

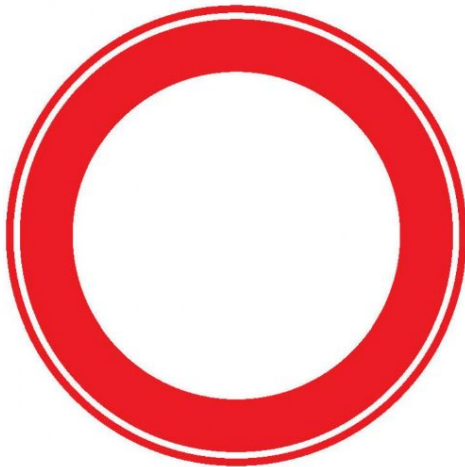




103 — PARIS — La Rue de Rivoli (angle du Boulevard Sébastopol) A. P.
Rivoli Street (Corner of Boulevard Sébastopol)

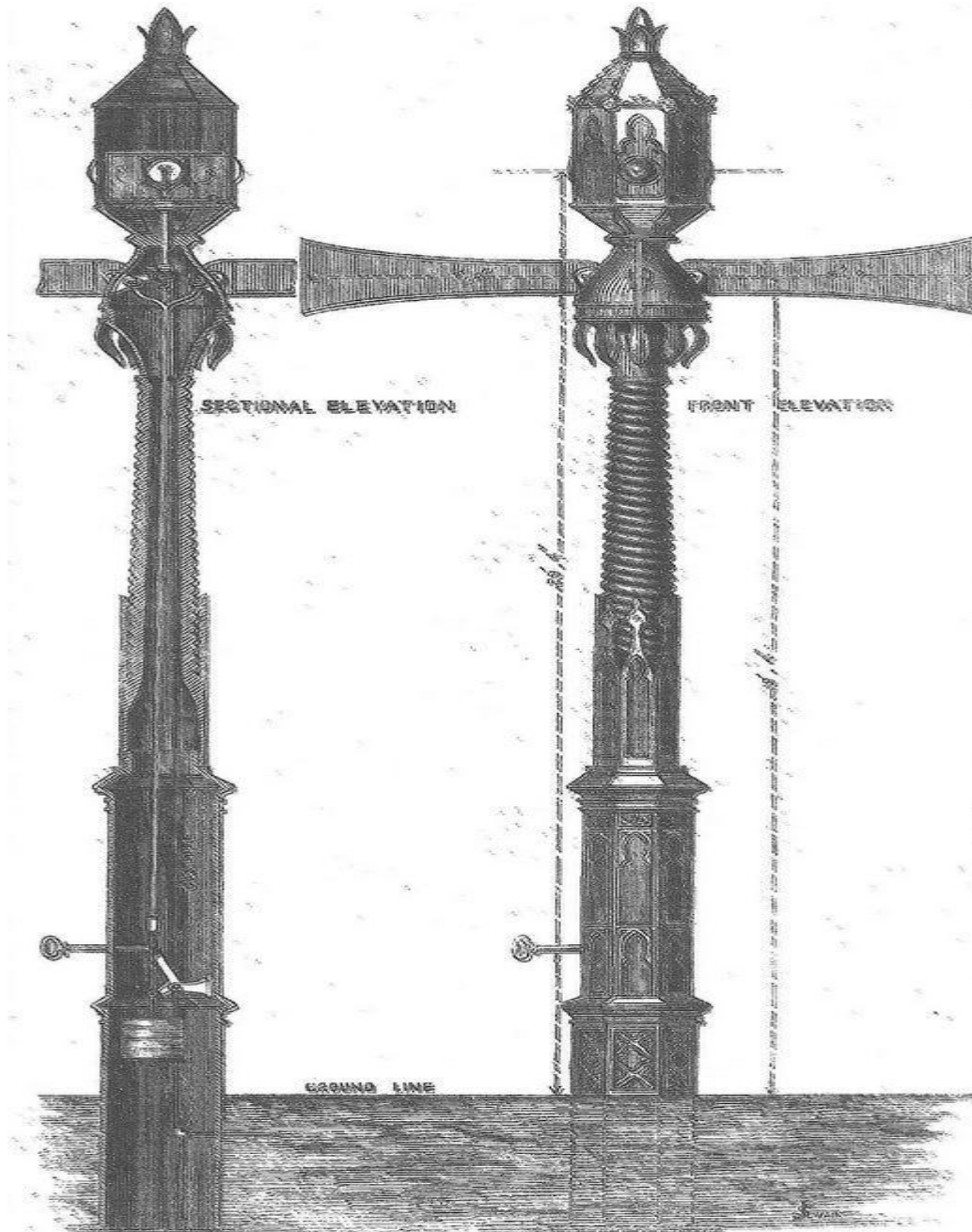














A Signal That Leads the World in Value \$67⁵⁰

SIMPLEX extraordinary features plus a Phenomenal Low Price

This new type meets the demand of many cities and villages for 2-Color signals. They are ideal: low in price, easily hung up, simply controlled, and very efficient.

The operation is quite simple. When the red STOP goes out, there is an interval of about three seconds before the green GO lights up, and vice versa. This interval gives the driver time to get ready.

The Lowest Cost of Operation

AT 10 CENTS PER KILOWATT HOUR THIS SIMPLEX SIGNAL INCLUDING ITS MOTOR CONTROLLER OPERATES FOR 2 CENTS PER HOUR.

The scientific reason for Simplex efficiency is based on the law that any light throws its rays, illumination, or candlepower, EQUALLY IN ALL DIRECTIONS. Simplex Signals use 160-watt bulbs which are just as bright on one side as on the other.

Where other signals of this type use 8 bulbs, this Simplex takes only 2 bulbs. Where other signals take 265 watts, this Simplex uses only 165 watts. They save \$40 to \$60 a year on current alone.

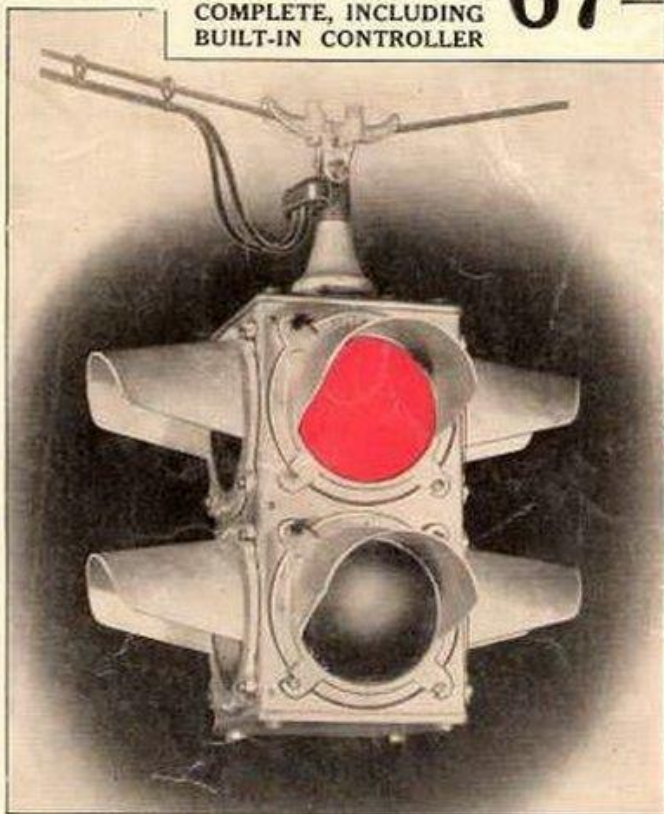
And where 43 candlepower illuminates the lenses of other signals, 105 candlepower lights Simplex lenses.

NO maze of wires and sockets and "whatnots." Simplex Signals are NOT complicated.

No wonder Simplex Signals do not get out of order. No wonder repairs are never needed.

Any local electrician can easily hang SIMPLEX Signals. Often it takes only a day, depending on how far to the power wire, etc. Wire and conduit cost very little.

COMPLETE, INCLUDING
BUILT-IN CONTROLLER

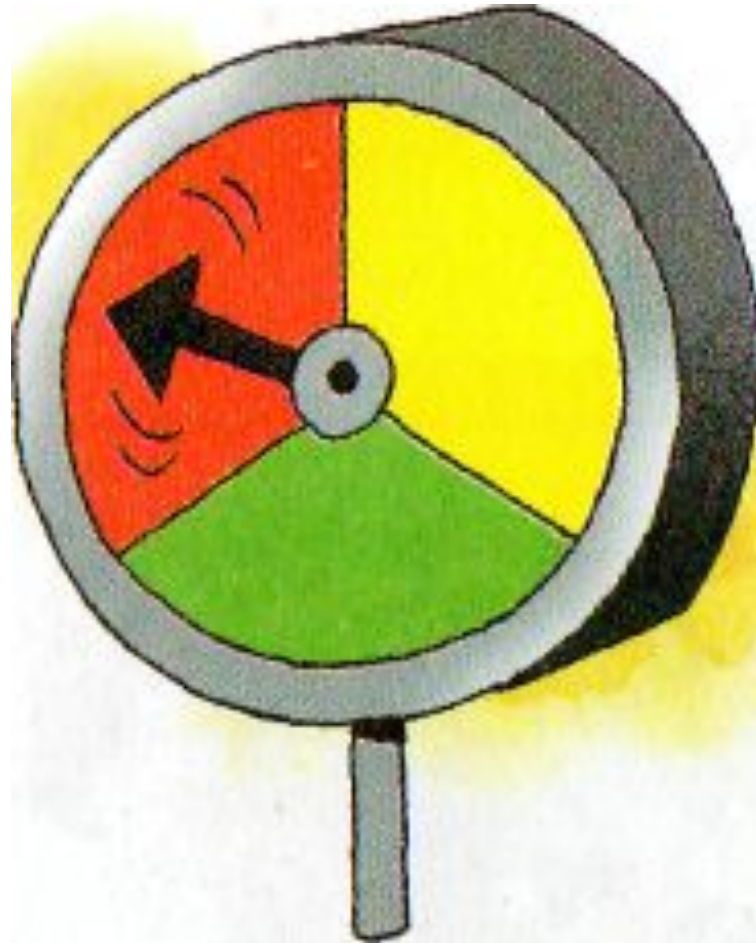


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Simplicity
Insures
Satisfaction*



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