


## Engineering Sells, Too!

A whole lot of the make-believe has been eliminated from selling operations in the past ten years. The old idea that salesmen were born to the sample-case, that they carried some sort of a special diploma from the University of Pooh, has had to break camp, along with the other exploded theory which insisted that a salesman must be a good fellow", a man of strange habits, tremendous stories, and unquestioned qualities both as a mixer, and as an assimilator.
Now we believe-nay, we knowthat the best salcsman is the man who knows most about his goods, and can talk most interestingly about them
This being the proven case, it isn't so queer that engineering should find a real and effective application in the selling
field, especially if the merchandise 0 mar keted is an engineering product that is bought and operated by engineers.

Every engineer who now engages in thesale and distribution of Westinghouse products feels that he is doing work worthy of his training-for he is carrying Service and Sincerity to Industry and to mankind! is often the fiercest, and he is putting up a battle for the things that he believes are right. And a man can't expect, nor ask, a bigger chance than that!
Sixty percent, approximately, of the engineering graduates who come to Westinghouse find their way eventu ally into some phase of selling. And we are proud to have them there-and they are glad to be there!

