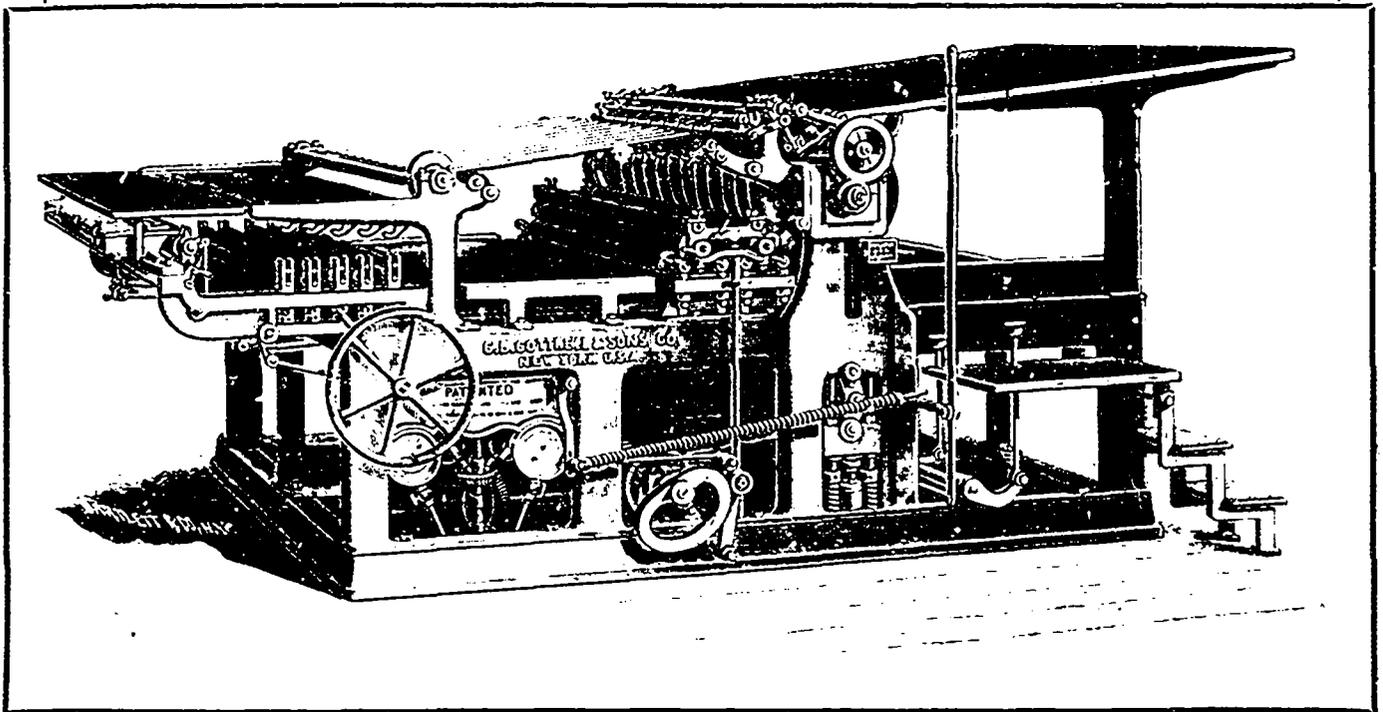


When the Bubble Burst

the hard, cold fact was forced upon him that *machinery* has *much* to do with profit or loss. He had nursed his pre-historic presses as tenderly as a mother could her child

BUT HIS COMPETITORS SWAMPED HIM

his presses were not ungrateful, they were simply fundamentally behind the times.



The printing machine of to-day must be more than a printing press, it must be and is a vital factor in the profit making.

The Cottrell TWO- REVOLUTION Pony

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