



## NOT THE LOCATION.

"Uncle Mose," said the white man, "I want to cross the river. But I hain't got no money."

Uncle Mose scratched his head. "Don' you got no money 't all"? he queried.

"No," said the wayfaring stranger, "I haven't even a nickel."

"But it don't cost you but three cents," insisted Uncle Mose, "ter cross de ferry."

"I know," said the white man, "but I haven't got the three cents."

Uncle Mose was in a quandry. "Boss," he said, "I tole you what. 'Er man what ain't got three cents am just' ez well off on dis side ob de river as on t'other."

As a rule, a man who isn't making money believes his trouble is due to his location. He thinks of moving. The other side of the river looks more prosperous!

But it's a big mistake! There is no good location in which to run an out-of-date printing press. But, with a New Series Cottrell, a printer is eligible to any location, and he is equipped for making money there. And a New Series Cottrell costs much less than a remove!

Many printers to-day who are not getting ahead as they desire imagine that the success of the competitor who is doing a big business up the street is due entirely to his location; whereas, in many such cases, it is due to the fact that he is equipped with a New Cottrell, and is able to turn out more work at a bigger profit than his competitors.

If your printing business is not as profitable as it should be, write us about it. It's our business to make printing business profitable.

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

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**TORONTO TYPE FOUNDRY CO., Limited**

GENERAL AGENTS FOR CANADA.