

## *To the Master Printer:*

We presume a copy of "The Matter with the Printing Business" has reached every printer in America and that all are now familiar with the facts which it discloses. The overwhelming response that has reached us by way of business and inquiries is the best possible testimony as to the value of the service it has rendered the trade. If you have not received it we shall promptly send you a copy upon receipt of your application.

If the suggestion contained therein appeals to you and you decide to take advantage of the phenomenal earning power of the UNITYPE machine, we advise that you purchase without delay, and thus secure an early date of shipment. Many printers have already followed our advice; and there will soon be plants of UNITYPE machines at work upon book, catalogue, magazine, and similar work, in every large town and city of the United States and Canada. Those who secure the earliest installations will derive the greatest benefit, and be the more easily able to take from their competitors, who work by hand or run Hot-metal Machines, presswork and binding along with the large amount of composition the UNITYPE will enable them to get.

The price (\$1,500) and terms (\$150 in cash and \$37.50 per month thereafter) are so small and easy that the investment need cause no one to hesitate, because, as we have already shown, the UNITYPE invariably *pays for more than itself*. For his protection, no less than his profit, every general printer should have *at least one* UNITYPE machine

**WOOD & NATHAN COMPANY**

Number 1 Madison Avenue

NEW YORK CITY