

The Simplex ONE-MAN TYPE SETTER

WATERTOWN DAILY TIMES.

WATERTOWN, N. Y. July 1, 1899

THE UNITYPE COMPANY, New York City

Gentlemen.—Replying to your favor of the 29th inst. we would state that we do not know what more can be said than we have already written in regard to our satisfaction with the Simplex machine. It certainly does all, and more, than you claim for it.

We are averaging about 1,000 solid brevier per day of eight hours using two people on each machine and figure the cost of the composition about 12 cents per thousand. One of the teams has reached as high as 1,000 in eight hours. Of course as you know it depends a great deal on the operators. The machine is capable of doing all that you or we expect of it. We certainly would recommend it for any office situated as we are. It is certainly very easily managed much more so than we expected. We are more than pleased with our new Simplex machines.

If there are any other points that you desire covered, let us know. We would state that we have written a letter of recommendation for your machines at least every other day since you put the machines in, which we hope will do you lots of good. We are thinking strongly of getting up a circular letter as it is becoming quite laborious to write so many.

Yours very truly,

THE BROCKWAY COMPANY.

BERKSHIRE COURIER.

GREAT BARRINGTON, MASS., June 17, 1899

THE UNITYPE COMPANY, New York

Gentlemen.—Replying to yours of the 14th inst. would say to you as I have said to a good many newspaper men whose inquiries I have answered concerning the Simplex:

It's all right.—at least it has been all right so far. We've been running it under disadvantageous conditions—an irregular power—but yet have gotten excellent results. We put it in charge of a boy, who had been doing fairly good work as a compositor. He soon attained a good speed but quit us rather suddenly because of objections he had to our teaching a young lady to also operate the machine. She had only begun practice upon it, but at once developed such speed that we were not seriously troubled in the matter of getting our paper out as though nothing had happened.

I think the Simplex is just the thing for an office like ours. The cheapness with which matter can be set is an item, but an even more important one with me is the fact that we can handle the later news to so much better advantage.

I've been scattering good opinions concerning the Simplex by mail for several weeks, receiving an inquiry every day or two from some newspaper man.

Sincerely yours

J. E. CLAREY.

The Simplex will save a lot of money in offices having 75,000 ems or more per week to set.

The Simplex will make it possible to cover important news more fully and handle late news thoroughly without delaying publication.

The Simplex will increase the advertising income by the ability it gives to handle big special advertisements, which always come in at the last minute and can not be held over till next issue.

The Simplex will make it possible to get out a better paper at less expense.

The Simplex is easily understood and operated by the ordinary help around a "country" office.

The Simplex will save more than enough to make its own payments—that is, pay for itself and make a profit besides, while doing so.

"For they themselves have said it!"

These are not claims but FACTS—they are taken from the letters printed above; and we have plenty more like them.

Surely this is a matter which calls for the immediate attention of every enterprising publisher who wishes to better his paper, increase his income and decrease his expenses.

Write us to-day for illustrated catalogue and full particulars, sending us a copy of your paper by same mail.

THE UNITYPE COMPANY,

150 Nassau Street, NEW YORK.

Sole Agents for Canada:

Toronto Type Foundry Co., Limited,

44 Bay Street, Toronto.

MONTREAL—287 Craig Street.
WINNIPEG—175 Owen Street.

BRANCHES

VANCOUVER, B.C.—116 Columbia Avenue.
HALIFAX, N.S.—146 Lower Water Street.