



THE Lantern

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January 17, 2023, 7:30 p.m. BBMRA Meeting



BBMRA meets Tuesday, January 17, at 7:30 p.m. through Zoom.

Check out our program!

Join Zoom Meeting

<https://us02web.zoom.us/j/87359055848?pwd=WTVtUDhBUmhXVFp3RkY4WWNnZ2NXdz09>

BBMRA Zoom: Go to Zoom Program or Internet site and use these codes.

Meeting ID: 873 5905 5848, Password: BBMRA2022

44th Annual Jacksonville Model Train Show is February 4

From Golden Spike Enterprises

(Many of the regular vendors at the annual BBMRA show will be in Jacksonville, including club member Sam Miller. This has become a very popular event among the BBMRA membership.)

Golden Spike Enterprises, Inc. is proud to announce its 44th ANNUAL JACKSONVILLE MODEL TRAIN AND RAILRODIANA SHOW AND SALE. This unique event will be held this year on Saturday, February 4, 2023, from 9:00 am to 5:00 pm at the Prime Osborn Convention Center, 1000 Water Street, Jacksonville, Florida, 32204. This location is the former Jacksonville Union Terminal, conveniently located off the Forsyth exit (353A), I-95

Over 300 tables representing dealers from all over the nation will have model items in all gauges and Railroad Antiques for sale. This is Florida’s largest combination show, displaying items for both the “Modeler” and “Rail Buff” alike all under one roof. The model railroader may choose from Lionel, American Flyer, LGB, Marklin, or Ives Trains from the past or present. The rail buff may focus on dining car china, lanterns, switch locks and keys, calendars, timetables, signs, or any other artifacts actually utilized by the railroads. Both collecting interests represent truly unique pieces of Americana.

As an extra feature of this show there will be a large working layout hosted by the First Coast Model Railroad Society and other working layouts for all to view during all open show hours.

Attendees will be able to relive the glory days of railroading in Florida when the Seaboard Railroad, Florida East Coast Railway and the Atlantic Coast Line Railroad were king.



Once again, this once-a-year event will be held on Saturday, February 4, 2023, from 9:00 am to 5:00 pm at the Prime Osborn Convention Center. Admission is \$12.00, children under 12 are free. Please go to www.gserr.com for discount coupons. To purchase tickets online go to www.eventbrite.com. To purchase admission tickets online go to www.eventbrite.com/e/44th-annual-jacksonville-model-train-and-railroadiana-show-and-sale-tickets-478114612677. Parking is free in the **main lot only**.

Club Layout Tour Planned for March 11; First in Person visits Since before COVID!

Andy Millott, who has coordinated the popular BBMRA layout tours for many years, is planning the 2023 event for Saturday, March 11, and will have in person visits at various club member homes for the first time since before the COVID epidemic.

Three northeast Tallahassee members with layouts have approached Andy so far and he is working with other club members. Contact Andy at millott32073@hotmail.com if you are interested. Tom Rush, who lives in Benton Hills and Ed Grissom, who has a townhouse off Miccosukee Road, just east of Capital Circle, have offered their DCC HO layouts. Both are part of the Large-Scale Division's Sunday Group, which is open to modelers of all scales. Sam Miller has asked Andy to include his Lionel O Gauge garage layout, which has been expanded and dramatically reworked in the last few years. Andy will be putting together the final schedule and times in the next few weeks.



Maybe you will see some layouts like these on the tour.

Is \$66B in federal funding the 'gamechanger' needed to bring Amtrak back to the Panhandle?

From the Pensacola News journal, January 3, 2023

The federal government has set aside \$66 billion to allow Amtrak to reestablish itself as a viable nationwide transportation alternative, and advocates for commuter rail across North Florida believe now might be the time to make [a long discussed plan](#) a reality.

"Public support for the return of rail service has never waned," a recent press release issued on behalf of Amtrak said. "The time is right to aggressively communicate the public's desire to move forward with serious efforts to welcome Amtrak, 'America's Railroad,' back to the Panhandle."

There are few images that stir the American psyche more than that of a train rumbling down the tracks, and Northwest Florida's ties to the railway run deep. In 1894, long before Amtrak came around in 1971, a passenger route called the Sunset Limited was established to carry passengers between New Orleans and Jacksonville.

It was plagued in modern times, though, by a failure to move its trains on time. There were reports of trains arriving sometimes a day or later after they were scheduled. The line lost money and had to be heavily subsidized by the federal government.

The route between New Orleans and Jacksonville was shut down in 2005 with Hurricane Katrina bearing down on the Gulf Coast. Rail lines destroyed by the storm had been rebuilt by 2006, but the suspended passenger rail service has never been re-established.

There has been much discussion, in the years since Katrina, about re-establishing commuter rail travel in Florida, and in 2016 about 300 dignitaries, railroad officials and media types climbed aboard an "inspection train" that revisited the path of the Sunset Limited between New Orleans and Jacksonville, with stops in Pensacola, Milton and Crestview among other locations.



People at the Tallahassee, Florida station as Amtrak came through on their tour April 26, 2016.

At many of the 14 scheduled stops (the stop in Milton was to scoop up a congresswoman who had missed the train in Pensacola) cheerleaders, bands and people waving signs that said things like "Geaux Amtrak" were there to greet the train.

James Tilley, the president of the Florida Coalition of Rail Passengers, said there may be no better time than now to begin lobbying state and local officials to throw their support behind establishing passenger rail service. "The next step is to start reaching out to everybody out there," Tilley said.

Last year, President Joe Biden signed the Infrastructure Investment & Jobs Act into law. The law "positions rail to play a central role in our transportation and economic future," according to the whitehouse.gov website.

The act calls for investing \$66 billion in additional rail funding to eliminate an Amtrak maintenance backlog, modernize the company's existing Northeast corridors and "bring world class rail service to areas outside the Northeast and mid-Atlantic.

"The largest investment in passenger rail since Amtrak's creation 50 years ago will create safe, efficient, and climate friendly alternatives for moving people and freight," the White House website said.

The press release issued for Amtrak called the Infrastructure Investment & Jobs Act "quite possibly, the game changer the Panhandle has needed to make this happen."

Earlier this month, according to the press release, the Amtrak Board of Directors hosted its first open to the public Board Meeting at which a map outlining possible new service was released. Amtrak advised that "expressions of interest" about opening a Northwest Florida passenger route had been noted.

Also, according to the press release, Amtrak, in the last couple of weeks, had negotiated a deal with CSX, Norfolk Southern and the Port of Mobile to resume passenger service between New Orleans and Mobile and it is anticipated trains could start running between the two cities "within a few short months."

Any effort to extend the rail line from Mobile, Alabama, to Pensacola would include negotiating with CSX, which for years owned the rail lines running through Northwest Florida and, according to Tilley, had traditionally been cool to the idea of extending passenger service across Florida.

The good news, Tilley said, is that Gulf & Atlantic, the company that bought out CSX in Florida, now operates the Pensacola to Jacksonville rail lines. "I think the big difference is we've got a company that has the capacity, rail lines that are not congested and a group that wants to expand, that wants to grow," he said. "It's not as though we're going to have to deal with CSX."

If Tilley's vision of passenger rail in Florida is to be realized, the Florida Department of Transportation's assistance will be needed to access federal dollars through the Infrastructure Investment & Jobs Act. At a recent workshop attended by FDOT's "rail people," Tilley said, "they seemed very receptive" to considering passenger rail options.

State lawmakers will also play a critical role in advancing the cause for commuter rail, and Tilley said his post-holidays plan is to get out and lobby local officials for support for the concept. "We feel like there's plenty of interest locally to get this done," he said.



Amtrak train stops in Pensacola on February 19, 2016. From the Pensacola News-Journal.



Amtrak fans at the Pensacola rail station platform. From the Pensacola News-Journal.



Two Happy Young Modelers after Their Senior Center Prize

Large Scale Division member Barbara Donner arranged for the give-away of a Garden Railroad train sets during the club's operations at the Tallahassee Senior Center last month. Here are two sisters who won one of the sets. We don't have their names. Their smiles tell a lot about what they thought of their prize.



Lionel/ O Gauge Winter Trains at Jacksonville Children's Museum

Toy Train Collectors of Jacksonville, a dozen or so avid enthusiasts for Lionel trains and other O Gauge items organized in 1988, operates an impressive Christmas and winter layout for two weeks each December at the Museum of Science & History in Jacksonville. It is headed by Chuck Bryner, a retired family practice physician.

BBMRA Large Scale Coordinator Sam Miller took a small group to Jacksonville last month to visit this layout, which Tallahassee area Lionel enthusiasts have heard about for years. The photos below were taken by Sam Miller.





N Scale Manufacturer, JTC Model Trains, Commits to June 24-25 Show

Planning for the 32nd Annual Tallahassee Model Train Show & Sale has gotten off to a great start, including the recruiting by Show Coordinator Andy Zimmerman of a new N Scale manufacturer, Jacksonville Terminal Company Model trains. The show is June 24-25, 2023, with setup on Friday, June 23. Once again, this is a two-day show.

“I have a new manufacturer slated for the June show, a manufacturer not vendor, but they will bring products for

the vendors, like Terry Tucker or Joe Ray, to sell. That will be our first manufacturer to come,” Andy says. He hopes to recruit other manufacturers as well.

Andy has sent out the initial vendor recruitment memos and he began to personally solicit participants for our event at the Pensacola show last November. He expects to go to Jacksonville February 4, seeking commitments from that gathering. Sam miller will distribute information about the Tallahassee during the two-day Deland show this weekend. (January 14-15).

From the JTC Model Trains Internet site:

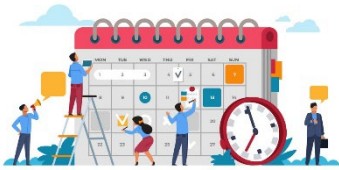
Jacksonville Terminal Company LLC (JTC Model Trains) was established in November of 2017 by two N scale modelers who have a passion to deliver Quality products to the model railroad industry. We are a Family-owned business based in the U.S.A., established upon several core factors. The **First** driving factor behind the business is to deliver high quality products, as close to prototypical as ‘reasonably possible’, while being a competitive Value. **Second** factor is that the modelers MUST be the beneficiary of the JTC products, to enhance Modelers efforts in creating their miniature worlds. **Third**, JTC likes to produce models that have not been made before, and that also are more prototypically accurate products, than are currently on the market.

JTC wants to deliver new products to modelers regularly to keep the modeler interested and active all year round enjoying this wonderful hobby of Model Railroading. Finally, JTC desires to be recognized and known for **delivering** high quality products, not just pre-orders, that are many months away, or fallen concepts. We hope you enjoying exploring the many different schemes and details available on our unique New Tooling. All of our new Tooling is

specifically made for and owned by JTC. Most of our Artwork is made in the US by very talented and creative artists. Thank You.



BBMRA Important Events in 2023!!



Help us build this calendar. Email sammiller61113@outlook.com. Please confirm that an activity is still on before you travel to it. We are listing Internet links whenever possible.

Here is a terrific national calendar:
https://www.railserve.com/events/train_shows.html

BBMRA meetings are the third Tuesday of each month. We have resumed meeting through Zoom only because of the COVID resurgence. BBMRA Zoom: Go to Zoom Program or Internet site and use these codes.

Meeting ID: 873 5905 5848, Password: BBMRA2022

- ❄️ **Lionel Interest Group Operating Sessions: each Sunday at 1:30 p.m.** at Sam Miller's house in Woodgate. Call (850) 459-3012 for further information. No get together Sunday, January 15, but we are back to normal the following Sunday, January 22.
- ❄️ **January 14-15, 2023, 79th Florida Model Train Show & Sale, Deland, Volusia County Fairgrounds, c3150 East New York Avenue, Deland, FL, 32724. Saturday, 9 a.m. to 4 p.m., Sunday, 10 a.m. to 3:30 p.m. General admission \$10. Children under 12 get in free.**
- ❄️ **No Children's Day at the R.A. Gray Museum of Florida Museum this January** because the building is closed to the public for renovations and repairs. This wonderful annual event hopefully will be back on track by the last Saturday in January in 2024.
- ❄️ **February 4, 2023, Jacksonville Model Train and Railroadiana Show 2023, 9 am to 5 pm, Prime Osborne Center, 1000 Water Street, Jacksonville.**
- ❄️ **February 25, 2023, Sunshine Region NMRA Northern Division Workshop:** First United Methodist Church of Alachua 14805 NW 140th St, Alachua, FL.
- ❄️ **June 23-25, 2023: 32nd Annual Tallahassee Model Train Show & Sale:** North Florida Fairgrounds, Tallahassee. Set-up is Friday, June 23. Show hours are 9 to 5 on Saturday and 9 to 4 on Sunday.
<http://bbmra.club/>
- ❄️ **June 24, 2023, Sunshine Region NMRA Northern Division Workshop:** In conjunction with the BBMRA annual train show and sale at the Leon County Fairgrounds, 441 E Paul Russell Rd, Tallahassee.

BILLBOARD REEFERS OUT OF THE PAST

H. J. Heinz Company

By: Neal Meadows, Ed.D.

I have always been interested in the cars of the HJ Heinz Company. They had more than their "57" varieties of products and many of them were types of pickled foods. These cars show some of the various types of cars used. Some were reefers and some were carrying other foods that were high in acidity and would not spoil during transport from the processing plant to the canning factory. The company has a long history.



Lionel 6-26676 Heinz Vat Car
\$89.99



Micro-Trains Line Z Scale
51800650 Car #3 in the series.
40' Wood Sheathed Ice
Reefer.



Atlas 3012 Heinz 57 Wooden
Tank Vinegar Car. HJ Heinz
208. This car was released
January 1, 1969. Trovestar
states it sold for \$2.50 and
currently selling for as much
as \$19.99. The prototype was
made of Douglas Fir and had a
capacity of 17,100 US gallons.
Westerfield Models HO Kit
2202 Coffin Pickle Car, Heinz
1907. Currently for sale for
\$37.00.



*The one I have was produced
by N Scale Enthusiast and sold
for \$48.00 in N Scale.*

Operating Era: 1903-1960. Heinz Pickle Tank Car. Heinz trademarks are owned by H.J. Heinz Company Brands LLC and are used with permission. First built in 1894 by Heinz to carry cucumbers from salting stations to bottling plants, the design was standardized about 1902 when Middletown Car Co. produced a similar car for the trade. Claussen purchased 4 cars for its 4 salting stations in IL and IN. The cars likely ran into the early 1920's. Heinz had 41 pickle cars, most of this design. We offer two of the paint styles used: kit 2202 is has yellow sides with green and white lettering in 1907 and later; kit 2203 has oxide sides with red and white lettering of 1900-1907. Heinz cars lasted in quantity through the 1920's and one as long as 1950. Please note that this Kit will be discontinued on 1-1-2024 due to demand of Kraft Heinz Corp.



Micro-Trains Line 05800051 N
Scale 36' Truss Rod
Underframe Wood Sheathed
Ice Reefer. Original Price
\$29.95 and released January
1, 2019.



Micro-Trains Line 05800300 N
Scale 36' Truss Rod
Underframe Wood Sheathed
Ice Reefer #449. Released
January 1, 2018 and was car
#12 in the series. Original
price was \$28.95.

Henry John Heinz (October 11, 1844 – May 14, 1919) was an American entrepreneur of Palatine descent who, at the age of 25, co-founded a small horseradish concern in Sharpsburg, Pennsylvania. This business failed, but his second business expanded into tomato ketchup and other condiments, and ultimately became the internationally known H. J. Heinz Company of Pittsburgh, Pennsylvania.

He was involved in the passage of the 1906 Pure Food and Drug Act. Many of his descendants are known for philanthropy and involvement in politics and public affairs. His fortune became the basis for the Heinz Foundations.

Henry John Heinz was born in Birmingham, Pennsylvania to John Henry Heinz (1811–1891) and Anna Margaretha Schmidt (1822–1899). John Henry was born Johann Heinrich Heinz to parents Johann Georg and Charlotte Louisa (née Trump) Heinz in Kallstadt of the Palatinate, which at that time was part of the Kingdom of Bavaria. In 1840, John Henry emigrated to Birmingham, where he got a job making bricks and then met and married Ann in 1843, who herself had recently emigrated from Kruspis [de] (today a part of Haunetal), Hesse-Kassel. Then when Henry was 5 his parents moved to Sharpsburg where Henry's father went into the brick making business for himself. Anna Schmidt was the daughter of a farmer and church administrator, Johann Adam Schmidt, and his wife Dorothea (Thiel) Schmidt.



Henry J Heinz in 1917

Henry John Heinz began packing foodstuffs on a small scale at Sharpsburg, Pennsylvania, in 1869. There, he founded Heinz Noble & Company with a friend, L. Clarence Noble, and started marketing bottled horseradish, soon followed by sauerkraut, vinegar, and pickles. The company went bankrupt in 1875. The following year, Heinz founded another company, F & J Heinz, with his brother John Heinz and a cousin, Frederick Heinz.

The company continued to grow and, in 1888, Heinz bought out his other two partners and reorganized it as the H. J. Heinz Company, the name carried to the present day. The company's slogan, "57 varieties," was introduced by Heinz in 1896; by then, the company was selling more than 60 different products. Heinz said he chose "5" because it was his lucky number; the number "7" was his wife's lucky number.



The H. J. Heinz Company was incorporated in 1905 with Heinz serving as its first president, retaining that position for the rest of his life. At the time of Heinz's death in Pittsburgh at the age of 74, the H. J. Heinz Company had more than 20 food processing plants and owned seed farms and container factories.

Death and Legacy

Heinz died at his home on May 14, 1919, after contracting pneumonia. His funeral was at East Liberty Presbyterian Church. He was buried at Homewood Cemetery in Pittsburgh, in the Heinz Family Mausoleum. A bronze statue of Heinz by Emil Fuchs was dedicated on October 11, 1924, at the Heinz Company building in Pittsburgh.

Heinz is the grandfather of H. J. Heinz II (1908–1987) the great-grandfather of U.S. Senator H. John Heinz III (1938–1991) of Pennsylvania (who was later buried in the same family mausoleum), and great-great grandfather of Henry John Heinz IV, André Thierstein Heinz, and Christopher Drake Heinz.

Through his paternal grandmother, Charlotte Louisa Trump, he was a second cousin of Friedrich Trump, second cousin (once removed) of real estate magnate Fred Trump, and second cousin (twice removed) of 45th President of the United States, Donald Trump.



Display of canned products of Heinz Company in the window of the store Tousignant & Frère, Wellington Street, Verdun, Quebec, 1944.



1934 Cookbook products

- | | | |
|---|--|---|
| 1. Heinz Oven-Baked Beans – Pork and Tomato Sauce | 13. Heinz Clam Chowder | 28. Heinz Apple Butter |
| 2. Heinz Oven-Baked Beans – Pork no Tomato Sauce | 14. Heinz Gumbo Creole | 29. Heinz Gherkins—Sweet or Sour |
| 3. Heinz Oven-Baked Beans – Tomato Sauce no Pork | 15. Heinz Mock Turtle Soup | 30. Heinz Mixed Pickles—Sweet or Sour |
| 4. Heinz Oven-Baked Red Kidney Beans | 16. Heinz Scotch Broth | 31. Heinz Chow Chow Pickle |
| 5. Heinz Cream of Asparagus Soup | 17. Heinz Noodle Soup | 32. Heinz Sweet Mustard Pickle |
| 6. Heinz Cream of Celery Soup | 18. Heinz Pepper Pot Soup | 33. Heinz Dill Pickles |
| 7. Heinz Cream of Mushroom | 19. Heinz Vegetable Soup | 34. Heinz Fresh Cucumber Pickle |
| 8. Heinz Cream of Green Pea Soup | 20. Heinz Consommé | 35. Heinz Strained Foods |
| 9. Heinz Cream of Oyster | 21. Heinz Onion Soup | 36. Heinz India Relish |
| 10. Heinz Cream of Tomato Soup | 22. Heinz Mince Meat | 37. Heinz Sandwich Spread |
| 11. Heinz Bean Soup | 23. Heinz Puddings—Date, Fig, and Plum | 38. Heinz Pickled Onions—Sweet and Sour |
| 12. Heinz Beef Broth | 24. Heinz Peanut Butter | 39. Heinz Spanish Queen Olives |
| | 25. Heinz Cooked Spaghetti | 40. Heinz Stuffed Spanish Olives |
| | 26. Heinz Cooked Macaroni | 41. Heinz Ripe Olives |
| | 27. Heinz Pure Jellies | |

- | | | |
|-------------------------------------|--|-----------------------------------|
| 42. Heinz Pure Spanish Olive Oil | 48. Heinz Prepared Mustard—Brown or Yellow | 54. Heinz Tarragon Vinegar |
| 43. Heinz Tomato Ketchup | 49. Heinz Evaporated Horseradish | 55. Heinz Rice Flakes |
| 44. Heinz Chili Sauce | 50. Heinz Mayonnaise | 56. Heinz Breakfast Wheat |
| 45. Heinz Beefsteak Sauce* | 51. Heinz Pure Malt Vinegar | 57. Heinz Tomato Juice |
| 46. Heinz Pepper Sauce—Red or Green | 52. Heinz Pure Cider Vinegar | *- Known today as Heinz 57 Sauce. |
| 47. Heinz Worcestershire Sauce | 53. Heinz Distilled White Vinegar | |

19th Century

Tomato Ketchup



It's the world's most famous sauce - and [Heinz Tomato Ketchup](#) celebrated its 140th birthday in 2016. The company sells an incredible 650 million bottles and another 11 billion sauce sachets of the red condiment a year in more than 140 countries - almost two packets for every human on the planet. *Exiting the bottle at 0.028mph - any faster or slower and it is rejected at the factory and doesn't make supermarket shelves* - ketchup is loved as much by adults as by children across the globe.

Now amazing photographs showing how the iconic bottle has changed over the years have been newly-released from the archives to celebrate the special birthday.



Historic photographs show how the iconic bottle has changed over the years (Image: Mercury Press)

Heinz Tomato Ketchup was the brainchild of American businessman Henry John Heinz, but it wasn't his first product as he initially began making horseradish sauce based on his mother's recipe in 1869.

When his maiden venture folded, he enlisted the help of his brother John Heinz and cousin Frederick Heinz and opened a factory in Fremont, Ohio, developing ketchup - called Catsup at the time - taking inspiration for the name from a Chinese fermented fish sauce called Koe-chiap.

The perfected Tomato Ketchup - made to a secret recipe of only five ingredients including sun-

ripened tomatoes and sold in the iconic clear glass bottle to show its purity - was launched in the US in 1876 and first sold in London, at Fortnum & Mason, a decade later.



Exiting the bottle at 0.028mph - any faster or slower and it is rejected at the factory (Image: Mercury Press)



Heinz Ketchup is sold in more than 140 countries (Image: Mercury Press)

20th Century

Under Heinz's leadership, the company pioneered processes for sanitary food preparation, and led a successful lobbying effort in favor of the Pure Food and Drug Act in 1906. In 1908 he established a processing plant in Leamington, Ontario, Canada for tomatoes and other products. Heinz operated it until 2014, when it was sold.

Heinz was a pioneer in both scientific and "technological innovations to solve problems like bacterial contamination". He personally worked to control the "purity of his products by managing his employees", offering hot showers and weekly manicures for the women handling food. During World War I, he worked with the Food Administration.

In 1914, Heinz Salad Cream was invented in England.

In 1930, Howard Heinz, son of Henry Heinz, helped to fight the downturn of the Great Depression by selling ready-to-serve soups and baby food. They became top sellers.

The Pittsburgh plant included a large "Heinz service building", which included three dining rooms and a 3,000-seat auditorium. The auditorium included a pipe organ, and Heinz employed an organist to give recitals and musical programs. The original organ was severely damaged in the 1936 Pittsburgh floods, it was replaced with a new Kimball organ that had four manuals and 57 sets of pipes. The original organ was restored and installed in Grace Methodist Church in Sharpsburg.



Heinz trade card from the 19th century, promoting various products. Features the Heinz pickle.

During World War II, "Jack" Heinz led the company as president and CEO to aid the United Kingdom and offset food shortages. Its plant in Pittsburgh was converted for a time to manufacture gliders for the War Department.

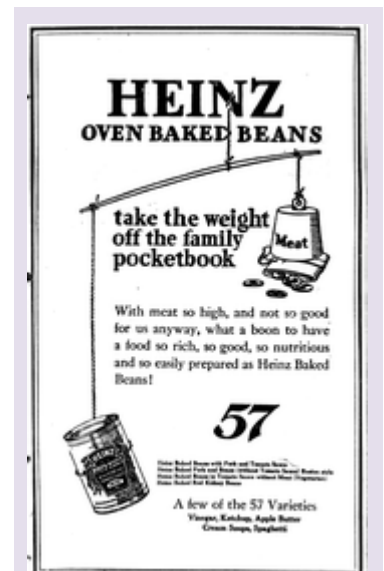
In the postwar years, Jack Heinz expanded the company to develop plants in several nations overseas, greatly expanding its international presence. He also acquired Ore-Ida and Starkist Tuna.

In 1959, long-time Heinz employee Frank Armour Jr. was elected president and COO of H. J. Heinz Co., succeeding H. J. Heinz II. He was the first non-family member to hold the job since the company started in 1869. He became vice chairman in 1966, and later became chairman and CEO of Heinz subsidiary, Ore-Ida Foods Inc.

In 1969, Tony O'Reilly joined the company's UK subsidiary, soon becoming its managing director. He moved to Pittsburgh in 1971 when he was promoted to senior vice president for the North America and Pacific region. By 1973, Heinz selected him as president. He became CEO in 1979 and chairman in 1987.

Between 1981 and 1991, Heinz returned 28% annually, doubling the Standard & Poor's average annual return for those years. By 2000, the consolidation of grocery store chains, the spread of retailers such as Walmart, and growth of private-label brands caused competition for shelf space and put price pressure on the company's products. The decline was also attributed to an inadequate response to broad demographic changes in the United States, particularly the growth in population among Hispanic and increased spending power of African Americans.

In 1998, Tony O'Reilly left Heinz after issues with the company's performance. He faced challenges from corporate governance groups and pension funds including CalPERS. He was succeeded by his deputy, William R. Johnson.



Heinz Oven Baked Beans Newspaper Ad from 1919

21st Century

In 2001, Heinz acquired the pasta sauce, dry bouillon, and soup business of Borden Foods. CEO William R. Johnson stated that "They fit very well with our tomato-based expertise".

On August 22, 2001, Heinz announced that it would acquire the Anchor Food Products' branded products, which included the Poppers line of appetizers, as well as the licensing rights to the TGI Friday's brand of frozen foods and appetizers. The acquisition was completed on September 25.

Billionaire Nelson Peltz initiated a proxy battle during 2006, culminating in a vote to place five of Peltz's nominees on the Board. After the final vote, two of the five nominees joined the Heinz Board. The new members of the board were Nelson Peltz and Matthew Craig Walsh.

In 2002, Heinz announced that it had sold the Starkist and 9Lives brands to Del Monte Foods.

In June 2008, Heinz began an advertising campaign in the UK for their new "New York Deli Mayo" products. The advertisement featured two men kissing in a family setting, which drew 200 complaints to the Advertising Standards Authority. On June 24, 2008, Heinz withdrew the advertisement, which had been planned for a five-week run. The company said that some of its customers had expressed concerns. Withdrawing the advert was also controversial, with critics accusing Heinz of homophobia. The gay rights group Stonewall called for a boycott of Heinz products. Some expressed surprise that it had responded to what they said was a relatively small number of complaints, compared to the UK's estimated 3.6 million gay and lesbian consumers. MP Diane Abbott called the decision to withdraw the advert "ill-considered" and "likely to offend the gay community".

On February 14, 2013, it was announced that Heinz would be purchased by Berkshire Hathaway and 3G Capital for \$23 billion. Including debt assumption, the transaction was valued at \$28 billion. According to Heinz, the deal was the largest in food industry history. Berkshire Hathaway and 3G would each own half of Heinz, with 3G running the company. Berkshire and 3G paid \$72.50 a share. The acquisition was completed in June of that year. Berkshire and 3G immediately named Bernardo Hees, former chief executive of Burger King Worldwide Inc, as the CEO.

On August 13, 2013, Heinz announced it was cutting 600 jobs in North America. On October 25, 2013, fast-food chain McDonald's announced it would end its 40-year relationship with Heinz, after the former Burger King chief Hees became its CEO.

Heinz and Kraft Merger

On March 25, 2015, Kraft Foods Group Inc. announced that it would merge with the H. J. Heinz Company, owned by 3G Capital and Berkshire Hathaway Inc., to form the world's fifth-largest food and beverage company. The companies completed the merger on July 2, 2015. The merged company falsely reported over \$200 million in "bogus cost savings" and was forced to restate its financial results for the years 2015 through 2018.

Pay Your 2022-23 Dues by PayPal

The BBMRA now has the option for new and current members to pay their dues online by using the PayPal link on the BBMRA.ORG website. It is under the Membership menu item. When you select the PayPal button you will get the

option to use your PayPal account if you have one or use a credit/debit card. The dues are \$21 using this method. If you would like to pay by check, you can send your \$20 to [BBMRA, PO Box 3392, Tallahassee FL 32315-3392](#) or you can send it directly to [Neal Meadows, Treasurer,](#)

[2812 Whittington Dr., Tallahassee FL 32309-8213.](#)



Minutes from the November 15, 2022, Meeting of BBMRA

This is a work in progress. Both Secretary Sheldon Harrison and backup note taker Sam Miller were unable to participate in this Zoom call meeting and we are in the process of creating minutes. Please bring up during the December meeting items which should be included in the official minutes. Here is our draft so far:

President Andy Zimmerman called the meeting, held on November 15, 2022, via Zoom, shortly after 7:35 p.m.

Minutes – The minutes from the October meeting, developed by Secretary Sheldon Harrison and as appearing in the November 2022 Lantern, were presented, and discussed. The minutes were approved without objection.

Treasurer’s Report – Treasurer Neal Meadows reported on BBMRA finances. The BBMRA balance is not shared in the minutes but will be produced upon request by any club member. As we report monthly, we are in the black and looking good. The treasurer’s report was accepted unanimously.

Division Reports

Large-Scale –Vice President Stacey Elliott delivered this division report from Sam, who was not on the call. For the second straight year, the Big Bend Model Railroad Association will operate trains in a special holiday event at the Tallahassee Senior Center for seniors, grandparents, and their grandchildren. The operating session is from 6:30 p.m. to 8 p.m. Thursday, December 15. Set-up begins at 4:30 p.m. We have the entire auditorium on the second floor and will be bringing several small layouts - two O Gauge layouts, Walt Disney, and Thomas the Tank Engine, plus, an HO T-Trak layout and Neal Meadows’ N Scale holiday layout. Barbara Donner will display her Hanukkah house and O Gauge train. There may be other layouts as well; we have plenty of room. Gary Edwards is having a holiday, vintage Lionel open house November 26, the Sunday after Thanksgiving, from 1 to 4 p.m. Gary lives at 343 Milestone Dr., off Ox Bottom Road just east of Meridian.

N-Scale: The primary discussion was over the club’s participation in an N Scale T-Trak operations session at the Pensacola model train show the previous weekend. Andy Zimmerman, Stacey Elliott, and Neal Meadows set up and operated our T-Traks during the entire weekend. Terry Tucker, president of the P15ensacola train club sponsoring the show and he of Tucker’s Trains, told our group he was delighted with the layout and the public’s reaction to it.

HO-Scale: Phil Weston discussed the Senior Center operating session.

Good of the Group: Barbara Donner reported that a model train set would be given away during the BBMRA operating session at the Senior Center December 15, from 6:30 to 8 p.m. A man I know is looking for a good home for his new train set,” Barbara said. “I suggested that we have a free drawing for kids at the Senior Center on train night. He liked the idea, and the Senior Center liked it, too. The train set is nothing fancy, but it’s new. It’s from China and is battery operated.” Barbara suggested that kids and grandkids of train club members not sign up for it to give others a chance who don’t have exposure to trains, to make it fair. Members agreed.

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