

How to outsmart your identity crisis

It's a rare college graduate that hasn't had some long nights of doubt.

Counsellors counsel and advisors advise, but you still wonder if you're making the right decisions about your career.

Frankly, we at Atlantic Richfield are not sure anyone *can* make right decisions about a career before the career is under way.

That's why we never try to pigeonhole a new employee.

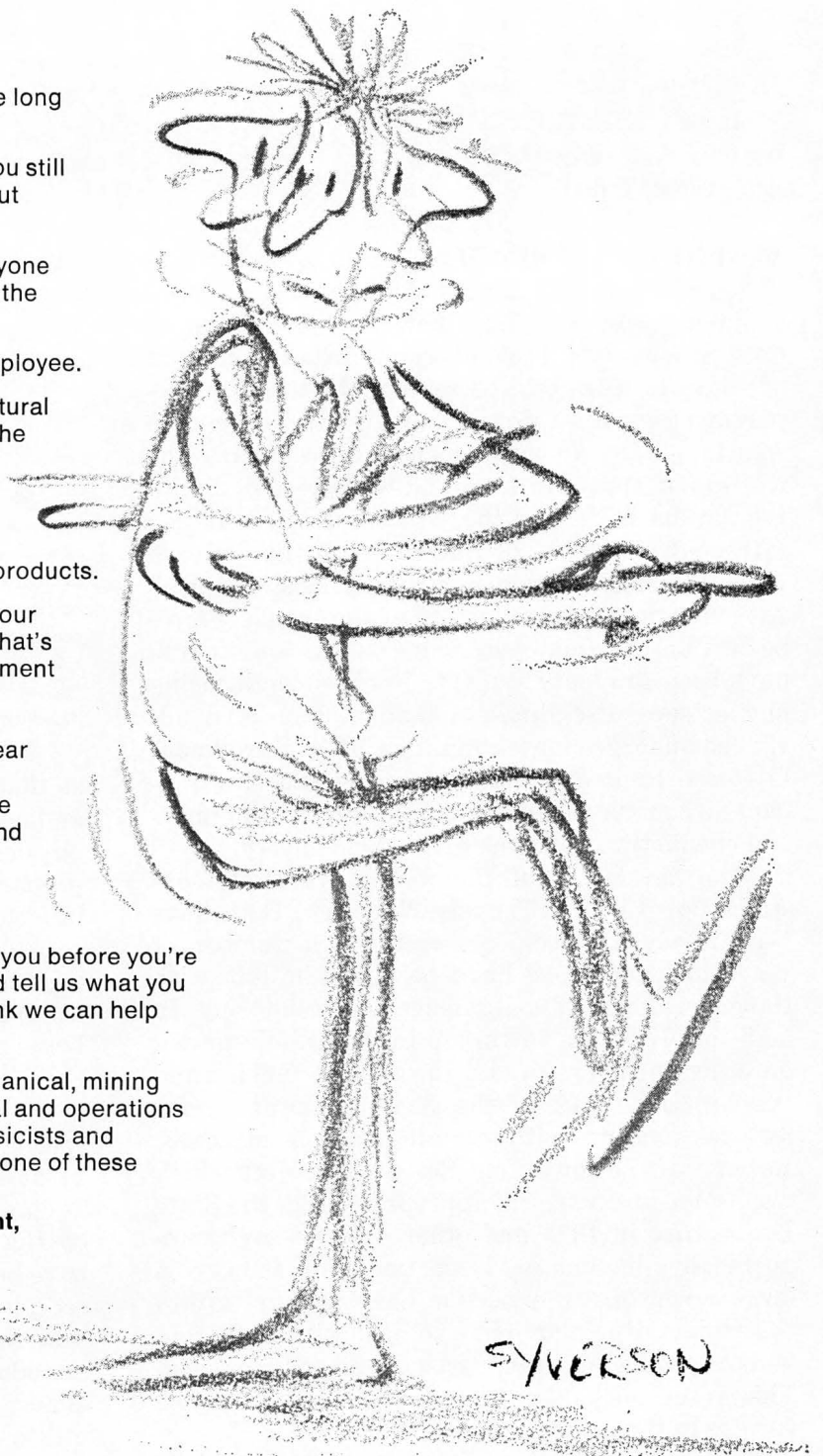
With a strong base in domestic crude oil and natural gas, Atlantic Richfield is active in all phases of the petroleum energy business. In addition, we are a growing manufacturer and marketer of petrochemicals, and have business interests which include coal, copper, aluminum, uranium oxide and numerous metal products.

We think it's a good idea for both of us to have your career options kept as wide open as possible. That's why we've created a vigorous internal job placement system called APS. It's a formalized publishing system that informs you, weekly, of professional openings throughout the company. In the last year 669 positions up through middle management ranks have been advertised via this program. We think that's good career management for you, and good business for us. You keep from getting job-bound, and we profit by keeping your morale high and motivation strong.

So if you're leery of having a corporation define you before you're ready to define yourself, get in touch with us and tell us what you want to accomplish. At Atlantic Richfield we think we can help you outsmart your identity crisis.

Typically, we have openings for chemical, mechanical, mining and petroleum engineers, accountants, financial and operations research analysts, auditors, geologists, geophysicists and programmers/analysts. If you have expertise in one of these areas, see your Placement Office, or write to:

**Mr. J. Ashley, College Relations and Recruitment,
Atlantic Richfield Company, Rm. 531,
515 S. Flower Street,
Los Angeles, CA 90071.**



AtlanticRichfieldCompany 

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