NEWS RELEASE

J. M. Smucker Announces Second Quarter Results

11/19/1998

ORRVILLE, Ohio, Nov. 19 /**PRNewswire**/ -- The J. M. Smucker Company, (NYSE: SJM.A and SJM.B), announced today that earnings for the second quarter ending October 31, 1998, were $9,063,000, up 5% over earnings of $8,602,000 for the same period last year. Sales for the three-month period were up approximately 7%, to $154,894,000 from $145,187,000 in the prior year second quarter. On a diluted basis, earnings per share were $.31 compared to $.29 per share last year.

The Company also announced that sales for the first six months of the fiscal year were $305,394,000 compared to $292,576,000 last year, an increase of over 4%, while earnings for the same period were up 5%. Diluted earnings per share for the first six months were $.67 compared to $.63 for the same period last year.

The Company reported sales increases in all of its business areas, with the majority of the increase occurring in the consumer, industrial, beverage, and international areas. The Company attributed the majority of the increase in the consumer area to increased sales of fruit spreads and to the launch of Smucker's Snackers, the Company's convenient new shelf-stable peanut butter and jelly offering for lunches and snacks. According to the Company, natural peanut butter sales also were up nicely over the prior year. In the industrial area, the growth came primarily from the sales of ingredients for new products of bakery and dairy customers. In beverages, growth in R. W. Knudsen Family brand products and the addition of sales from the recently acquired Mrs. Wiggles Rocket Juice beverage line accounted for the majority of that area's increase.

In international, the Company realized sales growth, due in part to the effect of acquisitions made in the last year,

despite the fact that reported sales continued to be adversely impacted by the strength of the American dollar versus the Australian and Canadian currencies.

The Company reported that its increase in earnings resulted primarily from the growth in sales, offset by increases in distribution and certain operations support costs. Margins also were impacted by investment spending to support marketing initiatives (including the introduction of Smucker's Snackers) and the Company's information technology project. Marketing expenses, although up for the six-month period over the same period last year, increased at a lesser rate than sales during the second quarter.

The J. M. Smucker Company is the nation's leading producer of branded preserves, jams, jellies, and other fruit spread products, health and natural foods beverages, ice cream toppings, and natural peanut butter.

THE J. M. SMUCKER COMPANY
STATEMENTS OF CONSOLIDATED INCOME
(Unaudited)

	Three Months Ended October 31,		Six Months Ended October 31,	
	1998	1997	1998	1997
	(Dollars in thousands, except per share data)			
Net sales	$154,894	$145,187	$305,394	$292,576
Cost of products sold	103,204	95,974	199,842	191,967
Gross profit	51,690	49,213	105,552	100,609
Selling, distribution, and administrative expenses	37,378	35,346	74,720	70,736
Operating income	14,312	13,867	30,832	29,873
Interest income	438	482	1,063	1,180
Interest expense	(256)	(85)	(260)	(90)
Other income (expense) - net	191	174	486	300
Income before income taxes	14,685	14,438	32,121	31,263
Income taxes	5,622	5,836	12,642	12,688
Net income	$9,063	$8,602	$19,479	$18,575
Net income per Common Share	$.31	$.30	$.67	$.64
Net income per Common Share - Assuming Dilution	$.31	$.29	$.67	$.63
Dividends declared per share:				
Class A	$.14	$.13	$.28	$.26
Class B	$.14	$.13	$.28	$.26

Common Shares outstanding	29,043,137	29,009,200	29,034,992	29,041,879
Common Shares outstanding - assuming dilution	29,231,947	29,379,019	29,282,193	29,266,863

The J. M. Smucker Company
CONDENSED CONSOLIDATED BALANCE SHEETS
(Unaudited)

	October 31, 1998	1997
	(Dollars in thousands)	
ASSETS		
Current Assets:		
Cash and cash equivalents	$ 5,129	$ 11,822
Trade receivables	53,606	53,293
Inventories	138,482	117,967
Other current assets	13,388	10,140
Total Current Assets	210,605	193,222
Property, Plant & Equipment, Net	160,858	146,876
Noncurrent Assets	62,920	65,568
Total	$434,383	$405,666
LIABILITIES & SHAREHOLDERS' EQUITY		
Current Liabilities:		
Accounts payable	$ 38,006	$ 37,338
Other current liabilities	64,485	49,687
Total Current Liabilities	102,491	87,025
Other Noncurrent Liabilities	21,052	21,477
Shareholders' Equity, Net	310,840	297,164
Total	$434,383	$405,666