

The PRINTER'S HELPER

For Those Who Print For Others or For Themselves



Winter work in 1840—Threshing grain

No. 467—1983

THE KELSEY COMPANY - Meriden, Connecticut 06450

Single orders for \$40 or more keep the Helper coming for at least a year.

Quick Card Imprinting

One reader who is also in the business of stamping as well as printing has carried over his experience from the stamping to printing with interesting results.

He wanted to so arrange his Excelsior press that he could get the greatest possible speed on card printing. He says:

In the stamping business we use a ruler plate with a set screw to adjust the width of the card, and with greeting cards I wanted to print different gauges without changing the gauge pins, so I adopted the same scheme in this way:

I purchased two extra chases, so that with the one which came in the press I could have permanently spaced setups for three different positions; one a half inch, one $\frac{3}{4}$ inch and another one inch from the bottom of the card.

A thin sheet of steel was placed on the platen as an extension to support the cards, and give a place for a side gauge. This side gauge was an el-shaped piece which was slotted to the top of the extension, and adjustable wider or narrower for the position of the cards to be printed. For bottom gauges, slugs were fastened to the platen permanently, and not changed during the whole season. They didn't have to be, because I used my three chases to get the three different up-and-down positions.

For quick setting of type, I built a special box on an angle, with 60 holes, and kept the type upright so that setting was quicker. To hold the type in the chase it was only necessary to tighten one screw on the short side and two on the other. By these various shortcuts I was able to turn out twelve boxes per hour, 50 cards to the box, including setting type, which I feel is doing pretty well.

PICA: A Printer too cheap to buy a customer lunch.

Turning Rollers to Get Rid of Slurs

Sometimes with a small form, such as one, two or three line stationery, you may find that in spite of precautions the line over which the rollers first travel when they come up over the form, will show a slide or slur mark. As far as you can see, the rollers appear to turn all right, but the printed impression indicates that they hesitate a bit at first. Of course, roller supporters or bearers in one or both ends of the chase are the standard remedy for that, but you may not have them or you may not want to stop to put them in if you don't have to.

The rollers may be reasonably soft and good, but there's still one trick which you can try and which often works. First, take out the rollers and change their places—that is, put the bottom one at top and the top one at the bottom. If that doesn't work, turn the top roller around, end for end—and the bottom one, too, if necessary. Miraculously enough, a little thing like that is often all that is required to turn a slurred looking impression into a good one. Not always, but frequently. Try it next time you are in trouble.

Of course, if your rollers are old and hard, the chances of such a correction working are rather poor. Slurs are frequently caused by rollers in poor condition, and the only remedy in that case is to have them recast, or get new ones.

Cold will likewise cause slurs, because even good rollers will then be hard, and ink will not flow freely. The remedy is a thorough warming up of press, rollers, ink and form. Try to get everything up at least to 70 degrees at least an hour before you start. That will save many minutes of delay in getting first class results. Often a job seems to run best just about the time the last impressions are

Printing Trade Customs

Here are some of the rules adopted by one of the largest organizations of printers in the country. You will probably have these questions come up at one time or another, and it may help you to know these rules. We cannot guarantee that they receive 100% observance, but they represent what the majority of printers feel are fair.

An order received cannot be cancelled except on terms which will compensate the printer for any resulting loss (in time or material).

Sketches, copy, dummies and all preparatory work done by the printer, shall remain his property, and no use shall be made, or ideas copied from this material, except on suitable payment.

Type, cuts and all plates, as well as art work supplied by the printer remain his property unless otherwise agreed (in writing).

Any quoted price is for work as originally specified. If, thru the customer's error, or change of mind, work has to be done two or more times, a charge at regular rates will be made.

Type forms and plates will not be held intact after completion of an order except on special agreement, and storing such forms, which ties up materials, will be charged for.

Two proofs will be submitted with the original copy or matter. Corrections, if any shall be made thereon, and signed or initialed by the customer. If revised proofs are desired, request should be made for them when the first proof is returned. The printer is not responsible for errors if the work is done according to the customer's O.K.

An extra charge will be made for press proofs unless the customer is present when the forms are made ready on the press, so that no press time is lost. If presses stand waiting customer's O. K., charge will be made for time lost.

Over runs or under runs not to exceed 10% of the amount ordered shall constitute complete delivery, and the excess or deficiency shall be charged or credited to the purchaser proportionately.

All customer's property such as stock or printed matter will be stored at owner's risk only, and after thirty days a charge shall be made therefor.

All prices are for a single shipment, and delivery is contingent to fires, floods, accidents and other contingencies beyond the printer's control.

being made, which only goes to show that well worked up ink and the proper temperature have a lot to do with good printing.

WITH OUR READERS

Helpful Hints

Boxes for Spaces

Many shops use their brass and copper thin-space cases from rack to rack, often upsetting it. We make little cardboard boxes to fit exactly in the 3-em space compartment, about $\frac{1}{8}$ " deep, 1" wide, and long enough to make a tight fit across the top of the compartment. Result is a handy, spill-proof box, not needed for all cases, but we do have some of each size in each rack. (One size can be used with more than one case.)

For Foolproof Numbering Machines

To eliminate future numbering machine trouble, just follow this simple advice: when finished with the machine, squirt it with type cleaner and work it up and down a few times. Then give it a shot of light oil and work it a couple of times more. Keep the machine in a cardboard box where dust won't reach it. That's all there is to it.

Trick Numbering System

Often there is not enough space on a crowded form to use a regular numbering machine on small cards or coupons, etc. We cut our stock double size and run the job, work and turn. We set the numbering machine to print alone with plenty of space on half the run in one color. This allows immediate handling on the second run, in which the number is already in position for half of the run, and is printed in the space provided on the other half. This method works on any type work-and-turn hand fed printing operation. We also use it in ruled forms.

Forms Buckling?

If a form buckles when quoin is tightened, turn all furniture over one time. If buckling is caused by warped furniture, the form will now seat properly.

Prints Two Jobs for the Price of One

If you have a one-press shop that does a lot of label work, try this to speed production. Whenever you're doing a small job, set the type for a Parcel Post label (for example) and run it off at the bottom of the sheet. Then after the job is printed, cut off the label sections and keep them on hand for emergency calls.

Sympathy Acknowledgment Cards

Some time ago we called attention to the opportunities for business in memorial and prayer cards, with some mention of sympathy and acknowledgment cards, too. Printers are evidently allowing other people to run away with much of this business. Here are three developments which show what's going on:

1. Undertakers, Morticians, Funeral Directors have been buying outfits direct from us in order to take care of imprinting cards and folders they purchase from mourning stationery supply houses.

2. One such stationery supply house offered to put 10,000 leaflets advertising Kelsey presses in a mailing of theirs, without charge, because they felt it would help the sale of their cards, folders, stationery.

3. Several firms catering to that class of trade have been buying Kelsey presses in quantities (of course) to use in making up outfits for mortuary firms.

This all adds up to neglected opportunities for printers, who ought to get in touch with every undertaker in town and show them what they can do in such imprinting. Kelsey owners are particularly well qualified to handle the work.

Another way to find such business is to watch the obituary columns, and get in touch with the family of the deceased.

The variety of printing possible because of bereavement is surprising. Some, such as prayer and memorial cards are more common in the Catholic faith. There are so called door cards, used in place of flowers at the door of the home. The most widely used piece of printed matter is the sympathy acknowledgment card, mailed out, as its name implies, to people and organizations who have sent flowers or other expressions of condolence. They are also sent to attendants at wakes.

You can make up your own stationery if you wish. Grey or black borders may be printed on the edge of cards, paper, or envelopes. Diluted india ink, put with a brush on sheets which have been spread out so as to present the desired amount of edge provides another common way.

Cards may be printed with any of the styles of type used for announcements or formal cards—Script, Old English, Typo Roman, Shaded, etc. Raised Printing makes an extra attractive card, and commands a higher price, where ordered. Like every specialty, it provides contacts which often are productive of other business.

Sympathy acknowledgment cards, due to the circumstances under which they are sold, are not subject to cut rate competition, and

every printer should get his share of this profitable work, either by going after it direct, or through undertakers, or both.

Raised Printing is Easy

While a great many printers have been able to offer their customers raised printing—also called plateless engraving, plateless embossing, theomography, etc.—there are plenty who have never attempted it, we should judge from our contact with them. The improved appearance of cards, stationery and other work when processed that way makes it something for every printer to consider and at least try.

A word of explanation may be necessary for some of our readers. Up to a few years ago, there was only one way of making a card or piece of stationery look engraved, and that was by actually using an engraved steel or copper plate, with equipment which practically no printer owned. This brought about a division of the business between the regular printer, and the engraver who had the proper equipment.

Finally a way was invented which gave the printer his own line of raised printing, using ordinary type and cuts. Printing of this kind is done with good bodies in, after which it is dusted (before it is dry) with a powder made especially for the purpose, and then run thru a machine which heats the ink, powder and paper just enough to liquify the powder. The sheet is immediately withdrawn, and the unformed and transparent surface of the printing dries or hardens instantly. The result is what appears to be embossing or engraving. There are two finishes—bright or gloss, and dull. The dull, when used on a business card, is extremely difficult to tell from copperplate engraving.

We sell an electric unit (the Raised Printing Outfit) which is particularly satisfactory, but the person who wishes to try the process out need only purchase a tube of embossing ink and one of compound, if he can find some kind of heater—even a gas flame in a pinch. Testing and experience will indicate the amount of heat required for various jobs. Detailed instructions such as we furnish with our engraving unit will be sent with the ink and compound when requested. Every printer should be able to offer his customers this superior kind of work. It adds to the price you can get for your printing, and to your profit at the same time.

Imposing Surface



Imposing Surface, smooth, hard Masonite, for use in locking up forms. One side has beveled edges. 8x12 inches, $\frac{1}{2}$ inch thick. \$6.75 Ship. Wgt. 2½