



# Where would you send your son to look for a job?

To the company that has always made good profits  
*—or to the company that just gets by.*

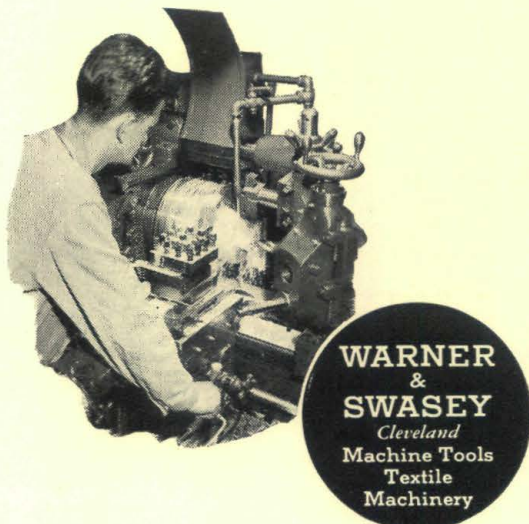
To the company that's big or growing toward it  
*—or to the company that's afraid to be big, or  
doesn't know how—and so stays small.*

To the company that makes enough money to hire  
the best managers in the country, even though  
they cost big salaries and bonuses—*or to the com-  
pany that doesn't make enough to attract such  
men, and so has cheap management.*

To the company that makes a great deal of money

and pours a large amount of it back into modern  
machines—*or to the company that doesn't buy  
new machines until it has to.*

To the company whose workmen welcome those  
new machines, use them enthusiastically to produce  
more efficiently, and then expect and get a *share*  
of the *increase*—*or to the company whose workmen  
resent and resist new machines, not realizing  
that workmen can be paid more only by pro-  
ducing more—(there is no other place for the  
money to come from).*



Of course any intelligent man would send  
his son (and go himself) to the first company.  
When you do send that boy of yours, remind  
him that, in his own interest, he'd better  
do everything he can to make sure his com-  
pany *continues* to make those profits, which  
are his only hope of security and progress.

YOU CAN MACHINE IT BETTER, FASTER, FOR LESS WITH WARNER & SWASEY TURRET LATHES, AUTOMATICS AND TAPPING MACHINES