



# WHAT TO PRINT AND HOW TO PRINT IT

No. 372  
1964

## The Printer's HELPER

The KELSEY COMPANY  
Meriden, Conn.

Single orders of 100 or more keep the Helper coming for at least a year.

### Printing Book Matches

Previous issues of the Helper have described the printing of wrappers which may be put on boxes of small safety matches—either monograms for personal gift business or advertising for almost any line.

The majority of so-called book matches when used for advertising purposes are printed first and made up afterwards. This has not made it very easy or convenient for the ordinary printer and the business has been left largely to the match companies or specialists.

In spite of all the drawbacks, numerous readers have asked us about them at one time or another. Others have kindly supplied what information they could give, and we pass along such details as we have.

First, as to source of supply: We do not sell them because the wide variety of color and cover design makes a representative selection possible only for a match manufacturer. Manufacturers can be located by their names which you will find on the edges of the book matches themselves, and prices, which of course vary with conditions and the style of cover, may be obtained from them. Five thousand is just about the minimum quantity they will quote on because they do not sell at retail. If you want smaller quantities to experiment on, you can perhaps pick up a few at tobacco or variety stores, many of which sell them at quite low prices.

Now as to their use, here is what one reader says about it:

"No manufacturer will sell these matches unassembled, since they are made and completed in one operation. This limits their use by the ordinary printer to impressions on the cover, but they are entirely satisfactory for monogramming and personalized printing. The smaller the press, the easier they are to print.

"Last Christmas a local five-and-ten-style variety store had a press

### Printing Gold or Silver

Improved results with gold and silver may be obtained by first running the form in blue or black ink. When this is dry, run the gold or silver (with the same form, of course). The first impression will prevent the second from sinking in, and furnish an improved appearance.

One word of caution. Don't touch the gages, and be sure to feed accurately, so the metallic ink will completely cover the undercoat.

doing nothing but turning them out in lots of 25. This press had a piece of fibre board larger than the platen attached to it, projecting above the top about a half inch. The match book is opened wide and inserted into the press with the cover facing the type, the matches themselves, of course, facing the other way, and above the line of impression. The type is set close to the top of the chase. In this way the matches and everything but the cover are outside the press. A slit can be made in the top center of oiled tympan sheet which covers the platen, and a piece of pressboard placed underneath so that a tab  $1\frac{1}{2}$  x 2  $\frac{1}{2}$  projects out, fastened so that the match book can be hung or slid onto it for printing. Gauge pins should be used in their normal position.

"The press, and another like it used for imprinting stationery, were each provided with a cabinet in which were three more ink tables and three more sets of rollers, so that four different colors of ink could be printed without cleaning up the machines.

"This field seems to have been almost completely overlooked by the ordinary printer, yet the man with a small press ought to dominate it because power equipment is not nearly as easy to use. I've had three of your presses and expect to get a fourth—have been doing business with you for 23 years."

The above observations seem to coincide with those offered by others who have tried book match printing. They also call attention to stationery printing as a profitable store item. Probably either one or both could be worked in conjunction with a local store during the holidays, but you should be careful to pick a place where there is plenty of traffic, which usually means the low priced variety chains like the five-and-tens—or what were the five-and-tens before they went in for higher priced merchandise. Quite likely the store manager may be able to aid you in getting the right kind of matches, too.

### Choosing Useful Type Styles

English Text  
and

Light Old English

Like Copperplate Gothic, English Text (089, 109, etc.) is a development of Old English originated by copperplate engravers, who hand-engraved personal cards, stationery, wedding invitations, etc. Type foundries cast the faces so that printers would have something for the same kind of work and when plateless engraving, embossing and thermography (all the same thing) are used, a very close approximation of actual engraving can be produced. The New England Type name for this face is Light Old English. You will find their numbers in the "F" section of the catalog.

For stationery and personal card work the sizes used most are 8 point 089, 10 point 109 and 12 point 129. As we have explained previously, the name should be largest, city and state next, street and number next in size, but not necessarily in that order. The street number, usually coming second in line, with city and state following in larger size makes the proper contrast. The 12 point 129 and the 14 point 149 are favorites for Christmas cards, too. Wedding invitations and other announcements are usually set in 12 or 14 point. The body of the invitation should be in the biggest size selected, the shorter "asides" at the bottom or corners in the next smaller. If the announcement is a commercial rather than a social one, 18 point 189 can be used for one or more of the important lines in the body of the text. On large announcements the 24 point 249 may be called for.

English Text has its place on tickets, too, and is frequently seen, sometimes in several sizes, and sometimes in a single line, the most important one on the ticket, the rest in some other face like Copperplate Gothic, or Goudy Old Colony 6, 8 and 10 point. It is also appropriate for church work, such as bulletins, calendars or programs. In such printing it can generally best be used in one or two sizes, with the remainder set in some contrasting face of type like Century Roman, Copperplate Gothic, Goudy Old Colony or any one of a number of other faces. English Text for the big lines; other type for the smaller ones.

The stationery and card printer will certainly want English Text, in his cases.

Printed on Standard White 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 blinds, punch holes as indicated.

## Label and Tag Printing

Among the many types of printing for specialization, labels and tags offer a particularly good opportunity, because of the large numbers of manufacturers and merchants using them. We don't refer to the gaudily colored lithographed labels, but to the hundreds and thousands of labels used on jobs whose quantities do not justify the expense necessary for lithographed or process color work.

Start right in your own neighborhood. There are many grocers who put up certain items under their own labels and name, such as peanut butter, mayonnaise, etc. They almost never use quantities large enough to purchase highly colored litho jobs, so the work goes to some local printer. Look them up, quote their prices, and put yourself in line to receive an order either immediately or as soon as their present supply runs out. Sometimes you will find that they are not even using a printed label, being under the impression that the expense will be too great. You can demonstrate otherwise.

In line with this, there are women who turn to putting up various kinds of home made jellies and preserves either to add to their income, or as a sole means of livelihood. Sometimes you will find their products in the grocery store, and sometimes they are sold direct. These small home industries are all logical outlets for your printed labels. Show them what you can do for them, perhaps with a neat cut of some kind, indicative of the contents. There is business there for you.

Every druggist who sells drugs or prescriptions, and most of them do, in spite of the jokes about drug stores selling "everything but—" is using labels for his prescriptions, and in addition, like the grocer, and even more often, he is selling a number of his own compounds or remedies, such as lotions for chapped hands, or for after shaving, etc. If he is not using printed labels, he needs them. If he is, you can demonstrate that you can furnish what he wants, and at a very interesting price. In many cases such an individual has labels which he cannot buy in large enough quantities to allow the large printer to quote an attractive price. Your equipment and absence of overhead will give you an inside track on such business.

Farmers are more and more putting their produce on the market under their own name, where it is possible. Farmers who specialize are particularly apt to have items which may be labelled. Beekeepers label their honey. In the northern states, those who make maple sugar are putting their name on the box, or on the bottle or can, if it is syrup.

## Type Alignment

Have you ever tried putting two different kinds of type in the same line, and found that the bottoms didn't line up? That is alignment, or rather, lack of it. (The word can also be spelled "aline-ment").

Present day foundry type is mostly cast on one of four different lines, depending on how much space must be allowed below the line for the descenders, that is, the tails which are used on letters like p, y, etc. This system is standard, hence it is called standard line, or point line. It is called point line because the variations between the four standard lines is by even points, so that the printer can line up type of two or more different lines with regular leads or other spacing material.

Common line is used on the majority of type faces, and is the one you will find on Century Roman, Caslon and most styles with normal length descenders. All common line types work together without leading up or down.

Title line is used on styles which have no lower case, such as Copperplate Gothic, Bond Gothic, etc.

## TITLE Common Art Line

## TITLE Common Art Line

Illustration shows three of the four standard lines and how they can be aligned using 1-point leads. Specimens shown are on 12 point body.

and, therefore, no descenders or low loops. The face can be put almost at the bottom of the type body. This makes it possible to put three or four sizes of face on one size of body — such as the four sizes of six point and four of twelve point in the plate gothics. Types of this kind are customarily used together — one size for caps, and the next lower for small letters in place of lower case, the body being the same.

Script faces and others with long loops or descenders, too long for Common Line, are provided for by Art or Script Line, which is higher on the body than Common Line. Finally there is one more, for faces having even longer descenders, which is not very much used, called Ultra Line.

Standard Line (which covers the four kinds described above) makes it possible to use, for in-

## TWELVE & EIGHT POINT IN 1

Illustration shows two sizes of type aligned by using one point leads.

stance, a common line and a title line face together by placing one point leads under the title line face and over the common line

face. Also, you can use, say, eight point and twelve point type in the same line and get perfect alignment with one point leads.

The use of Standard Line in practically all good foundry type has simplified the life of the printer considerably.

## Tight Old English

No. 32-8 Regular Font, 5A 12a \$2.95  
9 Point Large Font, 17A 30a 4.50  
Caps, 17A \$2.50 Lower Case, 50a \$4.95

Education to Prepare us for Complete Kin-  
No. 32-10 Regular Font, 15A 18a \$2.65  
10 Point Large Font, 27A 40a 4.10  
Caps, 17A \$2.00 Lower Case, 90a \$4.10

Education to Prepare us for Com-  
No. 32-12 Regular Font, 5A 12a \$3.05  
12 Point Large Font, 15A 30a 4.50  
Caps, 19A \$3.00 Lower Case, 45a \$4.95

Education to Prepare us for 75  
No. 32-14 Regular Font, 4A 12a \$4.05  
14 Point Large Font, 15A 30a 5.45  
Caps, 14A \$3.65 Lower Case, 35a \$4.95

Education to Prepare us for  
No. 32-18 Medium Font, 4A 12a \$5.75  
18 Point Large Font, 9A 30a 9.00  
Caps, 9A \$5.70 Lower Case, 35a \$5.00

Education to Prepare us  
No. 32-24 Medium Font, 3A 9a \$6.75  
24 Point Large Font, 7A 12a 11.95  
Caps, 7A \$4.60 Lower Case, 15a \$5.00

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## Gummed Paper

A good grade of paper suitable for pen and ink or printing, gummed on one side. Furnished in white only, for all kinds of labels, excision stickers, etc. Cut sizes are double-wrapped (inside wrapper—waxed paper) to exclude moisture. 600 17x22 sheets weigh 25 lbs.

Quantities of 25 50 100 500 1000  
Prices per 25 50 200 500 1000  
17 x 22 sheets \$1.40 \$2.05 \$8.50 \$18.50 \$37.00  
11 x 17 " " 1.50 5.10 11.40 9.75

## CUT SIZES

Quantities of 500 1,000 5,000 10,000  
Prices per 500 1,000 5,000 10,000  
5 1/2 x 8 1/2 inches 3.48 5.85 4.98 4.70  
4 x 5 1/2 " 1.98 3.30 3.10 2.60  
1 x 4 1/4 " 1.15 2.10 1.98 1.95  
2 1/2 x 4 " 1.15 1.92 1.82 1.72

## Reinforced Shipping Tags

Made from strong tag board with hole reinforced by tough paper patch on each side.

Shipping tags are used to address shipments, route and keep track of work in factories, direction tags on finished goods, etc. Almost everyone uses tags and the printing makes business for the ambitious printer.

## Quantities of 500 1,000 5,000 10,000

Prices per 500 1,000 5,000 10,000  
No. 1, 1 1/2 x 2 1/2 in. \$1.84 \$1.88 \$1.78 \$1.66  
No. 2, 2 1/2 x 4 1/2 in. 2.20 3.60 3.48 3.29  
No. 6, 2 1/2 x 5 1/2 in. 2.25 4.30 4.66 3.83  
Sh. Wtgs. per 1000 No. 1, 3lb. No. 2, 5lb. No. 6, 6lb.

## Ezy-Klene Black

A dense black ink which can be left on the press and rollers — for two or three days.

1/4-lb. tube, .84; 1-lb. can, 1.68

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## WITH OUR READERS

### A Different Kind of Birth Announcement

From an old reader:

This printer has given a new twist to the customary greetings and salutations by printing birth announcements on pieces of cloth, four inches square, folded triangularly, with two small safety pins attached. We feel sure his ingenuity will be suitably rewarded by orders from people whose mailing lists do not duplicate.

### Shininess in Ink

A reader sends us a sample of work with a glossy appearance, and asks just how such an effect could be obtained. Probably we cannot do better than to quote from the letter written him in answer:

"The varnish effect on the card you enclose comes from the fact that the black is printed over the red, and it may even be that the red was printed over the yellow, although we are inclined to think otherwise. In either case, the coating of red or any other color underneath has a tendency to prevent the next coat of ink applied, which in this case is black, from soaking into the stock, causing the last color to dry on top and retain its gloss. In other words, the varnish in the ink stands out instead of soaking in.

"In the case of the specimens you mention, the paper used was a bond and bond papers have a sizing on top to prevent writing ink from soaking in and blotting. This sizing often acts just as the first coat of ink on the card you submit. When stiff printer's ink was used on it, the impression was glossy. The stiffer the ink, the more likely to be glossy, and the heavier the sizing, the more chance for gloss. Likewise, the ink, being obliged to dry on the surface, may dry slower and have more of a tendency to offset onto the next sheet if not fanned out so that the sheets are not immediately covered. Over-inking will also cause gloss—and offset. On big equipment, varnish work is done with plenty of heat to dry it."

From the above, those who want a glossy appearance will be able to determine how to produce it, and, we hope, those who want to avoid it will also find a hint or two.

**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.

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### Making Stiff Ink Softer

We do not recommend the use of one ink habitually on all jobs, because while in most cases it will work, you will save yourself a lot of time and get better results if you suit the ink to the kind of work you are doing. There are times, however, when conditions make it necessary to "doctor up" the ink you have on hand. There are reliable ink reducers and reducing compounds made for this purpose. Sometimes a little vaseline will do the trick.

The necessity for reducing ink arises when you have no soft book or cut ink handy, and must use one of the other inks on cut work, on coated paper, or in some other instance where the type seems to pick at the surface of the paper.

We strongly urge that you have several different grades of inks on hand, so that you can do each job with as much speed and ease as possible. The right ink has a tremendous lot to do with the quality of your work, as well as the time it takes to produce it.

### Bulging Forms

If you are using a fairly good sized form, and it has a tendency to push up or bulge in the middle, perhaps allowing workups of individual letters thru the pumping effect of the bulge, you can bring it back to normal by inserting strips of oiled tympan paper about an eighth of an inch wide along the bottoms, both inner and outer, of rule or leads which surround the form.

When the form is relocked, pressure will be exerted at the bottom instead of the top, thus pushing the middle of the form down where it belongs.

### Spot Gluing with an Oiler

Pad-Ezy, thinned 50% with water and used in a Presto Oiler (Dill Mfg., Cleveland, Ohio) works perfectly on spot gumming, or gluing. On a program, for instance, which has several sheets with a cover, and on which the quantity involved is limited, the cover sheet can be placed face down, the Pad-Ezy can be spotted in two or three places with the spout of the can; the next sheet can be laid on and spotted, fastened, etc.

To make sure that the gumming is placed right down the center, you can use a box to jog or push the sheets up into position as you lay them on, and a piece of cardboard half the size of the printed sheets, which you can lay against one edge; the other edge of the cardboard will then lie along the line you wish to spot-gum.

The Pad-Ezy will dry so fast that when a pile has been accumulated they can immediately be folded three at a time and trimmed. If you've used your

cardboard gauge right, the gumming will be exactly down the edge you fold. D.E.H.

### PARK LANE INITIALS

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

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

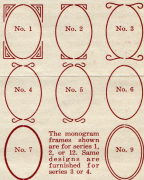
A beautiful initial for stationery, including paneled informals, and at a very low price. Also makes a graceful and attractive paragraph initial.

One of each letter (26 characters) **2.90**  
Two of each letter (52 characters) **5.80**  
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.

### Monogram Frames

Font No. 1F, 8 assorted frames for (48 pt.) Monograms Series No. 1, 2, or 12. **11.85**  
Font No. 8F, 8 assorted frames for (36 pt.) Monograms Series No. 2 or 4. **11.30**  
Single frame for Series No. 1, 2, 3, 4, or 12 **1.75**  
When ordering GIVE MONOGRAM SERIES and NUMBER of frame desired.



### Combination Monograms

Font contains 81 pieces

Series No. 3      Series No. 4  
Outline      Solid  
Font \$6.35      Font \$6.35  
Three letters, either style 1.65

**Ink Reducer**, A liquid for preventing sticking of ink rollers or paper. Use only a few drops. Per bottle. **.62**



## The KELSEY MAN Talks About

### Doing Your Own Printing

The Printer's Helper is designed to help both the printer who is doing outside work, and the individual or firm doing its own printing. The little kinks and suggestions published are just as applicable to one as to the other. Usually those who do their own printing need no suggestions as to what use to make of the press, for obvious reasons. Having invested in a press, you will naturally provide yourself with your own stationery and cards, perhaps make up and print a bookplate, take care of your Christmas greeting cards when the time comes. Then, too, if you have been stumped for Christmas gifts to give, you can leap that hurdle at one jump—you can give stationery with friends' and relatives' names on it. Nobody ever has too much stationery personally monogrammed or otherwise printed, and you can be sure of giving the right present. Moreover, such a present is good for repeats in other years.

If you do not want to go into printing commercially, you probably belong to one or more organizations whose treasury is so low that paying regular prices for printing is out of the question and if you enjoy your press as a hobby, there is the opportunity to furnish what they need for the cost of the materials. Many struggling churches would like a church bulletin but cannot afford one. They would jump at the chance of paying for the paper, and perhaps a little more. If your own pocketbook is pretty well deflated, you can probably make arrangements to pay your dues or subscriptions in necessary printing. Have you ever thought of your printing press as a financial aid in this way?

If you are in business, and doing your own printing, you are probably already taking care of your printing necessities, but regular reading of the Helper will quite likely suggest some ways of advertising which you can use to advantage. Nearly every issue gives at least one way of getting business for the printer, and in many cases they are applicable as means of advertising.

Just to glance hurriedly over past issues, there has been information on advertising playing cards, Christmas cards (many firms send greetings to their customers nowadays), copyrights (if you get out a booklet or something else new, it is well to protect it), getting business, tags and labels, announcements, selling with coupons, coin cards, postal card

advertising, sealing tape, pencil printing, calendars for advertising, etc., etc. Stock of these old issues of the Helper is exhausted, but we hope to cover these points again later, with additions and revisions made possible by letters from readers on the subjects in question. Anybody having a printing press to take care of his own printing is in a position to experiment with many different kinds of advertising at very low cost, and due to this low cost will be able to make many kinds pay that would otherwise be unprofitable. The most important maxim in advertising is "Keep everlastingly at it." You may be known today and forgotten tomorrow. Old customers are dying off, or moving away, or being attracted to someone else. Old customers must be held, and new ones obtained, just to hold your own, let alone make any gains. Your printing press should be your most important tool for retaining and strengthening your business.

### Protecting Rollers from Butt Ends of Brass Rule

One of our readers in the government service writes us:

"This office has a Kelsey outfit and has been doing some printing involving brass rule, as shown by the enclosed card. As the rollers approach the rule at the bottom they contact the raw edge or end of the rule, cutting the roller. It would be appreciated if you could advise how this may be remedied."

The job in question is a small card, on which the rule "bleeds"—that is, runs off the edges of the card. This allows several ways of



TWO WAYS OF PROTECTING ROLLERS FROM BUTT ENDS OF RULE.

1—THIN PICES ACROSS BUTT END.  
2—EVEN BEVELLED OR ROUNDED OFF BEHIND MARKS.

correction. One way is to put a short piece of rule against the end which is doing the damage, at a right angle to it. This rule will, of course, be off the edge of the card, so that it will not show in the printing, and it will prevent the roller from being cut.

Another way, and one which can be used on rule which ends on the sheet or card—that is, does not bleed—is to use a piece of rule somewhat longer than necessary for the job, and cut the end off on a slope or bevel so that part which prints will be full type height, but the roller will not hit directly on the sharp edge.

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

No. M1149 \$2.25 (any rate desired)

## SALE 6" x 6" Galleys



**All-Steel Galleys**  
This is what they look like  
Just as good as new, but slightly used in our own operations. Rustproof and regular weight. Our present inventory control system makes fewer necessary—hence this special sale.  
**73 cents each 3 for \$1.90**

## Perpetual Calendar No. 9

Catalog shows how this looks all set up

17 23 30 WED

Characters of Calendar

With one of these Perpetual Calendar Fonts 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 one piece and are as easy to set as a line of galleys; all rules are all cut to length and mixed to fit. Good for any month or year.  
**Complete Font - \$7.70**

## Patriotic Cuts



50-star Flag

C396 1.75  
(one color)

J396A 2.90  
(two color)



A841 1.75



A840 1.75