

received with the most grateful acknowledgments, and executed in a style of typographical elegance, with the utmost accuracy and dispatch, and upon the most reasonable terms. As no publication of a periodical nature, will retard the branch to which they propose to confirm their attention, they will be the better enabled to afford general satisfaction.- In the prosecution of their business, their utmost abilities and diligence shall be exerted, and by an unremitting solicitude to please, they will endeavor to cultivate the favor of a judicious public. Their office is furnished with entire new types, of an elegant impression, and will be appropriated to the execution of cards, blanks, circular letters, advertisements, book-work, &c. &c. - and in this understanding they earnestly solicit the public patronage and encouragement, which shall be fully merited by the public's

Most obedient, humble servants,  
Pechin & co.<sup>68</sup>

The "company" was apparently a gentleman by the name of Hyer<sup>69</sup>, who was associated with Pechin at this time; nothing more has been found concerning him, or of others who may have backed the publishing venture.

The first publication actually undertaken by this new printing concern was the Whole Genuine and Complete Works of Flavius Josephus<sup>70</sup>, an imposing tome of 727 pages, and embellished with engravings. Publication was begun in December 1795; the work was issued in sixty numbers, and delivered weekly to subscribers at one shilling, fourpence halfpenny, each number to include one copperplate engraving; and there was a money back guarantee to subscribers who

68 Federal intelligencer. November 2, 1795.

69 Ingle, Edward. Op. cit. p. 14.

70 Appendix A. Imprint bibliography item 236.