



“General Foods offers you more than just Sanka”

This is the moment of truth. Here in the check-out area of a local supermarket — when the shopper unloads a GF product (or a competitor's) from her shopping-cart — our sales management and product management people will know whether they have succeeded in meeting the GF challenge: *to develop a needed product and sell it at a profit.*

Overly dramatic? Perhaps. Yet this silent “battle of the brands”, which is responsible for the continuous creation of better and better products, contributes to a stronger Canadian economy and is the very core of our free enterprise system.

Start, *Minute Breakfast* and *Great Shakes* are GF's latest entries to the market place: three new products developed to make mealtimes more of a pleasure and less of a chore. *Start*, a flavour crystal product in cans, offers a good-tasting alternative to the task of defrost-

ing frozen orange juice; *Minute Breakfast*, a dry mix added to milk, provides a nutritious breakfast for the 50% of Canadians who don't take the time to eat a regular, sit-down breakfast; *Great Shakes* brings soda-fountain milk-shakes right into the home. Strong new weapons for the battle of the brands, yet if GF's marketing men fail to get the maximum effect from advertising, merchandising and selling techniques, they could lose the battle.

As you can see, GF offers you more than just Sanka. We offer a stimulating, 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...

A career with a future from General Foods



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

NOVEMBER 2nd & 3rd

See your placement office.