



WHAT TO PRINT AND HOW TO PRINT IT

No. 433
1973

The Printer's HELPER

The KELSEY COMPANY
Meriden, Conn. 06450

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

Your Printing is Tailormade

A reader stopped in the other day, and during the course of business remarked that no matter what other printing got away from him—to mail order outfits or others—he had the edge on them when it came to work for the various organizations, such as clubs, lodges, churches, etc. The rigid forms provided by large outside printers are not suitable, with the result that the small or medium size printer can give them a service which they cannot find elsewhere.

This ability to give a tailormade job is an advantage which should be followed up, not only on organization work, but in handling other kinds of prospects and customers as well. The large scale firms provide certain forms, which must be taken as they are. The individual printer can make small changes which fit the printing to the customer's needs better without incurring any great additional expense—or if there is more work, charge accordingly. You can make more prompt delivery, too. Another reader told us recently that some time ago he lost an order of printing statements which he had previously been getting right along, because a mail order agent took the job. A month or six weeks later he got the regular order for statements—5000 of them. Inquiry as to why the customer needed more so soon elicited the reply that the mail order lot had not shown up. The low-price outfit waits until it has enough of the same form to make a large sheet a one printing. If the customer is lucky it may go to press in a week or so. If orders for the item are slow, or a lot has just gone to press, the job may wait six weeks or more. The deposit the customer made was the agent's commission, so as far as he was concerned the transaction was finished. Anyway, he probably wouldn't be back that way for a long time, if ever. The manufacturer hadn't received any

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Factory and Office Work

Many a business man feels swamped with paper work, but there is nothing he can do about it, and printers continue to benefit by the paper blizzard. Large printers are not the only ones to be helped—many a one man shop is able to depend on factories or offices. We don't recommend that any printer get used to leaning on one good industrial customer, but many of them do, because they can depend on it.

For the small printer, the smaller industries, whose requirements are for relatively modest quantities of numbers of items, will be a real help. Factory offices need the usual stationery and card forms, with which you will soon become acquainted. The manufacturing or production end of the business will be looking for labels, instruction lists and the like, and if more different items they produce, the greater variety for you to work on. The possibilities are well worth exploring. Sometimes colored labels are used in certain stock sizes, the local printer being the one to print in the name, description and weight of the item. To many a manufacturer, large and small, this provision of proper box, bottle or container marking is a problem and a nuisance. Many of them have bought Kelsey presses so as to handle it in their own plants, the names of which are household words, or headlines in their respective industries. A lot more don't want to handle it internally, so printers have their opportunity.

We can assure you that others are making a good thing out of such arrangements. If you are not, and need more business, get out and investigate. The Printer's Helper exists, not to publish success stories, of which we receive plenty, but to check those stories and give you proved leads which you can follow up. This is a good one.

Keeping Cost Records

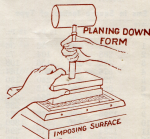
Most printers have a system for keeping information on jobs they have done for their customers—or should. These will show not only their costs, for quoting on reruns, but save them the trouble of figuring it out all over again next time.

Many printers have pet systems of their own devising, which they swear by. One of our readers tells about going to another printer who had been doing his large work for him, to get some details on one of his jobs, and it took two men for an hour to rummage thru the "records" and find the order they were looking for. As for our reader, his method is to give each customer a number, which is carried on every order the customer ever gives him. Each order has its envelope, but they will all be in the same place in the file. A small card index tells him what number any given customer has for filing purposes.

Watch Your Imposing Surface

Every printer knows that a smooth, level printing form is necessary for good results. Everything in the chase must be tight, and the planing or leveling must be done carefully, before the form is locked or fastened. In Excelsior presses, the chase bed may be removed from the machine and used as an imposing surface. For other presses, and handy for Excelsior owners as well, is a separate imposing bed or stone. Marble stones, made especially for the purpose are particularly good. Planed iron surfaces may also be had, but they are much more expensive than marble.

No matter what kind of surface you may use, keep it smooth and clean. Small specks of metal, wood, ink, or anything else, if they are on the surface when you lay your chase down, will prevent your getting a good lockup. One small speck will raise a single letter in your form, and when you start to print, that letter will



punch the paper. Even if the job is not a fussy one, the type will wear, and next time you use the letter it will appear low or imperfect.

A poorly planed form will cause all sorts of irregularities. It will prevent proper inking, and you will be in the position of putting more impression on, or building up the low spots with makeready. A lot of this trouble can be avoided by giving the imposing surface, whatever kind it may be, a preliminary wiping off before you lay your chase on it. Then you can feel reasonably sure that any inequalities you see are not coming from the bed on which your form is resting.

Be careful, too, of the surface of your planer. If it is used on type from which the ink has not been cleaned, the ink will harden on and make it rough. Satisfactory planing down of the type form cannot be accomplished with a rough-surfaced planer.

Watching little details like this will save you much time and trouble when you are in a hurry. You'll also be able to turn out better work.

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

Keep The Helper for Reference. We cannot furnish back numbers. Edition is exhausted in month of issue. For standard binds holes punch as indicated.

How To Figure the Right Amount of Type For a Job

The two systems of ascertaining the amount of type needed to fill the needs of the printer are as follows:

- In small fonts the numerical count of the number of cap and lower case "a's" is sufficient as you can readily count the characters required in the copy to be set.
- In the large fonts, the following method will prove accurate enough to ascertain the amount of copy that can be set from a given font:

To ascertain the quantity of plain type required for solid areas of copy, find the number of square inches the copy will occupy (refer to copy fitting table below) and divide the same by 4; the quotient will be the approximate weight of the matter; but as it is impossible to set the cases entirely clear, it is necessary to add 25% to large fonts and 35% to small fonts to allow for dead letter.

Ems in Square Inches of Type

Square Inches	6 Pt.	8 Pt.	10 Pt.	12 Pt.
1	144	81	52	36
2	288	162	104	72
3	432	243	156	108
4	576	324	208	144
5	720	405	260	180
6	864	486	312	216
7	1008	567	364	252
8	1152	648	416	288
9	1296	729	468	324
10	1440	810	520	360
11	1584	891	572	396
12	1728	972	624	432
13	1872	1053	676	468
14	2016	1134	728	504
15	2160	1215	780	540
20	2880	1620	1040	720
40	5760	3240	2080	1440
42	6048	3402	2184	1512
45	6480	3645	2340	1620
48	6912	3888	2496	1728

(The above table is not complete, but the missing gaps can be readily filled by simple printers' arithmetic.)

Typewritten copy is particularly easy to estimate, because so-called pica typewriter characters work out ten to the inch (figuring, of course, spaces as characters) and the smaller elite type has twelve characters to the inch.

To find out how much matter you have in a given page of typewriter copy, you need only measure the number of inches in one line of average length, and multiply that by the number of lines. If you want to go further and get this down to words, count the letters in a few words to see how they average.

THE PRINTER'S DICTIONARY

Highlight—Light parts of half-tone or other cut as contrasted with intermediate (middle) tones and solids.

Hollow Quads—Quotation quads, 2x4 picas (and larger) in size.

Hue—The predominating color in the ink.

I

Imposition—What seasoned printers would call "stone work," that is, the making up of the form on the imposing stone, or elsewhere, in such shape that it is ready for the press, including the locking up of the form in the chase. See also *Composition* and *Makeup*.

Imposing Stone—A metal or stone surface, absolutely true and level, on which the form may be put into the chase and locked up. Excelsior press owners who do not have separate imposing stones or surfaces are able to use the chase bed for that purpose.

Impression—The squeeze between the surface of the form and the paper.

Imprint—The name of a firm or individual and sometimes address, on a piece of work which identifies it as his production, or as put out under his sponsorship. In the case of books, there are sometimes two imprints, one of the publisher, and another of the printer, when the publisher does not have a printing plant and hires somebody else to do it for him. Many manufacturers furnish circulars of their products to merchants who handle them; or to representatives, if they sell insurance or a commodity not requiring a retail store or wholesale warehouse. In that case the manufacturer often puts the imprint of

KELSEY

his representative or dealer on the circular, and such circulars are known as imprint circulars. Under such circumstances, the imprinting is usually done at a different time than the balance of the printing, because the quantities are smaller, and it may best be done on smaller presses. Many small press owners find it profitable to imprint circulars for the manufacturer; or for the dealer, in case the manufacturer supplies them without the imprint. Many printers have made up for them a special design, which may be reproduced in small size, and used on such of their work as is permissible and in good taste. When that it done, the imprint is in reality a trademark. Many of the early

printers had their imprint, just as silversmiths and other craftsmen had their mark, which identified their wares. The mark given, here if we were in the printing business, instead of being manufacturers of presses and supplies, would be an imprint, and under a broad construction of the term may be applied even to the use of not printers, when we use it on our own printed matter.

more next issue

Compounds

For Good Inkling

Drying Compound, Speeds drying, and helps when ink dries or on surface. Also used with reducing or fixing compound for same purpose. Directions on tube. Per tube, - - - - - **1.59**

Reducing Compound, Improves performance of colored inks on large solid areas, such as tint blocks, cuts with solid picking, occurs. Use with drying compound listed above. Directions on tube. Also shows drying of inks which seem to dry too fast. Per tube, - - - - - **1.48**

Fixing Compound, Makes colored ink work better on bond papers, cellophane, glassine, pyroxylin or any surface on which must dry without penetrating. Use with drying compound listed above. Directions on tube. Per tube, - - - - - **1.36**

Kit M, these three ink mixing helps will eliminate many ink problems. Tube of each, - - - - - **4.22**

Ink Users Guide included free with order for inks amounting to \$2 or more.

Anti-Offset, Anti-picking Compound, This compound will be mixed into the ink to overcome offsetting or picking, especially on coated paper or cards. Only a very small quantity is used and it can be mixed on the ink plate or on an ink slab. - - - Per can, **1.59**

Lithographed Certificates

NOW! NEW LARGE SIZES

Available in Blue, Green and Orange Background

White paper, lithographed with an attractive, engraved appearance green background. Suitable for premium slips, credit coupons, award of merit certificates, individualized Christmas greetings, guarantees or stage money, school diplomas, birth certificates, membership blanks, licenses, credentials, etc. Get a fair with your next order and show them to your business customers.

Quantities of 250 500 1,000 5,000 10,000

Prices per 250 500 1,000 5,000 10,000
No. 1, 7 1/2 x 5 \$2.11 \$2.82 \$6.22 \$5.00 \$5.00
No. 2, 8 1/2 x 9 " 3.40 3.40 \$15.50 14.00 14.00
No. 3, 8 1/2 x 10 " 3.50 14.50 36.50 24.00 25.00

Cut Your Own Leads and Slugs to any length, with the Excelsior Lead Cutter

Buy leads and slugs in strips at low catalog prices, on a pound basis. The Excelsior cutter will pay for itself in time (and cutting charges) saved. Furnished with vice and half-pica gauge.



\$13.45 Shipping Weight 2 pounds

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WITH OUR READERS

Random Notes

"In one issue of the Helper on numbering machine work you suggested notching the roller when the "No." of the machine prevents the roller from inking the figures. I solved this by putting a piece of friction tape around the roller where it crosses the figures." In other words, he apparently builds up the diameter of the rollers at that point to counteract the extra height of the "No."

Some time ago we told how one of our readers had motorized his raised printing unit with the aid of an old sewing machine motor. Another reader tells us that he picked up a junked Multilith and made a continuous process unit out of that. He also made a vibrator to shake off excess compound on sheets, by taking the fan blade off an electric fan, and replacing it with a metal disc (actually the top from a 1/2 pound tobacco can) bent 1/4 inch down on one side, up on the other, which gives the necessary vibration. He put his vibrator in a deep pan so as to keep the powder dusted off from getting into the air.

Another reader has found that bird lovers and nature people like stationery with birds and other pictures in keeping with their interests on it, and has done well with it. One specimen includes the words "WHEN WINTER COMES—Let's Help Our Feathered Allies Too!"

Still another reader lives in a town that recently changed its street numbering system. He got out a card reminding all his customers that there was a deadline when the new system went into effect, and suggested immediate attention to their corrected printing requirements. Welcome business resulted.

One reader says that a diagonal colored line from the top right of the tympan to the bottom left (assuming that your side gauge is on the left) will speed up feeding jobs such as envelopes. He says that "the eye automatically guides the hand into the place for correct gauging."

Imposing Surface



Imposing Surface, smooth, hard Masonite, for use in locking up forms. One side has beveled edges.

8x12 inches, 3/8 inch thick, \$2.20
12x18 inches, 1/2 inch thick, \$3.35
5 1/2 x 7 1/2, 8x12, 3/8; 12x18, 1/2;

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Setting Wedding and other Announcements

Of all printing styles, wedding invitations and such announcements seem to change the least over the years. There are variations in the size of the stock used, but the differences are not material. Custom seems to decrease that, except in war years, when paper is scarce, there should be a folded sheet, an inside and an outside envelope, and usually a piece of tissue, ostensibly to prevent smearing or offsetting of the printed surface.

Of late years there has been a trend toward larger envelopes and smaller sheets, which makes possible a single fold, with none in the printed page itself. However, styles being what they are, a reversion may set in, so consult the wishes of the customer on this as well as on all other points. You can only suggest and advise; the purchaser decides. The information in this article can, therefore, only be considered as reference material to be stored away in your mind or

with the rest of the lessons for later use.

All invitations and announcements are, of course, written in the third person. The English style of spelling words like honor and favor (with a u, "honour, favour") is the accepted rule. The first page of the sheet is used for printing. The invitations are made out in the name of the bride's parents if both are living. If only one is living, the surviving parent's name is used; if they are divorced, the one with whom the bride-to-be resides. If both are dead, the nearest relative issues the invitation or announcement.

While much wedding stationery is engraved, a large quantity of it is turned out by the raised printing process, using the dull or matte finish compound, and if it is done properly, most people are not aware of any difference. Type foundry have reproduced exactly the style of lettering which engravers use, so everything, including price, is in favor of the printer.

*We would be honoured to have you join
with us in prayer at the Nuptial Mass, when
our daughter Kim Elizabeth and Joseph S.
Gardner, will be united for life in Jesus Christ
through the Sacrament of Holy Matrimony,
on Saturday, the thirteenth day of October, the
year of our Lord, nineteen hundred and seventy-
four, eleven o'clock, in the Church of Saint
Mary, Berlin Street, Hartford, Connecticut.*

Mr. and Mrs. A. J. Murphy

Set in 14 point Park Avenue, No. 1409

Specimen: Set for unspaced, and Double Edge invitation. Use a narrower width for a pointed invitation.



THE KELSEY MAN

Talks About

Printer's Aprons

If you have not already done so, you'll find using a work apron will help you keep your other clothes clean, as well as prevent unnecessary wear and tear to them. Most of us are inclined to take chances with whatever kind of clothes we have on when we have the inspiration to do what we fondly hope will be a short job, but which often turns out to take more time and get us more dirty than we had expected. If there is a work apron hanging on a hook conveniently near, we are more inclined to put it on than we are to change clothes if we haven't one.

You can get a good work apron in any store where work clothes are sold. Sometimes you can get a carpenter's apron from your lumber dealer, covered with advertising to be sure, but serviceable at little or no cost. A smock will also serve the purpose, but the main thing is to have it so handy and easy to put on that you'll never be tempted to leave it on the hook while you proceed to subject your regular clothes to abuse.

An apron with pockets also provides you with a place to keep tweezers and other small articles which you need at different times. All in all, you'll find it pretty handy — and the lady of the house will not have so much cause to complain of the way you treat your wardrobe.

An Old Printing Custom

Printers who use California or Cap cases often wonder why the caps are shown in the printed diagrams and layouts with the J and the U following the Z, instead of their alphabetical order.

This is a relic of the day when J and U didn't exist as separate letters. J is a variation of the letter I and U of the letter V. Old Roman inscriptions will show the use of I and V in place of J and U — for instance, in Julius Caesar, the correct spelling came out IVLIVS, if you took Latin — remember?

Some old printing customs seem to die hard, and this is one of them. There isn't any law to make the printer put the caps in his case that way, so if you prefer to use strictly alphabetical order, go ahead.

M	J	I	K	L	N	O	P	Q	R	S	T	V	X	Z
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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				
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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				
31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
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				
46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
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				

California Case, full size 46x12 1/2 in. This case is suitable for creating large fonts of job type or body type. Fits any standard case stand.
Style L. 12.55 Style C. 13.55

Big Top

Big Top, sometimes called P. T. Barnum, after the famous circus showman of that name, is a revival. Many years ago, when Mr. Barnum was alive, we had a face of type almost identical with Big Top. Just as other fashions change, type styles do also, and now we are back selling it, but under another name. Advertising people just love it — a line of Big Top stands out wonderfully when used with other present day faces.

It can be used on all kinds of advertising, for programs, and in most places where a touch of the unusual is desired. Don't use too big a size, unless you are deliberately aiming at the circus poster type of advertising, or are getting out something purposely intended to carry the old-time or gay nineties flavor.

Big Top has a lot of possibilities, and can just fill the bill in many places.

BIG TOP

No. 1236 12 Point 18A 56a \$24.15—6A 11a \$9.00
Our Anniversary SALE 26

No. 1836 18 Point 12A 25a \$29.90—4A 12a \$16.00

BARGAIN Special 13

No. 2436 24 Point 8A 16a \$31.45

EX Libris \$987

ABCDEFGHIJKLMNPOQRS
TUVWXYZ & abcdefghij
klmnopqrstuvwxyz ; : . - ' ! ?
\$1234567890

Tailormade Printing (Cont'd)

cash as yet, so he felt under no pressure to put work on the press which would cause him a loss.

The situation reminds us of what a reader told us a short time ago about soliciting dairy printing. Those dairymen who had recently been exposed to cheap mail order practices proved to be the best prospects for his work, custom made to fit their needs, and at a fair price.

All this is not to infer that all such concerns are deceitful. Their setup is such that they just can't give service, and they have no incentive to operate in any other way.

If you want to make an outstanding success of your business, use all your resourcefulness. Take advantage of your advantages, and push them. Make customers realize what you can do for them in the way of tailormade jobs, for their own particular needs without aggravating delays.

Boekin, tempered steel with handle. .38
Ship. Wgt. per bodkin, 13 pounds

Wedding Sets

for weddings, graduations—



Vellum finish stock 4 1/2 x 6 (folded size) which fits into the envelope without further folding. Each cabinet contains 50 sheets, 50 tissues, 50 inside envelopes 4 1/2 x 6 1/4, and 50 outside envelopes 4 1/2 x 6 1/4. (D 1/4 x 1/4 panel).
Cabinet No. 21 (white) **2.61**
Cabinet No. 22 (ivory) **2.74**

Embossed wedding and announcement folders, 50 padded, flat style (folded size 4 1/2 x 5) 50 outside envelopes size 4 1/2 x 6 1/4, and 50 inside envelopes 4 1/2 x 6 1/4 with unengaged flaps.
Cabinet No. 20 - - - - - **2.70**

White vellum, unpaneled, flat style, 50 sheets (folded size 4 1/2 x 6), 50 outside envelopes size 4 1/2 x 6 1/4, 50 inside envelopes size 4 1/2 x 6 1/4 with unengaged flaps. **Cabinet No. 23** **2.59**

Bridal Book Sets

White vellum stock, with round corners, embossed flower design, words "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 1/4, and 50 outside envelopes 4 1/2 x 6 1/4 inches. **Cabinet No. 27** - - - - - **3.65**
No. 28 5 Spanish Announcement, white vellum, embossed flower design, with words "Nuestra Boda" embossed in gold letters on the front. - - - - - **3.60**
Announcements: Lots of 10, 5% less above prices.

Deckle Edge

Greeting Folders

Suitable for weddings, business openings, Christmas folders, graduations — any calling for high-grade expensive appearance. Each box contains 50 deckle edge sheets 6 x 5 (double sheets), 50 inside envelopes 4 1/2 x 6, and 50 outside envelopes 4 1/2 x 6 (French fold), and 50 envelopes to match, size 4 1/2 x 6 1/4.
#33-50 Gray-White parchment, **3.10** each
#34-50 White vellum, - - - **3.48** each

Modern Bodoni

No. 14-19 Regular Font, 5A 10a \$5.00
10 Point Large Font, 6A 31a 12.75
Caps, 16A Lower Case, 31a 8.45

IN THE SPRING A 81234

Young man's fancy 5678

No. 16-12 Regular Font, 4A 8a \$5.55
12 Point Large Font, 12A 25a 14.65
Caps, 13A Lower Case, 25a 7.65

HOLIDAY toys 20?

No. 14-44 Regular Font, 5A 7a \$5.95
14 Point Large Font, 11A 22a 15.55
Caps, 31A Lower Case, 22a \$7.70

RED Carnations 87

No. 14-18 Medium Font, 3A 7a \$5.70
18 Point Large Font, 7A 15a 15.85
Caps, 7A 81.40 Lower Case, 15a 7.50

HEAVY Face !

No. 14-24 Medium Font, 3A 7a \$5.70
Large Font, 5A 9a 15.30
Caps, 9A Lower Case, 9a 8.65

RED fox 3

ABCDEFGHIJKLMNPO
RSTUVWXYZ & abcdefgh
ijklmnopqrstuvwxyz
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\$1234567890

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