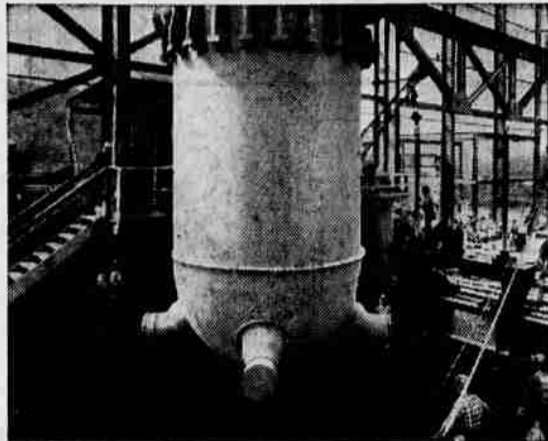


YOUR FUTURE IS GREAT IN A GROWING AMERICA



ELECTRONICS Nearly 40% of all the electronic products that will be in use ten years from now have not yet been invented! The industry now employs 75,000—and the number should double by 1965.



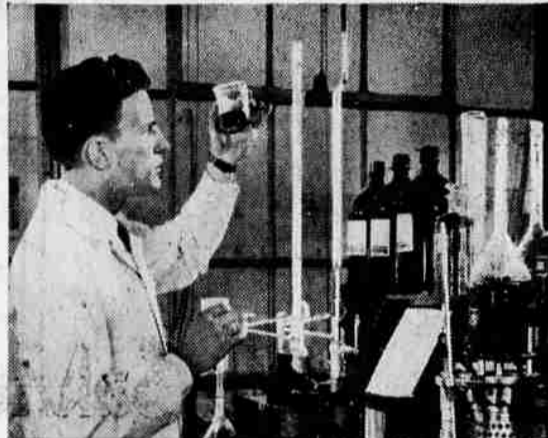
NUCLEAR ENERGY Already 36,000 people are employed in nuclear research and development. Nuclear energy is now supplying power for ships and electric plants. Future possibilities are virtually unlimited.



TRANSPORTATION The Jet Age promises faster and more comfortable travel. With more leisure time, our growing population demands increased mobility. Result: thousands of new opportunities.



HEALTH There are an ever-increasing number of opportunities in research, development and production. In the field of antibiotics alone, roughly 30,000 people are employed. 50% more should be required by 1970.



CHEMICALS New products and processes account for the phenomenal growth in this field. Today there are more than 800,000 workers in chemicals and related industries. By 1970, there will be twice as many!



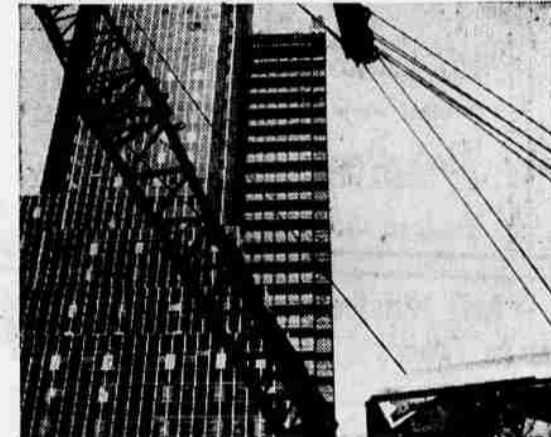
COMMUNICATIONS As our nation grows, the demands made upon communications grow proportionately. For example, the radio and television industries will soon need double the 85,000 people now connected with it.



EDUCATION Our national teaching staff should be increased by 200,000 now. And the giant school-building program now beginning will offer new jobs to many thousands of construction workers.



FOODS The trend today is to time-saving, ready-to-eat packaged foods. Needed to man this relatively new industry will be more than 50,000 more workers in the near future.



CONSTRUCTION Record-breaking highway and home construction programs are now getting under way. America's 3 million construction workers will benefit and more workers will be required.

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

- 1. MORE PEOPLE**—Four million babies yearly. U. S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.
- 2. MORE JOBS**—Though employment in some areas has fallen off, there are *15 million* more jobs than in 1939—and there will be *22 million* more in 1975 than today.
- 3. MORE INCOME**—Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.
- 4. MORE PRODUCTION**—U. S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.
- 5. MORE SAVINGS**—Individual savings are at *highest level ever*—\$340 billion—a record amount that is *now* available for spending.

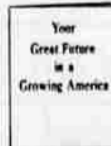
6. MORE RESEARCH—\$10 billion spent each year will pay off in more jobs, better living, whole new industries.

7. MORE NEEDS—In the next few years we will need more than \$500 billion worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.

* * *

Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act *now* to get ready for it.

FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a post card to: ADVERTISING COUNCIL, Box 30, Midtown Station, New York 18, New York.



MARKETING The tremendous task of distributing the vast and ever-increasing output of our factories has become ever more important. Nearly a million people are helping to do this now. Marketing includes sales, consumer research, product and package design, advertising and public relations. All need new talents and skills every year.