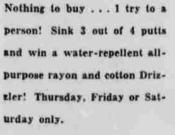
Wednesday, March 18, 1959





GOLD'S Varsity Shop ... Balcony

THE **BOEING AIRPLANE COMPANY** Will Be Represented **ON CAMPUS THURSDAY – FRIDAY** March 19, 20, 1959

A CAREER AT BOEING is the choice of an ever increasing number of students from Nebraska University. Boeing looks forward to a long and pleasant association with those graduates who will join its organization at the end of the present school year.

THE BOEING STORY is an impressive one. Contact the placement office now for an appointment with the Boeing career consultants.

ENGINEERS

Mechanical, Aeronautical, Electrical, Civil, Math, Physics, etc. will interview in the ADMINISTRATION BUILDING.

BUSINESS GRADUATES

Business Administration, Accounting , Industrial Management, Statisticians, etc., will also interview in the ADMINISTRATION BUILDING.

YOU'LL BE WELCOME **BOEING AIRPLANE COMPA** Seattle, Washington Wichita, Kansas

"The biggest challenge man has to face is himself"

"Men and businesses are alike in one respect," says Gerald A. Parsons, 30-year-old marketing and personnel development specialist. "Their success depends to a great extent on how well they respond to challenge. And I've found that the biggest challenge a man has to face on his job is not the competition of others - but the far more important one of developing himself to his fullest capabilities.

"During my four years with General Electric, I've had plenty of opportunity for self-development. Challenging training assignments at five different locations within the company have given me a broader understanding of my career area. In my present job I have the benefit of working with experts, both in establishing long-range goals and in helping to achieve them. I've found that working toward future potential is vital in the development of successful businesses - and successful men."

Young men such as Gerry Parsons are important to the future of companies like General Electric and to the growth of America's dynamic, competitiveenterprise economy. Our nation's progress will depend more and more upon those forward-looking individuals who continue to develop to their fullest capabilities during their lifetime.

That is why General Electric provides a climate for individual progress - with opportunity for increasing knowledge and skills - for all of its employees, including 30,000 college graduates. For it is only as individuals meet the challenge of selfdevelopment that there continues to be progress for a business, an industry, or a nation.

