

"How" of Enterprise New Look

Earlier this year The Farmington Enterprise revealed to you, our readers and advertisers, that we would soon be converting over to a modern new method of newspaper production known as offset printing to provide you with a much better looking and easier to read newspaper.

All of the necessary equipment and materials to change over to this revolutionary and relatively new method of newspaper production has now been obtained and a sufficient amount of training given to our employees to feel that we are ready to make the conversion. You will note a somewhat dif-

ferent appearance in a substantial portion of the paper if not a change in appearance of the paper in its entirety.

NATURALLY, we do not claim to be experts in this new method of production and, as a result, you might well notice some areas where you feel quality could be improved. Your comments will be appreciated so that we can make these improvements in YOUR newspaper.

The modern new equipment we now have to work with will make it possible for us to continue to make improvements and give you a better and better looking end product.

In its long history, The Enterprise has prided itself on keeping in step with modern methods, in producing the best possible newspaper for its readers and advertisers. The change we are now making is another milestone in this progress.

WE ARE certain that you are not really interested in the advantages the change to offset means to us but rather in what it will mean to you, the reader and advertiser. This is what we should be concerned with and are.

One of the major advantages to offset printing is that it offers much more clarity and a really noticeable contrast between the black and the white of the pages. A real sharpness in picture reproduction with all the fine details of the pictures retained is another plus in favor of the offset over the letterpress printing process.

Since the offset process is a photographic method of printing, anything that can be rephotographed can be used in the paper without going to the costly and time consuming processes of having engravings or printing metal castings made. Far less original quality is lost in this re-photographing process than in the engraving processes.

NOW, FOR the first time, The Enterprise is also able to offer its advertisers and readers brilliant color reproduction in its newspaper. As many as four colors can be printed from the modern new press equipment that we are now printing on.

The ability to offer you greater variety in the makeup of ads and in the entire paper is made possible because of the wide difference in assembling procedure between our old letterpress printing methods and the new offset methods.

All of the parts that go into making up the ads and news columns are now on paper to be waxed on the back side and pasted up into the ads and the news areas on each page. No longer is it necessary to work

with heavy and cumbersome lead type that is heavy and hard to position at angles or to change around readily to make ads and news story layouts more eye-appealing and easy to read.

BLACK AND WHITE pictures on good grades of paper can be clipped out of any book, magazine or the like and used for ads or in stories.

The large newspaper press that we will be printing on will be capable of printing up to 16 black and white pages at a time or 12 pages at a time with one color being used. The press is the most modern and exacting of its kind on the market today and its average running speed is 18,000 papers per hour.

Since the press as well as the large camera equipment that is needed with which to make the aluminum plates from which the printing is actually done is very expensive, The Enterprise has joined with two other publishers in setting up a central printing plant in Novi for this camera and press work operation. Composition of the various community newspapers that will be printed from this central plant will continue to be done in the individual communities involved, however.

EACH OF the publishers involved in this central printing

corporation determined early in discussions about forming such a corporation that they wanted their community newspapers to retain their own community identity and appearance and that they wanted to retain control of the composing styles and procedures.

Unlike some of the other newspapers that have and are continuing to convert over to the more superior offset printing process, The Farmington Enterprise will not completely eliminate the use of hot type composing equipment. Some of the material to be used in ads and stories will continue to be set in lead type and then proofs pulled and the proofed pieces pasted up. In other cases where there are real advantages, new cold type setting methods will be used.

ONE OF THE new pieces of equipment that will be used in making up The Enterprise will be a photographic process headline and larger display type sizes setting machine called the Headliner. Plastic discs with the complete alphabet and numbers on it are inserted into this machine and then with the flick of a switch a photo is recorded of each letter on 35 millimeter film. A developing tank in the rear of this machine develops the

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WINONA WOODS, general manager of The Farmington Enterprise, as well as all members of the newspaper's editorial, advertising and production staff, are enthusiastic about the modern new offset printing method. The fact that it will give us a much clearer and sharper printing job, permit a greater variety in the laying out of pages and more modern type styles to choose from are some of the things that members of the staff are enthused about. The ability to offer sharper pictures and color when it is desired are a couple of more pluses for the offset printing method.

BE SURE TO VOTE **MONDAY APRIL 5TH**

CITY of FARMINGTON
and
FARMINGTON TOWNSHIP

★ ★ ★ ★ ★

For Better
Values & Buys
ELECT

DOWNTOWN
FARMINGTON
CENTER

Grand River at Farmington Rd.

OUR PLATFORM IS:

- CONVENIENCE
- PERSONAL SERVICE
- FAMOUS BRANDS
- GREATER VARIETY
- PLENTY of FREE PARKING

WE DISCOUNT

EVERY ITEM IN OUR STORE - EVERY DAY of the YEAR!

Excedrin Retail 1.39 **99¢**

EXCEDRIN 100's Retail 1.00 **69¢**

BAN ROLL-ON **65¢**

FAMILY SIZE IPANA WITH DURENAMESL Retail 89¢ **65¢**

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PENNYWISE DISCOUNTS

33306 GRAND RIVER - Downtown Farmington