

BOOK DESIGN NEWS

Spring 1994

"BOOKS ARE THE FOOD OF HUNGRY MINDS!"

WHAT'S NEW

• *Special Offer Update.* I want to thank the many publishers that took advantage of my special "get-acquainted" offer last winter. I was overwhelmed by the tremendous response. I'm looking forward to a long and satisfying relationship with each of you. Those of you that didn't respond to the offer, I'm sure I can help you out in terms of price, service, and quality. So go ahead, call . . . *just dial it.*

• *Mud Season?* We usually suffer through a few weeks of driving through a mud bog each spring to get to our house. I think the mud season actually lasted about three days! The temperature change from winter to spring was so gradual that most of the snow melted down through the ground instead of through our drive. I am thankful for little things!

• *No Racing!* That's right. I ended up pulling out of the entire indoor rowing season due to injury. My first season missed since '86. I'll be back in top form for the '94-'95 season! The training has resumed! I'm on the road again! Pull!

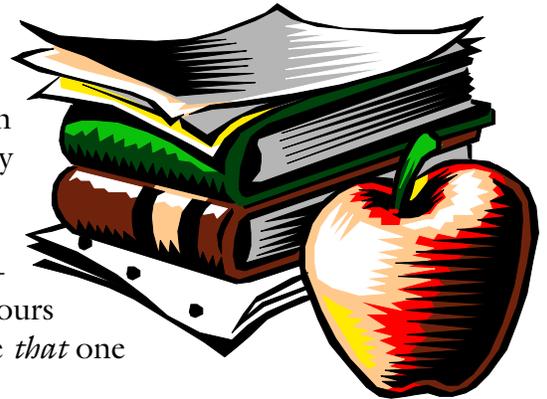
Hi everybody! I hope that spring has finally made its way to your area. I mean, did this winter last forever, or what? I think some people are still skiing here in Vermont! I did manage to do some cross-country skiing this year! Now it's time for the garden, running, biking, and a little golf. Oh yeah, I've *got* to finish painting the house this year! And then there's the roof, and the screen door, and the . . .

I have become known by many for my constant use of analogies. I'm not sure whether my friends listen to relate or listen to be amused by my wild analogies. I didn't realize until a few years ago that I hardly get through a conversation without using at least one analogy, and I find them quite valuable in explaining things to my 7-year-old daughter.

I was walking through a bookstore recently and I began to piece together an analogy between books and food. I enjoy discussing analogies of automobiles and the human body, football and business, and more notably, society and the supermarket. (When you've got a couple of hours to waste, call me sometime and I'll share *that* one with you!)

Anyway, back to the food/book analogy. I began relating the various book subjects with types of food and their locations within a food store. For instance, reference books are like basic foods such as milk, bread, pasta. The books that once commanded shelf space that are now relegated to the discount bins are like the day-old bread, they've lasted beyond their time. The newly-released books are like the fresh doughnuts and cakes, and the best-sellers seem to have their own unique displays.

Then there are the "specials" or sale items. These are the books/foods that need a little help, or maybe they are slightly flawed. When you get to



continued from front page . . .

the register you'll find all kinds of nifty little goodies, the kinds of things you don't go looking for but, while waiting in line, realize you just can't live without that bookmark with a picture of Garfield on it! Breakfast cereal boxes remind me of the colorful and enticing books for kids. The humor books are like chocolates & cookies. The nutrition/diet books are like the low-calorie and salt-free foods.

Those books that hang in there year-in and year-out are like canned foods, they last forever and never change. The current-event books are like fruits and vegetables, you'd better read them now while the topic is hot, for tomorrow they will be replaced with fresh stuff.

There are foods that are necessary for good health and there are foods that are just fun to eat. We need to feed our bodies and we enjoy feeding our face. Just as we need to read for information, we need to take time to read for fun.

Just like books, we often choose our food because of its appearance. Great graphics, appealing colors, or it just looks right. The right design *can* make the difference! Think about it the next time you go shopping for food *and* the next time you need a book designed.

John Reinhardt Book Design means . . .

- **Interior book designs.** Complete layouts & specs. *Starting* at \$300.
- **Final pages.** Pages output or output-ready disks. *Starting* at \$2/page for disks.
- **Book Covers/Jackets.** Camera-ready mechanicals. *Starting* at \$300.
- **Book Dummies.** Complete dummy showing all photos/art in place with wrapped type. *Starting* at \$5/page.
- **WYNIWYG.** What You Need Is What You Get. I'll do whatever it takes to meet your book production needs.

"Rumor Has It" Department.

Watch for an issue of this newsletter to appear in the August issue of *WINDOWS MAGAZINE*. The article will feature newsletters produced using Windows applications.

WHAT THE . . .

Okay, I know I said I would have a typography quiz this issue, but I came across something I think you'll really enjoy. Heh, heh.

I was digging through some old files recently and found the following quiz. This quiz was given to me several years ago and caused quite a stir among the people on our staff. I wouldn't be surprised if many of you have already seen this, or another version, at some point in your life. I hope you have some fun with this and be sure to drive someone else crazy . . . I mean, be sure to share this with your friends. If you know of some more of these and would like to share them with me, I'll put them in a future issue for all to try. If you really get stuck with any of these, call me and I'll help you out.

Each letter represents a missing word in a familiar phrase or fact. Good luck.

1. 36 = I. in a Y. 36 = Inches in a Yard
2. 6 = W. of H. the E.
3. 212 = D. at which W.B.
4. 3 = P. for F.G. in F.
5. 20 = Y. that R.V.W.S.
6. 101 = D.
7. 60 = S. in a M.
8. 7 = H. of R.
9. 56 = S. of the D. of I.
10. 5 = F. on the H.
11. 40 = T. (with A.B.)
12. 30 = D.H.S.A.J. and N.
13. 1 = D. at a T.
14. 10 = A. in the B. of R.
15. 435 = M. of the H. of R.
16. 16 = O. in a P.
17. 31 = I.C.F. at B.R.
18. 50 = C. in a H.D.
19. 2 = T.D. (and a P. in a P.T.)
20. 4 = H. of A.
21. 13 = C. in S.
22. 8 = P. of S. in the E.L.
23. 20,000 L.U. the S.
24. 9 = I in B.G.
25. 64 = S. on a C.B.
26. 88 = K. on a P.
27. 57 = H.V.
28. 7 = W. of the A. W.

