

WHAT TO PRINT AND HOW TO PRINT IT



No. 366
1963

Is Your Wood Furniture Worn?

As explained a number of times in **THE PRINTER'S HELPER**, a good, smoothly planed form is an absolute necessity if you wish to get first class results. Sometimes, however, you may find that there seems to be a bulge or spring in the center, and the most careful planing will not remove it, because, every time you tighten the chase, the results of your planing are lost. This is sometimes caused by worn wood furniture, with corners rounded, gummed with ink, or otherwise in poor condition. Sometimes fairly new furniture has just enough inaccuracy in it to cause difficulty. The nature of wood makes it quite hard to produce sticks which are perfect in every way, and which will not warp or shrink. All furniture we sell is carefully oiled to eliminate as much chance of change in dimensions or shape as possible.

Whether you are using new or old furniture, you will sometimes find that turning two or three pieces upside down, or reversing them from their original position, will tend to equalize the variations, and make it possible to lock your form smoothly and without bulge. Old wood furniture is particularly a trouble maker.

Metal furniture is absolutely accurate, will not warp, and you will find some of it of great help in getting the forms straight, true, and in such shape that they tighten up easily without warping or bulging. It is a permanent investment which many will find will pay for itself many times over.

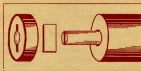
and cut out the trees, shrubbery and other green parts.

Once again cut out a piece the shape of the new hole in the frisket, remove the other cardboard of the building, and replace with the piece you have just cut, in the proper position.

Run the job off on your press. There may be blue sky — repeat the operation for the sky, and for any other colors you wish.

To make a good finish on the job, remove the frisket, clean up your cut, and put halftone black ink on the press. This can then be run over the colors, putting it on just a hair "off register", so that the black will not cover up the colors.

There are quite a few possibilities to this method of color work which we leave our readers to imagine. If you were to purchase the plates for each color on such a job, they might cost as much as a complete printing outfit itself, so you are really getting results at a tremendous saving in plate cost.



Keyed-on Roller Wheels

The accompanying sketch shows one way to slot and key rollers so that they will turn together. Some press rollers are made that way, or similarly. A piece of tissue paper wound around the core and the wheel over it will also prevent the wheel from turning on the roller if desired. Rollers shrink and swell, while the wheels remain one size, so in our opinion a keyed-on roller wheel is not always desirable. This method makes it possible to remove the key and set the wheel free when necessary.

Announcement Printing

When setting forms for announcements, the sizes of type will be governed, partly by what you have on hand, and partly by the size of the sheet or card to be used. A variety of sizes is to be desired, although not absolutely necessary. Social announcements may be set in Minuet (1235, 1435, 1835, etc.), Kelsey Script (143, 183, 243, 1143, 1183, etc.), Announcement Script (514, 518, 524, etc.), Typo Roman (1091, 1201, 1401, 1801), Typo Roman Shaded (1202, 1402, 1802A, 1802B), Margery (26-10, 26-12, 26-14, etc.), Park Avenue (1260, 1460, 1860, etc.), Fashion (1231, 1431, 1831, etc.) or similar faces.

In New England type, there are: Light Old English, Beacon Hill, Saybrook Script, etc. in various sizes.

Other styles which are popular, and which are particularly so for announcements of style shops, automobile showrooms, etc. are Bond Gothic (613, 614, 1210, etc.), Tudor Place (1234, 1434, 1834, etc.), Fairfield (1438, 1838, 2438, etc.), New Yorker (99-10, 99-12), Lydian (1027, 1227, etc.), Modern Script (1426, 1826, etc.), Bernhard Gothic Light (2008, 2010, 2012, etc.). There are others which also are widely used, and there is a very thin dividing line between what is used for social and business — what goes for one will go for the other, and taste plays an important part. The information contained here should by no means be considered arbitrary, but merely suggestive.

The Printer's HELPER

The KELSEY COMPANY
Meriden, Conn.

Single orders of \$30 or more keep the Helper coming for at least a year.

Multicolored Halftone Pictures from One Cut

The printer with an experience of many years picks up a lot of ideas which he finds useful at one time or another, and it is the aim of the Printer's Helper to furnish you with these ideas so that you can take advantage of them without having to learn them slowly, and over long intervals.

One of these ideas is the printing of halftones (particularly photograph reproductions) in several colors when you have only a single color cut available. This is accomplished through the use of a



Printing a single form in two colors with a frisket.

"frisket," which is nothing but a sheet of stiff paper (like manilla or kraft) pasted to the gripper fingers.

The cut is put in proper position in the press, and an impression is made on the frisket (be sure that the grippers themselves are out of the way of the form so they will not damage it). Perhaps the cut shows a building, like a church, surrounded by trees and shrubbery, so you will want to show the building in its natural color, which if it is brick, will be red. Cut the building out of the frisket, and that will allow the building to print on the paper.

In order to bring it up, it is first necessary to cut out a piece of cardboard the size of the building, and paste it underneath the first sheet of your tympan, in the exact location of the hole in the frisket — otherwise the frisket will hold your form away from the paper you print the job upon.

Run the job through in that color. Then put a new frisket on the grippers, take an impression,

Printed on Kelsey India Tint Book Paper with Kelsey Many Purpose Inks, one part green to 10 parts red

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

Human Interest Material for Blotters, Calendars, Advertising Cards, etc.

At various times we have printed suggestions for blotter, calendar and advertising card material, among them being phone numbers or important utilities, such as police, fire stations, etc. Street guides, street directories, and city maps are all useful material which the recipient will hesitate to throw away.

Sometimes the matter can be of such a nature that it will be kept to show other people. If it is held long enough to be read, and the advertiser's name taken in, the purpose is accomplished.

When a new city directory comes out, newspapers often work up human interest articles on the names found therein—how many Smiths, how many Joneses, with a little humor about the people who have names with the dictionary meaning, like Frost, Snow, Winter, etc. These ideas can be given a twist which will enable you to use them in advertising for yourself or for your customers. One step from this are blotter-size paragraphs on the names of the streets. You'll be surprised to see what a check of the names will turn up in the way of interesting ideas. Using Meriden for an example, we find eleven businesses and occupations, like Baker, Carpenter, Cook, Gardner, etc. You can find nineteen trees, from Chestnut to Willow. We have nine presidents, beginning with Washington of course, and thirteen cities, from Akron to Windsor. If you want a name for the new baby you have fifteen good ones to choose from, beginning with Allen and Ann, and winding up with William.

For living purposes there are a Cottage, a Home and a Villa, replete with Alcoves, Courts, Halls, etc. You can have any view you want—a Broadview, Clear View, Bellevue, Fairview, Lake View, Parkview, or just a plain View. In sight are a Brook, a Cliff, a Cold Spring, a Forest, Grove, Lake, Meadow, Spring, Hill, Hill, Notch, Orchard, Paddock, Park, Quarry, Vale and Woodland.

In addition to an imposing list of famous Americans, from Clinton to Winthrop, there is a King, Queen, and Prince with of course a Crown, Cross and Crescent. Amity and Goodwill are always present, with everybody Fair and Gay. Gold, Silver and Pearls are always available, and our Capitol flows with Milk and Rice (sorry, no honey). Plenty of Water, Gravel, Stone, Wood. We have Bunker Hill, Arlington and Congress, and root heartily for our State and the Federal Union, with Liberty for all.

We have a Camp on a Summit which makes a splendid Sylvan Retreat, both Summer and Winter, with Laurel, Myrtle and Vines all

Coat the Ends of the Rollers As Well As the Surface

We've suggested before that rollers should be well coated with grease and oil when not in use, but perhaps we've failed to remind press users that the ends as well as the surface should be coated if they are to be protected against either excess moisture in summer or lack of it in winter. (Our California and dry-climate customers can read this with seasons reversed, as some of them claim dry summers and damp winters.)

The oil or grease is put on to prevent a change in the moisture content of the rollers. It stands to reason that if only the surface is protected, moisture can pass back and forth through the ends, and this very often leads to rollers being bigger around at the ends than in the middle, or vice versa.

Coating the rollers well takes only a minute or so; removing the coating the same, and the improved quality of their surface will make printing easier, give them longer life, and save you a lot of time getting first class results.

Margery

Margery is reminiscent of some of the most popular faces in the nineteenth century, with a Victorian flavor which fits nicely in many situations. Often called Greeting Monotone, it has maintained its popularity in spite of its completely colorless name.

Margery makes attractive stationery and cards. For announcements, panelled or otherwise, it is a favorite, and rightly so. Many prayer cards are set in Margery. It works well as a contrasting face with Century Roman, Caslon, Garamond, Bodoni, or it will stand well alone. Many specialty printers use it on QSL (radio call) cards, which gives an idea of its versatility.

If you (and your customers) are about ready for a refreshing change, you'll do well to put Margery to work for you.

around. A Pleasant Place to see the Sunset, except during High Water or a Gale.

And so on. Personal names from the city directory can be worked up in the same way if used so their owners will not be offended.

Interesting facts about your city, dug out of old histories, books or newspapers can likewise be used for blotter and other advertising. Files of local newspapers will usually be found in the library, or the newspaper office. The oldest houses and buildings, one at a time, with their histories, would make a good series. Items of interest that happened 25 or 60 years ago this year, culled from old newspapers will cause your advertising to be read.

New England New Type Face

MARGERY

No. Large Post CAP Font Regular Post
No. 20 2 1/2 4 1/2 6 1/2 8 1/2 10 1/2 12 1/2 14 1/2 16 1/2 18 1/2 20 1/2
Once Upon a Time There Lived 10

No. Large Post CAP Font Regular Post
No. 21 2 1/2 4 1/2 6 1/2 8 1/2 10 1/2 12 1/2 14 1/2 16 1/2 18 1/2 20 1/2
The Lord is My Shepherd 23

No. Large Post CAP Font Regular Post
No. 18 1 1/2 3 1/2 5 1/2 7 1/2 9 1/2 11 1/2 13 1/2 15 1/2 17 1/2 19 1/2 21 1/2
Joy to the World! 18

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z & a b c d e f g h i j k l m
n o p q r s t u v w x y z ; : ; : ; : ; : ; : ; :
\$1234567890

11 point Margery will be available later.
No spaces and quads with New England type.



Metal Furniture, used to fill blank spaces in forms in the following plain sizes.

2x4	2x5	2x6	2x8	2x10	2x12	2x15
3x4	3x5	3x6	3x8	3x10	3x12	3x15
4x4	4x5	4x6	4x8	4x10	4x12	4x15
2 x 1/2 in. x 2 in. per lb. 1.00; 5 lb. \$4.40						
2 x 3/8 in. x 1 1/2 in. per lb. 1.55; 5 lb. \$7.60						

Not less than one lb. per size add.
3 lb. Ass't consisting of 2 pcs. one **7.40**
1 lb. Ass't consisting of 4 pcs. one **14.20**
Quotations, 2x3, 2x4 or 4x4, 1 lb., 1.00
5 lb. or more, per lb. .85

Thin Spaces

Thin Spaces, made of metal, one point and one-half point. Much better and more convenient than paper or cardboard. Sizes 4 point to 64 point in one-ounce packages (only one size and thickness in each package). Be sure to state size wanted on your order. Two ounces, assorted, consisting of one-ounce each, one point and one-half point. **1.65**

Thin Space Assortment, No. 1, consisting of 1-ounce of 1 pt., 1/2 pt., 1/4 pt., 1/8 pt., 1/16 pt., 1/32 pt., 1/64 pt. in each of 6, 8, 10, 12, 14, 16, 18, 24, 36, and 48 pt. sizes, 15-ounce tin in each, **5.56**
1 lb. Ass't. includes a square case, **8.66**
Ship. Wgt. Spaces, 2 lb. Sp. Case 2 lb.

Thin Space Assortment, No. 2, consisting of one ounce of one point and one ounce of one-half point in each of 6, 8, 10, 12, and 14 point sizes, 18-oz. in all, **3.09**
D-2 Ass't. includes a square case, **6.19**
Ship. Wgt. Spaces, 1 lb. Sp. Case 2 lb.

Thin Space Assortment, No. 3, consisting of one ounce of one point spaces, in each, 6, 8, 10, 12, 14, 16, 24, 36 and 48 point sizes, 9 ounces in all, **2.78**
D-3 Ass't. includes a square case, **5.88**
Ship. Wgt. Spaces, 1 lb. Sp. Case 2 lb.

Thin Space Assortment, No. 4, consisting of one ounce of one-half point spaces, in each, 6, 8, 10, 12, 14, 18, 24, 36 and 48 point sizes, 9 ounces in all, **2.78**
D-4 Ass't. includes a square case, **5.88**
Ship. Wgt. Spaces, 1 lb. Sp. Case 2 lb.

Strips, Metal, one point and one-half point. For thin spaces, spacing between lines, justifying, etc. One-foot strips.

	1 foot	12 feet	24 feet
One point,	1.48	2.46	2.74
Half-point,	.86	1.44	2.40
Ship. Wgt.,	per doz.	1 Pt., 2 lbs;	1/2 Pt., 1 lb.

WITH OUR READERS

Use of Perforating Rule

From an old reader:

Here's a suggestion on perforating rule. Trim off the bottom of it so that the rule is about 1/16th inch less than type high. Then paste a strip of cardboard on the platen where the rule will strike. The result will be a perfect perforating job without cutting of the rollers.



Editor's Note—For those who may find filing or grinding the rule more than they want to tackle, the same effect can be obtained by underlaying all of the form with hard cardboard except the rule. If you have an extra pair of rollers which are not in too good condition they may be used for the work, in which case the rule can be put in the chase without either grinding or underlaying the form. Method No. 3 is to perforate separately from the printing, leaving ink and rollers of the press. There are other schemes, but these are the most common.

Setting Curved Lines

An old reader says:

"I have derived many helpful suggestions from the Printer's Helper, including the blotter suggestions which I am about to use.

"The top of my letterhead is set and rounded off with gradu-



OR SOME SIMILAR SAW, TYPE
OR RULE WILL FIT IN CURVE

ated leads and slugs. The idea is probably not a new one, altho I have not seen it described before."

We assume that the graduated leads and slugs referred to are pieces cut in different lengths. Another way to get unusual curves and angles is to cut a block of wood on a jig saw in the desired shape, so that the two halves will hold the type.

The Printer's Helper 3

How to Handle Envelopes Easily and Economically

If you do quite a little envelope printing you will find a considerable saving in time if you have a well-shaped box into which you can drop them as fast as they are printed, instead of making numerous piles which must be put back into the envelope box a few at a time to prevent the pile from getting so high that it tips over. The box should be just a trifle larger than the regular 6% envelope box, and it should be open at one end, so that it can stand on the other. When you have printed a boxfull, put your hand on the top, lift off the box, and you will have the whole pile in your hands, which may then be transferred to the regular envelope box. A still more convenient way to get them out is to have a door on the side, the full length of the box, which may be opened, and the entire contents taken out very easily.

Some printers who use power presses and other machines with a front feed board, cut a hole in the board and fasten the box to the bottom, thus saving all waste motion. Of course the piece cut out must be saved so that it may be put back when other kinds of jobs are being printed.

Finger Moistening for Press Feeding

One of our readers finds moistening the tip of his index finger with glycerine a great help when feeding the press. Constant contact with the paper has a tendency to make the fingers so dry that it

GET GO FAR FOR PRING UP
OF FINGER LINE
PAPER



is sometimes difficult to pick up the paper otherwise.

Many printers buy the little rubber finger pads, made like part of the finger of a glove, but with holes and corrugations in them to cause them to adhere better to the paper when it is picked up. Another variation is the use of a piece of sandpaper held on the finger with a rubber band. Probably other similar ways will occur to our readers, which will be just as effective.



50-star Flag

C396 1.75
(one color)

J896A 2.90
(two color)

Heather Vellum

The preferred paper by people who are international society and style leaders. Tinted a very delicate grey-blue with myriads of minute bluish rayon threads embedded in the paper—sometimes called granites. A heavy-feeding 34-pound easy to print and write on stock.

Quantities of 75 1 3 10 30

All prices PER BOX, in quantities listed

"300" Cabinets

300 sheets, 6 x 7, and 100 envelopes, size 6 1/2

303, Heather Vellum-24 3.50 3.77 3.84 3.93

"Double 100" Cabinets

100 folding sheets 6 1/4 x 11 1/4 (folds to 6 1/2 x 8 1/2)

and 100 size 6 1/2 envelopes

303, Heather Vellum-24 1.88 1.99 1.60 1.72

"150-50" Cabinets

50 folding sheets 7 1/4 x 11 1/4 (folds to 6 1/2 x 8 1/2),

and 50 size 6 1/2 envelopes

53, Heather Vellum-24 1.18 1.06 .98 .81

"Monarch" Cabinets

100 sheets, 7 1/4 x 10 1/2 and 100 envelopes, size 7 1/4

103, Heather Vellum-24 2.24 2.38 1.78 1.81

50 sheets, 7 1/4 x 10 1/2 and 50 envelopes, size 7 1/4

153, Heather Vellum-24 1.36 1.24 1.18 .86

Note—You can mix Heather Vellum-24 with other stationery at quantity prices on both.

BRASS RULE

For making lines, borders around pages, circles, etc. Comes in two foot strips, which may be easily cut into smaller pieces with a file, hacksaw or cutter.

We do not sell less than one strip.

Prints this way or	No.	Buy this Per Footway Strip	Per Foot
100	1	—	\$.42
101	1	—	.42
200	2	—	.60
201	2	—	.60
202	2	—	.60
206	2	—	.60
207	2	—	.60
223	2	—	.60
323	3	—	.84
424	4	—	.96
600	6	—	1.44
626	6	—	1.44

*Column Rule, a hairline face on a 6-point body, used between columns to increase rigidity.

No. 46R Brass Rule Assortment, two feet of each, Nos. 100, 101, 200, 201, 202, 206, 207, 323, 424, 600, 626 **5.08**

For cutting, perforating, creasing

Steel Rule

Perforating Rule is used to cut a line of small slits between coupons, checks, etc. so that they may be easily torn apart.

Cutting Rule is used for cutting paper boxes, envelopes, and paper novelties of many kinds. It is also used for "scoring" or cutting part way thru the sheet so that it may be easily folded along the scored line.

Creasing Rule is used for the same purpose but does not cut the sheet, simply embosses or presses a crease into the paper.

Sold only in two foot strips.

Perforating Rule, per strip, - .80

Cutting Rule, " " - .33

Creasing Rule, " " - .33





The KELSEY MAN

—Says—

Consult the Catalog

When ordering items which you see advertised in *The Printer's Helper*, you will find it worth while to run over the catalog at the same time and see if there are any other items you need which you can include with it. Customers who call at our showroom invariably find that doing so reminds them of at least one thing which they intended to purchase, but which otherwise would have escaped their mind. Sometimes a run thru the index will show you the elusive item, when the first glance thru the catalog does not discover it.

Each edition of the catalog contains more pictures, because we realize that not only do pictures act as reminders, but very often you may not remember or forget the name of what you are looking for, in which case the illustration very often gives you just that information.

There is a fascination in looking thru any catalog—and very often it is well worth the time for several reasons.

Type in Mortises or Cutout Electrocs

Occasionally you may have a cut which has a mortise or cut out space inside the block, into which you must insert a few words or lines of types.

It is obvious that if the type is entirely surrounded by the cut, there will be little or no pressure from the chase screws or quoins to hold it in place. Extra care must be exercised to see that whatever you put in there is firmly wedged before the form is piked up.

One-half point copper strips, one point leads, and even cardboard or paper can be used to accomplish this. After you have done what you think will hold the type, lift the cut just high enough so that you can see what is likely to drop out, or to push through easily.

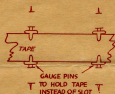
Having found the weak spots, cut your copper strips or your leads, cardboard or paper to size, but before inserting, remove a thicker strip, like a two point lead. Put in the thin strip, and then replace the heavier one. This will prevent the lighter material bending or jamming. The type lines need additional spacing, use copper spaces. If you cut cardboard, be sure it is the right size, and that one end isn't large enough to go beyond its allotted space. Bodkin and tweezers will be handy in this whole operation, but look out they don't slip and damage your type.

You may need several tries to get the job tight, but it will save you a lot of trouble when you have the form on the press.

Printing Gummed Tape

Gummed tape may be printed with the merchant's name and address, and with as much more advertising as wanted. It makes a very good advertising medium.

A couple of big spikes, wooden sticks, metal rods, or something similar, are needed for spindles—



Two ways of feeding ribbon or tape

one to unwind the tape from, the other to wind it on as it is printed. Four gauge pins are needed, two in the regular position; for the tape to slide on, and two more just above them—upside down—the width of the tape—as the tape slides between the upper and lower gauge pins. A pair of crossed strings should go on the pins on the side from which the tape is being pulled, in front of the tape to hold it in place for printing. Keep plenty of slack, and pull the tape along after each impression.

How to Keep Brass Rule Clean

On some jobs brass rule gets quite dirty, and the cleaning of the form in the chase is not enough. Then, too, it may have been a little neglected, with the result that it is in very poor shape, and badly in need of a first class cleaning before using again. You will find soaking in kerosene for several hours or more will loosen up the ink so that it may be removed, and the rule be restored to first class condition.

Another method of cleaning is to lay in a solution of our Alkali Cleaner for a few hours and rinse with water.

Coated Blotting

A blue blotting paper with a smooth white coating on one side for printing. 500 sheets size 12 1/4 inches weigh 10 pounds.

Quantities of	25	50	100	250	
Prices per 19 1/2 inches	28	50	100	250	
12 x 19	\$2.68	\$4.75	\$9.00	\$23.12	
	—	—	3.48	6.08	11.95

CUT SIZES

Quantities of	250	500	1,000	5,000
Prices per	250	500	1,000	5,000
4 x 9 1/2 inches	\$2.75	\$4.35	\$8.55	\$7.50
3 1/2 x 6 1/2	1.75	2.85	5.50	4.50
2 x 3 1/2	.95	1.45	2.45	2.35

Ship. Wgt. per 100 lb. 19 x 24, 25 lb.; 18 x 19, 13 lb.; Cut Sizes per 1000, 4 x 9 1/2, 23 lb.; 3 1/2 x 6 1/2, 18 lb.; 2 x 3 1/2, 6 lb.

Use This Calendar Cut

On all kinds of advertisements—Cards, leaflets, blotters, etc. It will assure longer life for your own publicity and your customer's printed matter, too.

1963 CALENDAR 1963												
JANUARY			MAY			SEPTEMBER						
S	M	T	W	T	F	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								
FEBRUARY			JUNE			OCTOBER						
S	M	T	W	T	F	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30									
MARCH			JULY			NOVEMBER						
S	M	T	W	T	F	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								
APRIL			AUGUST			DECEMBER						
S	M	T	W	T	F	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30									

No. M1149 \$2.25 (any year desired)

Cleaners

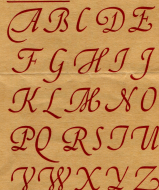
Cleaner, Alkali Comes in powdered form, to be mixed with water. Not for rollers, but for type, ink plate or any other metal surface badly crusted with ink. Directions on can for mixing and for use. Per one pound can. — 46

Cleaner, Printocolor. Kerosene and various alkali cleaners are all efficient, but Printocolor combines the good qualities of all. Does not evaporate quite as fast as benzine or high-test gasoline—hence it is safe to use. 1 Pint can, 68¢ 2 Quart can, 1.20 1 Gallon can, 1.92 Ship. Wgt. 1 lb. 21 oz.; Qt. 6 lb.; Gal., 10 lb.



PARK LANE INITIALS

No. 20 (36 pt.) For Monograms and Stationery



A beautiful initial for stationery, including paneled informals, and at a very low price. Also makes a graceful and attractive paragraph initial.

One of each letter (26 characters) 2.90
Two of each letter (52 characters) 5.50
Three of each letter (78 characters) 8.70
Any two or three letters, 1.65

See Supply Book for more Initials and Monograms, Ornaments, etc.

4 The Printer's Helper