But it takes more than just facilities to be a leader in microelectronics. It takes a team of the very brightest young people in the business. If you're as serious about microelectronics as we are, we'd like to talk to you.

Technical recruiters will be on campus Thursday and Friday, Nov. 12-13. Contact your Campus Placement Office to make an appointment.

If you'd just like to discuss your future in microelectronics, call our toll-free career hotline any time: 1-(800) 334-8529. Or, if you prefer, send your resume to: GE Microelectronics Center, PO. Box 13049, Research Triangle Park, N.C. 27709.

24 years ago, this little object launched an American revolution.

Sputnik. It took that little 184 lbs. of Russian hardware to rekindle America's competitive spirit. And it took the challenge of racing the Russians to the moon to launch a technological revolution.

Today the same thing is going on at General Electric. We know that our future depends upon maintaining technological leadership. So we've put the entire resources of our $25 billion company behind a program to do just that.

Take microelectronics as an example. We estimate that by 1985, fully two-thirds of our products will be impacted by integrated circuitry. As a result, we'll be investing nearly a billion dollars in a drive to join the leaders in the field.

Our new $60 million state-of-the-art GE Microelectronics Center in North Carolina, which is scheduled to open in the spring of 1982, will specialize in the design and production of the most advanced custom integrated circuits.

We've also invested hundreds of millions of dollars to update our other facilities. Our new Calma software operation has dramatically cut development time for integrated circuitry. We've added Intersil in California and enlarged our involvement in robotics.

Advanced Microelectronics Operations
General Electric Company
Join the technological renaissance.