

What To Print and How To Print It *The Printer's Helper*

No. 448



Cut No. K381 4-00

The Kelsey Co. Meriden, Conn. 06450

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

Thin Spacing Material

Every printer knows the necessity of getting all the lines in a job of equal tightness if he is not to have trouble with characters either working up when he is printing, or even dropping out before he is able to get the chase in the press. Many learn this through experience — in fact most of us.

One way to make spacing easier is to have the length of your lines even measurement — that is 12 or 13 picas long, instead of 12 1/4 or some such odd figure. It is better to use the printer's measurements of picas than to take fractions of an inch, because all your spacing material is based on points and picas. If your customer wants the length 2 inches, for instance, 12 picas is so close to it he will never be able to tell the difference with an ordinary ruler, as you can see by referring to your line gauge.

Using even picas will also cut down on odd lengths of leads, slugs and such material which you will otherwise have to cut and have lying around. In fact, if you do have to cut odd lengths, it's better to trim them to even sizes as soon as they have been taken out of the form, so they can be put away with other even lengths and not cause confusion on another job.

Spaces and quads are all made in even fractions of a point, so that if your composing stick is set to an even measurement you'll have a minimum of trouble in spacing your lines tightly — or rather correctly, because you do not want them too tight any more than you do loose.

In spite of this, there is a limit to which the thinness of spaces may be cast, so hair spaces, as they are called, are made 1 1/2 point thick for 6, 8, and 10 point type. For 12, 14, 18, and 24 point type the limit is 2 points, for 36 point it is 3 points, and for 48 point it is 4 points.

Manifestly you need something smaller than these sizes at times, so you can buy or cut for yourself, 1/2 point spaces of copper, 1 point spaces of brass or lead, and 2 point of lead. These thin spaces are put up in ounce packages of one type size of the 1/2 and 1 point (2 ounces when both are wanted). In the 2 point they start at 12 points, because that is the smallest point size for which 2 point width spaces are available in type metal. All two point spaces are put up in four ounce packages for one type size.

Most printers have a square case — the smallest case made, and very handy to have at your elbow when typesetting. If ordinary spaces won't make a line right, it can certainly be corrected with this 1/2, 1 and 2 point spacing material.

The same applies to getting columns of equal length. When two point or even one point leads will not balance out the column, there are 1/2 point copper strips — "leads" — which will do the trick. Like one and two point leads, they come in 24 inch strips, and you cut them to any length you wish.

The use of 1/2 point or one point leads will make it possible to do a better job of spacing out the lines, entirely aside from getting the form so it will lift without piling. Frequently a layout looks almost satisfactory, but not quite. The solution is usually a little more space between some of the lines, and a little less between others. Two points may be too much, but one or even 1/2 point may be just what the job needs to give it a finished appearance.

A Good Feeding Block

Paper and cards may be fed in printing a whole lot easier if they are fogged so that the top sheet may be picked up without disturbing the next underlying one. This may be accomplished by taking a piece of 2" x 4" wood about the length of the average paper stock,

(Continued on page three)

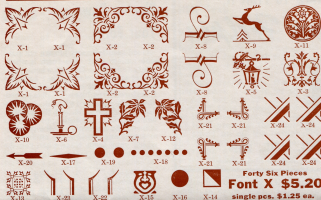
The Importance of Planing Down Your Form

Good results on any job are not possible unless your type form is absolutely smooth. That is where your mallet and planer come in. Lacking a planer, a small block of wide wood furniture or any block which is planed absolutely smooth (without a single dent or hole) will do, but the planer, being made in the right proportions, is best. As important as the planing or smoothing itself is the surface on which your form rests when you do



the planing. Excelsior Presses have removable chase backs just for that reason. An iron or marble imposing surface is a smooth slab made for the purpose of laying your form on for planing. The use of the chase back or imposing surface will make doubly sure that no small piece of type gets pushed down into a dent or small hole in the spot on which the form is planed. To plane the form, tighten up a little on the chase screws (or quoins if you are using them,) run your hand over the planer to make sure no particles of dirt are sticking to its surface, then lay the planer on the form and tap gently with your mallet, making sure to cover the entire form. The form may then be locked tight enough for printing, but when you tighten the screws or quoins, be sure that you take up a little at a time on each one, because if you tighten one screw or quoin all the way first, you not only do not get a tight form, and run the risk of piling at least part of it, but it may also throw the form out of square (make it crooked) and even break the chase, since an enormous leverage may be obtained, which the metal frame has very little chance of withstanding.

Ornaments—for general use around the shop



Forty Six Pieces
Font X \$5.20
 single pcs. \$1.25 ea.

Printer's Paste

Good for all purposes, but especially for printers

A steel-gray, jelly-like adhesive that is a positive necessity in every printing office. Free from all disagreeable odors and is not inflammable. Can be used for all general pasting work. Particularly good for overlays and underlays, as it will not turn up or damage type. Keeps soft and free from mould. Does not swell the packing or wrinkle the paper. Very satisfactory for use in making and for backing pamphlets.

Printer's Paste

Handy Tube, .54
 One-pint Jar, 1.50

Handy 4-in-1 Case



Quadruple Cap Case, 15 1/2 x 2 1/2 inches, four type sections—side by side—is one case. Especially good for holding cap fonts—has separate sections for four different capital letter fonts—such as Copperplate Gothic (all four 8-point sizes), etc. (Ship. Wgt. 2 1/2 lbs.) **\$4.00**



New improved can slightly larger than illustration, for gasoline, benzine, naphtha, kerosene or any liquid which is inflammable or liable to rapid evaporation. Easy to draw liquid from when needed. Strong and durable.

Pint size, **17.50**
 Shipping Weight, 2 pounds

Are Your Cases Labeled?

Front label holders, 1/2 x 3 inches, to tack on brass type case. Label slips in and can be changed at any time. Much easier than labels that are pasted on.

31 cents each; 2.50 cents per dozen

Window Envelopes

Envelopes with a transparent window in front, through which the name and address on the letter or other communication will show through—sometimes called an outlook envelope—are year after year increasingly used. They have everything in their favor. With the name at the top of the letter or bill peeking through the window there is no chance of a mix-up on addresses—getting the wrong letter in the wrong envelope. There is an appreciable saving in time where any amount of work is to be done, too. The slight increase in cost over an ordinary envelope is more than offset by this saving.



The regular white window envelopes will go well with almost any bond paper, and when used with letterheads they often cost less, than envelopes made of the bond itself.

Naturally window envelopes are not suitable for personal correspondence, but in almost everything of a business nature which requires typing the name of the addressee at the top of the letterhead, billhead, or whatever it may be, they are advisable. Printers can be of service to their customers by telling them of the advantages of window envelopes when quoting on requirements. There is room for immediate additional business, too. An order for billheads or statements may yield you one or envelopes, too, if you call your customer's attention to the window variety—prevents the wrong bill going to the wrong customer, as well as saving time at rush periods of the month.

THE PRINTER'S DICTIONARY

Perforator—A machine for making perforations in paper or cards.



A Perforator

Photogravure—Often called gravure; a method of intaglio printing thru the use of a copper plate, with the elimination of the screen used in halftones (see halftone). The copper plate is treated with a dust which is partly melted on the plate so that it forms a grainy surface. The etching is done thru this surface, and after various processes all soluble matter is washed away, leaving the copper plate with the design etched on it. The grainy surface, which has been cleaned off in the process, furnished the holes or minute spots thru which the acid etched or ate into the plate. Gravure printing cannot be done on ordinary printing presses, nor can it be turned out with the speed used in ordinary printing, altho the advent of Rotogravure has furnished a similar process for high speed work.

Rotogravure is one of several processes which all come under the head of intaglio printing. In contrast to *letterpress*, which uses raised characters to transfer the ink, and *lithography* or *offset*, which uses a flat surface, dampened to repel ink on the parts which are not to be printed, *intaglio processes*, including *rotogravure*, take ink from the depressions in the plate.

Pi—Type that has become mixed or jumbled together in such a way that it can not be used until it is sorted out. It may be all of one size and face, or a mixture of a number of kinds.

Pica—One of the few designations of type used before the advent of the point system of measurement which have survived that change. A pica is twelve points, and there are approximately 6 picas to the inch. Measurements of various kinds are expressed in picas—to be more exact, pica ems, given size, a pica em is also a pica wide. When a column is said to be 12 ems wide, it is understood to be 12 pica ems wide, unless otherwise specified. See definition of EM. Reglet is most commonly used in pica and nonpareil (6 point) sizes.

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WITH OUR READERS

Fund Raising With Printing Activity

From C. H. Staggs:
Our church's Scout Troop has a fund raising drive each year offering Christmas printing, and it is a complete sellout. We try to get the work done before Thanksgiving for the convenience of buyers. We offered and sold all kinds of printed items, especially Christmas cards and personal stationery, gift wrapped. We managed to take care of the usual run of tickets, billheads and commercial orders.

Having extra chases we were able to take one form off the press and put another on, print waiting. On stationery and Christmas card work we simply slipped one or more lines out of the form and inserted new ones, keeping the rest of the lockup as it was as far as possible.

Cellophane Tape Is Useful

Any one of the various tapes of the self-sticking variety such as Scotch Tape, cellophane tape, etc., are helpful in the print shop. They may be used instead of string to put around forms and hold them together. The tape may even be left on while the form is in the chase.

On circular forms or curved lines, set the type in the usual way, and lay the line on its side. Be sure that the line is absolutely straight, and the face of the type planned or lined up accurately. You can then place a piece of tape on the inside of the curve, and the line can be handled as one piece. When you have made the desired curve, put a piece of tape on the other side, and the line can then be moved about very easily.

Helpful Suggestions

A tiny drop of oil on the threads of an ink tube will prevent the cap from becoming stuck fast when the threads become coated with ink, and the tube is not opened again for some time.

The pieces of wood that come around fonts of type make good emergency roller supports if the ends are rounded off. They are, however, a little narrow for permanent use, and regular roller supports or bearers are better.

If you find printer's tweezers too stiff for your use, you can get a pair of stamp collector's tweezers from a stamp company and file them down to the size you like. They are more flexible. F.T.H.

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Feeding Block (Cont'd)

or up to 11 or 12 inches, and sawing it on an angle so that you will have a block two inches wide (full width) at top, down to one inch at the bottom. Your block will still be 2 x 4 on one side, and 1 x 4 on the other. Fasten the one inch edge to a board which you can use for putting your stock on. When the stock is put against it, the bevel from 2 inch to 1 inch will push out the sheets so that you can grasp the top one easily and firmly, and all subsequent sheets the same way. When not in use, the board and block may be put away. Such a block can be fastened to the feedboard if your press has one, but it will probably be more convenient to make it movable through using another board as described.

The Verticals

In the old days they were called condensed faces, particularly when speaking of styles which were the same as another face, except for their narrowness. Whatever you call them, they have an important place in modern printing.

Take Embassy Vertical, or Plaza. This face makes distinctive personal stationery. It can also be used in the 36 point for monograms. The most important line on a card or ticket is also set in 18 or 24 point. Don't overdo it — in most cases, one line of one size goes best, with an ordinary, non-vertical type for the rest, in 12, 10, 8 or 6 point. But just that one line will set off the whole job and often improve it at least 100%.

Another favorite is Regent. This is enough bolder so that it can be extended to business letterheads. We made one for ourselves that we like very much. A single line of 92-24 or 92-36 in an advertising job, or circular, or one or two more if they are well separated, will give good attention value.

We show and advise caps and figures only in these verticals. This not only cuts the cost of the fonts to you, but helps to avoid the temptation of using them too liberally in one piece of printed matter. In many styles of type, when the sentences or lines to be set are long, caps and lower case together are more readable. This is not true of faces like Plaza, Regent or Embassy Vertical.

They are made in large sizes only because they should be used where they will stand out. In other words, if you have several of these useful types you can give attention value to many of your printed jobs — and offer something attractive for stationery and card users, too, at a moderate cost for new type.

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.

1978 CALENDAR 1978													
JANUARY				MAY				SEPTEMBER					
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				
FEBRUARY				JUNE				OCTOBER					
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30						29	30					
MARCH				JULY				NOVEMBER					
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				
APRIL				AUGUST				DECEMBER					
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30						29	30					

No. M1149 \$4.00 (any year desired)

Ready Cut Furniture and Reglet in Assorted Fonts

Font No.	No. pieces	Width points	Length inches
No. 3	3 each	6, 12	12, 15, 24
\$1.88	1 each	18, 24, 48	12, 15, 24
25 Pieces		24	24
No. 5	3 each	6, 12	12, 15, 24, 30, 36, 42
\$3.47	1 each	18, 24, 48	12, 15, 24, 30, 36, 42
15 Pieces	1	24	48
No. 6	3 each	6, 12	12, 15, 24, 30
\$4.94	1 each	18, 24, 48	12, 15, 24, 30
73 Pieces	1	24	60
No. 9	3 each	6, 12	12, 15, 24, 30, 36
\$7.49	1 each	18, 24, 48	12, 15, 24, 30, 36
91 Pieces	1	24	72

NOTE: Font No. 8 fills a space 3x5 inches. No. 5, 6, 8, 9, 10, No. 6, 8, 9, 10. Each font also contains nine pieces of 2x4 Metal Quotation.



Useful when setting or making up forms, especially forms which are too large to go in the composing stick. Also to hold forms that you want to keep set up. Rustproof steel.

From actual experience in our printing department we find these the most practical sizes.

6 x 10 inches, Ship. Wgt. 8 lbs. **1.50**
8 1/2 x 12 " " " " " " **1.78**
10 x 16 " " " " " " **2.20**

WINDOW ENVELOPES

TRANSPARENT GLASS

ADDRESS-SLOTS & STICKS-GLASS

See this in advertising

Oval window in face prevents getting a letter in the wrong envelope. Substance 94 lbs.

Quantities of	500	1-IN	5-25M
Prices per	500	1,000	1,000
○ Size 6 1/2	\$5.82	\$6.50	\$6.86
○ Size 7 1/2	7.07	12.00	19.86
○ Size 10	7.35	12.48	17.65

1 1/2, 100, 95% less per 1,000



THE KELSEY MAN

Talks About

One of the most important points in using your press is to keep it, and all the equipment, including the type, clean. Clean the ink plate and rollers well before you stop for the day, using Print-O-Clene, gasoline, kerosene or benzine, unless you are using Ezy-Klene Black which won't dry on the press over night, tho it dries on paper, cards, etc. Gasoline can be used on the type, ink plate, and in the summer, on the rollers. In winter it is best to use Print-O-Clene or kerosene on rollers—gasoline dries them out. Gasoline is O. K. for rollers in the summer because at that time the job is to remove moisture, instead of keep it in. Use a brush on the type, because otherwise ink will get down between the letters, and make them so sticky that you cannot make a good impression with them.

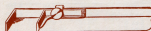
Keep your press well oiled, but wipe off the extra oil, so that it will not run down and gather dust. Treat the press just as you would a brand new motor car, and you will be just as proud of its appearance.

For smoothing or planing down the form, use only a planer made of wood, or a similar smooth wood surface. We have seen people use a regular carpenter's metal hammer to push down type which stuck up above level. Needless to say, the face of the type is soon ruined under such treatment.

Before pushing down on the press handle to make an impression, be very sure that the grippers are not directly in front of type or cuts. That is the way much type is smashed. See also that the gauge pins are below or at one side of the form. They too are made of steel, and will damage the type.

Don't try to plane or smooth down the form when the chase screws (or quoins, if you use them) are quite tight. Plane the form first with the screws loose, then turn them up just a little to take out the slack in the form, and plane again. Tighten each of the screws a little at a time, so that your form will be straight, and you will not strain or break your chase. If one is tightened all the way before the others are touched, the form may not only be crooked but the squeeze will operate as a jackscrew will under the corner of a house. Something has to give, and it may mean a broken, or at least, a warped chase.

Excelsior Job Composing Stick



Screen pattern; steel, new design, instantly adjusted to any measure.
8 inch, (60 pica capacity), - \$6.25
Shipping Weight, 2 lb

A Hand Press Gives A

Better Dwell

From an old correspondent:

"With a hand press one can get far better results than with a power machine by allowing the impression to dwell when the form is in contact. I have done this many times."

Most presses of the power variety have a dwell on the impression, but it is of course a fixed period of time depending on how fast the press is run. The operator of a hand press, on the other hand, can speed up all the motions except the impression, and hold the impression a little longer so that the ink will have a chance to penetrate the paper.

Another advantage which can be used on the hand press easier than on power machines is double or triple rolling. If the form is a large one, and running the rollers over it once isn't sufficient to give it enough ink, another roll can be made between each impression, or even more. This is particularly advantageous when you have only a few more impressions to run, and don't want to put any more ink on the ink plate. Double or triple rolling will often give you enough ink to avoid inking up again.

Making Unprinted Perforations

Perforating rule can, of course, be used in the press as a separate operation from printing the job, which helps to avoid cutting your rollers. It also provides an unprinted perforation. The chief drawback is the time consumed in running the work through the press again.

Elmer Gilmore says that he grinds off the bottom of the rule to make it less than type high, glues hard cardboard on the tympan of his press opposite the rule in the form, and runs the job complete, printing and perforating, at one feeding. This likewise makes unprinted perforations.



A Help in Perforating

Perforating or cutting can be best done if a hard backing is used on the tympan. Brass, lead or copper are satisfactory, and better than any kind of cardboard, no matter how hard it may be. Such metal backing provides the rule with a surface which assures a clear, sharp cut in the paper or card you are perforating.

MODERN Ornaments Decorators

Type cast (metal base) for accuracy

Font D 10 pieces \$10.65 all different



Single cuts, 2.35 each

Cases for Odds and Ends

Lead and Reglet Case, 8 1/2 x 2 1/2 inches.

Holds a large quantity of leads, slugs, wedges, 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. - 15.25



Blank Case, Size 16 1/2 x 2 1/2 inches, same size as above, but has no partitions and provides a place to keep cuts, standing jobs, etc. 10.00. Shipping Weight of lead or blank cases, 7 lbs. Lead or Blank Cases fit No. 41 Case Stand.

Christmas Cut



No. A1100 \$3.50

REFLECTO

mirror-like-finish

Red, Yellow and Black

For cards, covers, menus, and all jobs requiring bright shiny stock. Plastic-coated waterproof—can be cleaned with a damp cloth. For best results, we recommend our Gloss-Glazing Black Ink on this stock. 100 sheets size 2 1/2 x 3 1/2 inches weigh 23 pounds.

Quantities of	25	50	100	500	400
Prices per	28	50	100	1000	1000
*25 x 35.	17.00	31.26	55.84	53.18	90.85
*12 x 18.	9.53	16.73	28.94	27.58	43.82

Colors can be mixed on the sizes above

Card Sizes

Quantities of	250	500	1000	5000	10000
Prices per	250	500	1000	10000	10000
Size C	4.91	7.34	12.74	12.12	11.50
Size L	7.53	13.10	22.78	21.64	20.50

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