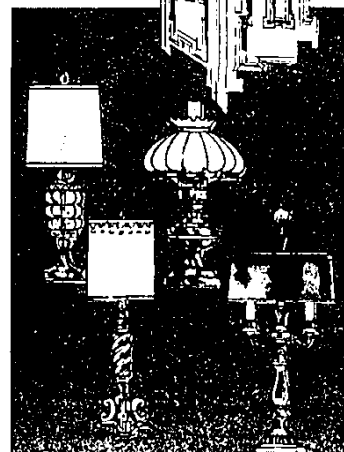
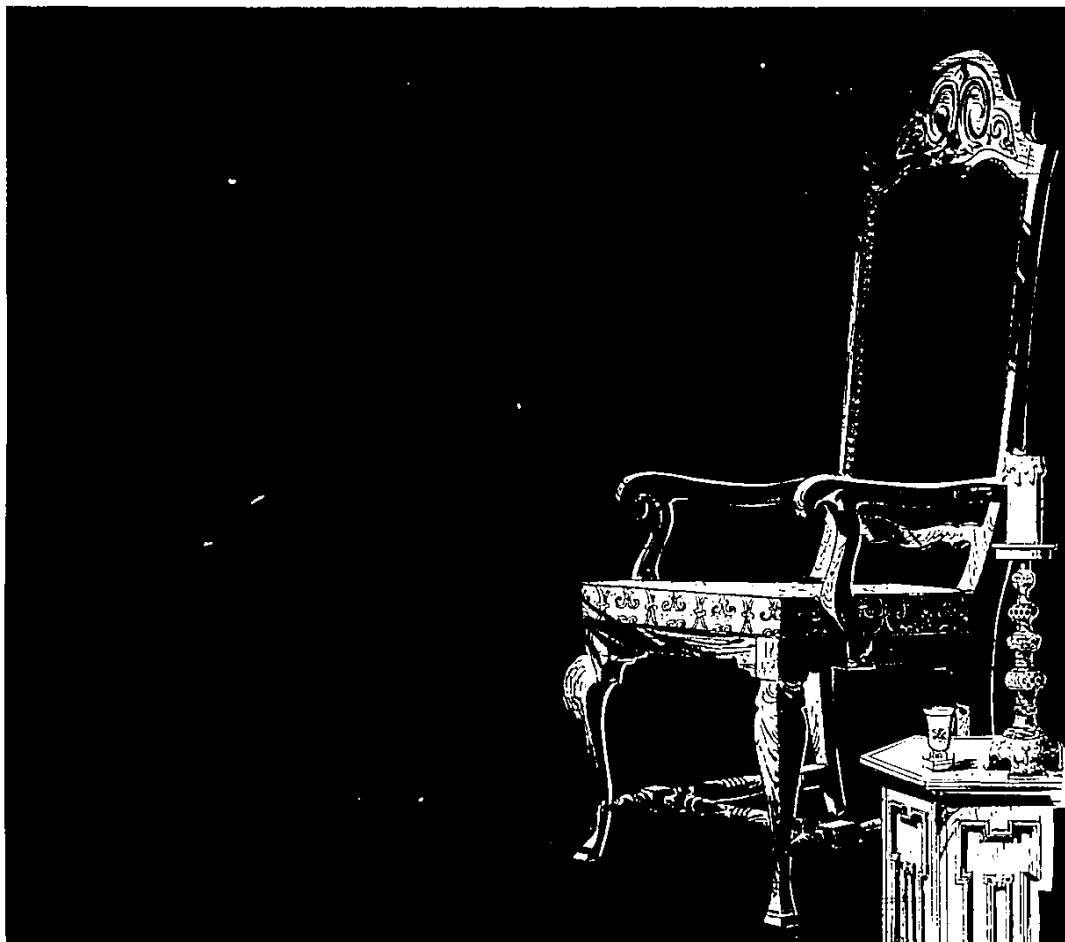


Creative Use Of Color



What's black and white and read all over?

Remember the old riddle? And the answer -- a newspaper?

The reference to black and white accurately described the use of color in newspapers for many years.

In the 1930's, however, color started to appear in newspapers when comic strips started to appear in different hues. As presses and printing technology developed, it gradually became possible to print spot color (ie. one color) ads or news columns.

Now, with the development of highly refined offset newspaper presses, such as the Goss Metro at Observer Newspapers' new plant, it is possible to print in one, two, or three colors in a newspaper on a regular basis.

THE PRESS at the new Observer plant has a special color printing unit, often called a "half deck." It allows placement of color on virtually any page in the paper, just as it makes it possible for several different colors to be placed on different pages without any loss in the total page capacity of the press.

Special plates are made -- one for each color -- and ink is transferred from the plates to the blanket to the sheet of newsprint in the same manner as normal black ink offset printing is accomplished.

Obviously, special care must be taken if the color work is to be of high quality, but the Observer's crew of highly trained pressmen are more than up to the task.

IN ADDITION, the quality of the ink used in offset color work is crucial to the success of the job.

The Flint Ink Company, whose corporate head office is right in the Observer circulation area -- Redford Township -- has played a vital role in helping the paper develop its color capability to the present high point.

Working with the skilled ink chemists at the Flint office, Observer production teams have run many experiments designed to identify the best kind of ink for the job. Things like viscosity, tack (stickiness), and color opacity of the ink are critical to good color press work, and the Flint Ink Company specialists are constantly at work making improvements.

COLOR ADDS a special dimension to a newspaper.

Countless experiments have proven that an ad printed in color will draw many times more customers to the advertiser's store than the same ad printed in black and white.

And just developing is the use of color -- either spot or full -- in the news columns of the newspaper. Color can set a mood, accentuate a high light, bring out a feeling.

With the new equipment at Observer Newspapers, you can expect your home town newspaper to stress the creative use of color even more than in the past.