

# It's Happening

FRIDAY NOVEMBER 18

The Honourable Leslie Frost - 2:30 p.m. - at Leslie Frost Library - Presentation of a group of rare Canadian history books.

Open House and Dance - New Women's Residence, Glendon College 25 cents admission - grads free.

Dance at Founders - Admission \$1.00 - The Ugly Ducklings.

SATURDAY NOVEMBER 19

Athletic Meet - 2:00 p.m. - Procter Fieldhouse, Glendon.

Semi-Formal Dance at Glendon - 9:00 p.m. - Admission \$2.00 per couple.

SUNDAY NOVEMBER 20

General Council Meeting (All councils) - 10:00 a.m. - Social and Debates Room, Vanier.

Glendon Film Society - 7:00 p.m. - Room 204, York Hall, Glendon "Smiles of a Summer Night" and "Lesson in Love" Members only.

Every Sunday At York - 8:30 p.m. - Burton - The Dorian Woodwind Quintet - Admission \$3.00 public, \$2.00 faculty and staff, \$1.50 students.

TUESDAY NOVEMBER 22

V.C.F. Mr. Robert C. D. Brow is speaking on "Christ or Existentialism?" - 1:00 p.m. - Founders Social and Debates Room.

If you wish to have meetings of school events announced in Excalibur please leave the information in Rm. 002 Founders on or before Monday at 5:00 p.m.

English faculty requests a meeting of all students who are writers and poets and who are interested in a creative writing group in Founder's Coffee House on Tuesday, Nov. 22, at 1:15 p.m.

## Are you a virgin?

### See question 18

TORONTO (CUP)--University of Toronto's World University Service possesses a remarkable dating computer--it's sex-oriented.

An A-part answer to question two of the 72-part questionnaire will match a dateless student with a member of the opposite sex. But a B-part answer to the same question gets him a date with an individual of the same sex.

George Biro, one of the coordinators of the program, says if more than 100 people say they would like to date members of their own sex, the computer will match them up.

"The system is superior to other dating systems on campus because it is psychologically

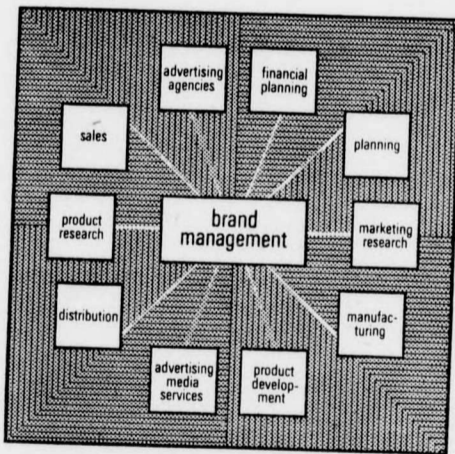
oriented, and is geared specifically to university students," said Biro.

Unlike other systems, it doesn't mention appearance, but it does ask frank questions about sex. Question 18, for example, asks: "Are you a virgin?"

To assure anonymity, the name is cut off the answers and only the number is used, Biro says.

The computer dating bureau started operations Oct. 24 along with other fund-raising projects for WUS's annual SHARE campaign. The service costs one dollar--95 cents of which goes into the SHARE fund. The other five cents is used to defray printing and advertising costs.

# You.



This is an advertisement about You. From Lever Brothers.

It suggests that you consider a career in Brand Management—with people who stand among the leaders in a challenging, rewarding art: Marketing.

It presupposes only two things of you. One: that you have a brain you enjoy using. Two: that you like to make things happen.

This is the proposition: Of all the jobs available in Business, none will offer you as wide a range of responsibility as quickly as Marketing Management.

As a Lever Brand Manager, you'll be the manager of a company within a company.

You'll take an idea and turn it into a product concept. You'll translate the concept into a product in a package that sells. At a profit.

You'll select from the talents and

knowledge of a score of professionals in a dozen marketing disciplines. You'll involve yourself deeply and meaningfully in production, packaging, pricing, marketing research, distribution, promotion, selling, advertising.

You'll deal every day in the most highly stimulating sales environment in the country: the marketing of high-turnover, large-volume packaged goods. Laundry products, household cleaners, floor waxes. Toilet soaps, toothpastes, cosmetics. Packaged foods.

You'll like what you do, you'll enjoy the people you do it with, and you'll be rewarded handsomely in every conceivable sense.

And, you'll make things happen. Every day, you'll make things happen.

That's Brand Management at Lever Brothers. That's the proposition.

Sound like you?

A Lever Marketing Management Interview team will be on campus on November 28.

If the job sounds like your kind of job, let's get together. A detailed brochure on Lever Marketing is yours for the asking. Pick one up when you make your interview appointment at the University Placement Service.

Lever Brothers Limited,  
299 Eastern Avenue, Toronto

## Brand Management at Lever Brothers