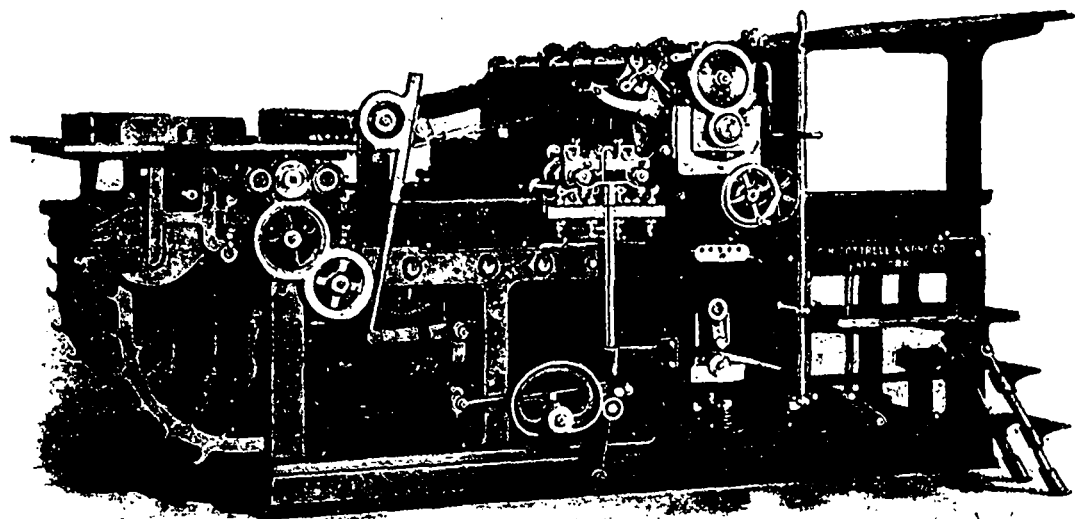




SECOND THOUGHT.

A wise man once said, "second thought is always better than first thought." When our salesman says to you it would be to your advantage to have an up-to date High-Speed Cottrell Press, your first thought is, I cannot afford it. The presses I have are doing good work, and I cannot see where it would be to my advantage to change. But, if you go into the matter with him and figure the ratio of production to the operating expenses, you will see you cannot afford to be without a High-Speed Cottrell. It is not the rate per hour which a press will run, but the product per day which the press will turn out. If you are getting a certain number of impressions per day from your old press, and the new press would give an increase of three or four thousand per day, that would be so much clear profit, for the operating expenses are not increased: in fact, it does not cost as much to run a new High-Speed Cottrell as it does to run one of your old presses.

On the High-Speed Cottrells the form rollers are the same size as the table distributing rollers, and when form rollers are too hard for use on the form they may be used as distributing rollers on the table, making a great saving in the cost of rollers.

The distributing rollers on the Cottrell Press are geared together and distribute continuously whether on the table or off from it, giving double distribution.

These are only two of the many improvements on the Cottrell High-Speed Press. The more you think of it, the more plainly you will see you cannot afford to be without the New High-Speed Cottrell.

C. B. COTTRELL & SONS CO.

41 Park Row, New York.

279 Dearborn St., Chicago.

TORONTO TYPE FOUNDRY CO., Limited

GENERAL AGENTS FOR CANADA.