



Atwood's Printing press release

Timely Information and a Good Mix of Fun from the gang at Atwood's Printing.
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Unusual Fixes that Will Help You Get Home

The syrupy voice of an old crooner spills out of your car-radio speakers. A cool breeze enters through your slightly lowered window. The road ahead is long and open. Life is good.

Moments later, you find yourself at the side of the road with a car that doesn't seem to be acting right. Then you see it: fluid pooling under your vehicle. What can you do to stop the leak? You need a "get-home-at-any-cost tweak" from *Popular Mechanics'* auto guru Mike Allen.

The following are his suggestions for some MacGyver-like repairs you can do to get yourself to the nearest mechanic.

For a leak in your radiator, find a raw egg. Crack the egg into the radiator filler cap—be sure you're not putting it in the overflow tank, if you have one. The white of the egg will serve to plug the hole, for a little while anyway.

Once the leak is fixed, the tank needs to be refilled. If you don't have enough water to refill it, use diet soda. Regular

soda has too much sugar and could gum up the engine. Unsweetened iced tea and even beer can work, too.

If you have punched a hole in your oil pan, find a twig, whittle it to fit in the hole, and hammer it in place. Be sure to trim off the excess so the plug won't catch on another rock.

Once the hole is filled, you need something to refill the crankcase. Go ahead and add a quart of water. Whatever oil is left will float on top of the water, and since the oil-pump pickup isn't right at the bottom, it will be fine for now.

If you find a hole in your gas tank, find a bar of soap and stuff a wedge of it into the hole. This fix will last long enough to get you into town.

The moral of the story: never leave home without an egg, some diet soda, and a bar of soap.

☛ More ideas and resources concerning your car are available at www.popularmechanics.com.

wise words

"A heart that welcomes
sweet simplicity will
appreciate much."

— Michelle C. Ustaszewski



Newsletters Limitless Possibilities

There really is no end to the possibilities when it comes to newsletters. A high-quality newsletter can be used to share information about your industry, company, or just general-interest topics. Plus, you can choose from one-, two-, or four-color printing. Call us today about creating the right newsletter for your company.

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Bret Atwood, Owner

Do you think of yourself as a visionary? Is your company a visionary company? In my humble opinion, I think that visionary companies focus primarily on outperforming themselves.

Success and beating competitors come to a visionary company not so much as the end goal, but as a residual result of relentlessly asking the question, "How can we improve ourselves to do better tomorrow than we did today?"

At our printing firm, we ask this question daily, because we are never happy with "good enough."

Taos Pueblo, New Mexico

Seated on the high-desert mesa at the foot of the Sangre de Cristo Mountains in New Mexico, Taos Pueblo is an authentic example of the survival of Pueblo Indian life.

Appearing much as it did when the Spanish conquistadors arrived in 1540, Taos Pueblo continues to mesmerize all who see it. With its multistoried, cube-on-cube earth-toned adobe buildings glistening in the Southwestern sun amidst the magnificent mountains and surrounding desert, it truly is a sight to behold.

It was this sight that caused the Spaniards to believe they had discovered one of the fabled Seven Cities of Gold. What it became was one of the United States' largest multistory pueblos.

The majority of the 2,500 Taos Pueblo Indians that call this area home live on the outskirts of the complex. Another 150

Indians continue to forsake electricity and other modernizations and live within the pueblo, hauling river water and baking in outdoor, earthen ovens.

Besides the ancient living Indian village of Taos Pueblo, visitors can explore the nearby Taos Plaza and its side streets.

With more than 100 local art galleries and studios, and more artists per capita than Paris, Taos is one of the West's leading centers for the arts.

Many visitors enjoy the charm and hospitality of the pueblo and marvel at the superb architecture and the fine crafts of this fascinating



Original church at Taos Pueblo.

place. After just one visit, it's easy to see why novelist D.H. Lawrence once said, "You cannot come to Taos without feeling that it is one of the chosen spots on earth."

☛ For more information about this area, visit www.taospueblo.com.

{ wellness }

Choose the Gym that's Right for You

Perhaps the time has come to take your workout routine public ... that is, take it to a gym. Here are some pointers on choosing the gym that's right for you.

- **Gym philosophy.** Take your time finding a facility that has a genuine interest in helping you achieve your health and fitness goals. Beware of salespeople who seem more concerned with their desire for you to sign a contract than your desire to get healthy.
- **Busy quotient.** Visit each gym during the time of day you will most likely attend, to get a feel for the amount of people that also work out at that time.
- **Equipment.** Don't be wooed by fancy equipment. While high-tech equipment may be appealing, a barbell and a bench can be just as effective when used properly. Offering flashy equipment may give some gyms a reason to charge more for membership.
- **Contract.** There can be a lot of options when signing a contract; just make sure the contract you sign is on your terms and not theirs. This means asking questions about length of contract and cancellation fees, and reading the fine print.

☛ For more information, visit www.shapefit.com/gym-tips.html.



{terrific trivia}

1. What is Edvard Munch's most famous painting?
2. What are today's ping-pong balls made from?
3. How much is a "score"?
4. In a deck of cards, three kings hold a sword. What does the fourth hold?



1. The Scream
2. Celluloid
3. 20
4. An axe



Quick Turnaround on Your Printing Projects

Here are some tips to help ensure quick turnaround on your printing orders:

- Tell us ahead of time if you need a special rush.
- Bring your project in "camera ready." This means your artwork doesn't need any typesetting or other work before it is prepared for the press. By providing us with camera-ready artwork, you'll save steps in the printing process.
- If your project includes photos or other artwork, make sure these images are cropped properly (sized for the space they will fill), and identify where each image belongs in the layout.
- Bring your project in on time. When you tell us you'll bring your project in at a certain time, we will usually schedule it in each department that will be involved based on the time you said you would be there. If you bring your job in late, our scheduling will have to be revised, which could cause delays in its completion.
- If you need to proof your project before it goes to press, we can send a proof to you. Just be sure you complete the proof right away and send it back. This will keep your job on schedule as it moves through the shop.

At our printing firm, we work hard to get your project completed on time. Call us today—we'd love to work with you.

☛ Visit us at www.atwoodprint.com to see the many ways we can help you.

Gutenberg's Army®



{top 10 list}



Most Valuable Brands, 2009

- | | |
|--------------|-----------------|
| 1. Coca-Cola | 6. McDonald's |
| 2. IBM | 7. Google |
| 3. Microsoft | 8. Toyota Motor |
| 4. GE | 9. Intel |
| 5. Nokia | 10. Walt Disney |

{ben's friends}



- When you drink the water, remember the spring.
- Sacrifice is giving up something good for something better.
- Every time we open our mouths, men look into our minds.
- Never judge a day by the weather.

easy
being
green.



Consider the following ways you can add some green to your office:

- Look for and purchase green products, such as Safe White correction fluid, staple-less staplers, and pens that can be refilled repeatedly instead of ending up in the landfill.
- Look for and purchase products that are made from postconsumer content (materials that have been collected from previous products and made into new ones) such as paper and plastic products. Even paper clips with postconsumer material are now available.
- Cut down or eliminate your use of products that have no green alternatives, such as rubber bands.

☛ More at: www.planetgreen.com



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can you guess the year?

- Ronald Reagan defeats President Jimmy Carter by a landslide in the presidential election.
- Former Beatle John Lennon is shot and killed outside his New York City apartment.
- The World Health Organization declares smallpox is totally eradicated.
- A first-class stamp costs 15¢.
- The Philadelphia Phillies defeat the Kansas City Royals to win the World Series.
- The U.S. boycotts the Summer Olympics in Moscow.
- More than a million people visit the Picasso retrospective at the Museum of Modern Art in New York City.



U.S. President Ronald Reagan

- 3M introduces Post-It® Notes, and Sony begins marketing the Walkman.
- Japan becomes the world's largest car producer.
- Ted Turner launches CNN, the first all-news network.
- Mount St. Helens erupts, depositing its ash in 11 states.
- It is estimated that 83 million people tune in to *Dallas* to find out who shot J.R. Ewing.

The year was 1980.

{recipe}

Oatmeal Peanut Butter Cookies

- | | |
|-----------------------------|--------------------------|
| 1/2 cup shortening | 2 eggs |
| 1/2 cup margarine, softened | 1 1/2 cups flour |
| 1 cup packed brown sugar | 2 teaspoons baking soda |
| 3/4 cup white sugar | 1 teaspoon salt |
| 1 cup peanut butter | 1 cup quick-cooking oats |

Preheat oven to 350° F. In a large bowl, cream together shortening, margarine, brown sugar, white sugar, and peanut butter until smooth. Beat in the eggs one at a time until well blended. Combine the flour, baking soda, and salt; stir into the creamed mixture. Mix in the oats until just combined. Drop by teaspoonfuls onto ungreased cookie sheets. Bake for 10 to 15 minutes in the preheated oven, or until just light brown. Don't overbake. Cool and store in an airtight container.



Sandra Bullock was born on July 26, 1964 in Arlington, Virginia. She was raised around show business—her mother was a German opera singer and her father was a voice coach. Bullock spent most of her preteen years in Nuremberg, Germany. Her family eventually settled outside Washington, D.C., where she graduated from high school. She left college just shy of graduation to pursue acting in New York City. Her big break came when she starred opposite Keanu Reeves in *Speed*. From there she has played roles in a variety of films, and has made a name for herself as one of the most sought-after actresses in Hollywood.

Atwood's Printing

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Recycled paper, which used to look brown and pulpy, now looks like its nonrecycled counterpart. It's difficult to tell the difference.