

JAMES POLITIS

Hoboken Salutes General Foods

The new volume for the year, published by the General Foods Company, is a most interesting and informative book. It is a book that every citizen of Hoboken should have on his shelf. It is a book that every citizen of Hoboken should read. It is a book that every citizen of Hoboken should have on his shelf. It is a book that every citizen of Hoboken should read.

General Foods Company is a company that is known for its quality products. It is a company that is known for its quality products. It is a company that is known for its quality products. It is a company that is known for its quality products. It is a company that is known for its quality products.

Jersey Observer

General Foods

Special Edition

October 13, 1939

Hoboken Salutes General Foods

This is a red-letter day for Hoboken, marking as it does the official opening of the large new Maxwell House Coffee plant and General Foods Research laboratories and the Maxwell House Tea plant. State, county and local officials, newspaper publishers, feature writers and other members of the press, guests of the General Foods management, aided in making the occasion memorable by inspecting this fine new addition to Hoboken's industries, and showering compliments on all who had a hand in its creation.

Governor A. Harry Moore expressed what was in the minds of all when he sent to Colby Chester, chairman of the board of General Foods, a special message reading: "New Jersey greatly appreciates the confidence that your company has shown in New Jersey in locating another of your great plants within our borders. This office, as well as other State departments, will cooperate with your organization in every way to the effect that you can enjoy the highest degree of profitable operation in New Jersey."

Important as this acquisition is to the State, as Governor Moore pointed out, it is even more important to Hoboken, again emphasizing as it does the remarkable advantages possessed by the "Mile-Square City" for industry, regardless of type or magnitude. In locating here, General Foods has, as aptly pointed out by Amory L. Haskell, director of the New Jersey Council, "followed the new modern industrial trend of locating plants where distribution costs can be lowered and the service to wholesalers, retailers and consumers can be improved."

Furthermore, Mr. Haskell declares, the location of this important unit in Hoboken "gives New Jersey a new direct connection with our South and Central American neighbors," a circumstance which "will undoubtedly increase trade relations between the New Jersey market place and the rich all American market, which is within easy reach of all ports."

With its strategic location on the busiest port in the world, its unparalleled rail connections with the trunk lines serving the country, its highly favorable labor market, not to mention many other advantages, Hoboken has virtually everything to offer to industry. Today is "Maxwell House Coffee Day," and it is being observed as the important occasion warrants. It marks another milestone in the city's steady march of progress.

For this, congratulations are due to General Foods for its foresight and judgment in locating its main coffee plant here; to Mayor McFeely for his valuable help in making possible the addition of another large industry to the increasing number finding Hoboken a good place in which to operate, and to the Garibaldi organization which carried on the realty negotiations, and finally to the army of skilled craftsmen who carried on the work of construction with consummate speed and without strife of any sort whatever.

The gravure supplement to this issue of the Jersey Observer makes a fine souvenir of today's memorable occasion. Incidentally, it is a product of the Alco-Gravure Division of Publications Incorporated, a mammoth industry whose opening in Hoboken was celebrated scarcely a year ago.

Jersey Observer

JERSEY OBSERVER, FRIDAY, OCTOBER 13, 1939

GENERAL FOODS

Special Edition



Photo (above) shows bags of green coffee being hoisted over side of one of the "coffee fleet" freighters from South America, to be unloaded at new Maxwell House Pier on local waterfront.

This 192-foot finger of brick—at great new Hoboken plant of Maxwell House Coffee—symbolizes perhaps the new civic pride of U. S. industry. It is equipped to keep neighbor's air clean.

General view of Maxwell and Sanka Coffee plants and Central Research Laboratories of General Foods on Hoboken waterfront, Eleventh to Twelfth street, Hoboken (center). Directly above is glamorous view of waterfront side of big coffee plant and the Hudson River and New York's famed skyline.

Hoboken's Newest Industry



ALL HAIL THE NEW BRILLIANT IN THE SKY!

Maxwell House Coffee—product
of General Foods . . .

Its fine new waterfront plant
reflects the industrial progress of
Hoboken.

Joseph J. Garibaldi Organiza-
tion is proud to have sponsored
Hoboken as the industrial location
for this plant. Hoboken affords
General Foods great industrial con-
veniences, wide distributing facilities,
and a spot to dominate the skyline
with a message of coffee goodness.

JOSEPH J.
GARIBALDI
ORGANIZATION

REALTORS • HOBOKEN, NEW JERSEY

Telephone: HObocken 3-3540
New York Phone: REctor 2-7171

World's Largest Coffee Plant Opens

General Foods Real Pioneers

Includes Companies
Long In Industry—
Key Plant Now Here

Representing a group of companies built by pioneers in the food industry, General Foods Corporation, which has made Hoboken the home of one of its key plants, occupies a proud position in the international industrial picture as a corporate community of 10,000 workers and nearly 70,000 shareholders.

Makers of many quality food products known throughout the world, it maintains, in various parts of the United States, Canada, and overseas, test kitchens and factories, research laboratories, offices, warehouses, materials, and machinery. Its ships bring fish and oysters from the seas; its mobile, quick-freezing units follow the harvests to get the day's ripe pick of fruits and vegetables. Its products are sold in the nation's 400,000 retail food outlets.

The development of General Foods to its present huge organization is a monument to and a living record of men with vision and courage. Most of the products likewise are pioneers in their fields. Through research in the realm of dietetics, the products have been and still are being improved.

Dates Back To 1765

Not only have notable improvements in products been effected in the companies' laboratories and experimental kitchens, but, conscious of a responsibility to the nation's health, General Foods has encouraged research in leading universities. Above all, it is indebted to the folk in the factories for keeping aloft the torch of "Quality" through the years.

The oldest division of General Foods dates back to the pre-Revolutionary days of 1765. Others were founded in the 1890's. Today they are established leaders in the modern trend toward convenient packaged foods.

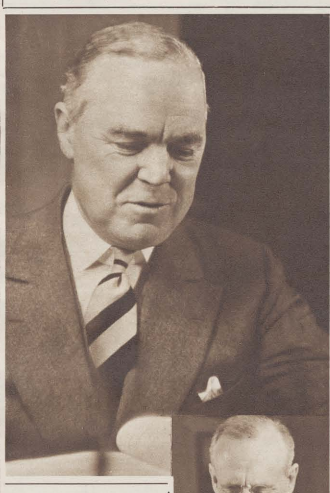
From the original Postum Company in Battle Creek, Mich., vision grew the largest single division of the present corporation. Consolidation moves between 1925 and 1929 affiliated several important food companies with the Postum organization, the merger being one of the few instances of non-competing products distributed largely through similar channels. Today General Foods is selling the biggest volume of the finest quality at the lowest prices to the consumer in its entire history.

Too, General Foods' employment and payrolls, immensely benefited by the successive consolidations, are today the highest in its history.

The New General Foods Plants

Required
108,000 cubic yards of cement
1,699,000 bricks
30,000 cubic yards of sand and gravel
200,000 square feet of built-up roofing
4 miles of re-inforced concrete piling
21,513 cubic yards of concrete
2 acres of window glass
1,400 tons of structural steel
300,000 lineal feet of piping and
750,000 man hours of labor

General Foods Chairman



Hundreds Work in New Plant

Coffee, Tea and Laboratory Staffs To Use 525 Workers

The new General Foods plants in Hoboken employ 525 workers and executives. Of this number 438 are employed in the Maxwell House Coffee and Tea building, where Sanka, Kaffee Hag and other famous brands of coffee will be roasted, ground and packed. The other 97 employees constitute the staff of the Central Research Laboratories of the company.

This big lift to the local employment situation does not take into consideration the workers who will be employed in the big new can manufacturing building, part of the local General Foods establishment, which is now nearing completion.

Nor does it include the 750,000 man-hours of labor which were created in building the plants and installing the machinery at the site. General Foods' local enterprise also reflected an employment gain throughout the nation in the labor involved elsewhere in producing and fabricating the materials and equipment used in the new plants.

Last Year A Record One For Foods Firm

During 1938 General Foods—Sold the largest tonnage of food in the history of the corporation! Paid employees generally higher average earnings than in previous years!

Increased earnings over the 1935-36-37 average by 15.7%.

Paid \$10,502,880 in common stock dividends and \$322,500 to preferred stockholders, and Sold its products at lower average prices to the consumer.

General Foods' Hoboken Buildings Make History

Hoboken Becomes One Of the Great Coffee Centers Of the World as Maxwell House Plant and Laboratories are Dedicated

History was made here today with the formal opening and dedication of the new General Foods Corporation plants in the upper section of the city, making Hoboken one of the great coffee centers of the world.

Fronting on the Hudson River

and on Hudson street, between Eleventh and Twelfth streets, the big Maxwell House and Sanka Coffee roasting plant, the tremendously important Central Research Laboratory and the Maxwell House Tea plant which have been partially operating since early this year are now complete and in full operation.

Civic and industrial leaders of the city, county and state joined in hailing General Foods' accomplishment of this new most modern of food plants and as a most important event in the history, not only of Hoboken, but of the state as well.

Plant is Gigantic

The new plants contain approximately 500,000 square feet (ten acres) of floor space. The main structure, the Maxwell House Coffee and Tea and the Sanka Coffee roasting plant, is six stories high and faces directly on the river, having its piers and warehouse arrangements right on the waterfront.

Then there is the beautiful new Central Research Laboratory of General Foods which houses the department of the company which has done so much in promoting better and more economical foods. This building, manned by a staff of food scientists, is located at Hudson and Eleventh street and is dedicated to the consumer.

Have Splendid Employee Plan

General Foods is Leader in Personnel Management

Through its Industrial Relations Department, General Foods has established one of the finest employer-employee relationships in the country.

Among the policies of the company toward the personnel of the organization are the following features:

The establishment of centralized employment procedure and personnel records as aids in the placing and advancing of employees in jobs for which they are best suited.

The establishment of procedures for the analysis of wage rates and earnings to assure the maintenance of equitable wage schedules and fair compensation.

Analysis of wage rates and earnings to assist in maintaining the corporation's wage policy.

Establishment of uniform principles for accident prevention and safety organization in all plants.

Improvements in working conditions.

The extension of vacations with pay to all regular employees based upon length of service.

Provisions in co-operation with employees based upon length of service.

Provisions co-operating with employees for (a) protection against economic dependence in old age through the Retirement Plan; (b) protection for dependents at time of death through the Group Life Insurance Plan.

Mutual understanding, respect, and co-operation among the four personnel representatives, supervisors, department heads, and operating executives—have been further crystallized by the publication in pamphlet form of the fair, practical, and basic principles of employee relations for which the general management stands responsible.

Then there is the beautiful new Central Research Laboratory of General Foods which houses the department of the company which has done so much in promoting better and more economical foods. This building, manned by a staff of food scientists, is located at Hudson and Eleventh street and is dedicated to the consumer.

A big boiler room for the generation of the necessary steam and heat used in coffee roasting is south of the main coffee plant and the big factory for the manufacture of converters for Maxwell House coffee is on the north end of the property on Hudson street.

Grounds of the big plant have been landscaped and the beauty of the architecture of the buildings themselves has added much to the beauty of the upper city, replacing as they do the old war time army warehouse shacks that were there for almost two decades.

The new Maxwell House plant geared to produce the equivalent of 1,500,000 cups of coffee an hour, or 26,000 cups a minute. It is the largest of its kind in the world and will employ 438 men and women.

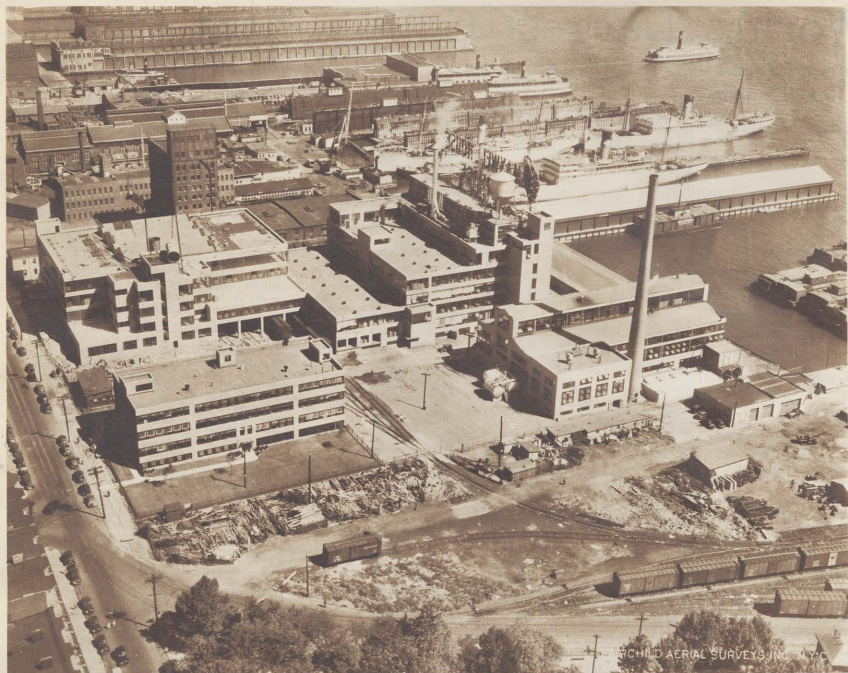
The Laboratories, of which Mr. Thomas M. Rector is the head, employ 97 men and women, most of them scientists.

"There's a Reason" for General Foods

"There's a Reason"—Like the world-famous slogan coined in 1901 by Mr. C. W. Post, founder of the firm, there's a reason of utmost importance to grocery store customers for the General Foods Family of Quality Products.

First: The General Foods sales organization is so organized that it could add a number of quality items and the salesmen could sell them to the grocers with greater ease.

Second: Economies in the mass purchases of raw materials, machinery, cartons and packages, plus greater efficiency in distribution, bookkeeping and warehousing were made possible.



New Maxwell House and Sanka Coffee Plant at Hoboken, N. J.

OUR VOTE OF THANKS

The careful locating and planning of a new plant is a good way to insure its profit. With a background of Twenty Years of experience, our company is proud to have helped the officials of General Foods Corporation to locate the new Maxwell House, Sanka, and Kaffee Hag Plant in Hoboken, and then to design, build and equip it for them. We express our gratitude to General Foods, as well as to the Public Officials, Material and Machinery Dealers, and Sub-contractors, of Hoboken and elsewhere, for their kindly helpfulness and consideration. We are especially grateful to our men, to the Trade Union Officials, and to the Joseph J. Garibaldi Organization, for their assistance in carrying this great project to a successful completion.

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Co.**
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Hoboken Hails New Industry for City

Survey Shows City's Growth

Two Years' Progress Insures Future Prosperity

Onward at a rapid pace goes the parade of industrial development in Hoboken, where an even casual survey of the business and commercial progress of the past two years gives a prosperity picture of imposing proportions.

Not within any like period in the Mile Square City's history, it is believed, has that bustling community enjoyed such a flux of industry in the form of a consistent advance which gives it the distinction of enviable rating in the chart of national industrial growth.

Unflinching and zealous cooperation by the city administration, under the leadership of Mayor Bernard N. McFeely, with real estate and civic agencies, has been responsible for the substantial progress recorded in the local business field.

Policy Pays

Through a rigid policy of unceasing advertisement of Hoboken's strategic position in the port of New York, its unexcelled facilities for assembly and distribution of manufactured product and the fact that it has long been the home of nationally-known industrial houses whose leaders recognized the value of its topographic position, that city has recouped in considerable measure with regard to the business and commercial wealth which was its traditional possession prior to the World War.

Civic leaders point with justifiable satisfaction to the location in Hoboken of such firms as the Solutia Company of America, makers of the famous Tootsie Roll; Hinde and Dauche, makers of paper boxes and cardboard containers; Correll, Underhill Company, Publication Corporation and now, for a thundering climax to industry's oft-demonstrated appreciation of the city's outstanding place in the industrial sun, the General Foods \$3,000,000 development which adds so impressively to the community's business stature.

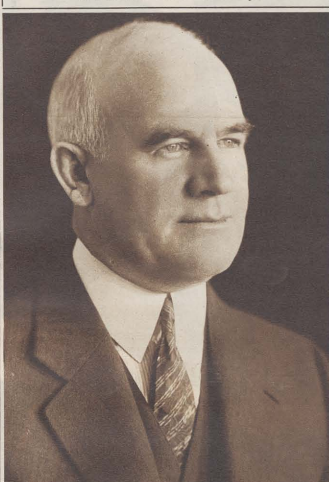
Justifies Faith

On a ten-acre site in Hoboken, between Eleventh and Twelfth streets, along a valuable stretch of the local waterfront, General Foods has built a huge six-unit manufacturing and office home for Maxwell House coffee. By a thorough coordination in Hoboken of its ramified operative processes, General Foods has more than justified the faith of that city's leaders in their community and the long-standing, general local conviction that the Mile Square City is destined for important ranking in the national family of industrial cities.

Dickens once said that "... facts are food for reasoning animals." Visible evidence of Hoboken's steady forward march to a goal of sustained, industrial wealth is augmented by irrefutable facts and figures which are available for the asking at the City Hall office of Assistant Building Inspector Michael F. Dorsey.

Time and again the Jersey Observer has published articles based on surveys carried through by Mr. Dorsey, giving incontrovertible proof of a confidence in the city's future shown by industrial leaders. That confidence has been crystallized in the form of great new plants erected within the city by firms internationally known in their respective spheres and by the removal to Hoboken of scores of smaller

Welcomes Firm to City



MAYOR BERNARD N. McFEELY

Hoboken Administration Has Proud Community Record

In the roster of New Jersey's public officials, Mayor Bernard N. McFeely, of Hoboken, stands out for the notable record of his administration in efficient and economic direction of his community's affairs—succeeding the present County Clerk Gustav Bach. He has never been defeated for public office.

Bernard N. McFeely has been in the public service since 1906, when he was elected councilman from his native Fourth Ward. Returned to that office for four consecutive two-year terms, he became director of Public Safety with the inception of Commission government in 1915, and Mayor in 1930.

firms whose products cover a diverse manufacturing range.

Perfect Setting

Everything making for an attractive ensemble to the keen eyes of business heads is available in the city. Not the least important element in the general picture are the substantial tax reductions—\$10.60 within two successive years—achieved by the city administration through an inflexible policy of economy in government. The labor market is plentiful and, its union leaders aver, organized with a watchful eye to the interests of both capital and labor. Strife between employer and employee has been kept to a minimum and where such difficulties have arisen, amicable settlement has been the rule.

Leading personalities in the community's life hold it as small wonder, then, that Hoboken has progressed. They add the confident prophecy that even greater things are in store for their city and have dedicated their collective effort toward ultimate realization of the manifold municipal assets at their command.

Mayor McFeely Elated Over General Foods' Location Here

Chief Executive Cites Corporation's Addition To Local Industrial Family as Proof Of City's Desirability

Mayor Bernard N. McFeely, of Hoboken, elated over the constant growth of industry in that city during the past few years, hails the local advent of General Foods Corporation as an important addition to the Mile Square City's already large, industrial family.

Chronological Story of General Foods

In chronological steps, this is how General Foods grew to its present status as a leading manufacturer in the food industry and as an outspoken and courageous spokesman for quality and purity in foodstuffs for consumers.

- 1895—Nucleus founded by C. W. Post.
- 1922—Reorganized as Postum Cereal Co., Inc.
- 1927—Name changed to Postum Company, Inc.
- 1929—July 24—Name changed to General Foods Corp.
- 1925—Jell-O Products acquired.
- 1926—Swans Down Cake Flour.
- 1926—Minute Tapioca.
- 1927—Log Cabin Syrup.
- 1927—Baker's Coconut.
- 1927—Baker's Chocolate and Cocoa.
- 1928—Sanka Coffee.
- 1928—Maxwell House Coffee.
- 1928—La France Laundry Products.
- 1928—Calumet Baking Powder.
- 1929—Certo.
- 1929—Boupoint Oysters.
- 1929—Birds Eye Frosted Foods.
- 1929—Diamond Crystal Salt.
- 1938—40 Michael F.

Big Payroll

General Foods Corporation employs 9,553 persons in the United States and Canada. This does not include 1,025 employees in the Philippines.

Center of Plant's Electric System



From this main switchboard is controlled the meters, circuit breakers and electrical power required in operation of the various buildings in the General Foods terminal on the Hoboken waterfront. This and all electrical installation work done by A. NERI, Inc., of Hoboken.

Choice of Hoboken by that great national organization, as the nerve center of its business life, is seen by Mayor McFeely as strong, added proof of the city's desirability, from many standpoints, for manufacturers seeking the ideal combination of splendid transportation facilities with access to world markets.

The city's strategic position in the Port of New York, he points out, coupled with the fact that it has available land sites to meet the needs of practically every type of industry, is largely responsible for the community's enrichment through new industry.

Review Growth

Towards the constant increase of that industrial wealth—without losing sight of the complementary values of homes development to keep pace with new, industrial population—the city administration, led by Mayor McFeely has devoted much of its time and effort.

Business and industrial leaders looking for new sites have been contacted by administrators and representatives and met with the Mayor and his fellow city fathers in conference, often to the end of a decision that Hoboken is the logical city for their contemplated new plants.

This is evidenced, certainly, in the big plants erected there by the Hinde and Dauch Company and, of comparative recent date, by the Alco Group Division of Publication Corporation, whose offices and factory occupy two blocks branching north of Ninth on Monroe street.

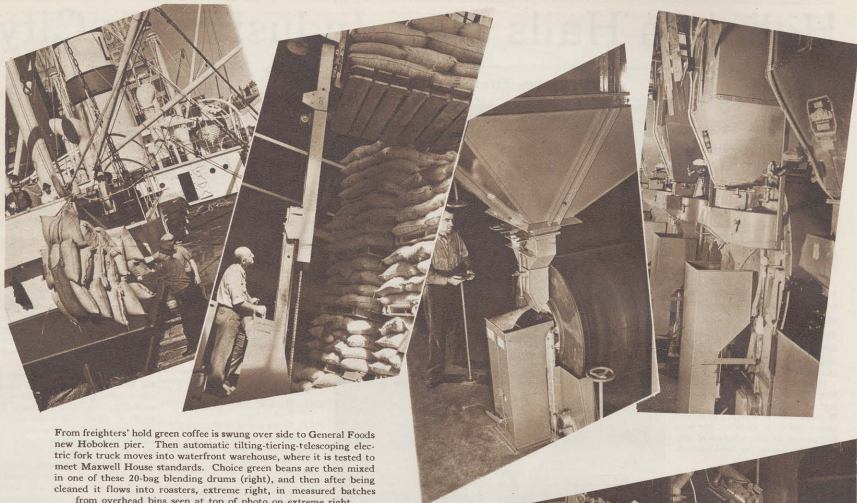
Pledges Co-operation Speaking for the city administration, Mayor McFeely expressed deep gratification on the six-unit plant built by General Foods and pledged a continuance of that ready, municipal cooperation which has already brought a group of nationally known houses to Hoboken.

With regard to the housing question, Mayor McFeely points out that while new industrial construction is regarded as a item in plans for the city's continued growth, this does not mean that the local residential future is less bright. An increase in local employment brought about by new industry, he said, must be accompanied by a demand for adequate housing facilities. Hence the importance of property owners' co-operation in modernizing of existent facilities.

"The City of Hoboken," the Mayor declared in a recent interview "is a good place in which to conduct a manufacturing business."

Glees Low "We invite manufacturers to take advantages of its facilities. A liberal policy is pursued by the city toward new industries. Taxes have been reduced by \$130.40 during the past two years and rigid economy is the watchword of the administration in directing the future of the city along strictly business lines."

With economy as an important element in the city's business scheme of the future, he emphasized that economy which Hoboken offers in transportation, manufacturing and also in the ability to fill the needs of the manufacturer whose product covers a national field in its distribution.



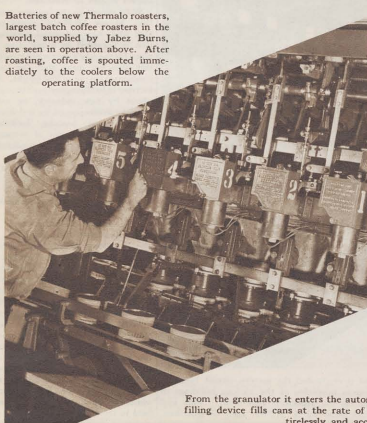
From freighters' hold green coffee is swung over side to General Foods new Hoboken pier. Then automatic tilting-tiering-telescoping electric fork truck moves into waterfront warehouse, where it is tested to meet Maxwell House standards. Choice green beans are then mixed in one of these 20-bag blending drums (right), and then after being cleaned it flows into roasters, extreme right, in measured batches from overhead bins seen at top of photo on extreme right.



Batteries of new Thermalo roasters, largest batch coffee roasters in the world, supplied by Jabez Burns, are seen in operation above. After roasting, coffee is spouted immediately to the coolers below the operating platform.



This sleek machine then answers all of the coffee maker's grind requirements.



From the granulator it enters the automatic filler shown here. This filling device fills cans at the rate of 85 a minute, and fills them tirelessly and accurately.



The filled cans are then conveyed to the Vitapacking machine, the uniformed young lady is loading can covers into the magazine of the machine. On the winding track, empty cans move steadily enroute to filling machines, where coffee is vacuum packed at left. And then after processing in one of the world's most efficient and sanitary plants, Maxwell House Coffee, in cases, is carried from shipping floor in electric lift trucks to freight cars waiting on General Foods' siding, shown at left. Scenes were all made at great new 6-story "coffee headquarters," built on Hoboken waterfront.

Again, it's Neri!

For over 30 years "Electrical Work by Neri" has been synonymous with construction work of vast stature. Thus it is natural that this old, experienced, and reliable firm was chosen to install

ALL ELECTRICAL WORK IN THE NEWLY CONSTRUCTED GENERAL FOODS PLANT IN HOBOKEN

*Other electrical contracts completed by or now
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Weehawken, N. J.
SWIFT & CO. REFINERY BUILDINGS

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ENGLEWOOD
Englewood, N. J.

NOVITIATE BUILDING
Englewood, N. J.

HACKENSACK HOSPITAL
Hackensack, N. J.

BROWNING PUBLIC SCHOOL
Tenafly, N. J.

ELEMENTARY GRADE SCHOOL
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Local No. 13

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WILLIAM GALLAGHER, *Secretary*
WILLIAM ESSI, *Treasurer*
HARRY O. SHORT,
Business Representative

Lathers Union of Hudson County

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PAT MULLANE,
Business Representative

Int'l Hod Carriers, Building & Common Laborers Union of America

Local No. 325

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THOMAS J. CONNELLY,
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DAN UNIX, *Secretary-Treasurer*
JOHN BOYLE, *Business Representative*

Merchandise Drivers

Local 641, I.B. of T. of A.

JAMES J. WALSH, *President*
WALTER J. GIBNEY,
Secretary Treasurer
GEORGE A. MCHORNEY,
Business Agent

The new coffee roasting plant and laboratory building just completed in Hoboken for the General Foods Corporation is a tribute to the American way of doing things. Construction has been finished on time and without delay, due to the close co-operation between the Building and Construction Trades Unions and the owners.

Myriads of skilled artisans, all members of various unions totalling more than twenty trades, worked harmoniously in the construction of the buildings with never a moment's delay. Friction, intercraft jurisdictional quarrels and strikes were all notable by their absence. All this has been achieved by the simple process of having a spirit of understanding on both sides, with a willingness on the part of both worker and employer to both give and take.

The best workmanship in the world is to be found here in the United States. As Americans, this is a source of pride to us, especially in view of the fact that this work is done by free men, doing their jobs under

International Union of Operating Engineers

Locals 825-825A-825B

EDWARD SHINN, *President*
WILLIAM CARTER, *Secretary*
JOSEPH S. FAY,
International Representative

United Brotherhood of Carpenters and Joiners of America

District Councils of Hudson County and Vicinity

Locals 118, 139, 282, 482, 564, 2178, 2315 of Jersey City; 299 of Union City; 383, 486 of Bayonne; 391, 467 of Hoboken; 612 of West New York; 1179 of Cliffside; 1785 of Port Lee.

FRED FRIED, *President*
HERMAN KERNAN, *Vice-President*
A. P. ALEXANDER, *Recording Secretary*
WILLIAM MONTOMO,
Financial Secretary
ROBERT ERICKSEN, *Treasurer*
ALBERT BECK, *Business Agent*
FRANK J. MCANDREWS,
Business Agent



TRADES of HUDSON COUNTY

Coffee Roasting Plant in the World

On the American Standard of Living!

proper conditions, with reasonable hours, and for decent pay.

The unions in the Building and Construction Trades of Hudson County are composed of experienced men who know their trades, and can and do turn out an honest job. The builder knows that when he employs our crafts, he is employing specialists that he can trust, and hence, when we are finished, he knows that he can point with pride to an edifice that is safe, solid and stable.

THE UNION CARD OF THE BUILDING AND CONSTRUCTION TRADES WORKMAN IS YOUR GUARANTEE THAT THE MAN ON THE JOB KNOWS HIS JOB AND KNOWS IT WELL, THEREBY SAFEGUARDING YOUR INTERESTS.

We welcome General Foods to Hoboken and Hudson County, and other industries will find the same hearty welcome and cooperation from us.



ROBERT F. LYNCH, President
BUILDING AND CONSTRUCTION TRADES COUNCIL
OF HUDSON COUNTY

International Brotherhood of Electrical Workers

Local Union No. 164

GEORGE RENZ, *Business Manager*
ROY MCGREGOR, *Business Representative*
FRED SOLLEDER, *Business Representative*

Int'l Brotherhood of Boiler- makers, Ironship Builders and Helpers of America

*District Council No. 3
State of New Jersey*

DAVID CURTIS, *President*
D. J. MCGINNESS, *Secretary*
THOMAS J. STEWART, *Treasurer*
JOHN V. KEARNEY, *Business Representative*

Railway Express Employees

Local No. 459

JAMES J. MCGOVERN, *President*
MARTIN J. KING, *Business Representative*

Glaziers Union

Local No. 425

JOHN RECKTENWALD, *President*
JOHN HEATHERLY, ** Recording Secretary*
WILLIAM BOWER, *Financial Secretary,
Treasurer and Business Agent*

Steamfitters and Helpers

Local No. 274

FRANK DOYLE, *President*
CHARLES WOHLKEN, *Treasurer*
JAMES DALY, *Recording Secretary*
ROBERT F. LYNCH, *Business Representative*

Plumbers Union

Local No. 14

of Jersey City, Bayonne & Hoboken
WILLIAM FALLON, *Business Agent*

Building Service Employees

Int'l Ass'n

Local No. 61

Window Cleaning Division

PETER BRUHM, *President*
PAUL KLEPACZ, *Secretary-Treasurer*
WM. KOLENDER, *Recording Secretary
and Assistant Business Agent*
ROCCO FALIERO, *Business Representative*

Heat and Frost Insulators, and Asbestos Workers,

of Hudson and Essex Counties

Local No. 32

LOUIS A. REISS, *President*
S. SZIKORA, *Secretary*
JAMES A. ROCHE, *Business Representative*

International Brotherhood of Teamsters, C.S.H. & W.,

No. 617

WALTER CREAN, *President*
GEO. PENKALSKI, *Vice-President*
EUGENE DUFAY, *Secretary-Treasurer*
WALTER CORBALIS, *GEORGE STIX,
WILLIAM MCGUIRE, Trustees*
HARRY BERRY, *Recording Secretary*
JEREMIAH HURLEY, *Business Representative*

United Marble Industry of New York

E. A. THYGESON, *Delegate to H.C.B.T.C.*

Reliance Labor Club No. 4

EDWARD KRETZ, *Business Agent*

Compact Labor Club

DAVID DANAHY, *Business Agent*

Whitestone Association

BERNARD SHANNON, *Business Agent*

Garibaldi Firm Creates City Progress

Greatest Single Factor in Amazing Industrial Boom

Garibaldi Organization Heads

Brokerage Firm Stands Out Sharply as Leader In Remarkable Renaissance of Mile Square City—Brought General Foods Here

Standing out sharply as one of the greatest, single factors behind the amazing industrial renaissance in the City of Hoboken, is the Joseph J. Garibaldi Organization. State-wide realtors covering every phase of realty and insurance brokerage, but specializing in a markedly efficient service to such extensive and complex industrial interests as are represented in General Foods Corporation.

This service has on many occasions during the past three years, found notable expression as the Garibaldi Organization brought to Hoboken a number of smaller but well-known business and commercial houses from other States and later emphasized their recognition of local values by locating a group of internationally-known industrial firms in the city. The Organization's latest climax is in its successful negotiations for General Foods.

Praise Mayor's Aid

Through the efforts of this firm—under the direction of Joseph J. Garibaldi, Sr., its founder and incumbent president, and Arlyn W. Coffin, vice president and treasurer, in close cooperation with Mayor Bernard N. McFeely and the city administration—combined expenditures in new construction and equipment by these industrial newcomers to Hoboken, represent a total capital investment of many millions of dollars.

Officers of the realty firm give a full measure of credit for repeated successes in the program of industrial development, to the wise counsel and ready aid of Mayor McFeely, with whom they see eye to eye in ambitions plans for continued industrial growth in the community.

The Garibaldi Organization, whose main offices are at 77-79 River street, Hoboken, prosecutes its industrial program behind a noteworthy record of prior achievement in that field. The firm's prospectus covers all of New Jersey and extends into Pennsylvania and Connecticut, but has for the past eighteen months been concentrated in this State's metropolitan counties and especially in Hoboken, Jersey City, the Passaic and Newark areas.

Other Accomplishments

In Essex County it lies among its instances of strongly effective realty brokerage, a deal at Bellevue which was undoubtedly one of the largest of its kind in recent years.

For the famous Jergens Lotion firm, the Garibaldi Organization assembled, in cooperation with Mayor Williams, at Bellevue, a thirty-acre tract of land on which

the purchasing interests have already begun the first unit of industrial construction.

This one unit is to cost an estimated \$3,000,000 and, before the many-sided development is completed, it is confidently expected that this initial figure will be tripled.

The local realty firm has predicated its deals in the Essex, Bergen and Hudson and Passaic regions, on long-range planning for warehouse and industrial termini, with its work already bearing abundant fruit in the rich development of many sections which had hitherto lain idle.

Help Create Work

Through its successive big deals, thousands of jobs have been created in the metropolitan section. Especially has this fact been evident in Hoboken, where extensive new construction, alone, has given months of work to a diverse line of craftsmen.

That Hoboken holds a paramount position in Mr. Garibaldi's plan is strongly indicated by his constant effort to further the city's interests and his remarkable success in that regard. Through his Organization's work the Mile Square City has become the home of such powerful corporations as Hindle and Dauch; Cornell, Underhill, Co., and, just prior to successful consummation of the General Foods deal, the Alco-Gruve Division of Public Industrial Corporation.

The company's extensive personnel is actively engaged in serving many business and industrial houses of New York and other sections, who seeking advantageous sites in Hudson, Bergen, Passaic and Essex Counties. In Passaic County, notably in the Passaic, Garfield and Hudson sections, the Garibaldi Organization is responsible for industrial planning which has brought over twenty concerns into new quarters there in the past two years.

The Firm

Associated for the year or so with Mr. Coffin and Mr. Garibaldi is the latter's son, Joseph J. Garibaldi, Jr., member and secretary of the firm. Together, they see an extensive picture of available facilities in this metropolitan area for continued expansion along industrial lines. Through their combined efforts, many sections of the area have already and are further experiencing the influence of the Garibaldi Organization.

The firm is especially proud of the undeniable fact that its early record of successful brokerage in Hudson County was begun and carried through during the depression years, reaching its height during the memorable recession of later years.

Mr. Garibaldi, Sr., for many years a leading figure in the world of industrial realty, derives no little personal satisfaction from the indication of his belief in Hoboken's future. Mr. Coffin, likewise one of the best known operators in real estate, is gratified but not surprised by the industrial real

JOSEPH J. GARIBALDI
President

ARLYN W. COFFIN
Vice-President and Treasurer

estate developments in Hudson, generally, and Hoboken particularly. It has always been his conviction that such development is an inevitable part of the city's life.

Material evidence of their business success, shown in the extensive construction undertaken by industries they have newly located in Hoboken, prove both men as foresighted and accurate safes with regard to the city's industrial future.

Mr. Garibaldi, always an ardent supporter of housing modernization, has also crystallized his thoughts along that line. In many of the residential property sales brought through by the company in recent months, he has induced the new owners to make extensive renovations and alterations of their holdings and, as a result, has contributed substantially to furtherance of the Jersey Observer-Chamber of Commerce modernization crusade.

Praise Officials

The Garibaldi Organization's officers are as one in grateful acknowledgement of the co-operation given them by Mayor McFeely and attribute the successful negotiation of various industrial deals in Hoboken to his tireless aid. The city executive's understanding of problems attending such deals, they said, resulted in the overcoming of almost insurmountable obstacles in the path of several of the transactions, especially that involving General Foods.

Hudson County's municipal rulers, generally, they add, are alive to the industrial possibilities of their communities. Mayor Frank Hague has proved this by his cooperation in bringing many important industries to Jersey City, with the Garibaldi Organization's business engineering aid. Mayor McFeely has already given ample proof of his appreciation of local values, while Mayor Paul Cullum, of North Bergen, has capitalized on that community's adaptability for certain types of industries and aided the Hoboken realtors in bringing those business houses to North Hudson.

Too well-known for detailed outline is that valuable new service which has been evolved by the Garibaldi firm, entailing the revision and maintenance of adequate contact with a variety of community agencies and interests, for industrial concerns moving into the County. That service is being utilized by many companies served by the realty firm and has aided immeasurably in acclimating them to the local situation in all its phases.



JOSEPH J. GARIBALDI
President

ARLYN W. COFFIN
Vice-President and Treasurer



Greetings—
LIPTON'S TEA
WELCOMES
GENERAL FOODS
TO HOBOKEN

THOMAS J. LIPTON, INC., whose headquarters has been in Hoboken for more than a generation, and whose large sky sign is a familiar landmark to New Yorkers and to every trans-Atlantic traveler, extends to General Foods Corporation greetings, and best wishes on this occasion.



THOMAS J. LIPTON, Inc.
HOBOKEN

ATLANTA • BOSTON • CHICAGO • DALLAS • MEMPHIS
NEW ORLEANS • SAN FRANCISCO

Central Research Laboratory Is a Remarkable Institution

Central Research Laboratory of the General Foods Corporation, located in its new Hoboken plant, is one of the most remarkable institutions in America. Just as remarkable is the man who directs the work of this feature of General Foods service to the food consuming public of the world, for his genius has resulted in the food industry looking upon him as their "miracle man."

His name is Thomas M. Rector, practical chemist and engineer, whose virile mind has revolutionized many methods of food processing with the resultant bettering of the foods themselves and their more economical production and sale. Mr. Rector besides a record of more than thirty patented discoveries of new methods and modernized foods has become the benefactor of the world of food consumers for he has increased their appetite enjoyment, enhanced their health and saved them millions of dollars in lower food costs.

Served in War

Mr. Rector has been engaged in food research for many years. He served in the Chemical Warfare Service of the United States Army during the World War. He later joined the Franklin Baker Company of Hoboken in research work and it was with this company that he began to attract the notice of the world for his penchant for finding new means of preparing food so that it became better and more economical at the same time.

He was still with Franklin Baker when that concern became part of General Foods and his ability soon won for him the position he now holds, that of manager of the entire Central Research Work of the corporation. The new Research Laboratory, facing Hudson at Eleventh street, is Mr. Rector's accomplishment of a life dream.

In that laboratory, working under

Mr. Rector's supervision, are 97 employees. Close to 100 men and women trained to the highest point in scientific knowledge, studying, watching, experimenting that the utmost in perfection may be the result of their work on General Foods Products.

His Genius

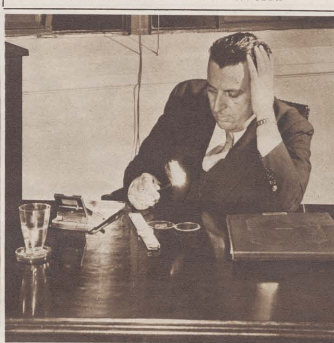
An example of the genius of Thomas M. Rector is the availability of Sanka Coffee, the coffee from which caffeine (sleep-destroying element) has been removed. Sanka Coffee, when General Foods acquired that product, sold for One Dollar a pound. Today Sanka Coffee, its grade and quality never higher, is available to the insomniac and to those who prefer a coffee that is not stimulating, for one-third of that price.

But the research staff of the General Foods laboratories continues its efforts on behalf of the public who enjoy Sanka. That is the General Foods attitude toward the consumer.

Chief Thomas M. Rector's staff of close to 100 technicians have also to their credit a long list of improvements in the many other products of the General Foods Company.

The earliest and perhaps the most necessary item in General Foods' unceasing accomplishment for America's major industry was sure-weight, sanitary packages for food products, and the finest of ingredients in the packages. General

Miracle Man of Food World



THOMAS RECTOR

A tough mechanical problem—a new path to be hewn through some technical wilderness—and in the forefront probably you'll find Tom Rector, manager, General Foods Central Research Laboratories, whose thirty-odd inventions have benefited millions of U. S. housewives, food retailers, restaurant chefs, and the producers of raw food materials from India to Iowa. Photographer last week caught Mr. Rector in a reflective mood at his new offices on Hudson street, Hoboken—site of General Foods' new headquarters laboratories, as well as the great, new Maxwell House and Sanka Coffee plants.

But Rector's scientific mind functions anywhere... on a ferry boat; on a fishing trip in the New Jersey mountains; deer hunting; listening to the angry hiss of a Bunsen burner...

Foods believed that the old bulk goods system with its haphazard and unsanitary foodstuffs should be replaced by today's sanitary packages of uniform top quality.

This is the first item in the story of how the housewife recognized

in a General Foods package the results of the experts' research and the label guarantee of a continuous effort to bring her better food quality.

Some Examples

Here are a few examples of the

research activities which will acquaint many heretofore uninitiated with the progress which has been made during the past few years in food distribution and how the most modern product of today may become still more perfect by tomorrow, through the constant watchfulness of those 97 scientists in the Central Research Laboratories at the Hoboken plant of General Foods.

A few examples of such research activities include: 1. Application of the inert gas process to packing of coconut and nuts; and the Vita-Fresh method of packing Maxwell House Coffee. 2. New, easy-twist top for Calumet Baking Powder can and patented measuring level contained in every can. 3. Humidity-resisting wrappers for Post cereal packages. 4. Improved packing of Baker's Premium No. 1 Chocolate in more practical units for cooking (individually wrapped ounce units with single cleavage line for half-ounce needs). Product developments and improvements include: 1. Development of the new quick-setting Jell-O, among whose advantages now are: (a) a richer fruit-flavor than it ever possessed before; (b) it can be made with hot water instead of boiling water; (c) it dissolves instantly and thoroughly, saving time in preliminary preparation; (d) it can be placed in the refrigerator immediately—no waiting for boiling water to cool as was the case before Jell-O pioneered the development which made hot water mixture possible. 2. Similar improvement in developing the New Minute Tapioca, which requires only one-third the cooking time formerly needed. 3. Improvement of Jell-O Ice Cream Powder so that the resultant ice cream is richer, smoother, creamier, and more easily prepared. 4. Development of new products, such as Grape-Nuts Flakes, Huskies, Jell-O Freezing Mix, and Jell-O Chocolate Pudding.

"WORLD'S LARGEST" . . . the title passes to
another BURNS COFFEE ROASTING PLANT:
not only larger but most efficient . . . a

THE BURNS
Roasting Plant . . . to bring out more of
every quality that makes coffee delicious

JABEZ BURNS SONS INC *Engineers* NEW YORK

Alco-Gravure Greet Neighbor

Publication Corporation Also Newcomer To Hoboken Field

Well into the second year of extensive, gravure printing operations in Hoboken, where one of its largest production centers is housed in a plant covering almost two city blocks, the Alco-Gravure Division of Publication Corporation, welcoming General Foods Corporation as an industrial neighbor, emphasizes its own satisfaction with local advantages for manufacture and distribution.

Publication Corporation, which also operates large printing plants in Chicago, Baltimore, Atlanta and Kansas City, chose Hoboken for the fifth of its key units, building there a plant which runs north on Monroe, from Ninth street, and extends west to Jackson street.

In the eighteen months of its local existence, the Alco-Gravure division of the famous Publication Corporation, has found that local facilities meet its operating needs in every regard.

Needed Larger Plant

The Division came to Hoboken from New York City, where it was for many years located at 52 East Nineteenth street. It was there that the rotogravure process was developed to its current position as a major medium in the publication and advertising fields.

Business expansion and increasing size of its press compelled removal of the firm to larger quarters. The Hoboken site was chosen as the best of many locations considered by the corporation's engineers and the wisdom of their decision is reflected in the smooth, uninterrupted processes of assembly and distribution of the magazines, newspaper supplements and other rotogravure output by the Alco-Gravure Division.

The Division prints the gravure sections for approximately thirty of the leading newspapers in America, notably in the metropolitan section for the New York Herald Tribune, which includes in its Sunday bulk the magazine supplement "This Week," also printed by Alco-Gravure. "This Week" is printed for twenty-four newspapers with an aggregate circulation of well over 5,000,000 weekly.

Work At High Speed

Like its huge sister plants in other sections of the country, the Hoboken plant of Alco-Gravure, largest of the five units in point of structure is geared efficiently to reach and maintain the high speed levels necessary to meet exacting production schedules. Especially in this true, and in the same manner admirable local transportation facilities again are stressed — all publications must be printed and delivered on time table schedule.

Joseph P. Knapp is chairman of the Board of Publication Corporation; John C. Sterling is president; E. Stouch, vice-president and general manager; Arthur H. Sherin, vice-president; Frederick M. Bender, vice-president; Albert E. Win, vice-president; and Hugh M. Grimshaw, secretary.

Their welcome to General Foods Corporation as another important unit in Hoboken's industrial family, is based on a common conviction that the Mile Square City will more than adequately fulfill every manufacturing requirement of the vast, foods concern.

Average Service

Average years of service for men employed by General Foods up to the present time is 7.23; women 5.83; and for the organization as a whole, 7.24. Of the total employed 26.6 percent have been in the service for ten years or more.

PORTRAIT OF MAXWELL HOUSE FOUNDER



"Heading South," Haddon Suddlith's famous painting, shows Joel O. Check at the beginning of his career as a salesman for a Tennessee wholesale grocery house, a salesman on horseback, with samples in flopping saddlebags, for roads were poor and transportation difficult. Within a few years he perfected his own blend of coffee, and introduced it successfully at Nashville's famous Maxwell House. With J. W. Neal he formed the Check-Neal Coffee Company, which, long before his death in 1935, he saw expand to an international business built on the foundation of square-dealing and quality.

History of Maxwell House Coffee Romance of South

Joel Wesley Check was born in the little town of Burkesville down in Kentucky. His boyhood days were spent on the farm, but his dreams were not of farming. He was a lad of 21 in 1812 when he first made the trip down the picturesque Cumberland river to Nashville, Tenn., and realized his boyhood dream. He secured a job as a traveling salesman with a wholesale grocery firm.

In those days roads were poor and transportation difficult, so the novice drummer spent a large part of his day in the saddle as he rode from store to store. In the saddle bags he carried a variety of grocery samples, but, from the first, coffee held the greatest fascination for him. Of all the blends he carried, however, none seemed to just exactly what he wanted in coffee. Surely the hundreds of different coffee grades and flavors, he thought, must contain an undiscovered blend among them that would spell perfection. So, at night, and in the intervals between trips, Check began the experiments which were to produce the blend he made famous.

Pairstaking Job

Check did not just stumble on his blend. Years of unrelenting, painstaking blending and re-blending, tasting and re-tasting went by, his efforts were rewarded, and he knew for sure that he had finally found what he was seeking: "the perfect blend of matches flavor."

Once his blend was perfected, Check resigned from the wholesale grocery firm, and, joining partnership with J. W. Neal, he devoted his entire energy to the coffee business. Of those pioneer days Mr. Check later remarked: "When we had perfected our new blend, we went first to the old Maxwell House in Nashville, which was famous throughout the South for the excellence of its cuisine. We let them taste our coffee and they agreed to give it a trial. As it was, however, the critical patrons of the old hostelry began to comment enthusiastically on the mellow flavor of the new blend, and, before long, the management of the Maxwell House decided they could serve no other. It was suggested that I call my special blend 'Maxwell House.' It seemed to me that I could get no better name than that of this famous hotel where southern cooking was found at its finest, so the name 'Maxwell House' was adopted."

Hotel Still Stands

The famous hostelry, the Maxwell House, is still standing. The shadow of time is upon it. Romance lingers dimly within its walls, but the old hotel is probably best known today as a cherished haven for coffee devotees. It pre-dates 1860. It was the realization of the dream of Col. John Overton, Nashville's pioneer

Wm. Duffy, Inc. Does Big Job

The thousands of feet of asphalt tile and rubber material in the various departments of General Foods buildings in Hoboken, were furnished and installed by William J. Duffy, Inc., of that city, which has for many years been one of the most important firms of its kind in the metropolitan area.

Originally in the rug cleaning department, which it still maintains in a large plant at Fifteenth street and Willow avenue, the Duffy firm some years ago opened a store in Hoboken and later in Englewood,

Seaboard Trust Earns Praise

Federal Bank Heads Compliment Officials On Its Condition

In six years of progress in Hoboken, the Seaboard Trust Company has indelibly stamped its identity into the financial picture of that city as the only bank which is exclusively a Hoboken institution. Theodore B. Farnam is its president.

The Seaboard Company, whose banking house is at 95 River street, has since its inception had special emphasis on the valuable rule of courtesy in serving the needs of its extensive clientele, a policy which is reflected in the consistent growth of its business stature.

Too, it has created and maintained many special features added to the usual table of banking services, developing an efficient function which has earned warm praise from government officials.

When officials of the FDIC and the RFC were investigating the banking structure in New Jersey, generally, to the end of its subsequent revision, it was learned, confidentially, that a Federal report gratefully referred to the Seaboard firm's occupancy of an enviable position in the New Jersey banking field and the high standards of its operation.

devoted to retail selling of rugs, carpets and linoleums.

Robert J. Duffy, son of the president of the company, is the moving spirit in the contract department. William J. Duffy, president, has been a resident of Hoboken for many years and is a member of its Board of Education and prominent in civic and fraternal circles.

greetings

TO

GENERAL FOODS CO.

HOBOKEN DIVISION

FROM

W. J. DUFFY, INC.

MASTIC • RUBBER
LINOLEUM • TILE

Specialists

HOBOKEN • JERSEY CITY
ENGLEWOOD

RECORD ELECTRIC JOB NERI ACCOMPLISHMENT

Hoboken Firm Long Recognized as Leading Contractor in State, Adds Another Bright Spot to Its Long Record of Achievement

Generally recognized as one of the largest, if not foremost electrical contractors in New Jersey, by reason of the many intricate systems it has efficiently installed for a variety of industrial and other interests throughout the State during the past two years, A. Neri, Inc., of Hoboken, makes another important advance in its field by the extensive work its engineers are now completing for the vast General Foods plant in Hoboken.

In the various building units of research divisions, the Neri firm this ten-acre development, which has effectively met an attending multitude of complex power and lighting needs.

The installation is now in its final phases and expected completion of the job within the next six weeks will find the contract fulfillment well within specified time stipulations.

600 Motor Drives

Without entering into detailed exposition of what is obviously one of the most technical aspects of General Foods' great new home, an indication of the extent of the electrical work may be had in the fact that the Neri company installed the unusually large number of 600 or more individual motor drives under an intricate system of controls.

In the eighteen months during which the local firm has been engaged with this contract, it has not only engineered the setting up of equipment for heavy power work in the plant, but has also wired the plant for clock, telephone and fire alarm systems. Too, its workers wired the huge sign which faces the Hudson River from atop one of the main factory units of the plant.

The Neri firm's work for General Foods represents the latest advances in industrial power, lighting and control wiring. It was carried out under the general supervision of James Neri, president of the company, as are all of the many important electrical jobs which the company has completed throughout New Jersey.

Founded In 1906

A. Neri Inc. had its inception in 1906, when the late Aristide Neri first opened a small store in lower Newark street. From there he moved to Twelfth, between Hudson and Washington streets, thence to the corner of Twelfth and Washington streets and, in 1923, to the company's present quarters on the street level of the three-story building at 918 Washington street.

The concern was incorporated about a year prior to Mr. Neri's

death in 1928, with Aristide Neri as president; James Neri, vice president; Mrs. Amelia Neri, treasurer, and Ralph Neri, secretary.

The elder Neri's illness made his son, James, the unofficial head of the company prior to 1928 and after the former's death, the son was elected president. Others in the official family remained in their respective offices.

One of the Neri company's earlier achievements was the installation of the present Hudson Boulevard traffic system, comprising fourteen miles of traffic lights one of the largest individual systems of its kind in the country.

One of its latest contracts was with the Alco-Gravure Division of Publication Corporation, in whose Hoboken plant there was installed an electrical system which, for size and complexity, rivals any parallel installation in the country.

Have Housing Job

A. Neri, Inc. also won contracts for electrical needs in the low-cost housing developments carried through under the Newark Housing Authority and the North Bergen Housing Authority; for power needs of the Watson Elevator Company, the Continental Can Company, of Jersey City, and the can factory which will serve the Hoboken plant of General Foods. The wiring of two new schools in Tenafly was also among its latest jobs.

Lighting power, telephones, clocks—everything pertaining to electrical appointments—were installed by the Neri firm in the Bayonne Senior Technical High School; the New Jersey Industrial Terminal, comprising ten industrial units, in North Bergen; Swift and Company's Port Newark refinery, the Hackensack Hospital, Tenack High School, the Rosetti Lithographing plant in North Bergen; Jenter Display at Ridgfield, the Englewood Cliffs

Novitate, and others too numerous for mention.

James Neri, born in Hoboken, was graduated from Public School No. 6, that city, at the age of 12 and went to work for his father one year later. His knowledge of the electrical game is based on extensive practical experience, enriched by nine years of night schooling in that field. In 1929 he was granted N. J. state license in professional engineering by the State Board of Professional Engineers and Surveyors.

Mr. Neri married Rose Gallagher, of Cleveland, O. and they have two children, Jeanne Lanning, 8, and Carol Rose, 4.

He is a past president of the Hoboken Lions Club, a member of Hoboken Lodge of Elks, the State Association of Professional Engineers, and is a first lieutenant in the 10th Engineers, New Jersey National Guard.

N. J. Window Cleaners Tackle Record Job

The New Jersey Window Cleaning Company which will keep clean thousands of square feet of window space in the new General Foods plant is one of the largest establishments of its kind in the state.

It was founded by Harry Gross in Jersey City in 1904. Mr. Gross started out with a staff of one person and has grown steadily since then until at the present he has a small army of window cleaners and janitorial workers on his staff. Some years back he was joined in this business by Mr. Paul Horowitz.

Net Earnings

Net earnings of the General Foods Corporation and subsidiaries for the year ended December 31, 1938 were \$13,577,075 after all charges and expenses, provisions for taxes and adequate reserves.

SEATRAN LINES INCORPORATED

Operating in Connection with

HOBOKEN MANUFACTURERS' RAILROAD to CUBA and NEW ORLEANS, LA.

Main Office: 39 B'way, New York City

CONGRATULATIONS

TO MAXWELL HOUSE COFFEE
AND SANKA COFFEE!

We're all wishing you loads of success
in your grand new home!

FRANKLIN BAKER DIVISION OF GENERAL FOODS CORP.

Hoboken, New Jersey

BAKER'S SOUTHERN STYLE COCONUT • PREMIUM SHRED COCONUT

FOR THE BAKING AND CONFECTIONERY TRADE
GEM, BANNER, SNOWDRIFT, GEM PLASTIC COCONUT

Copyright 1939, General Foods Corp.

An Easy Way to Double
Your Macaroon Sales!

We'll send you the special Sales Plan that will
100% increase your Macaroon Sales in your store

1. **What's the plan?**
The plan is to sell your Macaroons in a special way that will attract the attention of the customer and increase your sales.



FRANKLIN BAKER'S COCONUT
Baker's Gem Macaroon is a delicious treat that is popular in all homes and restaurants. It is made from the finest ingredients and is a true coconut delight.



1. **What's the plan?**
The plan is to sell your Macaroons in a special way that will attract the attention of the customer and increase your sales.

Don't stop us if you've heard
this one...



FRANKLIN BAKER'S COCONUT

"He really embarrassed me!"



1. **What's the plan?**
The plan is to sell your Macaroons in a special way that will attract the attention of the customer and increase your sales.



*We Are Happy to Join
In This Public Expression of
Welcome*

*To
Our New Neighbor*

General Foods Corporation

and

*Regard With Pride the Corporation's Choice
Of Hoboken for the Location
Of Its Most Important Industrial Enterprise*

*To Its Officers and Members
Of Its Executive Staff, We Extend*

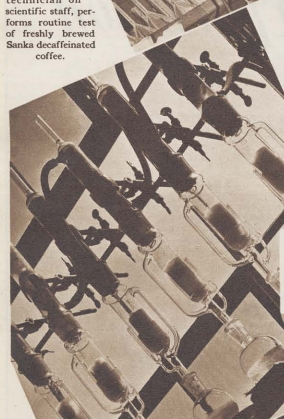
Cordial Greetings

Seaboard Trust Company

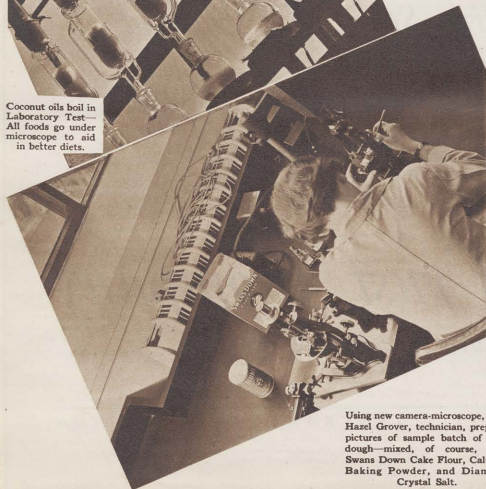
95 River Street, Hoboken, N. J.

In Central Research Laboratories

Thomas Finucane, a control technician on scientific staff, performs routine test of freshly brewed Sanika decaffeinated coffee.



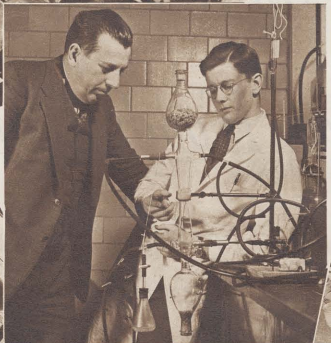
Coconut oils boil in Laboratory Test—All foods go under microscope to aid in better diets.



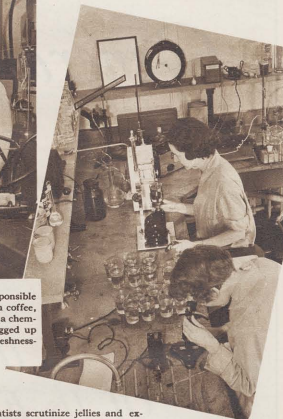
Using new camera-microscope, Miss Hazel Grover, technician, prepares pictures of sample batch of cake dough-mixed, of course, with Swans Down Cake Flour, Calumet Baking Powder, and Diamond Crystal Salt.



Roland E. Kremers, organic chemistry chief, tears apart a few coffee beans to determine how flavors can be improved.



Thomas M. Rector, left, director of Research Laboratory, responsible for more than thirty inventions from gas makes to Vita-Fresh coffee, shredded coconut and cashew nuts, is shown with D. S. Speer, a chemist, studying a sparking gadget which the laboratory has rigged up with the hope that its findings may lead to an even higher freshness-quality in all Post cereals.



Women scientists scrutinize jellies and explore the secrets of Mother Nature.



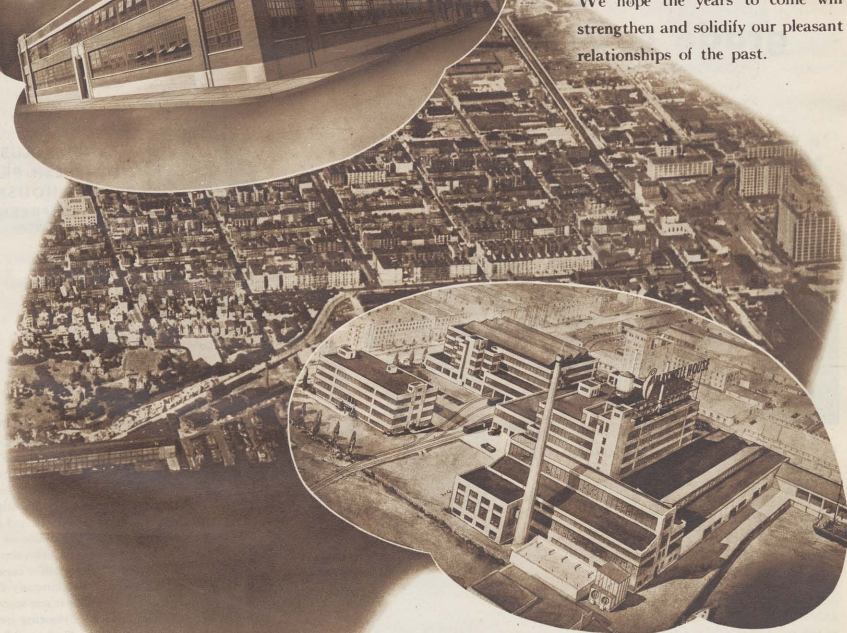
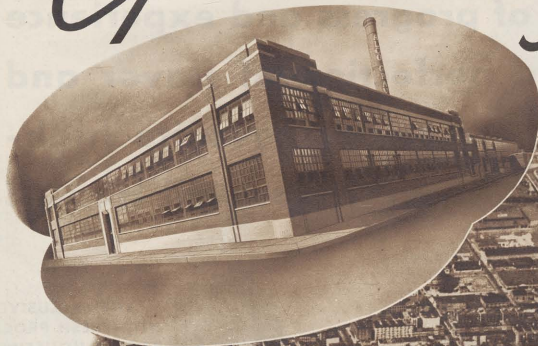
VOTED "PERFECT SECRETARY"—AND SHE'S RED HAIR
She's a dynamic diplomat. She's coolly serene during a hectic office crisis . . . That's why noted scientific staff at General Foods' new Central Research Laboratories in Hoboken voted Miss Esther Elias . . . "Perfect Secretary." (She's long-time aid of Thomas Rector, manager Central Research Laboratories). But what about Miss Elias' red hair—and a red-haired temperament to boot? Here's her success secret: "In a crowd of high-strung, hard-working scientists," she said, "one must be a diplomat."

TO OUR CLIENT AND NEW NEIGHBOR GENERAL FOODS

Greetings . . .

We welcome you to our community. May you, as have we, enjoy the splendid advantages offered by our City.

We hope the years to come will strengthen and solidify our pleasant relationships of the past.



ALCO-GRAVURE

DIVISION OF PUBLICATION CORPORATION

NINTH AND MONROE STREETS, HOBOKEN, N. J.

OTHER PLANTS: CHICAGO - KANSAS CITY - BALTIMORE - ATLANTA

Now—more GOOD TO THE

Over 50 years of progress and experience now bring you perfection of flavor and mellowness in America's favorite high-grade coffee...the New Maxwell House!

A SUPERB BLEND IS
BORN IN THE HEART
OF THE OLD SOUTH!



IN THE TRADITION OF GRACIOUS LIVING and bountiful hospitality of the Old South, Maxwell House Coffee took its first step toward world fame and popularity. Created by a young coffee salesman, Joel Cheek, it was introduced in the early '80's to the discriminating guests of the famous old Maxwell House in Nashville, Tennessee. Immediately word of the rich flavor and fragrant aroma of this delicious blend of coffee spread far and wide and Maxwell House Coffee became known as the coffee that's "Good to the last drop"!

THE EXCLUSIVE
VITA-FRESH PROCESS
BRINGS HOUSEWIVES
ROASTER-FRESHNESS!



1931, AND ANOTHER GREAT STEP FORWARD! For in that year Maxwell House Coffee again made history with the new Vita-Fresh process . . . an exclusive process that captured and retained indefinitely all the subtle flavor-tones and full-bodied goodness of this superb blend. No longer could the rich flavor and mellow aroma of the coffee be lost while on the grocer's shelf. Packed in the super-vacuum, Vita-Fresh can, Maxwell House Coffee came to homes all over the country as gloriously fresh and full-flavored as the very hour it was scooped, warm and fragrant, from the roasting ovens. Not days fresh . . . but actually *hours* fresh!



GOOD
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NEW MAXWELL HOUSE

Now—more than ever... GOOD TO THE LAST DROP!

Over 50 years of progress and experience now bring you perfection of flavor and mellowness in America's favorite high-grade coffee...the New Maxwell House!

A SUPERB BLEND IS BORN IN THE HEART OF THE OLD SOUTH!



IN THE TRADITION OF GRACIOUS LIVING and beautiful hospitality of the Old South, Maxwell House Coffee took its first step toward world fame and popularity. Created by a young coffee salesman, Joel Cheek, it was introduced in the early '80's to the discriminating guests of the famous old Maxwell House in Nashville, Tennessee. Immediately word of the rich flavor and fragrant aroma of this delicious blend of coffee spread far and wide and Maxwell House Coffee became known as the coffee that's "Good to the last drop!"



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A NEW, PERFECTED GRIND FOR DRIP AND GLASS COFFEE MAKERS!



GOOD NEWS TO MILLIONS OF COFFEE LOVERS was the introduction in 1936 of a new Drip Grind Maxwell House Coffee—a scientific grind that made that rich, satisfying flavor of Maxwell House available to all users of drip and glass coffee makers. Here at last was a drip grind that could be trusted to give the same delicious results every time. For it was always uniform—every pound alike in flavor and quality. Never coarse. Never powdery. Always ground to precisely the right standard of fineness for making superlative coffee in drip pots or glass coffee makers.

A PRODUCT OF GENERAL FOODS

AND NOW RICHER THAN EVER... IMPROVED TWO WAYS!



CROWNING OVER 50 YEARS OF PROGRESS Maxwell House Coffee again today thrills men and women everywhere with two amazing improvements. First, this superb blend of coffees has been made better than ever... even richer, smoother, and more flavorful. And second, this new, improved blend is now roasted by a new method called Radiant Roast... a remarkable new process that uses radiant, penetrating

heat to roast each bean evenly all the way through. Thus you get richer, more full-flavored coffee. Coffee always smooth and mellow—never bitter due to parching. Always deliciously full-bodied—never weak due to under-roasting. Try the New Radiant Roast Maxwell House today. See if you don't agree that Maxwell House today brings you coffee that's truly—more than ever—"Good to the last drop!"

Copyright, General Foods Corp., 1939



NEW MAXWELL HOUSE COFFEE

More than ever... THE LAST DROP!

A NEW, PERFECTED
GRIND FOR DRIP AND
GLASS COFFEE MAKERS!

AND NOW RICHER
THAN EVER...
IMPROVED TWO WAYS!

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USIVE
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USEWIVES
SHNESS!



**CROWNING OVER 50 YEARS OF
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Copyright, General Foods Corp., 1939

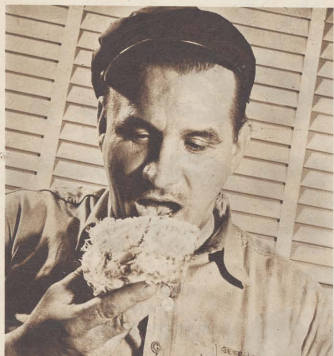
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making superlative coffee in drip
pots or glass coffee makers.

A PRODUCT OF
GENERAL FOODS



HOUSE COFFEE

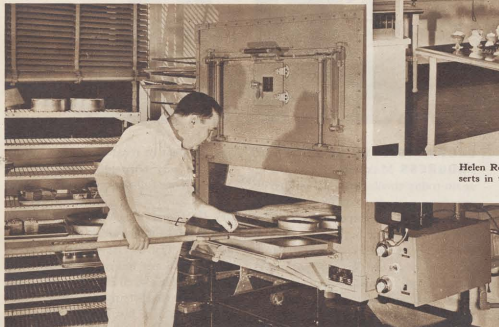
TASTE TESTING TOO



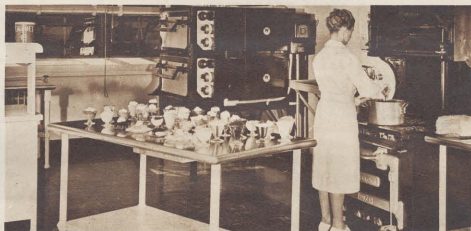
Boy, what a life. Besides his duties as assistant engineer, Louis Luyten, Belgian war hero, samples coconut cake No. E804-T so that the women cookery experts in General Foods experimental kitchens know that this latest recipe is what the he-man of the family wants



All day, C. Winton Lawson, General Foods' expert taster, sniffs, sips and tastes sample batches of freshly roasted coffee at the new Maxwell House plant in Hoboken to make sure every roast lives up to the high standards of quality and richness of flavor required by Maxwell House. At home, breakfast and supper, Mr. Lawson insists on Maxwell House



Here's a model bakery, just one of the many experimental sections in the new Central Research Laboratories of General Foods in Hoboken. Charles Corcoran, confectioner par excellence but exciting bakers' recipes, using the bulk of General Foods' baking ingredients, is shown placing the dough for one of his masterpieces into the oven



Helen Rose, one of General Foods' cookery staff, prepares luscious desserts in the company's new institutional kitchens in Hoboken to help busy chefs make menus tantalizing

Best Wishes to General Foods



Consult Us On Your Trucking Problems
Cardinale Trucking Corp.
 HOBOKEN AND WHIPPANY, N. J.

*Greetings
 and Welcome*

To the New

*General
 Foods Plant*

FROM

**AUTOGRAPHIC
 REGISTER CO.**

1000 Clinton St., Hoboken

Established 1883

*"Continuous Forms for
 Continuous Service"*

Busy Day (Every Day) at Hoboken Offices



Left to right: Clarence C. Gates, general manager of great, new General Foods plant in Hoboken; Harry W. Brown, in charge of General Foods' eastern plants, and Joseph Victor, Hoboken office manager.

"A dirty window gives us a pane"

Established 1904

Journal Square 2-1777-8

NEW JERSEY WINDOW CLEANING Co., Inc.

591 Summit Ave., Jersey City, N. J.

WINDOW CLEANING AND JANITORIAL SERVICE

WE SERVICE THE NEW GENERAL FOODS PLANT

Other nationally known concerns serviced by us are:

GENERAL MOTORS	R. B. DAVIS CO.
ALUMINUM CO. OF AMERICA	NATIONAL SUGAR REFINING CO.
COLGATE-PALMOLIVE-PET	CURTIS-WRIGHT AERONAUTIC
AMERICAN CAN CO.	THIESSEN & LANG
WESTINGHOUSE ELEVATOR	CONTINENTAL CAN CO.
	NEW YORK CENTRAL

Bethlehem Steel Is Proud Of Famous Hoboken Yards

Neighbor of General Foods New Plant Ready To Serve the Shipping Interests of World's Largest Port

Strategically located in New York Harbor, and within low-cost shipping distance from the company's steel making and steel manufacturing plants, the Hoboken Yard of Bethlehem Steel Company, Shipbuilding Division, is in an excellent position to serve the shipping interests in one of the world's largest ports.

The history of the yard dates back to 1853. It was founded by William Fletcher, Andrew Fletcher, and Joseph G. Harrison, with the original shops located in lower Manhattan, at West and Vestry streets. However, in 1883 the firm was reorganized under the name W. and A. Fletcher, and the plant was moved across the Hudson to its present location in Hoboken where it has been in continuous operation ever since. In 1929 it was merged with United Shipyards, along with several other ship yards in New York Harbor.

In June 1938, when Bethlehem Steel Company took over United Shipyards, the Hoboken Yard became an important unit in an organization which can lay claim to the distinction of having completed more shipbuilding and ship repair work than any other company in the United States.

In addition to the Hoboken Yard, Bethlehem Ship operates three other yards in New York Harbor, one yard at Quincy, Mass., two in Boston Harbor, two in Baltimore Harbor, three in San Francisco Harbor, and one in San Pedro Harbor in the port of Los Angeles. Twenty-five floating docks, seven graving docks, and three marine railways, with an aggregate docking capacity of more than 275,000 tons are in operation in these yards. The lifting capacity of the floating docks range from 500 to 27,000, while one of the graving docks, 1070 feet

long, is the largest privately owned graving docks in the United States.

Local Yard Famous

Among the yards none has a longer history than the Hoboken Yard. And it is safe to predict that the present owners will not only safeguard its fine traditions, but that provisions will be made for the growth and expansion required to render proper service to our rapidly growing merchant marine.

The Hoboken Yard proper covers an area of approximately 325,000 square feet, or around 8 acres, situated between Hudson street and the river, adjacent to the Lackawanna 23rd Street Ferry. Here three piers, 725 feet in length, extend into the river. Repair facilities also include two floating drydocks, one 439 feet long and 84 feet wide, of 8,000 tons lifting capacity, the other a 12,000 ton dock, 462 feet long and 86 feet wide.

Shops include a two story machine shop; a plate shop with a gas fired heating furnace, straightening and bending machines, shears, punches and drills; a pipe shop with bending machines; sheet metal shop; copper shop; welding shop; forge, carpenter shop; paint shop; rigging loft, and the customary tool rooms, storages, and warehouses.

Originally the plant specialized in the building of marine engines,

and the yard soon acquired great renown in this field, building engines for the largest Hudson, Sound, and coastwise vessels. However, activities were soon expended to include actual shipbuilding. Among the well known vessels built by the company were the Corsair, J. P. Morgan's famous yacht, and a number of boats for the Fall River Line.

Equally famous were the splendid vessels built for the Hudson River Day and Night Lines. One type of vessel pioneered by the company was the "screw at each end" ferry boat, several of which were built for the Hoboken Ferry Company. This type of ferry boat was soon universally adopted.

The greatest contribution by the Hoboken Yard to American Shipbuilding was its introduction of the steam turbine in American built vessels. In 1906 the Company completed the Governor Cobb for East-rn Steamship Company, the first turbine propelled merchant ship built in the United States. The performance exceeded all expectations, and she was soon followed by the Yale and the Harvard, at that time the fastest American ships in home waters. These ships were forerunners for a number of other turbine driven vessels.

With its up-to-date machine shop equipped with every modern device required in repairing and rebuilding turbines, the Hoboken Yard is therefore in position to tackle any job that may come along, and to service the largest turbine vessels making calls in New York Harbor.

In addition to its efficient turbine department the machine shop is equipped with all the machinery required for handling the customary repair work. Of particular interest is a very large planer, with a nine by thirty foot table, capable of handling jobs up to ten feet in height. Also a big lathe running the full width of the shop, for machining pieces up to nine feet in diameter and thirty-six feet in length. The latter is used for large crank shafts and similar bulky pieces.



Airplane view, Hoboken yard, Bethlehem Steel Company, Shipbuilding Division

THE HOBOKEN LAND & IMPROVEMENT COMPANY
... extends a cordial welcome to its new neighbor, General Foods Corporation.

The noteworthy concentration in Hoboken of new industries, particularly of the size and reputation of General Foods, serves to place a decided stamp of approval on this city as an increasingly strategic industrial and shipping center.

This expansion has been effected by the splendid whole-hearted co-operation of Hoboken city officials, the Chamber of Commerce and other civic and private organizations.

We like to feel that a proper part in developing Hoboken has been played by the Hoboken Land & Improvement Company, the largest owner and operator in the city of manufacturing space, warehouses and dock facilities, factory sites and apartments.

We offer hearty cooperation to General Foods and others who may be desirous of locating in Hoboken, which affords so many advantages to industry and commerce.



THE HOBOKEN LAND AND IMPROVEMENT COMPANY

Established 1838

ONE NEWARK STREET, HOBOKEN, NEW JERSEY

KELLEY GRAHAM, President



This machine is used for turning large crank pins in Hoboken Yard, Shipbuilding Division, Bethlehem Steel Company.

Hails Harmonious Way In Which Big Job Was Completed

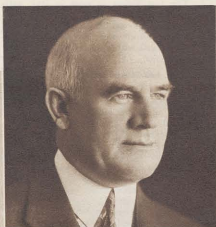
The Hudson County Building and Construction Trades Council was organized in 1902 under charter by the American Federation of

Finishes, Int'l Ass'n; Robert F. Lynch, Business Representative, Steamfitters and Helpers and President of the Hudson County B. & C. T. Council; John V. Kearney, Business Representative, International Brotherhood of Boilermakers, Ironship Builders and Helpers of America; Thomas Joiner, President and Business Agent, Int'l Hod Carriers, Building & Common Laborers Union of America; John Boyle, Business Representative of the Bridge, Structural and Ornamental Ironworkers.

JAMES POLITIS, Manager
LACKAWANNA R.R. TERMINAL, HOBOKEN



WILLIAM H. GILFERT
Director of Revenue and Finance



BERNARD N. McFEELY
Mayor



MICHAEL F. KEARINS
Director of Public Safety



THOMAS J. McALEER
Director of Public Works



FRANK P. ROMANO
Director of Parks and Public Property

The City Commission of Hoboken

GREETS GENERAL FOODS CORPORATION

The City Commissioners and the citizens of Hoboken extend a warm and hearty welcome to the officers and employees of General Foods Corporation, its new neighbor.

Hoboken is proud to have you—and heralds the pleasure of boasting that in this city is now housed the most modern coffee roasting and packing plant in the world.

Here you will find a progressive, modern city, with first-class police and fire departments, paved streets, fine parks and attractive residential sections, and excellent educational facilities and churches.

Few cities in our country enjoy the natural advantages that have fallen to the lot of the City of Hoboken as an industrial and residential community.

B. N. McFeely

Mayor

HOBOKEN

Is Equipped For Big Business

MANUFACTURERS who locate in Hoboken have access to rail, water and highway transportation so diversified as to be without equal in the New York metropolitan zone. A broad policy of cooperation with industries locating here has been adopted by the City Commissioners. Every encouragement is given to the world-wide commerce which is conducted in Hoboken. Regular passenger and freight service to and from all parts of the World direct from the Hoboken Piers. Hoboken is within half a mile of the Holland Vehicular Tunnel; the same distance from the Lincoln Tunnel; the most modern highways in the world lead to the city from the George Washington Bridge. Eight ferry lines ply between New York and this section.

For shippers, the following railroads, covering over thirty-eight thousand miles of tracks throughout the country, have direct lines or switching facilities for shipping into or out of the City of Hoboken: **The Lackawanna R.R., New York, New Haven & Hartford R.R., The New York Central R.R., The Erie R.R., Pennsylvania R.R., The Lehigh Valley R.R., Central Railroad of New Jersey, Baltimore & Ohio R.R.**

Trucking service from Hoboken for Metropolitan New York has proved quicker and more economical than through the congested streets of New York.

Actual trucking time to New York—uptown takes from fifteen to twenty-nine minutes, downtown from fifteen to twenty-seven minutes, according to destination.

The Shore Road (a freight line within the city) completes a loop with the waterfront and all rail lines.

Excellent sites are available for industries which desire to locate in Hoboken.

Manufacturers seeking a site for their operations are invited to communicate with the City Commission to get complete information on the unusual facilities and cooperation the City has to offer.

The General Foods family of products reports to its real boss: the American Family

PERHAPS you don't know us by our family name—General Foods.

But you undoubtedly do know some of the products that make up our family. Maybe you had Post Toasties and Maxwell House Coffee for breakfast, this morning. Maybe you had a Birds Eye dinner, and a cake made with Swans Down Cake Flour, last night.

Anyway, our success depends upon you. For we can continue to progress only if you continue to buy our products. We'd like you to know more about us.

This is What We Are

General Foods is a family of food products. Approved by American housewives has enabled the newest of these products to obtain national distribution within the past two years; the oldest—Walter Baker's—found favor with the great-grandmothers of present-day consumers; while most famous of the G.F. family, like Log Cabin Syrup, Postum, and Grape-Nuts, have been household friends for more than a generation.

These products were handed together into General Foods because the businesses that produced them felt that in such union there was strength—for the workers who made the products, for the people who had invested in them, and most of all, for you, the consumer. For these businesses knew that if, by getting together, they could conduct better research and effect economies in producing, selling, and management, they in turn could give you better values for your money. Let's see how it has worked out.

What We're Doing for the Consumer

Since 1929, nearly every product of General Foods has been improved in some way: The quality has been raised wherever possible; the package has been bettered; the product and package have been made more convenient to use; or the product is offered in greater variety. For instance, you now prepare a Jell-O dessert in half the time it used to take; Minute Tapioca cooks in five minutes instead of fifteen; our advertised coffees are

offered in a special drip grind; and Walter Baker's Chocolate comes wrapped in sanitary individual 1-oz. squares, scored for accuracy in precision cookery.

And while quality was going up, our prices were coming down. For example, Sanka Coffee, when it joined the General Foods family in 1928, was priced at \$1 a pound. Today it costs you about 38¢ a pound.

Nor is General Foods resting on its oars. In its laboratories, researchers are working every day to find new ways of improving General Foods products—new ways to make them still easier to use—new ways to help you save more food-dollars in the family budget.

And all the while, we're working on new ways to make our present products more useful to you—new ways to make your daily menus more attractive. Each year our Consumer Service supplies millions of housewives with recipes.

What We're Doing for Our Employees

It is our policy in our plants and offices to pay wages as good as, or better than, those prevailing for similar work under similar conditions in communities in which we operate. We have set up various plans to help our employees. For instance, our co-operative retirement plan helps protect them against economic dependence in their old age. Special retirement allowances do the same for those too old to be eligible for this plan. Group life insurance gives protection to an employee's dependents, in case he dies. A benefit plan gives protection against loss of income during accident and sickness. A termination allowance plan helps tide employees and their families over, when employment is discontinued. And a vacation plan provides rest and recreation—with pay.

Since 1932 the number of our employees has increased 54%.

What We're Doing for the Retailer

Every third retail store in this country sells food products. And nearly all of these food stores—a total of approximately 500,000—

sell General Foods products.

Because these retailers are entitled to a decent profit, and because we want them to go on selling our products, we've tried hard to help them. We supply them with quality products which have consumer acceptance, and we continuously support these products with vigorous advertising and other merchandising helps. Instead of selling just one product, nearly every one of our salesmen sells our entire line and covers a small territory thoroughly. In this way, we save the dealer a lot of time. And because our salesmen are better-trained, the dealer gets more help from them. He gets ideas on displaying and promoting his goods, and on being the kind of merchant who can serve you better.

What We're Doing for the Investor

General Foods is literally owned by the public.

Today, the company has 67,894 stockholders, which means that, counting their families, some 270,000 persons share directly in General Foods dividends.

Nearly half of these 67,894 stockholders are women. About 3,000 are grocers—wholesale and retail—with whom we do business. Another big group consists of our own employees. Nearly 40% of our stockholders own 10 shares or less, and the average holding of all stockholders is 79 shares each. Since its formation, General Foods has paid 71 consecutive dividends. On an average, 80% of its annual net profits has been paid as dividends; the remainder has been used principally for expansion.

What We Hope to Do in the Future

We want the farmers from whom we buy to get a fair price for their produce. We want the people who work for us to get a good wage and considerate treatment. We want the grocer to make a profit from handling our goods. We want the investors, who have entrusted their money to us, to get a decent return for their faith in us.

And finally, we want to give you, the American Consumer, at the lowest possible price, the best food products that can be produced.

General Foods

General Foods manufactures and sells (1) many products which consumers buy through retail stores; (2) many products which are consumed in restaurants, hotels, hospitals, and other institutions; and (3) many products which are sold in bulk to other manufacturers. Among the General Foods products which consumers buy in retail stores are the following:

BLUEPOINT OYSTERS
CALUMET BAKING POWDER
CERTO
DIAMOND CRYSTAL SALT
D-ZERTA
40-FATHOM FISH
FRANKLIN BAKER'S COCONUT
GRAPE-NUTS
GRAPE-NUTS FLAKES

HUSKIES
MINUTEMAN POSTUM
JELL-O
JELL-O FREEZING MIX
JELL-O ICE CREAM POWDER
JELL-O PUDDINGS
KAFEE HAG
LA FLANCE
LOG CABIN SYRUP

MAXWELL HOUSE COFFEE
MINUTEMAN TAPIoca
POST-O
POST'S 40% BRAN FLAKES
POST'S WHOLE BRAN SHREDS
POST TOASTIES
POSTUM CEREAL
SANKA COFFEE
SATINA

SEAFRESH FISH
SEALSHIPT OYSTERS
SURE-JELL
SWANS DOWN CAKE FLOUR
WALTER BAKER'S CHOCOLATE
WALTER BAKER'S CHOCOLATE
BARS
WALTER BAKER'S COCOA

BIRDS EYE FROSTED FOODS—fruits—vegetables—meats—poultry—sea foods



P. D. Fairbanks (left), personnel manager at great, new plant in Hoboken, has the responsibility of maintaining General Foods' high standard of human relationship with employees.



In sunlit, spic-and-span new Maxwell House plant much attention is given health, comfort and happiness of employees. Note modern locker room (above), shining white clinic, (left) and light, airy lunch and recreation room (below).



Congratulations and
BEST WISHES
to
MAXWELL HOUSE COFFEE
and
SANKA COFFEE
on the Opening of their new
HOBOKEN PLANT



STRONG EVIDENCE that outstanding products will always find a broadening public acceptance is the new Hoboken plant of Maxwell House and Sanka coffees. Built to take care of the increasing demand for these two General Foods products, this plant is the largest and most modern in the world.



BIRDS EYE FROSTED FOODS, too, are growing immensely in public favor. Acclaimed by America's housewives, these "super-fresh," full-flavored foods are sweeping the country. Altogether there are more than 60 kinds, including Vegetables, Fruits, Sea Foods, Poultry, and Meats. COPYRIGHT, 1939, General Foods Corp.

BIRDS EYE
FROSTED FOODS

FOOD EDITOR MARVELS AT G. F. CONSUMER SERVICE

Finds Technical Kitchen at New Hoboken Plant Devoted to Assisting Housewife of America Become Perfect Cook

By PATRICIA MOLONEY
FOOD PAGE EDITOR
JERSEY OBSERVER

Visiting the Technical Kitchens of the General Foods Corporation in Hoboken is not just like visiting an ordinary kitchen in someone's home. Everything in the matter of equipment is so much more detailed to thoroughness. This thoroughness is what the General Foods Corporation obtains from a technical staff whose members, each and everyone, are watching over the interests of the individual consumer.

The staff of the Technical Kitchens are proud and well they may be of the thoroughness with which all General Foods products are tested to insure satisfaction and surety for the cook in the kitchen at home.

The day I visited the Technical Kitchens two of the staff were testing Certo. Testing in the General Foods kitchens results in a guaranteed product for the laboratory shelves and shows what the housewife may not have done when she ruined that last batch of jelly.

Solve Problems

One of the steps which insures successful jelly making with Certo or any other precision ingredients is quick sealing. The sooner the jar is sealed with paraffin, the less chance there is for mold forming on the jelly glands. When I asked an answer I got from Dr. Gene Spencer, head of the Technical Kitchens when I asked a question which is usually causing discouragement to many a jelly maker.

Laboratory technicians Dr. Gene Spencer and her staff of nine assistants are. But they are not concerned with chemical reactions further than to turn chemistry of foodstuffs into account and prevent loss to the housewife.

General Foods is believed to be the only concern of its kind which "worries" about the success of the cook in the kitchen at home to such an extent that testing and re-testing, day after day are gone about just so that the housewife may always feel sure of the product she buys.

Always on Alert

In Maxwell House Coffee, Sanka, Sure Jelly, and the many other products which are marketed by General Foods there is going on this constantly improving in quality and adaptability to everyday needs.

If you've had any difficulty whatsoever with a General Foods product, you don't have to hesitate to send in the result of your failure. The staff of the Technical Kitchens just dusts on failures, for it is through failures that sure success is built.

It is, therefore, no longer compulsory to throw up one's hands and say, "I simply can't make jelly; or cake; or candy." The technical staff at the Hoboken plant of General Foods is your go-between for ultimate perfection. If we know why we had a failure in our cooking we will know what to avoid the next time.

Solves Puzzle

On the day I visited the girls in the kitchen were telling me of one jar of jelly sent in from the mid-west. The cook had discovered some "rather uninviting substance" in the jelly. Under the microscope "and later picture on the micrograph these were shown to be threads from her Canton flannel strainer!" In the cabinet where the jelly jars from all over the United States repose were all kinds of containers. Some had previously contained a commercial jelly; some mayonnaise; some olives, and so on. These jars aptly illustrated the homes which they came from. Each was a mes-

sage from a puzzled cook to a laboratory technician and the answer was always forthcoming.

The Woman's View

I asked why there were women technicians or expert cooks—if you will, Dr. Spencer said it is because General Foods wants a sure contact with the mind of women. A go-between who will measure the distance between you and I in our kitchens and the scientists who are directing that vast enterprise which is represented in part by the Hoboken laboratories.

It was thus that I was impressed. This is the means at your disposal to better success in your kitchen. I looked through microscopes and watched precision instruments prove their scientific worth, but it all "bored down" to the fact that America's greatest industries is much concerned with the success of the food you prepare in your kitchen.

From Every Section

On the staff of the Technical Kitchens are girls from all over the United States. Dr. Martha Johnson is from upstate New York; Dr. Gene Spencer is from Connecticut; Miss Frances Alrich is from Virginia, and Miss Mabel Rotheny is from Kansas. Miss Bertha Nettleton of the Institutional Kitchen, where food to be prepared in large quantities is tested, is from Massachusetts.

The General Foods Company laboratories have experts on their staff from all over the country so that personal acquaintance with individual problems may be better applied when a question from a consumer is received.

The Company is doing a thorough laboratory job and the consumer who uses General Foods products is assured not only of fine quality in the package, but expert assistance should her finished result not be one hundred percent perfect.

Janssen Dairy One of Biggest in Country

The Janssen Dairy Corporation, with main offices at 109 Grand street, Hoboken, and branch offices in Paterson, Jersey City, Carlstadt, and West New Brighton, S. I., had its inception in 1893 and since then has grown to a position as one of the great milk distributors in New Jersey.

With its growth, the Janssen corporation has kept pace with the latest improvements of the dairy set such high standards for its field. The corporation's cows, farms, receiving stations and general equipment meet every rigid test demanded under standards established by health authorities to insure cleanliness and protection of the milk product.

Food in United States

In the United States there are more than 49,000 food factories producing 1,200 classifications of foods, with many thousands of trade-marked items. These products are distributed to the nation's 33 million households through 600,000 food stores.

'Jelly Queens' Put Science to Work in Kitchen



At General Foods' new Central Research Laboratories in Hoboken, young kitchen technicians through meticulous preparations of jellies made with all sorts of fruits and fruit products from many sections of the country and careful examination and tabulation of results—are helping to take the failure out of home jam and jelly making. General Foods dedicates the daily accomplishments of its highly trained technical personnel and its scientific equipment to the service of Miss and Mrs. America. Left to right: Miss Charlotte Mahe; Miss Olive Garty, food scientists.

LINCOLN HOTEL RESTAURANT

Fourteenth St. and Willow Ave.
HOBOKEN

Specializing in

LINCOLN Hickory Steak

Broiled Over Hickory Logs

The Restaurant that is
different



BUSINESSMEN'S LUNCH
Served Daily

SUNDAY DINNERS

1.00 1.25

Only the finest quality
Wines and Liquors served

Hoboken 3-7161

For Good Coffee

Every Day
of the Year

Congratulations, General Foods—
Upon the Opening of Your
New Hoboken Coffee
Roasting Plant

When you have good fresh coffee and the right equipment it is really easy to brew rich tasty coffee every time, if you adhere to the following proved rules—

- 1 Always use water, freshly drawn, for making coffee.
- 2 Always measure both coffee and water to obtain the same strength each time coffee is made.
- 3 Never allow coffee to boil. Actual boiling develops bitterness and destroys both flavor and aroma. The volatile oils, which give coffee its delicate fragrance and flavor, escape in steam as coffee boils, and changes take place which bring out a bitter or sour taste. The best temperatures for coffee making are below boiling (185° F. to 205° F.). Coffee boiled for even one minute is more bitter than coffee made at 205° F., just 9° below boiling.
- 4 Always use a clean pot. Scald it just before using to remove all stale odors.
- 5 Remove grounds from coffee as soon as it is made.
- 6 If possible, serve coffee immediately, or keep hot on asbestos mat over low heat.
- 7 Always serve freshly made coffee. Never reheat. Reheated coffee is flavorless and disappointing.
- 8 Scour the coffee pot to keep it clean—no just to get it clean. Sediment on the inside of a pot affects flavor.
- 9 Glass, stoneware, and other vitrified wares have less influence on coffee flavor than do metals.
- 10 Get the Maxwell House Coffee in its Vita-Fresh can. In this way its aroma is best retained.

Get
**JANSSEN'S CREAM
for YOUR COFFEE**
WHEN THE JANSSEN MAN
DELIVERS YOUR MILK
NO BETTER MILK
THAN JANSSEN'S
IS OBTAINABLE TODAY

We say this with just pride in a record of over 45 years of active participation in the progress of the dairy business. From the discovery of pasteurization as a health protective measure for milk, Janssen's has kept in step with the advance of dairy science.

Today our Hoboken plant is equipped with the latest and best dairy machinery that can be bought. Our sanitation provisions comply with all health board regulations. Our personnel thorough is highly trained in modern dairy methods.

Janssen customers number many whose families we have served two, three and four generations.

For Service

STOP THE
JANSSEN MAN
OR PHONE
HOBOKEN
3-2110



PERSONALITIES Of General Foods

Related to New Hoboken Plant



J. K. EVANS
Vice-President of General Foods Sales Company, in Charge of Maxwell House Coffee Sales and Merchandising



UDELE C. YOUNG
General Foods Vice-President in Charge of Manufacturing and Transportation



MRS. E. B. MYERS
Merchandising Manager for Sanka Coffee and Kaffee Hag



R. H. BENNETT
Associate Advertising Manager



ELMER J. GRIMMER
In Charge of All General Foods Engineering, Supervised Construction of the New Plant



LEWIS W. WATERS
General Foods Vice-President in Charge of Research and Development



JAMES V. SLADE
In Charge of Engineering in the Eastern Division of General Foods

At Your Service

We bid you of General Foods Company a hearty welcome to New Jersey's industrial community, and pledge ourselves to a program of fullest support and cooperation during our future years of serving you.

The Public Service organization includes a staff of trained engineers who are available without charge for consultation upon your power, lighting, gas, and equipment problems. It maintains a 24-hour service policy in both the gas and electric departments. Every precaution has been taken to provide modern indoor, outdoor, and stand-by equipment so necessary to the provision of uninterrupted service to industrial and domestic customers. A high standard of service has been created, and every effort is made to measure up to it.

In this huge new General Foods plant there will be many applications of electricity and gas. We stand ready to help in every way possible, and to the employees and management of General Foods Company we extend a neighborly hand.

PUBLIC SERVICE CORPORATION OF NEW JERSEY
AND ITS SUBSIDIARY OPERATING COMPANIES



New Foods Plant Ferguson Product

Cleveland and New York Firm Made Record In Planning and Constructing World's Largest Coffee Roasting Plant in World

When the officials of General Foods gave the Ferguson Company the order to proceed with the construction of the complete new Maxwell House, Sanka, and Kaffee Hag Plant, at Hoboken, it was with the understanding that the Sanka Division would be in production within six months, and the complete plant in operation in approximately one year. "On that basis we went to work," H. K. Ferguson, President of The H. K. Ferguson Company, said, "and we have now delivered the plant to the owner—ready to operate—and on time."

The original layout consisted of a 6-story concrete Manufacturing Building 184' x 143'; a 4-story Extraction Building 89' x 214'; a Covered Pier 66 feet wide by 522 feet long; an adjoining Storage Building 120' x 384'; a 4-story brick and steel Laboratory and Office Building; and a Boiler House with two oil fired integral furnace boilers. Since the original layout was made, a 4-story concrete building for the manufacture of tin cans has been added. Work was begun on this building early this spring.

Contract men for General Foods were J. V. Slade, Eastern Division Engineer, during the first part of the designing work, and E. J. Grinnard, Chief Engineer, for the remainder of the designing and construction period. T. K. Rothermund was Project Engineer throughout the job for the Ferguson Company. He developed a great deal of the preliminary information, which was necessary to the selection of the proper site, and in conjunction with General Foods and Ferguson officials, helped to design and layout the buildings and equipment which now represent the "World's Largest and Most Modern Coffee Processing Plant."

Other work completed for General Foods by The H. K. Ferguson Company includes several buildings at the Battle Creek, Michigan, plant, and the design and construction of the "World's Largest Corn Mill," at Kankakee, Illinois, which was completed early in 1938.

Fred Swanson, who was in charge of the construction work for General Foods at Battle Creek, and the Corn Mill at Kankakee, has also been in complete charge of the Hoboken job. Mr. Swanson has been associated with the Ferguson Company for almost twenty years, and during that time has handled a number of important projects, one of the most important being the large American rayon plant for the Enka Corporation, of Holland, located at the newly established town of Enka, near Asheville, N. C.

C. A. Harwick, Vice President and General Manager of the Ferguson Company, has had supervision over the engineering for all General Foods work. He has been connected with the Ferguson Company over a period of years, and has built

and put into operation many large plants, particularly in the chemical industry, which is his special field. Mr. Harwick has been in charge of a considerable portion of the building and equipment work of the Westvaco Chlorine Products Corporation's great plant at South Charleston, W. Va. He was also responsible for the building and equipping of the complete new Soda Ash and Caustic Soda Plant of Southern Alkali Corporation, at Corpus Christi, Texas.

In 1918 Harold K. Ferguson organized and became President of the Company which bears his name. He has continued at the head of the organization since that time. During the World War, when he was selling industrial floor space for another company, Mr. Ferguson saw the need of some plan for supplying manufacturing space quickly in an emergency. As a result, he originated the standard building idea, and developed a number of standard types of factory buildings which could be easily adapted to practically all lines of manufacture. Because of the saving in cost and time of completion over the specially designed factory buildings, the Ferguson Company has built and delivered to Owners many millions of square feet of standard buildings, in sizes varying from 25,000 to 500,000 square feet.

In recent years, through its expanded technical staff, the company has specialized in the various branches of the chemical industry, paper mills, and food plants; also in power plant work under the direction of Frank W. Buck, Chief Power Engineer. It is recognized as one of the leading organizations of the country which assumes complete responsibility for designing, building, equipping, putting into operation, and in some cases, helping to select the site for new plants. Ferguson engineers are highly specialized, and every job is expertly managed, according to the particular requirements. As a result of this kind of service the Ferguson Company now secures about 80% of its business on a repeat order basis. Some of its repeat order customers, in addition to General Foods, are such nationally known concerns as:



H. K. FERGUSON
(President)



C. A. HARWICK
Vice Pres. and Gen. Mgr.



FRED SWANSON
Construction Chief

National Cash Register, which was Customer No. 1 when Ferguson began business in 1918; General Electric Company, for whom 30 contracts have been completed to date; Pittsburgh Plate Glass Company; (The Ferguson Company built the large Soda Ash and Caustic Soda Plant in 1933 at Corpus Christi, Texas, for the joint interests of Pittsburgh Plate and American Cyanamid. This was the first major construction job to go forward after the low point of the depression); Western Electric Company.

The Proctor & Gamble Company; Corning Glass Works; Owens-Illinois Glass Company; Adressograph-Multigraph Corporation; National Carbon Company; Remington-Rand; Bennington Wax Paper Company; H. J. Heinz Company.

In 1922 the Ferguson Company was given a contract by the General Electric Company to build a complete new manufacturing plant for electrical products, for their affiliate company, the Shibaura Engineering Works, in Tokyo, Japan. Ferguson Engineers were called in on this work because of the necessity for quick occupancy of this manufacturing space. The work was done with Japanese labor under Ferguson organization and supervision. As the construction work was getting under way, the big earthquake of 1923 occurred

in the vicinity of Tokyo and Yokohama, but no serious damage resulted at the building site. All of the buildings were designed and built for earthquake resistance. Some of these designs have been accepted and put into use by the engineering fraternity.

With the successful completion of this plant, additional work for

General Electric, Western Electric and Ford Company followed in Japan; also a complete plant on a virgin site for Corn Products Refining Company in Korea. Ferguson operations in the Orient covered a period of several years, with headquarters in Tokyo. Other foreign work includes Mexico and Canada.

WELCOME! GENERAL FOODS CORPORATION

Thank you for the privilege given us to install the lockers, shelving and office equipment for the world's largest coffee roasting plant.

Modern Office Supply Company

Established 1890

Office Equipment

HOBOKEN, NEW JERSEY

Representing

Shaw-Walker Co.

The Sluke Co.

Security Steel Equipment Co.

Remington-Rand, Inc.

Leopold Desk Co.

Lyon Metal Products Corp.

Congratulations, Maxwell House Coffee on your new, ultramodern home

from those ultramodern laundry aids—

LA FRANCE AND SATINA

LA FRANCE PUTS A NEW QUICKSTEP INTO WASH DAY

INSTEAD of a separate bluing rinse, the modern housewife puts La France right in with her regular soap, and these magic blue flakes blue the clothes—smoothly

and evenly—right in the washing process. The result—she saves time and gets whiter clothes. La France helps streamline the whole process of washing!

SATINA GIVES AN IRON WINGS

THE MODERN HOUSEWIFE just adds Satina to her starch, and finds her iron doesn't stick, but glides with incredible smoothness. Also, her clothes keep that crisp, fresh, almost-like-new finish longer than usual! Satina helps put modern speed into ironing day!



P. S.—La France and Satina are also made in Hoboken.

Copyright, 1939, General Foods Corp.

FRANK A. McBRIDE CO.

327 GRAND STREET, PATERSON, N. J.

(Established 1895)

Contractors on the
GENERAL FOODS
HOBOKEN PLANT

PLUMBING • HEATING • OIL BURNERS
AIR CONDITIONING AND POWER PIPING



**TO MAKE SURE IT'S 97%
CAFFEIN FREE**

Photo shows 4-bin swinging spout from conveying system pouring freshly decaffeinated green coffee up high under roof at Sanka Coffee extraction plant in Hoboken.

Each batch of decaffeinated coffee is held in a separate bin—until laboratory analysis has made sure that 97% of the caffeine has been removed.

Then the batch is cup-tested for beverage qualities; and blended with other approved batches. After that, a trip to the roasting plant—and vacuumizing in the familiar cans.

Once—Sanka Coffee cost the housewife \$1 a pound. Today, under General Foods merchandising and advertising leadership, with new production efficiency, this fine 97% caffeine-free coffee now retails in great volume at little more than a third of the old luxury price. Here's a ceiling-high production output of Sanka fresh from the roasters in the model plant newly opened in Hoboken. The photographer, having an artistic eye, explained: "I made the picture because I thought it was an attractive pattern."

**EXAMINES SANKA TO FIND
CAFFEIN**

So that General Foods' decaffeinated coffees may always be at least 97% caffeine-free, samples of every batch in the making at new Hoboken plant are tested for caffeine content in the laboratory.

Here Allan Barnett, control specialist, is shown performing the required test—the consumer's assurance that the caffeine in the decaffeinated coffee he buys is no greater than the percentage represented on the can.

**New! Modern! Grand! The home General Foods has built for
Maxwell House Coffee!**

New! Modern! Grand! This de luxe ice cream preparation...

Jell-O Freezing Mix!

ANOTHER PRODUCT OF GENERAL FOODS

Jell-O Freezing Mix is a liquid preparation for making delicious, creamy-smooth ice cream at home.



**SIX
LUSCIOUS
KINDS!**



Strawberry—sliced strawberries, rich sweetened juice.



Tutti-Frutti—maraschino cherries and other fruits.



Maple Walnut—rich maple flavor and chopped walnuts.



Orange Pine-apple—crushed oranges and pineapple.

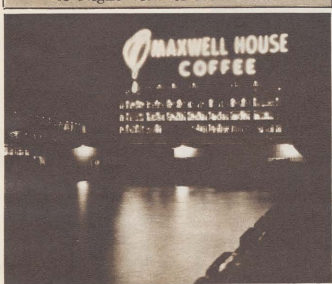


Vanilla—rich, smooth, amber-toned syrup.



Chocolate—deep-flavored cooked chocolate.

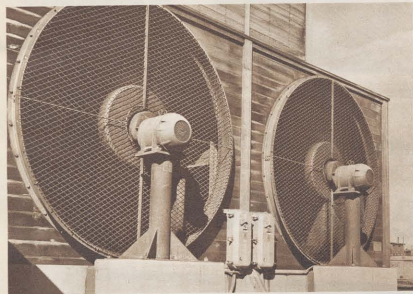
A Night View of New Plant



Busy night scene from the North River at Hoboken as new Maxwell House Coffee Plant works to catch up with world's orders for the brew that's "Good to the Last Drop". The big Maxwell House sign on the roof is 182 feet long, 75 feet high. Letters in the words "Maxwell House" are 19 feet high and the word "Coffee" is 14 feet high. Cup is 42 feet high and the last drop, 9 feet in diameter. If cup were filled to the brim, it would hold 1,998,000 cups of coffee. The plant in Hoboken makes enough coffee to fill the cup in 74 minutes. The last drop would equal 29,880 cups of coffee.

1,000 Gallons a Minute

That's the water required for the cooling operations at the Sanka Coffee extraction plant—part of General Foods' big, new factory operations in Hoboken. Water is also needed to cool the high vacuum pumps which are expanding air to 100 times its original volume in vacuumizing coffee in the Maxwell House and Sanka cans. Photo . . . shows fans driving air into cooling tower through which water is showered—so that the heat from the water is released into air before being circulated.



New Skyline Over North River



Picturesque sky shot atop new Maxwell House plant—on Hoboken waterfront—shows roof ventilators. Every exhaust from the cleaning and roasting process is protected by dust separators and chaff collector supplied by Jabez Burns.

Labeling Units Here
For Great Industries!

Like the man who built the better mousetrap, production men from all over the country are beating a path to Hoboken—specifically to the plant of the New Jersey Machine Corporation, of Willow avenue, where the Labelrite machines, both hand fed, and fully automatic have been keeping the plant busy supplying demands from a dozen different industries.

Packers have found the Hoboken Labelrite a unit which saves its cost faster than was considered possible prior to its development.

Largely due to the ingenuity of three graduates of Hoboken's Stevens Institute of Technology, some new principles of glue applying were perfected some three years ago, and ever since, those features have helped "sell" their markets.

Right along our own riverfront, a number of New Jersey Pony Labelrites are helping to perfect the appearance of many Jersey products, and saving money here, as well as west of this industrial community. The company's most recent development is the Moto-air, a pump-and-motor in one integral unit, for supplying vacuum, pressure, or both.

Paid A Bonus

General Foods paid a 1938 year-end bonus of one week's wages to all regular employees with six or more months of service who were on the payroll as of December 1.

Serve Many Lands

Products of the General Foods Corporation are sold to seventy-four countries besides the United States, Canada and Great Britain.



INSULATION
in General Foods New
Hoboken Plant Installed By

H. W. PORTER & CO.

Insulation Engineers and Contractors

825 Frelinghuysen Ave., Newark, N. J.



Nutrition Laboratory
in General Foods
Hoboken Plant



York Ice Machinery
Company Equipment
Used Thoroughly

AIR CONDITIONED BY

Blocker Air Conditioning Corp.

Industrial Air Conditioning and Refrigeration

825 Frelinghuysen Ave., Newark, N. J.

THE PAINTING in the

GENERAL FOODS
HOBOKEN PLANT

Done by

J. I. HASS CO., Inc.

Contracting Painters and Decorators

634 Ogden St.	149 Montgomery St.	51 East 42nd St.
NEWARK	JERSEY CITY	NEW YORK
Tel. NEWark 3-4272	Tel. JERsey 5-2711	Tel. YANderbilt 3-2026



How to know a Good Restaurant



in any price class!

When you taste the coffee a restaurant serves, you can tell right away what kind of place you're in.

The well-run restaurant, whether it's Joe's Diner or Ye Olde Chop House, never falls down on the coffee. And it's no coincidence that many good restaurants serve Maxwell House.

Boy, there's a grand cup of coffee! Plenty of fine flavor—Maxwell House Restaurant Coffee, hot or iced, leaves you refreshed, satisfied.

Restaurants serving Maxwell House are proud of the fact. So watch for the Maxwell House sign—it's your guide to a good restaurant.

NOTE TO RESTAURANTS

Your jobber will be glad to supply you with Maxwell House Restaurant Coffee. It's blended to stand up and hold its flavor in any type of urn or glass coffee maker. Priced for profitable service.

MAXWELL HOUSE
Restaurant COFFEE

GOOD TO THE LAST DROP

We Join with all the contractors
and building trades,
in congratulating

GENERAL FOODS

and sincerely hope that their decision in locating in
Hoboken will be justified by years of prosperity.

We extend our thanks for the splendid cooperation
of Mayor McFeely on behalf of the city administration,
and to the Joseph J. Garibaldi Organization in their
successful efforts in bringing big business to Hoboken.

Mason • Concrete • Plaster Materials
for

GENERAL FOODS

Supplied by

SHULTZ BUILDING
MATERIAL CO.

"Serving the Trade Over 65 Years"

MASONS' MATERIAL • READY MIXED CONCRETE • BATCHED AGGREGATES

OFFICE—YARD—DOCK

Foot of 11th Street, Hoboken

Telephone HOBoken 3-8400

The Immigrant that Brightened Millions of Lives

IN 1928, A NEWCOMER with a European background joined the General Foods family of products.

It was Sanka Coffee — REAL coffee with 97% of the caffeine removed...so anyone could drink it and sleep.

At first, Sanka Coffee was sold only in New York and a few other eastern cities. *And it was priced at \$1.00 a pound!*

But as distribution reached across the country, and more and more people learned of Sanka Coffee through advertising, the price

was progressively reduced. *Today, Sanka Coffee is sold at a little more than a third of the original price.*

And literally millions of people who are sensitive to the caffeine in coffee have discovered that instead of giving up coffee — they can drink Sanka Coffee and sleep!

The success of Sanka Coffee can be attributed to General Foods' philosophy of bringing the American Consumer the best food products that can be produced, at the lowest possible prices.



NOW SELLING
AT A NEW REDUCED
PRICE — THE LOWEST
IN HISTORY!

SANKA COFFEE

REAL COFFEE... 97% CAFFEIN-FREE
DRINK IT AND SLEEP

A PRODUCT OF GENERAL FOODS