



“General Foods offers you more than just Tang”

His job keeps him on top of the world. On top of world commodity prices, world markets, and any international developments. He also has a firm grasp on the economics of production and marketing and how they might be affected by market fluctuations.

Who is he? One of General Foods' Financial Services Analysts. Like all of his colleagues, he is well-equipped to meet the GF challenge: *to develop a needed product and sell it at a profit.*

He finds great satisfaction in his work, because his opinion counts. Marketing management works closely with him, and relies on his sound financial advice to provide a basis upon which they can make

wise marketing decisions. And these decisions can involve anything from the launch of a new instant food to a complete change of marketing strategy for a well-known brand such as *Maxwell House Coffee.*

Does this sound like the kind of career to satisfy your ambition; to test your abilities to their limits? If so, you may be one of those exceptional people who can respond to the kind of stimulating, mind-stretching challenge we offer. So why not take up the challenge — and choose...



A career with a future from General Foods

Interesting opportunities await you in our Finance,
Marketing and Operations areas. A General Foods recruiting
team will visit your university on:

NOVEMBER 2nd & 3rd

See your placement office.