

AMERICAN

GRAPHIX SOLUTIONS

MAY, 2019 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

Car-Care Myths Debunked!

Learn the truth behind these common car-care myths.

Myth: "Using a dish detergent is just fine to wash my car."

Truth: Most dish detergents are formulated to cut through animal or vegetable fat and can have the same effect on your vehicle's wax. For best results, use a cleaner that is specifically designed for automotive use.

Myth: "You're supposed to inflate your tires to the pressure indicated on the tire sidewall."

Truth: Because a wide variety of tires can fit your vehicle, the pressure indicated on the tire isn't necessarily the ideal pressure for your car. In fact, the number indicated on a tire's sidewall is the maximum pressure for the tire. Instead, you can usually find the manufacturer's recommendation for the tire pressure for your vehicle on a sticker on your doorjamb for newer cars or look inside the fuel door or glove box on older models.

Myth: "I always use premium gas because it helps my car get better performance."

Truth: In any standard vehicle, using the premium, more expensive gas won't make a notable difference. Chief mechanic at *Consumer Reports* John Ibbotson states, "A higher octane number doesn't mean that your vehicle will perform better. It simply means that it's more resistant to engine knocking or pinging." Unless the owner's manual for your car says it's required (versus recommended), you can skip it and save your money.

Myth: "I have to change the oil every 3,000 miles."

Truth: The reality is, today's cars can go as far as 7,500 miles or more without fresh oil. To make sure you're not wasting money on unnecessary service, be sure to check your vehicle's specific suggested maintenance schedule. ✓



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**Ben's
FRIENDS**
Quotes to Live By

"All limits are self-imposed."

— ANONYMOUS

"The best way out is always through."

— ROBERT FROST

"Don't tell me the sky's the limit when there are footprints on the moon."

— PAUL BRANDT



Postcard Fever

When you're looking for an economical and efficient way to attract new customers, announce sales events, offer service reminders, and show your appreciation to customers, postcards are the perfect fit! As an easy-to-handle, inexpensive-to-mail solution, postcards are an excellent way to ensure you're maintaining front-of-mind awareness with your prospects and staying connected with your customers. Communicate your next big idea with the power and affordability of postcards.

Ark Encounter, Williamstown, Kentucky

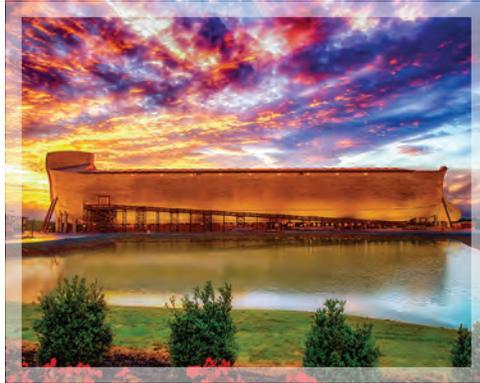
In 2016, Answers in Genesis opened a unique theme park with its one-of-a-kind attraction being a life-size replica of the biblical Noah's Ark.

The ark measures 510 feet long, 85 feet wide, and 51 feet high, and is held 15 feet off the ground by a series of concrete towers. It features stairwells, elevators, restrooms, and over three decks and 132 bays (or exhibits) that visitors can explore.

Parking is located a few miles away, so your adventure starts as you board the bus in the parking lot. A quick shuttle has you rounding a hill where you can catch a glimpse of the magnificent and massive ark in all its glory.

After being dropped off at the park site, your adventure continues when you enter near the bottom of the ark exploring models of animals believed to be on the ark. On the second deck,

take a peek through Noah's workshop or visit the blacksmith area. On the third deck, see what is believed to have happened inside and outside the ark during the flood.



Although there are no live animals on the ark, be sure to stop by the Ararat Ridge Zoo. Located on the grounds just behind the ark, this petting zoo is home to a wide variety of animals for both young and

old to enjoy.

You'll also find several family dining options, zip lines, and gift shops, as well as many other nearby attractions, including Answers in Genesis's sister site, the Creation Museum.

To learn more or to plan your trip, visit <https://arkencounter.com/>. ✓



Home Remedies that Actually Work

Learn some home remedies that you can count on to work.

- » **Use Oatmeal for Bug Bites.** Oatmeal contains special compounds that have anti-irritant qualities. By mixing equal parts oatmeal and water, applying it to a bite for 10 minutes, and then rinsing, you'll enjoy itch-free relief.
- » **Sugar for Hiccups.** Did you know that a spoonful of sugar can cure your hiccups? Try it! Eating the grainy sugar naturally makes you swallow harder, stopping the spasms of your diaphragm.
- » **Oil for Dry Lips.** When regular lip balm isn't cutting it, break out the olive oil. As a natural lubricant, olive oil (or any vegetable oil) will restore moisture and help soften your lips.
- » **Duct Tape for Warts.** By putting duct tape over a wart like you would a bandage, one study showed that duct tape was 25 percent more effective than freezing them. ✓



Promote It with a Postcard

Versatile and affordable postcards offer countless ways for you to grab attention and make your point quickly with stunning design and a bold message. Try including one of these creative postcard ideas in your next marketing campaign:

» Get Personal. Include a handwritten thank-you note to express your thanks to your audience. (Don't have time? Ask us about variable-data printing for quick personalization!)

» Make It Perform Double Duty. Get double the results when you design your postcard as a coupon. Plus, when customers bring in the postcard to redeem their savings or use the discount code you provide, you'll have trackable campaign results.

» Think Big. Whether you have more you need to say, or you just want to demand attention, an oversized postcard will quickly catch the eye of your readers.

» Capitalize on the Savings. Save on postage and envelope costs by designing your newsletter, brochure, or catalog as an oversized postcard.

If you need help creating the perfect postcard your customers will love, let us know today! ✓



Driverless Rooms?

What if your hotel suite was on wheels and drove itself? You could travel the world in the comfort of your own room without ever having to take your turn behind the wheel! Steve Lee, a designer at Toronto-based Aprilli Design Studio, aims to do just that with his idea of the Autonomous Travel Suite. Lee's combination of a hotel suite and a driverless vehicle that accommodates up to five people looks to take renting a car (and a hotel room) to a whole new level. ✓



TRIVIA

1. Which bird has eyes that are larger than its brain?
2. Which country does kiwifruit originate from?
3. Which inland U.S. state has the longest shoreline?
4. The expression "oy vey" comes from what language?

1) Ostrich 2) China 3) Michigan 4) Yiddish

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TOP Ten

Vacation Spots for Family

1. Walt Disney World, Florida
2. Yellowstone National Park
3. Grand Canyon
4. Destin, Florida
5. Washington, D.C.
6. Yosemite National Park
7. Disneyland, California
8. Maui, Hawaii
9. Gatlinburg, Tennessee
10. San Diego, California

Source: <https://travel.usnews.com/rankings/best-family-vacations-in-the-usa/>



CAN YOU GUESS THE YEAR?



- » NBA superstar Michael Jordan scores his 20,000th career point.
- » Martin Luther King Jr. holiday observed in all 50 U.S. states for the first time.
- » The 274th and final episode of *Cheers* airs on NBC.
- » Nancy Kerrigan wins U.S. female Figure Skating Championship.
- » Singer and musician Prince celebrates his birthday by changing his name to a symbol.
- » Holocaust Memorial Museum dedicated in Washington D.C.

- » Two Los Angeles police officers convicted of violating Rodney King's civil rights.
- » Truck bomb explodes in parking garage of NYC World Trade Center.
- » Hulk Hogan pins Yokozuna at Wrestlemania IX in Las Vegas.
- » Reggie Jackson, 14-time MLB All-Star, inducted into the Baseball Hall of Fame.



A Flowing Message

In an effort to bring attention to World Water Day, Green Belgium sent out a direct-mail letter that at first glance appeared to be blank except for one sentence on a completely blue background. Created alongside the company's message of "Without Water, Knowledge Can't Flow," the direct-mail letter was only able to be read when held under running water. The campaign combined direct mail and unique design with the idea that water must be accessible to all. ✓

The year was 1993. Source: onthisday.com

Luscious Slush Punch

- 2 1/2 cups white sugar
- 6 cups water
- 2 (3 ounce) packages strawberry Jell-O® mix
- 1 (46 fluid ounce) can pineapple juice
- 2/3 cup lemon juice
- 1 quart orange juice
- 2 (2 liter) bottles lemon-lime carbonated beverage

Bring sugar, water, and gelatin to a boil in a large saucepan; boil 3 minutes. Stir in pineapple juice, lemon juice, and orange juice. Divide mixture into 2 separate containers and freeze. Combine the contents of 1 container with 1 bottle of the lemon-lime flavored carbonated beverage in a punch bowl; stir until slushy. Repeat with remaining portions as needed.



Lori Greiner, best known as a "Shark" investor on ABC's *Shark Tank*, was born December 9, 1969, in Chicago, Illinois. She graduated from Loyola University Chicago where she majored in communications and focused on journalism, television, and film. Greiner is an entrepreneur and inventor who has invented over 600 products. Called "one of the most prolific inventors of our time," Greiner's inventing days began with a plastic earring organizer with sliding rods that held over 100 pairs of earrings. Today, Greiner spends the majority of her time using her entrepreneurial knowledge to help other inventors launch their own products.

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