

Top Commercial Printing Offered

The backbone and strength of The Farmington Enterprise's commercial printing department centers around and is directed by the very capable Victor Howard. In fact The Enterprise's whole production operations have been and continue to be under Vic's direction.

Vic has had lifelong experience in the printing trade and it would be hard to find any printer in this area who knows more about the details that go into the composition and printing of jobs, whether they be complete newspapers or a short run business card job, than he.

VIC JOINED The Enterprise staff in July of 1942 when the newspaper was still very much in the small country weekly category with the total press run being less than 1,000 and the average number of pages running 8 or under in a somewhat smaller page than we now have. The volume of commercial printing at that time could easily be handled with a couple of small hand-fed job presses and almost completely by Vic when he was not involved in getting the paper out the first part of the week.

Under his guidance and direction the commercial printing department has now been expanded to include four automatic presses and one small hand-fed for very short run jobs. One of these automatic presses is a modern new commercial offset press capable of doing just about any type of top quality black and white or multi-colored job printing work.

NO MATTER how small or how large the commercial printing job may be, Vic gives it his very personal professional attention from pricing and

selection of stock and type styles right on through to completion.

The many who have dealt with Vic on commercial printing work over the more than 23 years he has been with The Enterprise will be satisfied with no one else to handle their jobs for them. Now that Vic will not have to be concerned with the press work on the newspaper any longer, he will be able to devote even more of his professional time to working with customers on commercial printing.

Drop in and talk with Vic anytime about any commercial printing work you might have coming up. We are confident that you will be satisfied with any work he does for you and the prices that he quotes you.

Publishers

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publishing firms involved. Each of these local plants had men with experience in offset printing and felt confident that with a minimum amount of additional schooling they could do the job.

Leaving The Farmington Enterprise plant to work at the central plant was Pat Bradley, a well qualified member of the Enterprise staff.

Employees in each of the local community plants also began receiving some special training in the makeup and composition methods of offset about six weeks to two months ago.

Beginning next week we will be coming out with the "New Look," offset printed Farmington Enterprise as will the publishers of the other newspapers involved in this cooperative project.

How of New Look

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film paper as it is fed through the tank and the desired heads and ad type set comes out in sharp black print on white paper.

Some of the type will continue to be set on our present "hot metal" Linotype and Ludlow machines, none-the-less. Proofs of the copy set in this manner will be pulled for paste-up in ads and as headlines.

All news copy for the paper will be set by a teletype setting machine and the teletype tape then used to operate our especially equipped Linotype machine to set the stories in hot metal. Proofs of this type are then taken, and after corrections made, proofs pulled again on a better grade of paper and cut into column widths for paste-up onto the pages.

ENGRAVINGS for pictures will no longer be needed. Instead of engraving pictures, screen will be put into the pictures at the time that prints are made by the photographer. The picture so printed with the screen in it can then be pasted directly onto the pages.

With all of the stories, headlines and ad parts on paper, the new page composition process then begins. Lead type is no longer set in place in forms. Instead the various parts of ads and stories for the pages (all on paper) are waxed on the back with a special waxing machine and stuck down onto full page layout sheets with special grid-markings on them to assure even placement.

ONCE ALL the various ads, stories and headlines are in place on the pages along with the already pre-screened pictures, the pages are then ready to be sent to our new press plant in Novi for the final

phases of the printing process.

At the central plant the pasted-up pages are photographed on a large, full page sized camera. The negative is opaques to eliminate all undesired marks. It is then placed into a special machine where the negative image is exposed onto a sensitized aluminum plate with two pages being done at a time in the plate burning machine.

The plate is now ready to be clamped onto the press.

Unlike the hot metal printing method, the printing is not done directly from the type or plate onto the paper. Instead of this the image from the plate is laid onto a special rubber roller for each printing unit on the press. The image on the rubber roller is then laid onto the paper as it passes rapidly over this rubber roller. This accounts for the name "offset printing."

THE NEW PRESS we have is actually four separate press units each able to print four pages separately or collectively to permit the printing of up to 16 pages at one time. Colors other than black can be used on any one of these four units depending on how many colors are desired in the paper and on how many pages. Each added color desired, however, reduces the number of pages that can be printed at one time.

The average speed of this new press is 18,000 printing impressions per hour. Our constantly growing circulation (paid and free) plus an ever increasing number of pages of newspaper needed and a desire for color by many advertisers makes a press of this kind necessary for us.

But, the real significance to our conversion is not the advantages it means for us. They rest instead on the advantages provided for both our readers and advertisers. These include a substantially improved clarity making the paper easier to read, far better picture and ad art work picture reproduction, more versatility in the makeup of our paper and an ability to print a greater number of pages to get all the local news in the paper every week.

Shopping

In

Farmington

Begins

on

These Pages



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a Coiffure by Phyllis

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