

FOR THOSE WHO PRINT FOR OTHERS OR FOR THEMSELVES

The Printer's Helper

Published by
The KELSEY COMPANY
Meriden, Conn. 06450

KELSEY

Single orders for \$20 or more keep
the Helper coming for at least a year.

No. 421 1971

An Interesting Way to Print Stationery

We show here a letterhead used by a Helper reader. The large and small Riverside Initials have been used for the last name, first name is in Copperplate Gothic No. 6004, and the address in 6001 of

LAWRENCE
ROEBMAN
CAMP CAPE GEORGE
PORT TOWNSEND
WASHINGTON

the same style. The name in the original is in red, the address in blue.

As can be seen in this reproduction, a very effective single color letterhead is possible with the use of these types, suitable for either sex and all ages.

"Its" and "It's"

Some people when in doubt use apostrophes, and judging from the liberality with which they insert them, must be in doubt very, very often.

One of the chief stumbling blocks seems to be "its" and "it's." The English language in this case seems very inconsistent because, while you write "the fly's wings," denoting possession of wings by the fly, you also write "its wings," and not "it's." "It's" is the contraction for "it is."

We are in favor of revising the rules to make them consistent, using either "the fly's wings" to match up with "its" and save time, or dropping "its" entirely and making "it's" do duty for both. In the meantime, however, better watch the apostrophe and see that it doesn't get in the wrong places.

Save Offcuts and Small Pieces

One of our old readers suggests that much money can be saved by utilizing the offcuts — that is the smaller pieces of paper or card left when large sheets are cut up for a given job. These offcuts can be used for envelope inserts, package labels, shop time cards, etc.

This material should quite properly be charged to the original, bigger job, so that any use you can make of the small pieces should be

Script Type Logos

A logotype is a piece of type high metal with more than one printing character on it, and by natural extension it has come to mean type-cast trademarks and advertising devices. When used in connection with script type, it has the first meaning. Apparently some people who buy type are a little puzzled, and others may like to know more about it, too.

In the good old days before type-writers were common, any penman worthy of his salt used a Spenserian script handwriting for letter-writing, bookkeeping and all his other activities with the pen. From this was developed types like Kelsey Script, and they are as much in style now as they were when first made, nothing having satisfactorily taken their place.

In the course of writing a line with his quill (or steel pen) the penman would come to a period or comma, at which point he would bring the tail of the last letter up and out far enough so that his period or comma would be under this final flourish. To achieve realism in wedding invitations, or other formal printing in script, it was necessary to provide periods and commas with these little end pieces, since to give the letters themselves longer tails would spread them too far apart. Here are some examples:

its o of

Logotypes

The same little end pieces are made as separate characters, with-out commas or periods on them, to use at the end of words which improve in appearance with such treatment. If, in your opinion they are not desirable, they can be ignored, but they are in the font for those who wish them.

all profit.

It is well to try and sell your customers on using standard sized sheets as far as possible, so as to eliminate most of the offcut. Standardization has been talked about so much during the past few years that most people are very receptive to such suggestions. Those who won't or can't standardize should pay for the odd size, so that if you do have offcuts, you will not have to tie up your money in them until a possible use comes up.

Sure, They're Hard (Winter) or Soft (Summer)

A man writes in February to say, "I bought a pair of rollers in September, and only used them a couple of times. They are altogether too hard now — were in December, in fact. What's the matter?"

We dislike harping on one subject too much, but from this and other correspondence it is evident that many printers of quite a little experience have not learned how to take care of their rollers. In the first place let us say that if a man wants to pay \$25 or \$30 for special composition, he can get rollers with longer life, but that is only a price for high speed presses on which friction warms up ordinary ones to such an extent that they melt or go to pieces.

There are also all season, non-melt rollers, which are helpful under certain conditions, but which cost considerably more than ordinary composition.

The life and behavior of a roller depends entirely on the way it is used, how it is kept, when it is bought. Some forms to be printed, particularly those with rule in them, and sometimes small ones, cut or wear the rollers faster than others. Wet, damp weather taxes them severely. A recent investigation of roller life indicates a little over five months per roller on the average, altho there were reports of all the way from four weeks to a few of eight months or a year. This among all kinds of printers, large and small, and with such a wide variety of experience and opinions about how to keep them, what to use in cleaning them, and what kind to use for what, that small printers may know they are not alone in being puzzled.

Normally, printers can buy rollers twice a year, and with good treatment get the maximum use out of them. The best times to buy are May-June and October-November. When you get a roller in spring, it will be cast of fairly hard composition, to withstand hot, muggy days. When you buy in fall, you will be supplied with a softer composition, for cooler, drier times. Don't let the fact that you have a warm shop fool you on the kind of composition you need. Artificial heat has a tendency to draw moisture out of rollers, making them harder even

Printed on Kelsey Enamelled-60 paper, with Kelsey Many Purpose Blue Ink.

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

in a warm room, so you should use the softer winter composition just the same. If you live in the Gulf States or in the tropics that is another story and we customarily furnish harder rollers to our friends there the year round.

The man who bought rollers in September got hard composition. Even if he had never used them until December, they would have been too hard for satisfactory use. However, he could have kept these rollers over into the next warm season, when they would have been good. In the meantime he could have bought a pair of winter rollers for immediate use. It is best mentioned because you can then put them to immediate work, and have them for the full season, instead of using them part of the season and then holding them for the following year.

For best winter results, try to get your slugs up to at least 70 degrees at least an hour before you start to work so that rollers, ink, type and press will be thoroughly warmed up. Oil or grease your rollers when they are not in use, so that artificial heat will not stick all the moisture out of them and make them hard and lifeless. Keep them well covered that way, summer or winter, because the problem is reversed in warm weather. Rollers then soak up moisture, which makes them soft and sabby, and the grease or oil will help to prevent it.

Frequently we run across a man who has used rollers for several years with success. The next pair may not last as long, and he perhaps wonders why. The answer usually lies in the combination of circumstances in each case — time purchased, how used, how often, etc. On the whole we feel that you will get the best results if you plan definitely to either get new rollers twice a year at the times suggested, or have an old pair recast — which is one and the same thing, because recast rollers ARE new rollers. You may be satisfied with the results you get after that time, but the chances are you will do better, quicker, with the change. It is our experience that many of the troubles blamed on the press, paper, ink, or type can be laid to poor rollers — shrunken, swollen, dented, cut, hard or waterlogged.

For a small price you can have your rollers renewed when necessary, and it may save you tours of trouble — even lost customers thru inability to get out a first-class job. In between times, give them good treatment, and keep them covered with grease or oil. Air, either hot, damp, cold, or dry never did any well-seasoned roller any good.

Light Mixing and Tinting White

For making lighter tints of all colored or black inks. Not to be used for printing white on black — use Heavy Cover White for that. Quarter-pound tubs, 1.16; 1 lb. can, 2.15

THE PRINTER'S DICTIONARY

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Corner Quads—Pieces of metal made in the form of a right angle, used to hold the corners of rule to hold in forms which are surrounded by rule.



Corner Quads

Corners, Fancy — Ornamental pieces of type used on the corners of cards and all printed matter. Pieces of border may often be used as fancy corners.



Fancy Corners

Corrections—Any changes made on the printed proof for alteration in the form, whether mistakes or otherwise.

Counter — A device for keeping track of the number of impressions made on the press. Counters should not be confused with numbering machines, which actually print



Counter

numbers in rotation on the job as it is being put through the press.

Cover Paper — Various grades and kinds of paper suitable for use as covers of books, circulars, catalogs, pamphlets, etc. Many kinds of cover papers are used for other work as well, so that the term is used to indicate stock of certain characteristics, rather than for cover use exclusively.

Creasing—The use of creasing rule to mark cardboard or heavy paper so that it may be folded along the line without cracking, wrinkling or breaking.

Creasing Rule — Rule used for scoring or creasing. See above.

more next issue



Handy Cleaner Can
Cleaned away
only when covering
top of spout is
slightly pressed
Handy for
ink, type, rollers
when inked
New improved can slightly longer than illustration. For gasoline, benzine, naphtha, kerosene or any liquid which is inflammable or liable to rapid evaporation. Easy to draw liquid from when needed. Strong and durable.
Pint size, 6.25; Quart size, 7.25
Shipping Weight, 2 pounds

KELSEY-DE LUXE Boxed Vellum Cards



WRAPPED IN 100'S—BOXED IN 500'S
For Business or Personal Use

Two popular sizes: **A** 1 1/2 x 3 inches (Gentlemen's size); **C** 1 1/2 x 2 1/2 inches (Business, Professional or Sabotem's size). These cards will fit the SAVOY all-purpose card case.

Quantities of 500 1,000 5,000 10,000
Prices per 500 1,000 1,000 1,000
Size **A** \$1.97 \$3.97 \$4.17 \$5.67
Size **C** 2.23 3.70 3.98 5.47

Not less than 500 of one size sold.

Ship. Wt. per 1000, Size A, 3 lbs. Size C, 4 lbs.

Handy Metal Quotation Furniture Sizes 2x4, 3x4 or 4x4

Quotation or hollow quads, 2x4, 3x4 or 4x4, used same as regular 2x4, 3x4 or 4x4 quads, but being cast hollow, are lighter. This Quotation Furniture, will make a good substitute for small sizes of Metal Furniture. Per lb. 1.60; 5 lbs. or more per lb. 1.58. Please specify size wanted.

See catalog or previous Helpers for larger cast furniture.

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| L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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</ |
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THE KELSEY MAN

Talks About

Building Up Your Printing Equipment

(Continued from last issue)

One low priced aid to efficient work I would have bought by this time is a 6x10 galley, probably several of them. You can make up your form in the galley, keeping the chase free until you are actually ready to run the job. Also, any form you want to keep for another run is safe in a galley.

Having already gotten the plainer and more utilitarian styles of type, I should begin to add a little at a time to my type variety by acquiring some more ornate such as Beacon Hill, for stationery, cards, announcements, etc.

Now as to one or two auxiliaries. Originally I had bought the short leads, and then the labor-saving assortment, but different jobs call for different lengths, perhaps none of them exactly those in the assortment, and at this stage I most certainly would invest in a lead cutter, or better yet in a lead and rule cutter. As my work became larger, I would find one of these both a help and a money saver, avoiding the slower home-devised ways of cutting or waiting to receive them cut to order. I could then buy my leads and slugs in ten pound packages far cheaper than in smaller quantities. I should continue to buy the standard cut sizes, using the standard ones as far as possible, and ordering up the specially cut sizes. I should get a card and paper cutter for card cutting and paper trimming. The purchase of a large bench-type cutter I should put off until I had rounded out my equipment a little more, perhaps setting aside a little money regularly toward it, because that rates as a major item, on a par with a press in cost. A good way would be to set aside an amount equal to cutting costs each week, which would enable me to see how soon such a cutter would pay for itself. I would own a staple binder as soon as possible, perhaps the smallest at first, but not waiting very long about getting the big reach binder, so as to be able to handle center as well as side binding.

If my work required consecutive numbering, I should get a numbering machine, but not until I had a job which required it. A small tape sealer would be a good investment for delivering my printing in neat packages. Sealing tape can be applied without the sealer, and I should use the tape whether I had the \$6.80 sealer or not.

Sometime during my career up to this point, I should get hold of a linoleum block or two and try cutting a simple decoration or silhouette. It is surprising how easily a nice little colored decora-

tion or even a word in large letters can be cut, the linoleum having a white surface on which one can draw in pencil, even make corrections, and finally cut around the lines. If I had a friend who was at all clever in making little pencil or pen drawings, I would let him do one for me now and then. He, too, would be surprised, and enjoy it.

Up to now, if I hadn't bought a flat top cabinet for my press, I perhaps had kept my type cases in a pile in my work room, or knocked together some kind of stand for them, but I would have had my eye on a regular case stand, because I would want it not only for my cases, but for the working space it provides on top for setting type from the case as well as for putting galleys and forms while working on them or holding them ready to put on the press. For planing down the form, and actually locking it up in the chase, I should try to find room for a smooth imposing surface which costs little and can be put on any bench or table. With an Excelsior, I should like the convenience of another smooth imposing surface. A hand roller, too, for making proofs and working up or thoroughly mixing the ink on the press ink plate would also be on my list of desirables.

My increasing business would by this time conceivably call for several extra chases and a more comprehensive lot of furniture to fill them. While I could get the standard assortment of furniture and reglet for each chase, I should probably get instead one of the labor saving assortments of furniture and one of reglets which would provide me with a more flexible arrangement for my chases. If I still had the 3 x 5, I would get the 35-F and 35-R, but if, as is more probable, I had progressed to a larger machine, I should put in 58-F and 58-R for the 5x8, or the 60-F and 60-R for the 6x10, or if I had the 9x13, the 93-F and 93-R. I would then have furniture in the right quantity, both large and small, for my work.

Typan Paper

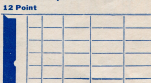
For description see Typan Assortments

| No. of sheets | Size | Price |
|---------------|---------------------|-------|
| 100 | (13) 41 x 5 1/2 | 5.81 |
| 100 | (2B) 7 1/2 x 8 1/2 | 1.30 |
| 100 | (37B) 8 1/2 x 9 1/2 | 1.70 |
| 100 | (21) 8 1/2 x 11 1/2 | 1.86 |
| 100 | (4B) 9 1/2 x 12 | 2.11 |
| 100 | (5B) 12 x 14 | 3.24 |
| 100 | (57) 12 x 14 1/2 | 3.25 |
| 100 | (6B) 13 x 15 | 4.00 |
| 100 | (7B) 13 x 17 | 4.00 |
| 100 | (107) 13 x 17 | 4.00 |
| 100 | (107) 17 x 24 | 6.35 |
| 100 | (12B) 17 x 24 | 8.45 |

We cannot furnish any other sizes.

Quad Rule

Ruled forms are much easier to make with quad rule.



Use quad rule for cross-lines—1 point No. 109 or 109 brass rule for up-and-down lines.

| | |
|---|-------|
| 12 Point (20 six-inch lines) feet, | 15.45 |
| 12 in. (20 six-inch lines) all one width, | 15.45 |
| 24 in. (14 six-inch lines) all one width, | 3.55 |
| or 4 different widths, | 3.55 |
| Any additional amount per 6-in. line, | .90 |
| 18 Point (14 six-inch lines) feet, | 14.35 |
| 18 in. (14 six-inch lines) all one width, | 14.35 |
| 18 in. (5 six-inch lines) all one width, | 3.55 |
| or 3 different widths, | 3.55 |
| Any additional amount per 6-in. line, | 1.15 |

PROOF-TAKING PLANNER

This planner is of large size 18" long, 3 1/2" wide, 2 1/2" high varnished maple, with thick, high grade felt on top, and leather (2" x 3") top. Proofs may be taken easily with this planner, without damage to type, by inking form, laying sheet on form, and tapping planner with mallet or butt end of hammer. (Not to be confused with ordinary wood planner used for planing or smoothing type forms.)

5.75
Same large planner (leather top) without felt, for planing down type, 5.35

Combination

Label Holder—Drawer Pull



Same as supplied with new cabinet-front type cases. White card covered with celluloid strip for identification of type in case—can easily be read from standing position.

58¢ each, per dozen, 5.75

Egyptian Light

No. Large Font CAP Font Regular Font 95-8 2A 44 5B 12 2A 5.65 1A 14a 84.15
B PACK MY BOX WITH FIVE 1049
DOZEN LIQUOR JUGS pack my 75
box with five dozen liquor jugs 756

No. Large Font CAP Font Regular Font 95-10 2A 35a 12.20 20A 44.35 6A 12a 84.90
10 PACK MY BOX WITH FIVE
Dozen Liquor Jugs pack my 87

No. Large Font CAP Font Regular Font 95-12 10a 12a 32.50 10A 15.00 6A 12a 84.90
12 PACK MY BOX WITH
five dozen liquor jugs 4-7)

ABCDEFGHIJKLMNORPQRSTVWXYZ
abcdefghijklmnopqrstuvwxyz.1234567890
\$1234567890

No spaces and quads with N. E. type

Halfone and Mixing Block

A soft ink for cuts, halfones and work on coated papers. Net. 1.27; 1-lb. can, 2.40

4 The Printer's Helper