

other without danger of offsetting. The result will be either a glossy raised or a dull slightly raised effect, depending on which kind of compound you use, the gloss or the dull.

For general purposes the gloss compound is usually best, but for wedding announcements and business cards which must look engraved, the dull should be used. The raising is not so pronounced on the dull, but it is more in keeping with plate engraving.

The raising compound is also made in gold and silver bronze. For these, print with brown, tan or yellow ink, as the compounds are not transparent, and will not allow the colors of the ink to show through.

You'll also find an electric raised printing unit in the catalog, made especially for the job. It is big enough to handle anything up to 12 inches wide, and is a worthwhile investment particularly if you intend to specialize on cards, stationery, wedding announcements or such work.

Christmas Cards

Christmas cards can be a big source of profit for the printer. The cards may be made in their entirety, or they may be bought ready for imprinting with your customer's name. Designs are

available in standard cuts, or you can make them yourself on linoleum blocks, described elsewhere.

The biggest volume is on the imprinting. You can obtain the cards and envelopes with the designs and sentiments engraved, lithographed, or in offset gravure, the only work necessary on your part being the printing in of the name. The sale of Christmas cards begins in the summer months. Orders can be taken in July, August, or September, for delivery in December. However, there is plenty of business that you can get in October, November and December.

Binding and Stapling

If you look at the Kelsey Supply Book, you will see it is stapled on the sides, whereas the Guide is bound through the center — center-bound.

Center stapling can be used when all the sheets are of such a size that they run through to make four pages each, such as the Guide.

If, however, some of the sheets are single, it is evident that stapling through the center is not going to hold them; and side binding is used, as in our Printer's Supply Book.

If center binding is wanted in spite of one or more single sheets,

HOW TO TURN A NEW FONT OF TYPE IN THE WRAPPER



the singles can only be made secure by using paper wide enough to go by the center line, so that the center staples will catch and hold them.

Binding machines will be found in our supply book which will do both side and center binding. Staples of various lengths of prong or leg are furnished, to take greater or lesser thicknesses. The diameter of the wire varies, too. One binder is made with attachments to take two different diameters of wire, and four lengths of leg.

Short leg staples are best for three or four thicknesses of paper — for instance, quarter inch leg staples will fasten a thickness of about an eighth of an inch, more or less, and leave an eighth of an inch to clinch on the other side. A $\frac{3}{8}$ inch leg will bind a quarter inch, plus $\frac{1}{8}$ inch for the clinch, etc.

Stitchers using continuous wire are made, but as they cost in excess of \$100, we will not describe them here. Bookbinding — that is, sewing with bookbinders' thread, is another variant which requires separate coverage. The printer with small and medium sized equipment will find the hand binder such as the 1A with light wire accessories the most useful addition to his layout.

Card Cases

Inexpensive card cases make excellent premiums for card orders. They are priced low enough so that you can offer one free with each card order, and the results are usually very gratifying. Card

cases prevent the cards soiling in the pocket. If you prefer, you can offer the better grade for a small sum. It is well to give the prospective customer a choice.

Hundreds of Uses

The Guide is designed to tell you HOW to print rather than WHAT to print. Most of the popular uses for Kelsey equipment which have not been specifically mentioned so far in the Guide are what might be called straight printing work — for specific purposes, perhaps, but not requiring any different treatment than the average run of job work done by most Kelsey owners who print for profit rather than for themselves.

We urge every new press owner to keep all the samples of printing which come his way, and particularly those which are along the lines of the work which he wishes to do.

If you are particularly interested in church work, or label printing, or Christmas cards, or stationery, or any other specialty, you will not find it difficult to acquire enough samples to be very helpful. That doesn't mean you will want to slavishly copy other people's printing, even if you had the same type styles — it does mean that you will find the answers to many of your questions on how to lay out your work in similar printing that you pick up. Even the advertising you see in newspapers will help. You will soon find yourself able to proceed independently and with confidence, as well as with genuine satisfaction in your own accomplishments.