PRINTER'S HELPER



PURIT ISHIPD BY THE KELSEY COMPANY MERIDEN, CONN. 06450 Single orders for \$20 or more keep

Figuring the Number of Small Sheets Which Can Be Cut From a Larger One

A reader recently suggested that we print charts showing the num-ber of pieces of any given size which may be cut from the large sheets of paper or cardboard. Since the number of different sizes on which a printer might want that information is infinite—both A reader recently suggested that

8

standard



CUTTING IS PIECES OF SIZE 4"XIO"OUT OF A SHEET, SIZE 22%"X 28%"



SHEET OF PAPER SIZE 17"X22"

as to the full size sheets and the smaller ones which may be cut from them, we are afraid no charts for which we have space would

satisfy everybody, but a few hints

satisfy everyhody, but a few hints on the subject may help. In the first place, there are stan-dard cut sizes listed in the cata-log, most of which are planned to get as many pieces out as possible with a minimum of waste, or none with a minimum of waste, or none at all. For example, 8½ x11 sta-tionery can be cut from 17 x 22 with no loss, the 8½ going into 17 twice, and the 11 in 22 twice, or four to the full size sheet. If a slightly smaller sheet is wanted, no slightly smaller sheet is wanted, no more can be gotten out, and the overage would be waste. 5½ x x 8½, being half of 8½ x11 will figure at eight to the big sheet, and so on. One important point should be remembered — a satis-factory edge requires trimming the paper again after it has been cut, and this should be allowed for on and this should be allowed for on special sizes. Most stock papers— 8 ½ x 11, and such are cut 1/32" 8½ x 11, and such are cut 1/32" undersize, that amount being what is necessary to give them the final trim, and to square the sheet up. Such trimming is doubly necessary on cardboard if a nice smooth edge

is to result. is to result. The commonest size in book paper is 25 x Ss, which gives 9 x II paper is 25 x Ss, which gives 9 x II paper is 25 x Ss, which gives 9 x II paper is 25 x Ss, which also cuts to 9 x 12 reasonably well, with a little margin for those who may larger than the inside ones. Some papers come normally in 24 x 96 (News White, for instance) which is another snug fit for 9 x I2.

work either to stock sizes or to ones which will cut with as little ones which will cut with as little offcut (waste) as possible. A re-cent national survey of printing indicates that neither printers nor their customers are taking advan-tage of stock sizes as much as they tage of stock sizes as much as they might, and that as a result an enormous amount of paper is wasted through using uneconomical dimensions. Printers can afford quote better prices if they will not only use the sizes which cut well but educate their customers to consult with them on the subject before they go so far that they can't change if it is advisable.

Punched Work

Punched work may be handled in runched work may be andided in several ways, depending on the quantity involved, and whether you can see enough of that kind of work ahead to equip for it. If you have no punching equipment and do not see any reason for obtainall punched to your specifications, or those of your customers.

A better and inexpensive way to take care of the common size holes is to buy punching dies which you can fit in your press along with the type, punching as you print. Such dies will be found in the sup-

ply book.

For the man who prefers to punch as a separate operation, hand lever punch is available also,

A Good Way to Crease Paper and Card Stock

Creasing cards or paper may be done when printing, but the creas-ed line will be inked, and for the better grade of work this will probably be objectionable. You can run the job thru the press without rollers and under

press without rollers and under creasing its to you'de see the creasing its to you'de see the creasing its provide of the creasing the creating the creasing the creasing the creasing the creating the

Paste a piece of our pad back board or any other heavy, but not too hard cardboard, about .04 inch onto your press platen. Lock your creasing rule in the chase in the creasing rule in the chase in the correct position, and take a light impression on the cardboard. Then, on each side of the impression, paste strips of hard, smooth card-board about the thickness of our heavy white (4 ply or thicker). You can bevel the inside edges of these in the control of the control o (Continued on page three)

in the supply book. If you have one or more customers who frequently require punched jobs, you may find such a punch a time-and money-saver. such a punch a time-and money-saver.
The printer who has a substan-tial volume of punching will go one step further and drill, rather than punch holes. Hollow drills are made for this purpose, because

are made for this purpose, because the confetti coming from the paper being punched has to be disposed of some way. While these drills are made to fit specific machines; are made to fit specific machines; they can be used in a common drill press if the chuck is big enough to take the very large shank of the drill. A hand drill would not provide a large enough chuck for it, but a carpenter's chick for it, but a carpenter's large the control of the contr brace might serve. A man with lattle and turning equipment could turn down the drill shank so as to be able to get it in a smaller chuck, but he would have to take eare not to turn it down too far, as the heavy shank is made to protect the hole in the drill for confetti (paper

chip) removal.

When a hollow drill is used this way, a board for top and bottom of the paper or card pile should first be drilled with the size hole to be used, to keep the drill from wan-dering and making inaccurate

The ultimate for job printers are, of course the hydraulic machines made especially for these hollow drills, such as we use for our punching service, but there are lots of things which you will need which cost less, before you will need which cost less, before you get to that stage. In the meantime you can adjust your punching methods to your volume and your pocket book.

Printed on Kelsey Enameled-60 paper, with Kelsey Halftone and Mixing Black Ink

Sealing Tape Instead of String

During the past few years, sealing tape has made large inroads on jobs which were formerly tied with string. Tape is not only quicker, but it makes a neater quicker, but it makes a neater package, in many cases it is stronger. String can become caught and yanked off in shipping, where-as scaling tape makes a smooth surfaced package which on many packages will mean better travel-

Along with the greater use of Along with the greater use of tape for shipping, or following it, has come the application of it to other packages, in stores, and in retail business generally. The printer has found that he can deliver his package in neater form,



TO HOLD TAPE INSTEAD OF SLOT Two ways of feeding ribbon or tane

as well as cheaper if he uses tape. All that is necessary to use it a sponge, altho tape machines for

a sponge, altho tape machines for moistening and cutting are now so low in price that it is hardly worth while getting along without one. While on the quantity end of tape printing, there are specialists whose prices are very low, many printers find it possible to pick up some nice business on small orders A spindle can be rigged on each side of the press, one to hold the unprinted tape, the other to re-ceive it printed. There have been ceive it printed. There have been at one time or another special de-vices for this, but we do not know of any now. Many readers have told us that simply pushing the tape across the platen as fast as it is printed works satisfactorily.

Getting Spots Off Halftones

From an old reader: I had considerable difficulty in getting all lint and foreign par-ticles off halftones. I finally hit on the idea of using masking tape (similar to so-called Scotch or cel-(similar to so-called Scotch or cel-lulose tapp.) By pressing the sticky side of the tape against the face of the halftone, then raising it off and moving it to another place on the cut, and repeating, I got all the bothersome spots and particles off the plate without any of the sticky part of the tape com-ing off on the halftone.

THE PRINTER'S

DICTIONARY

Good Color-A job printed with enough, but not too much ink, is said to have good color. Used in reference to black ink, as well as

Gothic Flap - A deep pointed on envel

flap on envelopes.

Grain—The direction in which
the fibres lie in paper or card
the fibres lie in paper or card
it is important to discover this,
because the sheet will fold with
less cracking with the grain than
against it. Simply foding a beginning
will determine the grain.
Gothie—In this country, type
without serifs (cross pieces on the

ends of the main stems of the let ters) and with all strokes of the are more around the same unickness are more or less mis-called Gothics. Abroad these styles are called Sans-serif type, and since the introduction of the modernistic faces, the term Sans-scrif applied in this country, but mostly to the newer faces of that kind rather than to the older ones. The Copperplate Gothics are not strictly Copperpiate Gothics are not strictly Gothics, as they have a very slight serif on them, in facsimile of the minute serif left by the engraver in making copper plates. Below are so-called Gothic and Sans-serif letters.

10 Point Cable 10 Point Gothic

Graphic Arts-Term applied to all branches of the printing indus-

Gravure See Photogravure and Rotogravure. Great Primer-The old name for type approximating 18 points.

Grippers or Gripper Fingers Grippers or Gripper Fingers — Flat metal rods or fingers which hold the sheet or card in place on the tympan while it is being printed, and prevent it from stick-ing to the type when the chase and the platen move away from each

other.
Gudgeons — Roller Wheels
Guides — All gauge pins are
guides, but not all guides are
gauge pins. See Gauge Pins. Any
devise for holding the paper or card
in place on the press for printing. Gutenberg, Johann-Born 1397, ed 1468. While there is some died 1468. died 1468. While there is some controversy about it, Gutenberg is usually credited with the invention of movable types. His first book, the Bible, printed around 1450-55, is a most printed around 1450-55.

is a most prized rarity, largely because of this. because of this.

Gutter — A white streak in printed matter caused by an accidental arrangement of words which brings them in line with one another and consequently makes the white spaces between them line up. Also used to describe the blank space between two printed pages.

Use a Sealing Machine for better looking packages



as you draw off just the amount nee time. For tape up to 1½ inches wide, For 8 inch tape,

Gummed Tape

inches wide



Universal Punch

Complete, Shinning Weight, 4 round Handy 4-in-1 Case



Quadruple Cap Case, 16 fonts-such as Copperplate Gothic (all four 6-point sizes,) etc. (Skip. Wgf, 11 lbs.) 19.00

Ezy-Klene Black

A dense black ink which can be left on the press and rollers-for two or three days. 14-lb. tube, 1.26; 1-lb. can, 2.17

The Printer's Helper

WITH OUR READERS

Cutting Paper Without a Cutter

Here is a suggestion for those who have no paper cutter. Place the stock to be cut on a table, with a heavy piece of card-board on the bottom. Then mark off where you want to cut. Place off where you want to cut. Place a steel square along the line, and cut with a sharp knife, the square being your guide. Be sure the knife is kept sharp, by honing, paper from slipping. Stock up to ½ inch may be cut at one time. I have found this method very successful on newsprint and bond, although I have never tried it on off where you want to cut.

cardboard. Editor's Note: This reader is without knowing it, following the dold time way of cutting paper with a "plow", a device that used to be sold in later years more for book binderies. It operated back and forth over the paper, taking a deeper cut each time as it went thru the steek.

Making Envelopes More Salable

I received an order for envelopes from the most exclusive jewelry store in town, in spite of four other competitors. This is what got me the order: I printed in the lower left hand corner of a sample the name of our city, the date when it was settined and by whom; the nonname of our city, the date when it was settled and by whom; the pop-ulation and the total number of industries. They liked this bit of history and information. Editor's Note: This angle is cap-Editor's Note: This angle is cap-able of development in a number of ways which will occur to any print-er who gives it a little thought.

Feeding Napkins

Several of your readers have commented on the feeding of nap-kins. Take the napkins, and kins. Take the napkins, and pile before you start printing. It takes only a few minutes, and they are much easier to grasp in that

I send my Helpers either to England or Ghana, as they are welcomed every where.

Use Personal Names

An old reader uses a Kelsev Press for his church calendar, and he writes us that he has discovered that an old idea known and used by newspaper editors everywhere is just as effective when applied to

church calendars.
This old reader says that by the liberal use of personal names in the calendar, wherever they fit in without being actually out of

The Printer's Helper

place, he has more than doubled the number of calendars taken home by his congregation. Before they were read in church, but not kept. Now, they are preserved.

Newspapers, even in the largest ties always take advantage of cities always this fondness for seeing one's name in print. The smaller the community or publication, the more it is possible to indulge subscribers and readers. The fact that Mrs. Jones readers. The fact that Mrs. Jones went to a neighboring town to spend the day is interesting to Mrs. Jones' friends, and Mrs. Jones is the most pleased of all to see it disclaim any such satisfaction. Names make news, but even more they make circulation and bring in subscription money. If you are publishing anything which you want thoroly circulated, and it is at all possible, don't overlook using this cardinal principle of journal-

Offsetting

I noted an article in a previous Helper about using powder on the tympan to prevent offsetting. I Since I was a satisfactory on short runs, but on a long run where both sides are printed with short runs, but on a long run where both sides are printed with size of the size of ink on the tympan from the already printed sheets which makes them stick fast.

Good Way to Crease (Cont'd) between the two strips should de-pend on the thickness of the stock you are going to crease, but you will have to experiment to find out the best spacing. The channel will have to experiment to find out the best spacing. The channel should be wide enough to take the rule plus the stock without binding or the necessity for too much squeeze. Placing the crease on the outside of the required fold usually works best, which may be just the opposite of what you might think, but it makes senue because that is the side which must be stretched when the folding is done. You can try adhesive tape in place of can try adhesive tape in place of cardboard strips if you wish. This crease or hinge should be wide on heavy stock, and narrow on thin stock to fold properly. The channel should be deep enough to break the stock in the middle for satisfactory



adjusted to any measure.

8 inch, (25 pica capacity), - \$4.50

Shipping Weight, 1 lb

Ink Caked on Ink Table

An old correspondent says that he finds an old razor blade of great assistance in removing dry and caked ink from the ink table. Nowadays there are a number of holders sold for such blades which make them doubly useful after they have been discarded as shaving implemente



Made in two sizes: 14-inch and 18-inch uy paper and cardboard in sizes to fit tese cutters and do your own cutting. these cutters and so you own essential save money.

All Steel Construction—Hollow-ground detachable blade—Balanced Lever—Automatic Safety Latch—Adjustable Back Gause (removable for cutting long sizes)

Specifications: 14 in. 18 in.

Gause (removable for cutting one size Specifications: 1 din. 18 in. 18 in. 18 in. 2 deter cutter (rester to the size of the si

14 inch. \$325.00 18 inch, \$475.00 Wot. 25-inch gob,

Billheads and Statements Ruled Heading, White Bond Paper



Style A —Ruled complete with vertical and all horizontal lines for use with pen and ink, Style B—Ruled with column and head lines hen ordering

BILLHEADS Quantities of 500 1,000 5,000 10,000 Prices per 500 1,000 1,000 1,000 0,000 058xs, 8½ x 4½ in. 83.00 \$4.00 \$ STATEMENTS

Standard, 51/4 x 81/4 2.55 4.24 4.20 @Midget, 4 x 6 in. 1.06 2.78 2.68

Not made in style B



Helpful Tools for Your Shop

We have already discussed the basic or personal tools which you need to do your printing efficiently — composing stick, line gauge, bodkin and tweezers. If you have one or more assistants or partners, they will each want a set.

There are other useful acces-sories, only one each of which are needed unless the shop is larger needed unless the shop is larger than most of our readers are con-nected with. A good example is a lead cutter, or a rule and lead cutter. It is possible to buy your lead and rule cut to convenient lengths, just as you can purchase cut paper and cards, cut reglet and furniture, etc. But, unfortun-ately, you cannot foretell what sizes you are going to need, and in spite of the fact that you should in spite of the fact that you should as far as possible try to keep your material in standard sizes and make your forms in those sizes so as to avoid odd lengths of leads, slugs, reglet and furniture, you are going to run into jobs for which you will have to cut them specially, A lead cutter on your bench will save you a lot of time and trouble. A more expensive cutter will handle both rule and leads.

There are various wood saws for handling reglet and furniture on the market, but for many one man shops their cost is not justified. However, if you have a motorized However, if you have a motorized circular saw rig, or can pick one up second hand, you can provide yourself with a fine tooth saw which will do a good job. The ordinary wood saws or combination ordinary weed saws or combination wood and metal saws are not suit-able. If you want to equip your-self for metal sawing you will need a hollow ground one. However, since you can only have one saw blade on the saw of t blade on the arbor at once, and place on the arbor at once, and it is a nuisance to change them for one or two cuts, you'll probably find the best combination to be a fine wood saw, and a lead or rule

and lead cutter. If you have the cutter and a saw, you can buy your leads, slugs, reglet and furniture in economical

full length strips, and cut them up as you need them. Harmony in Printed Matter

It has been suggested by a reader of The Printer's Helper that more emphasis might well be placed on making all the printed matter of any one firm or individual har-monize by using the same styles of type for letterheads, cards, envelopes, billheads, statements, envelopes, billhead package labels, etc.

package labels, etc.

This point is a good one, and in many cases ought to enable you to sell several jobs to the same customer either at the same time, or in close succession. To many who buy printed matter, this idea does

IOHN C HERRST Post Posts

GENERAL INSURANCE ALBANY STREET

Loren

A Well Arranged Billhead We show this month in minia-

ture an 85 x 7 billhead, set in Caslon and Copperplate Gothic. The agency, but the same top arrangement can be used for almost any line of business, either on a regularly ruled billhead style A, or on the style B without cross ruling.

Keeping Samples of Your Work - and Prices

Get a box file from your sta-tionery store, and if the file has an alphabetical index, either alan alphabetical index, ether at-ter it so that you can relabel it-with such headings as "Letter-heads", "Envelopes", "Billhead Statements", "Cards", "Tickets," "Invitations", "Programs", etc., or make new cardboard divisions or make new cardboard divisions with similar headings. When a customer asks to see samples, you have then neatly cataloged, ply of samples increase, you can add more files. Some printers find it advisable to have a box case they leave the alphabetical index in the box, and file the samples by the names of their wants a letterhead and you have done one for him before, it takes wants a letterhead and you have done one for him before, it takes but a moment to pull out the sample and show him for any possible changes, or to use for duplicating it. This same meth-od can be used for keeping a record of costs on previous jobs. The samples can be filed with data on them as to time, stockdata on them as to time, stock used, price, etc. Naturally this would be a separate file from the one in which you keep samples to show your customer.

not occur, and they welcome the idea as something which will add individuality and dignity to their business, which it does. This may be carried out not only as regards type, but color of paper and ink.

PUNCHING DIF Round-hole punch for use in press

Round-hole punch for use in press. Small steel devices like emugads, but type high, with a circular cetting edge and ageing elector planners for pushing mental specific production of the press like any type form. A small on the press like any type form. A small steel production of the press like any type form. A small is glared on tympon and punch works is glared on tympon and punch works to be punched in between, Gauge gins are segment, this, with paper or card stored production of the press o

No. K-4 %" K-5 %4" K-7 360 \$1.25 each

Fairdield

Amalgamated Electronics 60 No. 1888 18 Point *CAPS \$10,00 8A 29a \$28,90
State Board of Trade Excelsion Press 8

Yule Tide!

ABCDEFGHIJKI AL MODODOSTOLOUNA USS abedefghijklmnopgretur

wxy3 .:: '!?"-)(\$1234567890%¢

PRINTOCLENE

Gasoline, benzine, kerosene and various al-kali cleaners are all efficient, but PRINTO-CLENE combines the good qualities of all. It does not evaporate quite as fast as benzine or high-test gasoline—box.

It is Safe to Use

1 Pint Can. 1 Quart Can, Gallon Can,

The Printer's Helper