



WHAT TO PRINT AND HOW TO PRINT IT

No. 378
1964

The Printer's HELPER

The KELSEY COMPANY
Meriden, Conn.

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

Why is a 6 1/4 Envelope 6 1/2 Inches Long?

This question comes up so frequently that we are glad to adopt the suggestion of a reader and explain it, as far as any information is available, here in The Helper. Many trade customs of this kind originated so many years ago that exact answers are not always possible.

The 6 1/4 size, which is one of the two top sellers in envelopes now-a-days, was first introduced in 1887. At that time there was another envelope 6 1/2 inches long, but narrower, which was called a 6 1/2. The next larger in those days was one called No. 7, so the envelope makers split the difference and called the new size 6 3/4. The present No. 10 is 9 1/2 inches long, and presumably it was given its present number to avoid confusion with another envelope, then being sold, which was the same length.

The 7 1/4 (Monarch) envelope is 7 1/2 inches long, and the No. 9 is 8 1/2 inches long. The No. 5 is 5 1/2 inches — a reversal from the plan on which the others got their designation. The size 6 1/4 is 6 inches long.

All in all, we believe it safer to try and forget any remote connection there may be between sizes and lengths. If you can't remember the dimensions, look them up in the catalog when for any reason you want to check. Even if these so-called Commercial sizes did correspond, you'd still be in trouble with the Coins, Pays, Catalogs and other numbering schemes which often do not bear even a remote connection to the actual envelope sizes. For example, a No. 2 Pay is the same size as a No. 3 Coin — both are 2 1/2 x 4 1/4, and so on.

If the numbering scheme were simplified and standardized, it would be all right until styles changed enough to call for one or

(Continued on page two)

Underlays for Cuts

Readers occasionally want to know how to make sure that a cut — line etching, half tone, electrotype, or linoleum block — can be made to come out well all over. Very often they find one or more light spots and think there is something the matter with the cut.

Under ideal conditions, with everything at micrometer precision and bed and platen of the press so heavy that impression

Fig. 1

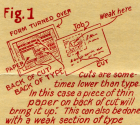


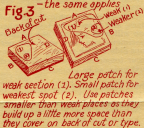
Fig. 2



WHEN USING A CUT —

— the same applies

Fig. 3



would be as unyielding as solid rock, it might be possible to get a perfect impression without any further work, but that state of perfection has not yet been reached, even with the most expensive equipment on the market today. Beds and platens may yield a thousandth of an inch, wood blocking of cuts — or the metal face — may be a tissue lower in some spots than others; all this must be compensated for some way.

For taking care of this on most cuts, underlay is used. The process of making an underlay can best be understood by referring to the illustrations shown here. Thin paper or tissue is all that will be necessary in most cases. Figure

College and School Printing

The increase in the number of colleges, as well as the enrollments of existing ones, and of schools and academies gives every printer in a college or school town greater opportunities. More schools and more students mean more organizations, more activities, and more printed matter needed. Personal stationery is a big item all by itself.

Opportunities for students to put themselves through college are greater as well. We will not dwell on this at present, since those readers who are helping themselves that way are probably doing all they have time for.

While some of the larger universities and colleges have printing plants, the percentage of school printing they do varies, and is seldom 100%. Aside from routine printing required by the educating organization itself, there are any quantity of student activities whose printing needs can be filled by any independent printer if he will only circulate around and find out what they are and where they are. Such work is almost never done in the school or college print shop, even if there is one. As can be discovered in innumerable other situations, many items which can and should be printed are reproduced some other way — mimeoed, duplicated, even typewritten — because those in charge of obtaining them are thinking in terms of cost if bought from a large establishment with plenty of overhead. If they could find out how economically you can print, the jobs would be yours.

If you are on the campus, make it your business to find out what is going on, and be right there with printing offers and suggestions. If you are in a city or town where one or more colleges or schools are located, hook up with a livewire student, or students, who can produce the business for you on a commission basis. You want the work, they need the printing, and students are looking for some money to keep themselves in school. It's a made-to-order situation for you people to get together and benefit each other.

two purposely shows type greatly enlarged, but the same principle applies to six point or any other small size. As a general rule where single letters or well defined groups of letters are light, underlay may be used. When there is a general low spot, overlay is advisable, which is much the same process, but the building up is done on the tympan. Overlay is described in the Printer's Guide

(Continued on page two)

Summer Resort Stationery Printing

People write letters when away on vacations, and while those whose holiday is spent on the move from place to place may not present a special market (aside from their home stationery which they carry along), there are plenty of people who spend from two weeks to all summer long at the seashore, the lakes or the mountains. They can use and will welcome paper with their summer address printed thereon. Sometimes the cottage they are living in has a name — all the better, that goes on, too.

The printer who lives in a resort town or village has the best chance at this business. Vacation trade in all its phases is big business in a great many localities and even states. If you are within easy driving distance of any such community or group of places, better look into it. Stationery and card business, it can be solicited direct or orders taken for you by the better grade of stationery and souvenir stores.

Menu and other printing for resort hotels is another possibility. Some very nice arrangements have been worked out by Kelsey owners with hotel proprietors, but this will have to be covered some other time — as it has before. Look into it yourself.

Underlays for Cuts (Cont'd)

and will be covered soon in the Helper.

The important point to remember is—don't rely entirely on the impression screws when underlay or overlay will do the trick, because impression will apply pressure more or less indiscriminately to a large and indefinite area, putting it on places that do not need it, as well as on those which do. Proper impression is necessary, but the more attention is paid to careful overlay and underlay the nicer job you will turn out. The letters will all come out clearly and sharply, you will not have impression showing thru on the back, and you can carry a lot less ink. Your type and cuts will keep their sharp, clear impression longer. As you become master of good overlay and underlay, you will increase your skill as a printer.

6 3/4 Envelope . . . (Cont'd)

more new sizes, when the old trouble would start all over again. In the meantime probably no one manufacturer or group wants to get in trouble with the thousands of purchasers who are more or less used to the present setup and would balk at any change.

Handy Ink Knife

Indispensable for mixing tints, colors, and "working up" ink to easy printing consistency. 3 1/2-inch steel blade, easy-to-hold, stainless wood handle. **95 cents**

Specimens of Work for Reference

In an early issue of The Printer's Helper mention was made of keeping a file for samples of printing done by yourself, so that when customers want a job done, you will have something to show them as suggestions for their own work. It was also remarked that you will find it well to have two files—one for showing to the customer, and another with notations as to time taken on the job, quantity, cost, etc.

This idea may well be enlarged to include a set of samples of other printer's work which come to your hands, because in looking thru other printing you will gather many ideas, which, while not immediately applicable, are quite sure to be of value to you in the future.

You will find ideas for laying out advertising, announcements, blotters, cards, and all manner of jobs which will help to freshen up your repertoire, as well as show you how to do jobs which you have never tackled before. More can be learned from observation than in any other way outside of actually doing the work, and you want to take full advantage of this aid to better production.

We might add that even in our own office we keep such files, and find them of particular value on color work, where a pleasing combination may be reproduced by mixing the standard colors as described in previous issues of the Helper, as well as on advertising, stationery, etc., which we use ourselves, and wish to change frequently.

Nobody has a monopoly on good ideas, and there is no telling when you will wish you had one of those specimens you have seen and perhaps didn't think to save. That may occur tomorrow, next week or even next year, so be prepared.

Short Lines in the Composing Stick

When you have a job containing a number of narrow lines to set in your composing stick, you may find it easier to leave the stick set for a normal measure, such as, for instance, two inches (twelve picas), and fill out the rest of the line with quads. Some printers claim it is handier when setting the lines, as well as more convenient for taking them out.



NEW Jack Frost Square Corner Cards Yellow or White

These cards are rotary cut, square cornered, with a mother of pearl, lacquer coated finish, with a white coated back. Used for: identification cards, business cards, membership cards, playing cards, dance tickets, meal tickets, etc.

Quantities of 500 1,000 5,000 10,000
Prices per 100 1,000 5,000 10,000
\$27-63 \$24-55 \$20-59 \$18-85 \$16-65

Please specify color desired when ordering

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 work calling for a high-grade, expensive appearance.

A 38-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 7 1/2") with the 3-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" french (double) fold sheet.

32C Sheets, only, size 5 1/2" x 7 1/2" (folded), 500 sheets, 10.65; 100 sheets, **18.28**; 50, **26.14**. Wgt. per 500 sheets 10 lb. 7 1/2 1000 sheets 13 lb.

32E Envelopes, only, size 4 1/2" x 6 1/2" outside envelopes, 500, 5.33; 100, **9.10**; 50, **12.87**. Wgt. per 500 Envs. 1 lb. 10; 1000 Envs. 1 lb. 0.

No. 32-50 Box of 50 sheets, size 5 1/2" x 7 1/2" (folded); 50 outside envelopes, size 4 1/2" x 6 1/2" inches; and 50 inside envelopes, size 4 1/2" x 5 1/2" inches, with ungummed flaps. . . . **2.18**

Shipping Weight per box, 4 pounds.
No. 32-60 Box of 100 sheets, size 5 1/2" x 7 1/2" (folded); and 100 outside envelopes size 4 1/2" x 6 1/2" inches. . . . **3.14**

Shipping Weight per box, 6 pounds.
No. 32-50 and No. 32-60, lots of ten or more, 5% less than above prices.

Christmas Cut

See catalog for more holiday cuts



Q385A (as shown) \$2.75

H385 (without "Christmas Greetings") \$2.00

Pad-Ezy

A cold-applied, white or red ready-for-use flexible cement for padding and general book-binding work. Can be thinned with water and is more economical than ordinary adhesives. Easily applied with a brush and dries in 30 minutes. It is strong and flexible, not affected by weather and is not inflammable. Pint Jar. **\$1.45**

WITH OUR READERS

Christmas Card Imprinting

Read your article some time ago on Christmas card imprinting. I have had several years' experience at it. Here are my comments to add.

Any printer can get this business. I got mine simply by asking my stationer the name of the salesman selling him one of the big nationally known and advertised greeting card lines. In a week's time I had the salesmen of the "big four" greeting card companies beating at my door — they had been having difficulty getting an imprinting connection for their dealers. They have all the best stores as outlets. Actually I have found that as a spare time proposition I can get all the business I can handle from twelve stores. I furnish each store with an order pad having their name at the top. They like this, and it prevents my mixing up store orders. It also shows the eight styles of type I offer. I supply a couple of placards for counter and window, too, with prices. I give the stores 24 hour service. The first year I took on a lot more than twelve stores, but too much business is as bad as not enough. I learned my lesson, and give service to a limited number of good accounts, with profit to me, and satisfaction to them. W. G. B.

Keeping Rollers in Good Condition

From an old correspondent:

Let me impart to you the results of ten years of patient search for an effective way to keep printer's rollers in the best of condition: the answer seems to be wrapping them in a few turns of waxed paper after the rollers are clean and dry. When the reused paper loses its pep, replace it with new. It never does a good job even in the dampness of this shore climate.

Invisible Printing

For advertising of the novelty or stunt variety you may wish to try for yourself, or do for a customer, a job with invisible ink.

A solution of cobalt chloride may be used, which will only show when heated. Another kind, which requires dipping in water to become visible, is linsed oil emulsion with ammonia.

Experimentation is advisable before you take such jobs. Trick work can be quite a headache unless you have the hang of it.

Drawer Pulls, made of enameled steel, to attach to front of type cases — make pulling out type cases from case stands much easier.
Each, 45 Cents, **1.10**

The Printer's Helper 3

Choosing Useful Type Styles

Ad-News Condensed

Ad-News Condensed is one of the popular Cheltenham family, in which Continental is the standard width, variety and most common. It is a utility face, pure and simple. The only other type which gets so much size in such a small space is a condensed gothic, and Ad-News is easier to read. One might almost think that any comment on this face would be unnecessary, since the printer who has a job requiring extremely narrow type naturally turns to it. But how many of our readers have ever compared the 6 point No. 206 with other six point styles, to see what they can really do on a small label when space is at a premium? Or how many have looked at 4 point Century Roman, 045, then at Ad-News 6 point, 206, and realized that there were just as many letters in a running inch of one as the other? Certainly the condensed 6 point is easier to read than the 4 point. This advantage is carried straight through all the sizes.

Newspapers have used this type in headlines for years, and any printer who is arranging advertising matter to give it a news appearance will find the larger sizes handy.

For those who require foreign accents, this type will be found doubly attractive, because its completeness in this regard is equal to Continental, and second only to Century Roman itself.

When you must get a lot of letters in a line, and require a fairly good sized, bold type, compare the Ad-News specimens in the catalog with any face of smaller point size, either in your own type cases or in the book. You may find Ad-News Condensed what you need.

Use Grease Gun for Applying Ink

From an old reader:
"I find that a long piece of brass rule is a very handy ink knife.

"Hearing about an ink gun, I decided to make one out of an



old grease gun. They are much the same except for a few minor details. The grease gun is a fine substitute, and easily used.

Cuts for Illustrating

Stationery and Cards
Our Specialty

Cut A1916 1.75



Heather Vellum

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

Quantities of 100 1 5 20 50
All prices PER BOX, in quantities listed

"300" Cabinets

200 sheets, 8 1/2 x 7, and 100 envelopes, size 6 1/2 x 9 1/2, Heather Vellum—\$4 1.82 3.70 1.82 1.82

"Double 100" Cabinets

100 folding sheets 6 1/2 x 11 1/2 (folds to 6 1/2 x 6 1/2) and 100 size 6 1/2 envelopes
203, Heather Vellum—\$4 1.81 1.81 1.56 1.81

"50-50" Cabinets

50 folding sheets 6 1/2 x 11 1/2 (folds to 6 1/2 x 6 1/2), and 50 size 6 1/2 envelopes
53, Heather Vellum—\$4 1.18 1.06 .95 .82

"Monarch" Cabinets

100 sheets, 7 1/2 x 10 1/2 and 100 envelopes, size 7 1/2 x 10 1/2, Heather Vellum—\$4 2.21 2.06 1.75 1.64
80 sheets, 7 1/2 x 10 1/2 and 50 envelopes, size 7 1/2 x 10 1/2, Heather Vellum—\$4 1.88 1.90 1.14 .88

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

AD-NEWS CONDENSED

No. 206 6 Point 30A 70s \$8.10—10A 20s \$3.99
CONTINENTAL FAMILY used on envelope corner cuts, & 1234

No. 208 8 Point 54A 60s \$9.05—11A 20s \$4.20
CONDENSED TYPE OFTEN ADDED AWARD READERS 407

No. 210 10 Point 82A 60s \$10.45—10A 20s \$4.79
THIS TYPE FACE IS JUST ASY EASILY READ & 123

No. 212 12 Point 9A 10s \$11.25—9A 17s \$4.95
AUTOMOBILE takes long narrow space 36

No. 214 14 Point 24A 40s \$13.00—24A 14s \$6.75
NEWSPAPERS adopt many \$4689

No. 215 16 Point 16A 10s \$14.65—3A 10s \$6.10
ARMIES abolished war 237

No. 224 24 Point 12A 20s \$16.25—6A 10s \$9.40
MODERN Steamships

No. 226 36 Point 8A 10s \$18.50
GOLD or silver

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz ; : ; - ' ! ?

\$1234567890

Banknote-20 Bond

Substance 20 (rag content)
A fine quality crackle, parchment-finish, rag content bond paper—our best. Used for high grade personal and business stationery, etc. Watermarked "Correct Bond". Substance 20 (1600 sheets size 17 x 22 weigh 30 pounds).

Quantities of 50 100 500 1,000
Prices per 50 200 500 1,000
17 x 22 inches \$1.33 \$4.96 \$16.25 \$9.98
Carton price, \$51.64 (6 reams to a carton)

CUT SIZE

Quantities of 500 1,000 5,000 15,000
Prices per 500 1,000 5,000 15,000
8 1/2 x 11 inches \$2.08 \$2.08 \$4.36 \$4.56
6 1/2, Banknote-20 envelopes available on special order.



The KELSEY MAN

—Says—

If You Reprint or Copy—
Be Careful

We occasionally receive prints of cuts from customers on which a "c" in a circle appears, with the request that cuts be made from them. This little letter means that the picture is copyrighted, and we are obliged to refuse, unless it is evident or is proved that the picture belongs to the sender.

The rules regarding a copyright are very strict, and anything which is so marked, either with the full word, "copyright," or with the letter "c" in a circle, has the full protection of the law of the United States, with liability in the courts if the copyright is violated. Permission to quote may sometimes be obtained, if credit is given to the periodical or the individual from whom permission has been received to use the material. It is not a good plan to quote without permission, even if you do give full credit to the original source. There have been cases where this has been done, only to find later that the periodical in which it was seen had used it without permission or without credit, and the last magazine to use it has been sued by the originator, with damages collected. In other words, A may have originally published it, B stole it without credit, and C, who attributed it to B, but didn't write it, was sued by A, and had to pay.

So all in all, it's just as well to be very sure, and play safe by both getting permission in the first place, and giving full credit as well.

The Proper Card for Married Ladies

One of our readers asks, "What is the up-to-date form for calling cards for married ladies? Is it Sally Ann Jones, Mrs. Sally Jones, Mrs. Sally Ann Jones, Mrs. John Jones or Mrs. John R. Jones? Should plain, Old English or Script type be used?"

If the lady is married and husband is living, the proper form is Mrs. John R. Jones. If she is a widow, she can call herself Mrs. Sally Ann Jones if she wishes, or any variation of it. Script type is always in style, as are Old English faces like English Text; or Typo Roman. Naturally there are exceptions to all rules, and other forms as well as styles of type are permissible. The way suggested never goes out of style.

Indelible Black Ink

Made for use on cloth, tags and outdoor signs—washable.
4-oz. tube, \$1.32 1-lb. can, \$2.85

How to Copyright Your Work

We have had numerous requests from customers as to the procedure or method to be pursued in copyrighting their printed matter, stories, advertising matter, etc., so that others cannot use without permission.

Copyrights may be secured from the Library of Congress, Copyright Office, Washington, D. C., and all information, as well as application blanks, may be had for the asking, from that office.

Get this information before you print the matter you wish to copyright. There are several different classes of copyrightable material, and they require slightly different handling, also the fees vary. For most kinds, the cost is not over \$4. You need to find out just what kind of copyright notice is required for the work you are going to protect, and where to put it. The instructions the Copyright Office will send upon request will contain all that.

The procuring of a copyright is not difficult, and it may be of great value to you in case of any dispute as to the origin of your work.

Inks Vary in Weight

Everybody knows that a bar of lead is heavier than one of aluminum in the same size, but this doesn't seem to prepare one for finding that a pound of blue ink is a lot larger in bulk than the same amount of white, for instance. Differences are particularly noticeable in quarter pound tubes. Actually the substances which make up the various kinds and colors of inks are just as dissimilar as heavy and light metals—in fact, the raw materials for many inks are metals or compounds of them.

It is not practicable to carry a different size of tube for each ink of varying bulk, so a tube of one color may be a lot more filled out than another. You can be sure, however, that the weight is there just the same. The heavyweight ones could be diluted, but that would serve no purpose except to relieve the concern of inexperienced printers and it would seriously affect the quality of the ink itself.

Perpetual Calendar No. 9

Catalog shows how this looks all set up



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 month 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 quads; all rules are all cut to length and galleys to fit. Good for any month or year.
Complete Font, \$7.70

Use This Calendar Cut

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

1965 CALENDAR 1965													
JANUARY				MAY				SEPTEMBER					
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				
FEBRUARY				JUNE				OCTOBER					
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30						29	30					
MARCH				JULY				NOVEMBER					
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				
APRIL				AUGUST				DECEMBER					
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30						29	30					

No. M1149 \$2.25 (any year desired)

No. 8 Perpetual Calendar Font (8 Point, Monthly)

1964	MAY	1964				
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Similar to No. 9 Perpetual Calendar. Contains everything (rule type, spaces, etc.) to make any month any year, and is easily changed to any other year and month.

\$4.20

Calendar, actual size Ship. Wgt. 1 lb.

No. 11 Perpetual Calendar Font (10 Point, Monthly)

1973	AUGUST	1973					
SUN	MON	TUE	WED	THU	FRI	SAT	
				1	2	3	4
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

Actual size of Calendar.

Contains all dates, days of the week, blank squares, type for months and year, all rules, spaces, everything to make complete calendar for any one month of any year. \$4.95

Shipping Weight, 1 pound.

Cast Wheel Numbering Machine



\$12.50

This economy model is offered at the lowest price in the U. S. An excellent machine, with cast wheels, it numbers from 1 to 99999 at the same time job is printed. Machine is 1/2-inch wide and 1 1/2 inches high, with 1/2-inch high, 3/16-inch high. Shipping Weight, 2 oz.

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