

WHAT TO PRINT AND HOW TO PRINT IT

THE PRINTER'S HELPER



1972 No. 427

—PUBLISHED BY—
THE KELSEY COMPANY
MERIDEN, CONN. 06450
Single orders for \$20 or more keep
the Helper coming for at least a year.

Wedding Invitations

Wedding stationery—that is, invitations, announcements, reception and at home cards, etc., are really big business for the printer. A lot of people must have gotten along without such frills not so many years ago, because the demand now is far in excess of the undoubted increase in marriages.

Be that as it may, the boom on such printing is here and now, and the printer should get his share—go after it and not just take what is offered.

The variety of invitations is greater than it used to be, too. Some people like their fancier than others, and to make sure you offer what is popular in your neighborhood and among your prospects, get friends to pass along to you the invitations, cards, etc., which they receive. Some like them severely plain, others go for embossed, but your demand may be in one direction, so you will not need the other.

Type styles run over quite a variety, too. We have published articles on that subject in the past, and will again, but in general you cannot go wrong with Kelsey Script, either regular or Space Saver. The Park Avenue-Beacon Hill styles are also always in demand. Typo Roman and Typo Roman Shaded are another pair which keep their popularity. The English Text-Light Old English designs are in the same class. Minuet pleases many, and so on. That is why we say, get samples of what goes where you operate, and be governed accordingly in your selection of type.

As to the stock, once again you will get help from samples actually used in your neighborhood. We carry a selection which of necessity covers the country, so you will find among them at least several which will appeal to your customers. Of one thing you can assure them. They can never go wrong if they lean to the conservative side. Fancy, splashy announcements may, when they are looked at in later years take on a little different aspect to those who used them. This will never happen to the plain or

paneled wedding invitations, which like Ivy League clothes for men, seem to have eternal favor among those who think they are discriminating.

Refresh Your Memory Once in A While

The expression "He has forgotten more than so-and-so will ever know about it," aside from the usual implication that somebody doesn't know as much as he thinks he does, should serve as a reminder that it is indeed possible and probable that the more experienced person has forgotten a few facts which would help him if they were brought back to memory.

Your knowledge of printing may have been picked up in any number of ways. You possibly have been at it for years, or your experience may be only a matter of months. If in the beginning you read over the Printer's Guide or some similar book, the chances are that the essentials—things you HAD to know, and use almost every time you do a job—stuck in your mind, whereas the other facts made more or less impression, and some were forgotten. If, in the course of the experience you have had, you will go over the Guide again, you will be surprised at the helps you will find—clearer to you now than that you can concentrate on them instead of the points which you had to become well grounded on at first.

A second time is not enough, either. Make it a habit to go over the Guide, and such copies of The Helper as you own, periodically. When you are handling a rush job it isn't always convenient to rummage through your papers to find the answer to a problem, or to locate that shortcut which you read about one time, but which you can't recollect the details of. The Kelsey Printing Course, if you own it, and keep it in a loose leaf book, is an ideal refresher and reference work.

From our own experience, we'll gamble that you will not spend five minutes reviewing your printing literature before you find one or more pieces of information which will help you right now or in the immediate future. Further on that, some of the statements made which didn't mean much to you at first will take on new significance in the light of your enlarged acquaintance with printing.

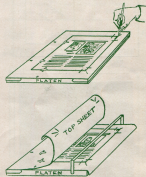
You remember the story of the farmer, who when he was reproached for not going to a lecture on scientific farming methods, replied that he didn't farm half as well as he already knew how to, so why bother? No printer is able to take that attitude and do a really satisfactory business, and it

(Continued on page two)

Bringing out Halftones Satisfactorily

While as a matter of theory every half-tone cut—every other cut—ought to be so perfectly level that an impression taken on your press should be of equal strength all over, assuming that the press is true in every particular, in actual experience it will be found that the stresses and strains set up by the impression throw the pressure here and there in such a manner that light spots occur. To make the cut print perfectly and get rid of such spots, there is an overlay, which has been described previously, but possibly not in the detail which will help on nice cut work.

The diagram shows the use of the top sheet of the tympan or pad-



ding as the part on which the overlays are being put. Still another way is to take a proof of the cut, preferably on thin, hard paper, such as our Manifold. Lay this printed sheet on the ink plate of your press, face up, so that you can mark the



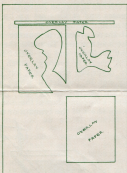
PRINT OF MAKEREADY SHEET

light spots with a pencil, tracing all around them, so that the weight of the pencil will cause ink to stick

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

to the marks on the other side of the sheet.

The marked spots may then be identified on the other side, and patches of thin paper or tissue paper used on them. When finished, the complete sheet must be very carefully placed under the top sheet of the tympan, so that when you make your impression, it will come exactly on the same spot. If necessary, another set of patches or overlays can be put on the same spots, but they will probably need



BACK OF MAKE-READY SHEET



The Finished Job

to be smaller than the first.

Good half-tone work depends on careful preparation, and experience as you go along will enable you to make-ready much faster as time goes on.

Refresh Your Memory (Cont'd)

may even be stated without much fear of contradiction that doing as well as he knows is not good enough if he can learn to do better.

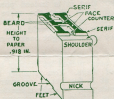
Printers of forty and fifty years' experience repeatedly tell of the assistance they receive from the Guide, the Helper, and the Course. Those of us who can't claim any such record of service will also find that we are not too old or too highly educated to learn—or re-learn.

THE PRINTER'S DICTIONARY

Extended—Same as expanded, but wider.

Extension Cover—Cover on booklet, catalog, etc. slightly wider and longer than the rest of the book, overhanging or overlapping, as it is sometimes called.

Face—That part of the type or of a plate which comes in contact with the paper; the printing surface. See diagram of type below.



Facsimile—A reproduction of a clipping, signature, piece of printed matter, letter, etc., usually made as a line etching.

Family—Several series of type having many characteristics in common, so that they are often used together to produce harmonious work. For instance, Goudy Old Colony and Goudy Old Colony Bold are all related and go particularly well together; Caslon and Caslon Italic are particularly well matched; Chelton Bold and Ad-News Condensed are of the same family, etc.

Farm Out—To have all or part of the work done by another printer.

Fat—An old term, used in the days when compositors were paid "piece work," which indicated work which was easy setting, through much leading or otherwise.

F.C.—Follow Copy.

Feed Edge—The edge of the paper or card stock which is set against the galle pins or guides.

Feeding—Placing the sheets in the press in the proper position for printing.

Feet—The points on which the type stand. Without these so-called feet, type would sit much more easily. Type that does not stand perfectly erect prints on one edge and not the other (due to poor justifying of the line or lockup), is said to be "off its feet."

Felt Side—The smoother side of a sheet of paper, often called the right side. In paper making one side of the sheet is in contact with a wire screen, and is called the wire side; the other being in contact with the felts, is called the right, or felt side.

Fingers—Grippers.

more next issue

Wedding Sets

for weddings, graduations--



Velum finish stock 4 1/2 x 6 (folded size) which fits into the envelope (folded size 4 1/2 x 6). Each cabinet contains 52 sheets, 50 tissues, 50 inside envelopes 4 1/2 x 6 1/2, and 50 outside envelopes 4 1/2 x 6 1/2. (10x4 1/2 panels)

Cabinet No. 21 (white) 2.32
Cabinet No. 22 (ivory) 2.43

Embossed wedding and announcement folders, 50 name list style (folded size 4 1/2 x 6 1/2), 50 inside envelopes size 4 1/2 x 6 1/2, and 50 outside envelopes 4 1/2 x 6 1/2, with unglued flaps. **Cabinet No. 20** 2.38

White velum, unprinted, flat style, 50 sheets (folded size 4 1/2 x 6), 50 outside envelopes size 4 1/2 x 6 1/2, 50 inside envelopes size 4 1/2 x 6 1/2, with unglued flaps. **Cabinet No. 23** 2.30

Bridal Book Sets

White velum stock, with round corners, embossed flower design, "Bridal Book" embossed in gold letters on front, 52 embossed sheets 4 1/2 x 6 inches (folded), 50 inside envelopes 4 1/2 x 6 1/2, and 50 outside envelopes 4 1/2 x 6 1/2 inches. **Cabinet No. 27** 3.30

No. 28—Spanish Announcement white velum, embossed flower design, with words "Nuestra Boda" embossed in gold letters on the front. **Cabinet No. 28** 3.32

Announcements: Lots of 10, 5% less above prices.

Park Avenue

No. 1390 12 Point 12A 14a \$22.00—6A 22a \$18.00

Mr. & Mrs. Ian Smythe \$1234

No. 1400 14 Point 12A 14a \$25.35—6A 22a \$14.20

Uncle Tom's Cabin \$578900

No. 1800 18 Point 8A 28a \$27.50

Holiday Special, \$2 8

No. 2400 24 Point 5A 17a \$30.00

Rock of Ages 6

No. 3000 30 Point 3A 11a \$28.75

Oh Ecstasy!

ABCDEFGHIJKL

MNOPQRSTUVWXYZ

YZz abcd efghijklmnopqrstuv

wxyz ;:.-!/? \$1234567890

Eveready Card and Paper Cutters



	Without Guide	With Guide
8-inch blade	5.40;	9.70
10-inch blade	10.05;	11.35
12-inch blade	13.20;	14.40
15-inch blade	23.10;	24.75
18-inch blade	31.40;	33.00
24-inch blade	48.55;	50.50

Cutting Guide clamps onto the table to the left of the cutter blade. Clamps to any measurement and locks into position.

Shipping weights: 8-inch, 4 lbs.; 10-inch, 6 lbs.; 12-inch, 10 lbs.; 15-inch, 20 lbs.; 18-inch, 30 lbs.; 24-inch, 50 lbs.

WITH OUR READERS

Nylons As Wiping Rags

Cast-off nylons make fine wiping rags. They are lint free, and while they don't hold any great quantity of cleaning fluid, they are good in every other particular. I use them on rollers after taking off the excess ink by rolling them on newspapers. They are particularly good on line cuts, halftones and small type.

Standard Tympans for Standard Jobs

From one of our lady printers:

I have just finished six different jobs in four hours' time, including the setting of type for each one. There were two orders for napkins of sixty each, 200 professional cards, two 50-50 cabinets of stationery and a batch of checks for myself which required imprinting.

I have three tympan paper sets, with the gauge pins all in place. One has the gauge pins set rather low and far apart, for statements, folding stationery and other work of that size. Near the top of each tympan I write the chase setting, which on this one is six picas up with a nine pica margin.

Number 2 is for small cards, tickets, panelled cards, etc. I add a third gauge pin at the bottom for longer work such as checks. The bank here does not supply checks with printed names, so I get a lot of that business. The gauges on number 2 are set 10½ picas from the bottom with an 18 point margin.

Number 3 is set for fancy rounded napkins. I do a great deal of that work. When they have colored borders I print the name in a matching color. This setting is 25 picas up with a 16½ pica margin.

With these three sets I can do most jobs by quickly changing the tympan. When work has to be backed up I keep the tympan clean by putting a sheet of manifold paper over it.

A Different Kind of Birth Announcements

From a reader:

This printer has given a new twist to the customary greetings and salutations by printing birth announcements on pieces of cloth, four inches square, folded triangularly, with two small safety pins attached. We feel sure his ingenuity will be suitably rewarded by orders from people whose mailing lists do not duplicate.

The Printer's Helper 3

Cost and Selling Prices

A reader writes, "Would like to see an article on how to charge customers for printing." We have had articles on the subject before, and will have them in the future, but we know from experience what he is thinking about—a price list he can consult for any given job—this will not be included, because neither we nor anybody else can devise a satisfactory list of that kind.

Go to six different printers in the same city and you will get six different estimates on the same job. Under those circumstances, how can anyone expect a standard price list which will cover the whole country? The attempt was made in depression days before World War II, but it fell flat, even with the government behind it.

Printing on Bond Paper

Bond paper has a comparatively hard surface, and consequently requires a hard tympan or padding on the platen. While on other kinds of work you may need something soft such as several sheets of newspaper, you can dispense with these on bond paper printing. All you need, when printing from new, sharp face type, are four or five sheets of hard book paper, and the outside sheet of smooth kraft or manila. Some printers add a very thin sheet of brass or tin, which they put next to the top sheet. Old, worn type requires a softer tympan, but new type, when a soft padding is used, will dent it and cause the printed sheets to emboss.

When your chase is big enough, it is well to use roller supporters in each end, and if you have difficulty with the rollers sliding (because much bond paper work uses small forms with not enough type surface to make the rollers roll) it may be advisable to use supporters, even if you have to interpose a frisket or sheet of heavy paper between the bearer and the sheet being printed, to prevent the bearer or inking the paper. This envelope, shroud or frisket, as it is variously called, can be fitted over the gripper in such a way that it does not interfere with printing on the paper, but it will prevent unwanted ink marks.

Layout Chart for California 2/3 size Type Case

Easy to read large diagram of the California 2/3-size Type Case. Printed on a 9¼ x 12¼ inch white cardboard. Can be hung on the wall or placed near-by for reference when setting type. Compartments are all plainly marked to show where each letter is located in the type case. Postpaid in U.S.A. only. **50**

California Type Case



California type case, two-thirds size, 16½ x 21¼ inches. The capital letters in this case are kept in two rows at the top, separate from lower case letters. Style L (wood lip) shown, **10.30**
Style C cabinet-front type case, **12.30**

M	A	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
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
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
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

California Case, full size 16½ x 22½ inches. This case is suitable for extra large fonts of job type or body type. Fits any standard case stand. **7.90**
Style L **12.20** Style C **13.20**

Use a Sealing Machine for better looking packages



Moistens the tape as used and prevents waste as you draw off just the amount needed each time. For tape up to 1½ inches wide, **7.90**
For 3 inch tape, **11.55**

Gummed Tape

Good grade of kraft paper, heavily gummed, for wrapping packages, sealing cartons, etc. Rolls contain 500 feet of tape, with gummed side cut on 1½-inch or 3-inch size. 100 feet gummed side in on 3-inch size.

	roll	six	dozen
1½ inches wide, 50	83	4.50	7.94
3 inches wide, 1.70	9.10	16.45	

Handy Birth Announcement Cuts



A1164 2.75



C331 2.75



THE KELSEY MAN

Talks About

Type Cases

The California case is most used. Made in two sizes, one 21 3/4 inches wide, the other 32 3/16 wide (both the same depth). Racks and stands are available for both widths. The narrower, so called 2/3 size is handy where space is restricted. The wide so called full size, has more compartment space (the compartments are bigger).

The cap case, made in both 2/3 and full sizes has two identical compartment arrangements side by side, so you can put two different styles or sizes of all-cap and figure fonts in it without mixing. Outside dimensions of all cases are uniform so they fit in the same cabinets or racks as California cases. In full size there are the triple and the quadruple cases providing respectively three and four layouts for an equal number of type fonts in one case.

Cases without separate compartments (blank cases) can be used for all sorts of items — type forms, cuts, and miscellany of every kind so they don't clutter up your shop. The full size blank cases also hold four of the small quarter size cases.

Spaces and quads, small cap and figure fonts, ornaments, decorators, borders, rules, leads etc. go well in the quarter size cases—also in the square case. Leads, slugs, reglet and furniture can be put away in the 2/3 lead and reglet case, or in the adjustable full size case. These cases will also provide a place for your wood type.

The Friendly Touch

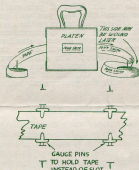
One pair of family printers (man and wife) have worked up a fine business in their small town—without doubt, partly because of original ideas they have successfully tried. Incidentally, the wife in this partnership was the first printer—her husband came in later when he saw how rosy the prospects—and actualities—turned out to be. They recently earned a nice writup—with pictures—in a nearby Sunday paper.

Here is the womanly angle for you: "I find that the friendly touch pays off in business. All my customers get a cup of coffee with a little bit of sociability thrown in. Some are fascinated to watch me work, and instead of complaining about the cost, they wonder how I can do 'that kind of work' for such charging more. Most printers are apt to keep their knowledge and operations to themselves, so their customers (knowing nothing about it) think it is easy as typing and prices are too high. I show them a case full of 10 point type, and hand-set a couple of lines for them perhaps put it in the chase and even in the press with makeready. By that time their eyes are really

opened. It makes an interesting and friendly experience for them."

Printing Gummed Tape

Here is what one reader says about it: "Printing gummed tape is an easy job on the Excelsior Press. The type should be set up as usual, and an impression taken on a piece of tape, locating the wording in the center. Place two gauge pins at the bottom of the tape and one at the top. Put your roll of tape on a



Two ways of feeding ribbon or tape round stick or other holder in a convenient location.

"Make an impression and pull the tape over far enough so that there will be about an inch space between impressions. As the tape comes out on the other side, either wind it up or let it fall on the floor and wind later. Gummed tape cannot be printed in this way on all presses because the sides have obstructions but the construction of the Excelsior makes this a simple matter."

Brass Rule and Metal Rule

You have probably noticed that in the plain face rule there is a choice of metal and brass. Brass is considerably harder than the type metal, and will therefore last longer. Because of the rule face, and for various other technical reasons, metal rule and metal type, both made of the same material, will not wear down equally soon. The type will outlast the rule. This is not to say that if you use them both in the same form, that the rule will not last out the job. It means that while you will, after the job is done, put the type in the case and have it to use again, the rule may not be in quite good enough condition for another job.

Brass rule, will, if anything, outlast the type, and may be used over and over again. Therefore, in deciding which to use, give due weight to conditions. If you expect to use the rule over and over again, buy brass. If long life is not a consideration, use metal. A little of each on hand will prove very handy.

PANELED INFORMALS — AN EXCELLENT GIFT ITEM

One of the best-selling items that the small printer can offer — every woman can use them.

The name "informal" tells us what they are — a small (usually folded) card for sending a quick note, or an informal invitation. They're usually imprinted with the woman's name on front — although monograms are equally popular.



Paneled Informals

For invitations, short notes, acknowledgments, 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 1/4 x 4 1/4 inches. Name goes on front panel, 100 folding sheets and 100 envelopes to match in 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
134-W White, each, 1.75	1.58	1.83	1.47
135-I Ivory, each, 1.80	1.74	1.67	1.61
Shipping Weights per box, 2 lbs; per 5 boxes, 2 lbs; per 10 boxes, 12 lbs;	per 50 boxes, 60 lbs.		

BRASS RULE

For making lines, borders around pages, circulars, etc. Comes in two foot strips, which may be easily cut into smaller pieces with a file, hacksaw or cutter.

We do not sell less than one strip.			
Prints this way or	No.	Body Per Ruled	Per Strip
100	1	—	5.00
101	1	—	.80
200	2	—	1.00
201	2	—	1.00
202	2	—	1.00
206	2	—	2.50
207	2	—	2.50
223	2	—	1.00
323	3	—	1.60
424	4	—	2.00
600	6	—	3.20
626	6	—	3.20

*Column Rule, a hairline face on a 6-point body, used between columns to increase rigidity.

No. 46R Brass Rule Assortment, two feet of each, No. 106, 101, 201, 202, 206, 207, 223, 424. — 11.85



Small Case, size 18 1/2 x 12 1/2 inches. Has 48 spaces. For fonts containing only caps, points and figures. Also suitable for auxiliary characters, fractions, extra figures, etc. Shipping Weight, 2 pounds. 4.55