

# WHAT TO PRINT AND HOW TO PRINT IT

## 1776 Bicentennial 1976



No. 444

### 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.

### Linoleum and Plastic Blocks Aid Printers

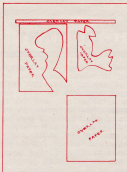
Many printers have not yet learned of the help linoleum and plastic blocks can be in their work. Some are inclined to think that they will not be able to cut designs satisfactorily. Let's consider this question a little more.

The blocks are made with a smooth top white surface, so that the design or letter can be drawn or traced out and changed, if necessary, until it is the way you want it — before you even start cutting. Suppose you have a job that calls for three or four very large letters — and you haven't got them. Trace them out on a piece of tissue paper, with a pencil, working them over until you get them the way you like. Then lay a piece of carbon paper on the linoleum, put your drawing over it, upside down, and transfer it to the block. If there are any irregular lines you can correct them then, before you start cutting.

The cutting consists of removing the smooth surface except on those parts which are to print. The very inexpensive tools of different shapes make that easy. The blocks are cheap, too. The result will be your large letters, in a hurry, without having to wait for them.

Suppose you want an ornament of some kind, or a silhouette or poster effect picture for a piece of printing you are getting out. You either can't find what you want or haven't the time to get it. Draw it on a piece of tissue if you want to reverse it — if not, you can put it on the block itself. Then cut it.

Artistic skill isn't required to do highly effective work. Of course, if you have a friend who is inclined that way, you can let him (or her) lay out the design and even cut it, if you wish. You will probably be surprised to see how well you get along yourself.



BACK OF MAKEREADY SHEET



FRONT OF MAKEREADY SHEET



The Finished Job

### Getting Sharp, Clear Impressions With Overlay

You have probably seen and admired certain magazines because the printing, particularly of the type, seems sharp and clear, every letter with equal impression, yet not a suggestion of impression on the back. Perhaps you have felt that such results were obtainable only on large equipment. Such is not the case, however. We have seen work turned out on hand presses, including the 3x5, which for clarity and quality of presswork was equal to any similar work turned out by any equipment, big or small.

These happy results were accomplished by spending more time on making ready to print the job. Naturally, in deciding on whether to put the extra time in, due weight to the value of the job and its purpose must be given. A cheap handbill should not receive the same care in making ready that can be put on a wedding invitation, but on the other hand, the better grade of work should have time put on it if it is to be

brought up to the standard which will enable you to compete with other quality printers.

The easiest and cheapest way of getting up impression is to use the impression screws, but even on low priced work they cannot be relied upon alone, because even one screw affects a large area, and perhaps a small space needs bringing up. The answer is underlay and overlay. Underlay, used chiefly on cuts, and when individual letters or groups of letters need raising, is used under the type or cuts, and has not only been described previously in the Helper, but is thoroughly covered in the Printer's Guide. We assume that every reader of the Helper owns a Guide. If not, you should, and it may be obtained for \$1 or, with an order for \$20 or more, without charge when requested.

Overlay can best be understood by examining the appended illustration. Before using it, bring up the impression with the impression screws as far as you can without having it show on the back of the sheet. When you have done this, the impression screws can be let alone, and it is time for make-ready.

It is assumed that the tympan paper and packing is absolutely smooth, and without dents or blemishes, because you don't want to go to a lot of trouble to correct faults of impression which can be eliminated by a good, smooth tympan. You can then proceed as shown in the illustrations. For convenience, three or four large letters are shown, but the same principle applies when the form is a solid six point job, or any other.

The more carefully you apply your overlay, the finer job you can do and it won't be long before you will be able to equal, within the size of your equipment, the best of the work you see and have probably admired as something impossible of attainment except with unlimited resources.

### Silver Ink

Comes already mixed, ready to use.  
3/4-lb. tube, 3.96 1-lb. can, 7.48

Printed on Kelsey Enamelled-60 paper, with Kelsey Many Purpose Deep Red 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.

## Printing A Country Newspaper in 1887

By John Gordon

One memorable day in June, 1887 (narrates Mr. Gordon), my mother said, "Johnny, Mr. Morgan, editor of the Maple Leaf, wants you to work in his printing office." So, at noon, I became a printer's devil, and I still have the card I printed, "John Gordon, Printer's Devil." I received the gigantic wage of \$1.50 a week for 65 hours work, and I mean WORK. The one other employee was the foreman, Jack "Shoaf" Innes, who was the prince of good fellows. In a few hours, I had learned the case and soon could set a half galley of bourgeois (old nine point) in a day. A day's work consisted of starting at 7 o'clock, sweeping out, sawing card wood for an hour, making lye with ashes to wash the type with, kicking the Gordon press, carrying water, and other jobs.

Mr. Morgan, the editor, was a fussy little man, with red side and chin whiskers which he evidently used as soap strainers while dining. His pet phrase for the first item in the news column was, "Hot, dry and dusty", and Shoaf let it stand, winter and summer.

The merchants brought in new copy for ads, but it just hung on the ad hook and hardly ever was changed. Winter ads of skates and sleighs stared at the subscribers in midsummer. "Why the — don't you change my ad?" was a common query shouted at the harassed editor, who answer was usually an abject apology and a promise to do it.

One Friday morning I shall never forget. It was about ten below zero, and I had built a roaring fire in the box stove. As usual, on cold mornings, I leaned the big roller (for the Washington Hand Press) near the stove to warm it, then I went to the woodshed to saw wood, and forgot all about my roller. Suddenly from the office, a yell of dismay! I rushed in — O Ho! the stove was red hot and the blessed roller a bare core, the composition a nasty, sticky puddle on the floor!

Shoaf stood there appalled, and so mad I thought he'd smack me, but he shouted, "Holy Mackerel! the roller melted, no papers printed, and Hamilton 30 miles away. O so-and-so! what can we do? If the Maple Leaf ain't out on time, Canada will go to the demnition bow-wow!" But I always believed dear old Shoaf was bubbling with glee, sure as I was, and only pretending to scare me.

Then all day and all night, I rolled the press with the job press roller, and Canada was saved!

On Monday, we pried the roller pancake off the floor, cut it in chunks, put them in a big iron pot, added molasses and a lot of other odoriferous stuffs to the mess, boiled it two days be-

fore it would pour into the roller mould. The office smelt like a chewing gum factory.

## THE PRINTER'S DICTIONARY

**Offset Printing** — Lithograph printing in which the plate, instead of coming in contact with the paper, transfers the inked design to a rubber roll, and this in turn retransfers it to the paper. The use of offset makes it possible to print on rough surface papers which can not be satisfactorily used otherwise except for simple letterpress printing. Curved metal plates are used in offset printing, and because of the retransfer, all lettering on the plate reads as it does from the printed sheet, from left to right. High press speeds are possible from offset, as contrasted with ordinary lithography, which it is largely supplanting. Offset printing was done on metal (such as tin for boxes, cans, etc.) before it was ever applied to paper printing. As in regular lithography, that part of the plate which is not to print is kept damp with water, so that the ink will not stick. On certain work it is possible to eliminate the water.

**Oiled Sheet** — An oiled tympan sheet on the platen, which will help to prevent offsetting when the reverse side of the job being printed is not as dry as it might be. A piece of kraft paper will do, with oil used sparingly so as not to injure the work to be printed.

**Old Style** — What is, and what is not, Modern or Old style is so controversial that of the job being printed is not as dry as it might be. A piece of kraft paper will do, with oil used sparingly so as not to injure the work to be printed.

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**Opaque** — Papers and ink which are not transparent, that is, in papers, a sheet which cannot be seen through, and in inks, a color which can be printed over another and leave no indication of the color beneath.

**Open Matter** — Type and other matter with wide spacing, leaded out widely between the lines, or with many short lines.

**Open Spacing** — Wider than usual spacing.

**Optical Center** — A form will appear properly placed to the eye if it is slightly above true center of the page or card; it is then centered optically.

**Out of Register** — When two or more colors are used, and one or more of them is not properly placed, so that the different colors do not meet as they should, they are out of register. This may be caused by not feeding the sheet up to the gauges correctly, or it may be because something has

shifted. On big presses, poor register is also caused by shrinking or swelling of the paper between the printing of the colors.

more next issue

## LINOLEUM PRINTING BLOCKS

Smooth Surface for Easy Drawing  
of Design



Linoleum blocks are best grade 3/4-inch linoleum, mounted slightly under type high on non-warping pressed wood blocks.

Size	Oms	Six	Dzns
2x3 inches	.58	2.18	3.30
3x4 "	1.04	3.22	4.86
4x6 "	1.39	5.15	7.92
6x8 "	2.44	9.22	14.16
9x12 "	4.05	18.36	28.24

Assortment, consists of two size 2x3 blocks; and one each of sizes 3x4, 4x6, and 6x8. \$6.61

## X-Acto Linoleum Cutting Tools



- Set of 6 Tools, (knife, U-shaped gouge and V-shaped veiners) with plastic tool handle, (blade locks in handle) **\$4.20**
- Cutting Knife, (with handle) **1.75**
- Single Tool, (with handle) **2.10**
- Single Tools, (without handle), each **.53**
- Five tools, without handle **2.55**
- Cutting Knife (without handle) **.50**
- Five knives, without handle **2.55**
- Hand Roller, 5 1/2 inch, with handle **7.50**
- Rubber Roller, 4 in. 1 in. diam. \*49 **1.50**
- Rubber Roller, 4 in. 1 1/2 in. diam. \*61 **2.80**

## BORDERS

Made in separate pieces enabling you to make up your own combinations and designs in any shape you may choose.



6 pt. Border No. 70B  
30 Inch Font, \$4.50  
60 Inch Font, 7.15

6 pt. Border No. 69B  
30 Inch Font, \$4.50  
60 Inch Font, 7.15

See catalog for other styles

## The Printer's Speller and Divider of Words

35,000 words, each of which is spelled, divided and accented (no additional). Spelling help and simplified rules of punctuation included, all printed in large, readable type. Pocket size, contains 328 pages. Easy to use. Saves bothering with dictionary. Postpaid in U.S. **\$3.75**

Shipping weight, 1 pound

## 2 The Printer's Helper



# WITH OUR READERS

## Keep a Clean and Orderly Shop

Many small printing shops have an air of general sloppiness and disorderliness — at least the ones I've visited. I worked in a big one once that was just as bad, and was glad to get back to my own, which I try to keep in good shape.

I think it makes a good impression on customers if, when they come to a shop, even though it is in a basement, garage, or wherever, the place looks clean and neat. They have more respect for you and your work, and think you must know your business better.

My shop is in the basement. All my cases and racks are painted olive green, with black handles. Under my imposing table are quarter size cases, blank cases for cuts, neglect case, furniture cabinet and galley. I have shelves along the sides for the orderly arrangement of stock, all painted green. A desk and typewriter is part of my layout. I have two presses, and they are in the middle of the floor, both with good coats of shiny paint on them. Also in the center is my bench paper cutter, and stapler, also painted. The floor and basement walls are painted light grey.

Around the walls I have samples of my work mounted on sheets of hardboard, also several other framed pictures of printing subjects which help to create the right atmosphere. There are two nice chairs for customers to rest in, and I keep them CLEAN. The floor is swept daily, and the windows washed frequently enough to maintain the air of cleanliness. This may sound fussy but it pays.

I bring these points up to show that a person can have a first class shop he needn't be ashamed of without its costing him a fortune. I have had plenty of people say they expected to see a third class, makeshift layout. They are impressed, and I get their orders and reorders.

I also paid good money to have a first class sign painted. Home jobs or the products of bar room artists are not enough. A good street-side sign attracts the right kind of customer.

I follow up telephone inquiries with a little card. I used to make a phone quotation, and perhaps never hear from it again. I now immediately confirm the phone conversation with the same information on a postcard, which gives the impression that I am business-like and on the ball. The result is that more such quotations are rewarded with orders. W.G.B.

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## THE FIRST CHURCH OF CHRIST SIMSBURY, CONN.

1684 - First building erected on present location.

1697 - Church was organized with Rev. Dudley Woodbridge as pastor and teacher.

1743 - Moving house was built on Duke's Hill.

1830 - Another building was established by the Ecclesiastical Society.

PRINTED AT THE SIMSBURY HOBBY AND CRAFTS SHOW  
ON MAY 24-25 AT THE FAUNCE PRESS PRINTING DISPLAY

## A Good Way To Advertise— and make Friends

From John Faunce:

Following your suggestion in the Helper some time ago, I took my press down to the Hobby and Crafts Show here. I allowed the visitors at the show to print the enclosed souvenir (3½ inches, shown here in reduced size) on my press. I put a bulletin board on the wall next to the press, with a few samples of past work, and received quite a few orders. Also, it was very good advertising.

Editor's note: People are much fascinated by a printing press in action, and any owner of a portable press such as an Excelsior or Victor will find all sorts of fairs, shows and exhibits in which he can participate with profit both to himself and the organization holding the affair. Orders for stationery and cards can be taken, and either filled on the spot or completed later. Easy-klene ink is recommended at such gatherings, because if they last more than one day in succession, the ink will not dry on the plate over night. You can offer the organization sponsoring the event a percentage on any business done.

## How to Prevent Light Color Adulteration

No matter how careful the printer is to clean his rollers before running a light color, he is likely to find that what started out as a pure white, or yellow or pink has dulled down in the running to a very disappointing neutral shade if he doesn't watch out. His rollers, while seemingly without cuts or breaks, have delivered up just enough residue from previous use to kill the color he had started with.

If a careful cleanup of rollers, inkplate and the crevices of the form fails to cure the trouble, and you haven't time to get a new pair of rollers, there is one more trick to try. Ink the rollers up with the color you wish to run, let them stand until the ink on them is hard, then ink up the press and proceed. The initial, dry coating apparently seals the pores of the roller composition sufficiently to prevent any more of the leakage from previous runs.

## Greeting Card Blanks

A good grade card, made of fine vellum/bristol for graduation, Christmas, acknowledgment, announcement or greeting cards. Set consists of one card and one envelope to match. Not less than 100 sets sold.

Quantity of	100	200	500	1000
No. 45 sets (paneled)	5.85	9.24	15.01	25.04
Cards only 45 (paneled)	...	4.29	7.61	12.70
Envelopes only 45 (paneled)	...	4.55	7.60	12.34
No. 46 sets (unpaneled)	6.14	10.25	16.40	27.68
Cards only 46 (set)	...	5.02	8.15	13.58
Envelopes only 46 (set)	...	5.21	8.45	14.30
No. 39 sets (plain)	5.37	8.95	14.55	24.27
Cards only 39 (plain)	...	4.40	7.35	11.91
Envelopes only 39 (plain)	...	4.55	7.49	12.34
No. 38 sets (paneled)	4.51	7.52	12.25	20.39
Cards only 38 (set)	...	3.50	5.85	9.76
Envelopes only 38 (set)	...	3.52	5.37	9.68
No. 354 sets (paneled)	4.92	8.68	13.96	21.77
Cards only 354 (set)	...	3.88	6.39	10.45
Envelopes only 354 (set)	...	4.19	6.61	11.12
No. 355 sets (paneled)	5.44	9.07	14.74	24.58
Cards only 355 (set)	...	4.52	7.34	12.24
Envelopes only 355 (set)	...	4.16	7.40	12.34

## 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 utility.

We do not sell less than one strip.

No.	Prints this way	body size	strip per print
100	—————	1 pt.	1.50
101	—————	1 pt.	1.50
200	—————	2 pt.	1.80
201	—————	2 pt.	1.80
202	—————	2 pt.	1.80
206	—————	2 pt.	3.90
207	—————	2 pt.	3.90
223	—————	2 pt.	2.20
323	—————	3 pt.	3.40
424	—————	4 pt.	3.50
600	—————	6 pt.	5.40
626	—————	6 pt.	5.40

\*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. 100, 101, 200, 201, 202, 206, 207, 323, 424, ..... **20.90**

## PROOF-TAKING PLANNER

This planner is of large size (8" long, 3½" wide, 2½" high) varnished maple, with thick, high grade felt on its face, and leather (2" x 8") top. Proofs may be taken easily with this planner, without damage to type, by inking form, laying sheet on form, and tapping planner with mallet or butt end of hammer. (Not to be confused with ordinary wood planner used for planing or smoothing type forms.) ..... **7.00**  
Same large planner (leather top) but without felt, for planing down form, ..... **4.45**





## THE KELSEY MAN

Talks About

Consult the Catalog

When ordering items which you see advertised in *The Printer's Helper*, you will find it worth while to run over the catalog at the same time and see if there are any other items you need which you can include with it. Customers who call at our showroom are invariably firm that doing so reminds them of at least one thing which they intended to purchase, but which otherwise would have escaped their mind. Sometimes a run thru the index will show you the elusive item, when the first glance thru the catalog does not discover it.

Each edition of the catalog contains more pictures, because we realize that not only do pictures act as reminders, but very often you may not remember or know the name of what you are looking for, in which case the illustration very often gives you just that information.

There is a fascination in looking thru any catalog—and very often it is well worth the time for several reasons.

### Try To Be Consistent (Grammatically and Typographically)

We say try, because in the hurry of writing or setting a job, it is very easy to capitalize a word in one place and use lower case farther on, or to spell out a figure in one place and use numerals in another. All big newspapers and magazines have what they call style books detailing the common practice in their organization, and everybody must conform. These style books are by no means uniform, and a man working in one place will, on changing to another, have to learn the new as well as unlearn the old.

One paper in its editorials speaks of Pres Eisenhower and Gov Jones—no disrespect intended; the style of the paper is to abbreviate titles and put no period after them. And so on.

Decide how you will spell or capitalize when setting jobs and stick to your own rule unless you are working for a customer who has his own views. In that case, better let him have it his way.

If he wants something apparently misspelled, before you argue much about it, be sure that his way and yours are not both right. There are lots of words in the English language which may be spelled at least two ways.

We don't like to be too preachy on this subject because we find that in spite of all precautions, words like envelope (envelop) will come through both ways in the same price list, and even in *The Printer's Helper*.

### Don't Let This Happen to You

The successful production of any single job of printing is the sum total of a lot of things, each done carefully and correctly. Once in a while, in spite of apparently doing each step in the right way, something will go wrong, and after you have located the trouble, you will have also gained a little valuable knowledge, which may cut time and trouble on future work.

The importance of a tight, well locked up form, and how to make it that way will be found in another place. One of the complications which can come from a form which is not well and tightly locked is the pulling out of one or more characters in the form as it is being printed. The pressure of the platen on the type with each impression keeps springing it until one or two spaces work up enough to take ink and show on the printed sheet. Or perhaps several pieces of type drop out entirely. If you are lucky, you will discover it at once—if not, you may have to do a rerun, or at least strike in the missing characters by some means or other.

Aside from poor lock-up, pull-outs come from springy forms, which are in turn usually caused by old, worn, rounded or warped furniture. The sucking action of the rollers on the form will also produce pull-outs if any characters are not securely held.

When you are press feeding, get the habit of scanning the printed sheets now and then as they come out of the machine. You may discover a work-up (of a space or quad) or a pull-out before it has gone very far, and save yourself a lot of trouble. You may even detect an error that got by in the proof-reading. Better late than never.

A warp in the furniture can sometimes be neutralized by turning one or more pieces of it upside down—that is, reversing its original position.

### The Flag in Printed Matter

The American flag may be used on programs, in decorative borders, and in any way EXCEPT as a trade mark. In other words, if you tried to register a trade mark with a flag in it, the registration would be refused. The same applies to the national coat of arms, and any device using the Stars and Stripes on a shield, banner or in any device as a trademark. You may use the flag, shield or banner or any device in advertising except for that purpose.

The red cross carries similar protection, although the last we knew there were one or two firms which had used it before the passage of the law and were exempted.

### Handy Ink Knife

Indispensable for mixing tints, colors, and working up ink to easy printing consistency.  $\frac{3}{16}$ -inch steel blade, easy-to-hold stainless wood handle. **2.00**

### Use This Calendar Cut

On all kinds of advertising—Cards, leaflets, etc. It will assure longer life for your own publicity and also your customers' printed matter, too.

1977 CALENDAR 1977																							
JANUARY			MAY			SEPTEMBER			DECEMBER														
1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31						25	26	27	28	29	30	31					
FEBRUARY			JUNE			OCTOBER			NOVEMBER														
1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29								25	26	27	28	29	30	31					
MARCH			JULY			NOVEMBER			DECEMBER														
1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31						25	26	27	28	29	30	31					
APRIL			AUGUST			DECEMBER			NOVEMBER														
1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31						25	26	27	28	29	30	31					

No. M1149 \$4.00 (any year desired)

### Gold Ink

Mix when ready to use. Directions for mixing on each container.

3-lb. (½ varnish & powder), **\$4.58**  
 4-lb. varnish only, **3.10**  
 4-lb. powder only, **4.56**

### Heavy Mixing and Cover White

Special heavy Cover White, for printing white on dark surfaces, including black.  
 4-lb. tube, **2.72** 1 pound can, **5.14**

### Tympan Paper

For description see Tympan Assortments

No. of Shts.	Size	Press	Price
100 (1lb.)	4 1/2 x 5 1/2	3 x 5 press	<b>5.94</b>
100 (2lb.)	7 1/2 x 9 1/2	6 x 8 press	<b>1.87</b>
100 (3lb.)	8 1/2 x 9 1/2	6 x 9 press	<b>2.43</b>
100 (3lb.)	8 1/2 x 11 1/2	6 x 10 press	<b>2.66</b>
100 (4lb.)	9 1/2 x 12 1/2	7 x 11 press	<b>3.35</b>
100 (5lb.)	12 x 14	8 x 12 press	<b>4.56</b>
100 (5lb.)	12 x 14 1/2	9 x 12 press	<b>4.87</b>
100 (6lb.)	13 x 15	9 x 13 press	<b>5.72</b>
100 (6lb.)	13 x 16	10 x 14 press	<b>5.72</b>
100 (7lb.)	14 x 17	10 x 15 press	<b>6.76</b>
100 (7lb.)	17 x 20	12 x 18 press	<b>9.12</b>
100 (10lb.)	17 1/2 x 22	14 x 22 press	<b>12.50</b>



**Small Case**, size 12 1/2 x 12 1/2 inches. Has 48 spaces. For tints containing only emps, points and figures. Also suitable for auxiliary characters. Frictionless extra figure set. **6.30**  
 Shipping Weight, 2 pounds

### Light Mixing and Tinting White

For making lighter tints of all colored or black inks. Not to be used for printing white on black—use Heavy Cover White for that.  
 Quarter-pound tube, **2.67**; 1 lb. can, **5.04**