You move faster

in a swift-flowing stream

Of the 800 top management and staff positions at Con Edison—90% must be filled with new men in the next 15 years almost entirely because of retirements. Over 250 of these vacancies will be filled in the next five years. These replacements will make rapid advancement necessary all along the line.

This spells OPPORTUNITY in capital letters for young men with ability, ideas and ambition.

Con Edison is growing fast. We have spent more than a billion dollars since 1946 to keep ahead of the demand for more electricity, gas and steam. We intend to spend 800 million dollars more in the next five years because of the expanding needs of our fast-changing territory.

Write for our booklet, "Con Edison—The Right Place To Build Your Future" ... or come in and get acquainted during the Christmas Holidays or the mid-term recess.

Con Edison OF NEW YORK
PLACEMENT BUREAU, MAIN FLOOR • 4 IRVING PLACE, NEW YORK 3, N.Y.

Do You Think for Yourself?

HERE'S A TEST THAT WILL TELL YOU!

1. If the salaries were equal, would you rather be a college professor than a movie star? YES NO

2. Would you rather borrow money from a bank or institution than from a friend? YES NO

3. Would you rather have tests sprung on you than be warned about them in advance? YES NO

4. Do you think it's foolish to daydream? YES NO

5. Do you believe it unwise to eat at irregular hours, even though you're hungry? YES NO

6. If you actually saw a "flying saucer" land, would you run for your life? YES NO

7. Would you be inclined to follow the latest style in clothes regardless of how it looked to you? YES NO

8. Would you feel badly if you thought nobody at all knew where you were? YES NO

9. Are you confused by the clamor of conflicting claims so many filter cigarettes are making these days? YES NO

The fact is, thinking men and women don't let themselves get pushed and pulled by all those filter claims. They know what they want in a filter cigarette. And they know only VICEROY gives it to them. A thinking man's filter, a smoking man's taste. Makes sense.

Should you smoke VICEROY? If you think for yourself—chances are you do already!

*If you have answered Yes to two out of the first three questions, and No to five out of the last six... you think for yourself!

The Man Who Thinks for Himself Knows —

ONLY VICEROY HAS A THINKING MAN'S FILTER...A SMOKING MAN'S TASTE!