

(3) Too much furniture or leads on one side. See "Crooked Form," Item 3.

(4) Lines not equally spaced. See "Impression not clear," Item 9.

(5) If you are sure that your form is made up properly, that is, none of the furniture, leads or type are misplaced so as to make proper tightening impossible, locate the part of the form which seems to be loose, cut strips of thin paper, and place them between the lines which are loose, taking care not to put enough in any one line to make it appear noticeably spaced in the printed page. It is very seldom that this must be resorted to, one of the other suggestions mentioned usually being the cause.

Rollers Slide Over Form or Refuse to Take Ink

E(1) A roller supporter, bearer or track locked in the form on one side or the other, or both sides, will often prevent sliding. Bearer must be locked in at EXACTLY TYPE HEIGHT, otherwise the rollers will either fail to touch the type, or they will not ride on the bearer. These bearers must be in a place where they will not touch the paper or card when the impression is made or must be shielded by a paper pasted to the gripper. See page 22.

(2) Rollers too hard or too worn. See "Care of Rollers."

(3) Rollers too crusted with ink. See "Care of Rollers."

(4) Springs on roller hooks not giving proper tension. On some models adjustable nuts are provided. On others springs may be

stretched out, or newer and stronger springs provided.

(5) Rollers bind in roller hooks. Use a little oil where rollers fit into hook.

(6) Rollers won't take ink. This is caused by excess moisture in the rollers, and sometimes occurs during damp, hot summer weather. See "Care of Rollers." Make sure that, after cleaning rollers with kerosene or any other cleaning substance, they dry well or are dried before again putting on ink.

Light Streaks Across Face of Letters

F First line of type has light streaks in ink running horizontally across the face of letters.

(1) Rollers sliding. See Item E-1 and "Care of Rollers."

(2) Room too cold to start. See Item A-3.

(3) Ink too thin. This may come from dilution by cleaner. See A-7. If ink is very old, the oil may have separated enough from the pigment to give a thin solution, but not often and never with ink furnished with new equipment.

How to Start a Stationery and Job Printing Business

It might almost be said that a business of this kind will start itself, so easy is it to obtain orders. Just let it be known among friends, relatives and acquaintances that you have a printing outfit, and you will have plenty of jobs offered you. Everybody you know is a prospect for stationery and cards at the very least. People have acquired

the habit of using stationery with name, monogram or address, and this opens up a tremendous market for you in stationery alone, to say nothing of cards, tickets, programs, advertising matter, bill-heads, factory and office forms, statements, handbills, menus, church calendars, lodge and club printing, etc. We furnish a complete line of blank stationery of all kinds, both boxed and unboxed, cards, paper, blotters, etc.

If you want to get your business started quickly, print up a small card, or better yet a blotter, giving your name and address and announcing that you are prepared to do printing at attractive prices. If you use a large enough card, get in a little "selling talk"—that is, state why everyone should have his name and address on every letter he sends out (because of the good appearance, because if undelivered it will be returned, etc.) Offer to call and talk it over with the prospective purchaser. Distribute these cards or blotters from door to door, by mail, or among any gathering you may attend. Returns will not be long in coming. "It Pays to Advertise"—In fact, many lines of business cannot exist without advertising—and in addition to doing advertising yourself, you can print advertising for others—at a profit. Suggest new ways of advertising to your business customers. Small calendars and cards, blotters, puzzles of one kind or another, card game score cards, railroad, plane, and bus schedules, baseball score cards, sports calendars—and dozens of others. If you belong to a lodge, club, church or any organization, you already have an inside track to many profitable jobs of

tickets, programs, notices, due slips, etc. Make the most of all your opportunities. Dozens of them will show if you are wide awake.

Prices

It is not possible to lay down invariable rules for prices, because competition makes them vary in different localities. Far West or South prices are as a general rule higher, because of being farther from source of supplies. The prices given below should therefore be considered only for the help they give you to establish fair figures. A little quiet investigation in your locality will soon give you a line on quotations prevailing, after which you will be able to do just as well as anybody—and better, if you want to.

Visiting cards, name only, 50 for \$2.70, 60 cents for each additional line (address, etc.) Business Cards, 100 for \$4.95 (one line) 60 cents for each additional line and about \$1.80 to \$2.70 for each of any additional hundred printed. Price should vary on Business Cards according to size of card used. This price is for small or medium. Low priced bond stationery, 100 6x7 sheets and 100 envelopes, \$3.15 and higher prices for a better grade, up to \$10.80 for raised printed stationery in the same quantity, with proportionate prices for a larger number of sheets. Statements and Bill Heads, 250 for \$8.70. Low priced bond, 8½x11 Business Letter Heads 250 for \$8.70, Envelopes \$6.30, 1,000 sheets for \$13.95, Envelopes, \$14.00, 60 cents a line additional for more than three lines. Better grades and raised printing higher—according to pa-

per used and time required. Two color work, \$6.30 extra. Small handbills and circulars, 3x5, 100 for \$9.00, 1,000 for \$13.50. Add \$6.30 for extra color in all cases—more if it is a bigger job or larger edition. Larger circulars—in proportion to size and number required. Tags same as envelopes.

Keep a record of time and cost on all jobs, for use in making future prices.

Envelope Printing

Envelopes, owing to the various thicknesses of paper at different points, often require a little more work in preparation for printing than a job on a single sheet of paper. The overlapping and the gum which holds the flaps cause thick places which must be compensated for if the printing goes over more than one different thickness. Sometimes this can be avoided by opening out the flaps, particularly when the corner card you are going to print is small, and the envelope is "high cut"—that is, the top of the back side is almost parallel with the top of the front. In this case, you will be printing on two thicknesses of paper, but not two *different* thicknesses, so that the type will not be held off one part of the envelope by two or more thicknesses in one spot, and a fewer number in another.

When you do want to print on the flap itself, and the corner card will run over more than one different layer of paper, it is customary to take an envelope of the

lot you are going to use and with the point of a knife or a pin, punch small holes through the tympan one at each upper corner and one at lower right hand corner. Take



Fig. 1



Fig. 2



Fig. 3



Fig. 4

an impression of the work to be printed on the envelope on a single sample. This must be cut out so that when the cut envelope and an uncut envelope are laid on each other, the number of paper thicknesses at all points will be the same. Thus, at points A, on figure 1 of the illustration, there are four thicknesses of paper, and all the other points must be built up to this figure. Where the flap goes

over at points B and C, there are three thicknesses, requiring one more to make up to the maximum four, and points D, E, and F, having only two thicknesses to equalize, require only two thicknesses more.

These cut-outs and thicknesses must be cut exactly, and it is therefore necessary to know just where the paper laps over. This can be ascertained by running a lead pencil at right angles with the joint, the same as you would take a rubbing of a coin.

You are now ready to cut out the skeleton envelope. A, having the greatest number of thicknesses, is cut out entirely. B and C having the next largest number, should have all but the front thickness cut away. D, E, and F have only two thicknesses, and are therefore left.

Paste the envelope thus prepared face up on the tympan sheet directly under the top sheet, being careful to match it with marks previously punched. If this is done correctly, you can print envelopes without any difficulty.

Proper Care of Type

Proper care of type insures long and satisfactory service. Great care must be used not to subject it to unnecessary pressure and that every letter and point in a form is carefully planed down, that it may not be worn by the extra pressure coming from being higher than the others. Never print a card with impression so heavy that it

shows through distinctly on the back. The same rule applies to paper to a certain extent, though in printing a full form of small type so much packing must be used on the platen that the type will usually emboss through slightly.

Never allow ink to harden on type; wash it off as soon as taken from the press and distribute it as soon as your job is finished. Type left standing around is very apt to be hit and the face broken.

Type should always be cleaned at once after using. Remove form



from press and before unlocking, take a rag wet with benzine or gasoline and carefully wipe the faces of the whole until no ink or dirt remains. For those who don't wish to use highly inflammable liquids such as benzine and gasoline, we recommend our Printoclene which is listed in the catalog. Use a small, stiff brush if the type is badly filled up. Wipe furniture, chase and all parts of the form, as well as the type, with benzine until everything is perfectly clean. In case ink gets dry and hard in the type, make a solution of our alkali cleaner preparation and use according to directions on the can.