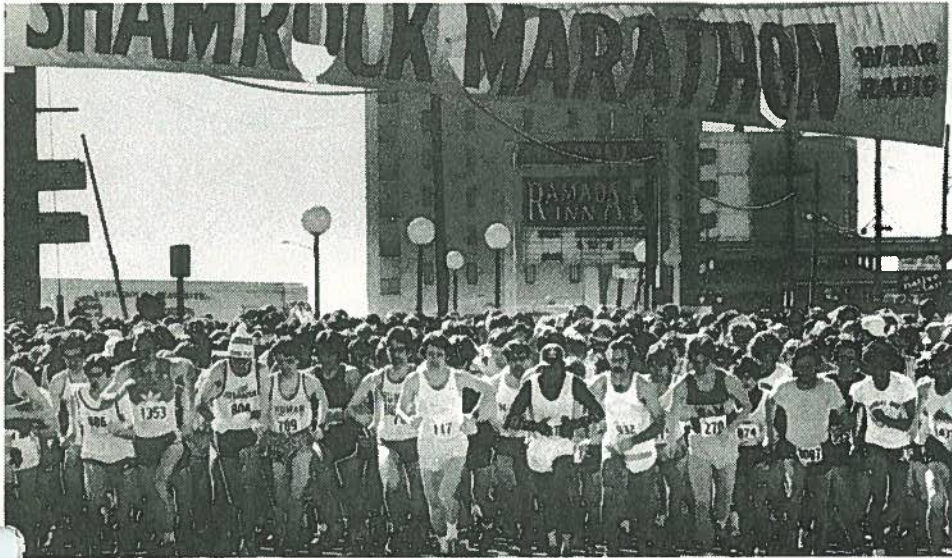




Printing News

A MONTHLY DIGEST OF PRINTING INFORMATION & ADVERTISING IDEAS

TIDEWATER STRIDERS OFF AND RUNNING



The Tidewater Striders is a running club which promotes good health and lifelong fitness for all, concentrating on instilling these principles in its younger members. Since its organization in 1972 it has grown to be the twelfth largest running club in the nation. The best known races it sponsors are the Shamrock Marathon, to be held next on March 19, 1983 and the Elizabeth River 10-Kilometer Race on May 7, 1983. Among the more than fifty races and track meets its members handle annually, are several charity runs which raised nearly \$50,000 in 1982.

During its existence the Club has seen the increasing popularity of running, especially among women. Of the 2200 members currently on its rolls, 700 are women. Headed by Sonya Whitley, Women's Chairperson on the Board of Directors, women's teams are fielded in most races and Tidewater Strider women win their share of prizes in local and out-of-town events.

Other board members include David McDonald, President; Don Martin, Vice-President; Sonya Whitley, Secretary; John Gray, Treasurer and Charlie George, Race Coordinator. The last mentioned is one of the best known Striders. His expertise in managing races has made friends for him and for the Club all across the country.

In addition to its other activities the Club sponsors an annual college scholarship for a deserving graduating high school Club member who intends to go to college in Virginia.

The Club's monthly newsletter, *The Rundown*, is edited by Ken and Don Martin. It carries the results of past races as well as announcements of future events and is known as one of the best running club newsletters in the country. It is sent to all members. If you are interested in becoming a member, send \$8 for an annual or \$12 for a family membership to Tidewater Striders, 1361 DePaul Way, Virginia Beach, VA 23464.



BOOKS

From time to time I have been asked about some of the books that turn my light bulb on.

When I think about all the energy and life experiences that writers put into good books, I get goose bumps all over. Books are just filled with experiences other people have had that you can relate to, and this can certainly bring to you that lost fountain of youth. All the fountains of youth are running inside of you and many times a good book is all that is needed to allow it to come through. Try to spend at least a half hour a day with a good book. What a tremendous gift to your body and soul! I am presently reading Leo Buscaglia's book entitled *Living, Loving and Learning*. It contains some dynamite stories about life and some excellent life habits to build. One of my favorite books is *Psychocybernetics* by Dr. Walt Maltz. It talks about changing our life patterns and habits.

Always good reading is *The Prophet...The Reluctant Messiah* which is also filled with good examples of life. At the top of the pile is none other than *The Bible*. That you will find special reading on all subjects.

People that read together have a great deal to share with each other and we do this in the simplest form called talking to each other.

It is my deepest belief that this end result is one of the major purposes for our existence as we are all put here to share with one another.

Love, Peace and Light from Peter



From Start. . . to Art. . . to Press. . . to Finish. . .

Let Peter Kwick
PRINTING/Copying/graphics

DO IT FOR YOU!!



CAMERA READY - 20# BOND

**100
COPIES**

3⁴⁷

3.4¢ Per Copy

Kwick - As - A - Wink = **NOW!**

CAMERA READY - 20# BOND

**1000
COPIES**

15⁵⁰

1.5¢ Per Copy

Kwick - As - A - Wink = **NOW!**

ASK FOR PRICE ON LARGE QUANTITY ORIGINALS

CHECK COPY COSTS!

**BEFORE YOU
BUY • RENT • LEASE A COPIER**

1000 - Black & White
BUSINESS CARDS

18⁰⁰

3 Day's
"Raised Printed" Cards
Available

Per
Copy

7¢

**SELF
SERVICE**

AT ALL THREE LOCATIONS

*much more than a
COPYING SERVICE*

**We Sell Envelopes And
Copier Paper By The Case UNPRINTED**

#10 ENVELOPES \$43⁷⁵

24# White Wove - 2500 Per Case

20# Bond

8 1/2 x 11 - 5000 Sheets Per Case

\$36⁰⁰

ASK IF

MARK'S IN THE DARK

P.M.T.'s for Ads - Layouts
Paste Up's
"While - You - Wait"

5x7

5⁰⁰



peter kwick...
PRINTING/Copying/graphics

Working Tidewater Since 1967

1-1000 COPIES WHILE YOU WAIT

OCEANFRONT

890 Virginia Beach Blvd

425-1330

PRINCESS ANNE

3253 Virginia Beach Blvd

486-3011

PEMBROKE

4565 Virginia Beach Blvd

497-7007

ART DESIGN

COMPOSITION

OFF SET

LETTERPRESS

MENUS/PROGRAMS

DIRECTORIES

REPORTS

SPECIFICATIONS

XEROX 9200

BIND BY

LAMINATING

BLUEPRINTS

LETTERHEADS

BUSINESS CARDS

ENVELOPES

FLYERS

*much more than a
COPYING SERVICE*

Over The Counter

A PAGE FOR AND ABOUT
peter kwick...
EMPLOYEES



Our Peter Kwick Bindery Department is manned (womanned?) by Ms. Dale Wilder. Originally from Vermont, Dale came to us with several years of bindery experience.

As all of the PKC production units channel the jobs requiring "finishing" work to Dale, her duties are many and varied. From collating to folding, drilling to padding, and laminating to spiral binding, these most important steps in finishing a job are all done after printing. Consequently, Bindery is often caught in a short fuse situation and Dale may have many of these jobs in house at the same time. Joe Gualeni jumps in regularly to lend a helping hand.

Having finished a while-u-wait laminating job, there is spiral binding that must be done right away so that it may make the delivery leaving in ten minutes. Then there is always that 350 piece mailing that must be folded, collated, labeled, sorted and in the mail by 5:00. Whew!

All in all our Bindery is a well-oiled machine that rarely has a quiet moment.

Peter Kwick ... PRINTING/Copying/graphics has acquired the correct variety of equipment necessary to offer customers full and efficient bindery services at reasonable rates.

Peter Cassin



"You gave up WHAT for Lent?"

COPYRIGHT INSURANCE?

Webster's defines a copyright as "the exclusive right of an author to the publication, production, or sale of a literary, musical or artistic work, granted by law for a definite number of years." In the United States that period is 28 years with the option of one renewal.

While few of us have never fully understood nor had the occasion to ponder the true definition of copyright, the majority of us are certainly aware of one thing - it is illegal to reproduce a piece of copyrighted material without written permission.

Recently Wendy (Supervisor of our Princess Anne store) was queried by a customer as to the extent of copyright protections. It seems she had a piece of sheet music that she wanted duplicated but was quite distressed to find the music bore the following legend. . . IF YOU TRY TO REPRODUCE THIS COPYRIGHTED MATERIAL, NOT ONLY WILL THE ORIGINAL BE COMPLETELY DESTROYED, BUT IT HAS BEEN CHEMICALLY TREATED TO CAUSE THE COPIER TO SELF DESTRUCT. "Could you tell me, Wendy", asked the customer, "is this really true?"

WHAT A BALL!

The first Peter Kwick social function of the New Year was held in January with a bowling party at Oceana.

Over twenty PKC family and friends turned out to test their athletic prowess. Our illustrious leader, Peter Gualeni, led the evening with a high score of 172. Not bad for someone who hadn't taken aim at the pins for over a year! Lisa's friend Janet followed a close second with a score of 171, and Winnie's son Barry was an impressive third with 170.

The booby prize went to Mark, our graphic arts camera man. Do you suppose his high score of 78 could be attributed to the fact that he spends most of his time in the dark? Take heart, Mark. Your bowling score may not be high, but your PMT's are great!

-Marilyn Campbell

ANNIVERSARIES

Marie

March, 1979

FOR SALE

FOR SALE

BOOKKEEPING MACHINE FOR SALE
'61 Burroughs F6100, asking \$500.00. Reason for selling, we changed over to a computer. For inspection call: 486-6458 ask for Pete Cassin.

CUTTER FOR SALE - 45" Seybold Power Cutter in excellent running condition \$3,500.00. Call for inspection 486-6458 ask for Pete Cassin.

FIREPLACE HEATALATER FOR SALE
Call Joe at 486-6458.

1969 ORANGE EL CAMINO - Runs good \$1800 357 Super Sport. Call Wendy at 486-3011.

(2) 4' X 8' SOLAR COLLECTOR - Copper Tubing \$150 for both.

HEATALATOR FIREPLACE - Brass w/ glass doors 5 sections of triple lined stainless steel 10" dia. flue pipes \$300. 425-1330 Pete.

LAZY SUSAN COLLATOR - 6' diameter 24 stations in each deck 2 decks 50 stations. Can be stopped or started at four locations. 425-1330 Bill.

AM 1250 PRESS - Just rebuilt chain delivery gray model still in production will trade for AB Dick 360 chain delivery or \$4000 cash. 425-1330 Bill.

EMERGENCY NUMBERS

HOSPITALS

Fire, Police & Rescue. 911
Bayside. 460-8000
Va. Beach Gen. Hosp. 481-8000
Leigh Memorial 466-6000
Norfolk General. 628-3000

The costliest punctuation error in history occurred in November, 1962, when the omission of a hyphen from a set of directions transmitted to a U.S. Venus space probe rocket resulted in the rocket's destruction.



peter kwick...
PRINTING/Copying/graphics



P.O. Box 2155 • Va. Beach, Va. 23450
Serving Tidewater Since 1967



██████████	BULK RATE U. S. POSTAGE PAID PERMIT NO. 112
██████████	
██████████	
██████████	

