



Copresco's tips to...

Help You Avoid Costly Proofreading Blunders

For most of us, proofreading is a time-consuming, tedious chore. But, as you can see from these examples, it is crucial for any person who creates documents for publication.

- From a hotel sales brochure: "Hard Work Has It's Rewards."
- From a software manual. "Please contact you system administrator."
- From a website link:
Which fonts to you want?
O San Serif...like this
O Serif...like this

Software No Help

Spell checkers won't catch any of these bloopers. And, a grammar editing program probably wouldn't reject one of Yogi Berra's famous lines: "Ninety percent of the game is half mental."

Careful proofreading is the only way to avoid embarrassing—and costly—blunders.

A good proofreader approaches the task with determination and a well-thought-out plan of attack.

Helpful Tips Available

You may want to check your files or our website for *TechTopics* No. 12. The bulletin outlines mistakes to avoid like stating the obvious, inappropriate translations, poor math, bad choice of words, confusing word order and photo or art errors.

Get Help from a Pro

After you have gone over your masterpiece, Copresco recommends that you have someone else do the final proofing.

It is virtually impossible to proof your own work. That's why we use a professional proofreader for our various publications.

We will be happy to provide a referral. Just call us or send an e-mail message.

Another Winner for PAMCANI

Copresco picked up another trophy for the Plumbing and Mechanical Contractors Association of Northern Illinois.

The www.pamcani.org website was honored for the second straight year with an APEX Award of Excellence for its meaningful content, easy access and overall communications excellence.

Bet you didn't know Copresco was in the high-tech web-hosting business.

As a complement to our digital printing services, we develop and maintain websites for technically oriented clients.

Understanding Paper Weights

"My last printer said our last job was run on a 24# paper. This time we used a 50# sheet, and the book came out thinner. How can this be?"

Questions like this arise from a lack of understanding of paper basis weights. This, plus the failure of printers to explain the practical implications of paper weight, creates frustration and confusion.

Light in the Tunnel

Our latest *TechTopics* No. 16 issue sheds light on the complex subject of paper weights. The technical bulletin defines important terms such as weight in pounds, paper type, ream packaging, basic size and basic weight.

A comprehensive table compares sizes and weights of different papers including bond, book, cover, bristol, index and tag.

Package Tracking Help

TechTopics No. 6, which has been completely revised, provides details of package tracking on the Internet.

Website addresses and tracking instructions are provided for major

shippers like UPS, Express Mail, FedEx, Airborne Express and DHL.

E-mail addresses and tracking details are included for UPS, FedEx and Airborne.

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Those Were the Days

Continuing Copresco's 15th anniversary anthology, we turn to October 1990.

That's the month we launched *Overnight Lite*, the cornerstone of our extensive communications program.

Light Touch

Our lively newsletter blends lighthearted humor with useful news and feature stories. Based on various reader surveys, we have consistently expanded our technical content.

We are most pleased to see readership of *Lite* and *TechTopics* growing steadily.

We will continue to keep you abreast of the latest developments in the digital printing field through various media.

Meanwhile...we welcome your questions and comments on any aspect of our communications program.

Thanksgiving Holiday

Copresco will be closed Thursday, November 28 and Friday, November 29 for Thanksgiving.

Have a most enjoyable holiday with the family!



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Address Correction Requested



The House of Representatives expelled congressman James Traficant for racketeering and corruption. "Okay," my wife shrugged. "One down, 434 to go."

To combat corporate looting, President George Bush asked



Congress to increase the penalty for corporate corruption from not going to jail for five years to not going to jail for ten years.

I'm tired of political jokes, but other people must still like them—they keep getting elected.

I know flying is still very safe, but I'd feel better if they wouldn't call the airport a "terminal."

Kleptomaniac: a person who helps himself because he can't help himself.

When Woodrow Wilson was governor of New Jersey, he got a call that one of the state's senators had died. Wilson had barely hung up the phone when he got another call from an ambitious politician who said, "I'd like to take the senator's place."

"Well," Wilson replied, "if it's okay with the undertaker, it's okay with me."

Times have changed. It used to be that people would go to their priests to complain about the behavior of the government.

A preacher bought a used lawnmower from a teenager who promised that it worked fine.

Later in the day, the teen rode by the preacher's house and saw him struggling mightily with the starter rope. "What's wrong?"

"I can't get this mower to start," the preacher scowled. "Are you sure it works?"

"It'll go," the kid assured him. "You just have to cuss at it."

"Now you listen here," the preacher growled indignantly, "if I ever *did* cuss, not saying I *have*, I'm sure I've forgotten how to do it after all these years."

"Keep on pulling that rope," the kid replied. "It'll all come back to ya."

A convict, freshly released from prison, ran dancing



down the street singing, "I'm free! I'm free! I'm free!"

A little girl observed him for a moment, then said, "I'm four."

"What comes after eight?" the kindergarten teacher asked a little five-year-old.

"Nine," he replied. "My daddy taught me."

"Good! And what's after nine?"

"Ten!"

"Your daddy taught you well," the teacher said. "Do you know what comes after ten?"

The boy replied, "Jack!"

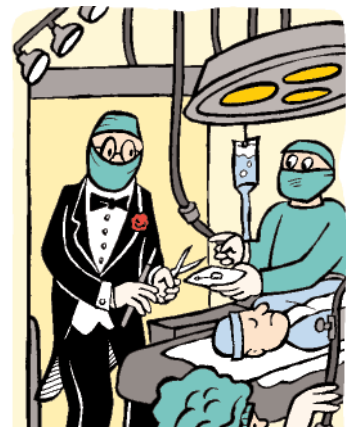
My grandfather got a pacemaker. Now when he sits on the front porch and a pretty girl walks by, the garage door goes up.

Sadist: a person who is nice to a masochist.

A smile is a curve that can set things straight.

*I am a nobody.
Nobody is perfect.
Therefore, I am perfect.*

A surgeon was awakened from a sound sleep and summoned to the emergency room. Unshaven and bushy-haired, he passed by a medical resident making her rounds, neatly attired in a clean white lab coat. The resident said to her student, "You can always tell surgeons by their complete



disregard for appearance."

Two evenings later at a fund-raising banquet, the same surgeon was again called in on an emergency. Still wearing his tuxedo, he was tending to the patient when the same resident walked by. "Wow," the resident commented, "you're sensitive to criticism, aren't you!"