If you don't agree that business destroys individuality, maybe it's because you're an individual.

There's certain campus talk that claims individuality is dead in the business world. That big business is a big brother destroying initiative. But freedom of thought and action, when backed with reason and conviction's courage, will keep and nurture individuality whatever the scene: in the arts, the sciences, and in business.

Scoffers to the contrary, the red corpuscles of individuality pay off. No mistake. Encouraging individuality rather than suppressing it is policy in a business like Western Electric—where we make and provide things Bell telephone companies need. Because communications are changing fast, these needs are great and diverse.

Being involved with a system that helps keep people in touch, lets doctors send cardiograms across the country for quick analysis, helps transmit news instantly, is demand-baring. Demanding of individuals. If your ambition is strong and your abilities commensurate, you'll never be truly happy with the status quo. You'll seek ways to change it and—wonderful feeling!—some of them will work.

Could be at Western Electric.