

The PRINTER'S HELPER

For Those Who Print For Others or For Themselves



Summer in the country, 1940

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The KELSEY COMPANY - Meriden, Connecticut 06450

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

Mortises

First, the definition of **MORTISE** as given in the Printing Course:

"A space sawed out in a block or cut, for the insertion of type or other material. An inside mortise is entirely surrounded by the cut, an outside mortise is one which has at least one side open." Incidentally some engravers call the outside mortise an outside notch.

It is obvious that type material in an inside mortise will not be tightly enough locked or fastened in the chase unless it is properly wedged independently of the rest of the form. Thin strip material — half point copper strips, one point leads and even card or paper may be used for the purpose. After wedging everything so that it seems tight, lift the cut just high enough to see if anything is still loose. If further wedging is needed, cut your strips of light material — copper, paper, cardboard or lead to the right length, but before putting them in place remove enough heavy material so that your light stuff may be inserted without jamming and perhaps damage. Then replace the heavier material.

If any lines are not tight enough, use copper spacers, card-board or paper. If you do, be sure that they are the right size — if the lines are eight point, for example, the spacing material should not be over eight points, else it will cause jamming in the wrong places. Bodkin and tweezers can be used to advantage when you are working in such close quarters, but don't let them slip and damage your type.

When placing a border or a box of rule around a form, you can make it tight if you follow the procedure outlined above, to get the interior so it will lock and lift. A little spacing out of the border may be necessary if use of the border alone makes it loose or too tight as first set up.

Rules Boxes and Panels

A plain rule frame (box or panel) around all or part of a type form is helpful in several ways. When used around a page or sheet, it is not only effective in binding the whole together, but it often improves the appearance of the layout — makes it more attractive to look at. We should hasten to say that by binding it together, we don't mean from a chase or lockup standpoint, but typographically. Without the frame, numerous type lines of various lengths may give it a ragged appearance. If a ruled box is used around part of a page



or sheet, it not only helps to separate the enclosed matter from the rest of the form, but gives it a little emphasis. And over everything else, it helps to break up what may be rather solid masses of words, opening up the typography and making it more easy to read.

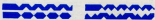
Examples of all kinds of boxes, panels and frames may be seen in any magazine or newspaper you pick up, but their use in ordinary job printing is just as frequent.

There are two ways of making such boxes. The quicker and cheaper way is to simply cut the rule to the required lengths and butt the ends together, but for better printing the ends of the rule are mitered (beveled) so that they will make a good looking, snug joint. Ruled frames mitered to order in any length may be purchased, and will be found in the supply book. If you want the

rule mitered, remember that the outside and the inside measurement will be slightly different, depending on how thick the rule is.

Be careful to space out the material in the box so that the rule will come together in a good joint — neither leaving white space between the ends nor causing so much pressure at the junction that the rule bends.

Aside from plain single face or double face rule boxes, you can make some really striking effects



if you have a metal saw handy. We illustrate one or two small samples, which can be made as large as you like, and with variations.

Much the same results can be accomplished with type cast borders, but if they are to be used inside (as part only) of a form, the smaller, more delicate borders should be selected, so that the decorative effect of the box doesn't overshadow everything else on the page or sheet.

When you want to make up a job which is to be completely surrounded by a box or panel, you can, if you wish, use both a rule box and a small typecast border, one inside the other. These little typographic touches invite experiments. When you have a little time, try out one or two and see what you can produce. They can come in handy when you are casting about for a way to make a job just a little different than the ordinary run.



Home-made Jig for Mitering Rule

Most devices on the market for mitering are quite expensive. We illustrate a small wooden jig or fixture that you can easily make, which will give you your miters the correct angle. The rule is put on the sloping block, against the strip at the right, the end to be mitered at the bottom. A fine file or sharpening stone is run back and forth over the end of the rule until it is brought to the required angle. Be careful not to gouge out your fixture when using it, so that it will become inaccurate. From that standpoint a stone is better than the file — it will be easier to use without damaging your mitering device.

The slope of your fixture, it goes almost without saying, must be exactly 45 degrees if you are to make accurate bevels or miters.

The Printer's Guide, illustrated, complete booklet of instructions for beginners; clear and easy to follow. (Postpaid in U.S.A. only) **1.00**

WITH OUR READERS

Helpful Hints

B For Ink Problems

Your Ink Supplier not available on Saturdays or on the evening shift? Your neighborhood drugstore can supply the following additives for Letterpress Printing Inks:

1. Mineral Oil—Makes an excellent reducer when ink is too thick or when running solids.
2. Silicate of Soda—Can be used as body gum. It makes the ink thick and promotes drying, particularly when running rag content papers.
3. Oil of Cloves—Will retard drying and when used in spray form will prevent ink skinning in can or fountain.
4. Japan Drier—A very good drier which will not affect color.
5. Carbolic Acid—Dissolves dried ink.

Excess Dampness

Small shops that do not have dehumidifiers can avoid excess dampness by placing a pan of calcium chloride in the area affected. About an inch in a shallow pan is sufficient and is usable until entirely saturated. In extremely damp weather as much as a quart of moisture may be drawn out of a room 20'x30'x12', or it may require several months to saturate the calcium chloride. Beware of spilling as the calcium chloride will draw moisture where it lays and, likewise, prolonged contact with the skin is to be avoided.

Numbering Machine Aid

Throw away that wooden skewer—it's probably blunt, anyhow. Change the numbering wheels of both press and hand numbering machines with the discarded brass tubing of a ball point pen—just right in length, point properly tapered to engage in the engraved wheels, non-injurious to the wheels.

Stock Tips

- *Never open stock more than 24 hours before using.
- *Avoid placing stock near any open door or window.
- *Never place open skids of stock near water coolers, fountains, or any source of water. The dampness will find its way into the stock.
- *Never leave partially used skids of stock uncovered.
- *When running a job, try not to mix stock from different shipments.
- *When there is curl in the stock, run the entire job with the curl all the same way.

Raised Printing

Raised printing is variously called thermography, embossing without a plate, plateless engraving and a dozen or more other names, most of which are indicative of the appearance of the finished work. It is a process which enables you to produce facsimile engraving with ordinary printer's type and on any ordinary printing press.

There are two types of raised printing—the bright or gloss, which produces a pronounced raised effect, and the dull, or plate finish, which gives a rough surface, without very much embossing, but more in accordance with the type of engraving which is found on postage stamps, paper currency, some kinds of engraved stationery, cards, etc. Both are popular, perhaps the gloss being used most, because the results are more spectacular. Between these two are the gold and silver embossing, which are neither as dull as the plate finish, nor as bright as the gloss finish, but with quite a pronounced embossed effect.

All three finishes are used for stationery, cards and similar work, depending upon the preferences of the user or his customer.

Printing is done in the same manner as ordinary flat work, but in place of soft thin inks, reasonably heavy inks must be used. Most of our standard inks are satisfactory. With the exception of gold and silver embossing, the ink used is the same color as is wanted for the finished job, and the compound used, when put thru the embossing unit, is a colorless substance which transmits the color of the ink. With gold and silver, yellow or orange ink is used which provides only the adhesive qualities necessary, and the compound, instead of being colorless, has the gold or the silver in it.

Before the ink is entirely dry, as soon as possible after printing—the sheets or cards should be dusted with the embossing compound. Dump a small heap of the compound in the top of an envelope box, or some similar receptacle, and push that part of the sheet which has the printing, in the powder. The sheet or card should be lightly tapped to remove the surplus powder. Just how much of the powder to leave on the sheet will soon be determined by trying a sheet on the embosser. If in raising, the embossing seems to "spill off" the type, a little less powder, a little less ink, or a little shorter time of exposure on the embosser will remedy the difficulty, with the odds being that it is the powder.

Raised printing is being applied to a wide variety of work. Not every printer is equipped to do it, hence the prices which may be charged give a nice margin of profit to those who can.

Just remember these few points:

Plate Finish Compound should not be expected to show very much "raise." It is not intended for that, and would not be true to the engraving it simulates if it did.

If at first the results are not perfect, experiment a little on the amount of ink, compound and length of time the work is on the embosser. Your equipment will give the same results as the big, and most expensive machines.

Tape Around Roller Wheels

An old reader says: "If the printer will put electricity's tape around his roller wheels, he will reduce the wear on his rollers and also the noise."

This is often done, not only for the purposes our friend mentions, but also to keep the wheels and rollers from sliding and wiping the type. It is of particular advantage in warm, humid weather, when the rollers tend to swell, and the wheels need a correspondingly greater diameter. The swelling of the roller makes them tender, too, and that is why, as our reader says, they will wear longer. By the same token, if your wheels are a little small for your rollers, this use of tape will improve your operation.

Are You Making Full Use of the Printer's Helper?

It is the Helper's job to provide you with ideas for business opportunities as well as suggestions for actually doing jobs. The articles on these opportunities, are, every one of them, inspired by actual business that other printers are getting—printers with equipment just like your own. If you take advantage of even a small fraction of them, you will be busy even in dull times. Read the Helper carefully, and ask yourself in each case, "How can I use that idea?" We have but one thing to suggest the Helper to you, and that is, to increase your business and help you make money, because only in that way can we increase our own business with you. We know that many printers are using the Helper to the utmost, but not all.

We have many letters from very large printers, who say, in effect, "We have been in business for a great many years, but we are never too old to learn." That is the spirit which has made them big.

Many questions asked by readers have resulted in full-sized articles on the subject. Some have brought personal replies from us. Others, when they contained suggestions, have been reproduced almost verbatim as you have probably noticed, with due credit to the one sending in the suggestion.