



ON THE GROUND FLOOR.

The foundation of everything in a printer's success is the ratio of operating cost to the thousand-impression price.

Now, the New Series Cottrell Press begins and ends right here. It has solved this problem. Its figure of high speed is not *attained* speed; it is *maintained* speed. It is nine-hour average—not one-hour spurt. And it has made a complete revolution in all former reckonings and estimates.

No wonder that you cannot land a competitive order to-day if you are figuring against a New Series Cottrell.

But isn't it worth while to investigate this situation and know something more of this press?

C. B. COTTRELL & SONS CO.,

41 Park Row, New York.

279 Dearborn St., Chicago, Ill.

TORONTO TYPE FOUNDRY CO., Limited

General Agents for Canada.