



## THE PRINTER'S WAR.

Every nation wants a projectile that will pierce the best armor, and an armor that will turn off the best projectiles of other nations. In war, it is a question of advantage, and a very little advantage often wins the fight.

Competition is simply commercial war, and the printer's projectiles must be his presses. The better the presses, the more successful his warfare. A printer may have reputation and a large experience; he may enjoy a big trade, and have plenty of money; but if he isn't as well equipped with presses as his competitor, he is going to have trouble.

There is naturally a big demand to-day for the press that will do the best and the largest quantity of work. We are meeting this demand with the newly-designed New Series Cottrell. It is the only Two Revolution press which has been entirely rebuilt in the last five years. The man who is fitting up with this machinery is getting an advantage over his competitors. He is bound to win in the long run.

Send for our latest catalogue of Cottrell Machinery and see where you stand. Can you afford to run your old presses in competition with the best modern apparatus? It is a serious question. Better know about it in any case.

**C. B. COTTRELL & SONS CO.**

41 Park Row, New York.

279 Dearborn St., Chicago.

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**TORONTO TYPE FOUNDRY CO., Limited**

GENERAL AGENTS FOR CANADA.