



Atwood's Printing press release

Timely Information and a Good Mix of Fun from the gang at Atwood's Printing.
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www.atwoodprint.com



Getting the Most Mileage for Your Money

Here are a few simple tricks to help you save fuel and get the most mileage for your money.

- *Don't leave the car idling while you run into the store, your house, etc.* Use the one-minute rule. If your engine will be running for more than one minute, shut it off.
- *Unload unnecessary weight from your car.* Most of us carry lots of stuff in the car, some needed, some not so important. All that stuff adds to the gas bill as you carry extra weight.
- *Drive smoothly — no jackrabbit starts or screeching stops.* Steady acceleration will save gasoline. When you see the light is changing to red, let off the accelerator. Coast to the light and brake when necessary.
- *Learn to coast.* Car physics 101: when your car is coasting, you use less fuel.
- *Pump up your tires.* Low tire pressure can decrease your mileage by as much as 2-5 miles per gallon or more. Be sure to check your tire pressure monthly, or you could be leaking air and losing MPGs.

- *Multitask.* Combine errands into one trip. Several short trips, each one taken from a cold start, can use twice as much fuel as one trip covering the same distance when the engine is warm. While you're at it, plan your route so you don't backtrack and use extra gasoline.
- *Replace your oxygen sensors.* If the proper amount of oxygen isn't being burned, you don't get efficient operation. Not only can this help increase your gas mileage, it is kind to the environment.
- *Replace your air filter.* It can help you increase gas mileage by 10 percent. The air filter can get plugged with dirt and grime, particularly if you live on a dirt road.
- *Schedule a tune-up.* If your car is running badly, a tune-up can save you four percent on gasoline.
- *Ease up on the gas on hills.* It takes a lot more effort to maintain speed going uphill than down, so give the car a break by driving a few mph slower on the way up.

wise words

"To build may have to be the slow and laborious task of years. To destroy can be the thoughtless act of a single day."

— Sir Winston Churchill



Postcards:

Explore the Possibilities!

There are a variety of reasons to contact your customers. From new-product launches and sales to grand openings and special events, a postcard is a very effective way to spread the word about what's happening at your company. Consider printing a postcard for your next announcement. We can help you explore the possibilities!

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Bret Atwood

When it comes to printed materials, image is everything.

Not only are graphics visually appealing, but they also spark memory and are known as a universal language.

If you're looking for appealing images for your marketing materials, many Web sites provide a wide variety of stock photos and images. Or, if you prefer to take your own photos, we've included a few helpful tips on the next page to keep in mind when working with JPEG or TIFF file formats.

Good luck and give us a call if we can help in any way!

Cahokia Mounds, Collinsville, Illinois

Along the Mississippi River in western Illinois sits Monks Mound, the largest pre-Columbian man-made earthen structure in the Americas, with a larger base than Egypt's Great Pyramid. A millennium ago, this mound formed the center of a thriving city of about 20,000 people. Today, it and 60-some other earthen mounds around it comprise an archaeological park called Cahokia Mounds.

The first people to settle in what would become the city of Cahokia moved into the area around AD 700. Over the next few centuries, the city grew to a population of between 20,000 and 30,000 people.

At its height, Cahokia was the center of a trading network that spanned from the Great Lakes to the Gulf of Mexico. Yet, at the time Columbus arrived in the Americas, Cahokia was nothing more than a cluster of overgrown mounds.

Archaeologists believe that Cahokia's downfall was the result of over-farming, deforestation, and, perhaps, an attack by a neighboring tribe. But the real cause will probably never be known since the inhabitants of the city left no written record.

What they did leave behind were the remnants of a remarkable city.

Archaeologists believe a large temple once stood on Monks Mound and served as the dwelling for the city's religious leader. Other mounds served



Cahokia Mounds, Collinsville. Photo courtesy of Porter Binks.

different purposes, depending on their shape. Those with conical or ridged tops were set aside for burial grounds and important buildings. Flat mounds, such as Monks Mound, were used for temples. A group of circular wooden sun calendars, which were named Woodhenges, have also been discovered in the city.

For more information, please visit: www.cahokiamounds.com/cahokia.html.

{wellness}

Cracking the Code on Organic Labels

When it comes to organic food, the USDA Organic seal is your best assurance of organic food quality. It's also the international gold standard for personal-care products that contain organic agricultural ingredients. Farmers and growers of organic produce bearing the USDA seal have to meet the strictest standards of any organic label.

- Products labeled "100 percent organic" must contain only organic materials.
- Products labeled "organic" must contain at least 95 percent organic ingredients.
- Items labeled "made with organic ingredients" can contain anywhere between 70 to 95 percent organic ingredients.

Organic products cannot be irradiated, are not allowed to contain preservatives or flavor-enhancing chemicals, nor can they contain traces of heavy metals or other contaminants in excess of tolerances set by the FDA. The pesticide-residue level cannot be higher than five percent of the maximum EPA pesticide tolerance.

For more information, visit www.organic.org.



{terrific trivia}

1. Who sang the theme song for *Walker, Texas Ranger*?
2. How many days can an ant survive under water?
3. Who was stuck in the spacecraft while Neil Armstrong and Buzz Aldrin moon-walked?

3. Michael Collins
2. Two
1. Chuck Norris



JPEG or TIFF?

The JPEG file format has gained prominence over the past few years, in large part due to its ability to provide a fairly high-quality image at a fraction of the size of other formats, such as TIFF. Of course, that benefit comes at a cost.

JPEGs save disk space by eliminating some of the subtle color changes not readily apparent to the human eye. At a minimal compression setting, those changes are fairly hard to see. The higher the compression, however, the more of those changes are lost, and the blurrier the image becomes.

Here are some tips to remember when working with JPEG images:

- Start at the top. If you're taking your own digital photos, set your camera to its highest-quality JPEG setting. The images will come out larger, but the quality will look sharp. For photos when print quality is especially important, set the camera to save images as TIFF files, if that option is available.
- When editing an image, consider saving it as a TIFF, instead of a JPEG file. TIFF files are larger, but will not lose any quality or clarity when edited and saved repeatedly. JPEGs, on the other hand, will lose a small amount of quality and clarity each time they are saved.
- When image quality is critical and you need to use a JPEG, set your image-editing software to save it with the least compression possible. The image will lose a subtle amount of clarity, but not enough for most people to notice.

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

Gutenberg's Army ©



{top 10 list}



Top 10 Chocolate Consumers

- | | |
|----------------|------------|
| 1. UK | 6. Austria |
| 2. Ireland | 7. USA |
| 3. Switzerland | 8. Belgium |
| 4. Germany | 9. Denmark |
| 5. Norway | 10. Sweden |

Source: Euromonitor International

{ben's friends}



- He who hurries cannot walk with dignity.
- If there is no wind, row.
- One meets his destiny often on the road he takes to avoid it.
- When you want to test the depths of a stream, don't use both feet.



Laptop or Desktop?

If you're in the market for a new computer, you may want to consider purchasing a laptop. Laptops are compact, portable, and use considerably less energy than a conventional desktop computer.

A laptop computer uses only 15 to 25 watts during regular use, as compared to 150 watts used by a desktop computer and monitor. And, when a laptop is in sleep mode, it uses only a fraction of a watt.

To take your energy efficiency one step further, consider plugging your laptop's AC adapter into a powerstrip that can be shut off when you are not using or recharging the computer.

☛ For more information about saving energy, visit www.smartenergyliving.org.



Do you need help updating your marketing materials? And do you need them fast? We're here to help!

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can you guess the year?

- Mikhail Gorbachev becomes the leader of the Soviet Union.
- Ronald Reagan starts his second term as U.S. president.
- Martina Navratilova and Boris Becker win Wimbledon.
- Wrestlemania debuts at Madison Square Garden.
- Madonna launches her first tour.
- Coca-Cola attempts to change its 99-year-old formula. "New" Coke is not well received, and the company reintroduces "Classic" Coke.
- Tina Turner wins the Record of the Year Grammy for "What's Love Got to Do With It."
- *Amadeus* is awarded Best Picture at the Academy Awards.



- Boxer Mike Tyson makes his professional debut, winning the match with a first-round knockout.
- U.S. Route 66 is officially decommissioned.
- The Nintendo Entertainment System is released in U.S. stores.

The year was 1985.

{recipe}

Spinach Bake

- 1 (10 ounce) package spinach, rinsed and chopped*
- 1 cup all-purpose flour*
- 1 teaspoon salt*
- 1 teaspoon baking powder*
- 2 eggs*
- 1 cup milk*
- 1/2 cup butter, melted*
- 1 onion, chopped*
- 1 (8 ounce) package shredded mozzarella cheese*

Preheat oven to 375 degrees F (190 degrees C). Lightly grease a 9x13-inch baking dish. Place spinach in a medium saucepan with enough water to cover. Bring to a boil. Lower heat to simmer and cook until spinach is limp, about three minutes. Remove from heat and set aside. In a large bowl, mix flour, salt, and baking powder. Stir in eggs, milk, and butter. Mix in spinach, onion, and mozzarella cheese. Transfer the mixture to the prepared baking dish. Bake in the preheated oven 30 to 35 minutes, or until a toothpick inserted in the center comes out clean. Cool before serving.

Maria Sharapova was born April 19, 1987 in the Russian town of Nyagan in western Siberia. When she was two years old, her family moved to a town on the Black Sea called Sochi. It was there that Maria developed her love for tennis. She received a secondhand racket from a family friend when she was just four years old, and the rest is history. At the advice of tennis legend Martina Navratilova, Maria and her father moved to the U.S. to pursue her tennis career. She has become the fifth-youngest female to win Wimbledon, which she accomplished in 2004.

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Tree-mendous News!

Did you know our forests have expanded by 39% over the past half-century?

—U.S. Forest Service