



# Atwood's Printing

## press release

Timely Information and a Good Mix of Fun from the gang at Atwood's Printing.  
October.09. [www.atwoodprint.com](http://www.atwoodprint.com)



### It Isn't Easy Being Green

Now that fall is here, and many people are experiencing the drab colors that come with it, the lush green accents of houseplants are a welcome break from the browns and grays outside the window. Here are some tips on keeping your houseplants happy and healthy:

- **Temperature.** While you may think you're helping plants by placing them in a window, they can experience wide temperature variations as the sun heats them during the day, and cold drafts come through the window at night. Houseplants generally prefer a controlled temperature range.
- **Water.** The best way to see if a plant needs to be watered is to stick your finger in the soil. Distilled or filtered water is best, but you can also dechlorinate tap water by filling the watering can and letting it sit overnight.
- **Humidity.** Humidity is a critical component of plant health and appearance. Room humidity of 40 to 60 percent is best. You can add humidity by using a humidifier, grouping plants together, misting frequently, or standing plant pots in water-filled trays.

- **Light.** When it comes to lighting, too little is better than too much. Most plants turn their leaves toward the source of light, so be sure to rotate plants occasionally to promote balanced upright growth. Bleached areas on leaves indicate too much light, and thin, sparse growth means the plant isn't getting enough.
  - **Fertilizer.** Because plants grow so much slower indoors than outdoors, they need less fertilizer. Nutrients can build up to harmful levels if you fertilize too frequently, so use a balanced, slow-release indoor fertilizer.
  - **Dusting.** Because dust and grime can clog leaf pores necessary for photosynthesis, wipe broadleaf plants periodically with a damp cloth.
  - **Repotting.** It is better to repot in the spring than during the dormant winter months. Plants can also be top-dressed by removing the top inch or two of soil and replacing it with fresh potting soil.
- More ideas and resources available at [www.plantcare.com](http://www.plantcare.com)

### wise words

“Never let the fear of striking out get in your way.”

—George Herman “Babe” Ruth



### Envelopes

Seal the Deal!

Be sure your correspondence arrives in style with printed envelopes. Our printing firm is able to produce envelopes that will stand out in a pile of mail. High-quality printed envelopes will help you seal the deal. Let us help you design and print envelopes for your company.

follow us  
on your social  
networking sites!



[twitter.com/atwoodprint](https://twitter.com/atwoodprint)  
[facebook.com/atwoodprint](https://facebook.com/atwoodprint)

# Roanoke Island: The Lost Colony



Bret Atwood

“Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction, and skillful execution; it represents the wise choice of many alternatives.” William A. Foster’s words sum up our views of quality. At our printing firm, we are intentional about the work we do, using our strength, intelligence, and skills to produce the highest-quality printed pieces.

It is no accident that we are able to produce such remarkable printing. We work hard to make you look good.

Tucked between North Carolina’s mainland and the barrier islands, Roanoke Island is distinctly different from the rest of the Outer Banks.

Only 12 miles long and three miles wide, Roanoke Island is a quiet and quaint sanctuary that is completely enclosed by sound waters, and is removed from the vacation hubbub of the beaches. Not only is it a charming place to live, it is an even more fascinating place to visit.

The island’s tall, green, piney woods and miles of sheltered shoreline

provide a quiet, slow-paced environment for those in need of relaxation, while those who seek adventure are bound to find plenty of excitement.

Many visitors are drawn to Roanoke’s various attractions, including the North Carolina Aquarium, the mesmerizing Elizabethan Gardens, and historic Fort

Raleigh, which was the site of the first English colony in America. Visitors from around the world enjoy watching *The Lost Colony* at Fort Raleigh’s Waterside Theatre, which is America’s oldest outdoor drama re-creation of the history and mystery of the famous first colony.

Visitors can also take a kayak tour through

Roanoke’s natural marshes, climb aboard a 16th-century sailing ship, take a sunset cruise, or experience North Carolina’s amazing underwater world.

Many travelers who have had the opportunity

to discover the island’s abundant natural beauty and charm can understand why the English chose the site of Roanoke Island as their first colony in the New World. It is truly something you must see to believe.

☛ For more information about this area, visit: [www.roanoke-island.com](http://www.roanoke-island.com)



The *Elizabeth II* at Roanoke Island Festival Park.

## {wellness}

### The Air You Breathe

For some, the furnaces will soon release their first warm blasts of air. For others, the air-conditioning continues to run. Whatever the case may be, the quality of the air you are breathing is worth considering. Here are some ways to improve the quality of the air in your home:

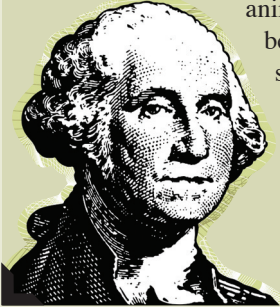
- Cultivate your green thumb. Indoor plants are capable of removing pollutants such as formaldehyde and benzene from indoor air. Some plants that are particularly adept include peace lilies, Boston ferns, and English ivy.
- Use gentle cleaning products. Simply switching to cleaners that are free of toxic chemicals and allergens can make a difference in your indoor air quality.
- Get rid of mold. Damp, poorly ventilated spaces are a breeding ground for mold. Use dehumidifiers to reduce the moisture level in areas of your home that are prone to mold.
- Remove dust. HEPA (high-efficiency particulate air) filters can remove a tremendous amount of airborne particles. A vacuum cleaner or air purifier with a HEPA filter will help.

☛ For more information, visit [www.epa.gov/iaq](http://www.epa.gov/iaq)



## {terrific trivia}

1. Who was the only president voted to the office unanimously?
2. Gamophobia is the fear of what?
3. What is the only animal that can be taught to stand on its head?



1. George Wash-  
ington  
2. Marriage  
3. The elephant



## Tips for Choosing a Readable Type

You've worked hard to create just the right look for your newsletter. But will your masterpiece also be easy to read? Balancing beauty with readability can be challenging. Here are some areas to keep in mind as you choose a typeface and lay out the text on your next project:

- *X-height*. X-height refers to the size of a lowercase x in a given typeface. The larger the x-height, the denser the type will appear on the page, and the less readable it will tend to be.
- *Tracking*. Tracking refers to character spacing. Any variation from normal tracking can have an adverse effect on readability.
- *Serif vs. sans serif*. Research shows that serif fonts are more readable than sans serif fonts for large areas of body text. This may be due to the serifs' ability to lead the eye from one character to the next. Sans serif fonts tend to be more readable than their serif counterparts in smaller point sizes, such as those used for footnotes or fine print.

• *Leading*. The leading, or space between each line of text, can also affect readability. In general, leading that is 2-3 points larger than the typeface enhances readability.

• *Point size*. Body text is generally set at 9-12 points in size. This can vary, however, depending on the typeface and purpose involved, so make adjustments accordingly.

Let us help you determine the typeface that is right for your project. Give us a call or stop in today!

• Visit us at [www.atwoodprint.com](http://www.atwoodprint.com) to see the many ways we can help you.

## Gutenberg's Army®



## {top 10 list}



### Most-Spoken Languages\*

- |               |             |
|---------------|-------------|
| 1. Mandarin   | 6. Bengali  |
| 2. Spanish    | 7. Russian  |
| 3. English    | 8. Japanese |
| 4. Hindi      | 9. German   |
| 5. Portuguese | 10. Wu      |

\*Primary speakers only

## {ben's friends}



- Destiny leads the willing, but drags the unwilling.
- Good words cost no more than bad.
- He is rich that is satisfied.
- A young twig is easier twisted than an old tree.



Her Olympic performances were spectacular. Her story is even more remarkable.

Wilma Rudolph was the 20th of 22 children. She spent much of her childhood in bed with a variety of illnesses. At age six she contracted polio, lost the use of her left leg, was fitted with metal leg braces, and was told she would never walk.

Determined to be "normal," she worked hard to get rid of the braces. She became a star basketball player and caught the eye of Tennessee State track coach Ed Temple. He wanted to turn Rudolph into a sprinter.

He got his wish. At the 1960 Summer Olympics in Rome, Rudolph became the first woman to win three gold medals, all in sprinting, in one Olympics.

• More information available at [www.wilmarudolph.net](http://www.wilmarudolph.net)



## Super Printers!

Precise, high-quality printing, and on-time delivery. We are your printing superheroes.

# Atwood's Printing

5635 S. Laburnum Avenue  
 Richmond, Virginia 23231  
 ph. (804) 226-1500 fax. (804) 222-0007  
 www.atwoodprint.com

# can you guess the year?

- The Rock and Roll Hall of Fame Museum opens in Cleveland. Renowned architect I. M. Pei designed the ultramodern, 150,000-square-foot building.
- The United States government rescues Mexico's economy with a \$20-billion aid program.
- An estimated 150 million people watch as the "not guilty" verdict is read in the O. J. Simpson trial.
- *Forrest Gump* wins the Oscar for Best Picture.
- Record of the Year Grammy goes to "All I Wanna Do" by Sheryl Crow; Song of the Year is "Streets of Philadelphia" by Bruce Springsteen.



Tom Hanks as *Forrest Gump*.

- The Metropolitan Opera installs screens on audience seats that display captions, to attract a wider audience.
- Steve Fossett makes the first solo transpacific balloon flight. He travels more than 5,430 miles in a helium-filled balloon.
- Howard Cosell, Jerry Garcia, Ginger Rogers, Orville Redenbacher, and Mickey Mantle die.
- The Atlanta Braves win the World Series, and the San Francisco 49ers beat San Diego in the Super Bowl.

The year was 1995.

## {recine}

### Tex-Mex Chili

- |  |                                   |
|--|-----------------------------------|
| 1 15 oz. can tomato sauce                  | 1 15 oz. can corn, drained        |
| 1 10 oz. can red enchilada sauce           | 1 4 oz. can green chiles, drained |
| 1 15.25 oz. can diced tomatoes             | 1 lb. ground beef or turkey       |
| 1 15 oz. can kidney beans, drained         | White or brown rice               |
| 1 15 oz. can great northern beans, drained | Shredded cheese                   |
| 1 15 oz. can black beans, drained          | Sour cream                        |
|  | Tortilla chips                    |

Cook ground beef or turkey in large skillet until completely cooked and no longer pink. Drain excess grease. While meat is cooking, combine in large stockpot or slow cooker tomato sauce, enchilada sauce, diced tomatoes, kidney beans, great northern beans, black beans, corn, and chiles. Add cooked meat and stir. Simmer in stockpot for 90 minutes, or heat in slow cooker on low for 4-6 hours. Prepare rice according to label instructions. To serve, scoop a small amount of rice into bowl and top with the chili. Serve with cheese, sour cream, and tortilla chips.



**Thomas John "Jack" Black** was born August 28, 1969 in Santa Monica, California. He attended UCLA and was a member of Tim Robbins' Actors Gang, a Los Angeles-based performance group. In 1992, Black made his film debut with Robbins in *Bob Roberts*. Two years later, he and friend Kyle Gass formed the tongue-in-cheek rock group known as Tenacious D. Black has earned roles in a variety of films, such as *High Fidelity*, *School of Rock*, *Nacho Libre*, and *The Holiday*. He has also used his talent to voice animated characters in *Ice Age*, *Shark Tale*, and *Kung Fu Panda*. He and his wife Tanya have two young boys.

## Atwood's Printing

Published at:  
 5635 South Laburnum Avenue  
 Richmond, Virginia 23231

How to reach us:

Phone  
 804-226-1500 Local  
 804-226-1500 24-hour voice mail

e-mail

Letters to the editor  
 bret@atwoodprint.com  
 Customer Service  
 mail@atwoodprint.com

Fax  
 804-222-0007

Web  
 www.atwoodprint.com  
 twitter.com/atwoodprint  
 facebook.com/atwoodprint



### Recycled Paper

"The production of recycled paper generates 95 percent less air pollution than virgin paper."

— www.Earth911.com