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# *The Simplex* **One-Man Type Setter**

Especially Adapted for  
Use in Offices of

**SMALL CITY DAILIES  
SEMI-WEEKLIES  
and WEEKLIES**



**THE UNITYPE COMPANY**

**200 Monroe St., Chicago & New York, 150 Nassau St.**

## SOME CONDENSED FACTS REGARDING THE PAN-AMERICAN EXPOSITION

Area of site, 350 acres.  
Cost of Exposition, \$10,000,000.  
Federal Government appropriation, \$500,000.  
Number of large exhibit buildings, 20.  
Number of smaller buildings, over 100.  
Machinery and Transportation Building, 500 x 350 feet.  
Manufactures and Liberal Arts Building, 500 x 350 feet.  
Electricity Building, 500 x 150 feet.  
Agriculture Building, 500 x 150 feet.  
Horticulture Building, 220 feet square.  
Length of main United States Government Building, 600 feet.  
Electric Tower, 409 feet high.  
Goddess of Light surmounting the tower, 18 feet high.  
Searchlights in basin of tower, 94.  
Electric lights on tower, 40,000.  
Electric lights used in illuminating courts and buildings, 500,000.  
Weight of wire used in electric lighting, 250 tons.  
Length of wire used, 400 miles.  
Water required for fountain display, 35,000 gallons per minute.  
Height of cascade falling from Electric Tower, 70 feet.  
Width of same, 30 feet.  
Basin in Court of Fountains, 565 x 225 ft.  
Number pieces of sculpture, 500.  
Hardy perennials planted, 200,000.  
Number of flower beds, 500.  
Cost of great church organ in the Temple of Music, \$15,000.

Seating capacity, Temple of Music, 2,200.  
Seating capacity of Stadium, 13,000.  
Length of race course in Stadium, one-quarter of a mile.  
Area of Midway, 40 acres.  
Frontage of Midway, 1 1/4 miles.  
Cost of Midway, over \$3,000,000.  
Electric lights used in illuminating Midway, 50,000.  
Source of Power, Niagara Falls.  
Pressure of current delivered from the Falls, 11,000 volts.  
Number of people living within 500 miles of Exposition, 40,000,000.  
Distance from Niagara Falls, 20 miles.  
Distance of Exposition from center of city, about 4 miles.

### The Midway features include :

A Trip to the Moon—Beautiful Orient—Colorado Gold Mine—Glass Factory—Scenic Railway and Rivers—Darkness and Dawn—Dreamland—Captive Balloon—War Cyclorama—Turpin's Panopticon—Around the World—Bostock's Wild Animal Show—Old Plantation—Cleopatra—Cineograph—Jerusalem on the Morning of the Crucifixion—Diving—Elks—Indian Congress—Old Nuremberg—Infant Incubator—Ostrich Farm—Venice in America—Moving Pictures—Thompson's Aerial Cycle—Roltaire's House Upside Down—Johnstown Flood—Hawaiian Volcano and Theatre—Streets of Mexico—Miniature White City—Miniature Railway—Philippine, African, Japanese and Esquimaux Villages—Gipsy Camp.



## SOME CONDENSED FACTS REGARDING THE SIMPLEX ONE-MAN TYPE SETTER

It saves half the cost of composition, and more. It enables the publisher to set more matter at less expense than by hand composition.

It provides simple and effective means whereby one compositor can readily do the work of three or four hand compositors, without bringing in a lot of other expenses to eat up the profits.

It is so simple and readily understood that the ordinary compositor easily masters it and operates it without expert assistance.

Having no complicated delicate mechanism, which can be kept in operation only by an expert machinist, it never breaks down, and can be depended on to do its work every day.

It can be depended on to get the paper out, even in cities and towns not provided with machine shops and expert machinists.

It has been reduced to bed-rock in simplicity and ease of operation. It is the shortest and easiest road from the thought to the press.

When a key is touched on the Simplex, the type is in its place ready for business, without waiting to be transferred to another machine, cast, justified, etc.

The distributing and setting are done by the same machine, either operation separately or both simultaneously, at the will of operator.

In distributing, the machine puts the type right where it is to be used again, without any necessity for carrying it by hand from a distributor to a setter.

It is one machine (not two) operated by one man, who performs all the operations without assistance.

If a double output is desired, two persons can be used on one machine, without any necessity of buying two machines to get the extra product.

There is no human limit to its capacity, as no operators are swift enough to crowd the machine.

Using foundry type, the typographical results are bound to be the same as hand-set matter, with no troublesome variations caused by metal, too hot, too soft, too cold, too hard, etc.

Using perfect foundry type, its product does not look like a nail fence in its lining, with letters unevenly spaced and of uneven heights.

It is cheaper to print from type, which has to be bought only once in several years, than to pay bills every month for gas, metal, new matrices, supplies, repairs, services of machinists, etc.

It takes less time for make-ready on type, from which the founder has discarded all imperfect letters, than on hastily cast type or slugs, which of necessity always contain a certain proportion of imperfect cast.

Copy can be written on the Simplex as easily as on a typewriter, and it is in type without expense or delay. The last letter can be readily seen, so the operator knows where he left off.

Proofs are corrected from a case without stopping the machine for that purpose. As proofs always come back at the last moment this is very important.

Using foundry type, it is not necessary to change a whole line if one letter is wrong—not to read the whole proof again to be sure other errors were not made in correcting the first proof.

There are no incidental expenses involved, the operator's wages and cost of less than one-fourth horse power necessary to drive the machine being the only expenses connected with its operation.

The Simplex operator escapes the hundreds of perplexing problems regarding metals, temperatures, adjustments, breaks, etc., which have built up a whole library of literature on the subject for those who wish to be successful operators of other machines.

It is ready for use at any moment, without waiting to heat up machine, melt metal, etc.

The experience of its users, from Maine to California, from Minnesota to the Gulf, has proved that it lightens the expenses and the labors of the publisher, and does not bring in a lot of new troubles and vexations to worry him into gray hairs and profanity.

It is reasonable in price, is sold on easy terms, or leased with option of purchase.

**All these statements are daily proved in hundreds of offices, from Maine to California, from Minnesota to the Gulf.**



Where the Simplex is Built.

## The Unitype Company

HERBERT L. BAKER, General Manager

*Western Office:*

**200 Monroe St., Chicago**

**ROBT. W. LEIGH,**  
Western Manager

*Eastern Office:*

**150 Nassau St., New York**

**E. J. ANDREWS,**  
Eastern Manager

**Factory: Manchester, Conn.**

Pan-American Exposition Exhibit of the Simplex at north end of Graphic Arts Workshop, which is the first building to the north (or left) of the Elmwood entrance to the grounds. ♦ ♦ ♦ ♦ ♦