

The Printing Trade is Aroused to the Merits of the Unitype

The statements and demonstrations in our pamphlet, "The Matter With the Printing Business," have awakened the keenest interest all over the United States, and this awakening means that the printing business will be conducted upon modern manufacturing lines, which will result in modern manufacturing profits.

In its field the UNITYPE is more profitable than any other composing machine on the market. It is the cheapest to buy and the cheapest to operate. It does not require a machinist-operator—any compositor can learn to operate it and nearly every printing office can use it to advantage.

We have been obliged to print a second edition of "The Matter With the Printing Business" to meet the demand, and are now prepared to mail them upon receipt of request. If you have not already received it, or if you want additional copies, or more information, write at once.

Comments on "The Matter With the Printing Business"

I have read your pamphlet entitled "The Matter With the Printing Business," and you have certainly made the facts therein clear enough. Thanking you for allowing me the privilege of reading your truth-telling pamphlet.

ROBERT F. MURRAY, Lima, Ohio.

Kindly send us an additional copy of your circular, "The Matter With the Printing Business," as I desire this for the careful perusal of our superintendent. We are very much interested in the statements made, and thoroughly agree with your statements in the preamble.

THE FRANKLIN PRESS, Pueblo, Colo.

We have received your "The Matter With the Printing Business" and consider it valuable in any printing office. The figures are more than interesting, and you have certainly gone to a great deal of trouble to get at conclusions.

MOLINE SUNDAY PRESS, Moline, Ill.

I believe it is due you to acknowledge receipt of your pamphlet, "The Matter With the Printing Business." I have read it carefully, and from what I know of the other machines I am inclined to agree with you.

BEAN, WARTERS COMPANY, Knoxville, Tenn.

I am in receipt of your pamphlet, "The Matter With the Printing Business," and wish to thank you for the same. It certainly should cause the printer now using machines, or a prospective purchaser, to investigate.

W. H. WELSCH, West Medford, Mass.

I want to congratulate you upon your wide-awake advertising that stands aloof from the ordinary kind and compels a man to read it.

R. L. SHARPE, Carrollton, Ga.

We got that circular and read it with interest. It was a matter that anyone would like to get hold of.

BRANDON PRINTING COMPANY, Nashville, Tenn.

We read your booklet with much interest and believe you hit the nail on the head.

W. B. SANDERS, Nunda, N. Y.

Your "The Matter With the Printing Business" was received this morning and read with much interest.

SUNSET PRINTING & CALENDAR WORKS, Seattle, Wash.

We received the copy of "The Matter With the Printing Business" some time since, and we read it with much interest. It is all right and practical.

WILLIAM M. ABBOTT, Evening Capitol, Annapolis, Md.

We acknowledge receipt of yours of the 15th referring to your pamphlet entitled "The Matter With the Printing Business." This pamphlet reached us some time ago and we have read it with considerable interest.

PARLIN & ORENDORFF CO., Canton, Ohio.

The pamphlet has shown, with a remarkable degree of force, that "The Matter With the Printing Business" lies wholly in the way it is worked: it is not conducted upon modern manufacturing lines, and is, therefore, deprived of modern manufacturing profits.

NEWSPAPERDOM.

No recent effort in the publicity line has caused so much attention as "The Matter With the Printing Business." It is a masterly analysis of conditions, and displays a knowledge only possible to one of experience and careful training.

NATIONAL PRINTER JOURNALIST.

The arguments should be taken up and discussed on their merits by every employing printers' organization. They tend to clarify the murky atmosphere of mechanical method, placing facts before assertion and giving the printer an assurance of selective freedom.

INLAND PRINTER.

It contains valuable information for the man who is responsible for profits from the composing room.

THE MASTER PRINTER

A very interesting and serviceable pamphlet. It would prove hard to imagine anything more worthy of consideration.

THE PROGRESSIVE PRINTER.

A very intelligently written booklet.

PRINTING TRADE NEWS.

Received and read with interest "The Matter With the Printing Business."

THE ALAMANCE GLEANER, Graham, N. C.

I have read with interest your "The Matter With the Printing Business."

THE LANE PRESS, Burlington, Vt.

I have been reading "The Matter With the Printing Business" and am very much interested in your presentation of the subject.

FRANK E. COLSON, New York.

We have your dissertations on "The Matter With the Printing Business," and found much interesting matter therein.

BITTINGER BROS., Memorial Press, Plymouth, Mass.

I received "The Matter With the Printing Business," and find it interesting matter indeed.

THE MINING & ENGINEERING REVIEW, San Francisco, Cal.

Your estimate of "The Matter" is eminently correct.

S. A. BRISTOL CO., Cheyenne, Wyo.

Your pamphlet was of much interest to me and has been filed for future use.

D. E. KENNEDY-QUEENSHOP, Chestnut Hill, Mass.

Wood & Nathan Company

1 Madison Avenue, New York City