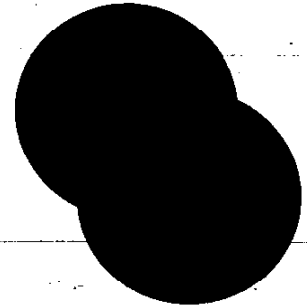


The Wonderful World Of COLOR



MAGENTA (reddish-blue) is first to be printed in color printing, after the separation negatives and color plates have been made. Then yellow is printed over the magenta, and cyan (blue-green) is printed over that. The final stage is to bring out the highlights and shadows with black. The result is the full color picture you see on this page, taking place through the subtractive printing process as diagrammed in the three interlocking circles.

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If a picture is worth 1,000 words, a full color picture must be worth 10,000 words. And printing full color pictures is one of the things the new press at Observer Newspapers is superb at doing.

In full color offset printing, three primary colors (magenta, yellow, and cyan or a shade of blue-green) are printed in combination, with a final printing of black to bring out the highlights and shadows.

Each color picture is made into "separation negatives," which separate from the original image the three separate primary colors and the black. Individual plates are made for each of these colors.

IN THE printing process, each of these four plates prints its respective color on top of the other to reproduce the color of the original photograph.

This color process is called subtractive, and it depends on the fact that if the three primary colors are mixed in certain ways with the others, virtually any other color can be produced. In the diagram, for example, yellow and cyan printed together produce green.

This full color capability makes the Observer Newspapers unique, for full color makes an ad draw customers for an advertiser just as it makes a news picture jump off the page for the reader.



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