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1ST QUARTER EARNINGS

Another Record Set

General Foods' net earnings for the first quarter of the fiscal year were the highest of any quarter in company history: \$12,836,000. Net earnings for the first quarter a year ago were \$10,260,000, after payment of dividends on preferred stock that has since been retired.

Net sales for the first quarter, which ended June 30, were \$239,332,000 — versus \$220,043,000 for the same quarter a year ago.

June quarter net earnings were equal to \$1.09 a share of outstanding common stock, which was split two for one on April 4. On a comparable basis, first quarter earnings last year were equal to 88 cents a share.

Commenting on prospects for the rest of fiscal 1957, President Mortimer said a good year is expected. However, because of the nature of the food processing business, he warned against using first quarter figures as accurate indicators of annual results.

"Our business is a diversified one and includes many products quite seasonal in character," Mr. Mortimer said. "For that reason, too, financial results do not hold to a consistent level from quarter to quarter."

POST CEREALS

New Research Building

Construction of a new Research and Engineering building will begin at Post Cereals, Battle Creek, in the middle of August.

The unit will provide 22,000 square feet of working space for 60 people in Research and Engineering. The first floor will be devoted to laboratories. The second floor will be occupied by engineering offices. In addition, the wing will house a two-story pilot plant.

According to present estimates, the building will be completed and in service early in 1957.

New Soluble Unit Will Mean 95 More GF Jobs in Houston

Construction of a new soluble coffee unit at the Maxwell House plant in Houston, Texas, was started in mid-July. The new unit will more than double existing soluble capacity and will provide jobs for approximately 95 new employees.

Production of Instant Maxwell House and Instant Sanka is scheduled to start in the new unit on August 1, 1957. To take care of storing and shipping the added soluble volume, the addition will include 17,000 square feet of warehouse space and new trucking facilities.

When the addition is completed, Houston will have a soluble capacity slightly greater than that at MH, Jacksonville, Fla.

Under way at Jacksonville right now are tests on process improvements that are expected to increase capacity there as well as at the three other plants that make GF Instant coffees: Houston, Texas; Hoboken, N. J., and San Leandro, Calif.

The tests at Jacksonville, the addi-

tion at Houston and the two new soluble towers being erected at MH-Hoboken (see GF NEWS, July) are all part of the Maxwell House division's program to keep up with increasing consumer demand for Instant Maxwell House and Instant Sanka. Instant Maxwell House is the largest-selling soluble coffee in the country. Instant Sanka, the largest-selling decaffeinated soluble, is third largest seller among all solubles.

SAN LEANDRO

Austrian C. of C. Visit

Twelve key Austrian Chamber of Commerce officials visited the Maxwell House plant at San Leandro, Calif., during their nationwide tour of American business operations. Their trip, sponsored by the International Cooperation Administration as part of its technical exchange program, was to tap American experience for new ideas to help Austria's productivity drive. (continued)

AUSTRIAN VISITORS were shown around MH-San Leandro by Plant Manager Sid Feener (r.). Examining case of new black cherry Jell-O are Austrian Consul General Karl C. Weber (l.) and Dr. Herbert Salzbrunn of Austria's Institute for Economic Promotion.



The C. of C. people, accompanied by Austrian Consul General Karl C. Weber and James V. Foley of ICA's Washington headquarters, made a complete tour of the GF San Leandro operation. According to Ed Balancé, production superintendent, who helped escort the visitors, "They seemed impressed by the plant's high productivity, and also by the diversity of our operation — the manufacturing of several products and the allied Distribution Center operation. They asked a lot of questions, which I hope we answered to their satisfaction."

Among the subjects the Austrians were interested in: supervisory training, management organization, labor-management cooperation, production

planning and control, marketing and market research.

GF LTD.

Cobourg Addition Opened

A week-long celebration marked the official opening of the new addition to GF Ltd.'s Cobourg, Ontario, plant. From July 5 through 10, the plant held open house. During those days more than 6,000 people (two-thirds of Cobourg's population) toured the 90,000-square-foot addition.

Although production started in the new building early this spring, the formal dedication was delayed until all construction and landscaping were

completed. On July 11, the Minister of Municipal Affairs of the Province of Ontario, W. A. Goodfellow, cut the ribbon at the main entrance.

Speakers that day included Executive Vice President George Hampton, Cobourg's Mayor John D. Burnet, Leon Miller, president of GF Ltd. and Arthur Williams, business agent of the United Mine Workers local union.

In his speech, Mr. Miller pointed out that the new structure has doubled Cobourg's production capacity and made this unit the largest of the three GF Ltd. plants.

The new building has already resulted in some 80 new GF jobs and about 35 promotions for GF'ers.

In talking of Jell-O gelatin desserts, which are being made in the new building, Mr. Miller said, "Canadian sales of these desserts have increased more than 400 per cent in the last ten years. Demand for them outgrew facilities in Montreal."

At a reception held by Cobourg's town council the evening of the dedication, Mr. Hampton termed the Cobourg expansion "a major step in the corporation's long-range planning."

Both Jell-O and D-Zerta gelatin desserts and puddings, as well as Kool-Aid soft drink powders, are being produced in the new Cobourg building. Gaines dog foods and Certo are made in the older Cobourg plant. Space vacated in Montreal by the Jell-O move to Cobourg is being used to expand facilities for making GF's coffees, chocolate and cocoa for the expanding Canadian market.

IGLEHEART

Centennial Celebration

More than 20,000 people helped the Igleheart plant in Evansville, Ind., celebrate its 100th year of operations.

To mark the centennial, the plant held open house the week of June 11. Monday was reserved for visits of employees' families. Tuesday was devoted to a program for civic leaders.

For the next three days, the plant was opened to the general public from



LOCAL HIGH SCHOOL students were tour guides at opening of new Cobourg plant addition (background). Getting briefed on plant operations are Ronald Dodge and Jean Aird with Col. Gordon King (l.), school principal, and Dick Parker, plant manager. Students caught on fast, explained production details like "old hands" to the 6,000 visitors.