

IT'S BIG...



AND HEADING STRAIGHT FOR YOU!

S-

YOU WON'T BELIEVE THIS PLACE! I DIDN'T EITHER—BUT WHAT I SAW MADE ME A BELIEVER! IT'S ALMOST SCARY—IT'S LIKE THEY SCANNED MY THOUGHTS, THEN TURNED THEM INTO REALITY! SOME OF THE THINGS THEY DO HERE ARE BEYOND COMPREHENSION BY MERE HUMANS! THIS IS WEIRD, BUT I THINK THIS PLACE IS ACTUALLY ACCELERATING MY OWN EVOLUTION!

I'M NOT COMING BACK UNTIL THIS GETS TO HOUSTON!!!
I MEAN IT!!!

I'LL BE IN TOUCH! FEED THE CAT.

LOVE,

L.



ZIRKON: On The Horizon. Flexible, light-speed technology from the next millennium, Fast approaching Area 713. Conquest is inevitable. ETA: February 1998.

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Western Lithograph 4335 Directors Row Houston, Texas 77092

Greetings from ZIRKON!



*A whole new world
of printing.*

S-



THIS PLACE ROCKS! I DON'T EVEN KNOW WHERE TO START! IT'S JUST SO... ODD.

FOR ONE THING, MONEY GOES FARTHER ON ZIRKON. THE TECHNOLOGY AND PRECISION LET US DO STUFF WE'D NEVER TRY TO DO THIS WAY BEFORE! IT'S WAY BEYOND STATE-OF-THE-ART. IT IS ART. PLUS, TIME IS DIFFERENT HERE. EVERYTHING HAPPENS SO FAST ON ZIRKON! YOU DON'T WAIT FOR ANYTHING! AND WHEN IT'S READY, IT'S PERFECT! START TO FINISH!

SERIOUSLY—WHEN THIS IS UNLEASHED ON HOUSTON THIS SPRING, LIFE AS WE KNOW IT WILL BE FOREVER CHANGED.

IT'S VERY COOL HERE. GREAT NACHOS. FEED THE CAT.

LOVE,

L.



ZIRKON: A Whole New World of Printing. The six-color, half-web of the future. Incredibly fast setup; unheard-of precision in registration and web guidance; constant web tension and dot-sharp images up to 50k impressions per hour. Precision folding. Dual computer controls for simultaneous set up and press run. Explore the difference.

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ZIRKON TECHNOLOGY...



Speed and efficiency!

S-

WOW! I SAW TOMORROW YESTERDAY. (YES, I'M TAKING MY MEDICATION!) THE ZIRKONIANS CONVINCED ME IT WOULD BE IN MY BEST INTEREST TO EXPERIENCE THEIR TECHNOLOGY FIRST-HAND. AND LET ME TELL YOU, THEIR WORLD IS NOTHING SHORT OF ASTOUNDING!

GETTING STUFF DONE ON ZIRKON IS UNBELIEVABLY FAST AND HASSLE-FREE BECAUSE EFFICIENCY IS LIKE THE GLOBAL RELIGION! AND TIME ITSELF IS ACCELERATED BEYOND WHAT YOU AND I CAN CURRENTLY COMPREHEND. AS A RESULT, THINGS COST A LOT LESS THAN WE'RE USED TO!

ONE WORD OF WARNING: THEY'VE GOT NO ASPIRIN HERE. THEY DON'T NEED IT. NOBODY GETS HEADACHES!

THEY'RE PLANNING TO EXPOSE THIS WAY OF LIFE TO A SELECT GROUP OF INFLUENTIAL HUMANOIDS IN HOUSTON THIS SPRING—GET ON THE LIST IF YOU CAN!!

HOW'S THE CAT?

LOVE,

L.

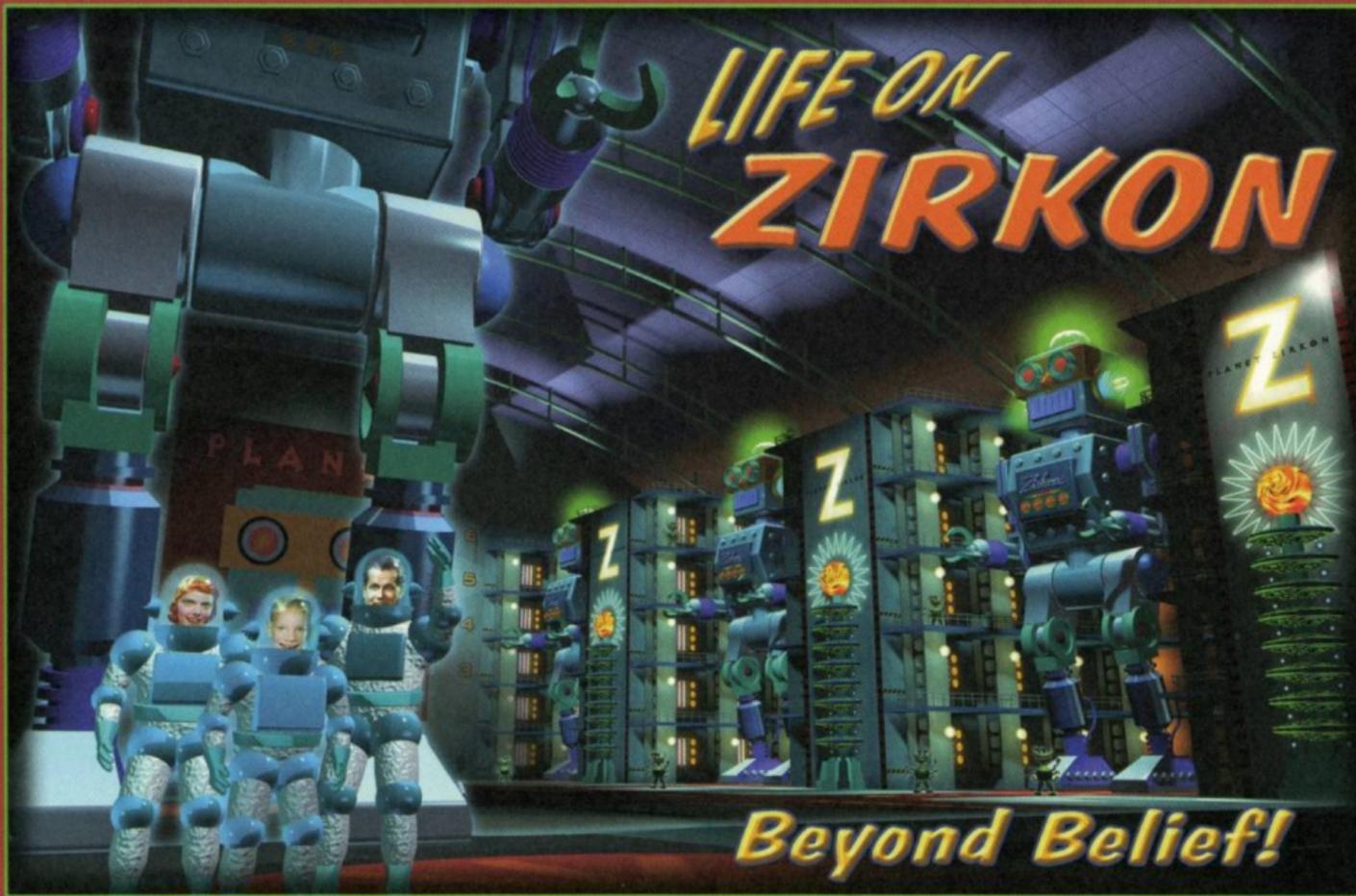


THE ZIRKON WEB: Save time and money. Sacrifice nothing. Six-colors + pattern glue or spot aqueous. High-speed—50K eight-page brochures in one hour. Single-lockup plate mountings and push-button folder-to-sheeter changeovers replace manual processes. Make-ready for average-size job is 45 minutes, and uses less paper. Archives ink, dampener, ductor and angle bar settings for reprints. Get familiar with the future.

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LIFE ON ZIRKON

Beyond Belief!

S-

WELL, IT'S FINALLY CLEAR TO ME WHY THE IMPOSSIBLE OR INCOMPREHENSIBLE IS CONSIDERED COMMONPLACE HERE. IT'S THE ZIRKON TECHNOLOGY. IT LETS THEM FINISH A JOB CHEAPER AND MORE ACCURATELY IN LESS TIME THAN IT TAKES FOR US TO DECIDE THAT IT CAN'T BE DONE!

THEY'VE PERFECTED TECHNOLOGY THAT ALLOWS THEM TO LIVE ON A DIFFERENT PLANE OF EXISTENCE THAN YOU AND I DO NOW. THAT'S WHAT AN ADVANCED CIVILIZATION DOES, I GUESS. CAN YOU TELL I'M IMPRESSED?

ONE OTHER THING. I TOLD THEM YOU'RE ONE OF OUR LEADERS IN HOUSTON. SO NOW THEY WANT ME TO TAKE THEM TO YOU. THEY'LL BE IN TOUCH.

SEE YA SOON.

SORRY TO HEAR ABOUT THE CAT.

LOVE,

L.



ZIRKON: Web Technology for Accuracy and Efficiency. All computer-controlled. Unbelievably accurate six-color setting and registration. Intelligent ink density identifier. Dual consoles for simultaneous press run and next-job set up. Multiple in-line folds, gluing, gumming, perfiing. One sided, in-line spot aqueous. Simplify your life.

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