



No. 369  
1963

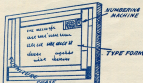
## The Printer's HELPER

The KELSEY COMPANY  
Meriden, Conn.

Single orders of \$10 or more keep the Helper coming for at least a year.

### Ticket Numbering

Ticket printing usually calls for numbering, and there are several ways of handling it. The numbering can be done separately with a hand numbering machine, or faster with the automatic numbering machine which fits into the press with the rest of the ticket, and prints at the same time, automatically changing with each impression. If your press has a large enough chase, you can print a stub with a number, and a ticket with a number, each impression, with two numbering machines, or if you have one machine, print all



SHOWING HOW A NUMBERING MACHINE FITS IN THE CHASE OF THE PRESS.

but the number on the stub, which can be done as a separate operation. Numbering machines can also be furnished with figures that skip every other number, or skip two, or skip three, and numerous other combinations. The regular ones are so built that the printer himself can put in the figures, or wheels as they are called, so as to make them skip as desired.

The hand variety is not quite so versatile, but it is made so that it will duplicate or repeat if you wish to number stubs, or make several of the same number.

As soon as the printer is well established, he usually finds that an automatic numbering machine is a very wise investment.

### Leveling Up the Platen

Many owners of big presses and some having smaller machines like to provide the correct amount of impression on various jobs through makeready and a thicker or thinner tympan rather than through regulation of the impression screws. They believe in leveling up the platen and then leaving it alone.

On small equipment this may be impracticable when the range is quite wide, and even difficult sometimes on bigger presses. To change from a single line card to nearly full form, perhaps with cuts in it, means so much more impression that entirely different treatment may be in order.

However, for those who can set their platens and leave them alone, we illustrate and describe how the job is done.

Set four large type characters, one in each opposite corner of the



SEAL UP LOCKED IN EACH CORNER OR CHASE TO TEST IMPRESSION.

chase. The bigger they are, the better. Wood type letters are good, or if you don't have them, you can set a group of four or more pieces of the biggest metal type you have, in each corner, which will give you the equivalent of the wood characters.

For your tympan use a piece of pressboard (or hard cardboard) and several sheets of old tympan (or bookpaper). Use new material so there will be no dents, creases or holes.

Take off all impression on the impression screws, and then start to build up until the proofs you are taking show even impression on all four corners. Turn up the lock nuts, being careful that the screws themselves are not altered in the process.

This is the usually accepted method for leveling the tympan but one of our readers, Mr. C. B. Robinson, says he prefers to do it in the following way:

Instead of taking inked proofs, he checks the impression of the uninked type on the paper, being careful, of course, that the overall pressure is so light that it is just about visible. To prevent setting the press up with too much squeeze, he uses two sheets of pressboard during the operation, and after it is finished removes one of them. He says that if the impression sheets are held up to the light at an angle of about 45 degrees it is easy to see any type marks, even without ink.

Both ways give the same results, and readers can take their pick.

### Christmas Card Imprinting

Most printers do Christmas card imprinting, but some make a really big thing out of it. Cards may be obtained from firms who supply them in great variety, all ready for you to put on your customer's name.

Kelsey presses are particularly well adapted to such work. Big greeting card operators use them in quantity. Automatic equipment costing \$2000 and up, is sometimes said to be a little faster, but without other work to keep such expensive machines busy the rest of the year, their slight advantage is outweighed by the low cost of hand press equipment. The actual time consumed in making the impressions is the only point at which savings would show, because setting and distributing the names is the same in either case.

The speed at which Christmas card imprinting can be done if really put on an assembly line basis is almost unbelievable. We've had two different card operators in the big time tell us that their people could imprint 40 boxes of fifty cards in an eight hour day with a 5 x 8 Kelsey, and one man said this included setting and distributing the type. The top figure was 60 boxes a day. One man could handle 100 boxes, but he did not set or distribute the type.

Imprinting can be handled direct with the user, or you can get several individuals or stores to obtain business for you. The possibilities are large, but if you prefer, you can limit the business to a size which you can handle yourself.

Apart from stock Christmas card designs, there are the special cards that some people prefer — a really personal design with perhaps a sketch or picture done to order, possibly by the person who is to use the card. You can have cuts made up for such cards. Prices for them will be found under special cuts in the price list, or when there is any question about what is possible, you can send the picture to us and we will advise.

Photographers make up Christmas cards from pictures furnished by their customers. Usually they have several stock sentiments in film form which they print up at the same time they do the photograph, but the result is likely to be a little fuzzy in the letters. The highest class and best looking photograph greeting card is made by having the photograph put on separate from any name, greeting or any other wording. Then, print the name, and sentiment on the card with a regular printing press, like yours. Only in this way will

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## Program Printing— as well as Other Kinds

A reader asks about program printing — suggests that specimens be shown in the Help. We have at one time or another shown facsimiles of printing specimens, but the space required for them, and the impossibility of giving even a scattered representation, has made us feel that readers in general would prefer the same amount of space filled with an article or articles, and that more can be put in eight point type than gained from most such specimens. Instructional and directional pictures are another matter, and we believe heartily in their value.

But to get back to program printing. Ever village, town and city in the land has events occurring weekly, daily, or more often, depending on the size of the place, calling for, and in many times having, programs. The printer, whether he be a brand new one, or an old blase veteran, goes to events where programs are distributed, and if he prefers to stay home, plenty of his friends and relatives attend. As we have often urged on other kinds of printing positively the best way of learning how is thru the collection and examination of the programs turned out by other printers. Anyway, save all printing that comes your way, which is anywhere near the capacity of your equipment. You never know when such samples will come in handy. It doesn't necessarily mean that you should slavishly copy the other fellow. Quite possibly you will be able to find many ways to improve on his style, and you may discard his ideas altogether. Nevertheless, you will get the general hang of printing layout best in that way, and if something about your first draft looks wrong, you may be able, by comparing it with other specimens, to find out just what the trouble is—insufficient or excessive spacing perhaps, or too large or too small type, or whatever it may be.

Having collected programs, or tickets, or any other kind of printing for a while, you will be struck with many variations used, and used to advantage—unless they all come from one or two printers who always make or them look alike. You will learn from this that good taste, rather than any set form rules what may and may not be used. There is a certain amount of information which must be gotten into the program. You are therefore limited as to the amount of copy, and it is up to you to arrange it in the best possible form. Perhaps for the first few times you will find it easier to follow your models closely, but as time goes on that will be less necessary. When you have spare time, sit down with a pencil and paper and

## Egyptian Light

One of the most sophisticated and handsome types for card and stationery printing is Egyptian Light. We make the three important sizes — eight, ten and twelve point, Nos. 95-8, 95-10 and 95-12. The overall effect of this attractive type on a card or a piece of stationery is unusually good. Printers of tickets also find it blends well with other type faces to make an attractive appearance.

Egyptian Light is also delicate enough so that you will frequently find it on Christmas cards. All in all, it is a very handy face to have around.

## Type Cases

Type cases are as old as the art of printing itself, and while the earliest illustrations of print shops show compositors working at cases which have compartments all one size, like our cap cases, there is plenty of reason to think that the artists who made the pictures simply showed them that way because they didn't think a more accurate representation was of any importance. In other words, probably type case compartments have always been of different sizes to take care of the unequal amounts of various letters of the alphabet.

For a long time, one case was used for everything, including caps, lower case and figures. During the nineteenth century, in America and England, the practice grew up of having a cap case separate from the lower — a pair of cases, that is, and this persisted until composing machines were invented to take care of the huge volume of work in newspaper and magazine printing plants. In Europe, however, the older one-case habit persisted, and some of the cases were, because of this, practically twice the size of ours.

draw up a few imaginary layouts with notes as to the sizes and styles of type you think will look well, and when you have a program job, try one of them out. In so doing, you will develop your creative powers, and if you aspire to being a big printer some day, that faculty will be worth a lot of money to you. Even if you feel that you lack talent in that direction, you will find it possible to train yourself thru practice, and it won't be work — you will find it a lot of fun. It won't be long before you will not care whether you have anybody else's samples handy or not. You will feel equal to laying out anything which is within the capacity of your press, and your work will not only be greatly improved, but you will have an edge on the other printers who haven't bothered to analyze their work and see how it could be improved.

## Egyptian Light

No. 95-8 Regular Font, 7A 14a \$2.95  
8 Point Large Font, 22A 44a 6.55  
Caps, 22A \$2.30 Lower Case, 44a \$2.25  
B PACK MY BOX with five dozen liquor

No. 95-10 Regular Font, 6A 12a \$1.45  
10 Point Large Font, 20A 38a 5.15  
Caps, 20A \$2.65 Lower Case, 38a \$4.10

10 PACK MY box with five doz

No. 95-12 Regular Font, 6A 11a \$2.65  
12 Point Large Font, 18A 34a 8.65  
Caps, 18A \$3.20 Lower Case, 34a \$4.35

12 PACK MY box with five

ABCDEFGHIJKLMNPOQRSTUVWXYZ  
XYZ & abcdefghijklmnopqrstuvwxyz  
.....'17) \$1234567890

## Automatic Numbering Machine



No 123456  
Facsimile Impression

Automatic, 5 wheel, 31.00  
Automatic, 6 wheel, 34.00

## Hand Numbering Machine



345123  
Facsimile Impression

6 wheel, 26.95

## Round Corner Cards No. 63 The best kind for tickets

Ivory Finish

Tinted—White, Pink, Buff, Yellow, Light Blue,  
Medium Blue, Light Green, Medium Green.

Quantity of 500 1,000 5,000 10,000

Prices per 100 500 1M 5M 10M

No. 63, 2 1/2 x 3 1/2 \$1.60 \$2.65 \$4.15 \$4.45

Boxed in 50's; you can assort colors in units of 50 (1000, 100, 2000, etc.) to obtain quantity prices.

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## WITHOUT READERS

### Election Printed Matter

From an old reader:

I am enclosing two round cornered cards used by candidates in announcing their candidacy. You will note that they contain the candidate's name, the office he is running for, dates of primaries or general election, and a sentence soliciting the support of the public. Candidates usually have these cards for primaries only, because if they win in the primaries, everybody knows them by election time. Round cornered kinds are best for this, because they look better and wear better in pockets. A line rule or border is sometimes used both on the top and bottom of the form, but sometimes there is no decoration.

Organizations, clubs, and societies conducting dances, card parties and other functions sometimes solicit candidates to place their ads on the back of tickets, the candidate paying the printing bill. The advantages in this are threefold: the candidate gets the advertising, the organization obtains tickets at no cost, and the printer obtains more money because both sides are printed.

The third sample is a gummed sticker. Some candidates defeated in the primaries desire to run in the general election, and the gummed stickers are printed with their name, and they distribute them to the voters, asking them to paste them on the blank space provided therefor on the ballots. It is a good idea to print about five or six names on one gummed slip and separate them by perforation. If they were separate they would be too hard to handle, and would be very easily lost. Also, having more than one name on a sticker is an advantage to the candidate, and one which can be used in getting an order from the candidate.

### The Printer's Bookkeeping

From J. S. Green:

I have printed several pads of "Weekly Record of Sales and Expenses" which I keep on the shelf just under my counter, and each time I take in or pay out money I write it down. Then I make a summary sheet for the month to transfer the figures to. That gives me something definite to use for all purposes. I also found I could sell pads of the Weekly Record sheets to other small business people.

Printed scratch pads are the best kind of advertising, I have found, for myself. Print them in different colors each month and make the rounds of the business houses giving them each one or more pads.

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Keep a sample of each job in a separate envelope, with full details of the run on the outside, and when the customer says "Print me some more," you will have all the information you need to go by.

**Editor's Note**—We have at one time or another published articles on bookkeeping, costs, etc., and hope in the future to carry more on the same subjects. The weekly record to which Mr. Green refers has places for the date, the item, where it is obtained, and the cost (on the expense side). The intake column shows date, job number, name of purchaser, the amount, and the actual cost received at the time. The monthly sheet has a place not only for the direct expenses such as paper, ink, and such, but also those which are usually called overhead, such as Heat, Light, Power, Advertising, Phone, Repairs, etc.

Among the pieces of other printed matter enclosed was a street guide, which is a good item for the printer's own advertising. Another is an 8 1/2 x 11 sheet with sixteen small ads on it, the balance being available for the lodge sponsoring it to use for showing the activities of the organization for the month following. The small ads paid for the printing, a year's supply being made up at a time.

### Varnish Remover as a Type Cleaner

A reader tells us that he has found varnish remover, obtainable at any paint store, a great help in removing ink from badly caked type or ink plate. It probably can be used on rollers, but anyone doing so must know just when to wash it off so that it will not injure their surface. We should be inclined to keep it off rollers entirely unless it is a really desperate case and you feel that the chance is worth taking. It should do no harm to ink plate or type, but it should not be allowed to stand on the furniture.

It should be understood that for ordinary cleaning any such high powered liquid is not necessary or advisable. Print-O-Clene will do a good job in most cases, and without risk of damage. Gasoline, benzine or their combinations with benzol make good cleaners, but in winter they should not be used on rollers, as they will have a tendency to dry and harden them. Kerosene is best for rollers in winter. If you intend using the rollers the next day, you can put a little machine or motor oil on the ink plate, then run the rollers over the plate enough times to make sure that the surface of the rollers is well covered with oil. Both plate and rollers will then go without cleaning until the next morning, when ink and oil may be removed and the rollers will be in good shape for the day's work. But—be sure you get all the oil off, because otherwise it will adulterate the ink and spoil its tone or color.

### Homespun Deckle Edge No. 136 Greeting Folders

For weddings, announcements, business openings, and especially good for Christmas greeting cards.



Cards are furnished completely blank. Printing shown here is only a suggestion.

### --- and Informals, too

Print monogram, initials, or name and address in upper left hand corner to make an attractive informal.

**No. 136-00** 100 sheets size 4 1/2 x 5 1/2 in. (folded), and 100 outside envelopes size 4 1/2 x 5 1/2 inches; single box, **2.75**; 5 boxes, **2.58 each**; 10 boxes, **2.08 each** 50 boxes, **1.98 each**

Shipping Weight per box, 1 lb.; 5 boxes, 18 lb. 10 boxes, 24 lb.; 50 boxes, 122 lb.

**No. 136-50** 50 sheets size 4 1/2 x 5 1/2 in. (folded) and 50 outside envelopes size 4 1/2 x 5 1/2 inches, one piece of collotype 11x17 (for wrapping), single package, **1.55**; 5 packages, **1.40 each**; 10 packages, **1.30 each** 50 packages, **1.20 each**. Shipping Weight per box, 1 lb.; 5 boxes, 14 lb.; 10 boxes, 24 lb.; 50 boxes, 150 lb.

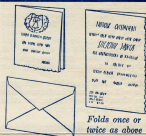
**136A Sheets**, size 4 1/2 x 5 1/2 inches, with the 4 1/2-inch edge deckled, **500, 5.00**; 1000, **1.00**

Ship. Wgt. per 500 sheets, 4 lb.; 1000 sheets, 9 lb.

**136E Envelopes**, only, size 4 1/2 x 5 1/2 outside envelopes, **500, 5.18**; 1000, **6.62**

Ship. Weight: 500 Envs. 10 lb.; 1000 Envs. 19 lb.

### No. 32 Homespun Deckle Edge



Folds once or twice as above

### Announcements & Greeting Folders

Hand-made finish—OUR BEST. Suitable for weddings, business openings, Christmas folders graduated any way calling for a high-grade, expensive appearance.

A 28-pound, natural (cream) white sheet, with a homespun finish and with one deckled edge. Sheets come with one fold (folded size 5 1/2 x 9), with the 9-inch edge deckled. They can be printed on that way or with an additional fold to make a 4 1/2 x 5 1/2 (triple) (double) fold sheet.

**32A Sheets**, only, size 5 1/2 x 9 inches (folded), 100 sheets, **10.68**; 500, **5.18**

Ship. Wgt. per 500 sheets 10 lb.; 1000 sheets 19 lb.

**32E Envelopes**, only, size 4 1/2 x 6 1/2 outside envelopes, **500, 5.18**; 1000, **6.62**

Ship. Wgt. per 500 Envs. 10 lb.; 1000 Envs. 19 lb.

**No. 32-50** Box of 50 sheets, size 4 1/2 x 9 inches (folded); 50 outside envelopes, size 4 1/2 x 5 1/2 inches, and 50 inside envelopes, size 4 1/2 x 5 1/2 inches, with un-gummed flaps, **2.08**

Shipping Weight per box, 4 pounds.

**No. 32-00** Box of 100 sheets, size 5 1/2 x 9 inches (folded); and 100 outside envelope size 4 1/2 x 5 1/2 inches, **3.14**

Shipping Weight per box, 5 pounds.

**No. 32-50 and No. 32-00**, Lots of ten or more, 5% less than above prices.



## The KELSEY MAN

—Says—

### Watch Your Type

Good results with old, worn out type are not possible except with a great deal of difficulty, and sometimes they cannot be obtained in any way. Worn type makes it necessary to put on so much impression that it shows through on the other side of the paper. One big firm with a printing department, who had been using some of its type long and hard, bought some new type of the same face, and tried to use them together. One of the officers of the firm accused the printer of mixing two different styles of type together, and the printer had quite a time convincing the boss that it was all the same type—the old type was so worn and printed so poorly that it didn't look like the same face. It wasn't very long before the firm decided to turn in the old stuff and get credit for it as old metal, taking in its place a newer face of type which would improve the appearance of their printed matter and at the same time save the printer many hours which he used to consume trying to make a typeman and an underlay that would look presentable with his old type.

Don't forget that standard type metal can be returned to us as credit toward new type, the allowance now being 15 cents a pound if you send it to us delivered here at Meriden. Pack it in a good strong wooden box, and ship it prepaid by fourth class freight prepaid. If you haven't enough to send by freight, it can go by parcel post or express, but make sure you get enough together, in that case, to pay for sending it.

One or two poor jobs with poor type will cost more in future business than the new type, so it is well to watch your cases.

### Locking Forms Slantwise in the Chase to Improve Inking

In a previous issue of the Helper mention was made of the scheme of locking up forms in the chase on a bias so that, when brass rule or border in straight lines is used, the ink won't wipe off the rollers in a band, thus depriving the bottom of the form of its share of the ink. At that time it was suggested that furniture or wood be cut in triangular shape, to set on each side of the form for locking up. A reader suggests that on small jobs it is not necessary to bother to cut the furniture, if a couple of set of Hempel quoins are on hand. Each half of a quoin may be placed on one side of the form to provide the necessary slant. This method may be used for any job which requires a slanting lock-up, whether for inking purposes or otherwise. Two quoins may be

used when the slant of one is not sufficient, separated by a piece of furniture to keep them from slipping. If the form is too large to lock with one set of quoins on a side, however, it is best to saw furniture on a bias, as mentioned above.

### A Good Demoistener for Rollers

We believe we have mentioned it before, but it will bear repeating again. When rollers have swelled out of shape from moisture and heat, they may be brought back to normal by placing them in any electric or other mechanical (not ice) refrigerator. All such refrigerators have a tendency to draw moisture out of anything put in them, hence the reducing effect on rollers. After twenty-four hours, the rollers may be taken out and checked for size. If they are still too large and soft, put them in again for another period. Ice refrigerators cannot be used for this purpose, as theirs is a moist cold, which, while it may be better for fruit and vegetables, is not suitable for moisture removal.

You will want to take the rollers out of the refrigerator a little while before you use them, because they will have to come back to atmospheric temperature before they will ink properly, and you may have to wipe off the dampness they accumulate when brought out in the warm air. It is important that no moisture or water be on them when you put on ink.

### Making Jobs Ready

An old friend writes, "I have found the use of carbon paper in taking proofs as suggested in the Printer's Helper to be a most excellent one. The same idea may be carried out in makeready, overlay, etc., such as in envelope printing over the flap. The carbon may be placed between plate-backing sheets and envelope, marking with a pencil, and the points which require building up may be then located exactly."

"Another suggestion — if your press is near a wall, you can mount the feed board on it, so as to avoid the vibration which keeps the sheets jiggling around."

### Christmas Card . . . (Cont'd)

the letters be as clean cut, and crisp as they should be on a good looking greeting card.

You can develop a good Christmas business on cards, and the carrier if it is started in the year, the better.

**PLEASE** notify us of any change of address promptly, if you want to keep your file of *The Printer's Helper* complete. Many readers lose one or more issues because of failure to let us know their change of address when it takes place.

## New---

### Announcement Sample Set

Here is the set of samples with only the name and number printed on each piece. Set contains: Wedding and Estate Announcements; Birth Announcements; Thank You cards; Reception Cards; Pinned cards; Pinned Informals, etc., with matching envelopes. Sample set, approximately 35 pieces, \$5.00

### California Type Case



California type case, two-thirds size, 10 1/2 x 11 1/2 inches. The capital letters in this case are kept in two rows at the top, separate from lower case letters. Style L (wood lip) shown, \$7.55  
Style C cabinet-front type case, \$8.05

### Perpetual Calendar No. 9

Catalog shows how this looks all set up



Characters of Calendar

With one of these Perpetual Calendar Prints you can set up a calendar for any month, in a very short time, and as quickly change it to any month required. All the dates, days of the week, blank squares, type for months and year, all rules, spaces, everything to make the complete Perpetual Calendar are included in the font. Each date and each day of the week is cast in the piece and easy to set as a line of quads; all rules are all cut to length and mitered to fit. Good for any month or year.  
**Complete Font, \$7.70**

### 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 voltages.

Unit, only, with 8-foot cord, \$17.90  
Outfit, consisting of: Unit (as above) plus 4-cs. tube each of Bond Black, Red, Blue inks; a tube each of Glos and Dull compounds, \$21.85

### Raised Printing Compounds

Gloss or Dull tube, \$1.68  
1/2 lb., .94; 1/4 lb., 1.75; 1 lb., 3.30

Use Bond Black or Many Purpose colored inks with Glos or Dull compounds.

Bronze or Aluminum tube, \$1.80  
1/2 lb., 1.27; 1/4 lb., 2.39; 1 lb., 4.13

Orange ink, for bronze or aluminum comp.  
4 cs. tube, \$.85 1 pound, 2.30

### More Color Means More Eye Appeal

Add originality and attractiveness to your work. Many pleasing and colorful effects can be produced with this **Special Color Mixing Kit**. Try it—see for yourself what a difference a touch of color will make in your work.

4-cs. tube of each  
Many Purpose Deep Red  
Many Purpose Yellow  
Many Purpose Blue  
Special Mixing White  
**Special Combination Price \$3.17**

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