



# WHAT TO PRINT AND HOW TO PRINT IT

No. 377  
1964

## The Printer's HELPER

The KELSEY COMPANY  
Meriden, Conn.

Single orders will fill or more keep the Helper coming  
for at least a year.

### What is Intaglio Printing?

Intaglio printing is another way of saying engraving from steel or copper plates, or, to be more exact, the use of a plate having lines engraved in it, which are reproduced in the printing on the sheet or card, instead of the ordinary, or letterpress method of printing from raised characters (type). Half way between the two lies lithography, which uses an entirely flat plate—having neither recessed lines nor raised ones.

Engraved printing is not usually produced with a standard printing press, and a short outline of the method used by engravers will demonstrate why. The design or letters to be printed are cut in a smooth copper or steel plate, by hand. A special ink is squeezed into these depressions, and before the impression is made, the excess ink is wiped off the plate, so that the sheet or card will not be soiled when it is laid on the plate. The sheet or card, sometimes slightly dampened, is laid on the plate, and pressure applied, so that it is forced down into the depressions enough to receive the ink in them. That is why the backside often shows a slightly embossed surface, and the front is a little rough to the touch. This operation must be repeated for each impression, hence the cost of engraved work is much higher than for ordinary printing.

Of late years there has come into being what some people call thermography, and which is also known as raised printing and embossing. This new process enables the owner of any standard printing press to so closely approximate engraved and embossed effects that many people cannot detect the difference. Instead of using recess plates, made by hand at high cost, ordinary type or cuts are set up in the regular manner, the printing being done with a fairly tacky ink. Most regular inks work satisfactorily. After the job is

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### Standard Sizes are Always Cheapest

Readers frequently ask the why's and wherefore's of paper and card cutting costs.

It is always cheapest to use standard material and standard sizes. This applies to paper and cardboard with particular force, and the only exception is on quantities that are so large that they can conveniently be handled by themselves.

Let's take a trip into the stock room and shipping department to find out why this is so.

Your order comes in, and among the items on it are several for regular sizes in paper or cards. In the stock room are long steel cabinets, shelves, and bins, with packages of paper classified so they may be easily taken out and placed with your order. You have ordered regular sizes, so it is only the work of a moment to assemble the items for packing. The regular sizes are cut in large quantities, wrapped in the same way, and the saving in space amounts to quite a little on the cost of the paper.

Now, suppose that instead of regular sizes there are one or more kinds to be cut from the full sized sheet, or the order calls for a regular size cut down. Instead of being able to take the packages of the sheet, complete the order, wrap it up and get it out of the way, the regular items must be set aside in a rack or on a bench, and the shipping clerk must make a memorandum of what is wanted, and send it in to the paper cutter. Orders have the right of way over all other work, otherwise we should not always be able to make same-day shipment, so just as soon as the paper cutter is clear the operator must stop what he is doing, and take care of the special order. He goes into the stock room, and after locating the right paper or card stock, counts out the number of sheets necessary for the job. Perhaps he has to break a package open in order to get it. He takes it back to the cutter, turns on the "in-vice", and after carefully figuring the best way of cutting, proceeds. He then wraps the package, marks on it the contents and brings it to the shipping clerk, who is then able to finish wrapping the order. If the paper is a regular size cut down, much the same process occurs, except that he has to get the regular size from the shipping room, unwrap it, cut it, and wrap it up again.

From this you can see why there are cutting charges for paper. It takes a pretty good sized special cutting job to make such handling profitable. Naturally, everyone cannot use regular sizes on every job, and therefore it is necessary to be able to get the special sizes cut,

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### Choosing Useful Type Styles

Goudy Old Colony Bold

Previously we considered the advantage of Goudy Old Colony, and since the bold can often be used with it, this heavier version will be treated now. Curiously enough, Mr. Goudy himself did not design the bold, but its matching qualities are good, and it is effective either in combination with the other, or alone.

Goudy Old Colony can be used satisfactorily for letter heads, business cards, tickets, programs, advertising and a multitude of other jobs. The proper sizes follow closely those used in the lighter variety. We've seen business cards in which 14 point 142 was the main line in a short one, however. Generally 10 point 102 or 12 point 122 are better, grading down to 6 or 8 point for the smallest lines—phone number, etc.

On a letterhead, 18 No. 182 or 24 point No. 242 will give proper attention value. For short firm names it is often advisable to space the letters as well as the words—letterspace, in other words. We've even had success with one or two words in 36 point, in a two color job. If you don't want to buy the full 36 point font, you can use the sizes or words you need as a metal type heading. Before you start to set the letterhead, sit down with a pencil and draw it out, so you can see how the various sizes will look. Even with this preliminary, you may find after you have set the type and taken a proof that you will want to change a line or two, but the sketch can, nevertheless, save you from going too far wrong. A sketched layout is a good plan on all work with the exception of routine jobs which you have done before and consequently know how they will look and space.

Another timesaver which supplements and follows the sketched layout, rather than takes its place, is the pasted-up dummy. After you have decided on the sizes of type you think ought to be right, and have set them up, take a rough proof of the lines. Cut them out and pin or paste them in the positions you think they ought to occupy, on a sheet the exact size you are going to use for the finished work. You can then shift them around, or even reset one or more lines, until the dummy satisfies you. Once properly laid out you can quickly assemble the form with galleys and furniture, ready to put in the chase. Preparing the form before you put it in the chase is a whole lot easier, and for this you'll find one or two of the inexpensive steel galleys a lot of help.

All this may seem elemental, but many printers are inclined to forget. It bears repeating, even

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

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

in an article supposedly about type selection.

The opportunities for using the bold and the regular Goudy in combination should not be overlooked. When doing this, the biggest line should be in the bold, and any other lines which require emphasis or which are especially important should be likewise set in it. Remember that 10 point in bold will stand out more than 10 point in the regular, so that you will have not only the different sizes of each kind for variations, but both heavier and lighter as well. A program can often be effectively arranged by using both regular and bold of the same size in the same line. The advantages of having a number of different sizes in type like this are never more evident than in setting something like a program. A brief order of ceremonies may require that the whole be set in larger sizes than normal, all the way through, so that the page will not look empty. One or two suitable ornaments come in handy then, as well.

A program with plenty of events will call for 8 point 082, with perhaps even the use of 6 point for explanatory lines, names of composers, authors, etc.

## Standard Sizes . . . (Cont'd)

but where possible money can be saved on standard sizes.

Bulk, and the number of times the paper or card must be handled all are taken into consideration in figuring costs. Also, the effect of the stock on the knife of the paper cutter. Blotting stock dulls the paper knife very fast.

Only one size can be put into the paper cutter at one time, hence the necessity for handling each separately and charging that way. The more pieces to be cut out of a sheet, the more cutting, handling and figuring—also the oftener the paper knife must be taken out and sharpened. It takes nearly an hour to remove one knife, and properly adjust a new one in a big paper cutter, and if we are to furnish a clear, sharp edge on your work, it must be changed frequently. For best card work, the cards should be trimmed after cutting, so we advise allowing enough margin in figuring the number of cards you will get from a full size sheet, to allow us to trim the cards after they are cut. Between  $\frac{1}{16}$  and  $\frac{1}{32}$  of an inch is needed for each trimmed edge.

Cover paper bulks up so that it takes more time to cut, and is priced accordingly.

**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.

## Rule May Require An Underlay

Metal and brass rule are made the same height as type, although you would often not suspect it when you take a press proof of a form with type and rule together, especially if the type is in a panel or box of rule. The chances are good if the rule is a very light face (like a hairline, for instance) that it will print, but that the type inside will need underlay to bring it out. On the other hand, if the rule is a heavier face, you may find that the rule itself will need underlay instead of the type.

Such a procedure is common practice in the biggest and best shops. So, if you have a type form with rule or border in it, and you find that either one or the other is not coming up, don't load on more impression all over the form until you have built up the rule, or the type, whichever is weak. You will save time, wear on your form, and the physical effort required from heavier overall impressions.

The Printer's Guide as well as the Printer's Course goes into makeready — both underlay and overlay — in detail.

## What is Intaglio . . . (Cont'd)

printed, and before it is thoroughly dried, it is dusted with a compound which adheres to the ink. Heat is then applied to the sheets, which gives the raised effect usually associated only with engraving or embossing. Thus, at a fraction of the cost of steel and copper plate engraving, effects may be produced which, viewed entirely without prejudice, are often superior in appearance to engraving, or in some cases quite difficult to distinguish from it, if a steel-plate appearance is wanted.

The use of raised printing has made possible the introduction of high grade stationery to the public at prices heretofore unknown and impossible. Every owner of a press owes it to himself to investigate this method, and equip himself to handle this kind of printing, which, by the way, usually carries a much better profit than ordinary printing. It is extensively used for cards, both business and personal, stationery, wedding announcements, menus, programs, and on all high class work. It offers a process that the printers of a few years ago, no matter how expensive their equipment, were not able to match, yet the owner of any Excelsior can use it nowadays and profit from it as well as the bigger firms.

## Elite Paneled Cards

Finest quality vellum finish cards with paneled center for printing. The calling cards demanded by fashion.

No. 151 MEN'S SIZE			
Quantities of	500	1,000	5,000 10,000
Prices per	\$90	\$1,900	\$1,000 1,000
1 1/2 x 3 1/2 inches,	\$1.06	\$2.98	\$2.58 \$2.78
No. 154 LADIES' SIZE			
1 x 1 1/2 inches,	\$1.98	\$2.00	\$2.90 \$2.90



Fashionable and popular blue laid (fine water-mark lines) finish paper—made to write and print on. 500 sheets size 15x22 weigh 24 pounds.

Personal Stationery			
Quantities of	1	5	10 50
<b>All prices PER BOX in quantities listed</b>			
"300" Cabinets			
250 sheets, 6x7, and 100 envelopes, size 6 1/2			
309, Society Blue-24	1.76	1.64	1.54 1.28
"Double 100" Cabinets			
100 folding sheets 6 1/2 x 1 1/2 (folds to 6 1/2 x 6 1/2), and 100 size 6 1/2 envelopes			
209, Society Blue-24	1.76	1.67	1.63 1.27
"50-50" Cabinets			
50 folding sheets 6 1/2 x 1 1/2 (folds to 6 1/2 x 6 1/2), and 50 size 6 1/2 envelopes			
39, Society Blue-24	1.10	1.01	.92 .78
"Monarch" Cabinets			
100 sheets, 7 1/2 x 10 1/2 and 100 envelopes, size 7 1/2			
109, Society Blue-24	2.14	2.02	1.71 1.45
80 sheets, 7 1/2 x 10 1/2 and 80 envelopes, size 7 1/2			
159, Society Blue-24	1.33	1.21	1.10 .95

PAPER			
Quantities of	50	500	500 1,000
Prices per	\$10	\$200	\$500 \$500
17 x 22 inches	\$1.25	\$4.68	\$10.10 9.58
11 x 17 "		.28	2.80 6.24 10.05
Cut Sizes			
Quantities of	500	1,000	5,000 10,000
Prices per	\$60	\$1,000	\$1,000 1,000
6 x 7 inches	1.88	3.18	2.68 2.45
7 1/2 x 7 1/2 "	2.28	4.00	4.00 2.85
7 x 7 1/2 "	2.10	3.48	3.48 2.93

Envelopes			
Quantities of	500	1,418	3,218 15,418
Prices per	\$50	\$1,000	\$1,000 1,000
Size 6 1/2	\$1.68	\$6.10	\$5.25 \$4.88
7 1/2	1.58	6.00	7.98 7.43

Note—You can make Society Blue-stationery with other stationery at quantity prices on both.



Useful when setting or making up forms, especially forms which are too large to go in the composing stick. Also to hold forms that you want to keep set-up. Rustproofed steel.

Note—From actual experience in our printing department we find these the most practical sizes.

6 x 10 inches, Ship. Wt.	2 lbs.	.74
8 x 10 "	" "	.79
10 x 16 "	" "	.99
6 1/2 x 23 1/2 "	" "	1.04

## Paneled Informals

For invitations, short notes, acknowledgments and all occasions where a neat combination of smartness, yet taste and informality is required. Folding sheets size 14x inches, folded size 12x inches. Name goes on front panel, 100 folding sheets and 10 envelopes to match in a box.

No. 134-W, heavy, white, vellum finish stock.  
No. 135-I, heavy, ivory, " " " "

All prices per box			
Quantities of	1	5	10 50
134-W White, each, 1.15	1.16	1.00	.95
135-I Ivory, each, 1.18	1.08	1.00	1.00
Shipping Wt's per box, 2 lbs. per 5 boxes, 8 lbs. per 10 boxes, 22 lbs. per 50 boxes 60 lbs.			

## 2 The Printer's Helper



## WITH OUR READERS

### The Printer's Towel

An old friend recently sent us a blotter of his with this sentiment on it:

I long to be a printer  
And with the printers stand,  
With green ink on my forehead  
And benzine in my hand.

And when a mad subscriber  
Comes in to growl and roar  
I'll stab him with the towel  
That leans against the door.

The poor printer's towel has taken a beating in more ways than one, over the years.

### Printed Stationery as a Prize

From an old correspondent:  
"I have made up a number of cards like the enclosed and have given them to several women's clubs as prizes for their card games, and they are a good trade stimulator. I have also sold them printed "Get Well" cards to send their sick members."

These cards are furnished by the printer to various organizations who solicit help, or are sold for a comparatively low price. Naturally, they are not given out

## PRIZE

Good for an order of  
**Personal Stationery**  
(Name and address or Monogram)

Mason Studio  
Telephone 253-4 Point Road

Not valid unless signed.....

broadcast, because each one represents a promise to furnish a box of printed stationery. They can be offered by the individual or organization as prizes at card parties, or any other contest, game or competition.

The person who receives the card and orders the stationery can usually be kept on the list of prospects for more stationery later. It often puts a new, if small, customer on the books. If you don't believe that is worth something, just get on the list of any one of the largest mail order stationery houses in the country, and you will find that they know it pays to follow up new customers. When you buy a box of stationery from them, they keep you on their list and circularize you whenever they think you may have used your purchase up, as well as remind you that stationery makes a good Christmas or birthday gift.

It might be worth while for some others among our readers to try this card scheme as a means of getting new names on their

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### Half-tone with Type or Zinc Etchings

From an old reader:  
"When printing a form which has half-tone, type and zinc etchings, what is the proper ink to use if you are using a high gloss or enameled paper? I recently had such a job, and experienced some difficulty. When I had enough ink to properly print the half-tones, the rest was muddy. If I used less ink the half-tones were faint. I used a half-tone ink. What is wrong with this procedure, or is it impossible to get a good job when mixing half-tones with text matter and printing at the same time? The only alternative I can figure out is to make two runs of the job in such a case. Can you suggest something?"

Our friend has run into something which annoys printers with bigger equipment than his. At one time our catalog, because of the big editions and large number of pages, was done for us by a local printer-customer with a large cylinder press. Naturally we were anxious that the half-tones come out just as well as possible, but that the type should not appear over-inked. The printer, in spite of his large equipment, had difficulty in doing both justly.

Half-tone ink is by all odds the proper ink to use for such work. If the job is important enough, you'll find it best to run the cuts and the type separately. In that way you can use just the right amount of ink for each. Sometimes you can take the opportunity to run it as a two color job, enhancing its appearance considerably.

The owner of any platen press, whether it be hand, foot or power operated, should bear in mind that a half-tone with a given area has a lot more squeeze and needs more ink than the same space if filled solid with type, to say nothing of a job with a mixture of type and open spaces. Next to a tint block, it's the solidest thing you can tackle, and by rights should not exceed one-third the size of your chase.

You can save yourself a lot of trouble if you don't try too big half-tone cuts in your press. If you can't avoid it, print the type as a separate run.

list of customers. Our feeling is that enough of a charge should be made for these cards to cover work and material. If the idea is introduced properly, you should not only cover your expenses but make friends besides.

### Quarter-Size Cap and Figure Case

This case will hold complete cap and figure fonts. Double size boxes for ciphers. Extra boxes for odd characters etc. **3.75**

### Challenge Hand Punch

For punching loose leaf sheets, index cards, tickets, orders etc.

**\$73.50**



Punches one or more holes in several sheets at one time. Punches sheets of any length. Back and side gauges easily adjusted.

Dies are of hardened steel, self sharpening and quickly adjusted to punch at any distance apart.

**FREE—2 round hole dies, (any size less than 2 in. in diameter) with each punch. If you do not specify a desired size, quarter-inch will be furnished, as this is standard size.**

**Additional Dies complete, (any size less than 2 in. in diameter) 8.40**  
Round hole 1/4 inch to 1/2 inch each, **13.50**  
Slotted hole 1/4 inch to 1/2 inch, **21.65**

### Billheads and Statements

**Ruled Heading, White Bond Paper**  
Ordered below are the two styles of statements. Billheads have lines running the other way of the sheet.



Style A—Ruled complete with vertical and all horizontal lines for use with pen and ink.  
Style B—Ruled with column and head lines only, for typewriter use.  
Be sure to state style wanted when ordering.

### BILLHEADS

Quantities of	500	1,000	5,000	10,000
Prices per	500	1,000	1,000	1,000
Style A, 8 1/2 x 4 1/2 in.	\$1.85	\$2.15	\$2.95	\$2.95
Four, 8 1/2 x 7	1.90	2.25	3.05	2.95

### STATEMENTS

Standard, 6 1/2 x 8 1/2	1.50	2.50	2.25	2.30
Midsize, 4 x 6 1/2	1.50	2.30	1.65	1.80

● Not made in style B

### Movable Tongue Gage Pins



□ three, **.48** □ six, **.93** □ dozen, **1.75**

### DuPont Cellophane Sheets

#### Moisture Proof

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

Furnished in one size only—17x22 in.—which you can cut as needed to give you the most economical wrapping per order.  
25 sheets size 17x22 inches, **1.95**  
50 sheets size 17x22 inches, **2.95**  
100 sheets size 17x22 inches, **3.95**  
500 sheets size 17x22 inches, **14.95**  
Ship. Wgt. per 500 sheets, 22 lbs.; 100 sheets, 9 lbs.; 10 sheets, 2 lbs.; 25 sheets, 1 lb.



## THE KELSEY MAN

### Talks About Old Presses

There are lots of presses being used which are no longer manufactured, and as long as the owner is fortunate enough not to break any parts, they will probably continue to give good service. Many people have purchased these machines from former owners at a very low figure, feeling that they have obtained a special bargain, only to find when something gives out, that the part cannot be obtained at any price. If you ever pick up or have such a bargain offered you, be sure that you obtain it at a low enough figure so that, should anything which cannot be repaired break within three or four months, you will not be much out of pocket. Parts of presses made with various materials are not interchangeable, and it is safe to assume that if ink plate, or roller hooks, or similar parts, are missing, only the original maker of the press can supply new ones, and if he is out of business, the cost of having some special shop make them up special will be more than the machine is worth.

Rollers are a different matter, if you have the old ones, and simply need new composition. These can be recast, but it takes more time than with ordinary rollers, because special kinds and special shops will soon go to pieces. Rollers for our own presses are never allowed to leave the factory until at least two weeks have elapsed, but this can be done and prompt service given, because we can simply exchange with you, whereas on special rollers this exchange is impossible because we have no other rollers like the ones you may send in.

Sometimes, when a vital part of the press breaks, whether it is an "orphan," or one made by a present day manufacturer, it is quickest and cheapest to have a welder braze the parts together. If this is done, care should be taken to have them welded so carefully that all holes will line up and no smooth surfaces will be warped, because you know what a piece of tissue paper will do when making ready a form, and your platen, chase bed, etc., must work within a very close tolerance.

It is often a good plan, if delay will be expensive, to have the part welded, and then order up another new part to put in later. This can only be done where spare parts are available, of course.

Again returning to the subject of rollers, we strongly recommend that, if you have a press not now

## Don't Keep Envelopes in a Basement

At least, don't do it during any time but the cold months, when you have continuous heat and can be sure that the natural humidity below ground is kept back. There are lots of basements and cellars which, to all intents and appearances are bone dry, but which do contain enough moisture to seriously affect the envelope gum. The only evidence you will ever have of trouble will come too late, when you find the flaps partly or completely stuck.

Even upstairs locations are not always immune. I have kept a file of the National Geographic Magazine in a second floor room which is not usually heated in winter, yet which is surrounded by heated rooms. As you perhaps know, the Geographic is printed on heavily coated paper which will stick together when wet. I was greatly surprised and puzzled to find that in spite of no evidence at any time of moisture in the room, the pages were beginning to stick, some of them badly. If there had been envelopes in that room I might have been inclined to blame the gum, but such evidence of trouble with coated paper clearly shows how dampness will penetrate unexpected places.

If your shop is in a basement, keep your envelopes on the first floor, even though it may be a little bothersome. You may save yourself possible loss, as well as delay if you have a rush job and count on using them.

being made, you keep at least two pair of rollers even if you have to get a machinist to make up a set of cores (rods) for you, special. You will then not be tied down to one set so that you cannot allow them the proper time to season. There is always the chance that the first casting of the roller will not be perfect, and you will want to have time enough for us to cast them up, check them carefully for condition, and, when you have received them, keep them for at least two weeks so as to give them a fair chance to have a long life.

## Lithographed Certificates

White paper, lithographed with an attractive, engraved appearance green background. Suitable for business slips, receipts, award of merit certificates, individualized Christmas greetings, guarantee or stage money, school diplomas, birth certificates, membership blanks, licenses, credentials, etc. Get a few with your next order and show them to your business customers.

Quantities of 250 500 1,000 5,000 10,000  
Prices per 250 500 1,000 1,000 1,000  
3 x 5 \$1.43 \$2.38 \$3.38 \$7.78 \$18.38

## Excelsior Job Composing Stick



Scraw pattern; cast, reinforced knee; instantly adjusted to any measure.  
8 inch, (85 piece capacity), - \$3.25  
Shipping Weight 2 pound

## NO. 10 LABOR SAVING WOOD FURNITURE & CASE

This furniture is made from selected hard wood, planed perfectly straight and smooth, and accurately cut on the point system. Each font contains five pieces each of 10, 15, 20, 25, 30, 40, 50 and 60 pieces in length, by 2, 3, 4, 5, 6, 8 and 10 pieces in width, 280 pieces in all. Each piece is thoroughly oiled, to prevent warping or swelling, and is trimmed on end with the side.



One of these fonts is a first-class investment for any printer. The cost is but slightly more than strip furniture and it is cut and finished perfectly square and much more accurately than can be done by the printer. The furniture for any job is always ready, without cutting or furring. The case is built from sturdy seasoned wood, is finished, handily and varnished, and will last a life time.

**Furniture and Case, as shown in the illustration above, 47.00**  
Shipping Weight 55 pounds.

**Font No. 10 Furniture, only, 21.00**  
as described above, 280 pieces.

**Font No. 10A Furniture, two pieces of each size above, 112 in all, 10.48**  
Shipping Weight 18 pounds.

**Case only, for above fonts, 26.00**  
Shipping Weight 25 pounds.

## GOUDY OLD COLONY BOLD

No. 092 9 Point 18A 1lb \$3.00 - 4A 1lb \$4.20

SHOWING reproductions of 68541

No. 102 10 Point 18A 3lb \$10.45 - 4A 1lb \$4.70

MISSIONARY prints for 3079

No. 122 12 Point 18A 3lb \$11.25 - 4A 1lb \$4.96

**BOLD FACE, used by 421**

No. 142 14 Point 13A 2 1/2 \$12.50 - 4A 1lb \$8.00

**POLAR finances 708**

No. 152 15 Point 8A 1lb \$14.65

**HUNT Gold 356**

No. 242 24 Point 6A 12lb \$16.25

**RED flower 9**

No. 262 26 Point 4A - 1lb \$12.00

## Varsity 3

SIZES NOT SHOWN - 28A 5lb \$ 8.10

No. 692 6 Point 28A 1lb \$8.20

No. 692 6 Point 28A 1lb \$8.20

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ & abcdefghijklmnopqrstuvwxyz, etc.

\$ 1234567890

## WINDOW ENVELOPES

TRANSPARENT GLASS

ANDRES, SPOON & TRUSS CLASSES

See size in address

Quantities of 500 1,000 5,000 25,000

Prices per 500 1,000 1,000 1,000

○ Size 6 1/2 \$3.15 \$2.25 \$4.44 \$4.00

○ Size 7 1/2 3.95 2.85 5.54 5.25

○ Size 10 4.25 3.00 5.88 (16,428, 25,000 lot)

† 12,000, 5% loss per 1,000

Oval window in chase prevents getting a letter in the wrong envelope. Substantance 24 lbs.