

4th Announcement

The Unitype

To the Out-of-Town Publisher:—

The UNITYPE is a poor man's proposition; it is for the man who finds it hard to make money.

There are many tools the wealthy printer can afford to use that would drag the one under water who must carefully count his dollars.

No publisher of modest means can afford wastes; he must work without them, or his income vanishes.

We took up the UNITYPE first and foremost because it gets down to the dead hard bed-rock of economical operation; because it is the only composing machine in existence that works without wastes.

When we saw that it could be run at a profit where any other machine would be losing money for its owner, our decision was instant; we knew that a large field awaited the UNITYPE. Therefore we were able to give the pledge, which the machine has since made good, that it can make dollars in places that are too barren to support the wastes which necessarily must accompany the casting of slugs. It can earn a profit where a hot-metal machine cannot make the price of the gas it uses to melt its metal.

Therefore we say the UNITYPE is a poor man's proposition, and is put out on substantially a profit-sharing basis. It goes into a low-wage office and divides the slice it cuts from the pay-roll between the publisher and ourselves. The publisher thus gets his machine for nothing, and a weekly profit besides.

Even for the wealthy man, the man who can afford wastes but prefers to save the money they cost and put it legitimately into strengthening his business, the UNITYPE is undeniably the best investment to be made in composing machines.

Were it not easily able to under-save the slug caster we should not now be selling it. Write us.

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