

WHAT TO PRINT AND HOW TO PRINT IT

THE
PRINTER'S HELPER



—PUBLISHED BY—
THE KELSEY COMPANY
MERIDEN, CONN. 06450

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

Quoins for Locking and Some Definitions

Most Kelsey presses are furnished with chases which are tightened with screws. This is done to make the full size of the chase useful. We don't advocate cramming it with a solid form, but it is convenient to have the full space available to take forms which cover a lot of territory.

These so-called screw chases may also be used with quoins, or wedges, several kinds of which you will find listed in the supply book. You can get quite a debate on the pros and cons of screw or quoin locking. Many people like quoins, and chases can be furnished without screws or screw holes at no extra charge. Quoins have very powerful leverage indeed, and a chase with no holes drilled in it

tightening the form. A chase can be bent or broken very easily.

If you are not now using quoins, you may find them very handy, particularly on small forms. The Hempel style are made of two pieces, which slide against each other, true wedge fashion. Wickersham quoins expand without sliding as do the midget screw type, which is a convenience in some forms and chases.

Years ago quoins were wooden wedges, and a so-called shooting stick (also of wood) was used to tighten or loosen them. This kind is still used abroad to some extent. The name QUOIN seems to have been borrowed from architectural terms, as have a number of other printing words. Your dictionary will tell you that quoin in architecture means, among other things, a wedge-shaped stone of an arch.

Wood, regret, which can quite properly be mentioned here, since it goes in most forms with or without quoins, is another term which has close connections with architecture. "A flat narrow moulding" is the architectural definition but don't overlook the many connections in our language between the words regulate and rule, and their derivatives. (The Latin word for rule was regula.)

What to do About Round Cornering

If round cornered cards, for ticket or business use are desired, the answer is easy. You'll find the round corner cards No. 63 in the supply book, which style and size are far and away the most popular with printers everywhere.

If a different size card is needed, any of the standard size cards can



① A Good Lock-up
② ILLUSTRATIVE PROPER USE OF HEMPEL QUOINS



③ Good Lock-up—"CHASER" METHOD
④ ILLUSTRATING USE OF WICKERSHAM QUOINS

is desirable if you are going to use them. No matter what kind of press you have, or what kind of chase, care should be used about



CUTTING ROUND CORNERS
WITH ROUND NOSE CHISEL

be round cornered. You'll find the pieces in both supply book and price list. Paper can likewise be round cornered to your order.

If you want to do your own, there are hand machines on the market, selling for around \$35, which work well. When you do your own, however, you must face the fact that the corner radius may be larger or smaller—usually small on small work, large on larger work. Each radius requires a different knife for the cutter.

If you are very handy with tools other than printing, you can buy a carpenter's gouge (curved chisel) of the right radius, clamp the paper or card stock to be round cornered so that it will not shift, and use the gouge.

How to Use Capitals in a Headline or Title Line

There seems to be some uncertainty among printers as to the use of large and small letters in headlines of circulars when those headlines are not all caps. A glance over *The Printer's Helper*, both this issue and past numbers will help you to understand the proper application, although we won't guarantee that we haven't slipped up now and then. The articles "a" and "the" should not be capitalized unless they are the first word in the headline, nor should the prepositions "of," "on," "in," "for," etc.

Conjunctions such as "and" and "but" should not be capitalized either. From this point the experts seem to begin to disagree. Years ago the famous printer Theodore De Vinne said, "In . . . titles, the nouns always may be capitalized; important verbs, participles and adjectives usually, articles, prepositions and conjunctions rarely or never." That word "important" leaves plenty of room for different interpretations. Incidentally most names in typographs would probably include participles with nouns — almost always capitalized. Some printers capitalize the first word of each line, no matter what it may be; others just the first word of the first line. The main thing is to be consistent and do it the same way all the while. Speaking from sad experience in the *Helper*, we find this very difficult. The better grade of printers and publishers nominally follow the rules, but daily newspapers and weekly news magazines, with their insistent deadlines have plenty of trouble enforcing them, and many inconsistencies can be discovered. Some of the smaller daily newspapers don't bother, they just capitalize everything. Nevertheless, too many caps make hard reading, and there's a sound reason behind all this — to make it possible for the reader to run his eye quickly over the title and get the sense of it.

Take a few random headlines. "Greeting Card Samples in a Photo Album." "The Big Year Plate for Even Impression." (In this last, "To" start the headline, so it is capitalized) "Putting Tinted Borders on Cards and Paper."

If you use all capital letters you will not be bothered, but when caps and lower case are used, this rule ought to be followed very carefully. If it isn't, you'll find a line will look strange or wrong to you somehow. In fact, if a line does look peculiar, check up to make sure that the ifs, ands, buts, etc., aren't capitalized somewhere.

Incidentally, we will be glad to answer, to the best of our ability, any questions incidental to proof-reading, phrasing, etc., either direct or through the *Helper*, if the points brought up have general interest.

What Type Should I Use?

This subject always rates high in interest every time we check questionnaires from readers. If you purchased your original equipment from Kelsey, and did not make your own selection of type, you received with your press what we considered the best possible assortment within the money allowed for the purpose. This might start with two or more sizes of Sans Medium for card, stationery or ticket work.

To this is usually added a font of Modern Bodoni 14 point #14-14, because this type is enough bolder and has enough extra display value to be extremely useful in general work. Some of the other sizes, 10 point #14-10, 12 point #14-12, and 18 point #14-18 are also a lot of help in getting good display.

Next in order of importance is a good roman type for text or body work, such as Centenary 8 point #6-8, or Century Roman in the same size. Almost any display type will go with this famous and popular Roman.

Modern Bodoni for display can be supplemented by another style, not quite so bold, and a good one for the purpose is Egyptian Bold in 10 point #85-10 and 12 point #85-12.

We cannot emphasize too strongly that type selection is largely a matter of preference and taste. What you like some other printer may not care for at all, and vice versa. Therefore, many substitutes can be found for the styles we have suggested. Good display can be made with High-spot #88-14, #88-18 and #88-24. Saybrook Script #93-14, #93-18 and #93-24 is also an attention getter which many typographers like. Some printers favor Cable Bold in 8 to 18 point sizes.

Narrow display faces like Regent #92-24 and #92-36 are tremendously popular on such different jobs as letterheads and labels. The lighter faced Plaza #90-24 and #90-36 is used in an equally wide variety of work. They both will be found useful as initials, on personal stationery. Speaking of personal stationery, reminds us that Saybrook Script and Plaza can be classed as correct for that work, too. Beacon Hill #91-12 and #91-14, Egyptian Light #95-8, #95-10 and #95-12, Cable Light #83-8, #83-10, #82-12, Cable Bold #82-8, #82-10, #82-12 are good stationery faces, and may be used on greeting card printing in the two larger sizes of each number (10 and 12 point or 12 and 14 point, depending on the sizes we have already mentioned).

For weddings and similar formal announcements Beacon Hill is good. Among the most popular for those purposes there are, in addition, Kelsey Script 14 and 18 point sizes, Spacemaker Script

(Continued on page four)

THE PRINTER'S DICTIONARY

Frisquet—Paper pasted on the grippers, with a hole cut in it to



Printing a single form in two colors with a frisket.

allow only part of a form to print. Friskets are used for many purposes.

Full Face—Bold or black faced type, also heavy rule which prints the full size of its body.

Full Face

Full Stop—Period.

Furniture—Wood or metal blocks used to fill out forms of type, plates, etc. Wood furniture comes in yard long strips which may be cut up by the printer to any desired size, or it may be bought in handy fonts or assortments all cut to standard sizes. Metal furniture comes in standard sizes, and has the added advantage of long life and absolute accuracy under all conditions.

G

Galley—A tray having three sides to hold forms, set-up type, etc.



Galley

Galley Proof—A printed proof taken by hand, of type in a galley. Usually such a proof is taken, and then pasted up in dummy form (see *Dummy*); the actual making up of the form being done from this dummy.

Gang Printing—Printing more than one job on the same sheet.

Gathering—Collecting sheets in correct order for binding or padding.

Gage Pins—Small devices which are pinned into the tympan padding, and against which the sheet of paper or card is fed into the press. Gage pins are set so that the proper margin will be made on all sides, and that each sheet or card will have the same margin.



Illustration shows how gage pins are used to hold paper or card in proper position on the press while printing.

Some printers use quads pasted on the tympan as gages, and others use various devices, but gage pins are the most common.

more next issue

KELSEY-DE LUXE Boxed Vellum Cards



WRAPPED in 100's—BOXED in 500's For Business or Personal Use

Two popular sizes: **Aa** 1 1/2x3 inches (Gentlemen's size); **Cc** 1 1/2x2 1/2 inches (Business, Professional or Salesmen'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 **Aa**, \$2.05 \$3.41 \$5.30 \$7.20
Size **Cc**, 2.33 3.50 5.77 8.05

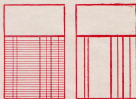
Not less than 500 of one size sold.

Ship. Wgt. per 1000, Size **Aa**, 2 lbs. Size **Cc**, 3 lbs

Statements and Billheads

Ruled Heading, White Bond Paper Printed below are the two styles of statements. Billheads have lines running the other way of the sheet.

STATEMENTS (Style A or B, same price)



Style A—Ruled complete with vertical and all horizontal lines for use with pen and ink.
Style B—Ruled with column and head lines only, for typewriter use.

Be sure to state style wanted when ordering.

Quantities of 500 1,000 5,000 10,000
Prices per 500 1,000 1,000 1,000
Standard, 6 1/2 x 8 1/2 \$2.35 4.54 4.20 4.97
Midget, 4 x 6 in. 1.46 2.78 2.68 2.58

Not made in style B.

Ship. Wgt. per 1000, Standard, 4 lbs.; Midget, 4 lb.



Style A Billhead

Style B Billhead is similar but has no horizontal lines except the head lines.

BILLHEADS (Style A or B, same price)

Sizes, 8 1/2 x 1 1/4 in. \$2.00 5.10 4.50 4.70
Four, 8 1/2 x 7 3.10 5.20 5.00 4.80

Ship. Wgt. per 1000, Sizes, 4 lbs.; Four, 2 lb.

Rouse Job Composing Stick



A sturdy, regular steel stick for use where a graduated stick is not required. Locks at any measure with a thumb screw.

8 inch (capacity 96 pieces) - 14.20
10 inch (capacity 69 pieces) - 15.20
Shipping Weight, 3 in, 1 lb., 10 in, 2 lbs

WITH OUR READERS

Heating the Ink Plate on Cold Days

You recently ran a note from a correspondent about using a candle or electric light bulb under the ink plate to heat it for better ink distribution (an old trick). I got a porcelain socket and used an inverted cone element of the lowest wattage (there are several). A socket can be used, although an outlet box is preferable. It stands up better.

R. C.

Water Does Protect Ink

About five years ago we bought a pound can of your regular black ink, and I remember your instructions to cover the ink with water to make it keep. I did this, and about a week ago I dug up this can of ink as I had run out of that I bought along with this piece of business.

I was surprised to find this ink in perfect condition, not even a scum on it. I can use it all without the loss of a single drop.

Editor's Note—As the reader has found, water seals the ink away from air, and prevents deterioration. However, while colored inks may be similarly protected when not in use, they will not, because of their chemical nature, stand as long a time as all-purpose black. We recommend gearing your ink purchases as closely to your requirements as possible, but, in between times, ink in cans may be kept covered with water and preserved. Ink in tubes should be kept capped for the same reason.

Time for Winter Rollers

Winter rollers are now being made, and you will find it to your advantage to do one of two things. If your present rollers are in good shape — no cuts or marks to mar their surface — lay them away, after carefully coating them with motor grease or vaseline. If they are not in perfect shape, replace them with winter (softer) composition, as outlined in the catalog on the page giving roller information (press parts etc). More time is wasted by printers with second-rate or out-of-season rollers than in any other way. Many printing troubles should be laid to such rollers that are blamed on the ink, the paper, the type and everything but the actual cause. Cold weather (with artificial, dry heat in the shop) will harden the best of summer rollers. By the way, even softer winter rollers will dry up unless kept coated with oil or grease when not in use. Get good winter rollers now, and take care of them. If you do, you will never know some of the troubles of less fortunate and less forehanded printers.

Proof Presses

There was a time, and not so long ago, when all proof presses were made very simply, and used almost wholly for proofs, but in the last few years the need for proofing multicolor work accurately has brought forward power-operated machines on which it is possible to make limited runs of work which are turned right over to the customer. Such presses run well into four figure costs, and are not for small or medium sized printers. The simpler style of proof press has a definite place in many smaller printers' equipment. He can use it for making placards, For Sale, For Rent, No Trespassing and similar signs. Washington hand presses were great favorites with printers for proof taking for many years, and extremely high quality work was turned out on them. They have been off the market for a long time, and are unobtainable except at premium prices in the antique class.

Another no longer made style of proof press had a very large heavy roller which travelled across the press bed, supplying the impression, the paper being first laid over the previously inked type. This has been superseded by the kind shown in the Kelsey supply book, with a ball bearing carriage to supply the pressure, and impression adjustments on each end.

This type of proof press has what is called a galley thickness bed plate, which is used on the bed at all times unless you want to make your proof in the galley. In that case removal of the plate allows you to place your galley on the bed and compensates for what would otherwise be a different thickness under the roller.

If a simple proof for inspection or correction is wanted, the form is laid on the bed of the press, the type inked with a hand roller (brayer in printing language), a sheet of paper laid on the form, and the cylinder carriage run over it, taking not much more time than is required to write this description.

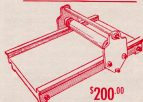
If the press is to be used for a large job like a For Sale sign, provision must be made for gaging. The form can be locked directly in the proof press with Kelsey or Wickersham quoins, using furniture, register or any regular lockup material. A large chase is handy for such work, as it may be locked up somewhere else in the shop, and when ready, laid on the proof press bed.

Gaging the sheet or card can be done in one of several ways. For example: tacks or short brads may be put in the wood furniture to act as gage pins. The travelling roller gives the overall correct impression, but minor adjustments are made by underlaying any parts of the form which seem to call for more impression. The regulating screws on the side of the press have been properly adjusted at the

factory and are best left as is.

A review of possible work for a proof press like this—bigger work than you can handle in small quantities on your present setup—may point to adding one to your shop.

No. O3 Proof Press



\$200.00

For making fine proofs of cuts, half-tones, forms, plates, etc. Popularly used for lineless lock work and short runs on large jobs such as postcards, school news papers and church calendars.

Accurate machining and rigid construction assure good results. Made to take any galley up to 18 x 18 inches. **200.00** Shipping Weight 25 lbs.

Cases for Odds and Ends

Lead and Register Case, 16 1/2 x 21 1/2 inches.

Hold a large quantity of leads, slugs, register, furniture, etc. in convenient form, so that any length may be picked up at a glance. Leads and slugs are easily bent or twisted if you leave them lying around. One of these cases will soon pay for itself in the large amount of material saved as well as being a great time saver. - **11.25**

Blank Case, Size 16 1/2 x 21 1/2 inches, same size as above, but has no partitions and provides a place to keep cuts, standing galleys, etc. **7.95** Shipping Weight of lead or blank cases, 7 lbs. Lead or Blank Cases Fit No. 4 Case Stand.

Hand Numbering Machine



345123

Facsimile Impression

6 wheel.

41.50

Are Your Cases Labeled?

Brass label holders, 3/8 x 3 inches, to tack on front of type case. Label slips in and can be changed at any time. Much neater than labels that are pasted on.

18 cents each; 1.50 cents per dozen



THE KELSEY MAN

Talks About

Making Your Press Easily Portable

A Pacific Coast reader stopped in some time ago and told of an arrangement he had made for carrying a 3 x 5 press around the country in his station wagon. He now writes us the details, as follows:

The press is bolted to a 3/8 inch thick piece of plywood which is long enough and wide enough to form the base of the enclosing box. The box proper has no bottom or top, but its four sides are high enough to clear the inkplate when placed over the press. The press has gliders on the bottom, to raise it above the bolt heads under the press. The press base also has molding on its sides around which the box fits so that it will stay in place. The open top of the box is covered by a tray which fits all the miscellaneous parts of a small printing operation—furniture, leads, ink, Print-O-Clene, rollers, planer, etc., fitted into several compartments, which are divided off. Strips on the tray hold it in place over the box.

Finally, there is another piece of 3/8 inch plywood on top. Our friend has used rope to hold this combination together, but as he says, there are fasteners available in hardware stores which would make roping unnecessary. He carried his type separately, in square cases. We used to make square cases and sell an arrangement something like this, but it is so easy for a printer to make his own that it did not have the sale required to keep it in our line. Any printer who travels around, whether in station wagon, trailer or even ordinary sedan can work up such a rig, which will be very convenient. As a matter of fact, the same can and has been done with the 5 x 8 press, using a larger box arrangement. The weight of the press is by no means so great that it cannot be stowed away in a car and brought out for business whenever necessary.

The reader who gave us the above description of his traveling kit, had work which for six years required traveling all over the country. Most of the printing was for his own business, but he did some other outside commercial work as well.

We have known press users to make a very interesting and satisfactory living by touring the country and offering their printing services wherever they go. That, however, is another story.

PLEASE notify us of any change of address promptly, if you want to keep your file of *The Printer's Helper* complete. Many readers lose one or more issues because of failure to let us know their change of address when it takes place. Be sure to include your ZIP code

Numbering Machines

Numbering machines can be furnished to run either forward or backward for the same price — but not, of course, both ways on the same machine.

Much numbering is done two, three or more up, such as for instance, in making check books, with more than one check to a page. If each numbering machine operated consecutively, the printer would have several checks with identical numbers every time he made an impression. He requires and uses machines with numbering wheels in them which will give him, for example, No. 1, 3, 5 for the first impression, 2, 4, 6 for the second, and so on.

Numbering machines are built so that the ordinary wheels giving consecutive figures can be replaced with so-called skip wheels. A skip-one wheel will give a 1-3-5 sequence, a skip two 1-4-7, etc.

The number of skips in a wheel may be identified before the wheel is put in the machine, by the ratchets on the side of the wheels. Two deep notches mean a skip-two. Three indicate skip-three, and so on.

One other point. To make a machine skip two you need an odd number wheel and an even number wheel. For skipping three, three identical wheels are required. There are two odd and two even wheels in a skip-four set. All skip wheels are easily substituted for regular consecutive wheels in any standard numbering machine.

Letter wheels instead of figures are obtainable, and any nine letters or less may be had on such wheels. In addition, machines are made with the "No." slide plunger removable, so that a letter slide may be used instead. When the No. is not removable, the whole plunger may be taken out and one with a letter or figure inserted instead.

As may be seen, quite a variety of work may be done with a standard numbering machine either with or without skip wheels or slide plungers. We will not attempt to go into special machines, which are made in all shapes and sizes, to order, with price tags to match. The average printer will confine himself to the kind just described, unless he intends to specialize and purchase equipment accordingly.

What Type Should I Use (Cont'd)

(for the smaller, one-fold sheets), Typo Roman 14 and 18 point and Typo Roman Shaded, Invitation Text and Fairfield.

As anyone can see who goes over the catalog, this list by no means begins to touch all the styles of type which are available. The alternatives are, many of them, probably as good, but you can't go wrong with the ones mentioned.

BORDER No. 8-B

30 Inch Font, \$2.80
30 Inch Font, 5.90

Deckle Edge

Greeting Folders

Suitable for weddings, business openings, Christmas folders, graduations — any work calling for high-grade expensive appearance. Each box contains 50 deckle edge sheets 6 x 9 (double sheets), creased in the center to fold size 4 1/2 x 6 (French fold), and 50 envelopes to match, size 5 1/2 x 6 1/2.

#33-50 Gray-White varnished, 3.25 each
#34-50 White vellum, - - 2.70 each

CAST WHEEL NUMBERING MACHINE



\$17.75

This economy model is offered at the lowest price in the U. S. An excellent machine, with cast wheels, it numbers from 1 to 99999 at the same time job is printed. Machine is 3/4-inch wide and 1 1/4 inches long, with Roman figures 3/4-inch high. Shipping Weight, 2 lbs.

SANS CONDENSED

No. 96-10	Regular Font, 9A 18a	\$4.80
10 Point	Large Font, 24A 50a	12.20
	Lower Case, 50a	6.15

CONDENSED TYPE for more words in line #1954

No. 96-12	Regular Font, 7A 17a	\$4.40
12 Point	Large Font, 22A 50a	11.15
	Lower Case, 50a	7.20

MANY USES for slender lettering. \$2.98

No. 96-14	Regular Font, 6A 14a	\$4.65
14 Point	Large Font, 20A 44a	14.75
	Lower Case, 44a	7.95

FOR CARD and envelope printing, 6

No. 96-18	Regular Font, 4A 10a	\$3.80
18 Point	Large Font, 18A 00a	15.10
	Lower Case, 30a	7.45

EASILY read and seen \$73

No. 96-24	Regular Font, 3A 6a	6.70
24 Point	Large Font, 9A 19a	17.80
	Lower Case, 19a	8.25

HEADINGS, listings, 943

No. 96-36	Medium Font, 3A 6a	12.55
36 Point	Large Font, 6A 15a	21.55
	Lower Case, 15a	10.40

ALL-purpose I

ABCDEFGHIJKLMNPOQRSTUVWXYZ & abcdefghijklmnopqrstuvwxyz ; , . - ' ! ? \$ % & * ' 1234567890

NEED NEW ROLLERS?

New ones are inexpensive and much time can be wasted trying to get a good job when rollers are too hard in winter or too floppy in summer.

Prices are for each roller. Not per pair.

Standard Composition	All Season
Size	new
Hand, 5 1/2" x 3 1/2"	2.65
Junior	1.90
3x5 1/2" diam.	2.10
5x8 1/2" diam.	2.45
6x10	2.75
9x13	3.50
Star	3.15
Vinyl Rollers 3x3, 12.00 ea.; 5x8, 14.00 ea.; 6x10, 16.00 ea.; 9x13, 22.00 ea.; Star, 21.00 ea.	

Above rollers for current models