

15 Unitype Plants

In the last thirty days fifteen UNITYPE plants have been established by printers and publishers in the United States. The widespread acknowledgment of the facts set forth in "THE MATTER WITH THE PRINTING BUSINESS" has now grown to such proportions that we can safely say that the whole trade will shortly regard the subject of composition in an entirely new and a much more profitable light. Printers already begin to see the wastefulness of using their composing machinery indiscriminately upon everything that comes along, instead of ascertaining the *kind* of work that each machine does most profitably, and applying it to *that work only*. The day is gone when a printer can wisely say his is a Linotype office, or a Monotype office. He must now say, instead, that it is an office suitably equipped with *various kinds of machines*, each of which is *particularly* adapted to its own kind of work.

We have clearly proven that UNITYPE-set matter, composed of foundry type at 30 cents a pound, costs less than printer-cast matter, whether of slugs or type, made from metal costing but 7 cents a pound. And we have shown that straight composition, such as book, catalogue, magazine or periodical work can be set with the UNITYPE upon a smaller investment, and for far less money, than by any other known process. These statements of fact have neither been challenged nor denied; and in the printer's own interest we earnestly advise him to consider at once the installation of the UNITYPE for that part of his work for which it is superior to the machines he now has in use.

The price of the UNITYPE is but \$1,500; payable \$150 in cash and \$37.50 and interest a month—a most profitable investment when it is realized that *a UNITYPE invariably pays for more than itself*.

Wood & Nathan Company

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NEW YORK CITY