

**INTERNAL MEMORANDUM**

TO: University Recruiting Teams
FROM: The President

Gentlemen, as you prepare for your annual visit to Canada's major universities, I'd like you to keep in mind the following facts:

- (1) We are investing \$5 million in new buildings and equipment each year.
- (2) We are launching five new grocery products each year.
- (3) In five years we plan to double our present size.

To accomplish the above, we will need competent young people, willing to be challenged and eager to accept expanded responsibility as our company grows.

Today, we need close to one hundred topnotch graduates to staff our expanding organization -- people with talents in marketing finance and engineering and the sciences.

But I'd like to make special mention of the requirements of our sales organization. It provides us with the sales and marketing management people of the future. Be sure to pay particular attention to candidates interested in starting with our sales force because this interest denotes an understanding of the roots of our organization and a realism which can take them further and faster up the GF ladder.

This work you do for General Foods is very important to our future. I know you will do it well.

JWA/mr