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TIPS, tricks, & fun facts

■ **Have you heard about Google SMS?** This is a service that enables you to get information such as phone numbers, weather, directions, and more via text message. For example, text "Newsletters Ink Lancaster PA" to **466453** (Google) and you will receive a reply with our address and phone number. Pretty handy.

■ **The world's first legal television commercial** aired at 2:29 p.m. on July 1, 1941, just before a broadcast of a baseball game between the Brooklyn Dodgers and the Philadelphia Phillies. It was a 10-second spot for Bulova watches.

■ **Researchers at Stanford University** found that individuals who multitask most often are the worst at it. Their findings, published in the August 25th edition of *Proceedings of the National Academy of Sciences,* showed that those who multitask the most are more easily distracted and less able to ignore irrelevant information than those who multitask least.

■ **According to the Pew Research Center,** The Beatles are America's favorite musical performers. Forty-nine percent of Americans said they like The Beatles "a lot," while 8 in 10 liked them at least a little. Rounding out the survey's top 5: The Eagles at #2, Johnny Cash at #3, Michael Jackson at #4, and Elvis Presley at #5.

It's all a part of your marketing

Did you know that Newsletters Ink PLUS offers business cards, letterhead, envelopes, and presentation folders for your business? Our *Office Essentials* are customized to fit your needs and are easily integrated with your current marketing tools.

It's easy to overlook these basic office needs. Many businesses consider them "just office supplies." But they are not just supplies; they are an essential part of your marketing. Think about how many people see your business cards, letterhead, envelopes, and presentation folders.

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