Do you have to give up your identity to make it in a big corporation?

You’ve heard the stories. One big corporation forbids you to wear anything but white shirts. Another says it wants only “creative”—and refers to a 4-pound rule book telling you exactly how to do it. Yet another doesn’t want you to buy a more expensive car than your boss because “it wouldn’t look right.”

Is this really happening in American business?

• Have companies become so rigid and fossilized that they’re scared of people who don’t fit the “norm”?

• Not this company.

• We are not just another trivia like that. The advances General Telephone & Electronics has made didn’t come from people hiding behind organization charts prowling the right thing. They came from people who used their brains.

• People who revolutionized picture-taking with the Sylvania flashcube, who developed the high-energy liquid laser, who came up with the sharpest color TV picture in the world, who pioneered instant electronic stock market quotations, and so on.

We are looking for more people like this—people who aren’t afraid to stand up and try themselves out.

We are an equal opportunity employer.

All you need to make it with us is a good head on your shoulders.

---

General Telephone & Electronics
Sylvania Electric Products • Lenkurt Electric • Automatic Electric • Telephone Equipment • 34 States • General Telephone Directory Companies • General Telephones & Electronics Laboratories General Telephone & Electronic Instruments • GTE Data Sources • GTE Communications