

# The Simplex

## One-Man Type Setter

### YOU HAVE LOST \$2,500

or more in the last five years by continuing hand composition, when the Simplex would easily have saved and made you that much or more.

### *Do you doubt it?*

Read what these publishers say who have used the Simplex over five years:

"Used our Simplex nearly six years and it has paid for itself over and over again—a greatly improved paper has increased our circulation from 800 to 2,100."—*Chronicle, Owatonna, Minn.*

"Machine more than paid for itself long ago."—*A. A. Paryski, Ameryka Echo, Toledo, Ohio.*

"Our output, day in and day out, 312 days in the year, exceeds 42,000 daily, and we frequently get over 50,000 ems 8-point."—*A. W. Blakeley & Son, Daily Post and Record, Rochester, Minn.*

"Have never ceased to bless the day we put in the Simplex, five years ago."—*F. F. Booth, Eureka, Anamosa, Ia.*

"Could give an interesting comparison the casting machine and the Simplex as expense-reducers. The Simplex is still running but my competitor has discarded his caster and gone back to hand."—*C. W. Jones, Settler, Bismarck, North Dakota.*

"The Simplex has made the Register the first paper in its field."—*Marc D. Johnson, Register, Randolph, N. Y.*

"After using it nearly six years, we find it is all right in every respect."—*Easton & Masterman, Daily Gazette, Stillwater, Minn.*

"For five years it has been working like a charm."—*H. O. Elkins, Courier, Bath, New York.*

"We have our entire edition of 2,000 on the street before our competitor has his type set."—*R. W. Shertzinger, Evening News, Peekskill, N. Y.*

"Six days a week for six years and averaging over 100,000 ems per week with one operator."—*F. C. Parsons, Democrat, Cortland, N. Y.*

"No trouble with machine and perfectly satisfied with its work."—*A. Crosby, Evening Courier, Titusville, Pa.*

"It works like a clock and we could not think of going back to hand setting."—*J. K. Calkins, Stockgrower and Farmer, Cody, Wyoming.*

"Has given us much less trouble than a casting machine has given a competitor, and the latter machine has deteriorated much more rapidly."—*J. S. Burrows, Daily Telegraph, Painesville, Ohio.*

"Do not see how a semi-weekly or small daily can get along without a Simplex."—*J. W. Darrow, Courier, Chatham, N. Y.*

"The Simplex is the preferable machine to buy."—*B. F. Wright, Daily Press, Charles City, Iowa.*

### *Why continue to lose it? How can you afford to do so?*

Our special mail-order terms are within your reach. Ask for them.

## THE UNITYPE COMPANY

200 Monroe Street  
CHICAGO, ILL.

148-156 Sands Street  
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