

The second evening of films presented at the Burton Auditorium was a balanced program. *Help!* was sensational. *The World of Henry Orient* was sick.

The comic talent of the Beatles made *Help!* a pleasure to watch. The overall effect was zany McLuhanism. Disjointed camera angles, non-sequential scenes, and subtle satire all combined to convey a masterful mixed media message of mirth.

The World of Henry Orient was billed as a comedy also. To sit through to the end of it you had to be a masochist, a teenybopper, or a critic with a dead-

Hilarious Help, hideous Henry

line.

The two main characters, not played by Peter Sellers, were two rambunctious and imaginative little girls who decided to follow

their idol, a two-bit, lecherous, concert pianist. Any charm these two little nymphs might have had was ruined by the ludicrous situations they were forced to enact.

The plot was so sweet and revoltingly American that it made the movie a complete failure. The director did nothing to play down the trite sweetness and seemed to delight in emphasizing it.

The camera work was uninspiring and the musical background was surprisingly dull and ineffective.

If you have missed '*Help!*' try to see it at another private showing. Be thankful that *The World of Henry Orient* is available only to unsuspecting film clubs.

by Don McKay



"General Foods offers you more than just Sanka"

This is his moment of truth. Here in the check-out area of a local supermarket — when the shopper unloads his product (or his competitor's) from her shopping-cart — this young marketing man will know if he and his colleagues 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...



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