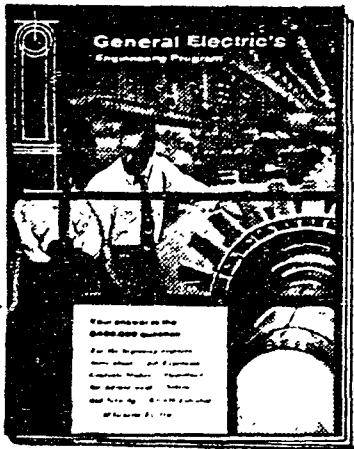


WHERE ARE YOU GOING?

1 For majors in electrical, mechanical or aeronautical engineering and related fields.

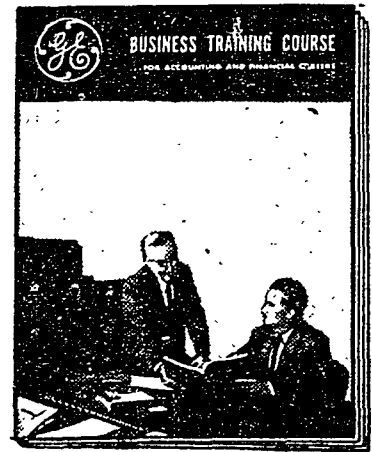


Write to: Engineering Recruiting
Department 25-E
General Electric Company
Schenectady 5, N. Y.

EVEN if you are just starting college in the "Class of 1960," we suggest that you take a long look at where you are going. Know, don't guess, what is offered by fields like engineering and science, finance, marketing and relations. Too often young people discover late in their senior year that they can't qualify for the career of their choice. Why be caught short? Selecting a career and knowing what is expected will make it possible for you to prepare for it now. Many graduates will find their place with industry.

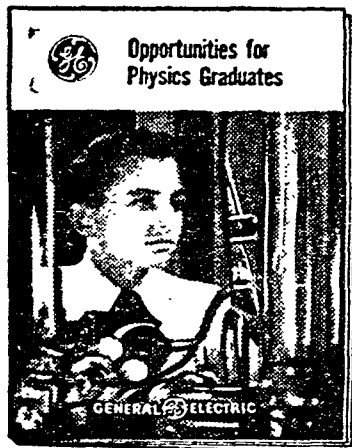
General Electric is typical of many large industrial concerns. We employ over 27,000 college graduates from nearly 700 different colleges and universities. And our future, as the future of any progressive company, hinges on these people. Young men and women that have initiative, analytical and creative ability will make progress with industry. If you are interested, write for information about one or more of the programs listed on this page. These are the principal doorways to success at General Electric. The booklets can also be found at most college placement bureaus in a binder entitled "Career Information."

2 For majors in accounting, business administration, finance, economics, mathematics and liberal arts.



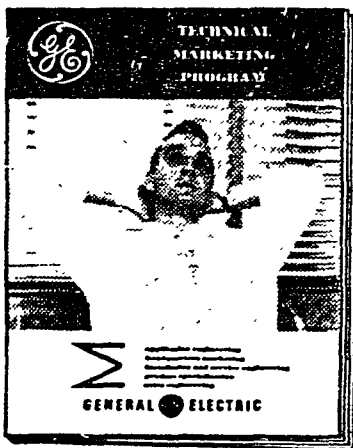
Write to: Business Training
Department 25-B
General Electric Company
Schenectady 5, N. Y.

3 For majors in physics or engineering physics.



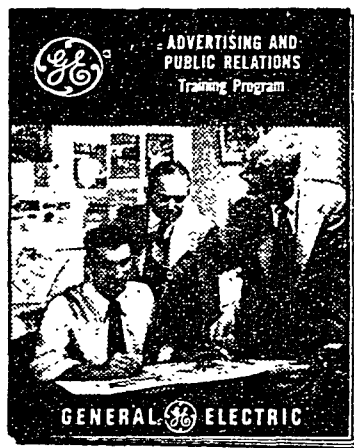
Write to: Engineering Recruiting
Department 25-P
General Electric Company
Schenectady 5, N. Y.

4 For majors in engineering.



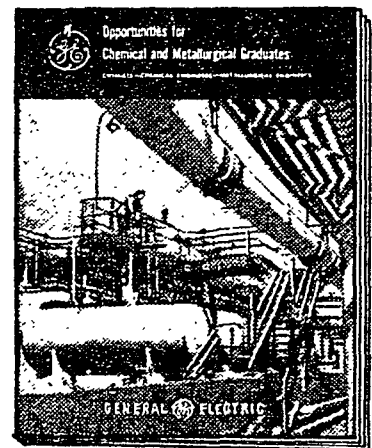
Write to: Technical Marketing
Department 25-S
General Electric Company
Schenectady 5, N. Y.

5 For majors in English, journalism, public relations, advertising, marketing, economics, engineering and fine arts.



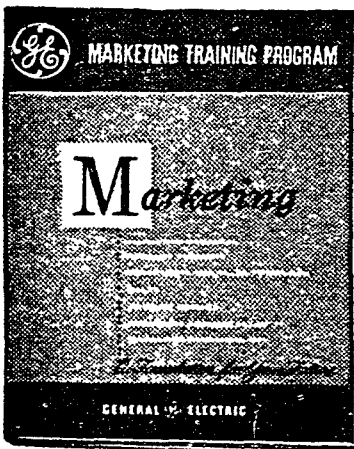
Write to: Advertising and Sales Promotion
Department 25-A
General Electric Company
Schenectady 5, N. Y.

6 For majors in chemistry, metallurgy and chemical, ceramic or metallurgical engineering.



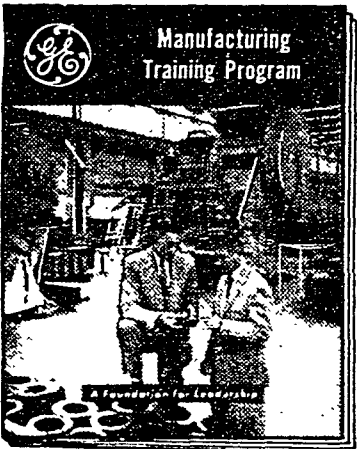
Write to: Engineering Recruiting
Department 25-C
General Electric Company
Schenectady 5, N. Y.

7 For majors in engineering, business, or liberal arts who have completed graduate work in business administration.



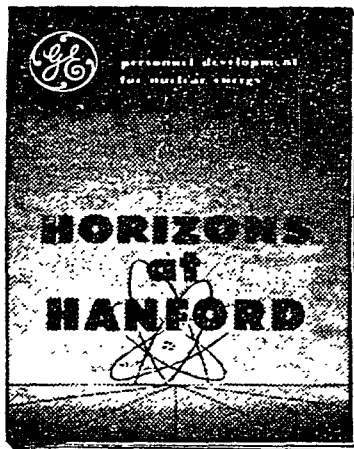
Write to: Marketing Services
Department 25-M
General Electric Company
570 Lexington Ave., New York 22, N. Y.

8 For majors in mechanical, electrical or industrial engineering and qualified men with non-technical degrees.



Write to: Manufacturing Training
Department 25-M
General Electric Company
Schenectady 5, N. Y.

9 For majors in physics, chemistry, metallurgy and electrical, chemical or mechanical engineering.



Write to: Technical Personnel Placement
Department 25-N
General Electric Company
Richland, Washington

10 For young men interested in shop operations and the economic and social forces facing industry.



Write to: Employee Relations
Department 25-R
General Electric Company
570 Lexington Ave., New York 22, N. Y.

Progress is our most important product.

GENERAL  ELECTRIC