# The Printer's Helper

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#### 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



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 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 We are in favor of revising the rules to make them consistent, using either "the flys wings" to match up with "its" and save time, or dropping "its" entirely and making "its" 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

One of our old readers suggestutilizing 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 etal with more than one printing character on it, and by natural excharacter on it, and by natural ex-tension 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

out it, too.
In the good old days before type In the good old days before type-writers were common, any penman worthy of his salt used a Spencer-ian script handwriting for letter-writing, bookkeeping and all his other activities with the pen. From other activities with the pen. From this was developed types like Kel-sey Script, and they are as much in style now as they were when first made, nothing having satis-

nrst made, nothing having satisfactorlly 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 being the tail of the last letter up and out far enough so that his per-iod or comma would be under this final flourish. To achieve realism in wedding invitations, or other in wedding invitations, or other 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 exam-

The same little end pieces are made as separate characters, with nored, 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 sav. 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?"

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 recovered with longer life, but that is present the property of the present presses on which riction 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

The life and behavior of a roller 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 others. Wet, damp weather taxes them severely. A recent investi-gation 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 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, are not alone in being puzzled.

Normally, printers can buy rolers 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 in spring, it will be east of fairly hard composition, to withstand hot, muggy days. When you buy in fall, you will be supplied with a softer composition, for cooled 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 Enameled-60 paper, with Kelsey Many Purpose Blue Ink.

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in a warm room, so you should use the softer winter composition just the same. If you live in the Guif the same is you live in the Guif and the same is you live in the Guif another story, and we customarily furnish harder rollers to our friends there the year round.
The man with hard composition. Even if he had never used them until December, they would have been too hard for satisfactory use. The control of the same is the same property of the property of t rollers over into the next warm season, when they would have been good. In the meantime he could have bought a pair of winter rol-lers for immediate use. It is best to get rollers at the times we have to get rollers at the times we have mentioned because you can then put them to immediate work, and have them for the full season, in-stead of using them part of the season and then holding them for

For best winter results, try to get your shop up to at least 70 get your shop 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 suck all the moisture to of the part of the par out of them and make them hard and lifeless. Keep them well covered that way, summer or winter ered that way, summer or winter, because the problem is reversed in warm weather. Rollers then soak up moisture, which makes them soft and flabby, 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 per-hans wonders why. The answer haps wonders why. The answer usually lies in the combination of assally 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 actisment of the results you get after that time, but the chances are you 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.

hard or waterlogged.

For a small price you can have your rollers renewed when mecessary, and it may save you hours of trouble—even lost cussified and the result of the r roller any good.

Light Mixing and Tinting White For making lighter tints of all colored or dack inks. Not to be used for printing white on lock—use Heavy Cover White for that. Junter-pound tube, 1.16; 1 b can, 2.15

#### ...... THE PRINTER'S DICTIONARY

## ......

Copyright—Exclusive right to publish or print original matter obtained from the Register of Converights, Library of Congress, Copyrights, Library of Con in Washington, D. C.A. If you in Washington, D. CA; If you want to prevent anyone else from using your original printed matter, full information about copyrighting a book, paper, or any other printing may be obtained with the proper application blanks from the

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



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



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, cata-logs, 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

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.



New improved can slightly longer than illustration, for gaseline, benzine, naptha, keroseno or any ligaud which is inflammable or liable trapid evaporation. Easy to draw liquid from when needed. Strong and durable. Pint size, 6.25;

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: An 15kx3 inches (Gentlemen's size): Cc 115kx3% inches (Busines Professional or Salesmen's size). These enewill fit the SAVOY all-purpose card case.

Quantities of 500 1,000 5,000 10,0 1,000 1,000 88.27 83.17 3.70 3.58 Prices per Size Aa, Not less than 500 of one size sold Ship. Wat, per 1000, Size Au, 8 Bu, Size Co, 5 lbv.

#### **Handy Metal Quotation** Furniture

Sizes 2x4, 3x4 or 4x4 Quotation or hollow quads, 2x4, 3x4 or 4x4, used same as regular 24, 35 or 48 pt. quads, but being cast hollow, are lighter. This Quotation furniture, will make a good sub-stitute for small sizes of Metal Furniture.

Per lb. 1.80; 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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California Case, full size 16 x88% a. This ase is suitable for extra large fonts of job type r body type. Fits any standard case stand. Style I. 12.20 Style C 13.20



Small Case, size 12½ x 12½ inches. I spaces. For fonts containing only caps, and figures. Also suitable for auxiliars between fractions, extra figures, etc., Shipping Weight, 2 sounds BORDER No. 8-B

\*\*\*\*\*\*\*\*\*\*\*\* 3) Inch Font, 83,80 6) Inch Font, 5.90

The Printer's Helper

### WITHOUR READERS

#### Using Two Sizes of Quad Rule To Get Type Lines In

From J. F. Jackson

I am enclosing a copy of a ruled I am enclosing a copy of a ruled form with six point type matter set in it by combining twelve and eighteen point quad rule, using the quad rule upside down— that is, with the line on the top instead of the bottom. The type cannot be centered between the lines, but this does not make any difference for

such a form. Editor's Note: This form is shown (in reduced size) to make the explanation a little plainer. The scheme can only be used if space between ruled lines is not less than eighteen points, leaving

Egy	ps Bought	Cash on han	d record
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six or more points underneath for the type lines. It eliminates time consumed in making up a rule form with small pieces of rule when type lines inside the ruled squares are necessary.

Another way to handle it is to Another way to handle it is to make two forms, one of the horizontal rule, and another with the type lines and the perpendicular rule. Put them side by side in the chase, the top of one one way, the top of the other reversed. You can then feed them thru the press can then feed them thru the press twice, turning them around the second time, giving you two com-plete forms side by side to cut apart. This also avoids cutting rule in small pieces, and the tedious work of getting it tight, but it cannot beat our reader's idea if the job is such that it can be used.

Incidentally Mr. Jackson has a Printer's Dictionary issued by Kel-sey in 1892. Out of print since before World War I, there are not many of them around. It shows the correct separation of words by

#### Facsimile Typewritten Letters

Many printers assume, because there are devices on the market which were originally made for re which were originally made for re-producing typewritten copy, that there is nothing in this type of work for the printer. This is not the case. A printing press will turn out a facsimile of a typewritten letter A printing press will tarn out a facsimile of a typewritten letter which is good enough to be filled in with a typewriter. Many people who have originally been in the letter business have added printing equip-ment so as to give their customers a more complete service. Printers can return the compliment by offer-ing letter service to their customers, and it will not require new equip-

ment, either. There are a number of different tinere are a number of different kinds of such letters, and it is well to be sure just what the customer wants before quoting. Some will only need the job set in typewriter type, without even running through a ribbon, because they intend to use the letter as a circular. This is the cheapest and easiest kind to make. and you won't want to quote a customer on ribbon printing if the other what he wants

is what he wants.

Next is that run through a ribbon
or piece of silk, so as to give the
typewriter appearance, but which
will not be filled in on the typewriter
with the name and address. This is
more work than the first kind, but will not require as much care as the

The third and last are letters which are to be filled in at the top with name and address, on a type offer a letter service which includes offer a letter service which includes
"filling in" also. Care must be taken
to tone your ink so that it can be
matched by a typewriter ribbon.
There have been devices on the enabled the printer to use a wide inked ribbon on his press instead of rollers, the ribbon automatically unwinding on one side and winding on the other, although we do not know whether they are available at the present time or not. At any rate, you can use your rollers, and turn out a very satisfactory job without expensive extra equipment.

Some printers use a linen tym-pan cloth instead, with a very coarse weave. This is either used for the top sheet itself, or put just under, whichever produces the best job for the work to be followed. When you have the time you can experiment a little, and see what you can do with typewriter type. Much business being done by other processes can just as well be han-

# Printer's Paste Good for all purposes, but especially for printers

A spectrary for Printers

A spectrum, silly-like ullassive that is a practice locately in ever printing office. Preferent all disagreeable does and in not inflammable. Can be used for all general pasting work. Particularly good for overlays and underlays, as it will not lump up and damage most approximately provided to the property of the provided provided pr

Printer's Paste
4-oz. Handy Tube, - \$ .50
One-pint can, - - 1.20

#### Paneled Informals

For invitations, short notes, asknowledgments and all occasions where a next combination of smartness, such as the state of smartness, such as the state of smartness, such as the state of smartness, such as the smartness of sm natch in a box.

No.134-W, heavy, white, vellum finish stock

No. 135-L, heavy, ivory, n n n

All prices per box
Quantities of 1 5 10 55
134-W White, each, 1.00 1.45 1.00 1.36
135-1 Iyory, each, 1.75 1.00 1.15 1.60 Shipping Weights per box, 2lb; per 5 baxes, 8lb ser 10 baxes, 12 lb; per 50 baxes colb.

**Real Gold Leaf Printing** 



made especially to handle genuine gold leaf and metallic foil imprint-ing on match books, napkins, stationery, playing cards, coasters, roll form, everything necessary to handle this profitable business. Attachments are

Regular printer's type can be used in the machine altho the special Dura Type listed is recommended be cause it is longer wearing for the purpose, Small cut-can be imprinted, too.

A "Natural" for Any Printer

st three times cool.

5 106.50

with complete out it: >12.65.55

style fig. if the Type hadro, 19.25

style grave while your customer waits, so the style grave was the complete out it. >12.65.55

style fig. if the Type hadro, 19.25

style grave while your customer waits, so the style grave waits, so the style grave waits, so the style grave while your customer waits, so the style grave waits and the style grave waits.











THE KELSEY MAN Talks About

**Building Up Your Printing** 

Equipment

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 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

sate m 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 something more ornate such as Beacon Hill, for stationery, cards, announcements, etc.

tionery, cards, announcements, etc.

Now as to one or two ouxiliaries. Originally I had bought
iaries. Originally I had bought
bor-saving assortment, but different jobs call for different lengths,
perhaps none of them exactly
perhaps none of them exactly
this stage I most certainly would
invest in a lead and rule cutter. As
mit a lead and rule cutter. As
mit one of these both a help and
a money saver — avoiding the
a money saver when the saver the
interest of the saver the saver the saver the saver the
ting or of waiting to receive them slower home-devised ways of cut-ting or of 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 con-tinue to buy my paper in cut sizes, using the standard ones as far as possible, and ordering up the specially cut sizes. I should 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 more, perhaps setting aside a little more, perhaps setting aside tiem, on a par with a press in tem, on a par with a press in set-aside on amount equal to cut-ting costs such week, which would ting costs each week, which would enable me to see how soon such a cutter would pay for itself. I

emble me to see how soon such a cutter would pay for itself. I would own a single binder as soon at the cutter would pay for itself. I would own a single binder as soon at first, bein to waiting very long about petting the big reach binder, as well as side binding. I would be a good to the cutter numbering, I shoulg get as well as side binding. If my work required consecu-tive numbering, I should get an all a peeded with the contract of the cutter of the cutt

I mad the 50.50 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
casily a nice little colored decora-

tion or even a word in large let-ters can be cut, the linoleum hav-ing a white surface on which one tells can be cut, ine modern have can draw in penell, even make corrections, and maily cut around corrections, and maily cut around the corrections of the correction of the was at all clever in making little penell or pen drawings. I would let him do not for me new and prised, and enjoy it. Up to now, if I hadn't bought a flat top cabinet for my press, a flat top cabinet for my press, in a pile in my work room, or knocked together some kind of in a pile in my work room, or knocked together some kind of had my eye on a regular case

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 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, this can be gotten along without because the chase along without because the chase bed is removable and can be used for the same purpose, but many presses do not have removable beds and for them an imposing sior, or not, I should like the convenience of another smooth imposing surface. A hand roller, too, for making proofs and working up or making proofs and working up or making the like on the press fish plats would also be on the convenience of another smooth proper since the press of the pr

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 furniiabor saving assortments of furni-ture and one of reglets which would provide me with a more flexible arrangement for my chases. If I still had the 3 x 5, 1 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 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.

#### **Tympan Paper**

No. of	Ship.		Press	
sheets		Size	size	Price
100	(176)	436 x 536	3 x 5 press	5 .61
100	(2%)	736 x 836	5 x 8 press	1,30
100	(3%)	8% x 9%	6 x 9 press	1.70
100	(3th)	8% x 11%	6 x 10 press	1.86
100	(4lb)	9% x 12	7 x 11 press	2.31
100	(5Jb)	12 × 14	8 x 12 press	3.14
100	(5tb)	12 × 14%	9 x 12 press	3.35
100	(6Ib)		9 x 13 press	4,00
100	(61b)	13 x 15	10 x 14 press	4.00
100	(7Ib)		10 x 15 press	4.68
100	(10lb)		12 x 18 press	6.35
100	(12lb)	17% x 24	14 x 22 press	8.45
	We cam	oct furnish	any other size	25.

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12 Point (20 six-inch lines) font, 15.45
120 in (10 six-in, lines) all one width, 15.45
24 in, (4 six-inch lines) all one width or 4 different widths, Any additional amount per f-in, line, 90 18 Point (14 six-inch lines) feet, 84 in. (14 six-in, lines) all one width, 14.35 is. (3 six-inch lines) all one width or 3 different widths, Any additional amount per 5-in, line.

#### PROOF-TAKING PLANER

This planer is
of large size (8"
long, 814" wide,
2½" high) var-
nished marle.
with thick, high
grade felt on its face, and leather (2" x 3") top.
Proofs may be taken easily with this planer,
without damage to type, by inking form, laying
sheet on form, and tapping planer with mallet
or butt end of hammer. (Not to be confused with

ordinary wood planer used for plane sessothing type forms,) Same large planer (leather top) but so felt, for planing down form. Combination

# Label Holder-Drawer Pull

587 each, per dozen, 5.75

#### Egyptian Light

No. Large Font CAP Font Regular Funt 85-8 224 446 \$10.55 224 \$8.65 7A 146 \$4.18 B PACK MY BOX WITH FIVE 1049 DOZEN LIQUOR IUGS pack my ?5 box with five dozen liquor jugs 756 No. Large Font CAP Font Regular Font 95-10 20A 38a 812.20 20A 84.25 6A 12a 84.30 10 PACK MY BOX WITH FIVE Dozen Liquor Jugs pack my 8!? No. Large Font CAP Font Regular Font 95-12 18A 36A \$13.95 18A \$5.00 6A 11a \$5.40 12 PACK MY BOX WITH five dozen liquor jugs 4-?) abodefghijklmnopgratuvwxyz&,;:..!? \$1234567890

No spaces and quads with N. E. type Halftone and Mixing Black

A soft ink for cuts, halftones and work or atted names, ki-lb, tube, 1,27; l-lb, can, 2,40 4 The Printer's Helper