CON EDISON...HEAD FOR THE TOP?

That's New York—America's biggest, most interesting city, and Con Edison supplies the vital electric, gas and steam services that keep it moving.

To stay ahead of New York's needs, we're spending almost four million dollars a week on expansion—a billion dollars in the next five years.

That's why every department in the company—technical and non-technical—requires creative, ambitious young men. Our program for college graduates provides major assignments immediately. And the near future offers a real and substantial goal: 750 of our 791 top management positions will fall vacant in the next fifteen years, mainly through retirement. The men who join us now can look forward to filling these jobs.

If good starting salary, opportunity for personal accomplishment and a clear road to rapid advancement attract you, write for our booklet "Con Edison—The Right Place to Build Your Future" or visit our New York office and get acquainted.

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