We are inclined to feel inferior.

What I mean is that you can't always tell what's inside a package by looking at the outside. Sometimes, of course, you can. Take Marlboro cigarettes, for example. Just one glance at that jelly-nude-white package—so bright and so perfect—so perfectly in place whether you are at a formal dinner or a beach party—so invariably certain for any time, any occasion—one look, I say, at that paragraph of packs and you know it has to contain cigarettes of absolute perfection. And you're right! That green, white Marlboro filter, that brilliant blue tip on a black filter, that fine, flavorful blend of Marlboro tobaccos, will give you a smoke to make the wilkin ring, whatever that is. So those of you who have just been sitting and admiring your Marlboro packs since the beginning of the semester, why don't you open a pack and light one? Light a cigarette, I mean.

So those of you who have just been sitting and admiring your Marlboro packs since the beginning of the semester, why don't you open a pack and light one? Light a cigarette, I mean.

We're looking ahead 15 years, because within that period Con Edison will have about 800 top management and staff positions opening up.

Right now we can offer ambitious young college graduates unique opportunity to move to the top. We're looking for engineers...accountants...economists...math majors...and chemists who can be trained now, to be ready to move into those important posts.

Immediate prospects at Con Edison are bright, too, for the right men: good starting salary...an individually tailored training program, with interesting assignments from the start...the chance to do original, creative work in a progressive company that's pioneered many developments in the power field...generous financial aid toward graduate studies. And all in the stimulating environment of exciting New York!

So don't miss the chance to get the low-down on this dynamic company that supplies the energy—electricity, gas and steam—that keeps New York going and growing. Talk to the Con Edison man.

We're going to talk about what Con Edison would like to talk with you about what you can be doing in...