

WHAT TO PRINT AND HOW TO PRINT IT

THE PRINTER'S HELPER



1971 No. 423

— PUBLISHED BY —
THE KELSEY COMPANY
MERIDEN, CONN. 06480
Single orders for \$20 or more keep
the Helper coming for at least a year.

Names Make Business— As Well As News

Newspapers print as many names as possible, because people like to read about themselves, and it helps circulation. You as a printer benefit by this same trait of human nature — liking to see one's name in print. Personal stationery is one of the more obvious ways of doing this, and while the connection between that and a newspaper mention may not occur to some, the underlying urge is the same. The word "personalizing" has come to be used on a wide variety of merchandise which can be marked with name, initials, monogram, etc.

First and foremost comes stationery. While this is an adult item, it can likewise be sold to students in schools. Kids like to see their name at the top of a sheet of paper just as well as grownups. It gets used up too. Repeat orders are counted on by all experienced operators when they estimate their market. All this seems obvious, but a lot of people, for one reason or another, sometimes mental inertia, (polite term for laziness in the upper story) are not getting their share. If people use plain unprinted paper, because nobody has bothered to show them what they can get at a reasonable price, somebody is losing a sale, and that somebody could be you.

We could go thru a whole list of printed, personalized items which have a good sale. Many of them you have seen to one time or another — some of you are already making them — even specializing. Paper napkins are one, matches another. Monogram type comes in handy for this kind of printing. Gold, silver and colored inks will give variety to your offerings. Raised printing is also available.

Specializing can carry you all sorts of places. Look around among friends and acquaintances, and see if you cannot recall or find one who is clever with a pen — who can

(Continued on page four)



Letterheads Described Below

Business Letterheads

There are as many arrangements for business letterheads as there are printers, which may be multiplied by the number of different styles each printer thinks up, plus variations anyone can make with the many faces of type on the market.

A good illustration of this is afforded by Kelsey Company letterheads over several years, and to make this plainer we show a few. You will note that the subject matter is about the same in all, with one or two exceptions, which are really special purpose letterheads to be used with certain kinds of advertising.

Unfortunately a few of the letterheads do not reproduce in cut form too well, in some cases because of the color of the ink, in others because of the reduction in size.

Most of them have been used in various color combinations. We don't pretend that there couldn't be a wider variety of type styles used in them, and our only excuse for not having more is that we have been too busy to do the experimenting we would like. All of them are two color, because we believe the additional attractiveness of color is well worth the time. All the designs with the medallion in the center use it as a spot of color, with most of the rest in black. However, the one with the big medallion at the right is black, with a tinted band of horizontal lines across the sheet.

The specimens with heads in large Caslon "KELSEY SUPPLIES" are in color, the rest of these being in black. The latter has the ornament in color also.

The letterhead with the very large KELSEY COMPANY across

the top in Goudy Old Colony is made with multiple rule in black, and an underlying tint, this being the only color on that specimen.

As for type sizes, they run all the way from six points up, although most of the samples do not contain anything smaller than 10 point. Usually 18 point or at the most 24 point will be large enough, although on several of these specimens there are a couple of larger to gain the wanted effect.

Laying out a letterhead can be a very fascinating business. Before you start, sit down with a few blank sheets of paper and pencil. Sketch out a few arrangements of the wording to be used. When you have made one which particularly appeals to you or your customer, decide on the type you wish to use, and the point sizes. Set it up, line for line, without trying to space it out for the finished job. Take a proof, cut out the lines, and lay them on a piece of paper the size of the letterhead-to-be. You now have a chance to improve on the arrangement of your original sketch. Perhaps you may find it advisable to change one or more of the set-up lines, or to letter-space the words to give them more room.

When you have got your layout the way you like it, you are ready to make up the actual form. If you are going to make it a two color job, you can pull out the color lines after you have made a press proof of the entire form in black and white, filling in the holes with spacing material. This proof will help you to get the color in proper register when making the second impression.

Similar methods can be used for lots of work besides letterheads, but they seem to offer a particularly interesting medium for using the imagination.

Keeping Tract of Gauge Pins

I have a kink which I use in my shop, although others may have thought of it before.

I have a scrap of cloth hung by the press to put gauge pins in. This way they are always handy, and can't get lost when I am not using them.

Printing Large Sheets on Small Presses

A reader, in renewing his subscription to the Helper, says, "Please run an article on printing large sheets on a small machine."

This is not a new subject, and in addition to occasional articles, we have frequently printed contributions from readers.

The questions and the suggestions both center around ways for holding the sheets in the press and gauging them properly. It is perfectly possible to do both. Naturally, it is more convenient to have a press with a platen approximately the size of the sheet or larger, but it is not essential. Stationery, business and personal cards, greeting cards, and the like can be handled satisfactorily on a 3 x 5 press, but if the majority of your work calls for a sheet larger than 6 x 7, and your machine is smaller than 5 x 8, you had best save for the bigger machine. We say this because firms making a specialty of greeting card imprinting which only require a simple line of type, but which must be worked on a cost paring basis — have found from experience that the 5 x 8 press is the most economical machine to buy, and operate batteries of them.

However, for those with the problem of using present equipment still before them, there are ways. A helpful way of bolstering up a sheet which sticks out on the sides is to use a piece of stiff cardboard on the tympan which projects a little beyond the sheet on each side. You can get your side gauge in the cardboard as well. Some printers form up a piece of wire in a loop to hold up the stock, others use celluloid or pressboard in place of the cardboard before mentioned.

To give additional room at the bottom, people have placed thin brass or copper under the platen band and used that for the bottom gauges. Others fit under the band and bend it down a little to get additional space. One man wrote that he used old, single edge razor blades under the band for gauges.

When the sheet gives trouble at the top, brass or copper strips may be formed up to give the paper something to rest against. We recall one man who took care of both sides and the top with a very well made auxiliary platen which he built and fitted around the top and sides of the smaller

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THE PRINTER'S DICTIONARY

Deckle Edge—The rough, feathered edge on some kinds of paper. A genuine deckle edge is caused by the process of making the paper. The paper comes from the machines in a continuous strip, the outer edges of which are deckled. Hand-made paper has a deckle on all four sides, being made in sheets instead of continuous strips. The popularity of deckle edges for some work has caused paper companies to make paper with an artificial deckle, much of which is easy to detect by the appearance of the true deckle edge is known.

Dele—Abbreviation of delete — see below.

Delete—Verb meaning "take out," as used by proofreaders.

Descender—That part of lower case letters lying below the common line of the type's body. The letters y, p, q, etc., have descenders.

Detergent—Cleaning solution or preparation for making such a solution.

Devil—The printer's devil is the boy in the shop who does the odd jobs and runs the errands. Like all boys, (and grown-ups, for that matter) printer's devils have their failings, hence the lack of respect implied in the term.

Dextrin—Substance used in making gum for envelopes, stamps, labels, etc., a starchy adhesive made from the sap of certain plants.

Die-cut—Cut out paper or cardboard through use of metal (steel or brass) either in rectangular circular or any fancy shape. Die-cutting may be done on a printing press with steel cutting rule.

Dieresis—Accent mark consisting of two dots (as in ö of copierate) to indicate pronunciation.

Die Sunk—A panel, such as on wedding announcements or paneled cards, made with a die or block.

Die-stamping—Printing and embossing through use of dies which make an embossed impression, and which also, by means of ink forced into the depressions of the die, print the words or design as well. All plate engraving is a species of die stamping, although on cards, stationery, etc., the embossing may not be very prominent.

Diphthong—A vowel sound made up of two identifiable vowel sounds immediately following each other and pronounced in one syllable, as: oi in point, ou in house.

Display—That portion of a job, which is given prominence by the use of larger type, or with the use of white space around it, etc.

Distribution—The return of type, leads, furniture and all material used in a printed job to their proper places in the cases, etc.

more next issue

Medium Plate Cards

Rotary Cut—Square Corner Cards

We have just obtained a special shipment of Medium Plate cards similar to Kelsey Medium Fine stock, which measure 2 x 3 1/4 inches, or slightly larger than Kelsey size "C" cards. These cards are boxed in quantities of 500 with a colored card separating them in 100's. Like all Kelsey products, they are top quality cards and are being offered to our customers while they last—at these special low prices.

1,000	\$2.40 (minimum quantity)
5,000	2.25 per thousand
10,000	2.00 per thousand

As this is a special offer, orders will be filled on a first come, first serve basis until all of the cards have been sold. These cards cannot be mixed with other Kelsey cards for quantity discounts.

ORDER NOW — A ONE TIME OFFER — WHILE THEY LAST!

Ship. wt. 1,000 4 lbs.; 5,000 15 lbs.; 10,000, 28 lbs.

Combination

Monograms

Series No. 1 (48 point) Series No. 2 Solid



Font contains 81 pieces

No. 1 or 2, \$13.90

Any 2 or 3 letters, \$2.35



Series No. 3 (36 point) Series No. 4 Solid

Font contains 81 pieces

No. 3 or 4, \$11.65

Any 2 or 3 letters, \$2.35



Chateau Initials (36 point)

Series No. 5 Series No. 10

Outline Solid

Font contains 78 pieces

No. 9 or 10, \$11.55

Any 2 or 3 letters, \$2.35



Riverside Monogram Initials

Series No. 8 (24 and 34 point)

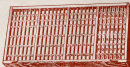


Font, three of each letter in both sizes (116 pieces) - **19.50**

Any two or three letters, **2.35**

All letters are cast on 6 point set except M and W which are cast on 8 point set.

Handy 4-in-1 Case



Quadruple Cap Case, 16 1/2 x 22 1/2 inches, four type sections—side by side—in one case. Especially good for holding cap fence—has separate sections for four different capital letter fonts—such as Coppenplate Gothic (all four 6-point sizes), etc. (Ship. Wt. 11 lbs.) **19.00**

WITH OUR READERS

Putting Tinted Borders on Cards and Paper

We have already described one way of putting a colored edge on cards (by the brush and show card ink method). If you have a nice soft hand roller, there is another way which will produce a very clear-cut black or colored border of any width.

The ink should be rather thin, and drier should be used in it so that it will set and dry quickly. The ink plate on your press will serve for rolling out the ink which should be thoroughly distributed and mixed.

The stock to be bordered may be handled in lots of 50 to 100 at a time. Better take a small quantity at first. Roll the stock out the same as you do for making it easy to feed the press, until you have about a two point edge of each sheet showing, shingle fashion, on the top and one side. Be sure that it is even. Lay a sheet of waste paper on top of the last sheet. Take your roller well covered with ink, and run it over the exposed edges of the paper or card. The stock must then be laid aside just as it is until the ink has dried enough to prevent offsetting, when you can repeat the shingling out process and do the other two edges.

Gold and silver edges can be applied in the same manner.

How the Wright Brothers Used Printing as a Stepping Stone

Did you ever read the early experiences of the Wright brothers, inventors of the airplane? The story is much too long to give here, but one of the outstanding impressions you will receive if you read it is the start these two brothers got with a printing press — how they used the money earned to carry on experiments of one kind or another which eventually led to that historic trial of their first successful heavier-than-air machine at Kittyhawk.

Orville was the most active, but he had Wilbur's assistance in making a printing press of their own. They not only ran a thriving job printing business, but published a weekly paper which they for a time ran as a daily. Their genius for making things which worked covered a wide variety of almost unrelated objects, but the one offshoot which really paid its way — with money to spare — was their printing business.

The Wright brothers must therefore be added to the long list of illustrious individuals who have used the printing press as a stepping stone to fame, or whose lives have been greatly influenced by their printing experience, including

The Printer's Helper 3

The family of
Herbert Lee Blake
wishes to acknowledge and thank you
for your kind expression of sympathy

TYPE — 18 point Minnet, No. 1805

Benjamin Franklin, Thomas Edison, and Mark Twain.

Paneled Informals for Sympathy and Acknowledgment Cards

The Schrader Funeral Home reminds us that paneled informals make most acceptable sympathy acknowledgment cards. A reproduction of a sample they sent us is here shown.

Many funeral homes are taking care of their own customers for such imprinting, but there are plenty of others who prefer to let a printer do it, and every reader who is looking for outside work should canvass the funeral directors in his vicinity and show them what he can do. Large printers are usually not interested in business of this kind, and their service is often so poor that they are in effect inviting somebody else to take over. What funeral homes need is prompt attention and delivery on time. Kelsey owners should be able to meet these needs and make money at it.

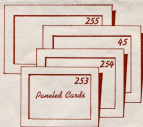
Cellophane Wrap

Printers can profit from the experience and example of large scale distributors of all kinds of merchandise by using cellophane for wrapping personal stationery and other similar orders.

Stationery, particularly, is a big gift item, and can be sold as such, both at Christmas and throughout the year if it is packaged attractively. While our regular stationery combinations are neatly boxed, many printers prefer to buy paper and envelopes in bulk. Without the box a good substitute is needed, and cellophane fills the bill. It may be sealed by heat, with cellophane tape, or even with white or colored fancy cord or string. Be a good merchandiser as well as printer. Reap the benefits of being both.

Heavy Mixing and Cover White

Special heavy Cover White, for printing white on dark surfaces, including black.
4-lb. tube, 1.24 1 pound can, 2.76



Paneled Cards

A current card for: invitations to receptions, formal dances, dinners, anniversary celebrations, concerts; at home cards; announcements of births, engagements, sympathy, removal; thank you cards; and many similar uses. See contents of one card and one envelope to list. Not less than 100 Sets, or 500 Cards, or 500 Envelopes, sold.

Quantities of 100 200 500 1000
Prices per 100 200 500 1000

White vellum finish.	100	200	500	1000
253E Cards 3 1/2 x 4 1/2 (2 1/2 x 3 1/2 panel)	82.50	83.57	\$5.57	\$5.96
253E Envelope 3 1/2 x 4 1/2	2.68	3.30	5.70	5.70
253E Sets	82.50	4.33	6.87	11.45
254E Cards 3 1/2 x 4 1/2 (2 1/2 x 3 1/2 panel)	2.56	4.36	7.27	
254E Env'p's 3 1/2 x 4 1/2	2.17	3.52	5.88	
254E Sets	2.00	4.55	7.58	11.15
255E Cards 3 1/2 x 4 1/2 (2 1/2 x 3 1/2 panel)	1.15	5.06	8.48	
255E Env'p's 3 1/2 x 4 1/2	2.24	3.50	5.35	
255E Sets	3.28	6.47	8.88	14.83
49C Cards 4 x 5 (2 1/2 x 3 1/2 panel)	3.28	5.34	5.90	
49E Envelopes 4 1/2 x 5 1/2	2.40	3.88	6.48	
49E Sets	3.40	6.58	9.22	15.28

Paneled Informals

For invitations, short notes, acknowledgment and all occasions where a neat combination of smartness, yet haste and informality is required. Also suitable for sympathy cards. Folding sheets size 4 1/2 inches, folded size 3 1/2 inches. Envelope size 3 1/2 x 4 1/2 inches. Name goes on front panel. 100 folding sheets and 100 envelopes to match in a box.

No. 134-W, heavy, white, vellum finish stock.
No. 135-I, heavy, ivory, vellum finish stock.
All prices per box

Quantities of 1 5 10 50
134-W White, each, 1.68 1.33 1.48 1.43
135-I Ivory, each, 1.86 1.70 1.84 1.58

Bodkin, tempered steel with handle. .35
Ship. Wgt. per bodkin, 1/2 pound



THE KELSEY MAN

Talks About

Paper

Up to about 1000 A. D. paper as we know it did not exist. Since there were no printing presses at that time, the various forerunners of paper were used for handwriting and lettering exclusively, and they included all kinds of substances and articles, from the primitive stone, bark of tree and such, to the clay tablet and parchment (skin) which were prepared especially for the purpose. The Egyptians used the center pith of the papyrus plant, cut in thin strips, and pasted one layer over the other at right angles, and from this plant we get our word paper.

Several centuries before the advent of the printing press, the process of making paper from linen rags was introduced into Europe, some say by the Arabs, although it is claimed that, like printing itself, paper was first made in that way by the Chinese. At least their methods came very close to being the same.

Until the nineteenth century, or for seven or eight hundred years, paper did not differ much in appearance or manufacture from the early preprinting variety, but it was very durable, and, next to parchment itself, paper made from rags is still to be desired for permanence. Because of its lasting qualities, the paper of a book printed before Columbus discovered America is infinitely stronger than that of today's newspaper which you hold in your hand, or even stronger than most book or writing papers.

This is not to say that only rag papers should be used for printing. Cheaper, less durable papers are more suitable for ordinary purposes, both from the standpoint of cost and that of ease in printing. The newspaper publisher of a hundred years ago and before, was simply in the unfortunate position of not being able to get anything but that quality of paper which nowadays is reserved for the finest stationery and privately printed editions of books. As a result, with his printing equipment he had to dampen every sheet to get a good impression.

Around 1840 it was discovered that ground wood pulp could be used to produce paper, but it was almost forty years later that paper made from wood began to feel into its stride. The earliest of this paper was even more fragile than the newsprint of today, because it contained resin, and all the rest of the substances which go to make up a log of wood, whereas only the cellulose is paper making material. Later, means were found for removing most of the harmful substances, but such paper is still not to be compared for perman-

ence with parchment or rag paper. Spruce or poplar, both soft woods, are largely used for paper making. Hardwoods are now being used, also. Many efforts have been made to find a new way of utilizing other raw materials, such as cornstarch, but to date none of them have proved commercially feasible.

However, some very promising experiments have been made and should yield results in the next few years. Pine is used for paper, and in the last few years ways have been found to overcome the resinous character of that wood sufficiently to bleach its pulp, with the result that pine newsprint is a substantial item in the South. The bulk of newsprint, however, still comes from the northern conifer forests in Canada and Newfoundland.

Names Make Business (Cont'd)

make small, simple sketches. A small cut indicating the user's interest in a particular sport or hobby makes a first rate personalized job. The cost of the cut is low, and you will be able to use the same one for other customers with similar tastes. As time goes on you can build up your collection of cuts — all exclusive with you. Money can be saved on them by putting several on one card, and cutting them apart when you receive the printing block.

The cost can be further trimmed by introducing your pen-etcher to linoleum and plastic blocks, if he or she has not already tried them. The design is drawn on the block, and cut, ready to print from. He doesn't have to know a thing about printing to provide you with just what you need. Art classes in public schools including night and trade or technical teach this.

Cash in on that urge that most people have to see their names in print — and the more individualized your offerings to them, the better.

Printing Large Sheets (Cont'd)

one on the machine. It was quickly removable when not needed.

Another variation of the same idea on the part of one reader was the making of two ell-shaped pieces of metal which were fitted and one mounted on each side of the platen. The slots enabled the screws which held the pieces to be loosened and the strips slid in and out on either side as required. The ell or hooked part acted as a side gauge — hence the necessity of having them adjustable. They could be quickly removed, too.

Elite Panned Cards

Finest quality vellum finish cards with panned 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 100 1,000 1,000 1,000
 1 1/2 x 2 1/2 inches \$3.00 \$5.12 \$6.00 \$4.89

No. 154 LADIES' SIZE
 2 1/4 x 2 1/4 inches \$3.19 \$5.22 \$5.13 \$4.98

Manual

No. 1235 12 Point 13A 60s \$23.00—4A 20s \$9.15

You Are Cordially Invited to See 12

No. 1435 14 Point 11A 60s \$25.00—5A 24s 14.30

For Announcements and many 14

No. 1535 15 Point 7A 50s \$27.50

Fine Quality Design for 18

No. 2435 24 Point 5A 24s \$30.00

Come Unto Me 24

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

& abcdefghijklmnopqrstuvwxyz 11111111

\$1234567800

CAST WHEEL NUMBERING MACHINE



\$15.50

This economy model is offered at the lowest price in the U.S. An excellent machine, with cast wheels, it numbers from 1 to 999999 at the same time job is printed. Machine is 3/4-inch wide and 1 1/2 inches long, with Roman figures 3/4-inch high. Shipping Weight, 8 oz.

DuPont Cellophane

Moisture Proof

For economical and attractive wrapping of your stationery, cards, and other orders.

Buy your paper and envelopes in bulk (1,000 5,000, 10,000 lots) and package them in cellophane after printing. You can make up your own stationary combinations and keep costs way down. Packages can be sealed with ordinary Scotch (cellophane) tape. May also be sealed by simple application of heat if desired.

Purchased in one size only—17 1/2 in.—which you can cut as needed to give you the most economical wrapping per order.

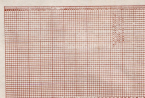
Quantities of	25	50	100	500
Prices per	\$5.00	\$4.25	\$3.60	\$20.00

17 x 22 in. Sheets 25 50 100 500
 14 x 22 in. Sheets 25 50 100 500
 14 x 22 in. Sheets 25 50 100 500
 14 x 22 in. Sheets 25 50 100 500

Ships. Wt. per 100 sheets, 17 1/2 in. 500 sheets, 2 in. 24 sheets, 2 lbs. 12 sheets, 1 lb.

The Kelsey Lineup Gauge

Corrects Crooked Forms



Made of heavy transparent plastic size 8 x 12, accurately marked off in 1/4 inch squares, with half point on edge. A handy aid in checking spacing on letterheads and other forms, setting gauge pins in press, getting correct register on multi-colored jobs, and all work where perfect alignment is essential. Postpaid, 2.75

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