

The power of colour to attract the eye is now well recognized by print buyers and advertisers; colour gives distinction and added attention value to a piece of printed matter. That is why the field for first-class colour work offers unlimited opportunities to the printer who can satisfy buyers' requirements on quality and price.

If you wish to enter this highly profitable market you cannot do better than investigate the Super-Speed Heidelberg. Here is a modern automatic machine which combines dot-for-dot register and dead solid impression with exceptional printing speed — as witness the striking three-colour illustration overleaf.

At a glance, this suggests the work of a heavy art platen: actually, the job has been printed entirely on the Super-Speed Heidelberg — and without the attention of a minder! The Heidelberg is truly automatic in every sense of the word. Feeding, registering and delivery are entirely automatic; the minder's work is limited to getting position and running up colour.

More and more progressively-minded printers are turning over all their small colour work to the Heidelberg, and there are now nearly 26,000 of these modern machines at work throughout the world producing first-class colour work at a cost you could not possibly hope to compete with — except by installing a Heidelberg yourself. Investigate the machine without delay and see the extra business profits you could obtain with a Heidelberg.

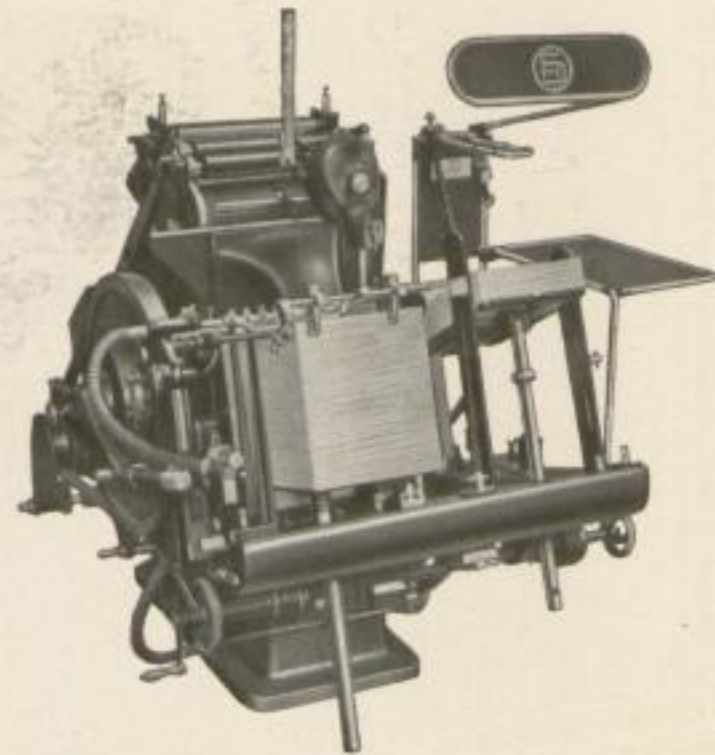
For work beyond the Super-Speed's limit of size, the Major Heidelberg offers the same high standard of versatility, simplicity and speed as the smaller Heidelberg. Paper Size $13\frac{3}{8}'' \times 19''$.

For work up to $18\frac{1}{8}'' \times 25\frac{1}{4}''$, the Heidelberg Automatic Cylinder introduces a revolutionary new development in cylinder press design. 26 per cent. increased output without increased speed of printing!

Send the enclosed card for details of these machines.

Super-Speed Heidelberg

Max. Paper Size	Max. Printing Area	Max. Speed	Weight	Overall Measurements
10" x 15"	$9\frac{1}{4}'' \times 13\frac{3}{8}''$	4,500 (9000 2-up)	23 cwt.	5'-3" x 3'-11"



Schnellpressenfabrik AG Heidelberg / Heidelberg

Printed on the Super-Speed Heidelberg with Superior Red Ink No. 10147 supplied by Druckfarbenwerke Springer & Möller A-G Leipzig-Leutsch