

3d Announcement

The Unitype

To the Out-of-Town Publisher:—

If you are setting your paper by hand—no matter how low the wages you pay—a UNITYPE can set it for enough less to enable you to pay for the machine out of your savings, and have a handsome weekly profit left.

Tell us the average weekly amount of your straight matter, and its cost, and we shall submit to you so profitable a plan of purchase and operation that, however little able to buy a composing machine you may have believed yourself to be, you can no longer do otherwise than put in a UNITYPE.

It will pay for itself; and it will pay you a profit for letting it pay for itself. Its cost, and your profit, both will come out of what is now the dead expense of wages.

If we cannot show you that the machine, and its earnings, will be velvet from its first galley of type, we shall not ask you further to consider the UNITYPE.

If you are skeptical, investigate. To do so will cost you nothing but the trouble of changing your mind; and it may lead to your discovering new sources of profit.

To the printer who has much straight matter, upon a type-body of any standard size, we make the same suggestion. For him the UNITYPE will be a decidedly profitable revelation.

Wood & Nathan Company

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NEW YORK CITY