

Would you equip your salesmen this way?

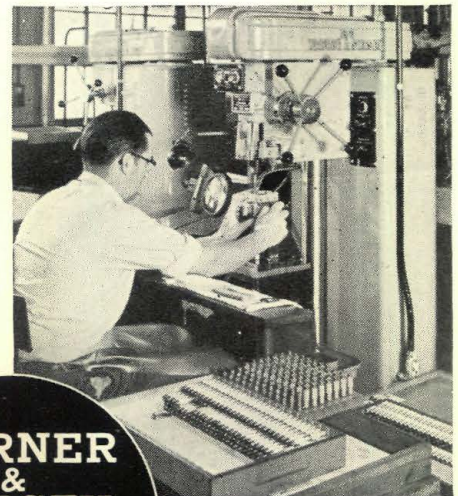
Maybe you have, with something just as outdated.

Many salesmen are expected to sell modern precision products made on old machines—55% of America's machine tools are 10 years old or more.

Take a walk through your plant and spot the antiques. They ought to be in museums. But they are trying to compete with new, high-speed, high-precision machines in your competitors' plants—machines that are cutting his costs, letting him reduce his prices or increase his quality or both.

Maybe *that's* where that lower sales figure stems from. Blame your machines, not your salesmen.

*Statistics from American Machinist Inventory of Metalworking
Production Equipment, 1953.*



*Tapping high precision
micrometer parts on a
Warner & Swasey*

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