

WHAT TO PRINT AND HOW TO PRINT IT



No. 370
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.

Padding

One of the greatest comforts that any business man can have is an abundance of scratch pads—padded paper on which notes can be made, prices figured, memos pencilled, within reach of the hand whether telephoning, talking with someone, or whatnot. If a customer calls up and says, "Please take an order," it is highly embarrassing to be obliged to say, "Please wait a minute," while you scramble for a piece of paper.

Every printer has plenty of paper—cuts from other work, or even paper printed on one side—which if padded would be mighty handy for himself and just as handy for his customers. The materials used in padding cost so little per pad that you can hardly figure them, and the pads can be made in otherwise unprofitable time. Aside from the convenience of having them for your own use, they are one of the best advertising mediums you can pick. Your name on the back of the pad, or on the sheets themselves, will not only be a reminder to the buyer of printing that you are available, but it will continue to call attention to the person or firm to whom he can be grateful for supplying him with memo paper.

Scratch pads are not only good advertising—they can be sold. The average person or firm must purchase them. Every firm in town is a prospect. Many large firms save their discarded forms, and have the sheets padded up for memo use, in fact, the very large ones find it profitable to install a padding outfit. If you experience a shortage in padding materials, you may be able to make an arrangement with one or more manufacturers to take such forms and pad them up, furnishing them with the pads they need, and keeping the rest of the paper for pads to give away or sell.

So far we have talked entirely about memo or scratch pads without any mention of the many jobs

(Continued on page three)

The Importance of Planing Down Your Form

Good results on any job are not possible unless your type form is absolutely smooth. That is where your mallet and planer come in. Lacking a planer, a small block of wide wood furniture or any block which is planed absolutely smooth (without a single dent or hole) will do, but the planer, being made in the right proportions, is best. As important as the planing or smoothing itself is the surface on which your form rests when you do the planing. Excelsior Presses have removable chase backs just for that reason. An iron or marble imposing

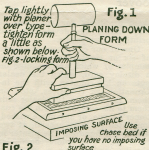
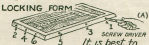


Fig. 2



Plane down form, tightening (locking) as shown at (A)

surface is a smooth slab made for the purpose of laying your form on for planing. The use of the chase back or imposing surface will make doubly sure that no small piece of type gets pushed down into a dent or small hole in the spot on which the form is planed. To plane the form, tighten a little on the chase screws (or quoins if you are using them), run your hand over the planer to make sure no particles of dirt are sticking to its surface, then lay the planer on the form and tap gently with your mallet, making sure to cover the entire form. The form may then be locked tight enough for printing, but when you tighten the screws or quoins, be sure that you take up a little at a time on each one, because if you tighten one screw or quoin all the way first, you not only do not get a tight form, and run the risk of piling at least part of it, but it may also throw the form out of square (make it crooked) and even break the chase, since an enormous leverage may be obtained, which the metal frame has very little chance of withstanding.

Printing with White Ink

The use of white ink, or in fact any very light tints, requires a much cleaner press, rollers, type, etc., than necessary for printing with black or dark colors. This is not to say that your press and equipment should be poorly cleaned at other times, but we wish to emphasize the fact that you cannot expect any kind of results with white ink if there are any traces of dirt or other colors of inks remaining on your equipment when you begin.

If you have ever used white ink on a writing pen for photo mounts you will remember that it requires a well-mixed ink to make a clear mark on the dark background. The same applies to white printing ink. Most printers find that on a great many jobs it is best to run the work through the press twice, printing right over the first impression. The first impression should be thoroughly dry before the second one is applied. The first run should be with just as little ink as will print properly, and the second may be heavier, so as to make a good, opaque job. Most runs of white ink are on jobs which are short runs, or on good work, so that two impressions are well worth while. Look out that your gauge pins are well set before running, because you want to make sure that one impression will go over the other without showing a double print.

Label Paste

A label paste made of ordinary flour is satisfactory in many ways, although it has a tendency to turn sour. Here is a better one:

Dissolve an ounce and a half of gum arabic (which is carried by most drug stores and chemical supply houses) in a quart of water, and mix in a half pound of flour. Heat the mixture, and when hot, add $\frac{1}{2}$ ounce of sugar of lead, also $\frac{1}{4}$ ounce of alum. Before adding these two, dissolve them in a little water. Stir well, bring to the boiling point, then take off the heat and add 4 drops of carbolic acid to keep fresh. This paste is not made to be licked, but to be applied at the time the label is used.

If the label is to be applied to tin, make sure the tin surface is clean and free from grease. Its sticking qualities on tin can be improved by the addition of $\frac{1}{2}$ ounce — not more than one or two teaspoonsful — of solution of chloride of antimony to each six ounces of paste. If this is added the paste should be well stirred before using.

In most cases you can avail yourself of regular gummed paper for labels, but when you can't, the above may be of help, either to you or your customer.

Printed on Standard White Book paper, with Kelsey Many Purpose Inks, one part red to 15 parts green

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

The BOOK of



David Richard Eisenhower

Bookplates—A Good Item for Specialization

For the benefit of the uninitiated, it should be explained that bookplates are a sort of printed label which people put in the front of their books, to identify them as their own. It is not only very "smart" and "the thing to do"—it is practical, because people who are slow to return borrowed books do not care to have the fact advertised, and books with bookplates in them come back home quicker.

The bookplate may be in type, with a suitable border, reading: "From the books of John Smith," "Mary Jones, her book," "Ex Libris (Latin for 'From the books of') Henry Brown," simply "Robert Johnson" or any other wording which is desired.

Still another style of bookplate can be made by cutting a design in linoleum (directions found in the Printer's Guide) or by making a drawing in India Black Drawing Ink from which we can make a cut for you. The designs often embody the hobbies or sports in which the book owner is interested (scenes from tennis, football, skiing, mountain climbing, etc.) or are more conventional, depicting a shelf of books, a bookcase, a person reading, etc. Several good designs, all ready for you to insert your customers' names, are now available from us. After getting up a few samples, take them to your local stationery or department store, after mounting them on a card, which tells what you have to offer, and orders which the store takes can be printed up by you, at a good profit.

Stationery, gift and department stores are particularly good outlets for bookplates, and from now until Christmas is the best season of the year. They are a big Christmas seller. Drug stores can also handle

them profitably for you, just as they handle the developing and printing of snapshots.

One of our customers has a line of eight standard designs, samples of which are mounted on a display card, which the dealer puts on his counter, with the information as to prices, etc., on them. In this case, the dealer sells them to his customer, with the customer's name, or any name wished, imprinted on them special, at two dollars per hundred. The printer in turn, takes the orders the dealer obtains, and makes a wholesale price to the dealer. He prints them up, just like stationery, in large quantities, sometimes printing up the bookplates ahead in slack time, so that only putting in the customer's name is necessary, sometimes, when stock is low, running both at once.

For those who wish to do a little experimenting, color combinations offer possibilities, both in the printing, and in hand colored designs, although the usual bookplate is black, sepia brown, or a similar color.

Remember that you are not limited to the stores in your town for displaying and selling — get up some nice samples, and show them to merchants in surrounding places. You can work up a nice mail order business on them, with the possibility of getting the dealer to handle your stationery and cards too, either immediately or later.

With the limited space available in the Helper, it is not possible to go into the details we would like, but if you have ambition and initiative you will discover many opportunities for developing a substantial business through the opening you can get with your bookplates. This is not guess-work — it's already being done — and done now — by others with the same equipment as yourself.



GREETING, Acknowledgment, Assurance, Graduation, or Christmas. (Blank cards)

Unpaneled Cards

A good grade, white (vellum finish or smooth finish) unpaneled card used with vellum finish envelopes. Set consists of one card and one envelope to fit. Not less than 100 Sets, or 200 Cards, or 200 Envelopes, each.

Vellum Card—Vellum Envelope	Quantities of			
	100	500	500	1000
Prices per	100	200	500	1000
30-25 Vellum Cards 5x3 1/2	\$1.25	\$2.50	\$4.75	\$4.75
30-25 Vel. Env.'s 4 1/2 x 7 1/4	1.50	2.60	4.50	4.50
30-25 Sets	2.80	3.15	5.60	9.00
442 Vellum Cards 4 1/2 x 5 1/2	1.75	3.25	5.35	5.35
442 Vel. Env.'s 4 1/2 x 5 1/2	1.80	3.15	5.15	5.15
442 Sets	3.40	3.00	6.20	10.50

Smooth Card—Vellum Envelope	Quantities of			
	100	500	500	1000
Prices per	100	200	500	1000
312 Smooth Cards 4x5	\$1.20	\$2.40	\$4.15	\$4.15
312 Vel. Envelopes 4 1/2 x 7 1/4	1.55	2.65	4.55	4.55
312 Sets	3.15	2.95	5.10	8.90
476 Smooth Cards 4 1/2 x 5 1/2	1.45	2.90	4.95	4.95
476 Vel. Envelopes 4 1/2 x 5 1/2	1.55	3.10	5.15	5.15
476 Sets	2.95	3.50	6.10	10.10

Shipping Weight, per 500: Cards: 30-25, 2 lb.; 442, 4 lb.; 312, 2 lb.; 476, 4 lb.; Envs: 30-25, 2 lb.; 442, 4 lb.; 312, 2 lb.; 476, 4 lb.; Sets: 30-25, 11 lb.; 442, 11 lb.; 312, 10 lb.; 476, 11 lb.

For planing down forms and making proofs



Printer's Paste

Good for all purposes, but especially for printers

A steel-tray, jelly-like adhesive that is a positive necessity in every printing office. Free from all disagreeable odors and is not inflammable. Can be used for all general pasting work. Particularly good for overkeys and underlays, as it will not lump up and damage type. Keeps out and free from mould. Does not swell the pasting or wrinkle the paper. Very satisfactory for use in mailing and for backing pamphlets.

Printer's Paste
4-oz. Handy Tube, \$.40
One-pint can, \$ 1.00

NEED NEW ROLLERS?

New ones are inexpensive and much time can be wasted trying to get a good job when rollers are too hard in winter or too flabby in summer.

Standard Composition	Prices are for each roller. Not per pair.		All Season	
	new	recast	new	recast
Junior	.98	1.18	1.96	2.11
8x5	1.24	1.49	2.46	2.72
8x8	1.46	1.71	2.92	3.17
6x10	1.65	1.80	3.10	3.35
9x13	2.05	2.55	4.10	4.60
Star	1.99	2.10	3.25	3.58

Above rollers for current models
For prices on old models or other makes, see page 6 of price list No. 63A.

IMPORTANT—8x2 presses now use 1 1/2 inch diameter rollers. The rollers can be furnished at the same price. If you have occasion to order parts or rollers for a press, and you have not been dealing with us for some time, or if you did not buy your machine from us, please give the following information in your order: full length roller curve; diameter of roller wheel; whether gripper bar is round or square; exact inside measurements of chase; all lettering on press. If you haven't these parts, measure other parts of the press and give us the measurements.

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WITH OUR READERS

Another Christmas Card Enclosure

We recently mentioned that one of our readers found the enclosure of a Christmas cooking recipe with the yearly greeting to be very popular with friends. Another reader who lives on Jump-Off-Joe Road printed a small insert to satisfy the curiosity of those who wondered about its origin. (In 1828)

To produce a greeting card which has individually in competition with those being used is rather a feat, but these people seemed to have accomplished it.

Heavy and Light Parts in the Same Form

Question—Where poster type (or any large block type) is used in combination with fine, thin type, and particularly on coated paper, I find that the paper sticks to the form, and "picks off," and if I thin the ink, the larger type is not completely covered. Impression does not seem to help. What should be done?

Answer—Printing heavy type and light type at the same time is always a more or less difficult matter, but you will find it a lot easier to use Halftone ink on the fine coated stock. Halftone ink is primarily for halftone work, but is made so that it works well with most any job on coated paper. It is a softer ink than our Bond Black Ink, which will work best on bond and on hard surface papers. Our Many Purpose Ink is a medium, general utility ink, and the book ink is a very soft ink for work not requiring the qualities of the others (best for circulars, books, newspapers, etc., where good cut work is not necessary.)

Another Gauge for Big Work

This gauge is made to work on either edge of the press platen when the work is so large that setting the gauge on the tympan is either unhandy or impossible.

A hole is drilled and tapped on each side of the platen, about midway between the holes used for the platen bales. An ell-shaped piece of metal, slotted, is made to fasten on either side, in the before-mentioned holes. This metal serves as an extension, in the slot of which slides another ell-shaped piece which provides a gauge-edge. This gauge may be moved or adjusted in any position. The longer the slotted piece, the further out the gauge may be adjusted. Changing its position requires only a screwdriver to loosen or tighten the bolt holding the gauge in the slot. G.L.B.

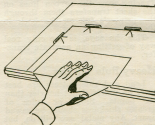
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Opening and Closing Flaps When Printing Envelopes

There are various ways of printing corner cards on envelopes. Some printers use a rubber blanket under the tympan, others make a special overlay with one of the envelopes—cutting out to allow for the gum and overlapping on the back.

For a first class job, the flaps should be opened before printing. If you secure the high cut envelopes many times it is possible to do the job without any rubber blanket or special overlay if the flaps are opened. Most of our envelopes have the flap cut in such a way that overlay is either unnecessary or limited.

With a little practice you can open and close the flap while feeding the press. Place a package of envelopes at the side of the press with the flaps up and away from



Closing flap as envelope is printed... Hand is at top of press platen, withdrawing envelope

you. When picking up an envelope for feeding, insert the thumb underneath the flap with the other four fingers laid flat on top, grasp it and with a quick flip away from you the envelope will open up ready for feeding.

After printing, place the four fingers flat on the envelope, slide it to the edge of the platen and tuck the flap under with the thumb while removing the envelope from the press. Some printers close the flap as explained above but prefer to make a separate job of opening the flaps. This may be done in a very few minutes by holding a package of envelopes in the left hand, flaps up to the left. With the right hand grasp the flap of the top envelope and slide the envelope to the right, far enough to insert it underneath the flap of the next envelope. Slide envelope back to the left, grasp the two flaps and continue as before until the package is finished.

Padding

(Cont'd)

such as billheads, statements, factory forms, etc., which are required to be padded. The complete printer will find a padding outfit almost indispensable if he is going to handle such work himself without recourse to the outside. The ability to take care of such work and even solicit it will be worth the cost of the items needed many times over.

PADS?—Make Your Own With this Padding Outfit



Outfit consists of Holder, to keep sheets straight and edges even, capacity two to three thousand sheets; End Boards, assortment of various sizes; Clamp, adjustable, to hold pile of sheets while applying composition, capacity 15 inches—boards 5 1/2 x 11 etc. — \$17.50

Padding Outfit, with one pound can of Padding Composition, (not-process) with directions how to apply, **18.43**

Padding Outfit, with one pint jar of Fast-Set, (cold-applied) with directions how to apply, **18.95**

Shipping weight, 20 pounds **4.46**

Padding Clamp, 7 pounds **7.23**

Padding Trough, 3 pounds **7.10**

Padding Boards, 2 of each size, 5 1/2 x 11; 5 1/2 x 12; 6 1/2 x 10; set of six boards, **7.10**

Shipping weight, 3 pounds **.42**

Rouse Lead and Rule Cutter



\$46.00

This cutter has a gauge graduated to picas, and numbered every five picas. Reversible bed gauge is graduated in picas to indicate measures in both normal and extended positions. All markings are exceptionally legible. Sturdily constructed it is fast and easy to operate and quite to set. Every cutter is factory tested and fully guaranteed. Reliability is assured by years of experience in building tools for printers. Positively accurate. Capacity 34 picas.

Shipping Weight, 14 pounds

Christmas Cut

See catalog for more holiday cuts



Q385A (as shown) \$2.75
H385 (without "Christmas Greetings") \$2.00



The KELSEY MAN Talks About

Printing and Paper Cutting in the Days of Ben Franklin

A reader writes that he has recently looked over a book printed in 1769. He says, "The title page shows very heavy impression, so much so that the letters are embossed heavily on the reverse side of the sheet. The book is well printed, nicely trimmed and neatly bound in leather. I would like to know what kind of paper cutters the printers of that day used."

Taking the impression first: it wasn't very many years ago, in comparison to the age of printing itself, that every sheet of paper had to be dampened before it could be printed. The dampening was done the night before, so that the moisture would thoroughly permeate the paper. Only in that way could enough impression be obtained to produce a clear, readable job. In those days, impression showing on the back was taken for granted. Machines were not precise or accurate enough to get it any other way.

Paper cutting or trimming was done with a "plough", which, to get a very rough comparison, may be likened to the way you would use a penknife to remove sheets from a book or magazine. This device, with a knife in it, would be run across the paper, cutting one or more sheets, and readjusted downward, and drawn across again.

Keeping Your Good Summer Rollers for Next Year

As has been explained before, rollers which are just right for use in summer may be too hard for winter, and yet there is no use of discarding them if they still are in condition to use in warm weather.

You can keep them in good shape for next year by sponging them well with glycerine, wrapping them in newspaper, and putting them away where as little dust as possible will penetrate. Next spring you can take them out, give them a light sponging with water, and they will be all ready to use in place of your winter rollers on the first warm day.

Making Corrections in the Form

While as a general rule, all corrections should be made in the composing stick to assure good justifications, if the change involves replacing one character with another of equal width, and you have checked to make sure that they actually are the same, the correction can be made in the form. Most figures are of equal width (or set, as it is called), and the same will be found of some

Transferring Designs to Linoleum Blocks

One of our readers says he's tried all the regular ways of transferring designs to the linoleum blocks for cutting, and doesn't like any of them. This is the way he does it:

He puts a sheet of paper under the design, and a piece of carbon paper, face up, under that. He then traces the design, which is thus transferred to the back of the second sheet. The design is, therefore, in reverse, the same as it must be on the block.

He next gives the back of this sheet a rolling with black printer's ink, which in the next operation, takes the place of carbon. While the ink is still tacky, but not quite so fresh as when first put on, he pins the sheet with the ink side down on the linoleum block. Tracing over the carbon lines on the sheet transfers them through the printer's ink on the back to the block.

This, he says, is the only real way of getting an accurate transfer.

Heavy Rule Cutting

Lead and rule cutters are best used on material not heavier than six points. Slugs or rules of greater thickness should be sawed apart. Any metal saw will do, but one with small teeth is preferable.

The best saw for the work has a slight set to the teeth, and is about $\frac{1}{16}$ of an inch thick. If the teeth are slightly thicker at the cutting edge this would take the place of the set, and work well. If there is a thick disc on each side of the saw to reinforce it, so much the better, as that will prevent bending. A hollow ground saw is desirable.

If you rub the cut ends with a fine file afterwards, you will have an extra good job.

To Make Sure Your Gauge Pins Do Not Slip

A drop of wax on your gauge pins — preferably sealing wax, melted on, will hold your gauge pins firm and keep from shifting



Secure the gauge pin with
sealing wax

when you are putting through a run or job of printing on which good register is imperative. The wax will hold, but you will have no difficulty in removing it after the job is finished.

other characters such as u and n. Wherever possible, slide rather than lift type when making corrections, or when handling for any other reason. Even the best and most skilled of printers occasionally has something drop out when he picks up a form or part of one.

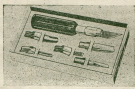
Use This Calendar Cut

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

1964 CALENDAR 1964											
JANUARY			MAY			SEPTEMBER					
S	M	T	S	M	T	S	M	T			
1	2	3	1	2	3	1	2	3			
4	5	6	4	5	6	4	5	6			
7	8	9	7	8	9	7	8	9			
10	11	12	10	11	12	10	11	12			
13	14	15	13	14	15	13	14	15			
16	17	18	16	17	18	16	17	18			
19	20	21	19	20	21	19	20	21			
22	23	24	22	23	24	22	23	24			
25	26	27	25	26	27	25	26	27			
28	29	30	28	29	30	28	29	30			
31			31			31					
FEBRUARY			JUNE			OCTOBER					
S	M	T	S	M	T	S	M	T			
1	2	3	1	2	3	1	2	3			
4	5	6	4	5	6	4	5	6			
7	8	9	7	8	9	7	8	9			
10	11	12	10	11	12	10	11	12			
13	14	15	13	14	15	13	14	15			
16	17	18	16	17	18	16	17	18			
19	20	21	19	20	21	19	20	21			
22	23	24	22	23	24	22	23	24			
25	26	27	25	26	27	25	26	27			
28	29	30	28	29	30	28	29	30			
31			31			31					
MARCH			JULY			NOVEMBER					
S	M	T	S	M	T	S	M	T			
1	2	3	1	2	3	1	2	3			
4	5	6	4	5	6	4	5	6			
7	8	9	7	8	9	7	8	9			
10	11	12	10	11	12	10	11	12			
13	14	15	13	14	15	13	14	15			
16	17	18	16	17	18	16	17	18			
19	20	21	19	20	21	19	20	21			
22	23	24	22	23	24	22	23	24			
25	26	27	25	26	27	25	26	27			
28	29	30	28	29	30	28	29	30			
31			31			31					
APRIL			AUGUST			DECEMBER					
S	M	T	S	M	T	S	M	T			
1	2	3	1	2	3	1	2	3			
4	5	6	4	5	6	4	5	6			
7	8	9	7	8	9	7	8	9			
10	11	12	10	11	12	10	11	12			
13	14	15	13	14	15	13	14	15			
16	17	18	16	17	18	16	17	18			
19	20	21	19	20	21	19	20	21			
22	23	24	22	23	24	22	23	24			
25	26	27	25	26	27	25	26	27			
28	29	30	28	29	30	28	29	30			
31			31			31					

No. M1149 \$2.25 (any year desired)

X-Acto Linoleum Cutting Tools



- Set of 6 Tools, (knife, U-shaped gouges and V-shaped weiners) with plastic tool handle, (blade locks in handle) - - - \$2.40
- Cutting Knife, (with handle), - - - 1.22
(Same handle used with knife sets or tools.)
- Single Tool, (with handle), - - - 1.35
- Single Tools, (without handle), each, - - - .25
- Five tools, without handle, - - - 1.15
- Cutting Knife (without handle), - - - 1.12
- Five knives, without handle, - - - .60
- Hand Roller, $\frac{5}{16}$ inch, with handle, - - - 2.48
- Rubber Roller, 4 in., 1 in. diam. #49, - - - .90
- Rubber Roller, 4 in., $\frac{1 1}{2}$ in. diam. #61, - - - 1.75

LINEOLEUM PRINTING BLOCKS

Smooth Surface for Easy Drawing
of Design



Linoleum blocks are best grade $\frac{1}{8}$ -inch linoleum, mounted type high on laminated blocks to make them non-warping.

Size	One	Six	Dozen
2x3 inches	.38	1.28	1.68
3x4 "	.45	1.78	2.68
4x6 "	.85	2.90	4.40
6x8 "	1.80	6.00	9.50
9x12 "	2.90	13.40	18.90

Assortment, consists of: two size 2x3 blocks; and one each of sizes 3x4, 4x6, and 6x3. - - - 3.50

New---

Announcement Sample Set

Here is the set of samples with only the name and number printed on each piece. Set contains: Wedding and Business Announcements; Birth Announcements; Thank You cards; Executive Cards; Padded cards; Padded Informals; etc., with matching envelopes. Sample set, approximately 35 pieces, - - - .50

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