

IMPORTANT ANNOUNCEMENT

We have recently made certain fundamental discoveries of a revolutionary character in the costs of machine composition, which are of the gravest import to the entire printing community.

These so nearly border on the sensational that we have been at a loss how best to announce them.

But as they are vital to all who depend for their living upon the profits of their composing rooms, we have arranged to state our discoveries in a personal letter to be sent to each employing printer in the United States on December 15th.

Our disclosures will be received

with astonishment and incredulity; but they must be accepted as founding an entirely new—and far more profitable—era in dealing with the costs of composition.

The facts that we shall then make known will cause no little consternation in certain interested quarters; and the practical use to which we shall put them will be followed by the stiffest battle that has ever been waged in the printing industry.

But, as we are now in position to render the trade an extraordinary service, we shall cheerfully take upon ourselves the burden of making the benefit of our discoveries wide, effective, and permanent.

WOOD & NATHAN Co.