

COMING SOON

FOR THE CONTINUING IMPROVEMENT OF
The Acton Free Press



Printing by Offset

The decision to convert THE FREE PRESS to the offset method of printing has been reached after a great deal of consideration. It is a major step designed to insure the best possible service from your community newspaper to both reader and advertiser. It will serve to maintain our continuing objective of progressive modernization in production facilities to insure maximum service and quality for our customers. Installation of a new 3-unit Goss Community Webb Offset Press in our plant -- the first such installation in Halton County -- naturally represents a major financial commitment but it serves as evidence of our firm belief in the future of this area.

WHAT IS OFFSET ?

The Free Press is presently printed by the letterpress method directly from type cast in relief from molten metal. Offset is a photographic process where a flat plate of lightweight material is produced on which ink and water compete to produce the image on the sheet of paper. In unsensitized areas the water repels the ink, leaving the sheet clear, while in other areas the grease image attracts the ink, producing the printing. The balance between ink and water is critical in providing a quality product.

For the READER . . .

Production of THE FREE PRESS by Offset will mean:

- ☆ Better picture reproduction — a magazine-type of quality will be possible
- ☆ Cleaner to handle — a thinner layer of ink will be necessary to maintain sharp blacks.
- ☆ Less sections to handle — sections of The Free Press are currently limited to 8 pages. The new press will permit 12 page sections.

PLUS MORE COLOR — MORE FLEXIBLE LAYOUT
OF FEATURES AND MORE ART.

For the ADVERTISER . . .

- ★ **Greater Freedom in the Use of Art and Product Illustration**
A quality reproduction of magazine quality gives your product the best possible presentation.
- ★ **No more Mat Requirements**
All it will take is a well-printed picture of your product. No more lengthy delays in offering your products while waiting for suitable mats.
- ★ **More Flexibility in Using Color**
No more limitations in the size of color areas available. Economical rates on color and multi-color advertising will be available.
- ★ **Offset will be Available Soon for Christmas Advertising**
For full details call advertising manager Henry Deveau at The Free Press.

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