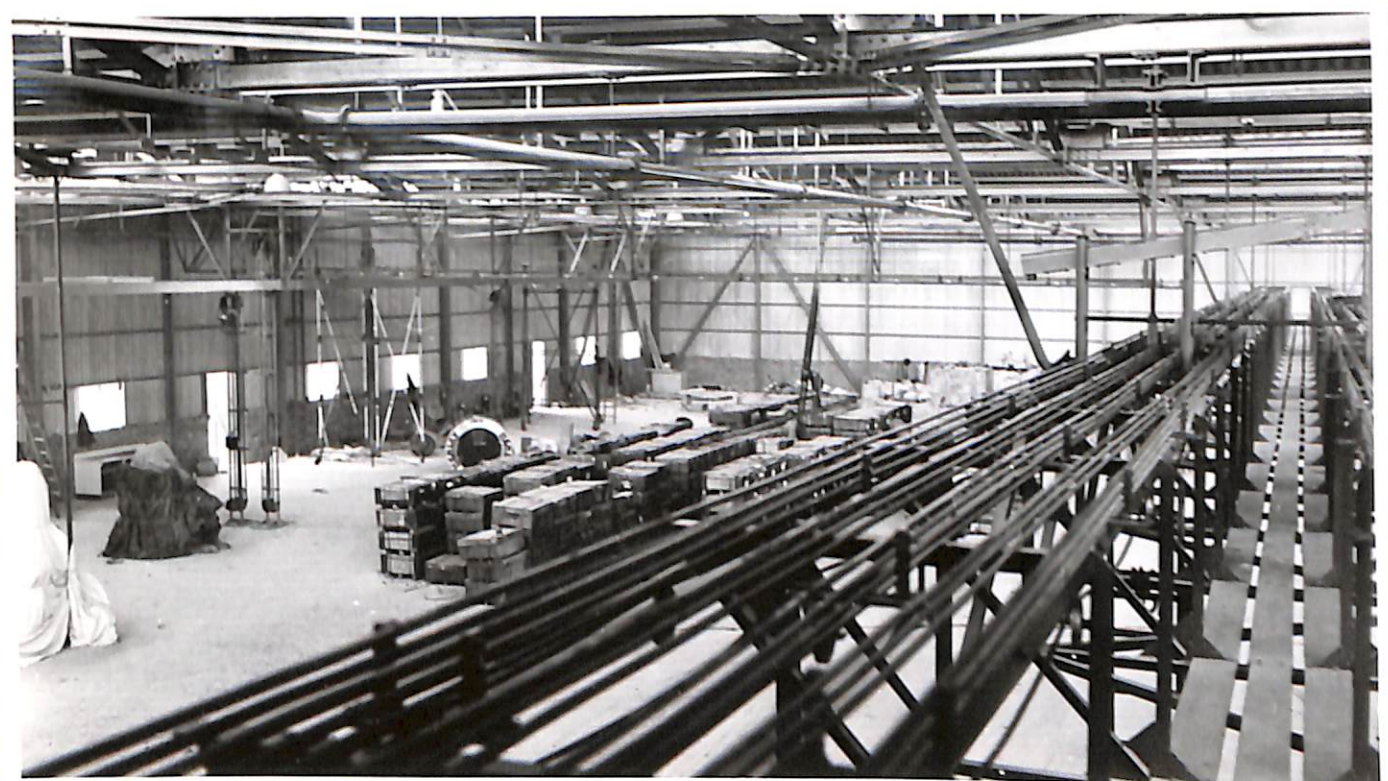
412



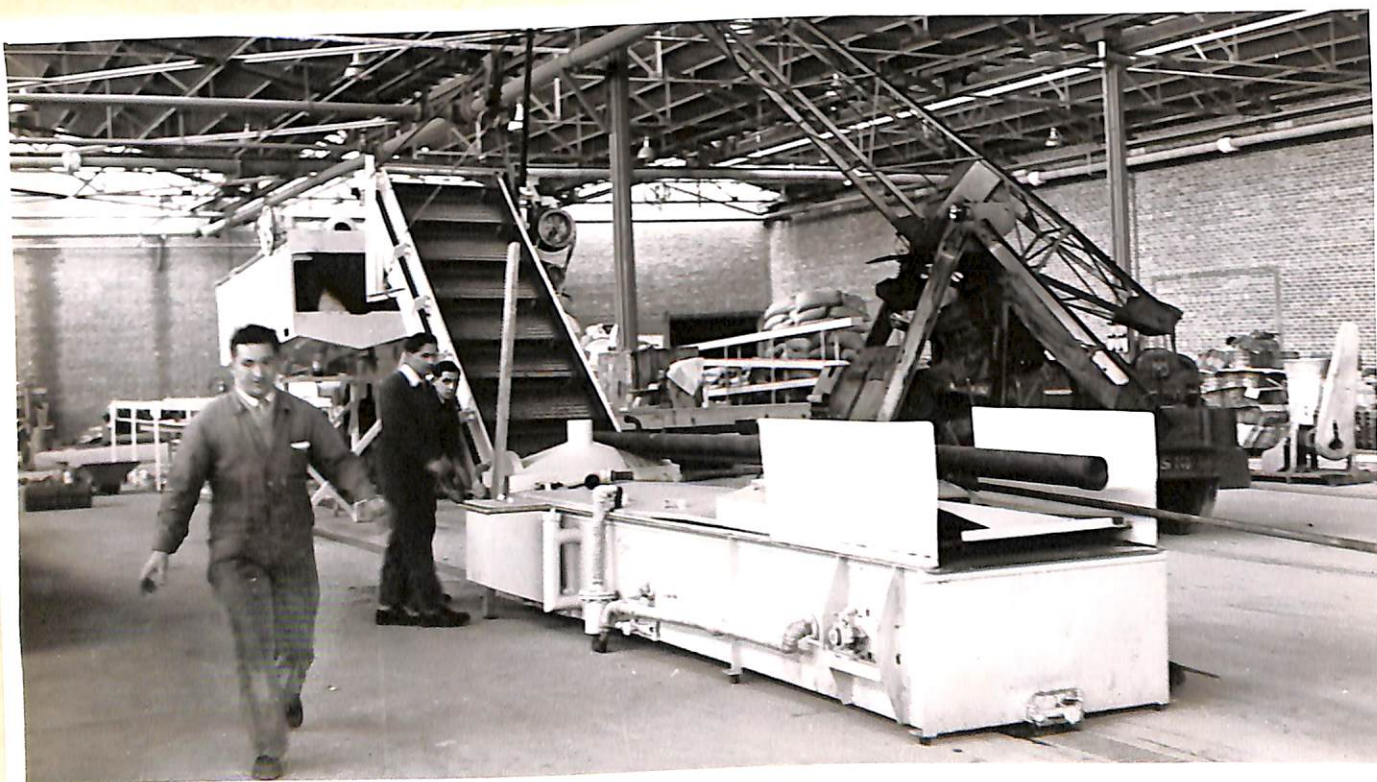
413



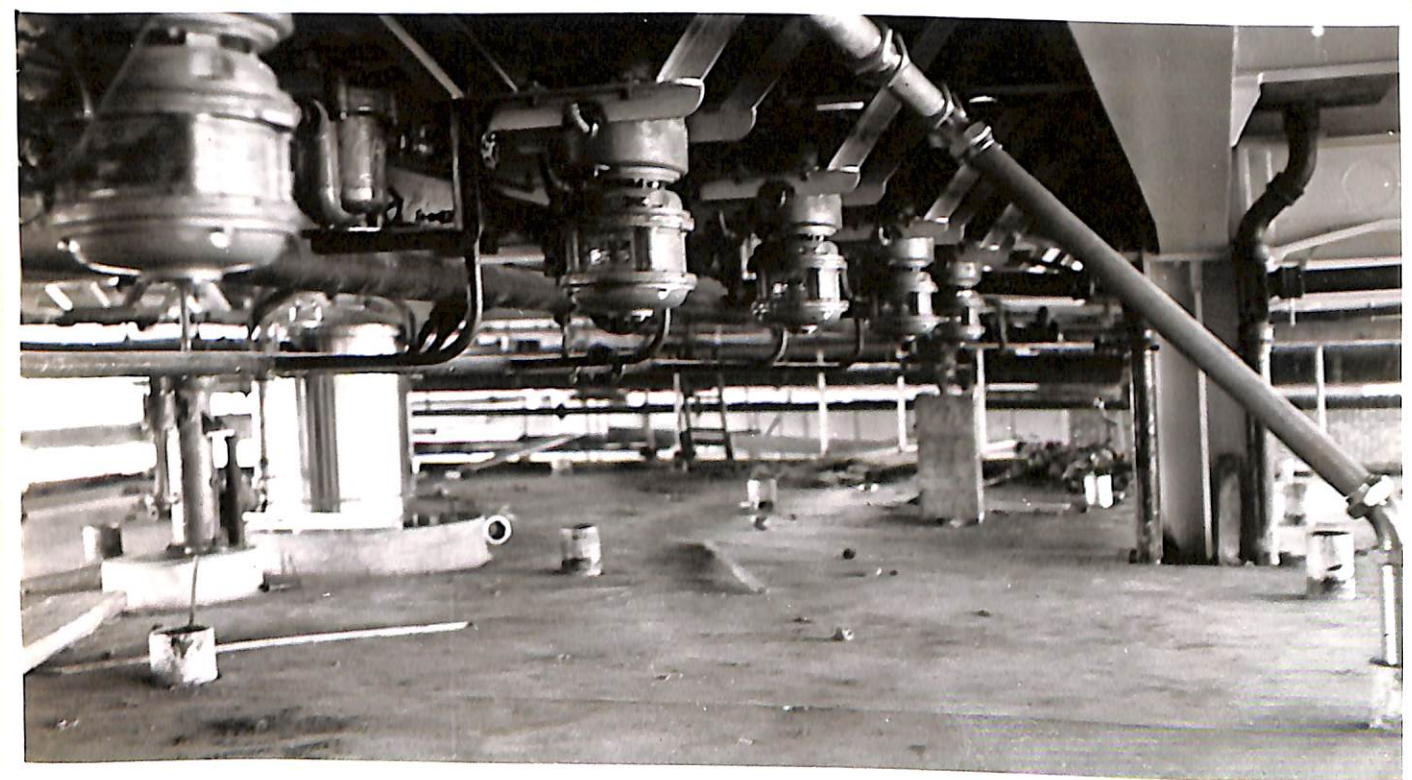
414



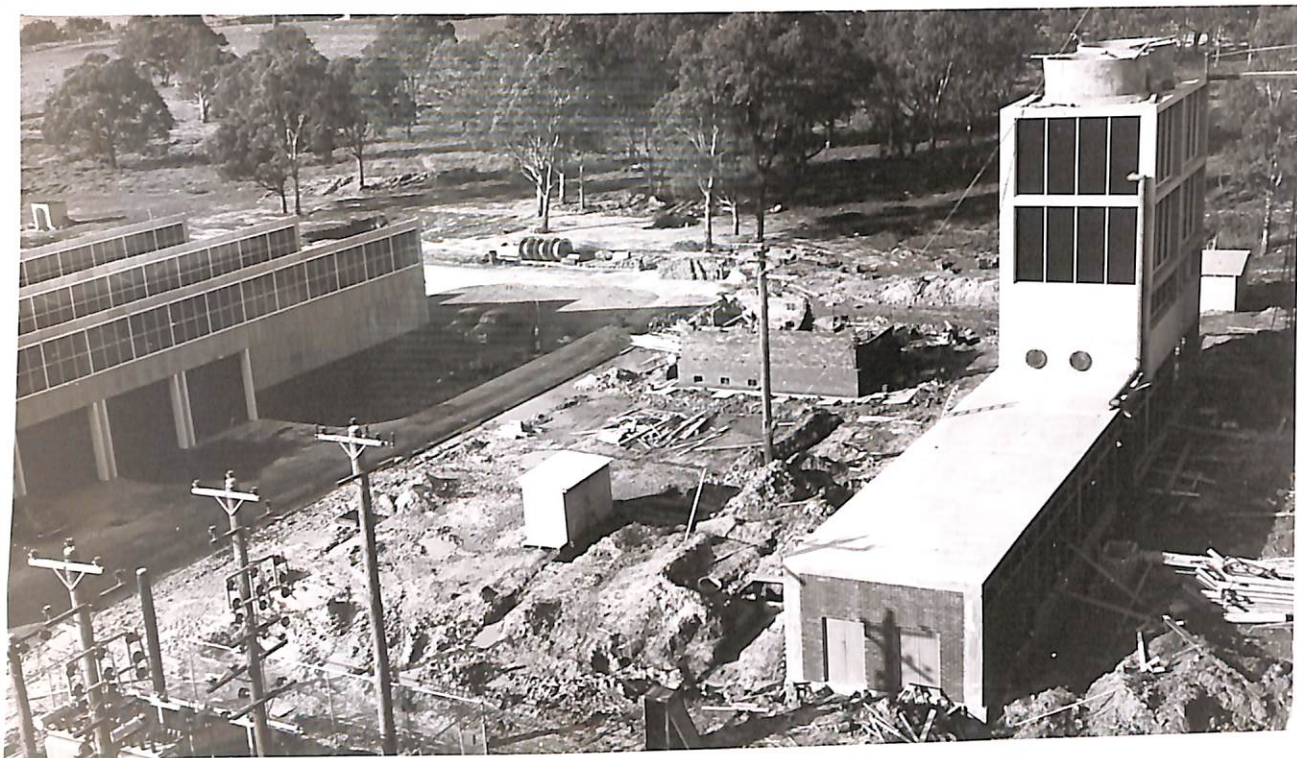
415



416



417



418



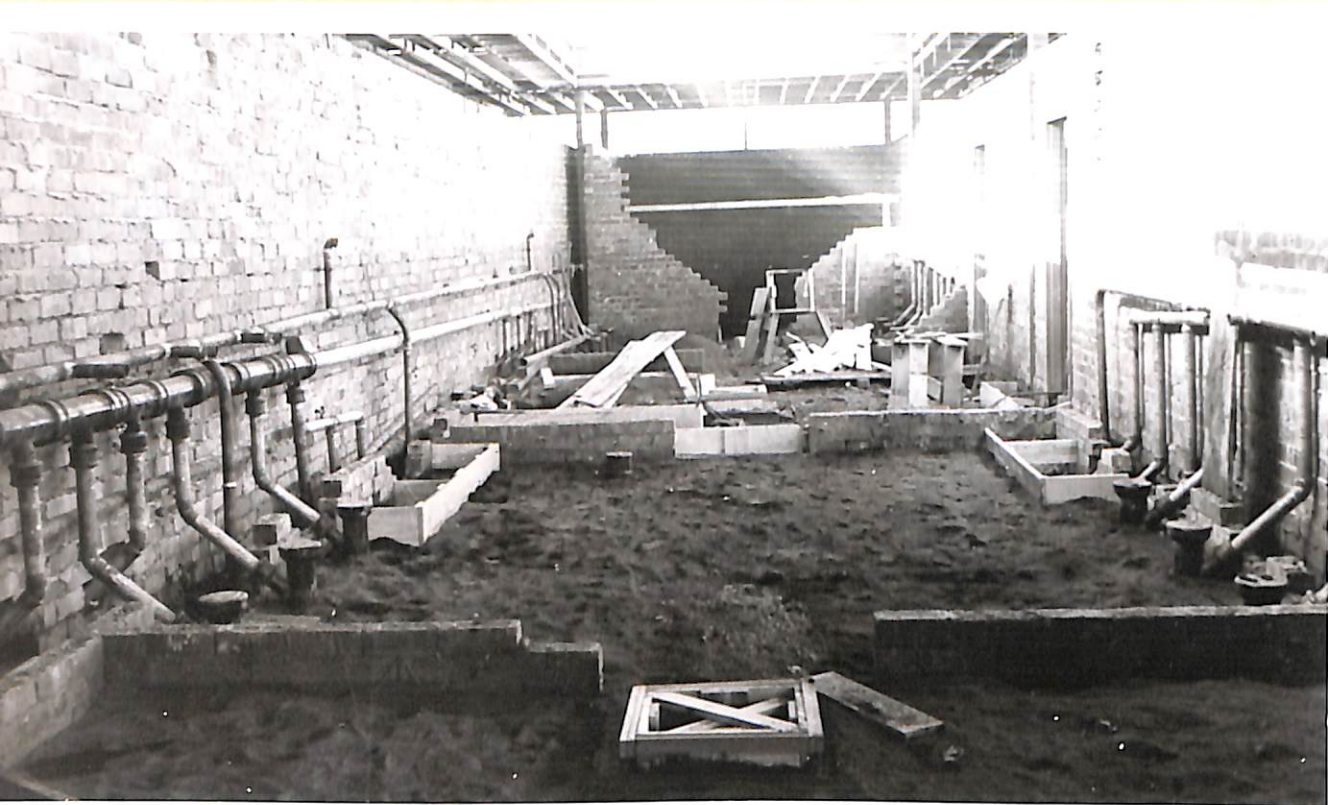
419



420



421



422



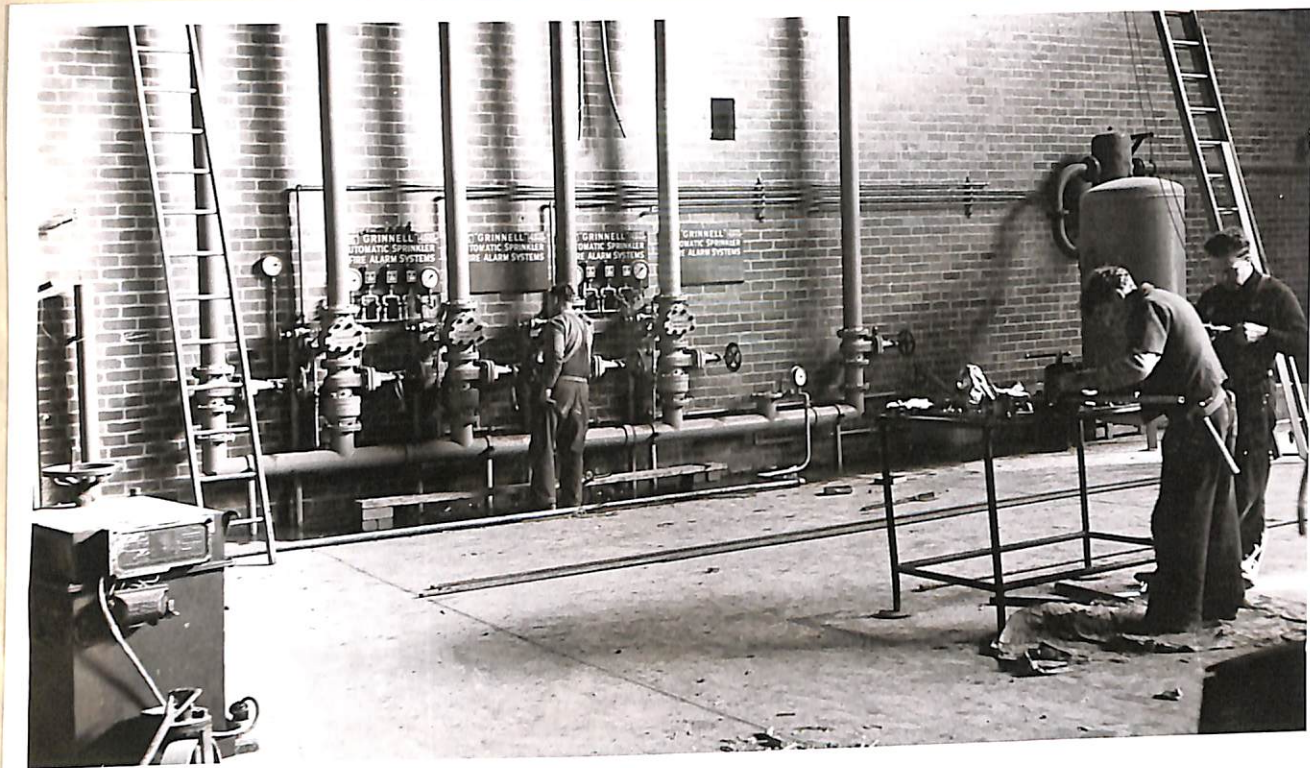
423



424



425



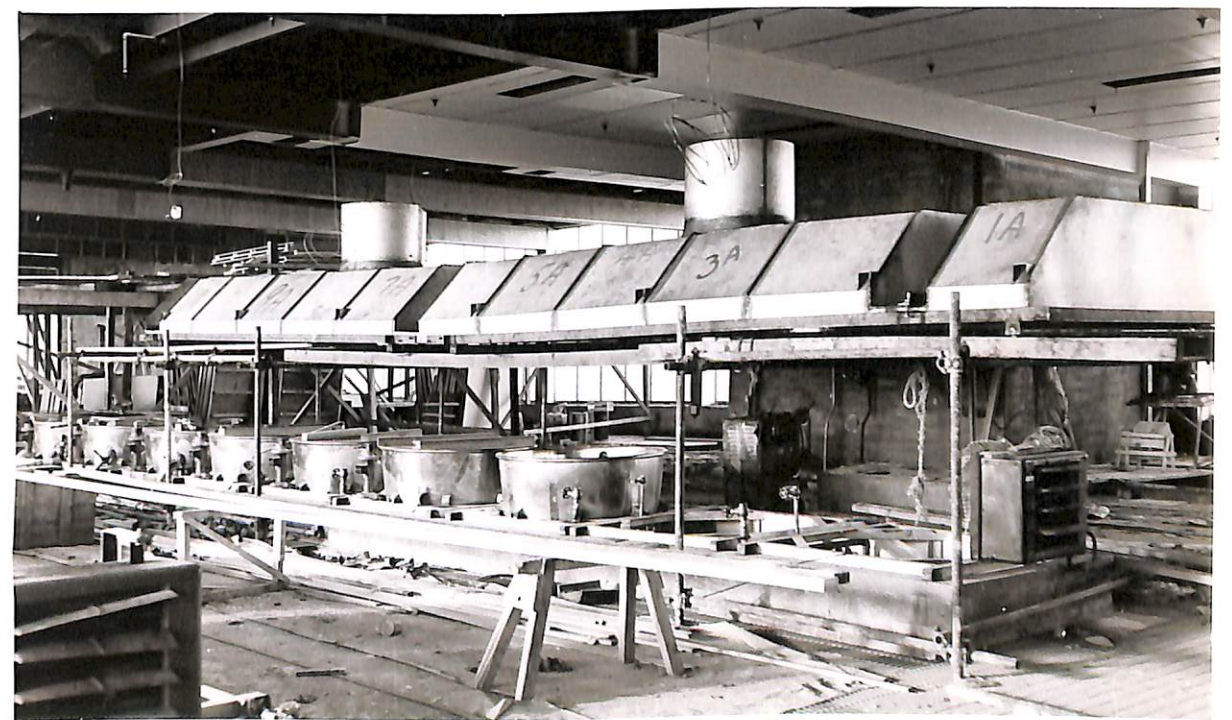
426



427



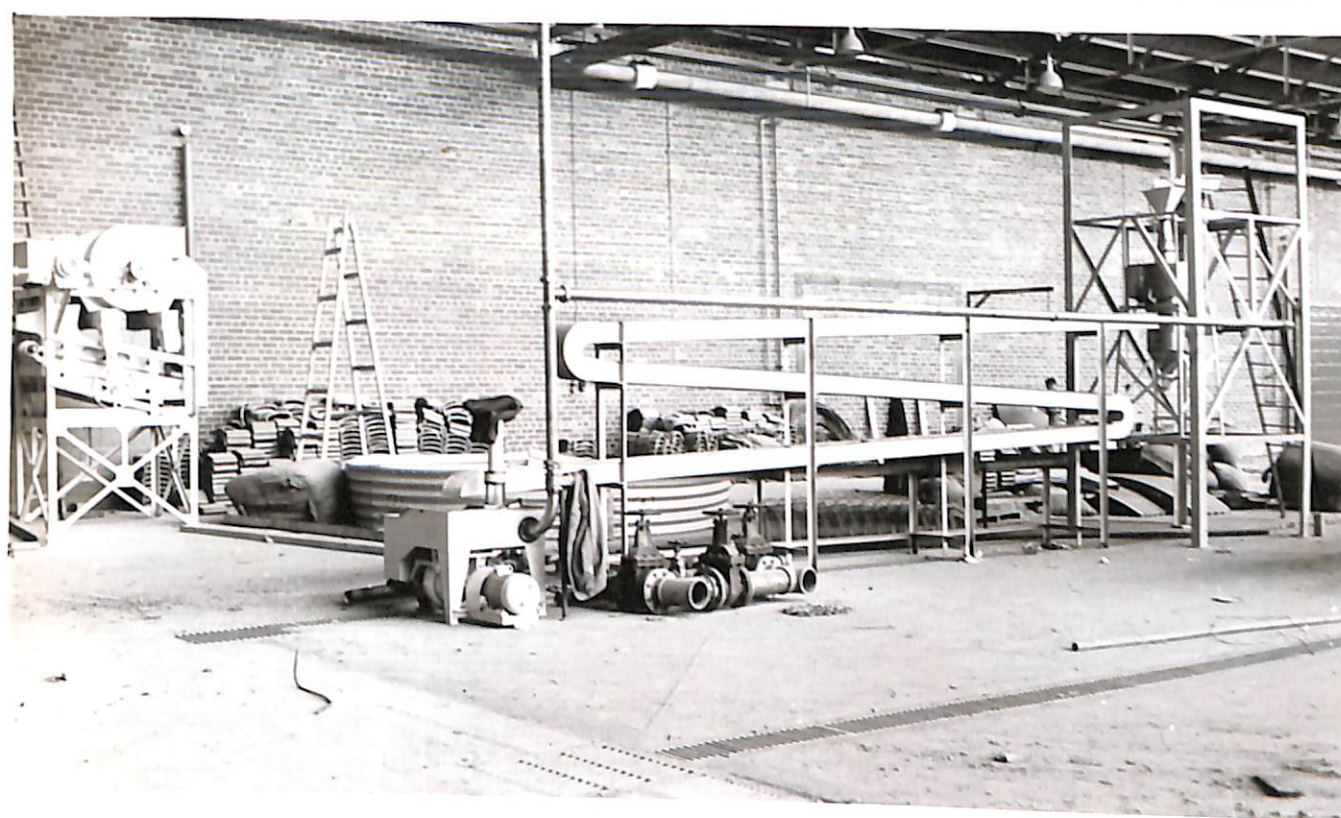
428



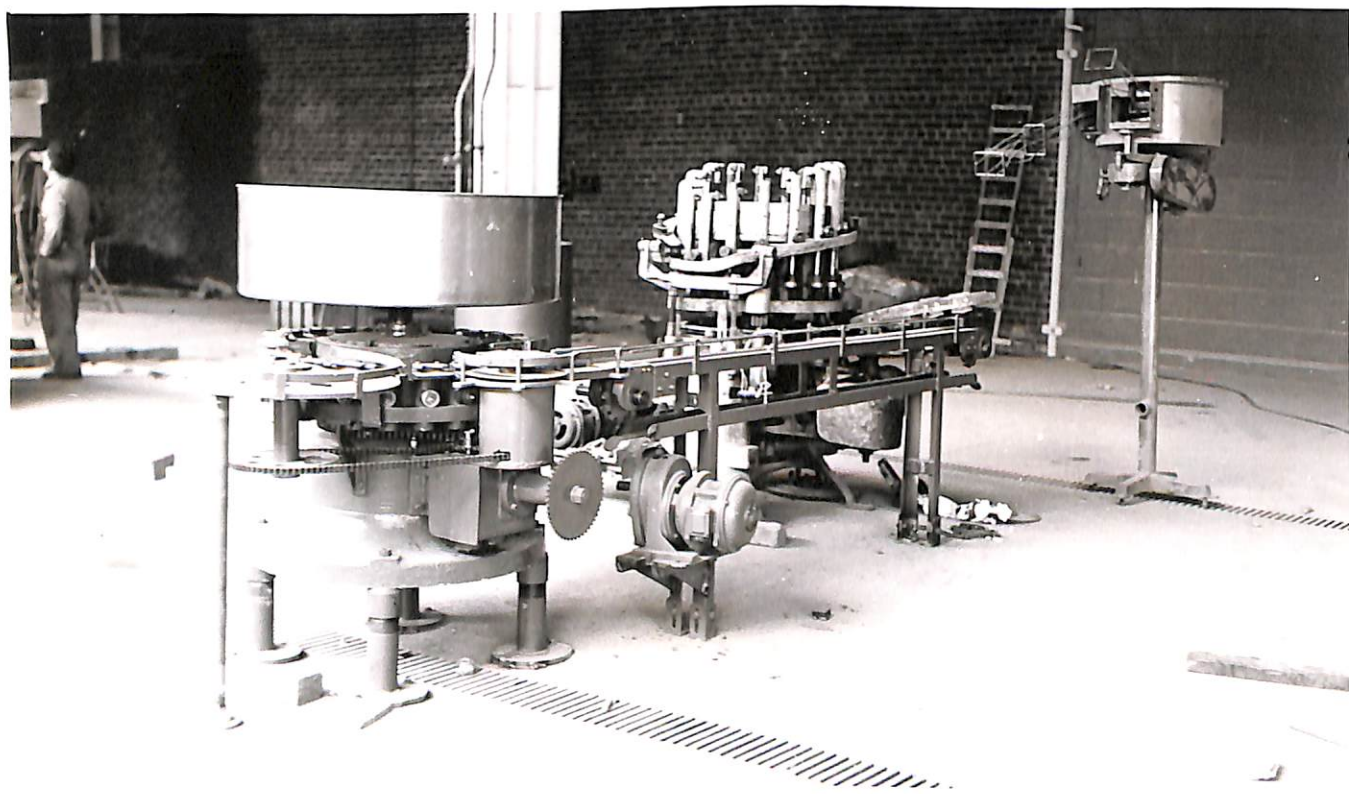
429



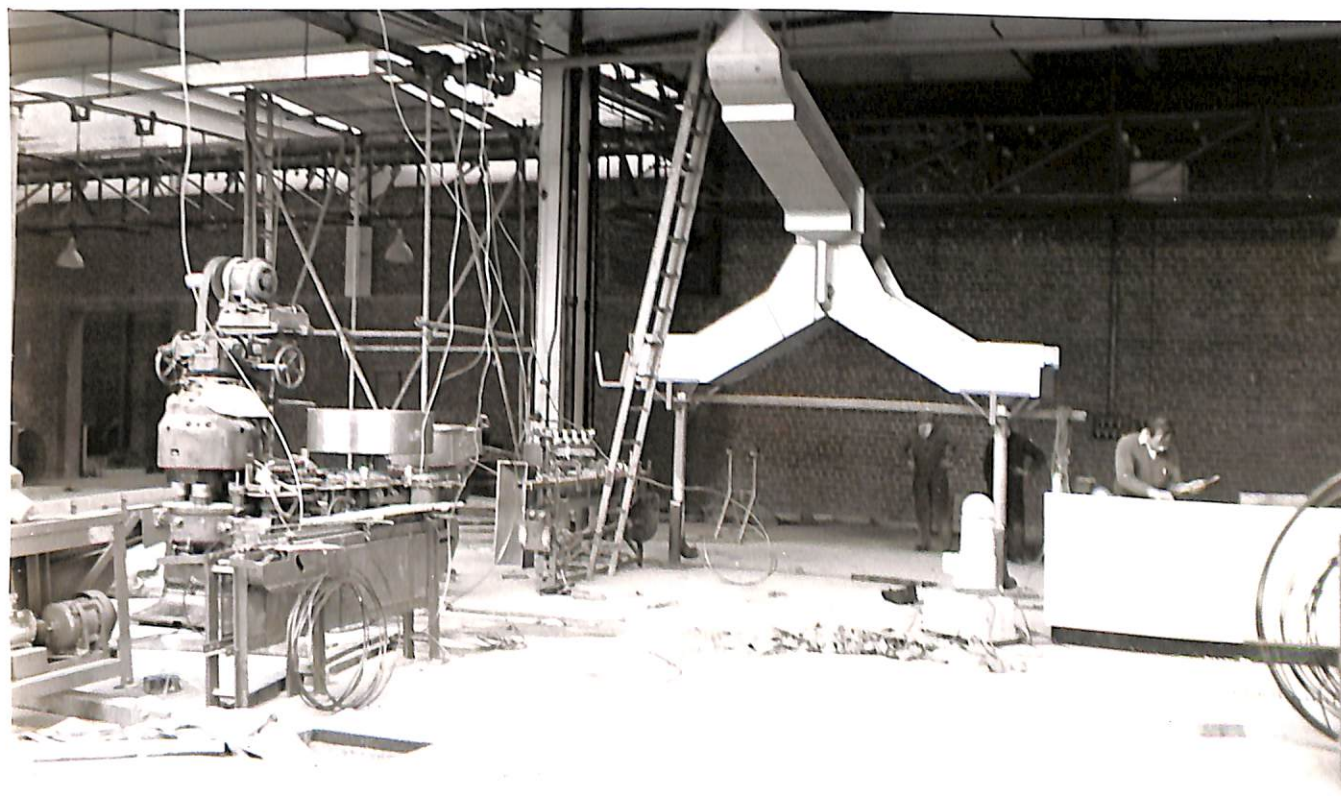
430



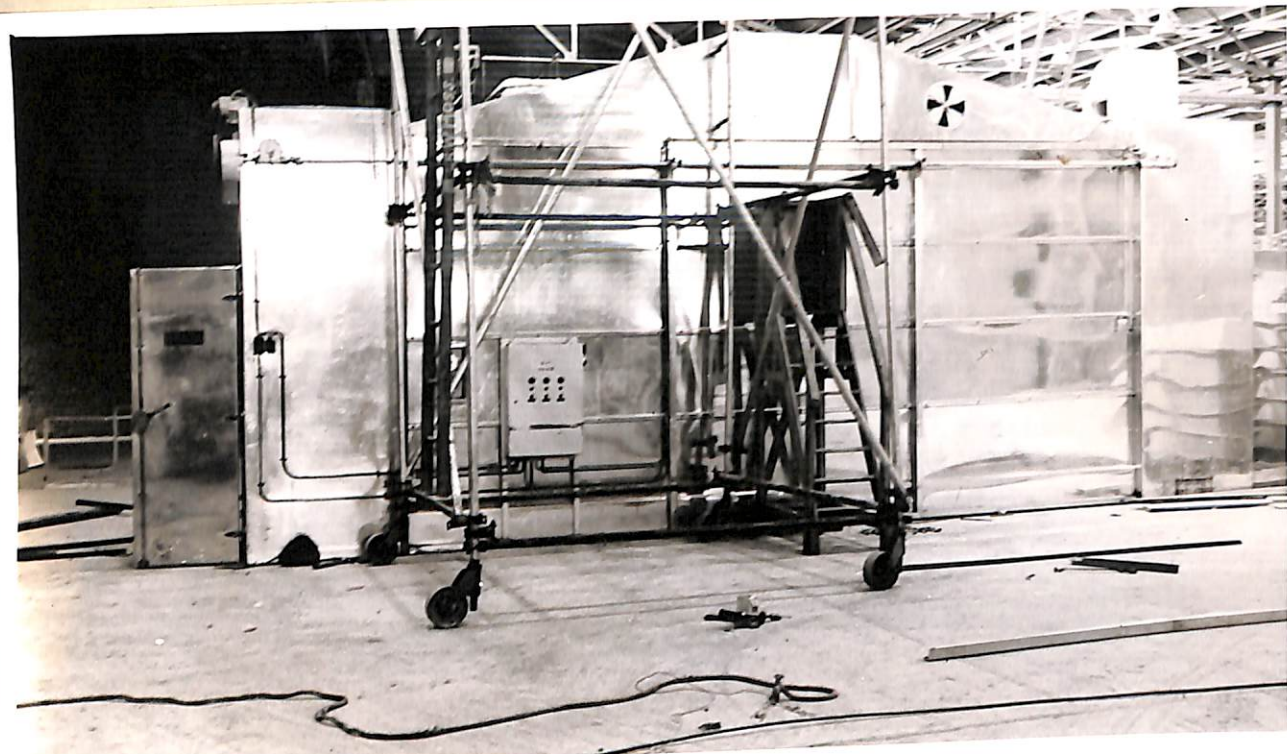
431



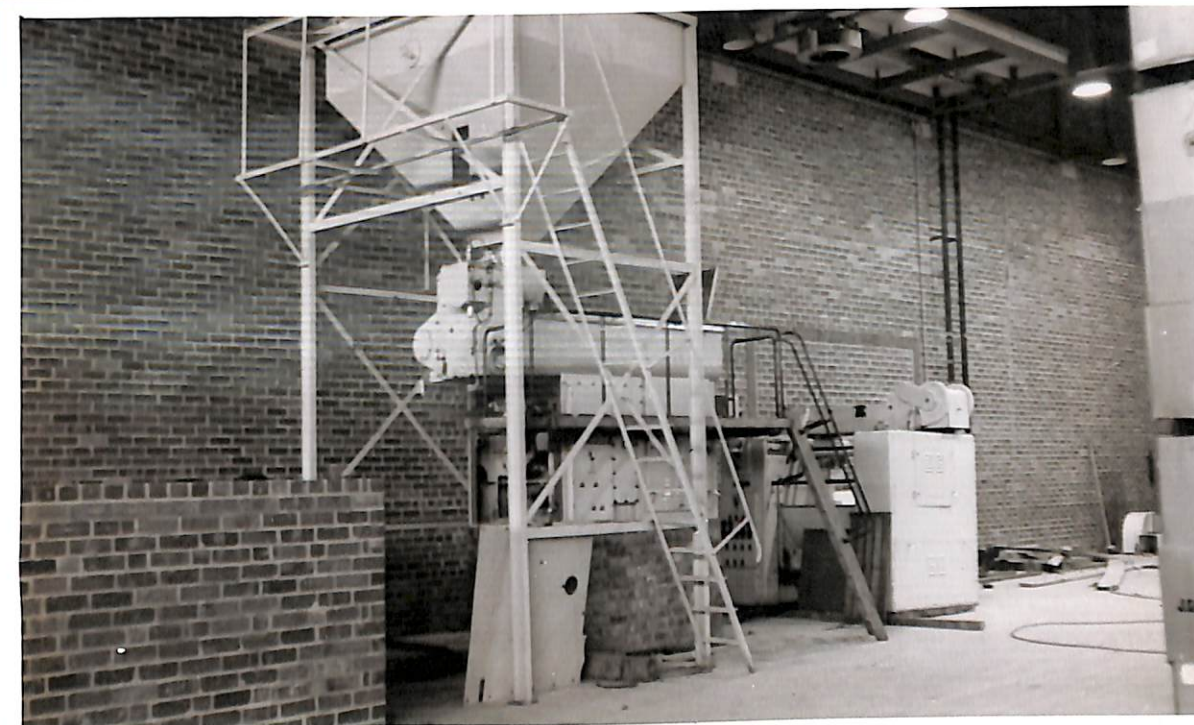
432



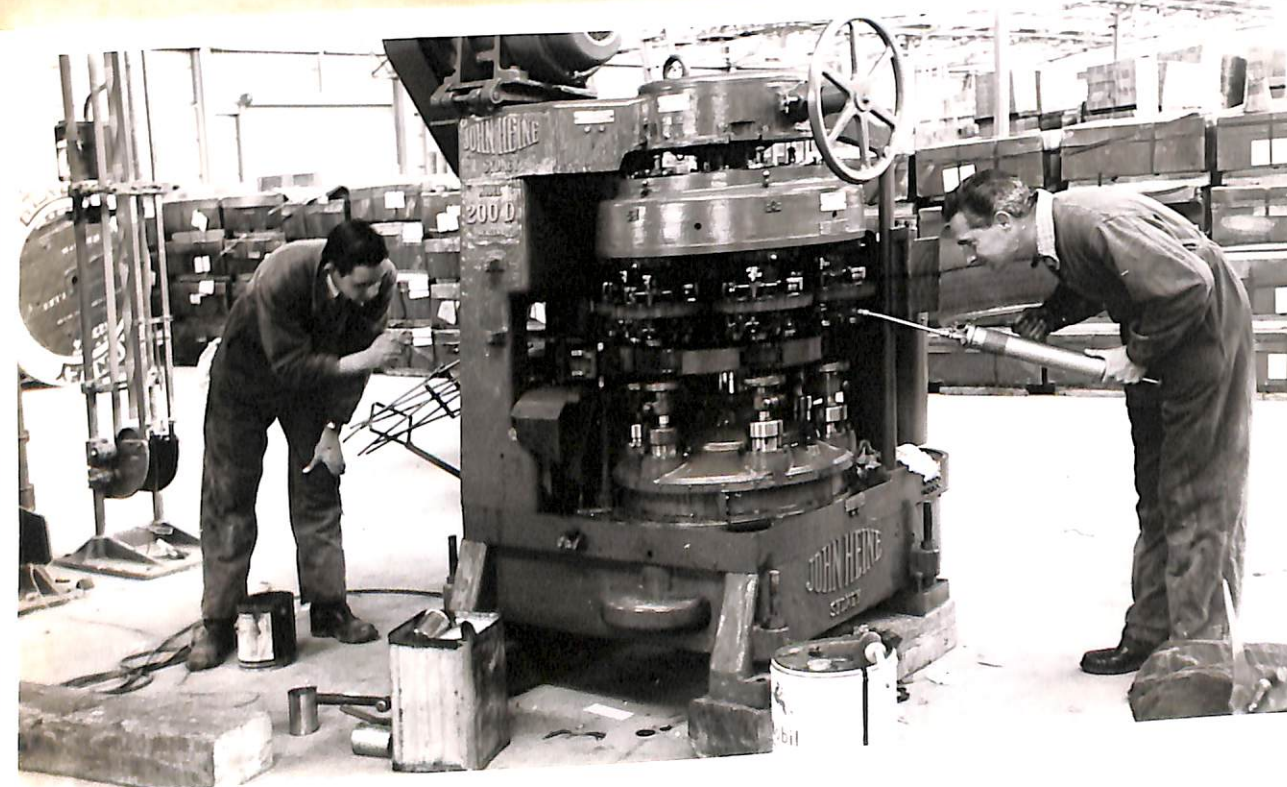
433



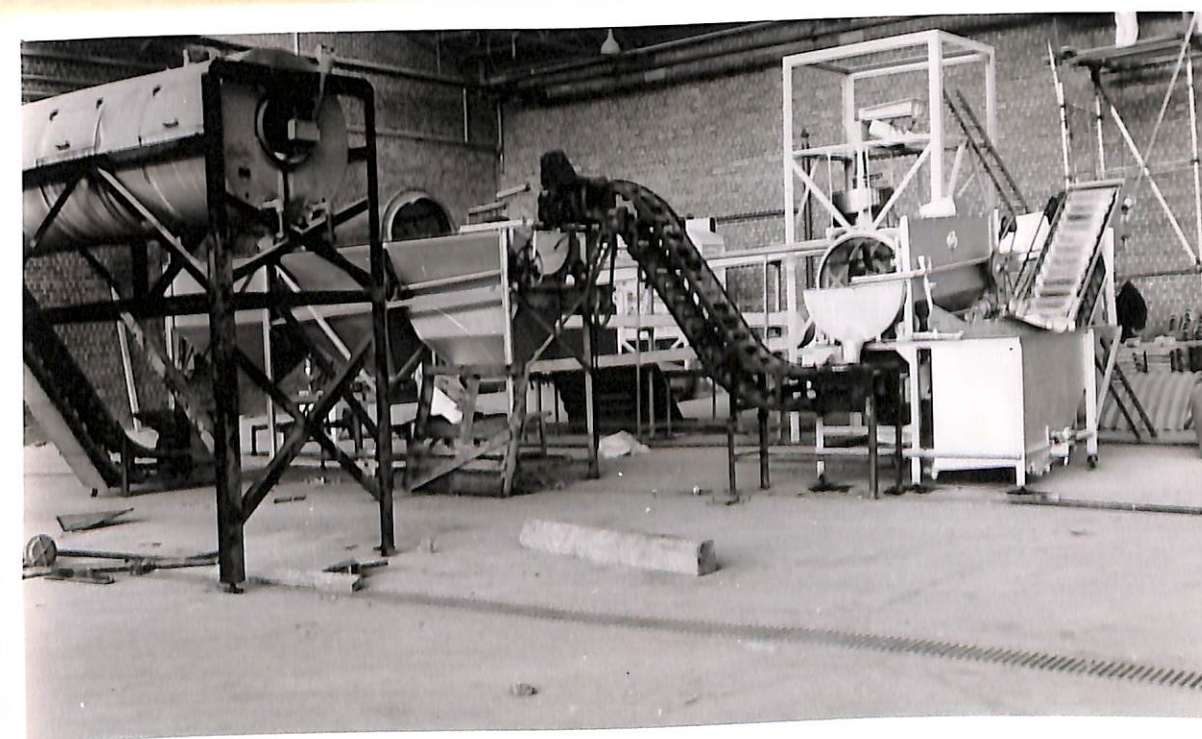
434



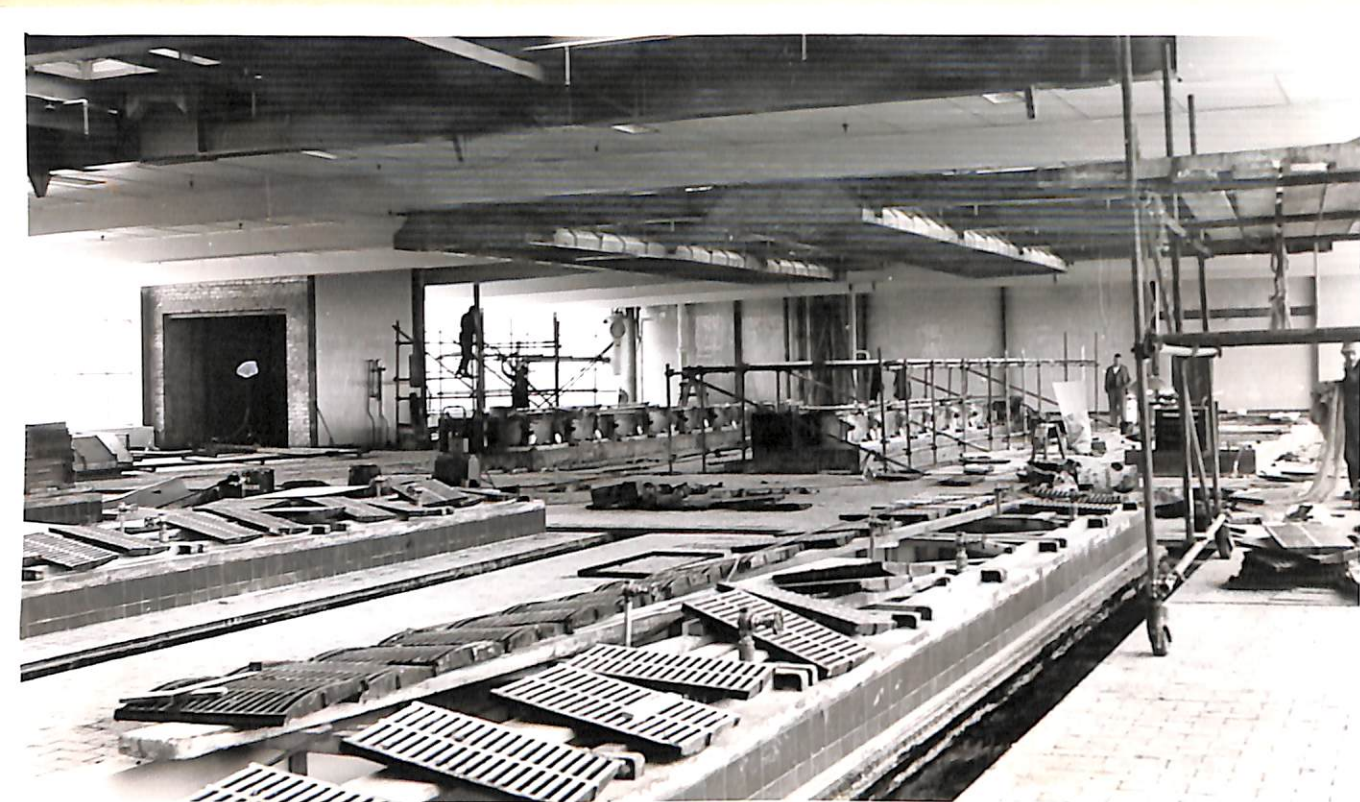
435



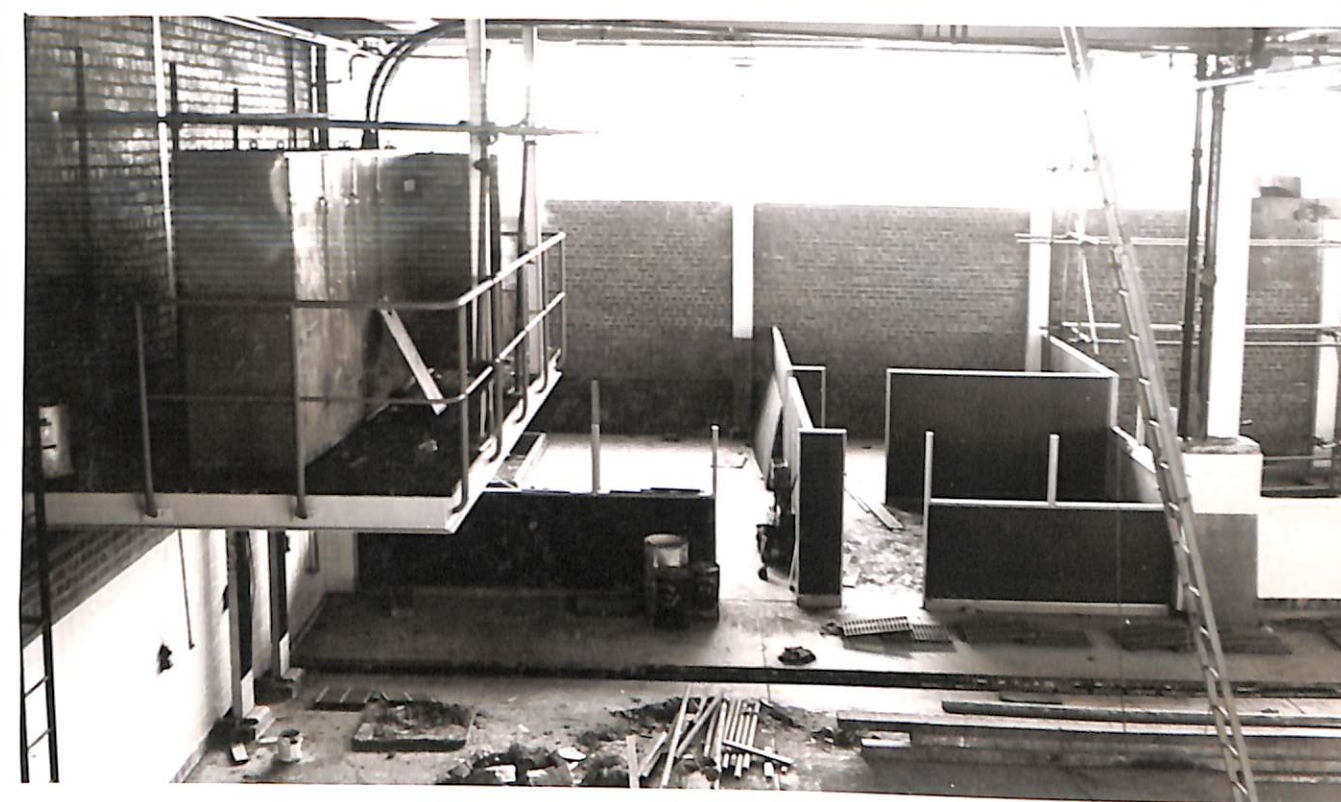
436



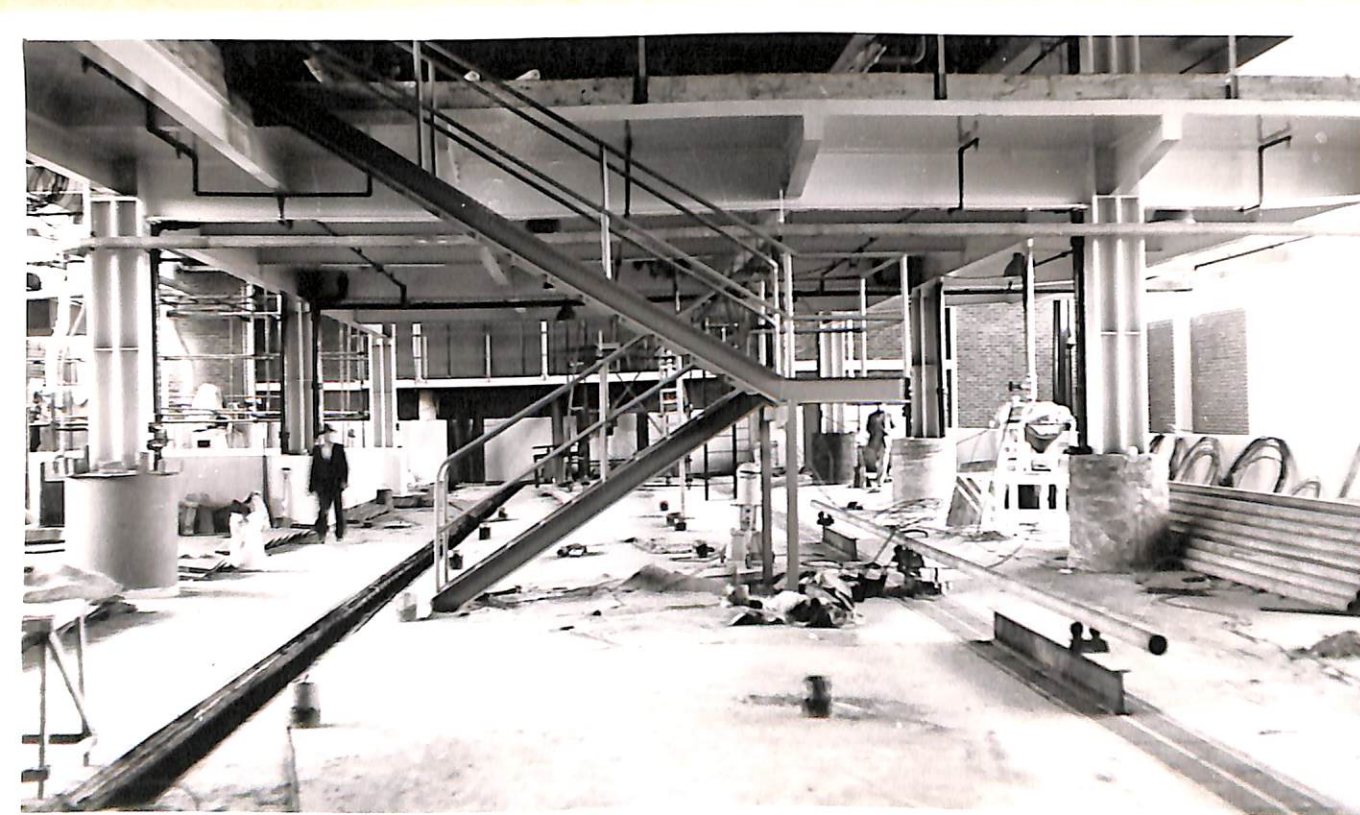
437



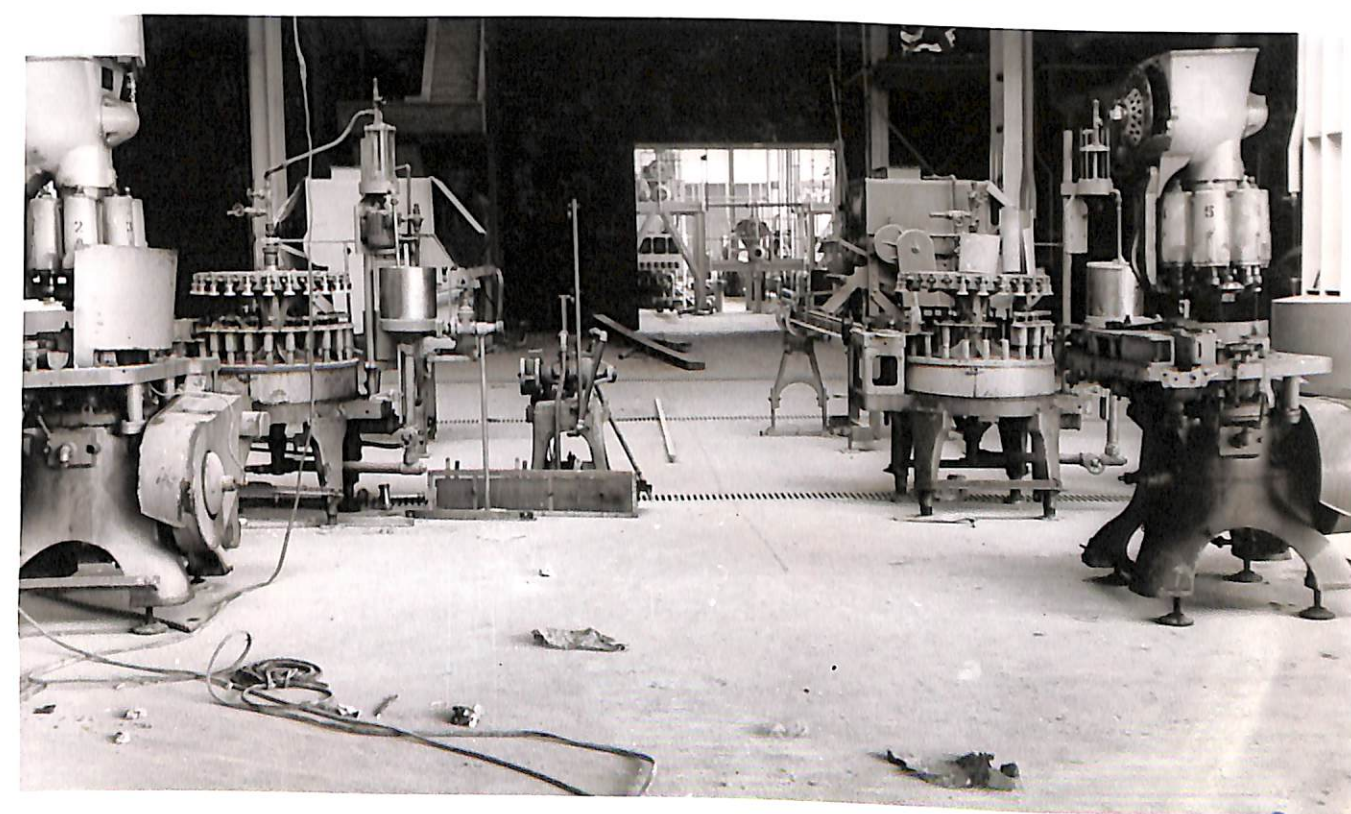
438



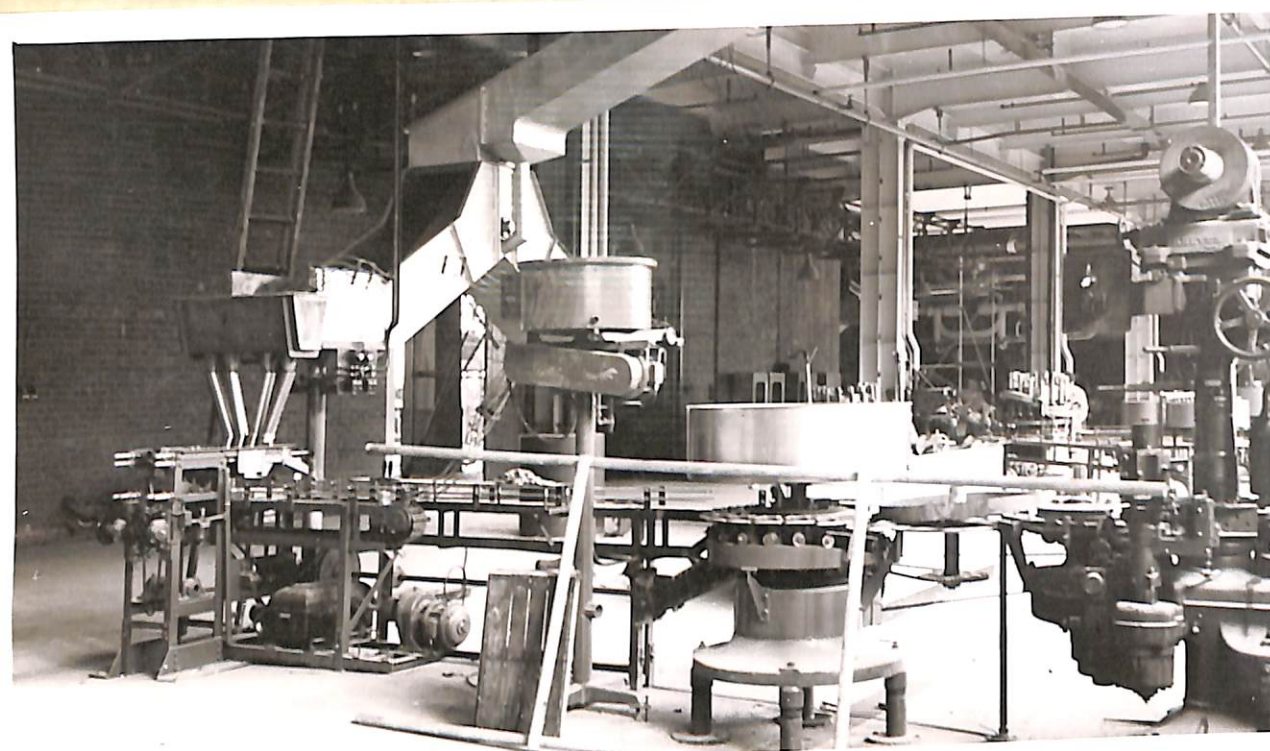
439



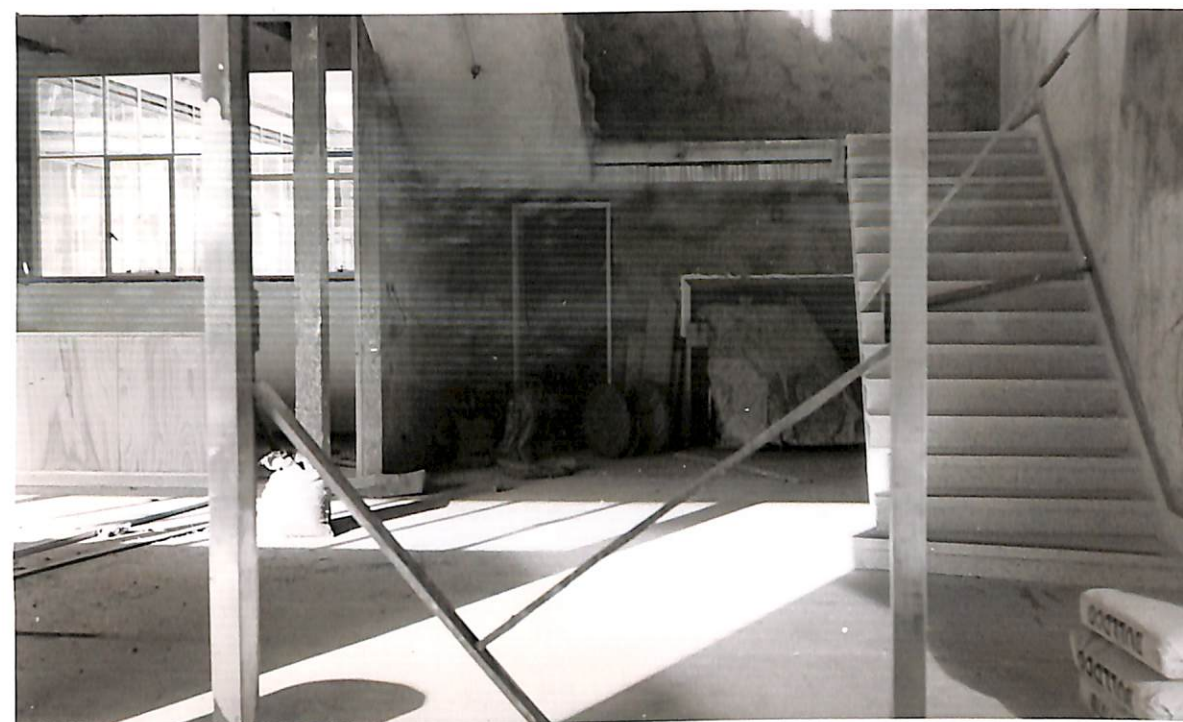
440



441



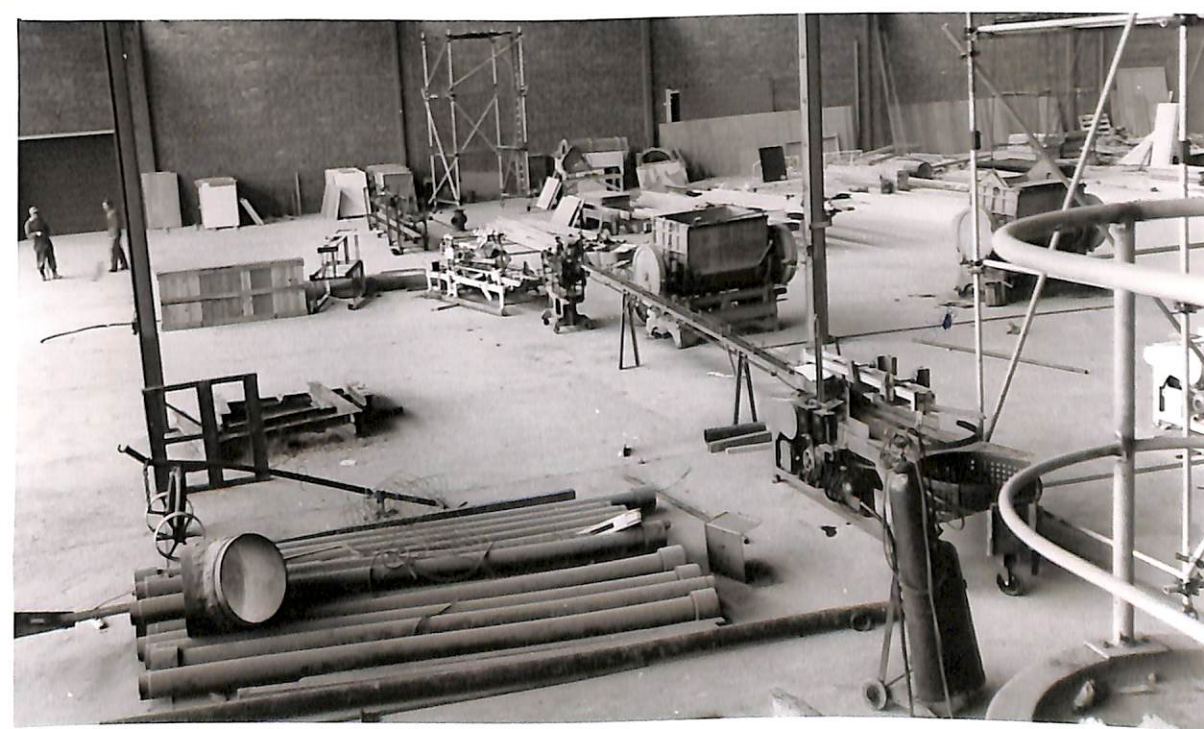
442



443



444



445



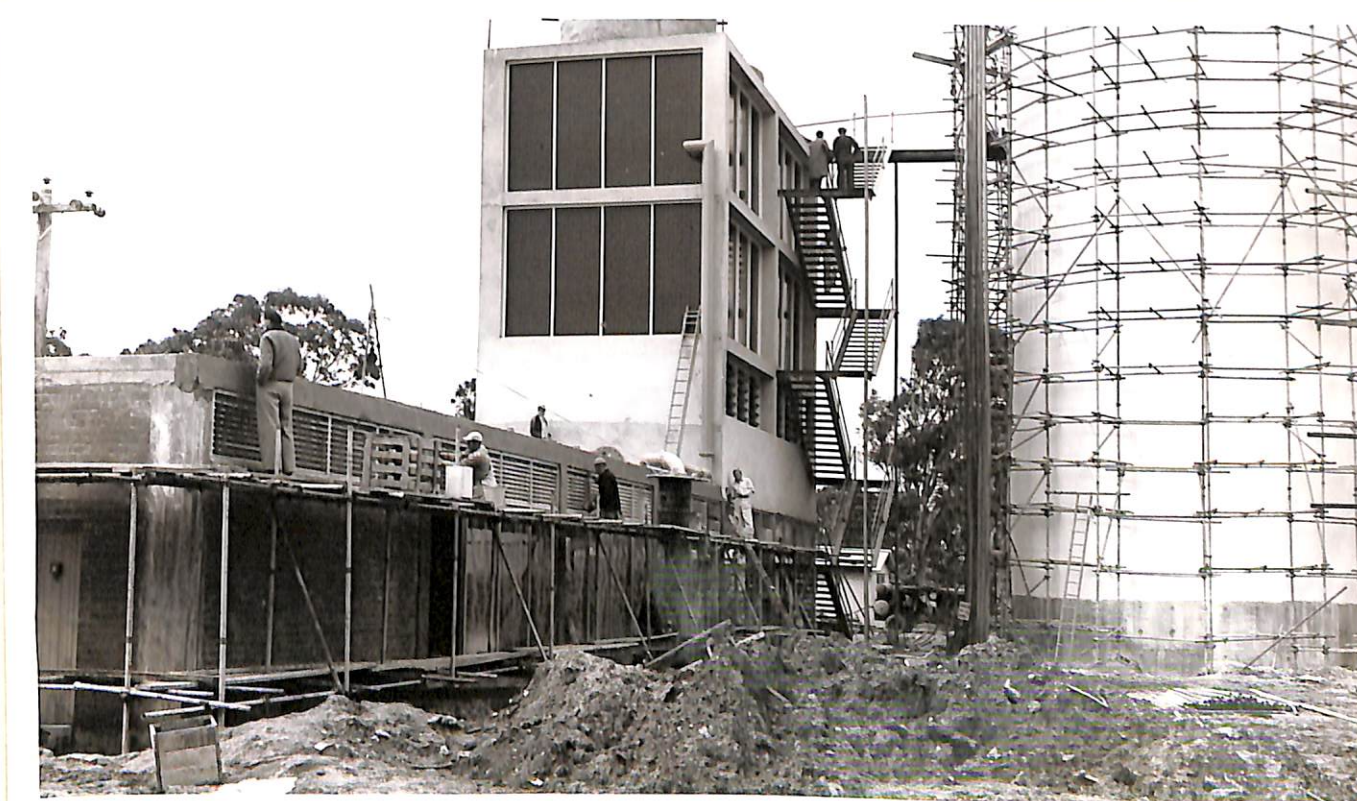
446



447



448



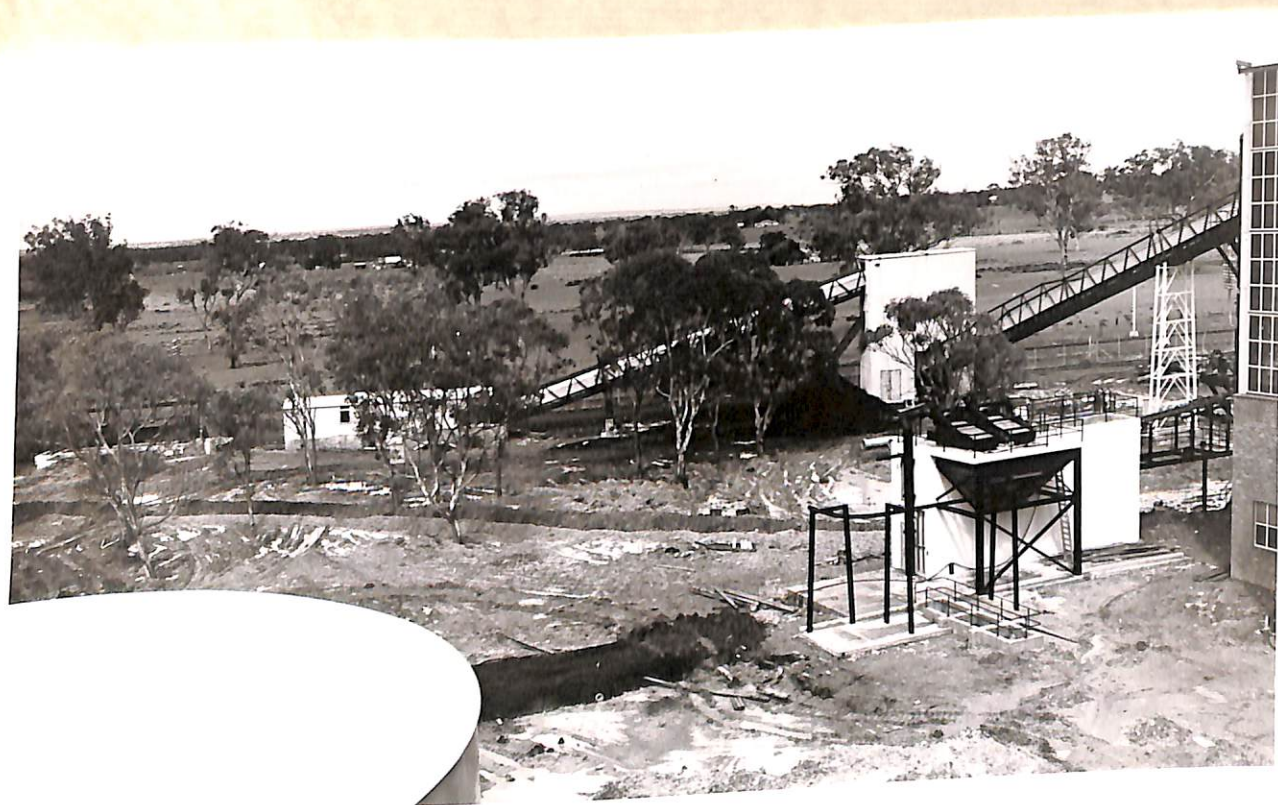
449



450



451



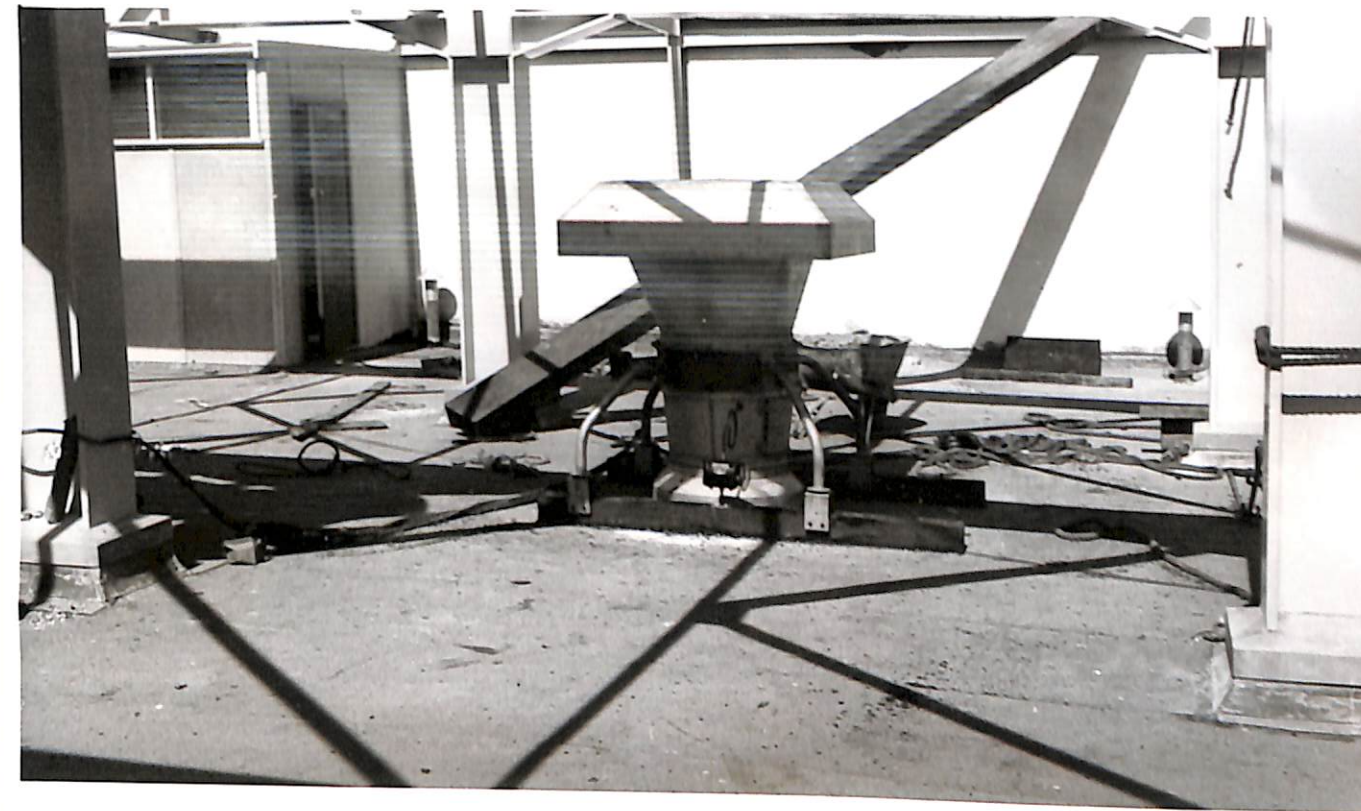
452



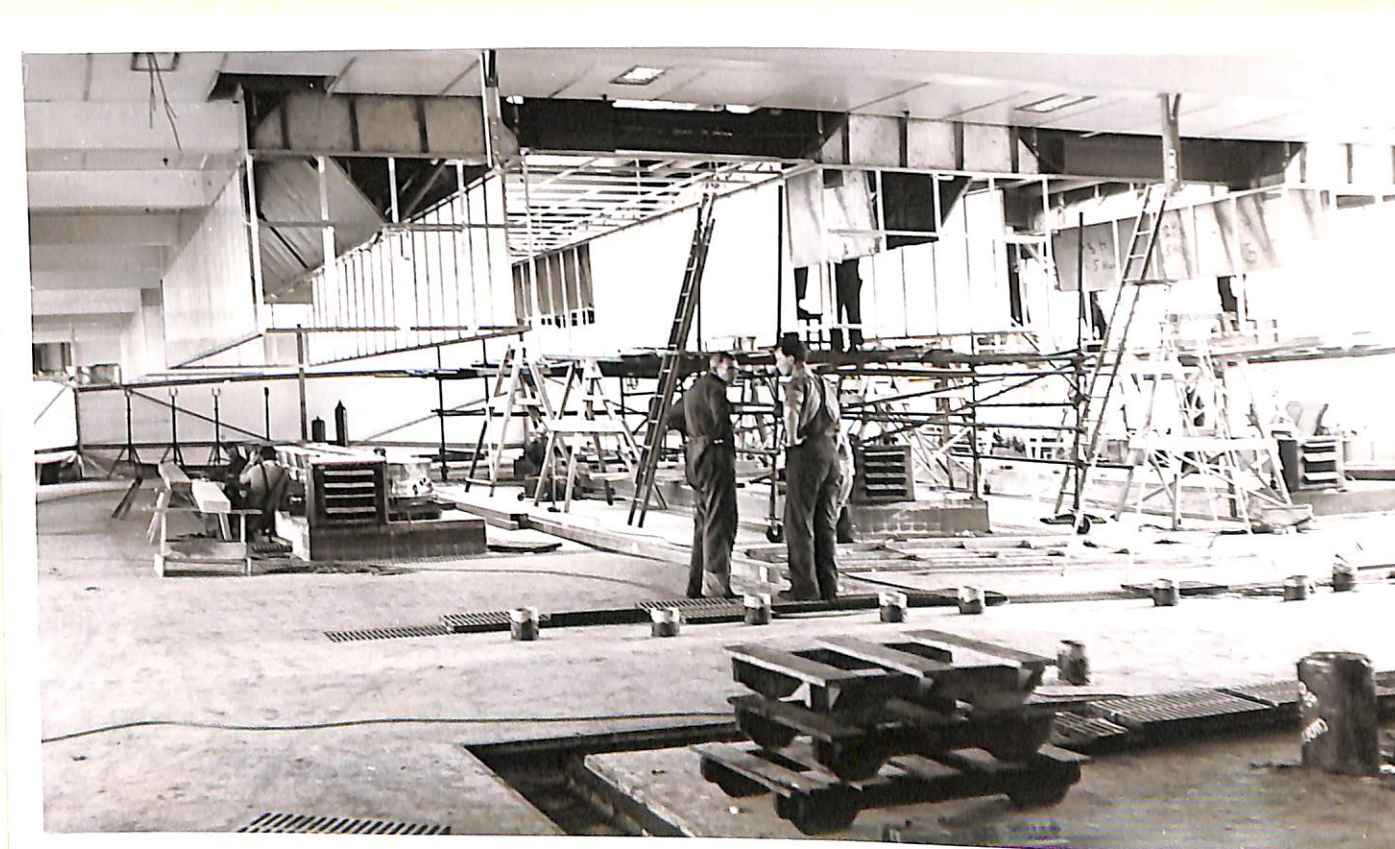
453



454

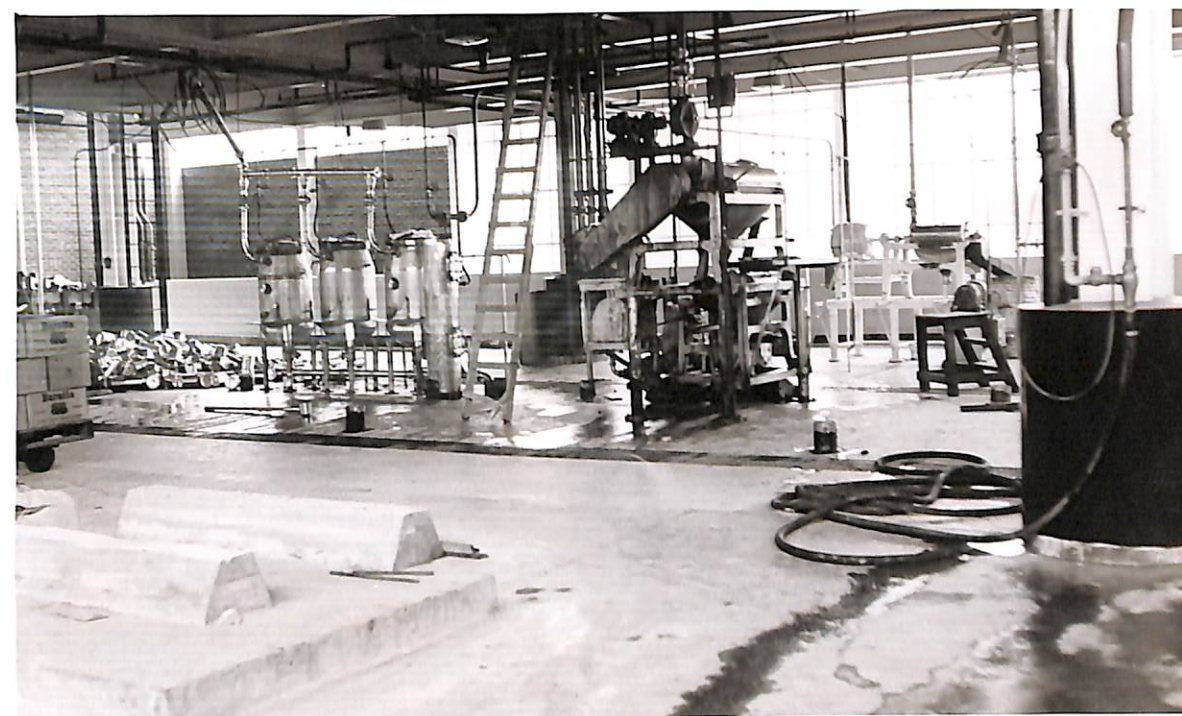


455

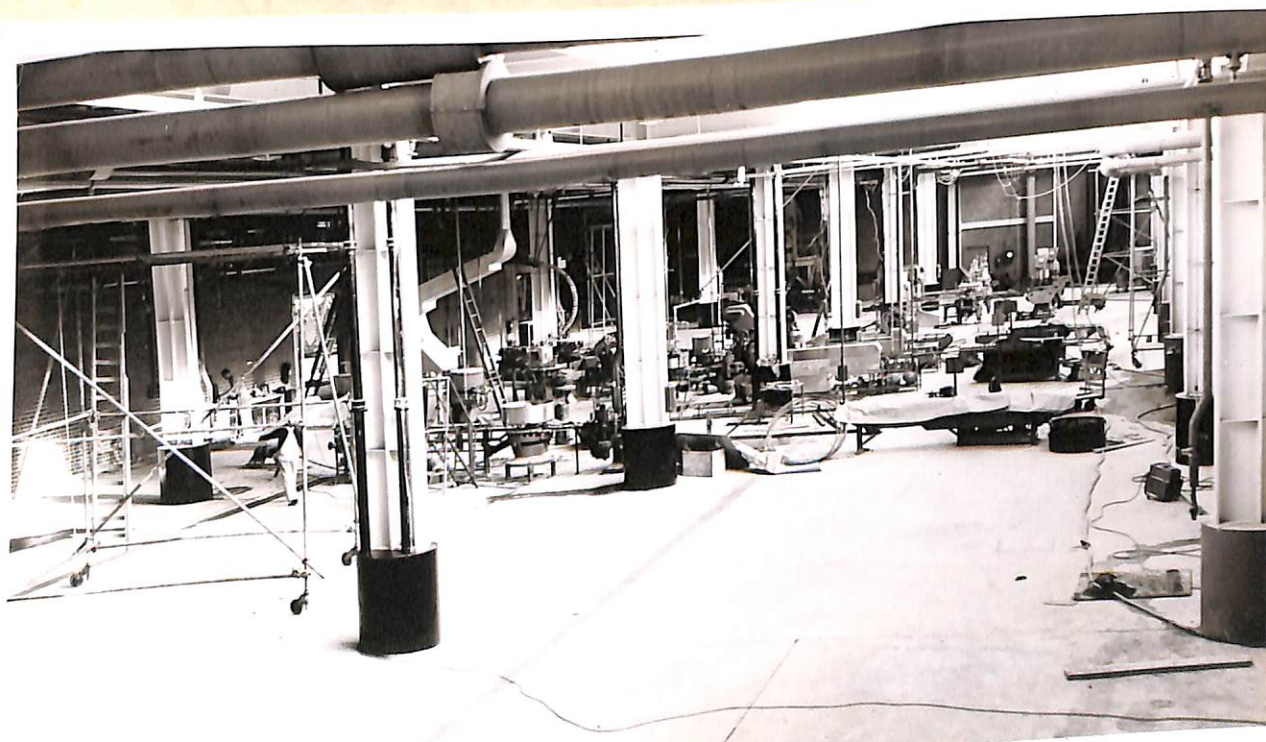




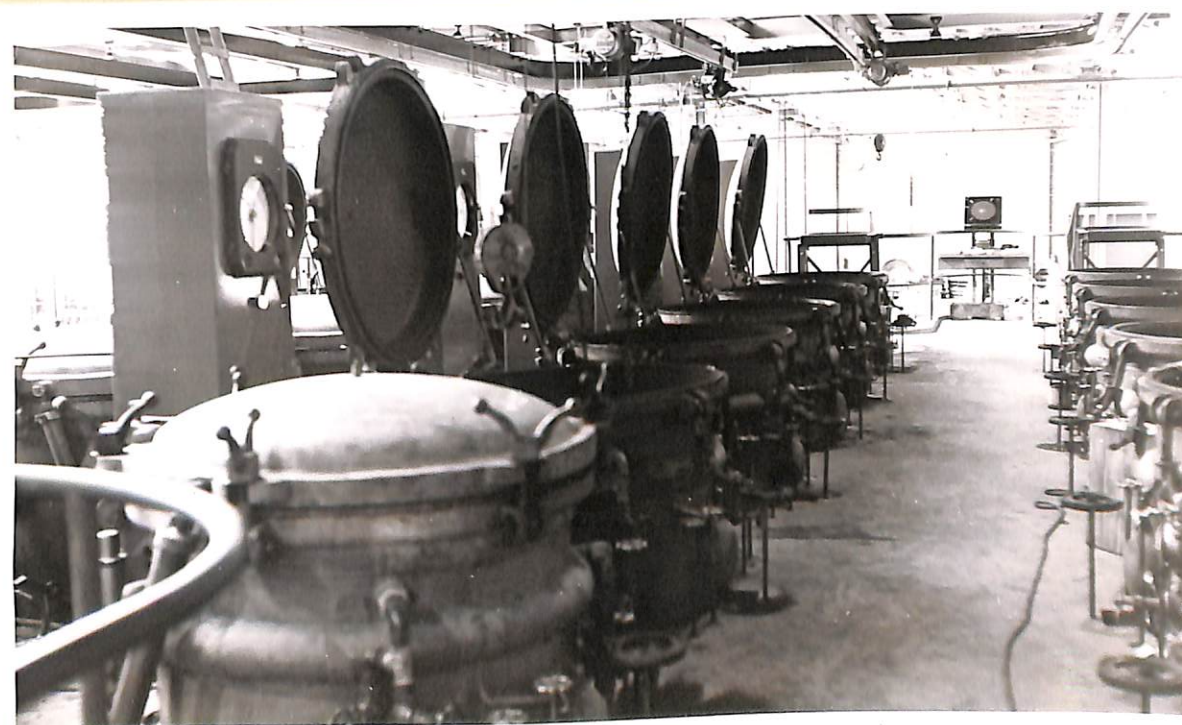
458



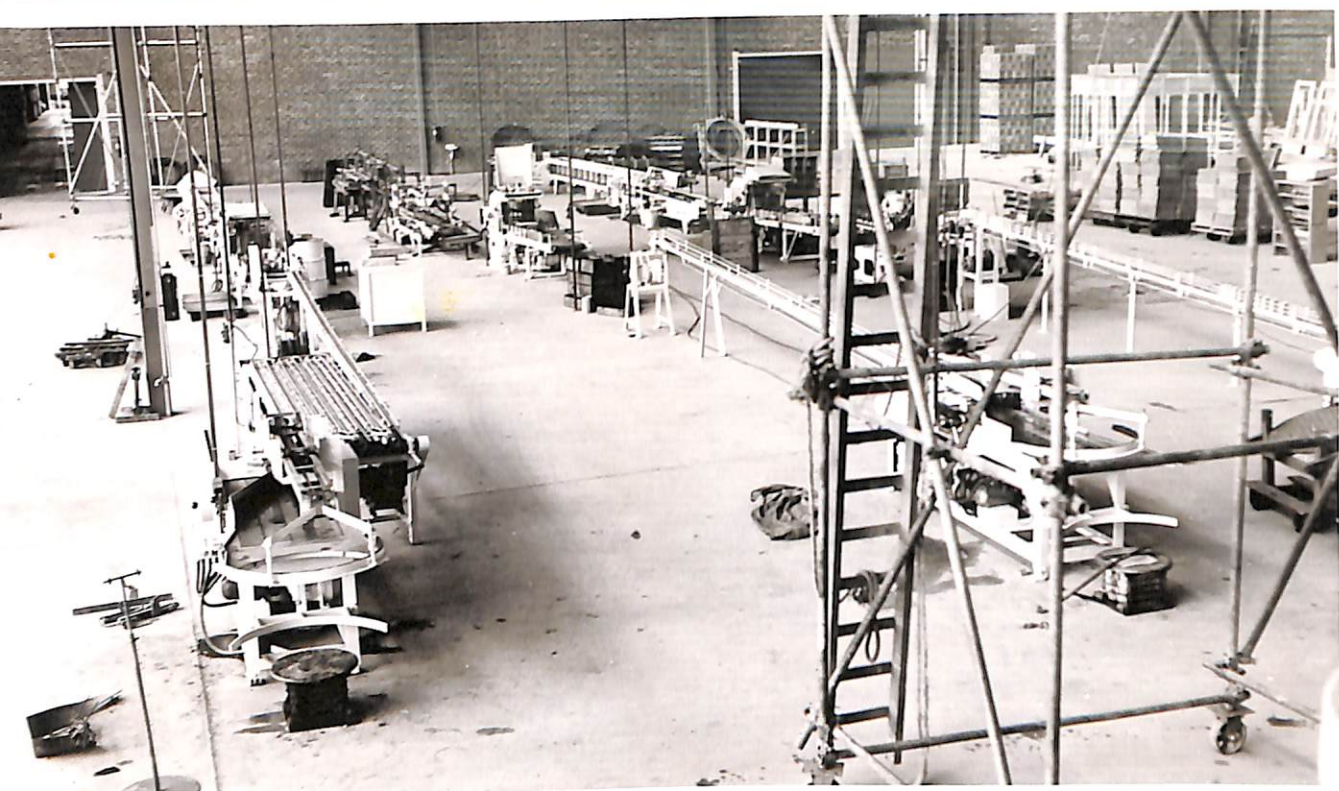
459



460



461



462



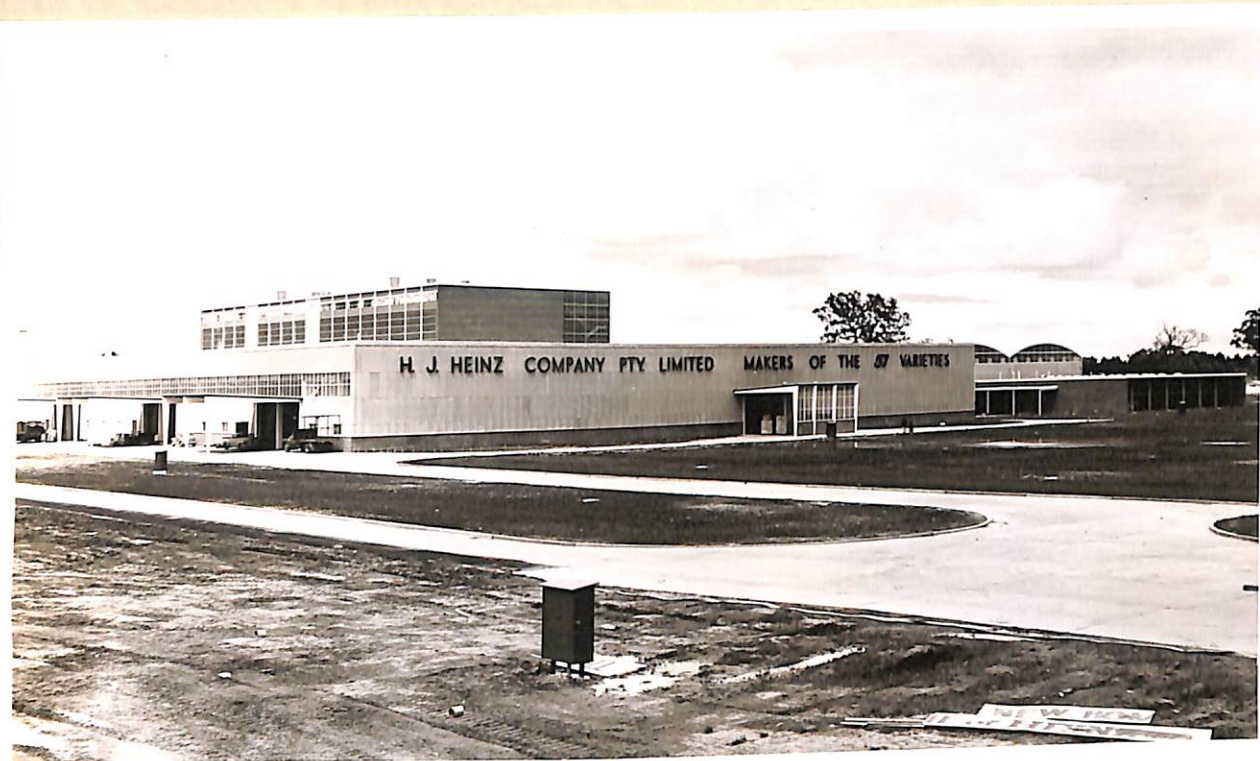
463



464



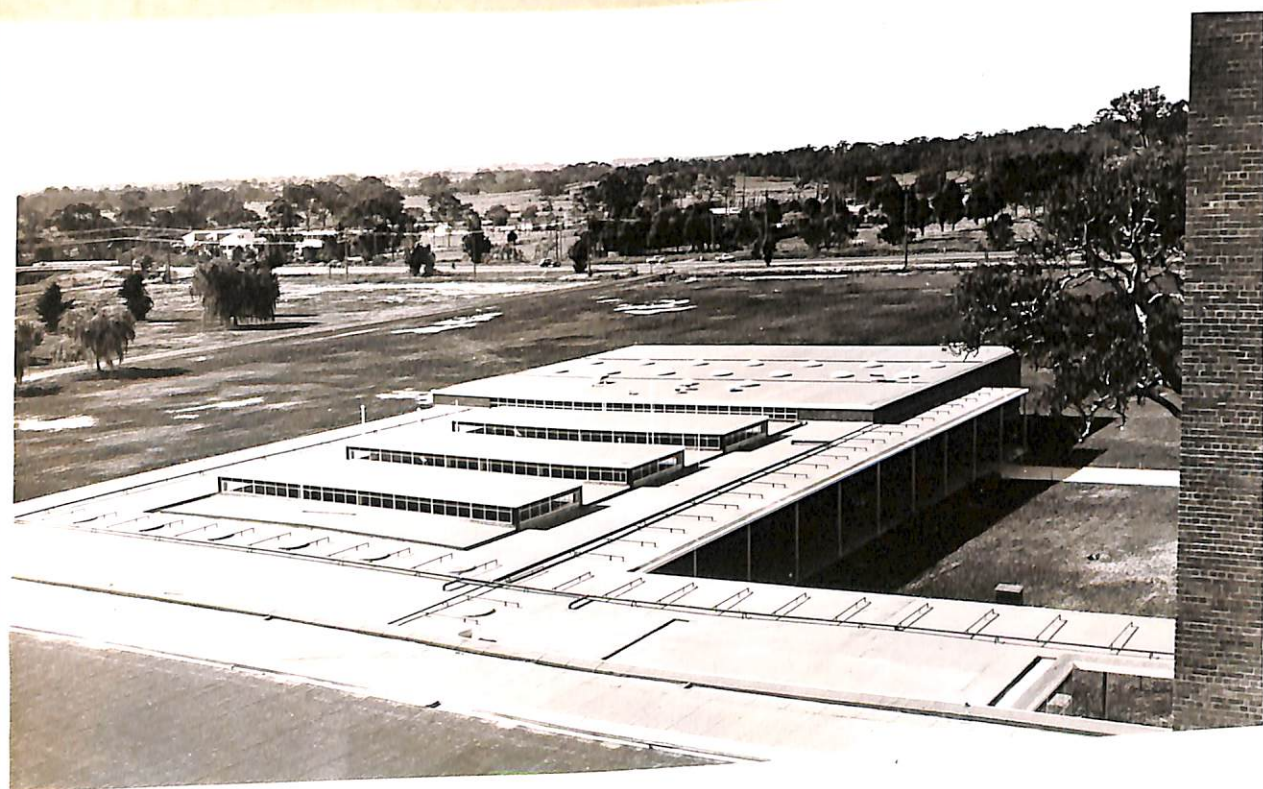
465



466



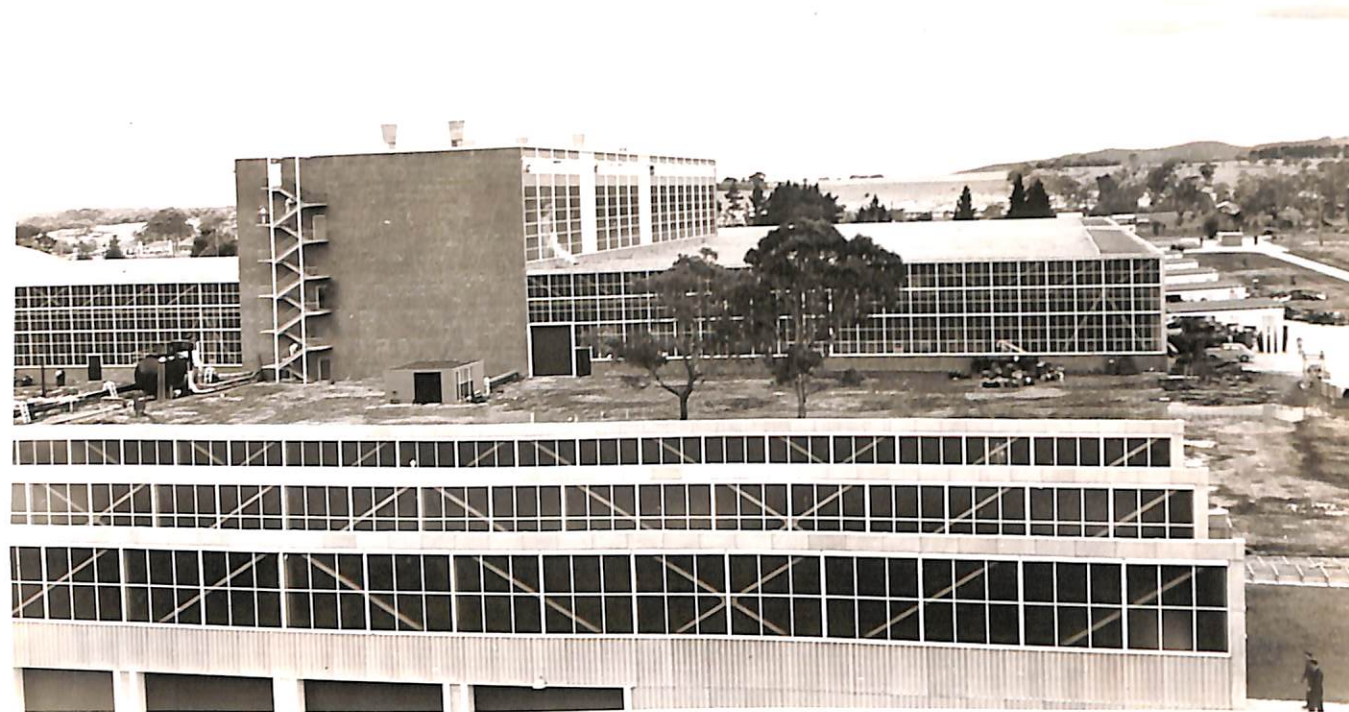
467



468



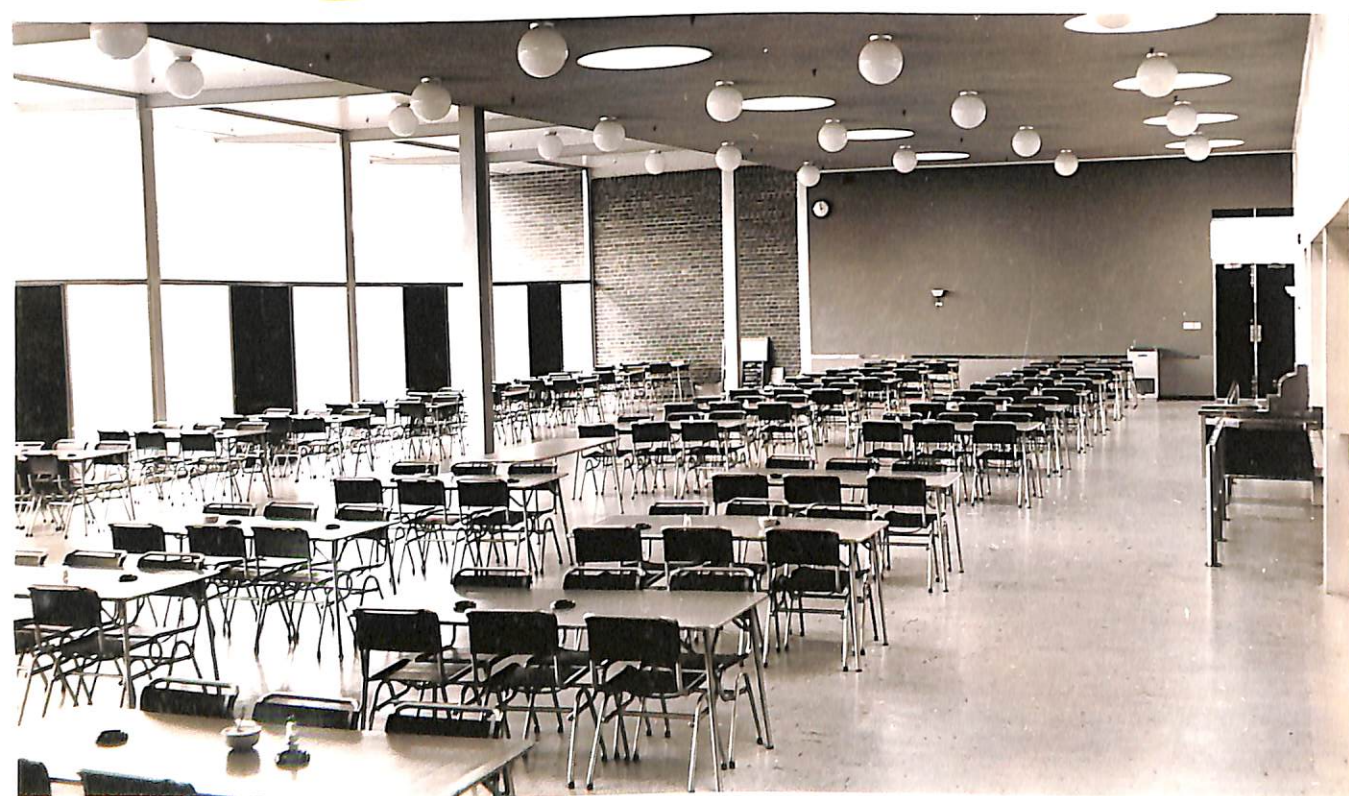
469



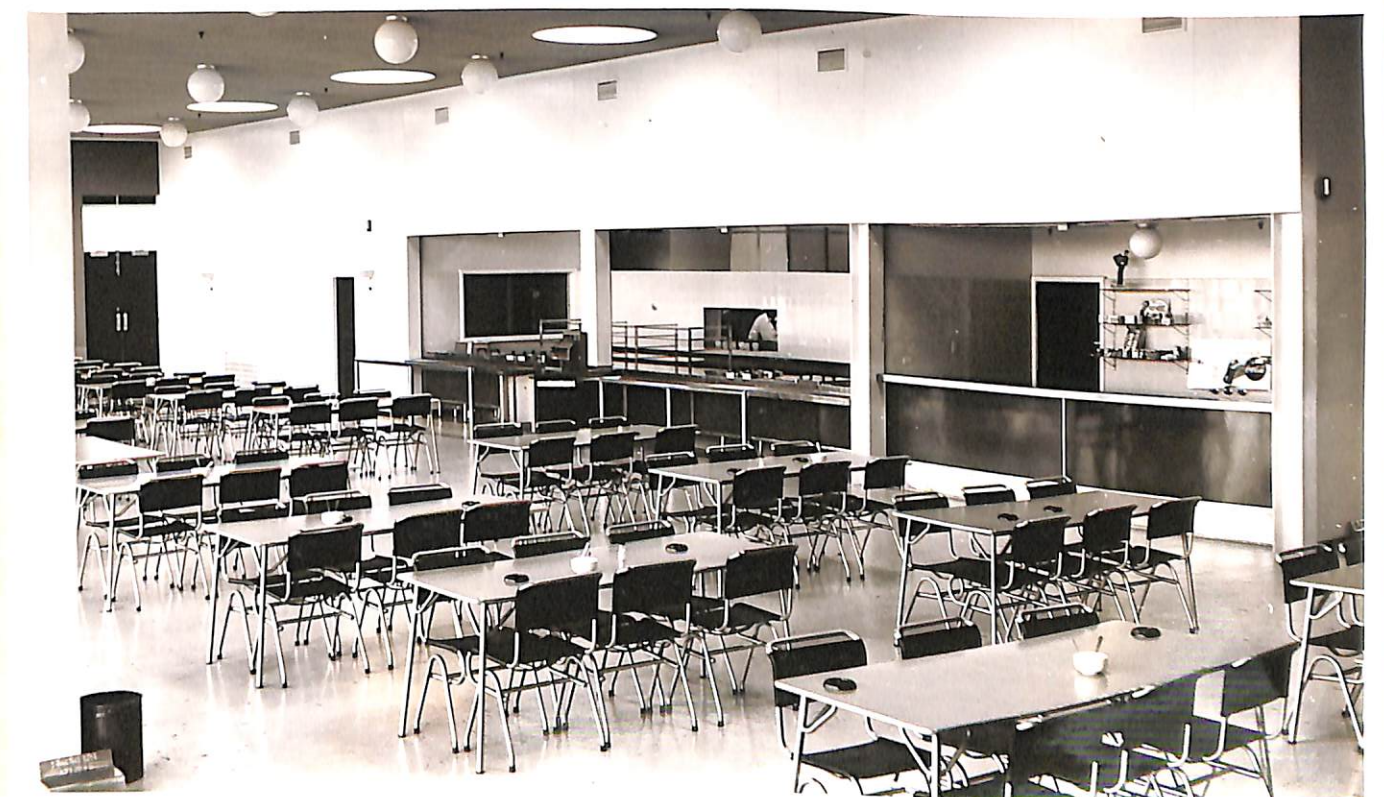
470



471



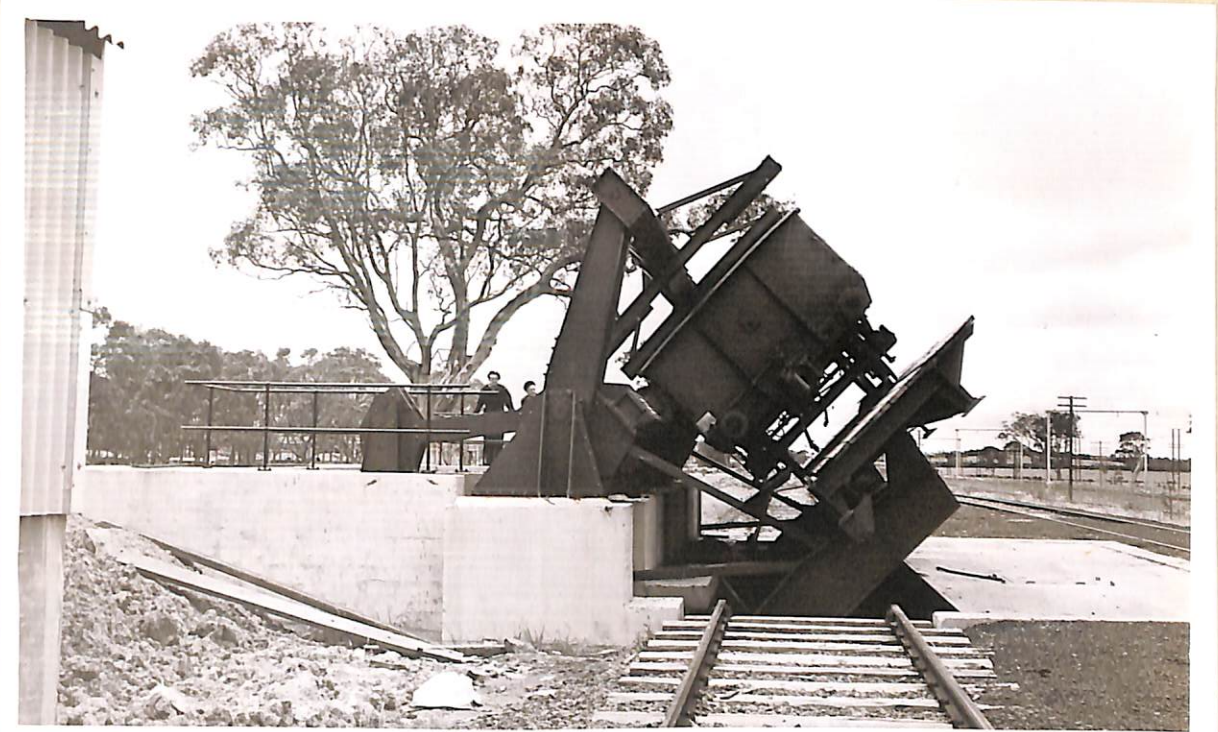
472



473



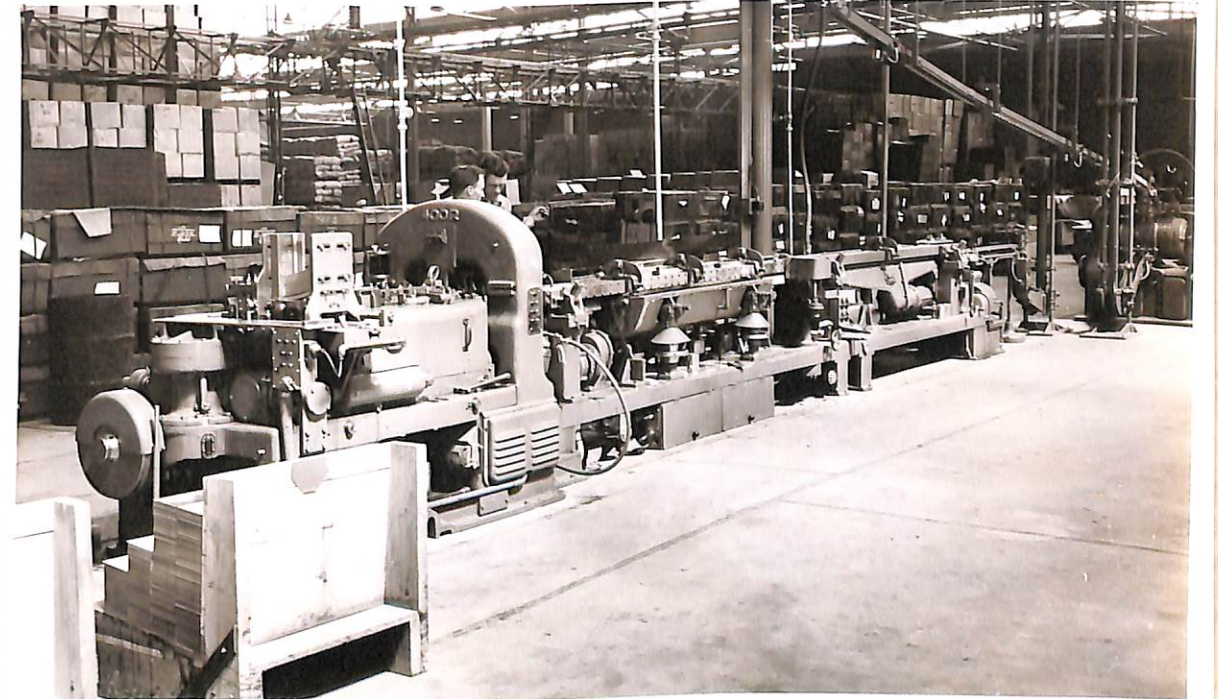
474



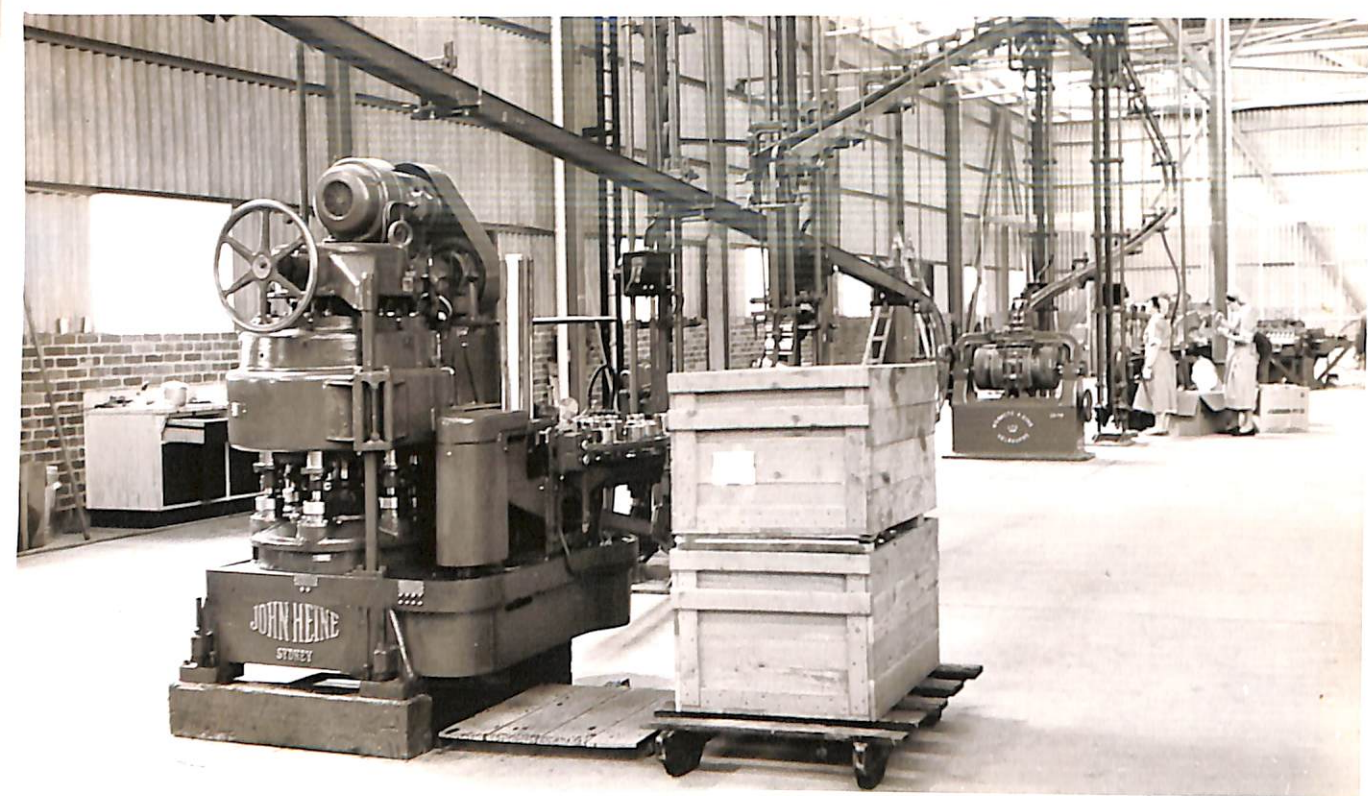
475



476



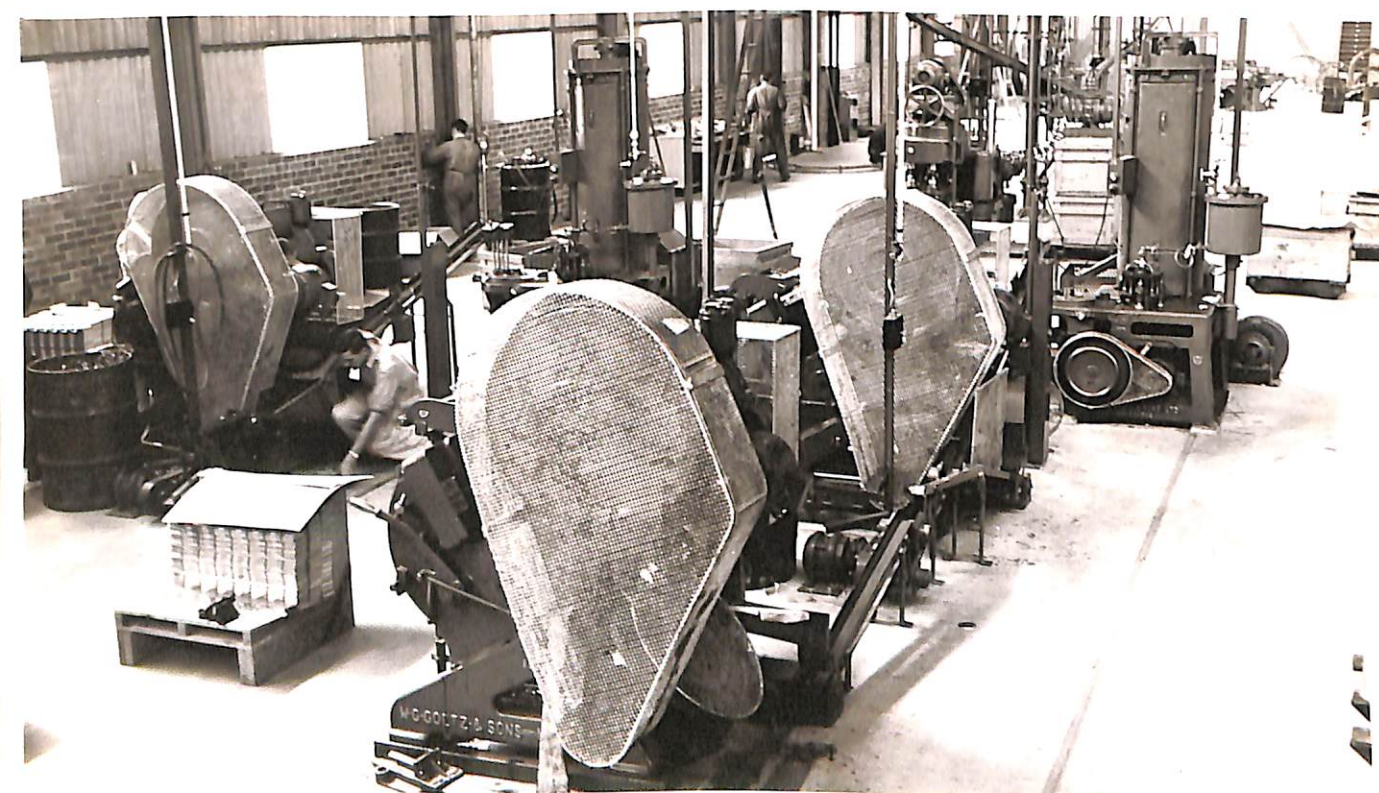
477



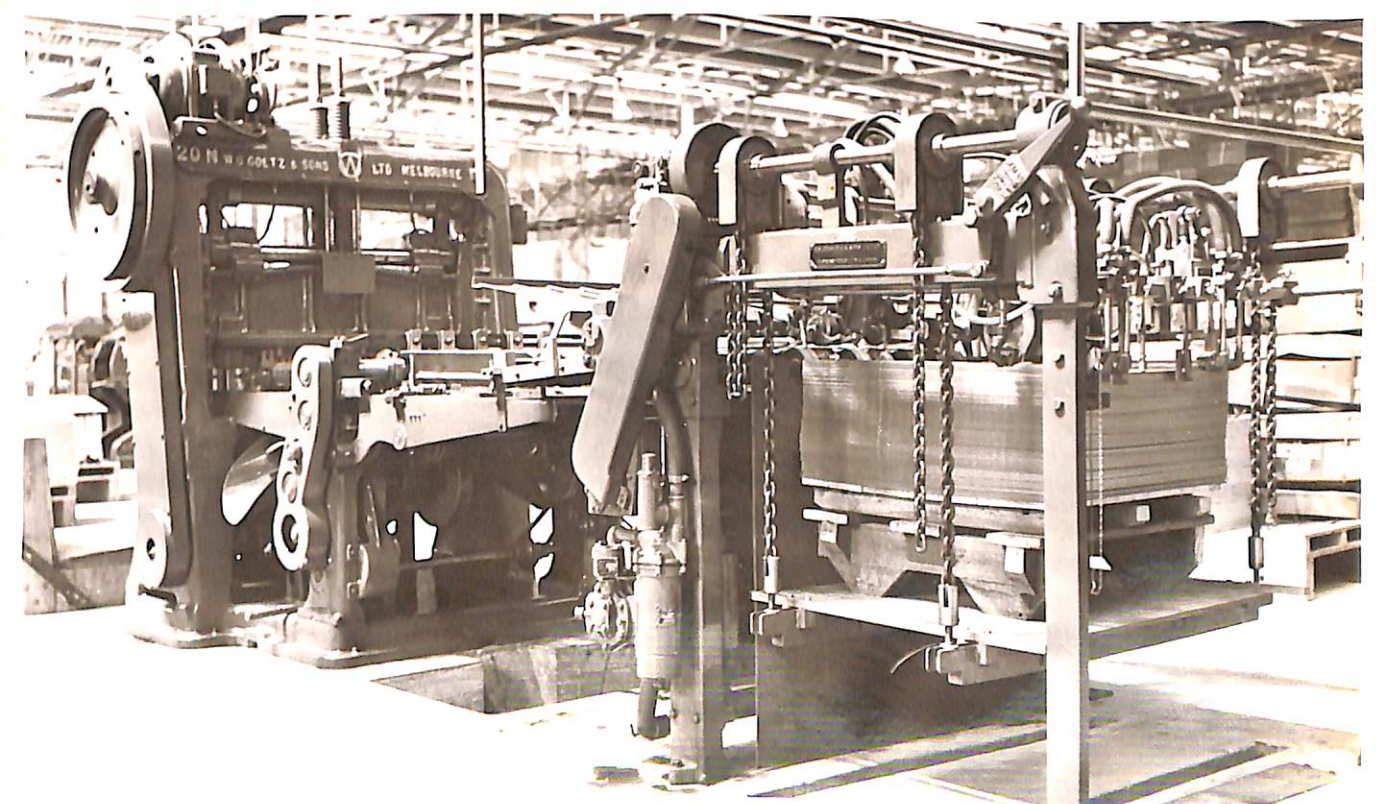
478



479



480



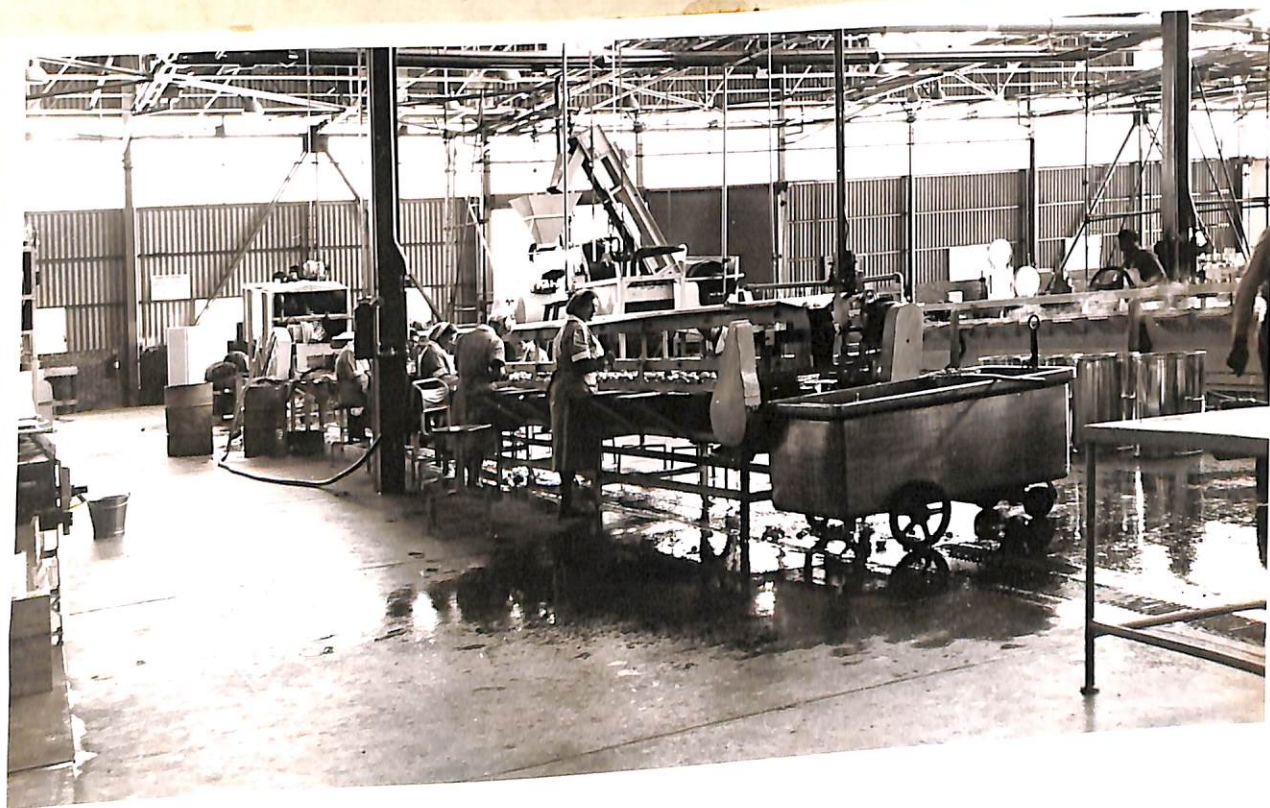
481



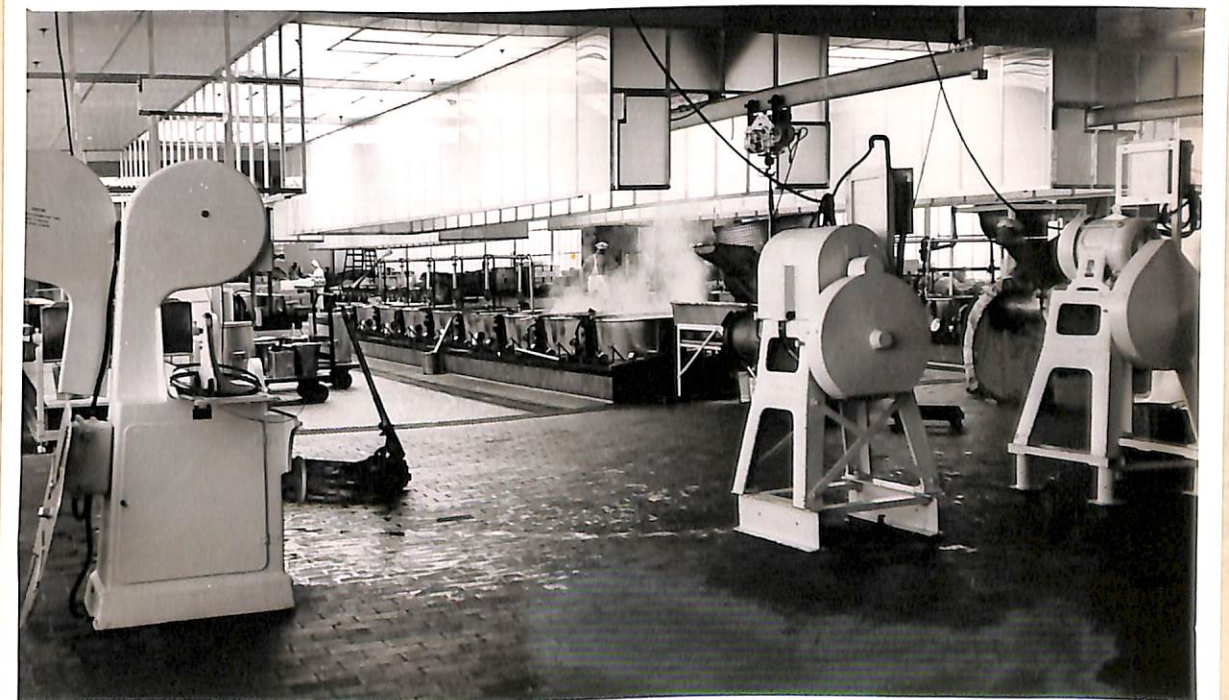
482



483



484



485



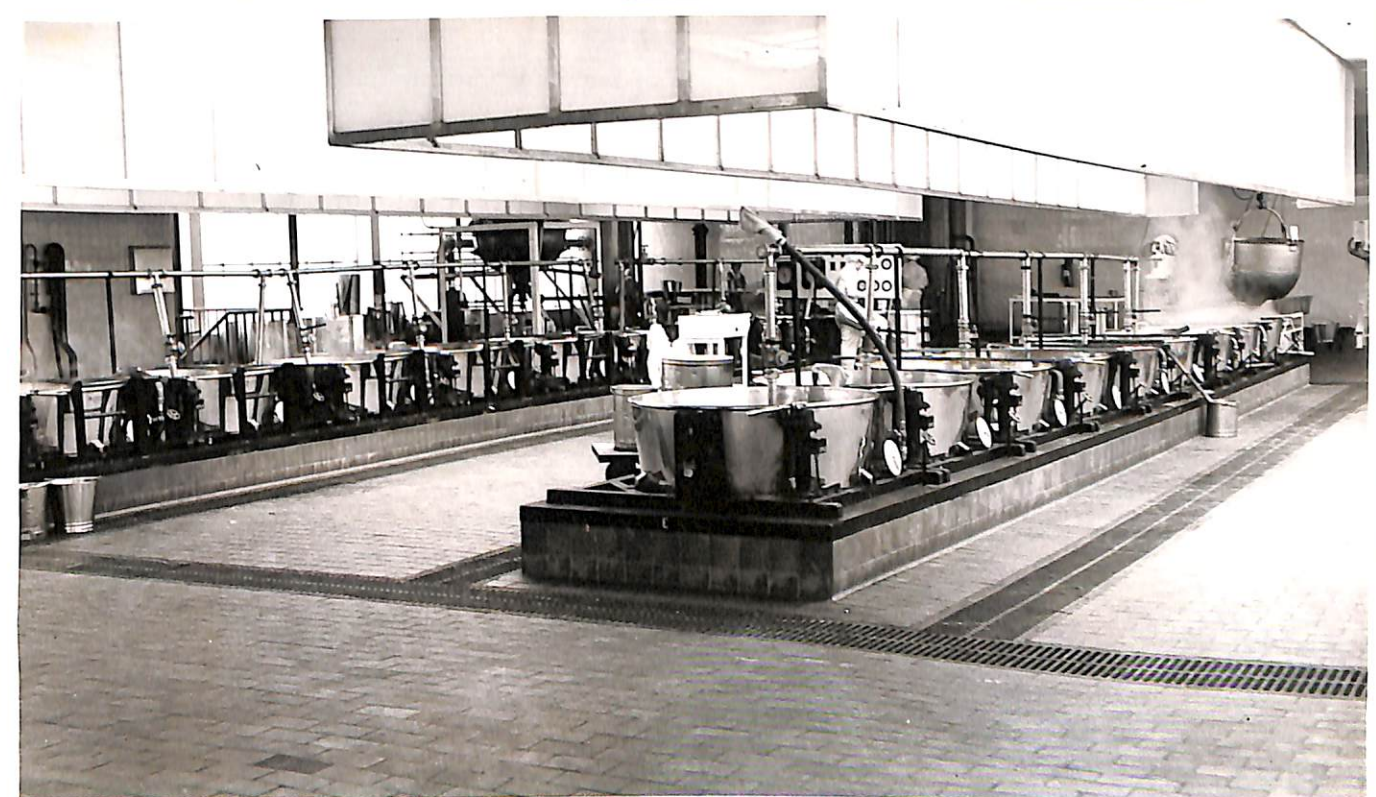
486



487



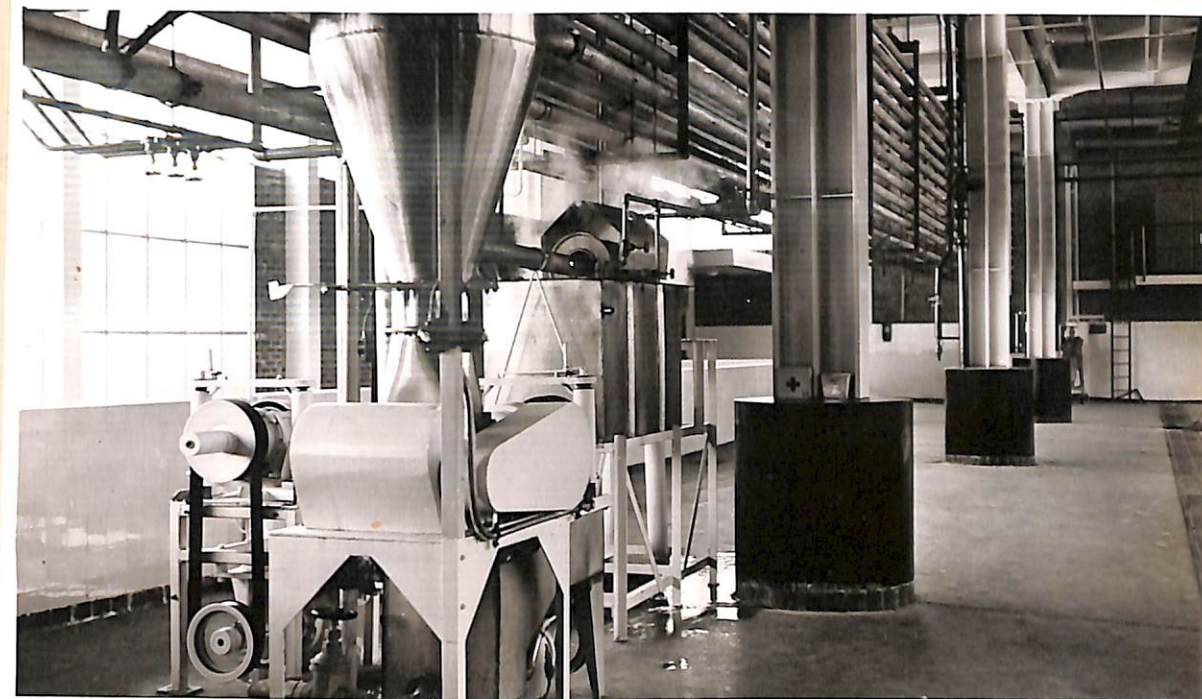
488



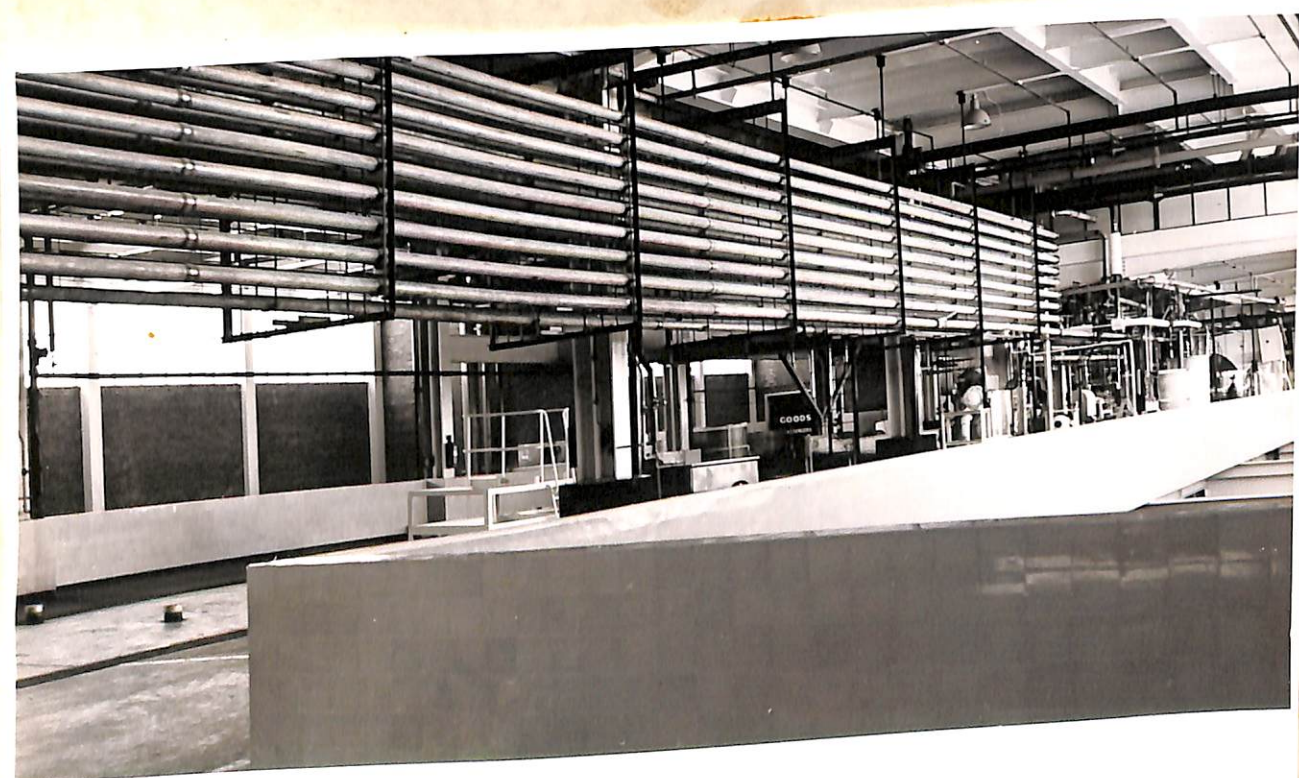
489



490



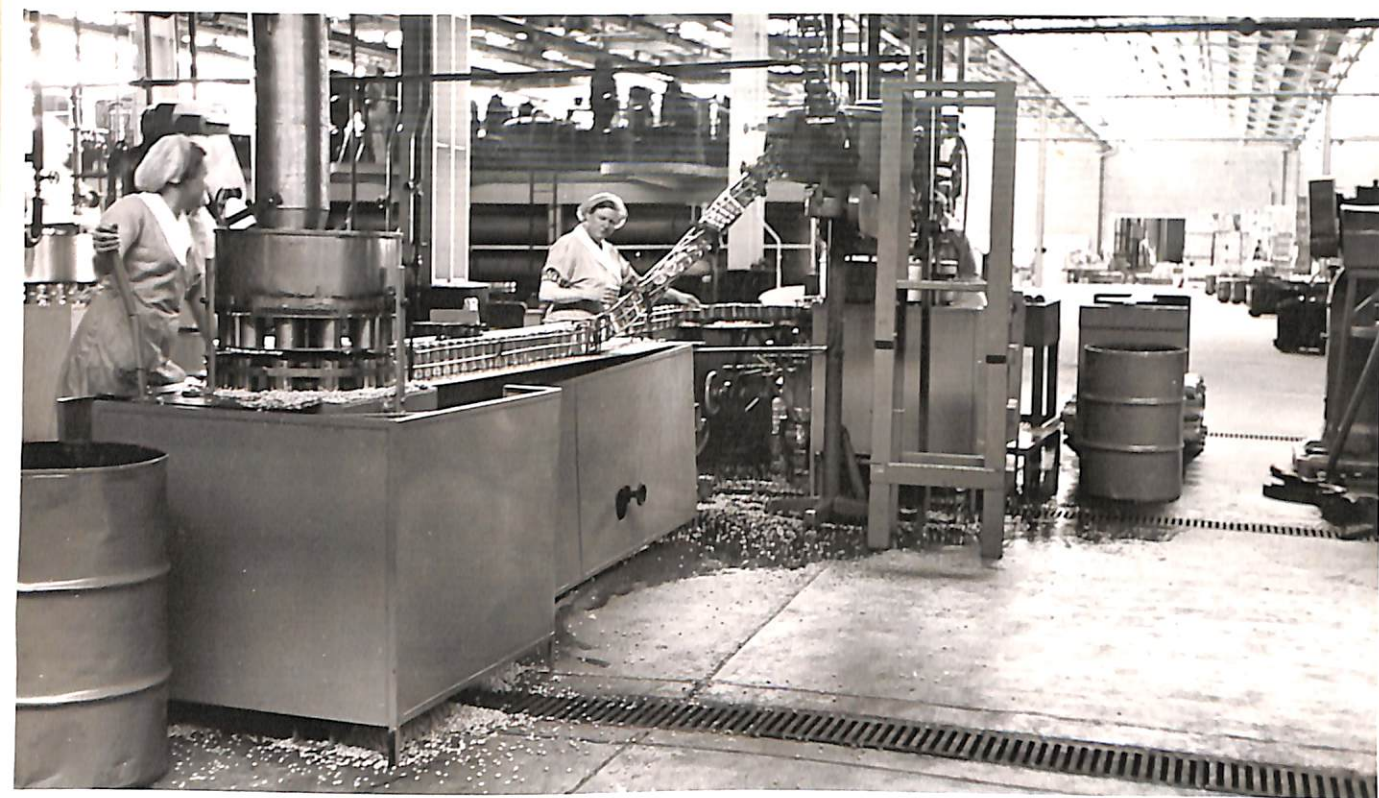
491



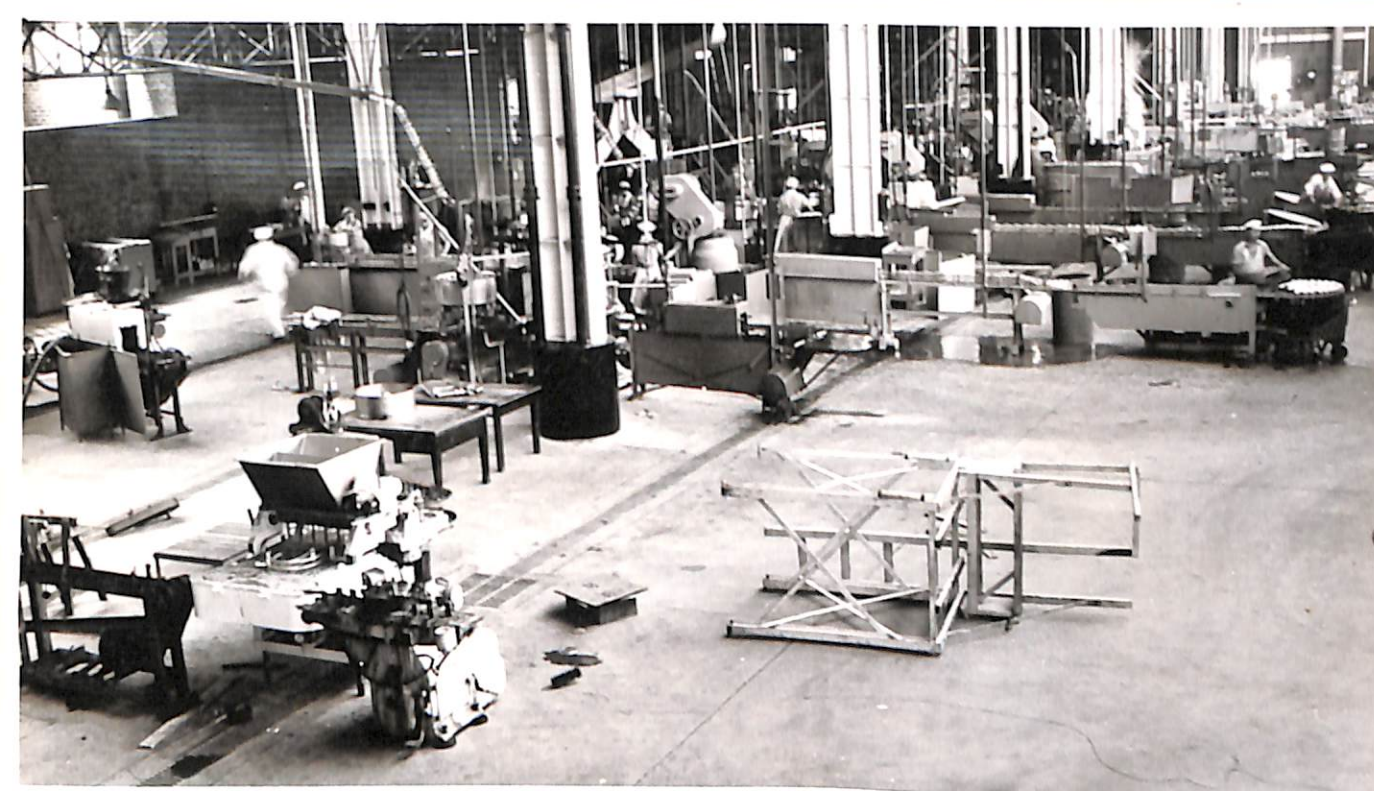
492



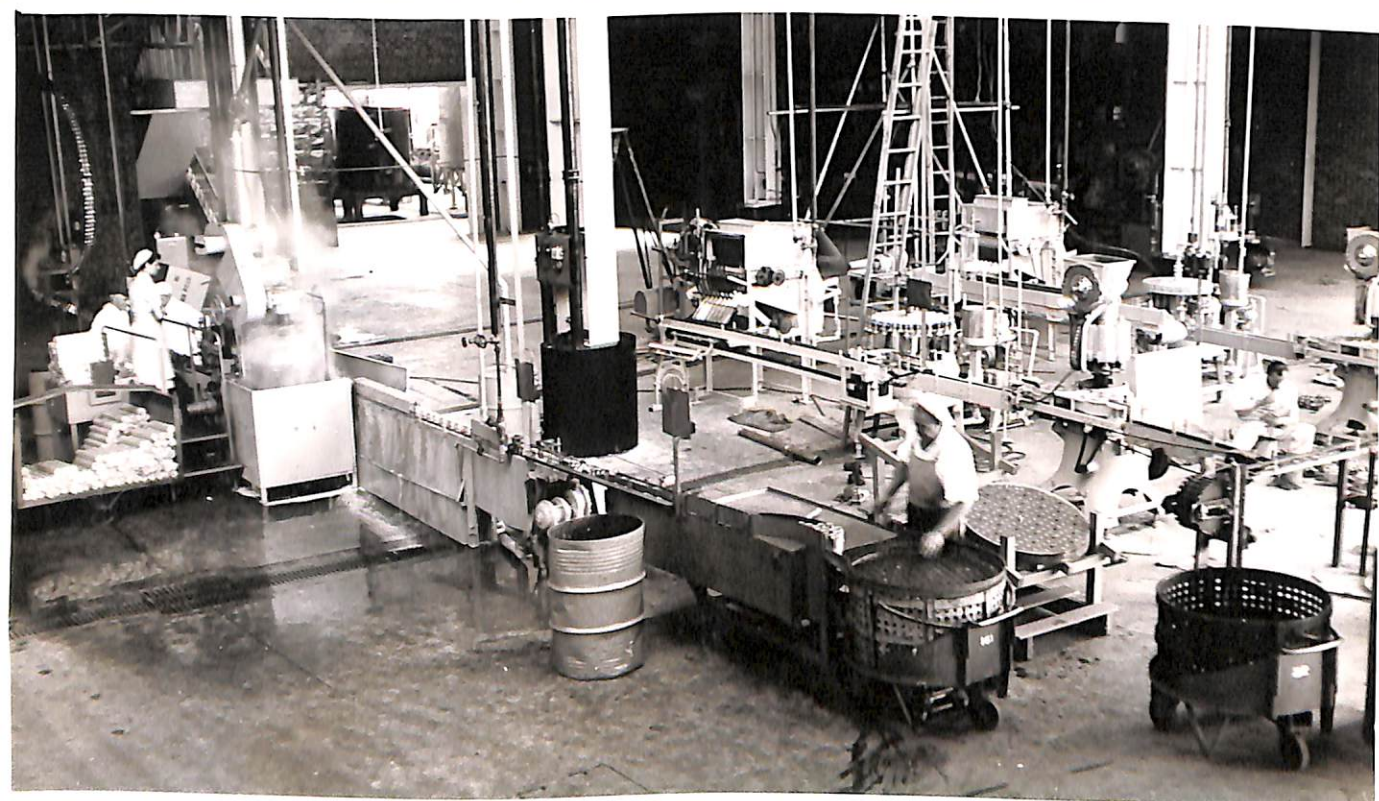
493



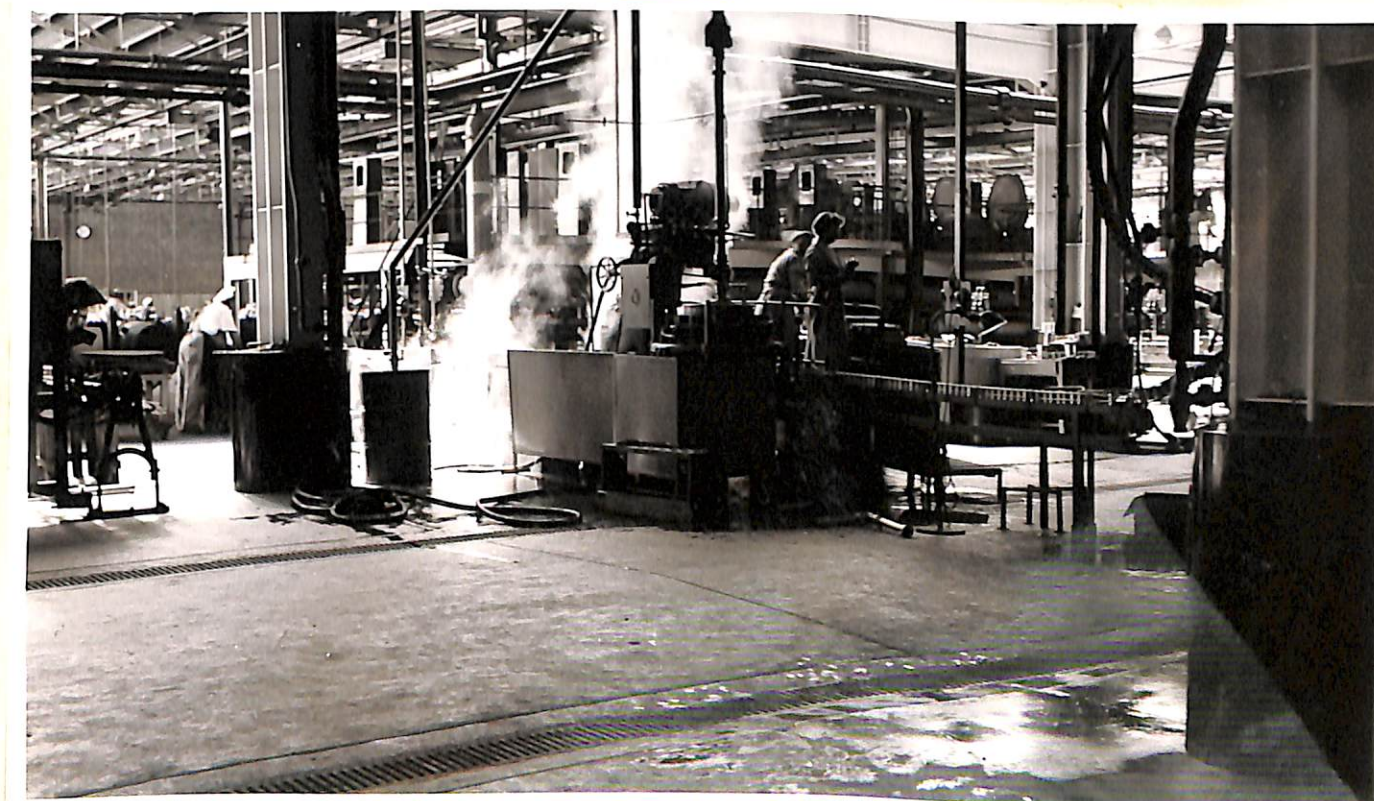
494



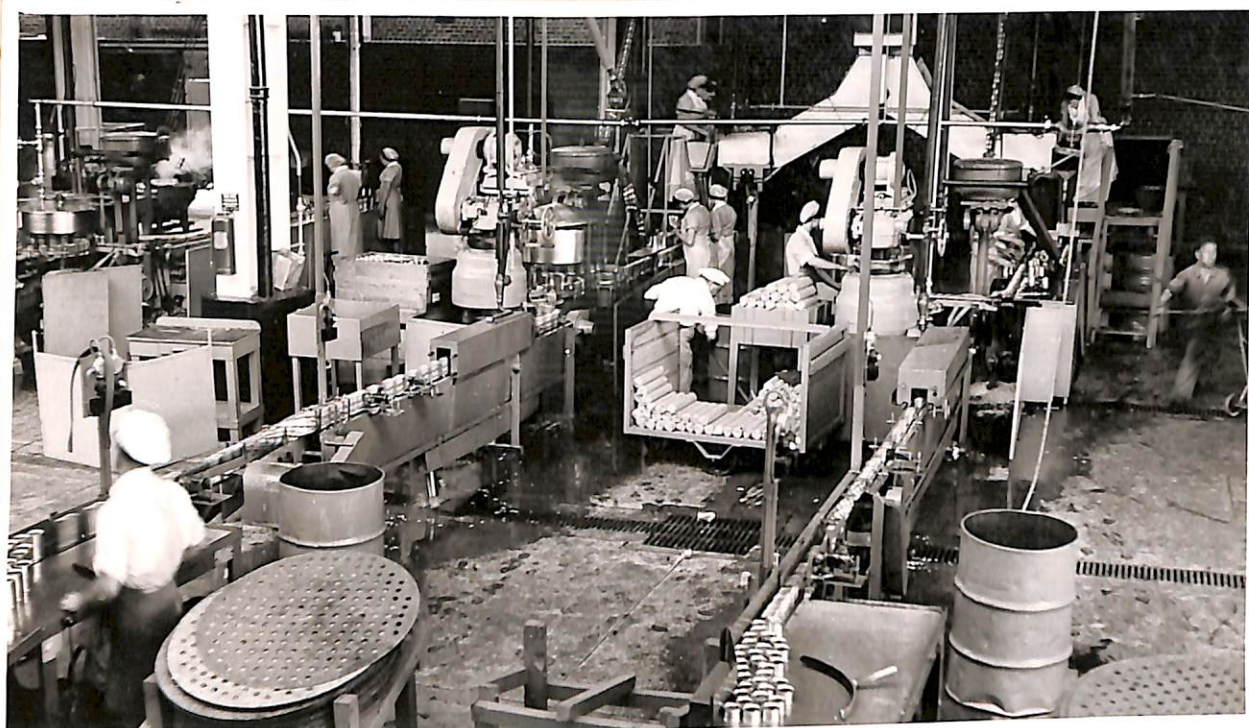
495



496



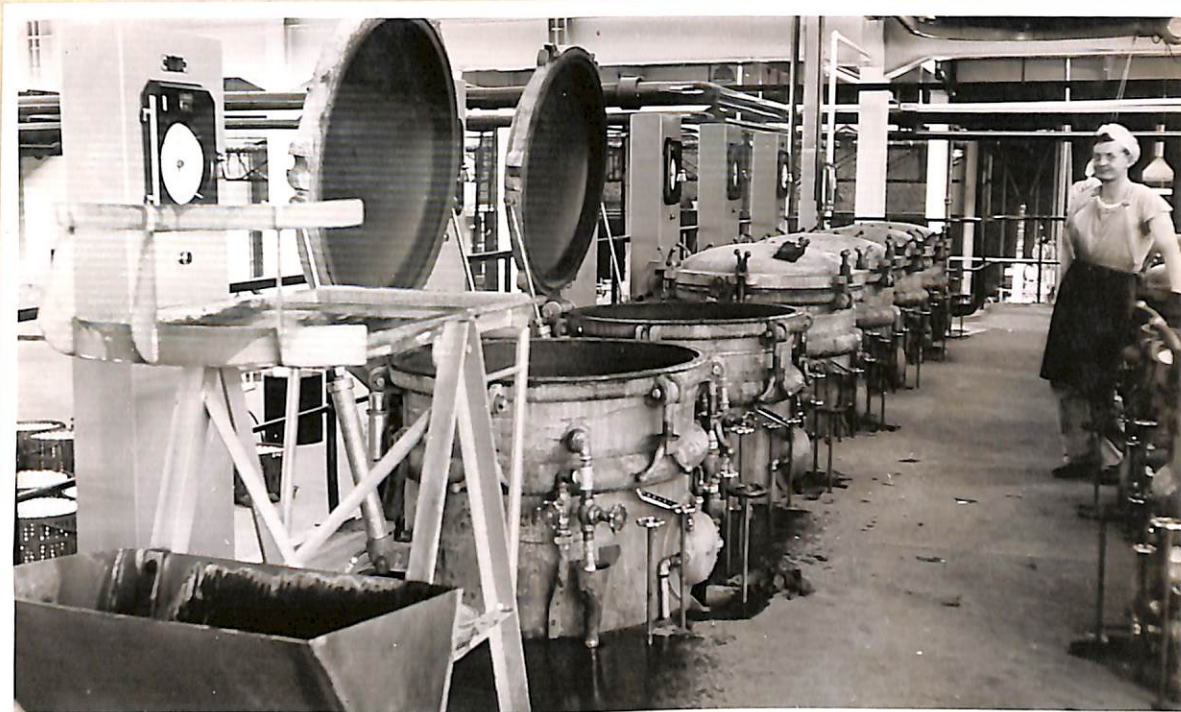
497



498



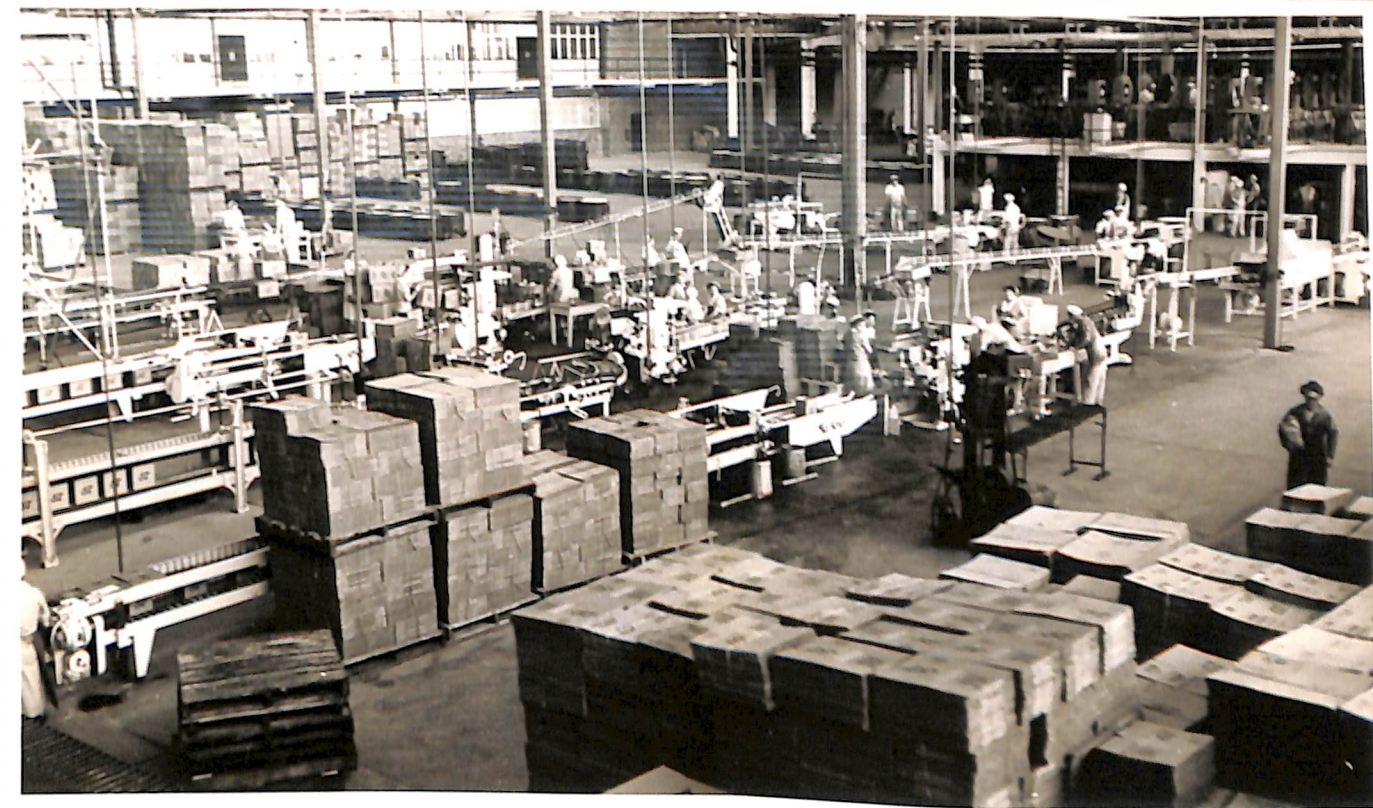
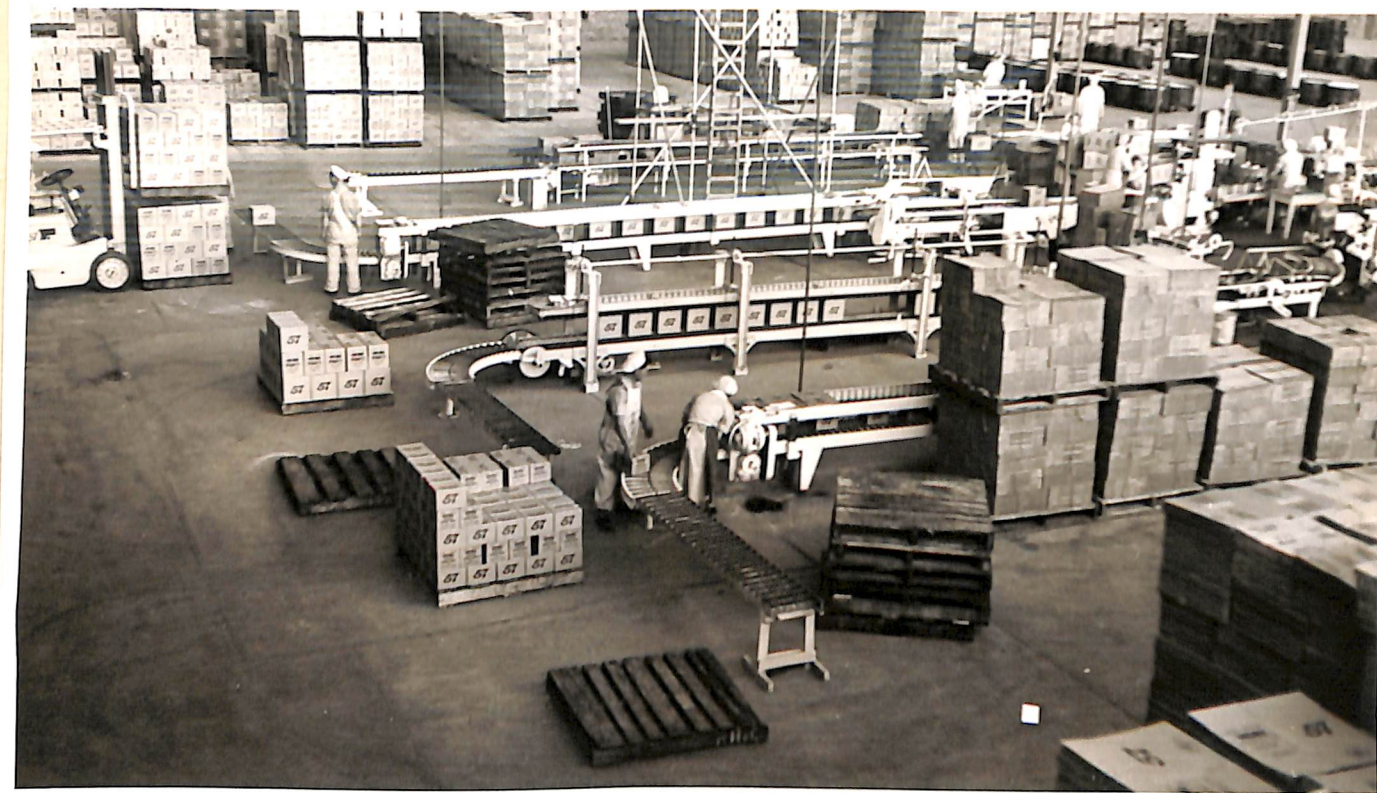
500



499



501



D. W. Milner.

D. W. MILNER

CHIEF ENGINEER AND
PROJECT MANAGER.

H. J. HEINZ COMPANY PTY. LIMITED

OFFICIAL OPENING OF DANDENONG (VIC) PLANT

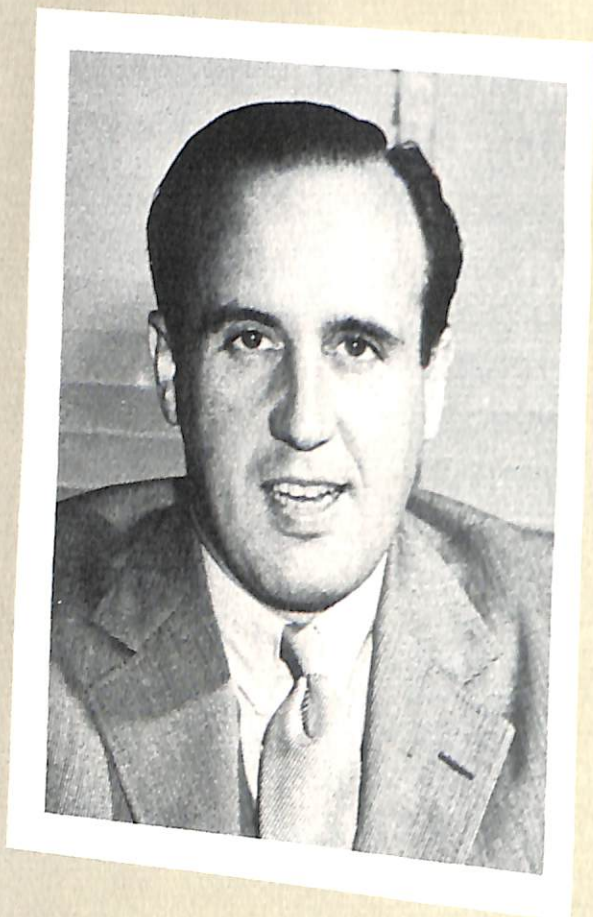
NOVEMBER 7TH 1955



The opening of this great modern factory has my warm goodwill and good wishes, for two reasons. The first is that we see here a development which will stimulate both primary and secondary industry, and will, therefore, add to the economic strength of Australia. Sometimes a secondary industry may, for a time at least, add to the costs of primary industry, but here we have a secondary industry which will add to the assured market of many men on the land, and will, in turn, give to Australians products which are Australian from the soil to the shop counter. My second reason is purely personal. It must be something like twenty years ago that, when travelling by train from Melbourne to Sydney or Canberra, I fell into conversation across the dining room table with a bright and attractive and intelligent young American whose name, it turned out, was Jack Heinz. He extracted from me some dinner table advice on industrial laws and conditions in Australia. I plead guilty to having told him that, under all the circumstances which he described to me, Victoria was the place to go. He took my advice. He probably thought, even twenty years ago, that I was a wise old fellow. It therefore gives me very special pleasure to realise how much this great enterprise has grown, and how closely associated it has become with Australian industry and Australian life. It has my warmest good wishes for its future progress and prosperity.

Robert Menzies

Prime Minister of the Commonwealth of Australia.



Today marks the end of an era which began twenty years ago, when, during my first trip to Australia, the decision was made to establish processing operations in Victoria. That decision was based on our conviction that Australian housewives were interested in buying processed foods of consistently high quality, that Victorian farmers could supply us with the quantity and quality of raw material we required, and that we could employ competent, dependable people. The existence of this new factory confirms the wisdom of those early decisions. We are proud of the progress that we have made in Australia but we are even more enthusiastic about the opportunities that exist for continued expansion. We consider the Dandenong factory as a very practical symbol of solid accomplishment in the past and evidence of our confidence in the future. We believe that Australia will continue to grow . . . we intend to grow with it.

H. J. Heinz

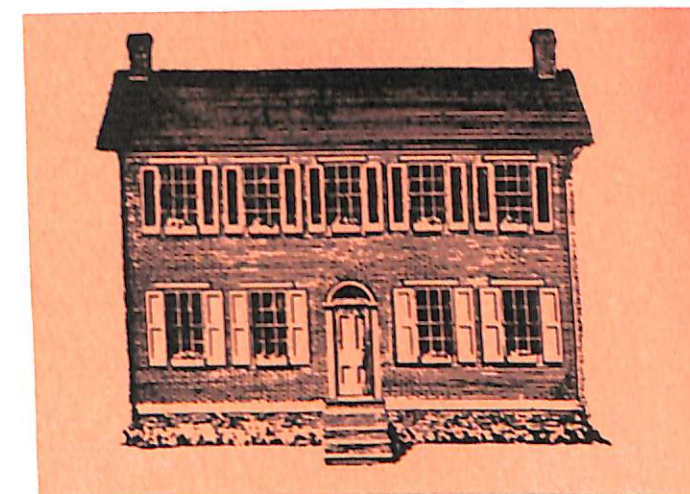
HISTORY OF THE H. J. HEINZ COMPANY 1869-1955

The name of Heinz and the famed "57 Varieties" have become such a familiar combination that it would be difficult to find an adult today either unaware of them or failing to realise the high quality they symbolise. In fact, the Company name and the "57" are familiar in more than 200 countries and territories where Heinz products are sold.

This world-wide business was founded in 1869 near Pittsburgh, Pennsylvania, when young H. J. Heinz, our founder, began packing his first product, horseradish, which he grew and sold in his own neighbourhood. Within a short time, however, the quality of his merchandise became so well known that he began to prepare and sell other items which were to become the "57 Varieties."

With the addition of new products it became necessary to expand manufacturing facilities. Business soon outgrew the original Pittsburgh plant and the first branch factory was opened in 1894. Others followed, until today there are 12 Heinz factories located from the Atlantic Coast to the Pacific Coast of America.

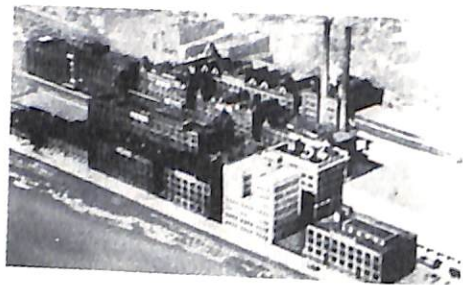
The first Heinz products were sold in England by the Company's founder in 1886. From this small beginning, there has been such a steady growth that Heinz has become a household word throughout Great Britain where the Company operates two factories and numerous sales branches. Another new plant is now in course of construction in Lancashire.



The small house where H. J. Heinz began business in 1



H. J. Heinz Company World Headquarters, Pittsburgh, U.S.A.



In Canada, Heinz is strongly represented, where the Company operates one of the largest tomato products factories in the world. This plant, which also processes a full range of the "57 Varieties," is located at Leamington, Ontario.

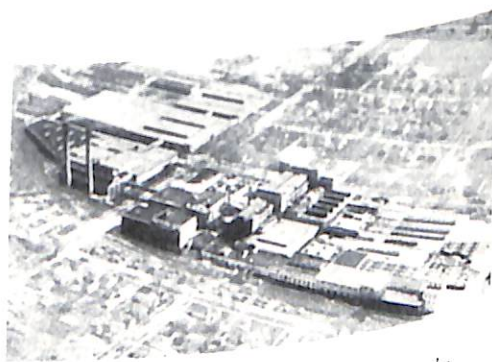
HEINZ IN AUSTRALIA

Heinz products were first available in Australia through agents about 60 years ago. At that time Australians first tasted the famous "57 Varieties" and found them very much to their liking. A big demand was soon created, necessitating the setting up of a plant here. Heinz Richmond (Vic.) plant began operations in 1935 — just 20 years ago. Increased acceptance of Heinz products, together with the effect of increased population and increasing per capita consumption of the Company's products made evident the need for even greater production capacity. To fulfil this need, this new Dandenong factory was planned, and today sees its official opening.

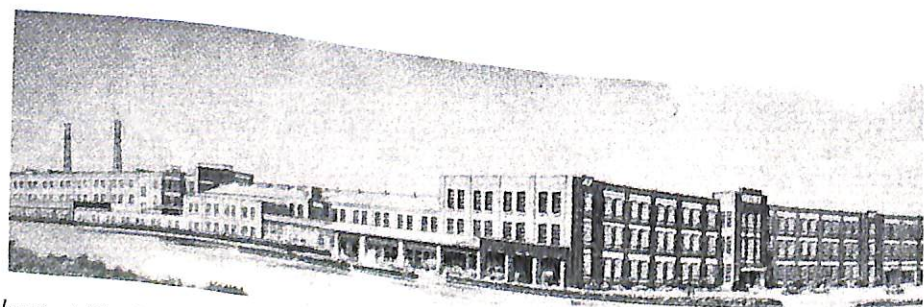
The President of the Company, H. J. Heinz II, is no stranger to Australia. He visited this country in 1934, just before the opening of the Richmond plant, and his present visit is his third since World War II.

He is the grandson of the Company's founder, and the third President. He took office as President of our world-wide organisation in 1941. The war and post-war years created new and complex problems, but under his leadership, the business has continued its steady march forward.

The Heinz family of employees has expanded from small beginnings to an international family numbering many thousands, whose enthusiasm and spirit have built an organisation which follows the precept of our founder: "To do a common thing uncommonly well brings success."



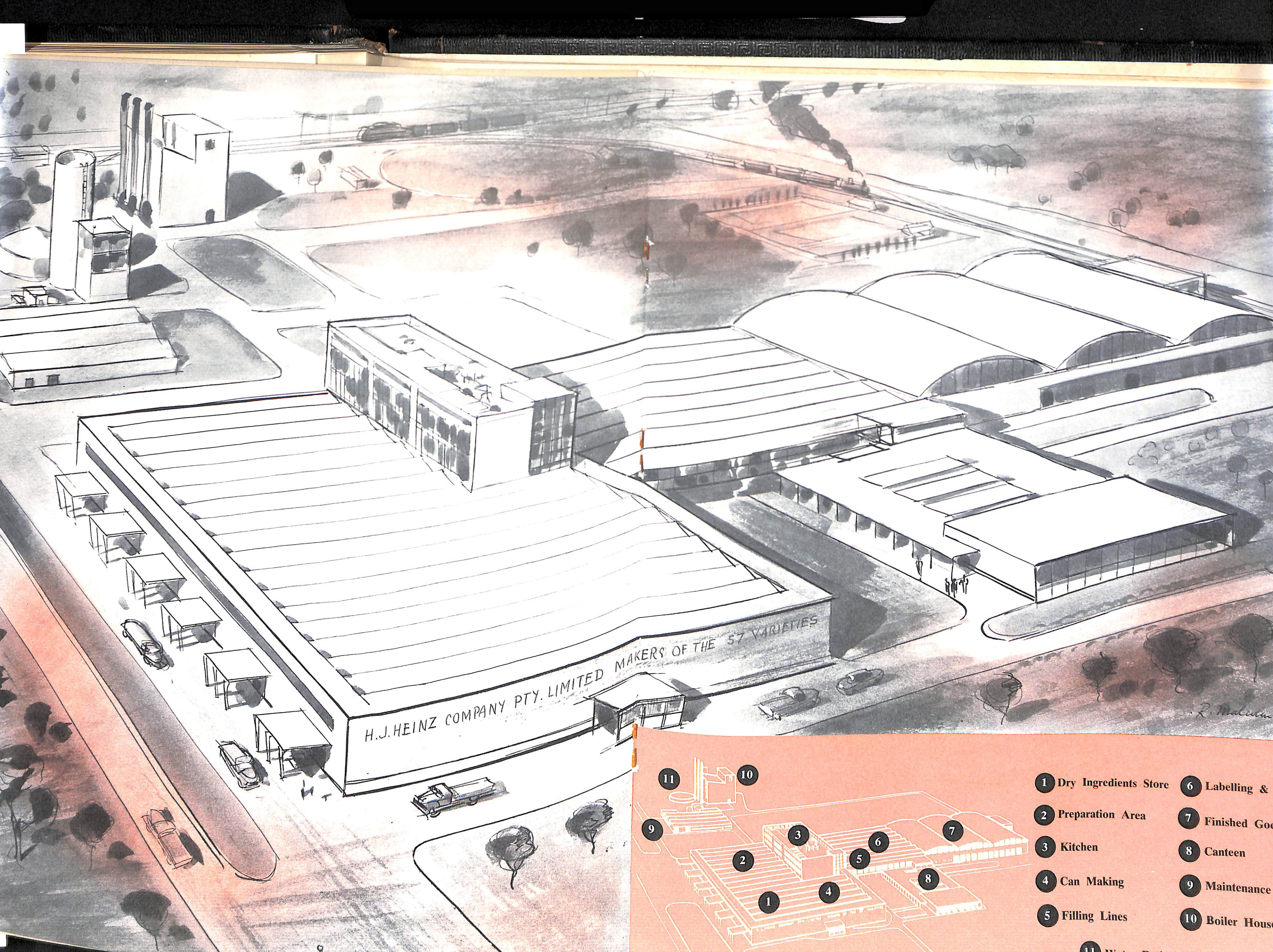
Heinz plant at Leamington, Canada, one of the world's largest tomato products factories.



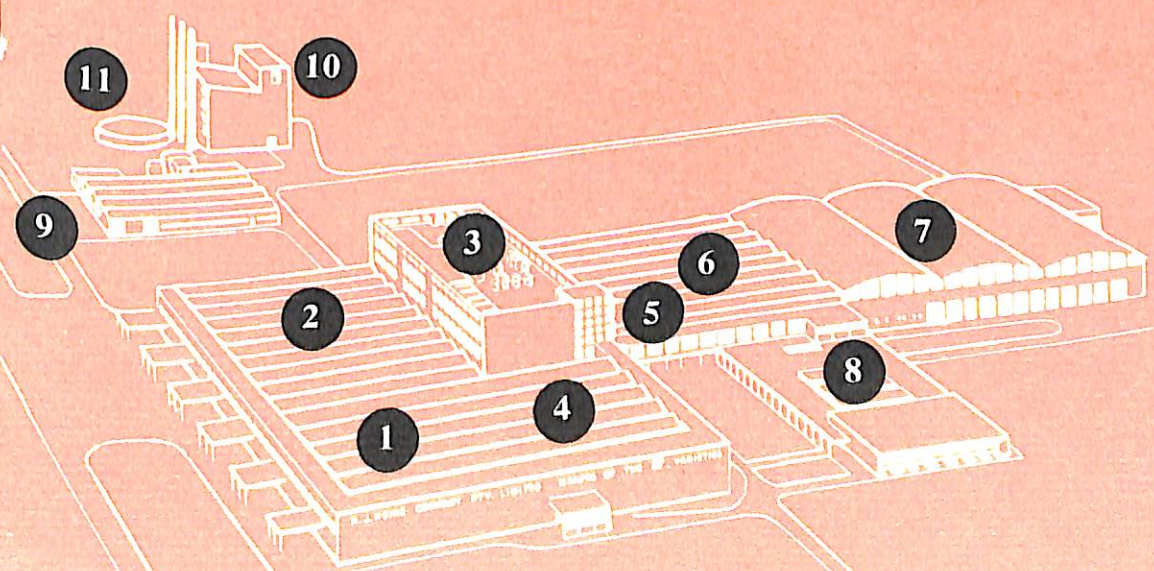
Heinz plant at Harlesden, England, the largest Heinz factory outside the United States.



Unloading Canopies



H.J. HEINZ COMPANY PTY. LIMITED MAKERS OF THE 57 VARIETIES



- | | |
|-------------------------|------------------|
| 1 Dry Ingredients Store | 6 Labelling & |
| 2 Preparation Area | 7 Finished Goods |
| 3 Kitchen | 8 Canteen |
| 4 Can Making | 9 Maintenance |
| 5 Filling Lines | 10 Boiler House |

PRODUCTION FLOW

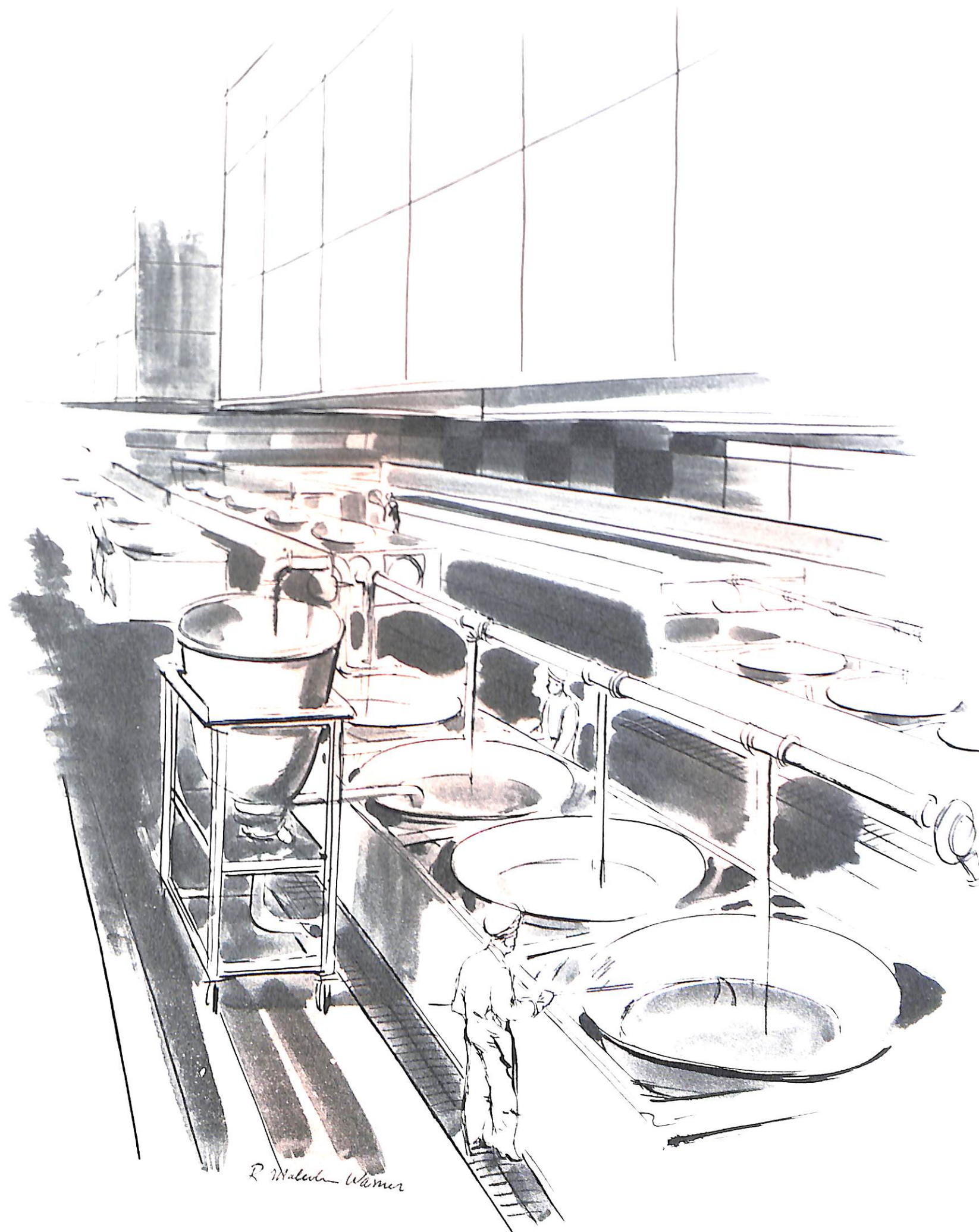
The basic design provides for a straight line production flow. Most operations take place at ground floor level, but actual cooking and processing require four levels. These operations are accommodated in the multi-storey building where the straight line flow continues through an elevation to the top floor, thence by gravity to the ground floor for filling. The top floor kitchen is designed to provide the highest degree of sanitation, with maximum use of natural light and an extensive stainless steel ventilating system. In effect, the kitchen is a large cube devoid of obstructing columns, with plastic ceiling, glass walls in aluminium frames, and floor of acid-resistant tiles. All non-glass walls are tiled and floors throughout are drained with acid-resistant tiled drains. Operations have been mechanised with high speed equipment to the maximum extent consistent with optimum economy. All process equipment coming in contact with a product is stainless steel or nickel.

Materials handling is mostly by the use of pallets and fork lift trucks. All buildings allow 5-high pallet stacking with the very minimum of columns for maximum use of building cubage. A multi-line conveyor carries empty cans from storage to filling lines. Part of our can requirements are made in the Can Shop where a high speed Australian-made canmaking line is installed.

The food processing industry is a heavy user of services — power, water, gas — and requires means for disposal of a large volume of effluent. These factors, with other considerations such as transportation, availability of personnel and access to raw material supply, influenced the selection of this 70-acre site in the Shire of Berwick near the town of Dandenong.

A water purification plant is one of the most costly constructions. At peak production the plant uses an estimated 1 million gallons in 8 hours, and a tank of this capacity provides a buffer storage, minimising demand on feeder mains. All water is flocculated, sand filtered and chlorinated, and water used in a product is also carbon-filtered to remove any trace of taste or odour. As a conservation measure, water used for cooling purposes is pumped through a cooling tower, chlorinated, and re-cycled.

The electrical sub-station has a designed capacity of $4\frac{1}{2}$ thousand kilowatts. The steam generating plant produces 150,000 lbs. of steam per hour, using raw brown coal, which is mechanically handled from rail trucks to overhead bunkers. Total floor area of all buildings is over 400,000 sq. ft., or approximately $9\frac{1}{2}$ acres. To allow for future expansion, every building component has been designed so that it can increase to at least double its present size without disturbing the functional relationships of the respective areas.





STAFF AMENITIES

Modern and pleasant staff amenities are provided, with an entire building devoted to this purpose. In this building are lockers, toilet rooms, showers, etc., with each employee provided with an individual locker; a Cafeteria with a seating capacity for 500 people and where a wide variety of food is served, providing a pleasant and restful room for all employees to enjoy lunch and tea-time breaks. A well equipped First-Aid section is included in this building and a qualified nursing staff is maintained whenever the Factory is in operation. With this new Factory providing every modern facility, we look forward to long and prosperous association with the communities of Berwick and Dandenong.



BOARD OF DIRECTORS
H. J. HEINZ COMPANY PTY. LIMITED

H. J. Heinz II
J. A. W. Ross
H. G. Dennett
G. K. Warner
W. N. Owen, D.S.O., T.D.
J. F. Allen
W. B. Cormack

ACKNOWLEDGEMENTS

Messrs. Hassell & McConnell, Architects,
236 Toorak Road, South Yarra.

Messrs. E. A. Watts Pty. Ltd.,
Building Contractors,
53 Hoddle Street, Collingwood.

Australian Mutual Provident Society.

*H. J. Heinz Company Pty. Ltd. records
its appreciation of the part played in
the construction of its Dandenong Plant
by Federal, State, and local government
bodies, all Public Authorities, all
contractors, sub-contractors and
suppliers, the men actually engaged on
the construction, and the co-operation
afforded by the International House
of Heinz throughout the world.*

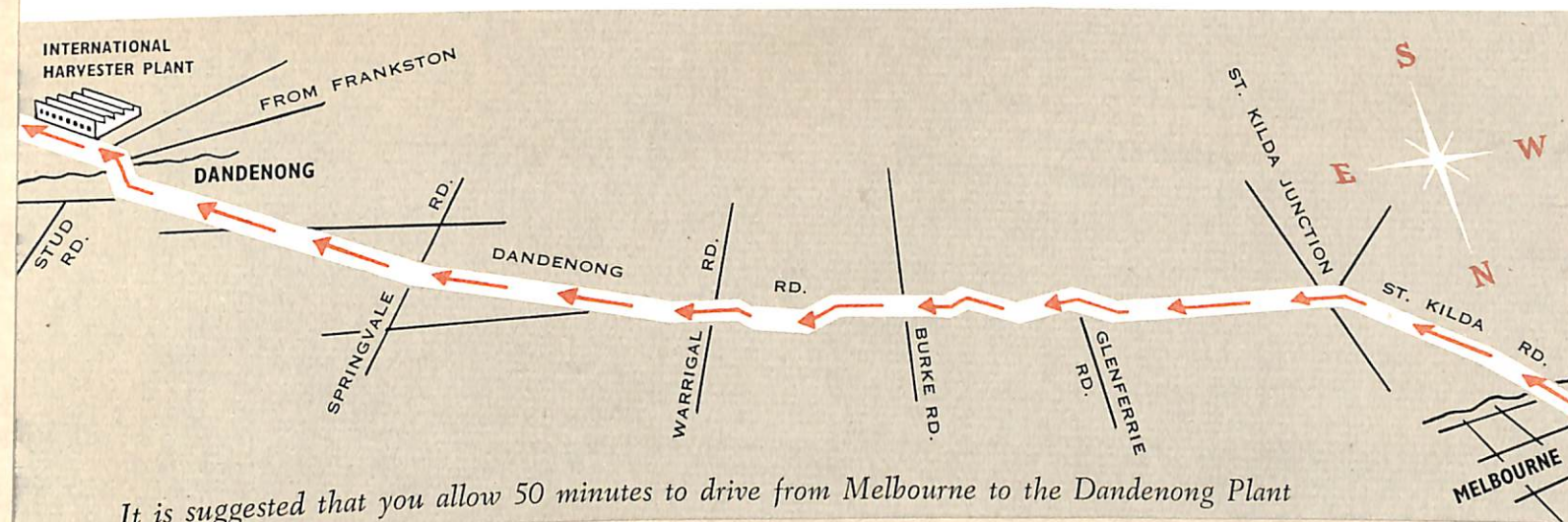


The Board of Directors of
H. J. HEINZ COMPANY PTY. LIMITED
requests the pleasure of the company of

Rt. Hon. R. G. Menzies, C.H., Q.C., M.P.,

at the official opening by
The Rt. Hon. R. G. Menzies, C.H., Q.C., M.P.,
Prime Minister of the Commonwealth of Australia,
of the new Heinz plant at Dandenong, Victoria
and to meet
H. J. Heinz II, President of H. J. Heinz Company

This map will help you locate our Dandenong Plant on November 7th, 1955



Your personal souvenir of the
Dandenong Plant Opening, November 7th 1955

H. J. Heinz

With the compliments of

H. J. HEINZ COMPANY PTY. LIMITED

here is a souvenir of the
official opening of our Dandenong Plant

Programme



"One of the 57!"

← WHEN the Prime Minister, Mr. Menzies (left), went to attend the opening of the new £4 million H. J. Heinz factory at Dandenong yesterday he was given a white cap to wear during his tour of the monster food canning factory. Here is Mr. Menzies inspecting spaghetti before it was cooked. With the Prime Minister is Mr. H. J. Heinz II, the grandson of the founder of the Heinz factory chain.



OFFICIAL OPENING
OF H. J. HEINZ COMPANY PTY. LIMITED
DANDENONG (VIC) PLANT

NOVEMBER 7th, 1955

Time Table

11 a.m. Mr. J. A. W. Ross,
Managing Director in charge of operations
H. J. Heinz Company Pty. Limited

H. J. Heinz II, President of H. J. Heinz Company

Rt. Hon. R. G. Menzies, C.H., Q.C., M.P.
Prime Minister of the Commonwealth of Australia

Hon. H. E. Bolte, M.L.A., Premier of Victoria

Tour of Inspection

Buffet Luncheon

GUESTS

C. C. Johnson
W. D. N. Johnson
A. Jolly
H. N. Jones
C. G. E. Joslin
F. V. Kellow
A. N. Kemsley
W. W. Killough
J. H. Kirkhope
Sir Robert Knox
A. C. J. Lampshire
R. J. Langman
L. G. Lanyon
M. C. Lee
V. Leslie
T. S. Lingford
R. Luke
Sir Harold Luxton
W. H. Luxton
W. J. Lynch
A. McArthur
D. P. H. McAuley
V. R. McBride
F. B. McCarthy
J. H. McConnell
L. T. McCutcheon
O. H. McCutcheon
Rt. Hon. J. McEwen
N. McGowan
A. McKay
R. L. McKay
L. McKeand, Snr.
K. S. McKenry
J. C. McKenzie
J. A. McPherson

E. D. Maclay
J. Mansell
Sir Norman Martin
H. W. Marryatt
Sir John Medley
Rt. Hon. R. G. Menzies
S. K. Menzies
P. H. Metz
L. R. Miller
Col. Walter W. Milner
G. M. Mogg
W. Monks
L. R. W. Moss
J. H. Murray
W. C. Naylor
R. R. Neal
Sir John Newman-Morris
J. O'Neil
J. Ordish
H. G. Osborne
W. N. Owen
E. A. Park
G. Parsons
Miss M. K. Paxton
E. E. Pearce
B. Altson Pearl
G. J. Pengilly
Amos Peaslee
T. A. Pettigrew
W. S. Philip
J. T. Picken
W. Ian Potter
N. P. Price
R. W. Priestley
C. P. Puzey

GUESTS

G. Rae
J. E. Rice
W. Richards
A. Stanley Ridley
J. M. Robertson
A. G. Robinson
D. Robinson
P. B. Ronald
Sir Ian Clunies Ross
J. A. W. Ross
R. G. Ross
J. L. Ryan
D. H. Sargood
B. W. Scharp
N. Schmutter
H. J. Shaw
A. R. Starck
R. S. Smead
A. B. Smith
C. A. Smith
L. Spear
R. Spicer
Col. A. Spowers
R. Stephens
Col. G. I. Stevenson
R. W. Stewart
F. Storan
R. G. Stranks
D. C. Streader
H. A. Stubbs
R. N. Sykes

W. H. Symon
K. A. Tetty
J. S. Thewlis
G. V. Thomas
W. B. Thomas
D. McK. Thompson
H. R. Tinney
W. Tolson
H. F. Towers
H. C. Van Valtzah
J. A. Vaughan
F. S. Vine
R. R. Wakenshaw
J. P. Walker
R. E. Ward
G. K. Warner
G. P. N. Watt
J. P. M. Watt
W. W. Watt
F. L. Watts
H. E. West
F. R. Wilkeson
M. Williamson
M. J. Wilson
R. J. Wiltshire
J. Wittingslow
K. B. Wood
M. F. E. Wright
W. Wright
W. G. Wright

Plus members of the Press and Radio

GUESTS

C. C. Johnson
W. D. N. Johnson
A. Jolly
H. N. Jones
C. G. E. Joslin
F. V. Kellow
A. N. Kemsley
W. W. Killough
J. H. Kirkhope
Sir Robert Knox
A. C. J. Lampshire
R. J. Langman
L. G. Lanyon
M. C. Lee
V. Leslie
T. S. Lingford
R. Luke
Sir Harold Luxton
W. H. Luxton
W. J. Lynch
A. McArthur
D. P. H. McAuley
V. R. McBride
F. B. McCarthy
J. H. McConnell
L. T. McCutcheon
O. H. McCutcheon
Rt. Hon. J. McEwen
N. McGowan
A. McKay
R. L. McKay
L. McKeand, Snr.
K. S. McKenry
J. C. McKenzie
J. A. McPherson

E. D. Maclay
J. Mansell
Sir Norman Martin
H. W. Marryatt
Sir John Medley
Rt. Hon. R. G. Menzies
S. K. Menzies
P. H. Metz
L. R. Miller
Col. Walter W. Milner
G. M. Mogg
W. Monks
L. R. W. Moss
J. H. Murray
W. C. Naylor
R. R. Neal
Sir John Newman-Morris
J. O'Neil
J. Ordish
H. G. Osborne
W. N. Owen
E. A. Park
G. Parsons
Miss M. K. Paxton
E. E. Pearce
B. Altson Pearl
G. J. Pengilly
Amos Peaslee
T. A. Pettigrew
W. S. Philip
J. T. Picken
W. Ian Potter
N. P. Price
R. W. Priestley
C. P. Puzey

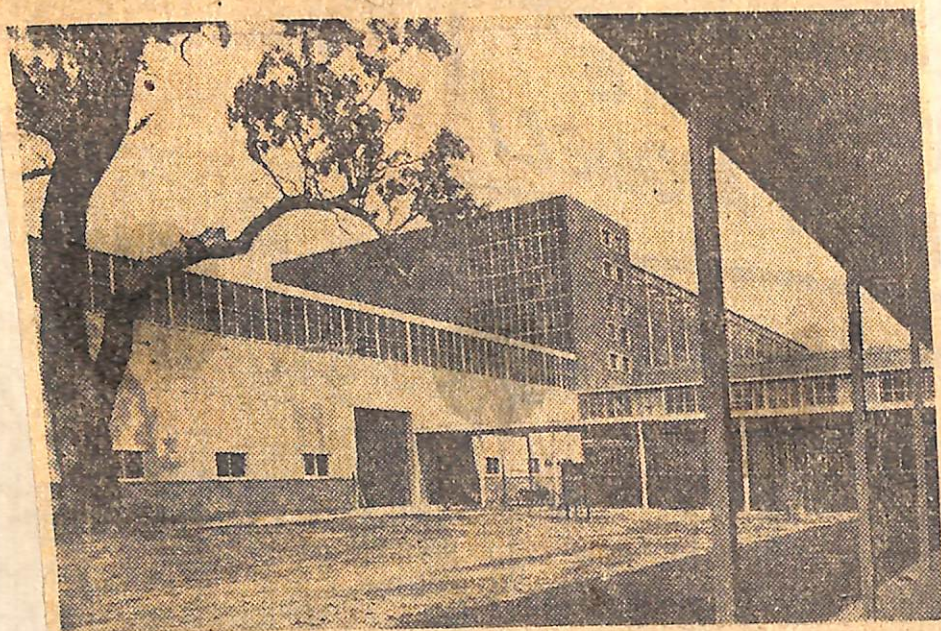
G. Rae
J. E. Rice
W. Richards
A. Stanley Ridley
J. M. Robertson
A. G. Robinson
D. Robinson
P. B. Ronald
Sir Ian Clunies Ross
J. A. W. Ross
R. G. Ross
J. L. Ryan
D. H. Sargood
B. W. Scharp
N. Schmutter
H. J. Shaw
A. R. Starck
R. S. Smead
A. B. Smith
C. A. Smith
L. Spear
R. Spicer
Col. A. Spowers
R. Stephens
Col. G. I. Stevenson
R. W. Stewart
F. Storan
R. G. Stranks
D. C. Streader
H. A. Stubbs
R. N. Sykes

GUESTS

W. H. Symon
K. A. Terry
J. S. Thewlis
G. V. Thomas
W. B. Thomas
D. McK. Thompson
H. R. Tinney
W. Tolson
H. E. Towers
H. C. Van Valzah
J. A. Vaughan
F. S. Vine
R. R. Wakenshaw
J. P. Walker
R. E. Ward
G. K. Warner
G. P. N. Watt
J. P. M. Watt
W. W. Watt
F. L. Watts
H. E. West
F. R. Wilkeson
M. Williamson
M. J. Wilson
R. J. Wiltshire
J. Wittingslow
K. B. Wood
M. F. E. Wright
W. Wright
W. G. Wright

Plus members of the Press and Radio

It's bigger than its statistics ...



THE statistics of this new H. J. Heinz factory at Dandenong are staggering, whether you examine the enterprise from the point of view of food or of building.

Before the opening yesterday by Mr Menzies, publicity hand-outs divulged, among other things, that "enough tomatoes to bury a block of flats" (90 tons) will be converted there every day into tinned food.

Also, the factory has cake-mixers which can make a cake "big enough to fill a small house," pea-shelling machines thumbing through seven tons of peas a day and, if you can stomach the thought, enough spaghetti to circle the globe every year.

To achieve these figures the building has used 1,500,000 bricks, 3000 tons of steel, 6½ acres of fibro-sheeting, thousands of tons of cement, acres of glass and four million pounds of money.



WHAT the public-relations hand-outs modestly omitted, however, was a simple, less-impressive fact which may in the long run be of more interest to the thousands, who will pass the building but never go inside, and who may possibly not eat so much as a hundred yards of spaghetti in their lifetime.

This fact is that the buildings also happen to be handsome.

The great complex of variform structures which make up the new Heinz works — kitchens, canneries, staff blocks, etc. — is ordered and composed with a more sensitive desire to be attractive than anyone has reason to expect to find in a tinned-food factory.

The strong colors and plastic domes and yards of green glass are spectacular details, but the real achievement is that here is the first factory of its kind in Australia with a mind above utilitarian expediency.

THIS is a far cry from the usual big factory, the melancholy miles of saw-tooth fibro roofs with, lately, an attempt to "beautify" the highway facade by a thin brick office block and a whopping plate-glass show window.

This is convincing building. There is no contrived facade. The only real effect is the total effect.

The different blocks

may not at all times exhibit complete architectural unity, but they are harmonious and seem to have grown genuinely out of the various functional and structural requirements.

The owners and their architects, Messrs Hassell and McConnell, are to be congratulated on the result. It is one of the very few big factories in Australia to enhance rather than blight its corner of the landscape.



COMBINATION H.



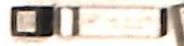
PICKLES



PASTE OPENING



BLUE PEAS



SPLIT PEAS



BARLEY



BEANS



POTATOES



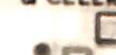
CABBAGE



ONIONS



GREEN BEANS & CELERY



BEEF



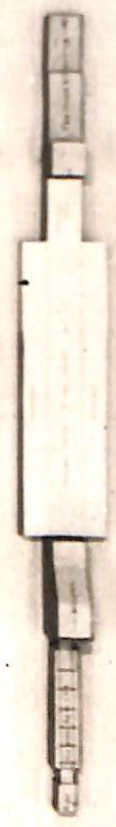
HAM



CHEESE



JUICE RIG



TOMATO RIGS

