



## “General Foods offers you more than just Jell-O®”

This young GF Researcher symbolizes the challenge General Foods offers all its people — the challenge to *develop a needed product* (to fill the bowl, or cup, or glass) *and sell it at a profit*. The Canadian housewife has more time to enjoy today's living thanks in part to a group of dedicated young men at GF who have devoted much time and thought to creating products to fill her needs — nutritious products which are quick and simple to prepare, are reasonably-priced, and taste wonderful.

Here's the story of one recently-developed new product: Market studies show that almost 50% of all Canadians do not take the time to eat a regular breakfast. To improve this situation, food scientists at General Foods developed a dry mix which when added to a

glass of milk provides the nutrition of a normal breakfast.

Here was a quality product, created to fill a real need. With the support of GF advertising and GF merchandising know-how, almost everyone is now familiar with *Minute Breakfast*. No matter how time-pressed, anyone can spare half a minute to prepare it. And it will help keep them going all day long.

An objective which calls for the creation of new products each year obviously offers a stimulating and mind-stretching challenge — one which can be met only by exceptional people with a wide range of talents. If you like challenges, you too can enjoy . . .

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