



WHAT TO PRINT AND HOW TO PRINT IT

No. 365
1963

The Printer's HELPER

The KELSEY COMPANY
Meriden, Conn.

Single copies of 25¢ or more keep the Helper coming for at least a year.

Warm Weather Business

With the coming of summer, all the resort villages, towns and cities put on new life, as everybody knows who lives in them the year round. Many of our customers take advantage of the kinds of business that this activity brings, and more can do so.

Many of the cottages at the seashore, on lake shores and in the mountains have names hanging over the door. The favorite indoor sport of people on a vacation is writing to their friends so as to tell them what a fine time they are having, and if the stationery has the cottage's name at the top, or the name of the owners, so much the better. If there is a change in the occupants every two weeks or month, so much the better. You will have that many more customers. Offer quick service and you will get plenty of business. If you are in the city and know of people who go away to their own or rented summer places, get them before they leave the city, or, if you don't have the opportunity, write them, enclosing samples and quoting prices, and always, don't forget to emphasize **HOW SOON** you can deliver—not just a remark about quick delivery, but tell them when you will ship if you get their order. Speed is essential, and you can offer it to them. Carry a stock of the popular boxed stationery numbers on hand. We have them ready for shipment, and when you find out about how fast orders are coming, you can plan accordingly.

For those who do not wish personalized stationery, you can have boxes, already printed, with the name of the city, town or summer resort printed at the top, and on the envelopes. This you can offer at a lower price, and make immediate delivery, because it will cost you less to make, and you can produce it in bigger quantities to fill in spare time. Remember, too, that stationery with raised printing has a tremendous popularity, and if you have the embossing outfit listed

How to Make a Solid Rule Joint with Tin Foil

There are times when you will have a job which requires longer pieces of rule than you have in your shop, probably because you have cut up most of your long pieces for other work. Naturally it is best to have a single piece of rule for each line or border, but there are ways of getting around the difficulty in an emergency.

Take a piece of tin foil, fold it several times so as to make a fairly substantial thickness and put it in the joint. Tighten up your form enough to keep the tin foil in place, and trim off the excess foil so that it is the same height as the rule. You can then lock your form tight in the regular manner, and if the job is well planned down, your joint in the rule will have disappeared in the finished work.

in the catalog, show samples of that, too.

Many local photographers offer genuine photograph post cards at from five to ten cents apiece. The best cards of this kind have a white margin with the title of the card printed in the margin, with type like 6 point Copperplate Gothic, for instance. Many photographers do their own titling with Kelsey presses, but some don't have the equipment, and you can make arrangements to have them take care of their card titling. Work on photographs should be done with Bond Ink, because it must dry on the surface mostly, with very little soaking in. If the photographer has been decorating his cards with hand lettering of doubtful appearance, your proposition, backed up by a couple of samples which you can show, will go a long way toward convincing him that good titling will make the cards much more saleable.

If you live in the city, but intend to spend at least part of the summer in a summer resort, carry the press and enough equipment along with you to get some of the business which is available. Along this line, many Excelsior owners follow the crowds across the country, from Maine to Florida, and from Iowa to California, taking their machines with them, and setting up where the people congregate with money to spend. Those who do this find card printing also a good source of revenue. Along with the card and stationery jobs will come others like tickets and program printing which will help to keep your press busy if you want to take them on.

All the suggestions embodied in this article are based on what Kelsey press owners are doing all over the country, and are therefore tested. They will prove profitable to you if you can use more business.

Who Must be Satisfied?

The writer once worked in a silver plant. The old way of making bread trays, sandwich trays, etc. was to solder a border all around the edge of the tray. The company still made that kind, but to meet the need for lower priced trays also rolled over the ordinary edge to simulate a fancy mounting on some, and on others used designs which required neither soldered mount nor rolled one. This kind the workmen called "raw edged", not because it was sharp enough to cut, but because it didn't have all the work on it of the older, more expensive variety. There was the same amount of silver on all three, they would all wear equally well, but the older workmen looked down on the kind that cost less. In fact, some went so far as to label them "junk". Of course, the workmen in other kinds of factories bought them, used them, found no fault with them, and perhaps could not have afforded to buy the other kind, even if they had known the difference. On the other side of the picture, perhaps the silver worker in his capacity as the officer of a lodge bought some printed post cards, thought they were swell, but some printer of more years' time-serving than common sense might pick flaws in them. The same printer might even have one of those bread trays home, proudly and conspicuously placed on the side board, and the silver man thought was very poor stuff indeed.

You'll find these attitudes in all lines of work. Both are right and both are wrong. It is perfectly true that you can be a printer all your life and continue learning over the whole period, but it is also true as you have found out that much commercial work can be done with knowledge picked up in a matter of hours. Experience brings speed and ability to handle more complicated work, but it often has a tendency to make a man feel that more experience is required than is actually needed. Every man should take pride in the skill which he has acquired at his work, but he should not blind himself to the fact that common sense and ordinary intelligence will talk somebody else a long way in a short time.

The late Henry Lewis Bullen, an outstanding authority on everything to do with the graphic arts once remarked that printing was a vocation with the unusual advantage of being profitable at the beginning and results from the beginning. He did not mean, nor do we contend, that your first simple job was the best of its kind that you will ever do, but he did mean that you could attain satisfaction and results from the beginning. The broad minded members of the printing fraternity re-

Printed on Kelsey India Tint Book paper, with Kelsey Many Purpose Brown Ink

Keep The Helper for Reference. We cannot furnish back numbers. Edition is exhausted in month of issue. For standard binder punch holes as indicated.

alize this, but you will always find a few who hate to admit it, or who sincerely believe that nothing worthwhile is possible except after long training.

When you judge the job you have turned out you must give consideration to its purpose, as well as by whom it will be used. Some people, but not many, are willing to pay for superior work, paper and typography. As a business man you must make a profit. If the work is for yourself, you are the judge of how much time and expense you can put into it, also what degree of perfection is required. If the printing is for someone else, your possible selling price is a ruling factor. A handbill does not require the degree of perfection needed in a wedding invitation. On the other hand, the person who is satisfied with low priced wedding invitations should not and probably will not expect quite the fine attention to presswork as on the best grade.

Every printer must settle such questions for himself, in the light of his experience as he goes along. If your work requires close attention to details, you will find the necessary information in the Guide, The Kelsey Printer's Course and books on printing. There is no excuse, however, for feeling that nothing good is possible under any conditions unless one has gone through long, rigorous training. Suit your work to what is actually needed, and you will satisfy both yourself and your customer.

A Good Feeding Block

Paper and cards may be fed in printing a whole lot easier if they are joggled so that the top sheet may be picked up without disturbing the next underlying one. This may be accomplished by taking a piece of 2" x 4" wood about the length of the average paper stock, or up to 11 or 12 inches, and sawing it on an angle so that you will have a block two inches wide (full width) at top, down to one inch at the bottom. Your block will still be 2 x 4 on one side, and 1 x 4 on the other. Fasten the one inch edge to a board which you can use for putting your stock on. When the stock is put against it, the bevel from 2 inch to 1 inch will push out the sheets so that you can grasp the top one easily and firmly, and all subsequent sheets the same way. When not in use, the board and block may be put away. Such a block can be fastened to the feedboard if your press has one, but it will probably be more convenient to make it movable through using another board as described.

Excelsior Job Composing Stick



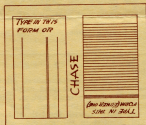
Screw pattern; cast, reinforced knee; instantly adjusted to any measure. 8 inch, 1/8 piece capacity. - \$2.75

Shipping Weight 1 pound

Printing Rule Forms or Forms with Cross Lines

There are several ways of handling such jobs, the easiest in most cases being the using of quad rule. The quad rule is just what the name implies, quads with horizontal ruled lines on them, so that you don't have to bother to cut small pieces of brass rule, and, more important still, the lines are all spaced by the quad rule itself. Anybody who has made up a complicated ruled form knows what a job that is.

There are some jobs, however, on which you may not have quad rule of the right size available, or there may be some other reason why it must all be set up in brass rule. Then, unless the job is to have a large edition, you will find it easiest to make two forms—one



of the rule to run horizontally, and another of the rule to run vertically. You can then, if there is room enough in your chase, run both side by side on a double size sheet or card, later reversing and running the forms over each other, so as to get both horizontal and perpendicular ruling, and finally cutting the stock in two so as to get the separate pieces; or you can first run one form thru your press on the single sheet, then take off the first form and run the other.

In the first case it will not take you any longer than it would to run the job with a single form, and in the second you can often save enough time to make it worth while running thru twice.

How to Empty a Stickful of Type

This cut shows method of lifting and handling lines of type. Place a lead, rule or galle (rule is best as it does not bend and is full height of the type) on each side of the lines to be lifted, place the first fingers at the head, the thumbs



at the foot, the second and third fingers at the ends and, pressing firmly together, lift carefully. When clear tip all on edge, facing you, turn feet down again just as you place in the galley or form.

Wedding Sets

for weddings, graduations---



Vellum finish stock 4 1/2 x 6 (folded size) which fits into the envelope without further folding. Each cabinet contains 82 sheets, 50 tissues, 50 inside envelopes 4 1/2 x 6 1/4, and 50 outside envelopes 4 1/2 x 6 1/2. **1.45**
Cabinet No. 22-F (Ivory) **1.53**

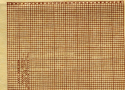
Embossed wedding and announcement folders, 10 paneled flat style (folded size 4 1/2 x 6 1/2), 50 outside envelopes size 4 1/2 x 6 1/2, and 50 inside envelopes 4 1/2 x 6 1/2 with untrimmed flaps. **1.47**
Cabinet No. 20-F - - - - - **1.47**

White vellum, unpaneled, flat style, 50 sheets (folded size 4 1/2 x 6 1/2), 50 outside envelopes size 4 1/2 x 6 1/2, 50 inside envelopes size 4 1/2 x 6 1/2 with untrimmed flaps. **Cabinet No. 23-F 1.46**

Bridal Book Sets

White vellum stock, with round corners, embossed lower design, words "Bridal Book" embossed in gold letters on front. 12 embossed sheets 4 1/2 x 6 inches (folded), 50 inside envelopes 4 1/2 x 6 1/2, and 50 outside envelopes 4 1/2 x 6 1/2 inches. **Cabinet No. 28-F - - 1.98**
Announcements: Lots of 10, 5% less above price.

Kelsey Line-up Gage Corrects Crooked Forms



Made of translucent plastic size 8x10, accurately marked off in inch squares. A handy aid in checking spacing on letterheads and other forms, setting gauged pins on press, getting correct register on multiple jobs, and all work where perfect alignment is essential. **2.00**
Postpaid, - - - - - **2.00**

Raised Printing Unit

This Raised Printing Unit is large enough to handle sheets up to 12 inches wide. For use on 110-120 volts A.C. or D.C. Cannot be used where there is no electricity or on any other voltage. **1.79**
Unit, only, with 6-foot cord, - **1.79**
Outfit, consisting of: Unit (as above) plus 4-on tube each of Bond Black, Red, Blue inks; a tube each of Gloss and Dull compounds. **21.78**

Raised Printing Compounds

Gloss or Dull tube, **\$.68**
1/8 lb., .94; 1/4 lb., 1.75; 1 lb., **3.30**
Use Bond Black or Many Purpose colored inks with Gloss or Dull compounds.
Gloss or Aluminum tube, **\$.80**
1/8 lb., 1.27; 1/4 lb., 2.33; 1 lb., **4.13**
Orange Ink, for bronze or aluminum comp. 4 oz. tube, **\$.85** 1 pound, **2.30**

Handy Ink Knife

Indispensable for mixing tints, colors, and "working up" ink to easy printing consistency. 4 1/2-inch steel blade, easy-to-hold stained wood handle. **95 cents**

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WITH OUR READERS

Filling in Around Irregularly Shaped Cuts

From an old Helper reader:
"Oftentimes in using an irregularly shaped cut the printer is faced with the problem of getting the cut locked up properly. If ordinary newspaper is used until soggy and pressed around the cuts, it will dry and form an excellent filler for justifying and making a solid lock-up. This can also be used for making odd effects with rule, border, and printing type slantwise."

We might also add that plaster of paris is also used very commonly.

Waterproofing Cardboard

Melted paraffin may be used to waterproof cardboard. A clear cellulose lacquer like Duco will also do a good job of waterproofing. A third way is to cover the cardboard with flexible varnish.

Miscellaneous Hints

Printing of first day stamp covers (envelopes) for collectors had best be done on rag content stock like Banknote Bond, because the cheaper papers have a tendency to turn yellow over the years.

Rather than puncture the tympan on my press with gauge pin points, I fasten the pins to the paper or cardboard with cellophane tape. With care, several changes of position can be made with the same strip of tape.

To get ink off rollers without wasting so many cleaning rags I roll them back and forth in newspaper. The final cleaning should be with rags, however, because of paper lint which will otherwise be left on them.

When putting names or monograms on playing cards, I find that if a card is damaged, it is just too bad, but it is possible to rub off the ink at least once without doing any apparent damage — that is, if it is done at once.

I use an infra-red lamp to keep the ink plate warm in cold weather. It works well and quickly. A.H.

Paneled Informals

For invitations, short notes, acknowledgments and all occasions where a neat combination of smartness, yet haste and informality is required. Folding sheets size 4 1/2 inches, folded size 2 1/2 inches. Name goes on front panel. 100 folding sheets and 100 envelopes to match in a box.

No. 134-W, heavy, white, vellum finish stock.

No. 135-L, heavy, ivory, " " " "

All prices per box

Quantities of	1	5	10	50
134-W White, each,	1.39	1.19	1.05	.95
135-L Ivory, each,	1.35	1.15	1.00	.90

Shipping Weights per box, 270; per 50 boxes 602.
per 100 boxes, 12 1/2; per 50 boxes 602.

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THE CENTURYS

Century Roman, or Century Expanded, as it is sometimes called, was originated by the late great Theodore L. De Vinne for magazine work, and while he presumably approved of the way it fulfilled its functions at the De Vinne Press, he could never have conceived the popularity and longevity which has been given it. Century Roman is without doubt the most universally used type face of all the thousands which have appeared in type foundry's specimen books in the last one hundred years. Silent testimony to this may be gathered from the list of foreign accented letters. Century Roman has more of them than any other style. If the accent isn't made in Century, there is very little hope of getting it in anything.

We pay it tribute by not only supplying it in almost every suggested general outfit, but by using it ourselves in the Helper and in the catalog. It is extremely easy to read, even in the smallest sizes. We carry it in 4 and 5 point, because label and advertising work require a type which will take up little space, yet be legible. For ordinary work the 6 point is small enough and the commonest size is 8 point. Both 6 and 8 point (665 and 685) are suitable for index card work, and as can be seen by our catalog they are also good price list sizes. Where there is room enough we advise 8 point 685, but where there isn't, 6 point 665 will do. In calculating the relative space used by the two sizes, remember that what in 6 point takes 36 square inches (6 x 6), unlead, will require 64 (8 x 8) in eight point, or 100 (10 x 10) in 10 point.

Wherever solid reading matter is needed, Century Roman or its New England counterpart, Centenary, may be used with confidence.

As has been the case with all successful styles, a good many close relatives, such as bold, old style (so called), and others sprang up, but none of them ever had anything like the same popularity, and we do not list them.

Every general printer should have Century Roman. People with some specialized jobs can conceivably get along without it, but the printer who takes work as it comes to him needs Century.

DuPont Cellophane Sheets

Moisture Proof

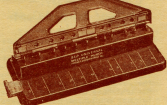
For economical and attractive wrapping of your stationery, cards, and other orders. Your paper envelopes in bulk (1,000, 5,000, 10,000 lots) and package them in cellophane after printing. You can make up your own stationery combinations and keep costs way down. Package can be sealed with ordinary Scotch (cellophane) tape. May also be sealed by simple application of heat if desired.

Furnished in one size only — 17 1/2 in., which you can cut as needed to give you the most economical wrapping per order.

25 sheets size 17 1/2 inches,	1.95
50 sheets size 17 1/2 inches,	2.95
100 sheets size 17 1/2 inches,	3.95
500 sheets size 17 1/2 inches,	14.95

Ship. Wt. per 500 sheets, 12 lb.; 100 sheets, 5 lb.; 20 sheets, 2 lb.; 10 sheets, 1 lb.

Universal Punch



Sturdily constructed of heavy sheet steel 3/4-inch thick, die formed, finished in gray enamel and highly polished nickel plaid with felt base. This punch will make four 1/4-inch holes in 10 sheets of ordinary bond paper. The handle contains four movable stops which are set over the punches you desire to use. The side gear is double marked and can be used from either end. Has a gauge system for holding punching scraps—easily removed by pressing on edge of pan.

Complete, \$8.95
Shipping Weight, 3 pounds

Binders



Binder—No. 1 Improved, (D) 20.45

Ship. Wt., No. 1 Binder, 12 pounds

Staples for No. 1 or 1A Binders, 5,000,

□ X or □ XX 2.10

Staples, 4,000 □ XXX 2.30

□ XXXX 2.55

Ship. Wt. per 5,000 staples, 3 pounds



Binder—No. 1A Improved, (D) 31.25

Ship. Wt., No. 1A Binder, 22 pounds

1X Accessories for No. 1 or No. 1A

Binder With a set of these accessories,

you can change either the No. 1 or No. 1A

Binder, so that a lighter wire staple may

be used. Consists of driving blade (plunger)

and front piece. 5.25

Accessories for No. 1 or No. 1A, 1 pound

Staples, Lighter Wire, for use with

the 1X Accessories, No. 210, 1/4 inch leg,

No. 211, 3/8 inch leg, No. 212, 3/4 inch leg,

Per box, 5,000 of any one size, 3.25

Ship. Wt. per 5,000 staples, 4 pounds

IMPORTANT The seven (7) styles of

these staples is the same as the regular

staples listed with the No. 1 Binder, how-

ever the wire is smaller. The regular staples,

size X to XXXX, can still be used by

changing back to the regular parts. If you

have an old binder and wish to use

these accessories, tell us whether the

blue spring is in front or in back of

the plunger.

Binder—No. 72 Stapfast, (D) 5.95

Ship. Wt., No. 72 Binder, 3 pounds

Staples No. 3 for No. 72 Stapfast

Binder, 5,000, 2.95

Ship. Wt. per 5,000 staples, 1 pound

Hammermill Bond Stationery

An outstanding buy in popular bond
fin stationery—white only.

No. 68 box contains:

25 flat monarch, size 7 1/4 x 10 1/2
sheets

25 matching monarch envelopes,
3 3/4 x 7 1/2

One box, .71 five, 2.95; ten, 5.40



THE KELSEY MAN

—Says—

Printing is Good
for You

You know the English advertising slogan, "Guinness is good for you?" Well, printing is even better, but in a different way. We reproduce here a chart used by the government to show the benefits that have been found in using printing equipment, both hand and treadle, as well as related operations such as typesetting, for war veterans in need of physical rehabilitation. One doesn't have to be a veteran, or in need of rehabilitation either, to get the benefits which the doctors have found in printing. Note that one dot means mild, two dots medium, and three "intense" in the scale of values.

That every well person needs a certain amount of exercise will be granted by most people. Only in recent years has it been recognized that injured or afflicted parts of the body need exercise as well. We have placed equipment in a large number of government institutions, both state and federal, because of this discovery.

While the average printer will probably not be moved one way or another by the knowledge that his occupation is beneficial to him, it is nice to know that what you are doing has the sanction of the authorities as beneficial exercise and is without doubt doing you good.

We are sure that no Printer's Helper reader is in need of printing as a mental reconditioner, but we hope we will be pardoned if we mention here that it is highly valued on that score also in government hospitals. The co-ordination of mind and hand, plus other aspects of the whole printing operation on the veteran — or civilian, for that matter — have made it a favorite means of rehabilitation.



Side Binding and Center or Saddle Stitching

In order to clear up some misunderstanding as to the difference between side binding and saddle stitching or center binding, we illustrate here the two methods. The binders with the long reach are all equipped to do either. Where all the sheets in a booklet or circular go thru the center that is, are double, center binding can be used best because the booklet opens out flat. If, however, single sheets are to be stapled in, side binding is necessary. Our catalog is always bound on the side because of single sheets used as well as the double ones. The Printer's Guide, however, is usually saddle stitched (center bound) because all the sheets are commonly double and run thru.



Tweezers, tempered steel, nickel plated, a necessity in every printer's kit. **Small**, 4 inches long. **Ship. Wgt., 4 oz., .38**
Tweezers, Large, made of tempered steel, nickel-plated, 4 1/2 inches long. **.75**

Quad Rule

Ruled forms are much easier to make with quad rule.

12 Point



18 Point



Use quad rule for cross-lines—1 point No. 100 or 100 brass rule for up-and-down lines.

- 12 Point** (20 six-inch lines) font, 125 in. (20 six-in. lines) all one width, **9.40**
or 4 different widths, **2.10**
Any additional amount per 6-in. line, **.55**
18 Point (14 six-inch lines) font, **8.70**
156 in. (14 six-in. lines) all one width, **8.70**
18 in. (3 six-inch lines) all one width or 8 different widths, **2.10**
Any additional amount per 6-in. line, **.70**

CENTURY ROMAN

- No. 945 4 Point SEA 62a \$13.05
NO. 945-045-045-045 for checker pattern; per 10 to add 125
No. 955 6 Point SEA 62a \$13.05
IN SOME ADVERTISING where space counts 45x7
No. 985 6 Point SEA 62a \$8.10—8A 15a \$2.00
MODERN ROMAN for every type \$12.05/7100
No. 985 8 Point SEA 62a \$9.05—6A 15a \$4.25
SCHOOLS show great interest. 2408
No. 100 10 Point SEA 77a \$10.45—6A 12a \$4.70
SEA LICE for school study 24
No. 128 12 Point SEA 77a \$11.25—5A 10a \$4.95
CROWDS at baseball & 756
No. 148 14 Point SEA 77a \$13.60—6A 15a \$8.00
PELERO covers the 3
No. 185 18 Point SEA 18a \$14.65—4A 10a \$8.55
BRAVE mount 19
ABCDEFGHIJKLMNPOQRS
TUVWXYZ&abcdefghijklmno
pqrstuvwxyz ;:;-'!?
\$1234567890

Key: H=Hand; M=Machine; Intense

PRINTING AS THERAPY	Thumb and Fingers	Wrist	Forearm	Elbow	Shoulder	Trig.	Neck	Acids	Trunk
Exercises									
Operations									
Hand Type Setting	•	•	•	•	•	•	•	•	•
Hand Press									
Liner	•	•	•	•	•	•	•	•	•
Feeding	•	•	•	•	•	•	•	•	•
Foot Press									
Treadle									
Feeding	•	•	•	•	•	•	•	•	•
Stock Preparation									
Cutting	•	•	•	•	•	•	•	•	•
Folding	•	•	•	•	•	•	•	•	•
Stapling (hand)									
Stapling (foot)									

Banknote-20 Bond

Substance 20 (rag content)
A fine quality crackle, parchment-finish, rag content bond paper—our best. Used for high grade personal and business stationery, etc. Watermarked "Correct Bond". Substance 20 (500 sheets size 17 x 22 weigh 26 pounds).

Quantities of 50 200 500 1,000
Prices per 80 200 500 500
17 x 22 inches \$1.25 \$4.96 \$10.25 \$20.56
Carton price, \$51.64 (6 reams to a carton)

CUT SIZE

Quantities of 500 1,000 5,000 15,000
Prices per 500 1,000 1,000 1,000
8 1/2 x 11 inches \$1.88 \$6.48 \$4.38 \$4.28
4 1/2 Banknote-20 envelopes available on special order.

Combination Monograms

Font contains 81 pieces

Series No. 3 Series No. 4

Outline Solid

Font \$6.35 Font \$6.35

Three letters, either style 1,56

