

July 24-1950

Do Your Own PRINTING

Print for Others

Make Money



COMPLETE PRINTING OUTFITS

THE KELSEY COMPANY

Manufacturers - - Type Founders - - Printers' Supplies

MERIDEN, CONNECTICUT, U. S. A.

Introducing THE KELSEY COMPANY



TO MANY who read this, no introduction is necessary. For over seventy-five years we have been furnishing printing outfits and supplies to individuals, manufacturers, merchants, hotels, clubs, schools, missionaries, churches—in fact to people in all lines of business and all walks of life.

Some very famous men have used and endorsed Kelsey presses. Rudyard Kipling, world-famous author, requested that a press be sent to his home in England. We later received a letter from him, saying, "It is a thoroughly good press and I have gotten a great deal of enjoyment out of it."

Frank N. Doubleday, one of the founders of Doubleday & Co., publishers of magazines and thousands of famous books, sent us the following significant statement: "I should thank, first of all, the Excelsior press which introduced me to the craft."

Thomas Edison, the famous inventor printed a paper in a mailcar when he was a railway newsboy. The list could be extended indefinitely.

Reduce Your Printing Costs in Office, Store or Factory:

Office and factory forms, billheads, statements, stationery, business cards, circulars, all kinds of printed matter and printed advertising can be done with a Kelsey printing outfit at a small fraction of prices you are now paying. Present conditions offer bigger savings than ever—and more need for advertising than ever. You can save enough on present printing

bills to get the extra advertising you need without a cent of expense.

Develop Your Own Business:

You can only be sure of your own future happiness, prosperity and well being **IF YOU CONTROL YOUR OWN JOB.** As you will see in the following pages, you do not need a lot of money to enter this interesting and profitable business. You can start on a spare time basis if you wish, and later make it full time. Or you can continue to use it as a part time way to add to your income. There is no age limit, up or down. If you are a student, you can help put yourself thru school or college. If you are retired, and on part-pay or a pension, you'll find printing an answer to your needs—both for cash and recreation.

Who Says Printing is Easy To Learn?

No less an authority than Henry Lewis Bullen, who assembled the greatest library on typography in the world, which is now at Columbia University, and who was an experienced printer and authority on typographic matters as well, said Mr. Bullen: "Printing is the simplest of all trades, and the easiest to learn." He went on

to observe that boys often get the rudiments within twenty-four hours from the time they start; that it is one of the most alluring and profitable of indoor sports, which does those who practice it an immense amount of good. Mr. Bullen did not mean that you or anybody else can learn all there is to know about printing in twenty-four hours or even 24 days, but he did stress the point that in no other trade is it possible to learn the fundamentals so quickly, and to turn out a presentable, useful, and profitable piece of work from the very start.

To Printers and Others With Printing Experience:

The equipment shown in this book is of the highest grade foundry standard. We list no other, because we feel that accurate, durable tools and supplies will go far to eliminate any possible troubles, whether in the hands of an old craftsman or a new one. If you buy a font of type, a piece of brass rule or anything else from these pages it will be of the same material or quality as you would get from the largest and the best known suppliers in the trade. Limitations of space prevent our showing here everything which you may require. You will be interested, too, in what other printers say of Kelsey service. If you don't see what you need in this book, please write us and give us the opportunity of quoting.

Outfits for Special Purposes:

In addition to general work, Kelsey presses will print on cloth, wood, rubber, celluloid and other substances requiring imprinting. Manufacturers often have special or lithographed labels, which require imprinting with



color, size, contents, weight, etc. To carry a stock of every kind of label would mean prohibitive expense, so Kelsey presses are used to print them when needed, on the spot, without waste of time or carrying of large label stocks. Brand names, dealers, etc. are put on labels, as well as on mail enclosures, leaflets, etc., in the same manner.

Hotels and restaurants provide themselves with menus; clubs, lodges and organization secretaries take care of their own work with a Kelsey outfit. Art galleries and museums print their own specimen labels and cards. Government institutions use them for vocational training, incidentally supplying necessary printing for state and municipal offices. Theatres imprint their heralds, window cards, etc., eliminating unsightly rubber stamps. Greeting card manufacturers use them for imprinting names on the finest cards, and they are taking care of bookplate imprinting in the same way. Wherever printing is required, a Kelsey press will pay for itself, not only because of low first cost, but because of extreme simplicity and ease of operation. Quick changes are easy on Kelsey presses, making them fill requirements where big expensive machines will not suit. We cover a few uses in the following pages. See also the samples of printing done with inexpensive outfits; they will give you a little idea of the many ways in which a Kelsey press can be used.



Our factory is located at Meriden, Connecticut, only two hours' ride from New York on the main line of the New Haven Railroad, and visitors are welcome.

What These Printing Outfits Will Do

SAVE MONEY Labels, stationery, tags, factory forms, price lists and many other printed pieces can be produced with an inexpensive outfit at a large saving. This is no reflection on the large printer, because he has overhead expenses which must be met, in addition to his profit. Your only cost will be paper, ink and time. See the low prices for paper and ink in this catalog (which are wholesale printers' rates). If you buy your printing you also pay for somebody's time; if you do your own printing you either use your own time, or that of a junior employee. Allow a liberal rate for this and you should still save one half your present cost. We recommend that large, elaborate catalogs and other similar work be done outside, but the great majority of medium and ordinary size printing is well within the capacity of a low priced outfit, as you can see by the photographs of work in the following pages. For less than the cost of a single typewriter or adding machine you can have a complete printing outfit which will do your work.

SOLD DIRECT ONLY

We sell from Meriden only, and not thru dealers, agents or representatives. In many other lines, it is not practicable or desirable that the manufacturer sell direct, so we cast no reflections on that method of doing business when we say that Kelsey equipment can only be bought from the factory. In our case it not only enables us to give more expert advice and help, but makes prices lower by at least 20% than we could otherwise offer.



The Fascination of the Printing Press

EVER SINCE printing presses first came into general use, men and women, rich and poor, famous and obscure, in all walks of life have realized the pleasure of operating a "pocket edition" printing shop—producing the printed word—a form of skilled and artistic creation as much as etching, drawing, sculpture, painting, fine cabinet work. Artistic ability may be expressed in fine printing, either as a hobby or as a life work, and is correctly recognized as such. Gutenberg, Caxton, Hersey Walpole, and more recently William Morris and Elbert Hubbard (the latter of Roycroft fame) are distinguished examples.

The earliest printers were, almost without exception, treated by kings and nobles as very exalted personages; usually the shop was attached directly to the church or the university. The finest modern printing houses continue to employ the best talent and the designers of type, borders and decorations work

with them to assure a continuous advance in standards, higher at the present time than they have ever been. The results of their work are available to all press owners, large or small. Nobody can compare modern styles of letters with the favorites of bygone days without realizing the great improvements in the art of printing.

Many people are turning to preprint for relaxation from the cares and fatigue of the office, factory, store or studio. He who has not experienced the unforgettable sensation of taking the first proof from a form of type made ready by himself has missed one of the "thrills that come once in a lifetime."

Those who want to make the craft a source of income will find it perfectly possible without any loss of interest or sacrifice of quality.

The thousands of Kelsey Press owners scattered all over the world, who print either for the "fun of it" or for more material reasons, may not all of them realize it, but each one is doing his share to aid the tremendous influence of the printing press.

The Art of Printing is open to every owner of an Excelsior Press. Let it introduce you to a new field for enjoying your hours of relaxation from worldly cares. It is a most fascinating hobby.

MAKE MONEY— Part Time or Full Time

Here is an extraordinarily interesting business which you, no matter what your age may be, can enter with profit. Printing and advertising are universally needed. Everybody is a possible customer, if only for personal stationery or cards. Every business man, every business firm, requires printing. Ninety per cent of it is well within the capacity of an inexpensive outfit, as you will see by looking over the photographs of actual samples done with the various presses, which are shown in this book. If you wish to operate

a part time business until you have had a chance to prove to yourself that the opportunity exists, you can do it with a small investment.

Stabilize Your Income

If your income has a tendency to go up and down, and there have been periods over the past few years when you were seriously affected by poor business conditions, you'll welcome the stability you can give your income with a printing outfit. As a part time business it has helped many a man thru slim times, and for others it has stood between his family and actual want. Its earnings have provided for the

necessities in poor times, and extras in good times. You could not persuade many press owners who have used them as mainstays in times of financial emergency to part with their outfits for many times their cost if they could not obtain another.

Do More Advertising

The average small or medium sized business suffers for lack of sufficient printed advertising. Outfits such as you will find described in the following pages will enable you to do PRINTED post card advertising, use PRINTED circulars, PRINTED mail enclosures—give your advertising the dignity and effectiveness which only a printed message carries. Whatever your printed advertising expenditure is now, you can make it go twice as far.

Have A Home PRINT SHOP

Enjoy printing and at the same time, make it pay. Here is a home workshop project which will more than carry itself. With a printing press you can not only do your own printing, but make holiday gifts of personal stationery, bookplates, cards, etc., for your friends, which they will value more than any expensive present you could give them.

Books may be printed, one or more pages at a time, and bound by yourself or by a bookbinder. We supply all materials. Histories of towns, family histories, biographies, poems, or any favored project or stories can be put in permanent form. Many business catalogs, library lists and technical works have been thus printed.

Books and tracts on religious subjects can be given circulation, which would otherwise run into too much money. Printing a paper or bulletin is likewise a good way of promoting a cause or hobby. Subscribers or advertising can be used to make it pay, if desired.

BIG USERS The following concerns, leaders in their lines, and many others of similar caliber are using Kelsey presses, because in spite of the fact that most of them own big equipment too, there are many places and operations which require quick, quality work. Repeat sales, either for the same or other divisions, indicate that their performance has been fully up to expectations: Seth Thomas Clock Co.; General Electric Co.; Royal Typewriter Co.; Standard Brands, Inc.; General Motors Corp.; American Telephone & Telegraph Co.;

United States Steel Corp.; Aetna Life Insurance Co.; Western Electric Co.; Anaconda Wire & Cable Co.; International Harvester Co.; etc.

Kelseys are Simplified Professional Presses

Every Kelsey press from the 3x5 size up (and including the 3x5, of course) is a simplified, professional machine, and should not be confused with anything else. Besides their use for business and commercial purposes, you'll find them in schools, as well as in other educational and vocational institutions everywhere. They are not sold in toy stores because they are not toys. However, men with printing, publishing, advertising, and sales promotion experience know how valuable they are for learning the funda-

mentals of printing, so most boys who are fortunate enough to have parents, teachers or friends interested in their welfare are given Kelsey outfits rather than impractical sheet metal toys. The use of a real printing layout not only gives them pocket money, but helps them in grammar, punctuation and spelling.

Have Your Own Printing Business

No man is more completely his own boss than a one-man printing firm. The number of hours you work is entirely up to yourself. If you prefer to sleep late in the morning, and work late the next night, you can do it. Or if you like to be up early, get your work out of the way, and take the afternoon off, you can operate that

way. Many people do not realize what a large and convenient umbrella is being provided the one man printer by the high hourly rates in most big shops. Agreements in some large cities have been made on the basis of \$2.00 per hour—and higher, with paid holidays and fancy overtime money for less than 40 hours. This means that the employing printer has to figure on composition rates of \$5.00 per hour—and up. While rates slide off from this in smaller places, they are still high enough to give the one man shop a beautiful living if he uses plain everyday common sense. Any amount of small work cannot possibly be done by a large printer at prevailing wage rates with any profit, but the small man can handle the same jobs and make attractive money.

What Is Your Business?



Instead of telling you what WE think of Excelsior Presses, we will let a few of our customers speak for us. Space forbids printing even a small percentage of the hundreds of unsolicited letters we have received. No matter what your business may be, someone in a similar line is already a satisfied press owner.

Grocers and Merchants "I mail postal cards every week and I know, without leaving anything to conjecture, that they bring me MORE BUSINESS THAN THE SAME AMOUNT OF SPACE, USED THE SAME DAY IN ALL THREE OF OUR LOCAL PAPERS. A Kelsey press can certainly save the day for the SMALL, STRUGGLING, INDEPENDENT DEALER."

And Churches "The 5x8 press you sent me last spring is doing fine work. I use it more or less all the time, as I am printing about 500 to 1000 handbills for our revival meeting each month. I use bills 7x14 inches which I print, first the upper half and then the bottom or lower half. It only takes one hour to print 1500 bills. When travelling, I put the press in the back of my auto. Besides doing my own printing, I print thousands of cards, letterheads, etc., for other ministers."

Laboratories "Our press was purchased two years ago and has paid for itself many times. Prints all our labels, invoices, etc. When we bought it, we figured we had \$100.00 of printing needs. It paid its cost in two days."

Photographer "I am using the press in my photograph business and for all my business stationery. I am also doing small printing jobs on the side. The press is rapidly paying for itself."

One Job Paid for the Press "From the results obtained in the circularizing of our trade territory, once, with a card gotten out on our 5x8 press, our increase in sales, compared to the corresponding day a year ago, was nearly great enough to care for the total cost of the press — this in the face of very unfavorable local conditions."



A Kelsey Press Will Help You

THE KELSEY

EXCELSIOR Self-Inking Portable PRINTING PRESS



WE have built printing presses for over seventy-five years, so when we say this press is made to last, we speak from experience. We are constantly hearing of Kelsey machines twenty-five, forty and even fifty years old, which are in active service.

The body of the press is one solid semi-steel casting, as are all the principal working parts. This construction is identical with that used in large printing presses costing many times as much, and there is no satisfactory substitute construction if the press is to give good, clear printing. Sheet metal stampings, light weight blanks and thin castings put together by mass production methods result only in flimsy toys instead of practical printing presses, and we do not make them. Parts are planed or turned, and tested by gauge. Accurate jigs assure perfect fitting of the whole machine. Ink rollers are our own, high grade composition so well liked by professional printers everywhere that we furnish them to large press owners all over the country. Finish on the press is a durable, sprayed-on battleship

grey enamel, all machined surfaces being protected during the painting operation. Finally presses are given careful examination before the inspector puts his initials on the stamp which holds him responsible for the O. K. Every press is fully warranted.

A downward pressure on the lever makes the printed impression. This lever has two connections (which you can see in the illustration) with the body and the plate which holds the paper, giving unusual leverage and preventing any twisting. Ink is spread on the circular ink disc. The inking rollers pass over the type twice between each printed impression, and the ink disc revolves, giving even distribution of ink. Gripper fingers hold sheets firmly and remove them from the type when printed. Impression or pressure on type is quickly regulated with screws, one of which can be seen in the picture. The chase or frame holding the type can be taken out of the press or put back by pressing a single catch. Speed depends upon circumstances: from 600 to 1500 per hour OR MORE, according to the size of the sheet being printed. Complete, easily understood instructions go with each press. The picture shows type set the long way of the chase, but it can be set up and down (the short way) just as easily.

Kelsey Presses use any standard printers' cuts, type, and all standard printers' supplies.

3 x 5 PRESS \$22.86

Printing space (chase), 3 x 5 inches
Weight of press only, 27 pounds
Shipping Weight, about 50 pounds
Press occupies 3 1/2 x 13 inches
\$1 to \$4 cheaper if bought with some Outfits—

5 x 8 PRESS \$49.47

Printing space (chase), 5 1/4 x 8 1/4 in.
Weight of press only, 60 pounds
Shipping Weight, about 80 pounds
Press occupies 12 x 23 inches
\$1 to \$9 cheaper if bought with some Outfits—

6 x 10 PRESS \$69.56

Printing space (chase), 6 1/4 x 10 1/4 in.
Weight of press only, 97 pounds
Shipping Weight about 127 pounds
Press occupies 18 1/2 x 25 inches
\$5 to \$9 cheaper if bought with some Outfits—

9 x 13 PRESS 188.10

Printing space (chase) 9 1/4 x 13 1/4 in.
Weight of press only, 285 pounds
Shipping Weight, about 315 pounds
Press occupies 19 x 31 inches
\$10 cheaper if bought with some Outfits—

Note the small space occupied. If you have room for a typewriter, you have room for an Excelsior Press. See pages following for prices of complete Outfits, including presses

Can You Use A Press Without Experience?

Well, Just Read THIS: "Enclosed you will find a bookplate designed by a sixth grade boy and printed on the Excelsior 5x8 Press. The press is being used by the children of the fourth, fifth and sixth grades." — What a boy in primary school can do, certainly any person who reads this catalog will find possible, and we hardly wish to reflect on your intelligence by even suggesting a doubt. — **You CAN Print With an Excelsior Press!**

EOK:Y

"My press arrived three days ago and I am more than pleased with it. I put off buying for four years because I wasn't sure I could manage it—now I am kicking myself because I waited."

"The enclosed is the first job I turned out. Everything is so simple with the clear guidance of your instruction book that I am ready to tackle any job."

"I received the press last Saturday and have already turned out two tickets, one invitation and two business card jobs. All within one week after my first glimpse of a printing press."

You can make up your own outfits if you prefer, or you may order from those on the following pages with any additions or alterations desired.

You may select the type styles to be included in the outfit to amount stated, and still take the press discount, or, if you prefer, state the kind of work you wish to do and we, being experienced, can select those best adapted to the purpose.

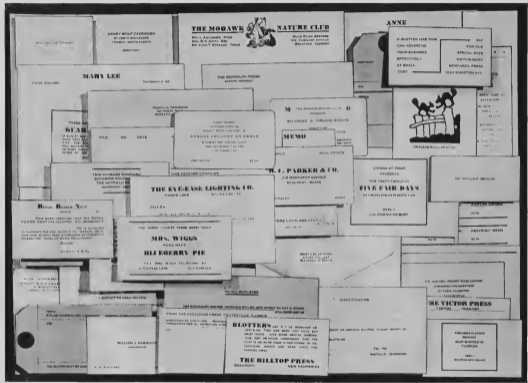
Every Outfit includes a book of instructions in Printing. See page 5 for terms.

4
All done with I-AB Outfit (Total Cost, \$35.⁰³)

Kelsey Outfits are arranged so that you can build them up a little at a time. For instance: if you purchase the IAB outfit, you can later add the type and material to make it a 1B or a 1C by paying the difference in cost. Or, if at any time within three months after buying the 3x6 press you find you are ready for the 5x8 machine, you can return the 3x6 at the **FULL PRICE YOU PAID FOR IT**, and by paying the difference get the 5x8 size. The illustrations of samples show you exactly what you can do with each press and outfit, but they do not show you *your* outfit. You can make dozens of variations of any of the specimens, and do all kinds of other work besides. You can even copy them, changing names, etc.

If you are uncertain about making up your own type assortment or outfit, you can buy any one of the regular outfits and type assortments, knowing exactly what you can expect.

These are only a few of the hundreds you can print with this outfit.
Drawings not included in outfit.



This is the Outfit with which all the work on the opposite page was done



Outfit 1A, with 3 x 5 Press, \$35.03

3x5 Press	\$23.80	Lead 37 Gauge Pica	.20
Furniture, Foot No 2	.40	2 Type Cases	5.00
Type (your selection or ours)		Tube of Black Ink	.48
with spaces and quads	5.87	Shipping Wgt., 40 lbs.	\$37.03

Special \$2.00 Press Discount on this outfit as deducted above.

These are the sizes and styles of type and rule in standard Assortment AB (unless you select others):-

BOLD COPPERPLATE GOTHIC
NO. 3BC6 LARGE \$2.30

BOLD COPPERPLATE
NO. 4BC6 LARGE \$2.30

Mod. Bodoni
14-14B \$3.45

RULE 200, 2 FT \$.52
PRINTING THIS WAY WITH
ONE EDGE

THIS WAY WITH THE OTHER:

Type prices include spaces and quads.

Samples shown can be made to look entirely different with your own selection of type.

(Actual size of one sample on opposite page. The others are proportionately large.)

EIGHT THIRTY
TUESDAY EVENING
HIGH SCHOOL AUDITORIUM

ANNUAL HALLOWE'EN DANCE

GIVEN BY THE JUNIOR CLASS
FOR THE BENEFIT OF THE
"FIVE CHARITIES"

ONE COUPLE \$2.25

You do not need experience—read these unsolicited letters:

"I had never set a line of type, or had any experience of any kind in the printing business, and during the three months I've had my outfit, I have cleared about ninety dollars, and that of course is only done after regular working hours, as I am employed in a retail shoe store during the day."

"I am very well pleased with my press and outfit. Although I had never set a line of type in my life before, it was easy after studying your instruction book. The press is entirely satisfactory, and I have been able to turn out work as good as the better equipped printers."

"My whole knowledge of printing I obtained from your instruction book which accompanied the press. If I had it to do again and even pay more for the press I would do

it, for the results in our church life are very noticeable. If we had to build a new church, your press will be the reason."

"We turn out many thousands of cards like these and the printing is all done on the 3x5 press we bought from you. Best of all, the work is done by girls with no experience."

"It was the best thing that I ever did when I got in touch with you and bought the 3x5 press. I made on an average \$35.00 a week, printing cards and envelopes last year when I was in Washington, D. C."

"The boys have sold over fifty dollars worth of printing already. I never bought them anything they have been taken with as much as this and I am as well pleased as they are."

Miss Miriam Lamb writes: "The 3x5 has made our family living, since we had it."

All the samples on the opposite page were printed with a 3x5 press and outfit No. 1A, and type assortment AB. If you order this outfit, and do not specify any particular type, we will send you this assortment. We consider it well adapted to general work, whether you print for yourself only, or print for others at a profit.

Special Type Assortments. If you are going to do mostly stationery and cards, you may wish to substitute more Old English and other fancy styles of type in these outfits. You need only to make that change, telling us when you order, and if the type you select costs more than the regular selection, change the total of the outfit. If your work runs mostly to handbills and circulars you may wish to use bigger, blacker type. However, if your requirements are general printing, you will find the regular assortments well suited to your needs.

Terms of Payment Cash with all orders. Prices net, F. O. B. Meriden; no discount, as we sell direct to users at factory prices, thereby saving all agents' and middlemen's commissions and profits. Cash must accompany orders, either by bank draft, Money Order, or check. If currency (bills) sent by Registered Letter, Western Union will send money as well as messages by telegraph. Orders for \$10.00 or more will be shipped C. O. D., within U. S. A. PROVIDED one-third of bill accompanies order as a guarantee. Write address and shipping directions very plainly on every order, giving street and number, town, county and state. U. S. stamps taken, except airmail.

These samples were
printed with Outfit
1B—Total Cost,
\$48.77

In this photo of actual samples, and in the preceding one for Outfit 1AB, are shown the following classes of work:

Stationery—personal, business, professional, envelopes; business cards; personal cards; social announcements; bookplates; greeting cards; movie titles; mailing labels; billheads; statements; file cards; blotters; commercial labels; tags; tickets; salesman's advance cards; sealing tapes; factory forms and notices; payroll lists; index cards; post cards; menus; wrapping paper; circulars; linoleum blocks.

Among those which we cannot show for lack of space are:

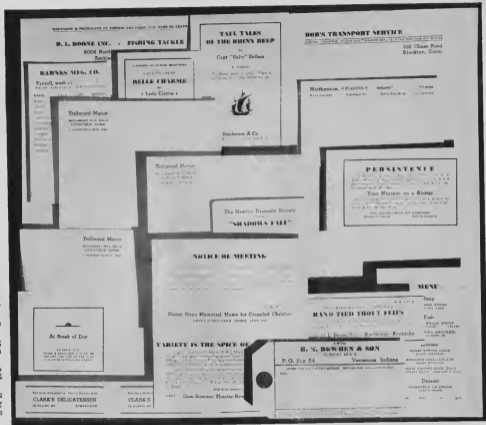
Loose leaf sheets; shirt labels; prescription blanks; poems; postals; cloth, wood, celluloid and similar printing; advertising pads and novelties; and many other kinds of jobs.

All these can be done with the 1B Outfit; many can be done with the 1AB Outfit. However, any Kelsey outfit can be built up to any size at any time, according to the growth of your business or requirements.

You may be sure that any one of these outfits will handle—

1. All the work pictured with it;
2. All the work pictured with any preceding outfit;
3. **Many variations of these**, as well as other kinds of work not illustrated.

Of course, if you prefer, you may alter these outfits, changing the price according to the changes you make in type or equipment.



This Printing Was All Done With This Outfit



Outfit No. 1B, with 3 x 5 Press, \$48.77

1 x 5 Press	\$22.46	1 Excelsior, 2 Bodega Type Cases	7.35
Furniture, Font No. 2	.65	Leds 61 Ganger Pins	.30
Type (your selection or ours)		Bodkin 25 Twoovers	.30
with spaces and quads		Tube of Black Ink	.50
Composing Stick (not shown)	16.02	Shipping Weight, 57 lbs.	\$51.77

Special \$3.00 Press Discount on this outfit as deducted above.

NOTE: Outfit now has 1 Excelsior, 2 square cases, not 2 Excelsiors as shown in picture.

This outfit has more type, and will handle general work up to post card size. A good equipment for a stationery or general line.

This is what men of experience have to say about Kelsey presses:

What a world-famous designer of buildings, theatre settings, radio cabinets, futuramas, etc., has to say:—

"This is the third time in my life I have owned an Excelsior Press. In fact fifteen years ago I printed a thirty-two page, monthly magazine for nearly two years on one. My younger brother through his experience in working around my shop at that time, and eventually running it, acquired sufficient knowledge of printing to accept the position of managing editor of a daily paper in Florida some years later, and has

been connected with printing ever since."

One of the first items for a New Business

"We have used one of your presses for a number of years while in the drug business in B____, having sold it when we sold our store recently. We are preparing to open a business here and of course one of the first things we will need will be a Kelsey Press."

"The press does fine work. As I have been a printer for twenty-two years I think I know some things about what a press can do. I supposed I was getting more or less of a toy, but I find instead, I have a real printing office for a small sum."

All the samples on the opposite page were printed with the 3x5 press and 1B outfit using type assortment B shown below. In addition THIS OUTFIT WILL PRINT ALL THE SAMPLES on page 4—plus hundreds of others. Those shown are merely suggestions. **Assortment B below:**

BOLD COPPERPLATE 3BC6.	\$2.30
BOLD COPPERPLATE 4BC6	2.30
Centenary 8R Large	4.90

Modern Bodoni 14-14R \$3.45

Egyptian Bold 85-12R \$3.15

Rule No. 200, 2-foot strip	.52
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(This rule prints two ways)

Type prices include spaces and quads.

Other styles of type may be substituted, if you prefer, changing the cost if they are more expensive.

You Can Also Do The Same Work With This Outfit, PLUS—



Outfit No. 2B, with 5 x 8 Press, \$78.08

5 x 8 Press	\$49.47	Type (your selection or ours)	14.02
Furniture, Font No. 5	1.25	with spaces and quads	
1 Excelsior, 2 Square Type Cases	1.25	Composing Stick (not shown)	2.49
Ganger Pins .35 Leds 97	.37	Bodkin 25 Twoovers	.30
Tube of Black Ink	.65	Shipping Weight, 115 lbs.	\$78.08

Special \$1.00 Press Discount on this outfit as deducted above.

NOTE: Outfit now has 1 Excelsior type case, 2 square ones—not shown.

For those whose work is mostly stationery, cards, tickets, etc., but who require a press for some jobs LARGER than the 3x5 machine will handle. This outfit is furnished with type assortment B unless otherwise ordered, and will print samples like those illustrated on the opposite page, and those on page 4 as well. It will print a space 5x8 inches on ANY SIZE sheet of paper or card, whereas the 1B Outfit prints 3x5 inches on any size stock. If you purchase the 2B Outfit now, you can later add the type and material which will make it a 2C, 2D or 2E Outfit.

Print for Others in Your Spare Time Never in the over seventy-five years that we have been in business, has the opportunity for the small printer been so great. Large printers' prices are so high that anyone with a small press can get all the work he can handle—and make a good profit on every job. Read what others have done—and profit thereby. All your personal and business acquaintances need printing, if it is only stationery, cards etc. Get their business and ask them to tell their friends.



This work was all done with Outfit IC: Cost, \$64.68

All these samples were printed with the 3x5 press and Outfit No. 1C, using type assortment C. This outfit IN ADDITION, will print EVERYTHING ILLUSTRATED ON PAGES 4 and 6, plus many others.

We furnish type assortment C with this outfit unless otherwise specified. As you see, it will turn out work suitable for both those who wish to print for others, or for themselves. Like the other outfits, it may be changed any way you see fit, increasing or decreasing the cost correspondingly.

A few examples of the kinds of work this outfit will do in addition to those shown here:

- Cards: business & personal
- Stationery of all kinds
- Post cards
- Menus
- Tags
- Circulars
- File cards
- Payroll lists
- Factory forms
- Greeting cards
- Lithium block printing
- Salesmen's address cards
- Billshead & statements
- Mailing labels
- Sealing tape
- Bookplates
- Wrapping paper
- Printed novelties
- Announcements:
 - social & business
- Loose leaf sheets
- Laundry tabs
- Pencils, etc.

Here is Outfit IC: Total Cost, \$64.⁶⁸



Outfit No. 1C, with 3 x 5 Press, \$64.⁶⁸

3x5 Press	\$22.50	Leads	37	Gauge Pins	20	.57
Furniture, Form No. 3	60	1 Excelsior Type Cases				10.50
Type (your selection of ours)		Tube of Black Ink				.45
with spaces and quads	\$9.50	Bottom 32 Tweezers	30			50
Composing Stick (not shown)	2.21	Shipping Weight, 60 lbs.				\$64. ⁶⁸

Special \$4.00 Press Discount on this outfit as deducted above.
NOTE: Outfit now has 3 Excelsior type cases, not 2 as shown in the picture.

All the specimens on the page opposite were printed with Outfit 1C and the 3x5 press, using type assortment C as follows:

BOLD COPPERPLATE GO	38C6	\$2.30
BOLD COPPERPLATE 4BC6	2.30	
Centenary 8R	2 L. fonts.	\$9.80

Modern Bodoni		
14-14R	\$3.45	
EGYPTIAN BOLD		
85-12 R	\$3.15	
MOD. GOTHIC 87-10 L	\$6.10	

Border 9-B	\$1.85
Rule 101, 2 ft.	.36
Rule 200, 2 ft.	.52

Type prices include spaces and quads.

You may add to this assortment to suit your own requirements, and change the cost of the outfit accordingly.

Read What Others Have Done

"I made fifty dollars during May printing calling cards for the seniors, working only after supper several times a week. I get many other small jobs and also print a Sunday School paper."

"When I bought the press I had no intention of embarking in the printing business, expecting to use the machine for color work in connection with my designing and illustrating work only, but when clients insist that I do their printing as well as my own it looks as if I shall be compelled to accommodate them."

He lost his job—BUT At the beginning I was somewhat dubious, as I was sixty-seven and had never handled a piece of type

in my life. However the 5x8 Excelsior saved the day. It has been the means of my being able to make a living, as when I was dropped from employment I had been in for many years, because of age, I found no chance to make a connection anywhere."

"We are very much pleased with the work which we are doing with the equipment purchased from you. The work done by us on one of your Excelsior Presses and embossed on one of your embossers compares more than favorably with the work put out by a competitor with equipment costing many times as much."

"I have just finished my Christmas cards business and have made real money with it. I work only in my spare time and drive a grocery truck through the day."

With larger press, \$91.⁹⁹



Outfit No. 2C, with 5x8 Press, \$91.⁹⁹

5x8 Press	\$48.47	3 Excelsior Type Cases	10.50	
Furniture, Form No. 5	1.55	Gauge Pins 30	Tweezers 20	.63
Type (your selection of ours)		Tube of Black Ink		.45
with spaces and quads	23.53	Leads 37	Bottom 32	.50
Composing Stick (not shown)	2.21	Shipping Weight, 133 lbs.		\$91. ⁹⁹

NOTE: Outfit now has 3 Excelsior type cases, not 2 as shown in the picture.

A good medium size outfit. When furnished with type assortment C, it will do everything pictured on pages 4, 6 and 8 and much more. Printed space can be 5 by 8 inches, instead of 3 by 5 as shown in the picture (see explanation under 2B outfit). You can later build this up to 2D or 2E by adding other type from assortments D or E.

Excelsior Presses Helped to Increase My Business

"Several years ago the writer bought a 3x5 Excelsior press. A few months later we had grown to a point where we needed and bought a 5x8 press. The business kept on growing so that today it holds a prominent place in the community. There could be no more positive evidence of the power of a Kelsey press mixed with a little ambition on the part of the owner."

\$800.00 in Three Months "An enclosing samples of jobs done on the 6x10 Excelsior Press, which I bought three months ago. I have averaged about 4,000 impressions per day—every day—and it is still going as good as ever—total 250,000 in three months time. Starting on job now of 20,000. Have done about \$800.00 in work in three months."

← Done With Outfit 2D: Cost, \$125.¹²

All the samples on page 10 were printed with the 5x8 press and Outfit No. 2D, with type assortment D. This press and outfit will also print

Outfit No. 2D, with 5x8 Press, \$125.¹²

5x8 Press	\$49.97	Mallet 35 Planer 64	1.65
Furniture, Foot No. 5	1.35	Gauge Plus 25 Booklet .35	.65
Type (your selection or ours)		Tweezers .30 Tube of Black Ink .48	.78
with spaces and quads	60.00	Composing Stick	2.49
Four Excelsior Type Cases	14.00	2 lb. L.S. Leads	7.50
Cleaner .25 Hand Roller 1.35	2.10	Shipping Weight, 150 lbs.	\$130. ¹²

Special \$5.00 Press Discount on this outfit as deducted above.



As explained on the foregoing pages, these type assortments are suggested as a good choice for general work, in the light of our experience. But if you prefer other styles, or want more or less type than is listed here, simply order as you please and adjust the price of the outfit accordingly.

Satisfied Customers tell how durable Excelsior Presses are

"Your goods are made to last. The press that this envelope was printed on is an Excelsior 30 years old and still does excellent work."

"You may be interested to know that the press I bought of you over sixteen years ago has done thousands of dollars worth of work and it is just as good as the day we bought it."

"It may interest you to know that we have made nearly a quarter of a million impressions on the Excelsior we got of you about two years ago and the machine is still just as good as new."

"I enclose a sample of printing done yesterday. I thought you would like to have it as a specimen of what can be done even after years of constant use. The type used came with the original outfit."

"Still have the 3x5 press I bought over six years ago and have printed thousands of cards on it."

ALL THE SAMPLES ON PAGES 4, 6 and 8 and, of course, all kinds of other work as well. No attempt is being made to show samples of everything—this catalog would not be big enough even if it were entirely given up to specimens.

This is type assortment
D

BOLD COPPERPLATE GO. 39C6 \$2.30
BOLD COPPERPLATE 4BC6 2.30
CENTENary 8R 2 Large and
5 lower case (small letters) 23.15

MODERN Gothic 87-10L \$6.10

EGYPTIAN Bold 85-10R \$3.00

EGYPTIAN Bold 85-12R \$3.15

Modern Bodoni 1-1-1R \$3.45

HIGHspot 88-18L \$7.45

Border 9-B \$1.85

Rule 101, 2 ft. .36

Rule 200, 2 ft. .52

Type prices include spaces and quads.

A minister using a press for his church

work writes, "I feel that I owe so much to the press I bought 18 years ago. I learned to set type; went in our local newspaper office, learned the business, went out as manager of the office, edited a paper three years, went to college and studied for the ministry; got my A. B., went to the theological seminary, graduated a D. D. and am now pastor of the Third Presbyterian Church of this city. I owe my start to your press."



Outfit No. 3D, with

6x10 Press, \$145.⁷⁶

6x10 Press	\$49.97
Furniture, Foot No. 4	1.90
Tube of Black Ink	.48
Type (your selection or ours)	
with spaces and quads	53.00
4 Excelsior Type Cases	14.00
Mallet 35 Planer 10 Bodoni .35	1.30
Composing Stick	2.49
Gauge Plus 35 Cleaner 35	1.35
Tweezers 35 Hand Roller 1.35	2.96
2 lb. L.S. Leads	7.50
Shipping Weight, 200 lbs.	\$150. ⁷⁶

Special \$5 Press Discount on this outfit, deducted above. NOTE: Outfit now has 4 Excelsior type cases, not 3 as in the picture.

This outfit fills the same requirements as No. 2D, and will print everything on pages 4, 6 and 8. In addition, it provides a bigger press with a larger chase or frame, so that you can do bigger work (form letters, larger circulars, bulletins, papers etc.). We regularly furnish this with type assortment D, but you may, if you wish, make up an assortment of other type styles, and change the price of the outfit if your selection is different in price from the standard ones that we suggest.

Over 900,000 Impressions "I am still using the 6x10 press and doing good work with it, not having any trouble after these years of use. Over 900,000 impressions have been made to date. Just finished a job of 8,000 cards on it."

A Few Samples Printed with Outfit 2E: Cost \$146.92

Everything in this picture was printed with the 5x8 press and Outfit No. 2-E, and the type assortment E. This outfit will print not only the work on this page, BUT ALL THE OTHER SPECIMENS IN ALL THE OTHER SAMPLE PHOTOS AS WELL. It will be furnished with this type assortment or you may make up your own.

The 2E and 3E Outfits are both particularly satisfactory for printing newspapers, books, large programs and all work where a comparatively large amount of matter must be printed in a given space.

Space does not permit us to show samples from all the outfits, but we know that if you see samples printed on the 3x5 and 5x8 presses, the work turned out on the bigger presses (built on the same principal, with bigger capacity) will require no special demonstration. Detailed descriptions are given on the other outfits, so that you can form your own conclusions.

Most of the descriptive matter in this catalog as above, is set in Centenary 6R—the standard "body" type in all the suggested assortments except A. You will also find this face which is one size smaller, Centenary 6R.

Actual size of samples: In order to show in a limited space even a portion of the work these outfits can do, we had to reduce considerably the photographs of the samples. For example, the sheet size of the theatre program ("The Country Cousin") at the right was originally 6x9 inches, or nearly the size of this catalog page. The other samples, of course, are proportionately large in their original form.



Type Assortment "E" is also suggested for use with Outfit 4F with 9x13 press.

Lack of space limits our showing the almost endless variety of printed work which can be done with these outfits and the suggested type assortments—these samples will give only a small idea of what you can do.



Outfit No. 2E, with 5x8 Press, \$146.92

5x8 Press	\$49.41	Mallet & Plater 50	1.00
Excelsior Type Case	18.25	Gauge Press 30	.50
Furniture, Font No. 3	1.32	Tweezers 50	.75
Type (your selection or ours)		Value of Black Ink 48	.75
with spaces and galleys	21.78	Composing Stick 1 80	2.40
Cleaner 50	1.25	10 lb. L. S. Leads and Slugs	3.50
Hand Roller 1 25	2.70	Shipping Wgt., 178 lbs.	\$155.92

Special \$9.00 Press Discount on this outfit as deducted above.

NOTE: Outfit now has 5 Excelsior type cases, not 4 as shown in the picture.

What Others say: "I am doing a fine business with my 5x8 Excelsior press. I have just rented a store for my shop, and last month took in \$208.00. Only started eight months ago."

"Several years ago I started a business in a small way, using a Kelsey outfit for printing my own labels, circulars, stationery, etc. Without my printing outfit I would have had difficulty in getting along with my small capital. As you can imagine, I am more than satisfied with it."

"It has been less than a year since I bought my 3x5 press, and in that time I have done blotters and cards—for myself only—that would have cost \$98.00 at prices I had been paying before. The work was all done in spare time, the materials cost me \$21.00, and my outfit \$40.00, so I have already saved nearly twice the cost."

"I have a small overnight cabin business, and I have been able to do my own advertising with extremely small expense with my Excelsior press. Thank you for your exceedingly good service."

"I am very much pleased with my press and this letter-head was my first work. I already have two jobs that total 35,000 bills and cards, and I have only had the press two days."

This is suggested type assortment E. for use in both outfits 2E and 3E:

BOLD COPPERPLATE GO. 3BC6 \$2.30
BOLD COPPERPLATE 4BC6 2.30

CENTENARY 8R 2 Large and 5 lower case (small letters) 23.15

MODERN Gothic 87-10L 6.10

Egyptian Bold 85-10R 3.00

Egyptian Bold 85-12R \$3.15

Modern Bodoni 14-12R \$3.50

Modern Bodoni 14-14R \$3.45

Highspot 88-18L 7.45

Highspot 88-24R \$4.00



Outfit No. 3E, with 6x10 Press, \$167.56

6x10 Press	\$69.00	Mallet & Plater 50	1.00
Furniture, Font No. 4	1.50	Composing Stick	2.40
Tube of Black Ink	.48	Tweezers 50	2.60
Type (your selection or ours)		Hand Roller 1 25	2.60
with spaces and galleys	21.78	Cleaner 50	1.25
Excelsior Type Cases	18.25	10 lb. L. S. Leads and Slugs	3.50
Shipping Wgt., 226 lbs.		Shipping Wgt., 226 lbs.	\$178.56

Special \$9.00 Press Discount on this outfit as deducted above.

NOTE: Outfit now has 4 Excelsior type cases, not 3 as shown in the picture.

Similar to the 3D Outfit, with the same 6x10 size press, but with more type as shown at the left, so that you can do longer form letters, circulars and handbills requiring more working. When furnished with assortment E of type, it will print samples identical to everything shown on pages 4, 6, 8, 10 and the page opposite this one, as well as with variations of type styles and much bigger printing too. Costs less than a standard typewriter, yet will do more for any business. A fine outfit for the man who wishes to start his own shop, either part time or full time.

Cable Bold 82-12R \$3.15

Cable Bold 82-18L \$7.45

Ornaments & Decorators 'X' 2.05

Border 9-B 1.85

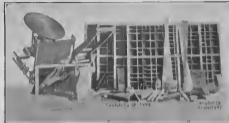
Rule 101, 2 ft. .36

Rule 200, 2 ft. .52

Type prices include spaces and galleys.

This type assortment is also suggested for the 4F outfit with the 9x13 press on the next page.

A Bigger Press For Bigger Work



Outfit No. 4F, with 9x13 Press, \$297.⁰⁵

9 x 13 Press	\$188.10	Cleaner	25	Composing Stick	2	43	2.44
Furniture, Font No. 9	2.10	Head Roller	1	18	Tweezers	30	2.06
Type (your selection or ours)	13.75	Gauge Pins (spring tongue)	30	50			1.50
with spacers and galleys		Mallet	25	Platen	50		1.00
For suggested type assortment see preceding page		Tube of Black Ink	48	Bodkin	25	72	
1 Excelsior Type Case	29.20	20 lb. L. S. Leads and Slugs		1.50			
		Shipping Wgt., 420 lbs.					\$307.⁰⁵

Special \$10.00 Press Discount on this outfit as deducted above.

NOTE: Outfit now has ready-cut leads instead of full strips; and 8 Excelsior type cases.

Covers entire range of work mentioned for smaller outfits, and in addition enables you to handle bigger posters, handbills, showcards, newspapers, etc. Does the same work as power presses costing three and four times as much. A good equipment for general printing, whether for yourself or as a moneymaking proposition.

Type assortment E is furnished ordinarily, but you may make your own selection if you prefer, from the many styles in the catalog.

Outfit No. 3F, with 6x10 Press, \$177.⁷¹

NOTE: This outfit is exactly the same as Outfit 4F shown above, except that it has the 6x10 Excelsior Press (\$98.50) and Furniture Font 6 (181.90). For actual photo of 6x10 press, see outfit 3E on page 13.

Shipping Wgt., 248 lbs. \$187.⁷¹

Special \$10.00 Press Discount on this outfit as deducted above.

A fine general outfit, with type to cover a wide range of uses. Includes the 6x10 press, and will do all samples pictured in this catalog, plus a lot of work which the added type assortment makes possible. If you want to operate a general job printing business, you will find this outfit will fill your requirements better than any other assortment for the same amount of money.

What users say . . .

NEW YORK Have had a great deal of pleasure from the added interests developed by working spare time with the printing press. Became interested in good printing, the old master printers, type design, paper and find new doors opening in many directions that add much interest to living. Have obtained many rare printed volumes, all paid for with earnings from my press.

PENNSYLVANIA Have spent some little time in printing offices and have worked on at least ten different presses all of standard make and all motor driven but for evenness of impression, quality of materials, smooth action and all round satisfaction, I give my unqualified approval to the Excelsior press.

WASHINGTON To say that I am pleased with the 3x5 press purchased from you recently would be putting it mildly. My enthusiasm borders on exuberance. I had some misgivings at first but there is nothing to it. I can use it faster than I can hand letter my movie titles. My titles are the best I have ever made—clear and sharp.

This outfit ready for work includes press, can of ink, font of card type, assortment of wood furniture, type case, pack of cards for printing, and book of complete instructions.

Type in this assortment is of OUR SELECTION, as only by putting out these outfits in standard lots and large quantities can we make this special outfit offer. **This applies to the special \$15.95 outfit only.** If you select an outfit of your own, from the catalog, you may select your own styles of type. *Shipping Weight of Press and Outfit 26 lb.*

Any boy who gets the Junior Excelsior will be more than pleased with the printing he can do. Principle of construction is identical with the larger Excelsiors.

Shipped by Express, unless you want it to come by Parcel Post, in which case ask your postmaster how much the charges to your postoffice will be and include the amount in your remittance.

BOYS! THE JUNIOR Excelsior Press

Chase, 2 x 3 1/4 inches, inside **\$ 12.⁹⁵**

This price does not include Outfit.

12.⁹⁵

A Real Excelsior Press

Shipping Weight, Press only, 12 pounds

We also recommend for boys the 2x5 press and outfit or the 2x8 press and outfit—operated as easily as the Junior Press.

Print cards with this press and Make Money



\$15.⁹⁵ Junior Press with a Complete Outfit, Ready for Work



PRESS FINISHED IN GLOSSY BATTLESHIP GRAY ENAMEL. CHASE 2 X 3 1/4"

**7x11
Foot
Power**

450.⁰⁰ STAR JOBBER 480.⁰⁰
With Treadle With Treadle and Throwoff

Here is a press which is so light and easy running that you can operate it by foot without fatigue, yet you will get the same speed and performance that you would expect of more expensive machines. The Star can be run just as fast as sheets can be fed to it, yet it can be stopped in a quarter turn of the wheel. If you prefer an impression throwoff, the press can now be had with that, at slight extra cost, but it is perfectly satisfactory without one.

Size of chase 7 x 11 inches

The size of the Star readily adapts itself to general work, so that it is of value equally, whether you wish to print for profit, or take care of your own printing requirements.

Like all our presses, it is our own exclusive make, sound in every mechanical principle. Impression carried by compound leverage, with dwell, quick return and a rest for feeding, with very wide opening for ease in handling sheets.

Make no mistake. The low price on the Star is only possible because our unalterable policy is to sell direct to you from the factory, and thus save for you 25 to 40 percent of the cost. As for reliability—we have built presses for over sixty years—how many other press manufacturers can say as much?

If later the built-in motor equipment, as illustrated, is desired it can be added at any time.

ELECTRICALLY EQUIPPED PRESS 504.⁰⁰
Complete with motor and throwoff as illustrated

The Star has always been a favorite with printers; now completely motorized and with throwoff it is unbeatable at less than twice its price. If your requirements or pocketbook don't justify the purchase of a large power job press, you can get the Star and be able to handle a big range of very profitable work on a low cost basis.

The electrified Star is furnished as shown with motor mounted on frame, adjustable for distance from flywheel by thumb screw; one-quarter horse-power, 110-120 volt A. C. motor; pulley for press speed of 1600 per hour; ready to operate from your light socket.

Ink Fountain, (with press), \$36.42; (separately), \$38.42

The Star Press and Complete Outfit \$576.⁴⁴

Star Press, 7x11, (no treadle or throwoff)	\$420.00	Gauge Pins (spring tongue)	50
Furniture and Galleys	4.17	Lead Cutting Machine	6.08
Black and Colored Inks	3.95	Mallet .55 Planer .50	1.05
Fonts of Type	79.93	Composing Stick	2.49
Excelsior Case Stand	21.50	Cleaner	.95
Excelsior Type Cases	32.85	Brass Rule	1.74
Leads 1-71 Bodkin 25 Tweezers 30 2.86		Hand Roller	1.75
Shipping if out of Press and Outfit, 60 lbs.			
		Complete Outfit \$585.54	

Special \$9.00 Press Discount on this outfit as deducted above.

With press equipped with treadle for foot power	609.54
With press with built-in motor, no treadle, no throwoff	633.54
With press with built-in motor and throwoff, no treadle	663.54

Wood Blocking

Known as "furniture," this is used to fill the blank spaces around the type form. Made of special wood in assorted lengths and widths.

Font	No. pieces	For Press size	Price
No. 3	28	3x8	\$.65
No. 5	55	5x8	1.35
No. 6	72	6x10	1.90
No. 9	95	9x13	2.70

Gauge Pins

Gauge Pins are used to support and hold the paper or card in proper position on the press while being printed, as illustrated.

Regular steel gauge pin, set of three	30c
Six	50c
One dozen	75c



Metal Line Spacers (Leads and Slugs)

Used between lines to make more space between them. Come in two-foot strips, or out to any length you order.

No. L2. Ordinary size, 1/16-inch thick (about 5 strips to a pound) per pound - \$.57
Ten pounds - - - - - \$ 5.70

No. 56. Extra thick, 1/8-inch thick (about 1 1/2 strips to a pound) per pound - .57
Ten pounds - - - - - 5.70

Either size, cut to lengths you order, one size per pound - - - - - .62
Ten pounds cut to not more than four different sizes, - - - - - \$4.40

Labor Saving Assortment, either L2 or 56, various lengths, five pound assortment - 3.50
Ten pound assortment - - - - - 5.50

Brass Rule For marking lines, borders around pages, circulars, etc. Come in 2-foot strips, which can be cut to smaller sizes with a file, hacksaw or cutter. We do not sell less than one strip.

Prints this way or	this way	No.	Per Strip
-----	=====	101	36c
-----	=====	200	52c
-----	=====	201	52c
-----	=====	202	52c
-----	=====	206	52c
-----	=====	207	52c
-----	=====	223	52c

Prompt Shipment—As is the case with all Kelsey machines, we carry these presses in stock, on our floor and can make shipment the same day your order is received.

Extra Rollers, each, \$1.53

Extra Chases, each, \$3.75

Treadle, \$24.00

Actual Weight of Press, 370 pounds

Floor Space, 18 x 25 inches

Shipping weight of press only, 300 pounds

12 POINT (continued)

TBC12 Large 13A \$3.45 Reg. 4A \$1.75

RED FOX JUMPS O

NBC12 Large 11A \$3.45 Reg. 3A \$1.75

RED FOX JUMPS

12PC5 Large 19A \$3.45 Reg. 6A \$1.75

RED FOX JUMPS OVER TH

12PC6 Large 16A \$3.45 Reg. 5A \$1.75

RED FOX JUMPS OVER

12PC7 Large 13A \$3.45 Reg. 4A \$1.75

RED FOX JUMPS O

12PC8 Large 11A \$3.45 Reg. 3A \$1.75

RED FOX JUMPS

No. Large Font CAP Font Regular Font

14-12 16A 30a \$7.90 16A \$3.30 5A 10a \$3.50

RED FOX jumps ove

No. Large Font CAP Font Regular Font

19-12 17A 35a \$6.55 17A \$3.10 5A 12a \$3.16

RED FOX Jumps over the l

No. Large Font CAP Font Regular Font

25-12 9A \$3.45 5A \$3.30 4A \$2.30

RED FOX JUMP

No. Large Font CAP Font Regular Font

27-12 14A 70a \$8.35 14A \$2.10 4A 24a \$1.75

RED FOX jumps over t

No. Large Font CAP Font Regular Font

29-12 16A 42a \$6.55 16A \$4.10 4A 16a \$3.15

Red Fox Jumps over the lazy b

No. Large Font CAP Font Regular Font

29-12 19A 48a \$6.55 19A \$3.10 6A 14a \$3.15

RED FOX jumps over the laz

No. Large Font CAP Font Regular Font

29-12 21A 42a \$6.55 21A \$3.10 6A 14a \$3.15

RED FOX Jumps over the lazy

No. Large Font CAP Font Regular Font

25-12 16A 32a \$6.55 16A \$3.10 5A 10a \$3.15

RED FOX jumps over th

No. Large Font CAP Font Regular Font

29-12 18A 44a \$6.55 18A \$3.10 4A 14a \$3.15

Red Fox Jumps over the lazy d

No. Large Font CAP Font Regular Font

29-12 18A 34a \$6.55 18A \$3.10 5A 11a \$3.15

RED FOX Jumps over the)**14 POINT**

No. Large Font CAP Font Regular Font

11-14 11A 22a \$7.35 11A \$3.55 5A 7a \$3.45

RED FOX jumps 2

No. Large Font Regular Font

26-14 8A \$3.50 4A \$2.50

RED FOX JUI

No. Large Font CAP Font Regular Font

29-14 12A 28a \$7.35 12A \$3.55 4A 12a \$3.45

Red Fox Jumps over the lazy j

No. Large Font CAP Font Regular Font

29-14 15A 30a \$7.35 15A \$3.55 6A 11a \$3.45

RED FOX jumps over the

No. Large Font CAP Font Regular Font

29-14 21A 32a \$7.35 21A \$3.55 6A 11a \$3.45

RED FOX Jumps over the la

No. Large Font CAP Font Regular Font

29-14 12A 42a \$7.35 12A \$3.55 4A 11a \$3.45

Red Fox Jumps over the l

No. Large Font CAP Font Regular Font

29-14 14A 38a \$7.35 14A \$3.55 4A 11a \$3.45

Red Fox Jumps Over The

No. Large Font CAP Font Regular Font

29-14 16A \$3.50 5A \$1.50

RED FOX JUMPS OVER !**18 POINT**

No. Large Font CAP Font Regular Font

6-18 9A 18a \$7.45 9A \$3.55 5A 6a \$3.45

RED FOX jumps

9RC18 Large 11A \$4.30 Reg. 4A \$2.50

RED FOX JUM

9RC18 Large 6A \$3.90 Reg. 3A \$2.50

RED FOXJU

No. Large Font CAP Font Regular Font

14-18 7A 15a \$7.45 7A \$3.55 3A 7a \$4.05

RED Fox jump

No. Large Font CAP Font Regular Font

19-18 9A 22a \$7.45 9A \$3.55 3A 6a \$4.45

RED FOX jumps

No. Large Font Regular Font

27-18 6A \$1.90 3A \$2.15

RED FOX J

No. Large Font CAP Font Regular Font

29-18 8A 25a \$7.45 8A \$3.65 4A 12a \$4.55

Red Fox Jumps over th

No. Large Font CAP Font Regular Font

29-18 9A 24a \$7.45 9A \$3.65 3A 9a \$3.45

RED FOX jumps over t

No. Large Font CAP Font Regular Font

29-18 12A 22a \$7.45 12A \$3.55 4A 7a \$3.45

RED FOX Jumps over 1

No. Large Font CAP Font Regular Font

29-18 8A 29a \$7.45 8A \$3.55 4A 14a \$4.65

Red Fox Jumps Over

No. Large Font CAP Font Regular Font

29-18 9A 22a \$7.45 9A \$3.55 3A 7a \$3.45

Red Fox Jumps Over**24 POINT**

No. Large Font Regular Font

14-24 6A \$4.50 3A \$3.05

RED FOX

No. Large Font CAP Font Regular Font

29-24 7A 12a \$9.05 7A \$4.55 3A 6a \$5.45

RED Fox jump

No. Large Font CAP Font Regular Font

29-24 6A 12a \$9.05 6A \$4.55 3A 6a \$5.45

Red Fox Jumps ?6

No. Large Font CAP Font Regular Font

29-24 6A 12a \$9.05 6A \$4.55 3A 6a \$5.45

RED FOX jumps 2

No. Large Font CAP Font Regular Font

29-24 6A 12a \$9.05 6A \$4.55 3A 6a \$5.45

RED FOX 9

No. Large Font

29-24 4A \$3.45

RED FOX JUMPS OVER 35

No. Large Font Regular Font

29-24 20A \$5.50 6A \$2.50

RED FOX JUMPS OVER 35

No. Large Font Regular Font

29-24 18A \$5.05 4A \$2.35

RED FOX JUMPS \$4!

No. Large Font CAP Font Regular Font

29-24 6A 10a \$9.05 6A \$4.55 3A 7a \$5.45

Red Fox Jumps

Extra Letters

Table "A"—Single Characters

Sometimes it doesn't pay to buy a complete font. Here are the prices on individual characters for such situations. Type in larger quantities by 6 inch line.

At these prices you may order all one letter* or assorted letters as desired.

Point Size	Any 3 letters	Any 10 letters	Each additional letter	26 letters or more
6	\$.50	\$.90	\$.26	18 .06
8	.50	.90	.26	.06
10	.50	.90	.26	.06
12	.50	.90	.26	.06
14	.50	.90	.26	.06
16	.40	1.20	.15	.07
24	.90	2.60	.25	.23
36	1.15	3.00	.30	.28

*By "letter" we mean one letter in the alphabet, or one figure, or one punctuation mark, checking square, or any other character.
†Per letter

Table "B"—Quantity Prices

Price below is for one six inch line of one character. You can order a line each of several different characters in any one style and size of type to obtain the quantity price. Type sold this way is cast special—the machine must be set up for it—and is subject to some delay. For less type, use the table "A" prices.

PL. size	Average No. of letters in a line (using Cap H for estimate)	One to 3 lines per line	4 to 7 lines per line	8 to 15 lines per line
6	70 pieces	\$1.65	\$1.30	\$.86
8	50 "	1.75	1.30	.92
10	52 "	1.75	1.30	.90
12	40 "	1.85	1.40	.95
14	34 "	2.00	1.60	1.00
16	30 "	2.50	1.85	1.10
24	25 "	2.40	1.90	1.20
36	14 "	3.20	2.35	1.60
48	13 "	3.85	2.70	1.80

16 to 39 lines, 10¢ less per line than 8 to 15 lines.
40 or more lines, 20¢ less per line than 8 to 15 lines.

Example:

3 lines @ 95 8 point Century/Roman lower case (1 line each "a", "c") at \$1.75 per line, \$3.50.

—OR—

Furrows, braces, leaders, fractions, auxiliary characters, borders, accented letters, and ornaments may also be purchased by the six inch line (Table "B") of not more than one character per line.

TABULAR RULE

For Quickly Making up Rule Jobs

Tabular rule is used for quickly setting rule jobs similar to the ones shown here. No short pieces of rule to handle, nothing but solid pieces of type 12 points square or larger.

Tabular rule is cast on two sizes of body, 12 and 18 point. Each size is made in six widths, 12, 16, 24, 30, 36 and 48 point, enabling you to make columns of any width from 12 pt. up. Ordinary rule is used between the columns of tabular rule.

When ordering be sure to specify whether twelve or eighteen point body is wanted.



Width in Points	48	36	30	24	18	12	12 Point Font
							120 inches
							Approx. 5 lbs.
							\$7.00

Assorted Tabular Rule (Your Selection)

120 inches (twenty 6-inch lines), all one width							7.00
24 inches, all one width or 4 different widths							1.55

Width in Points	48	36	30	24	18	12	18 Point Font
							84 inches
							Approx. 5 lbs.
							\$6.50

Assorted Tabular Rule (Your Selection)

84 inches (fourteen 6-inch lines), all one width							6.50
18 inches, all one width or 3 different widths							1.65

Extra Spaces & Quads

Spaces and quads (our assortment) in any one size, that is 6 point, 8 point, etc., furnished at prices below. Quads all one width (but not spaces) can be furnished at the same prices. No special assortments furnished.

Size	Wgt.	1 line	1-Line	Approx. 1 lb.	Large Pkg.
6 point, 2 ozs.	.35	\$1.50		\$8.75	
8 point, 2½ ozs.	.35	1.21		2.50	
10 point, 3½ ozs.	.35	1.12		2.50	
12 point, 4 ozs.	.35	.99		2.25	
14 point, 4½ ozs.	.35	.88		2.25	
18 point, 6 ozs.	.35	.87		2.10	
24 point, 8 ozs.	.40	.79		1.79	
36 point, 12 ozs.	.50	1.00		2.16	
48 point, 16 ozs.	.60	1.20		1.80	

Be sure to specify size wanted.

Auxiliary Characters and Mathematical Signs

Reference marks, dashes, etc., equal, plus, minus, degree, inch, foot, shilling mark, etc., are not included in regular body type fonts but are sold in separate fonts.

Group No. 1	Group No. 2	Price
* † ‡ § ¶ @ # % & ' () -	— × ÷ = % " ' /	
8 point, (Groups 1 and 2)		\$1.45
10 point, (Groups 1 and 2)		1.45
12 point, (Group 1 only)		1.80

Braces are included in 10 and 12 point fonts

Price Brace included in all fonts, (8 pt., 10 pt. and 12 pt.)

Metal Type Headings

Separate letters

TRIBUNE-POST

Style No. 92 86

Metal Type Headings can also be furnished in any of our REGULAR SIZES and styles of type listed in the catalog. If you specify that heading is to be of certain limit in length, and because of the size of type it will not come within that, we will use the nearest size smaller which will fit, unless otherwise instructed by you. Count all periods, comma, and other punctuation marks as letters.

Headings are made up of separate type.

Type size	10 letters or less	Each ad"l" letter	26 letters or more
6 line 14 pt.	\$.90	\$.08	\$.06
18 point	1.30	.13	.07
24 point	1.40	.14	.11
36 point	2.50	.25	.23
48 point	3.00	.30	.28

New England Quotations

Quotation or hollow quads, 2x4, 3x4 or 4x4 pica, used to help fill the open spaces in type forms, like the regular quads, but, being cast hollow, are lighter and cheaper.

Any one size, per pound, **\$1.00**
(Specify size wanted, when ordering)
5 pounds (all 3 sizes assorted) **4.75**

Padding Outfit



Outfit consists of Holder, to keep sheets straight and edges even, capacity two to three thousand sheets; End Boards, assortment of various sizes; Clamp, adjustable, to hold side of sheets while applying composition. **\$11.25**

Padding Outfit, same as above, with the addition of a one pound can of Padding Composition, with directions how to apply. **11.65**

Christmas Cuts

Handy-Cut Set No. 25

Complete Set, (5 pcs.) \$2.95

Separate pieces of this font will not be sold except at a price of 90¢ a piece, irrespective of size. This is a special quantity proposition so we can't break fonts any other way.



E37



E38



E39



E41



E41

Handy-Cut Set No. 24



D16



D17



D18



D19



D24C

D18C



D18



D26C

Complete Set, (38 pieces),

\$2.95

Separate pieces of this font will not be sold except at a price of 90¢ a piece, irrespective of size. This is a special quantity proposition so we can't break fonts any other way.

Miscellaneous Characters

Made in 6, 8, 10 and 12 point. Each character has the same number, as shown in the table below, in all sizes. When ordering, please be sure to give both the number and point size of each character wanted.

Specimens shown here are all 12 point.

3	×	26	□	39	≡	50	3	67	☾	103	%	147	\$	176	—
4	÷	29	△	45	⊖	51	5	68	☺	125	P	148		177	—
5	=	31	f	46	⊙	52	D	69	□	144	*	149		178	—
21	√	32	≠	47	⊙	53	B	87	□	145	†	160		181	☞
22	∞	32	≠	48	⊙	54	T	99	☺	145	†	151)	182	☞
23	/	35	f	49	⊙	66	⊙	101	h	146	‡	175	-		

10 characters, all alike or assorted. \$.90
3 characters, all alike or assorted. .50
No order for less than three characters.

For larger quantities see "Extra Letters," Table "A," Single Characters and Table "B," Quantity Prices, on page 19.

No. Y114

Handiset

Fraternal

Emblems

(36 pieces)

\$2.95



Any single cut above rule 90 cents

Single cut below rule 25 cents. Minimum order \$1.50


Election or Checking Squares

□	□	□	□	□
6pt.	8pt.	10pt.	12pt.	18pt.
Size	3 pieces	10 pieces	Approx. 1 lb.	
8 point	.50	.30	8 six-inch lines	\$2.90
8 point	.50	.30	6 six-inch lines	L.95
10 point	.50	.30	6 six-inch lines	L.70
12 point	.50	.30	4 six-inch lines	L.55
18 point	.10	1.50	3 six-inch lines	L.55
6 thru 18 pts.			2 of each size	L.00

Playing Card Indicators No. 1



30 cents each. Set of four, 75 cents

FLORETS 
No. 1B, per foot (84 pieces) \$1.00

Heavy Old English

No. 984 1 Point 17A 45a \$5.90—5A 15a \$3.05
This Modern Design of Text Style \$85
 No. 194 10 Point 16A 44a \$7.35—4A 14a \$3.60
Suitable for use on many & 173
 No. 124 12 Point 14A 37a \$8.10—4A 12a \$3.80
Kind of Printed Work \$80

No. 144 14 Point 12A 32a \$9.15—4A 10a \$4.35
Especially Headings, 139

No. 184 18 Point 8A 26a \$9.40—4A 10a \$5.40
Stationery, Tickets

No. 244 24 Point 6A 18a \$11.30
Daily Program

No. 394 36 Point 4A 12a \$16.15
The Times

ABCDEFGHIJKLMNO PQR
 STUVWXYZ & abcdefghijklmnop
 qrstuvwxyz 12 3 4 5 6 7 8 9 10 11 12
 \$ 1 2 3 4 5 6 7 8 9 0

STEELPLATE**SHADED**

No. 6011 6 Point 15A 51.00—4A 17.00
WATER TIGHT STEELPLATE HEAD
 No. 6012 6 Point 13A 52.00—4A 18.00
AT MODERATE PRICES 1924 & 735
 No. 6013 6 Point 10A 52.00—3A 22.00
USE LITTLE INK AND 32
 No. 1214 12 Point 10A 54.00—6A 22.75

ADD SOME BLUE 7

No. 1216 12 Point 7A 54.00—2A 22.75
GRAY LOOK 4

No. 1216 12 Point 6A 54.05
USE WITH 3

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 1 2 3 4 5 6 7 8 9 0
 \$ 1 2 3 4 5 6 7 8 9 0

Kelley Script

No. 123 12 Point 10A 40a \$10.90—4A 20a \$6.55
*You can now print Wedding Station-
 No. 149 14 Point 8A 32a \$10.95—4A 16a \$6.90
 ery like expensive engraved work 2*

No. 188 18 Point 8A 28a \$10.55—2A 8a \$6.50
Good style for printing 6

No. 249 24 Point 6A 18a \$14.75—3A 6a \$8.50
Greeting Cards 123

SIZES NOT SHOWN—
 No. 361 36 Point 4A 12a \$26.65

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

W X Y Z & abcdefghijklm

nopqrstuvwxyz & 0

1 2 3 4 5 6 7 8 9 0

... - ' ! ? ; , . \$ 1 2 3 4 5 6 7 8 9 0

Announcement Script

No. 614 14 Point 19A 50a \$9.15—6A 16a \$4.35
 Many uses will be found for this 45

No. 518 18 Point 8A 32a \$9.40—4A 16a \$5.90
 script in all printing offices \$9

No. 624 24 Point 6A 21a \$9.45—3A 10a \$5.90
 many jobs may be set in

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 & 1 2 3 4 5 6 7 8 9 0

abcdefghijklmnopqrstuvwxyz & 0

1 2 3 4 5 6 7 8 9 0

... - ' ! ? ; , . \$ 1 2 3 4 5 6 7 8 9 0

MONOGRAMS, for stationery, cards etc. These are made up of separate letters, and a font includes three of each letter so you can make any combination (Note, Series 3 has 3 of each letter both tall and short, which combine in many ways). You can set monograms slanting, vertically, or as you wish.



Series No. 1
 Outline
 Font \$7.15
 Three letters, either style, 1 40



Series No. 2
 Solid
 Font \$7.15
 Three letters, either style, 1 40



Series No. 3
 Outline
 Font \$5.25
 3 letters 1.40



Series No. 4
 Solid
 Font \$5.25
 3 letters 1.40



Series No. 6
 Font \$6.36
 3 letters 1.40



Series No. 8
 Font \$7.56
 3 letters 1.40



Series No. 9
 Font \$5.16
 Any three letters 1.40



Series No. 10
 Font \$5.16
 Any three letters 1.40



Series No. 12 (45 point)
 These diamond-shaped monograms are very neat looking and are in good taste for personal stationery. The frames used with Combination Monograms No. 1 and 2 may also be used with this style.
 Font \$7.15. Any three letters \$1.40

**Numbering Machine**

Fits in the press just like type—changes number automatically with each impression.

5 Wheel, \$17.50

From 1 to 99999

6 Wheel, 19.50

From 1 to 999995

No. 123456

Fac-Simile Impression

**New England Borders**

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



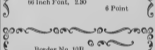
Border No. 153
 30 inch Font, \$1.55
 60 inch Font, 2.90



Border No. 61B
 30 inch Font, \$1.95
 60 inch Font, 2.90 6 Point



Border No. 9B
 28 inch Font, \$1.85
 56 inch Font, 2.90 6 Point



Border No. 10B
 30 inch Font, \$1.85
 60 inch Font, 2.90 6 Point



6 Pt. Border No. 70B
 30 inch Font, \$1.85
 60 inch Font, 2.90



12 pt. Border No. 22B
 22 inch Font, \$1.75
 44 inch Font, 2.70



6 pt. Border No. 21B
 30 inch Font, \$1.85
 60 inch Font, 2.90

ORNAMENTS, Font X 46 pieces \$2.05

X-1, 4 pcs. X-2, 2 pcs. X-3 X-4 X-5 X-6



X-7 X-8, 2 pcs. X-9 X-10 X-11 X-12



Single pieces 70 cents,
not sold separately
otherwise.

X-13 X-16 X-14 X-16 X-18 X-17 X-20 X-21, 4 pcs. X-22, 2 pcs. X-24, 4 pcs.

Font Y, for Seasonal Events, 14 pieces, \$1.40

Y-1 Y-2 Y-3 Y-4

Or add separately,
any single character,
70 cents.



Y-5 Y-6 Y-7 Y-8 Y-9



Y-10 Y-11 Y-12 Y-13 Y-14

FONTS X and Y together \$3.10

CUTS for Business or Illustrating. A well-chosen cut often adds much to the effectiveness of a job. With every press shipped we send a circular showing cuts we can furnish from stock for nearly all purposes. In addition, we can make up cuts to order from drawings, photographs, etc.

Typo Spots Font W 74 pcs. \$2.05

This is a special assortment and cannot be furnished otherwise except at complete font price, or single character 70 cents irrespective of size.

ORNAMENTS and DECORATORS FONT B consisting of 60 pieces \$2.95

Single pieces 70 cents, not sold separately otherwise.

Price, \$6.⁹⁸**Excelsior Lead Cutter**

A thoroughly reliable machine for cutting leads and slugs. Strong and simple. Built to last. *Shipping Weight, 9 pounds.*

Bodkin, tempered steel, .25

Tweezers, nickel plated, .30

WOOD TYPE

BCE

No. 940

No. 960

No. 980

Large type is usually made of wood. It is finely finished and prints well. Spaces and quads are not furnished with wood type.

Style	8 pcs. or less	4 to 8 pieces each	10 to 64 pieces each	60 pcs. or more each
No. 940	\$1.90	.50	.40	.20
No. 960	1.90	.50	.40	.20
No. 980	1.90	.50	.40	.20
No. 4100	2.10	.55	.44	.22
No. 4120	2.30	.60	.48	.24

NOTE:- Styles 4300, 4120, are the same as style 940, but larger.

**Hand Ink Roller**

By working up ink on slab and transferring it to the ink plate of your press with the hand roller, you will be able to avoid smudged sheets that are due to imperfectly distributed ink. Also used for inking form for taking proofs.

Six inch roller with handle. . . . \$1.75
Roller, only, for replacement, 1.00



MALLET Hard wood; length, 11 inches, head, 6 in. .55

Shipping Weight
1 pound

Used for taking proofs, etc.

Planer, hardwood, a necessity. . . . \$0

Shipping Weight,
1 pound



Hyphen or Dotted Leaders

Hyphen - - - - - Dotted

Can name as type, assorted widths for quickly setting dotted or by then lines of any length. *Specify hyphen or dotted style when ordering.*

All prices per 6-inch line of separate pieces.

6 Pt. 5 lines (36")	\$1.75	12 lines (72")	\$3.48
8 Pt. 6 lines (36")	1.82	10 lines (60")	3.23
10 Pt. 8 lines (36")	2.15	9 lines (54")	3.24
12 Pt. 8 lines (34")	1.88	8 lines (48")	3.12

Excelsior Counter, No. 1



Keeps track of the number of impressions made on your press. An inexpensive but most helpful addition to your equipment. Eliminates guess work.

Counter only - \$4.10

With attachments for Excelsior press, \$5.10
Counter attached to Excelsior press, \$7.95
Counter attached to Star press, \$7.05
Counter attached to Star press with throat, \$8.00
Instructions for attaching to press are supplied with each counter.

Nepel Quoins, the most popular of all quins, per set of two pieces, - - - **.25**
per half-dozen, - **1.32**
per dozen sets, - **2.97**
Key Wrench for above, **.95**



Wickersham Quoins, extra-long, a sure, safe lock, each, - - - **.65**
per half-dozen, - - - **3.55**
per dozen, - - - **6.50**



Key Wrench, for above, - - - **1.00**
Shipping Weight, Hexpel or Wickersham, one dozen, 3 pounds; Keys 1 pound.

Shipping Tags

Made of strong manila tagboard with reinforced hole.

Style	Size	500	1,000	5,000	10,000
No. 1	1 1/2" x 2 1/2"	\$.74	\$1.25	\$1.25	\$1.95
No. 6	2 3/8" x 1 1/2"	1.35	2.35	2.25	2.11
No. 6	2 3/8" x 5/8"	1.64	2.74	2.62	2.46

Prices per thousand

Fractions

Not made to match other faces. We can furnish only those shown below.

Fractions, Roman, En set, 6, 8 or 10 point, assortment of 100, - - - \$.90
10 point Roman 1/2 2/3 3/4 1/2 3/4 1/2 1/2
En Fractions 1/2 2/3 3/4 1/2 3/4 1/2 1/2

Not more than one size per assortment. In ordering be sure to state which is wanted. Regular assortments are based on average requirements. Assorted to order, add 50 per cent to above prices.

Paneled Informals

For invitations, short notes, acknowledgments and all occasions where a neat combination of smartness, yet haste and informality is required. Folding sheets size 4 1/2 inches, folded size 3 1/2 inches. Name runs on front panel. 100 folding sheets and 100 envelopes to match in a box.

No. 134-W, heavy, white, velum finish stock.
No. 135-I, heavy, ivory, paste, (smooth) finish stock.

Quantities of	1	5	10	50
134-W White , each, .70	.70	.65	.62	.62
135-I Ivory , each, .90	.85	.75	.72	.72

No. 252 Paneled Cards

Fine quality velum finish card 2 1/2" x 3 1/2", with paneled center for printing.

The correct card for all home cards; invitations to dinners, receptions, formal dances, concerts, anniversary celebrations; announcements of engagements, births, sympathy, removal; thank you cards, and many other similar uses. Set consists of one card and one envelope to fit. (2 x 3 1/2" panel)

Quantities of	100	500	1,000
Prices per	100	500	1,000
Complete sets	\$1.48	\$4.50	\$8.45
Cards, only	---	2.50	4.50
Envelopes, only	---	2.00	3.95

Not less than 100 sets or 900 envelopes only or 500 cards only sold.

PUNCHING DIE

Round Hole Punch for Use in Press

Small steel device like a gund, but type high, with a circular cutting edge and spring ejector for pushing out waste automatically. Punching die is locked in press like any type form and as many dies as required can be locked in press at once for multiple punching. Punches 1/4-inch round hole. Each, **.75**

No. 30-B

Blank Christmas, Acknowledgment, Announcement or Greeting Cards

A good grade card, 4 1/2 inches, made of fine plain velum Bristol. Set consists of one card and one envelope to match. Not less than 100 sets sold.

Card and Envelope Sets

Quantities of	100	500	1,000
No. 30-B , White, \$3.16	\$3.25	\$6.15	

Cards only

Quantities of	500	500	1,000
No. 30-B , White, \$1.00	\$1.15	\$3.25	

Envelopes only

Quantities of	100	500	1,000
No. 30-B , White, \$1.00	\$1.50	\$2.90	

No. 45 Paneled Cards

No. 45 Paneled Card Sets, set consists of one blank velum paneled card and one plain envelope to match. Not less than 100 sets sold. White only. (2 1/2" x 3 1/2" panel)

Quantities of	100	200	500	1,000
Complete sets	\$1.25	\$2.90	\$3.50	\$6.75
Cards 4x5	---	1.25	2.00	3.85
Envelopes 4 1/2 x 5 1/2	---	1.00	1.50	2.90

No. 46 Greeting Cards

No. 46 Greeting Card Sets, set consists of one plain (unpaneled) card and one matching envelope. Not less than 100 sets sold. White only.

Quantities of	100	200	500	1,000
Complete sets	\$1.35	\$2.15	\$3.75	\$7.30
Cards 4 1/2 x 5 1/2	---	1.25	2.40	3.90
Envelopes 4 1/2 x 5 1/2	---	1.00	1.75	3.40

PORCELAIN FINISH CARD

A snappy, smooth card with a glass-like coating on one side, for business cards, tickets, radio QSL cards, advertisements, etc. Takes ink well - dries well.

Quantities of	12	50	100	500	400
Prices per	12	50	100	500	400
22 x 2 1/2 inches	\$2.90	\$5.35	\$8.50	\$5.50	\$8.50
14 x 2 1/2 "	---	4.34	4.88	4.55	4.55
11 x 14 "	---	2.44	4.44	3.64	3.28

Quantities of	500	1,000	5,000	10,000
Prices per	500 <td>1,000 <td>5,000 <td>10,000</td> </td></td>	1,000 <td>5,000 <td>10,000</td> </td>	5,000 <td>10,000</td>	10,000
Size A 1 1/2" x 3 1/2"	\$1.17	\$1.95	\$1.50	\$1.14
Size C 1 1/2" x 2 1/2"	1.47	2.45	1.90	1.42
Size E 2 1/4" x 1 1/2"	1.01	2.09	2.12	1.47
Size L 3 1/2" x 5"	2.72	4.53	3.12	2.06

Announcements

For Weddings, Graduations, Openings
Cabinets of velum finish stock, for invitations, and announcements of weddings, receptions, engagements, graduations, store openings and all occasions where the highest grade and best appearance is demanded.

No. 21-F 32 paneled, flat style sheets, (folded size 4 1/2" x 6 1/2"); 50 outside envelopes 4 1/2" x 6 1/2"; 50 inside envelopes 4 1/2" x 6 1/2", with ungrammed flaps. (5 x 4 1/2" panel) - - - **\$1.26**

No. 22-F 32 paneled, flat style sheets, (folded size 4 1/2" x 6 1/2"); 50 outside envelopes 4 1/2" x 6 1/2"; 50 inside envelopes 4 1/2" x 6 1/2", with ungrammed flaps. (5 x 4 1/2" panel) - - - **\$1.25**

No. 26, 32 paneled, sheets, flat style sheets, (folded size 4 1/2" x 6 1/2"); 50 outside envelopes 4 1/2" x 6 1/2"; 50 inside envelopes 4 1/2" x 6 1/2", with ungrammed flaps. (Size of panel 3 1/2" x 4 1/2" inches) - - - **\$1.24**

COATED BLOTTING

A blue blotting paper with a smooth white coating on one side for printing. 100 sheets size 19 x 24 inches weigh 100 pounds.

Quantities of	25	50	100	500
Prices per	25	50	100	500
19 x 24 inches	\$3.95	\$3.90	\$6.67	\$12.13
12 x 19 "	---	2.10	4.10	6.57

CUT SIZES

Quantities of	250	500	1,000	5,000
Prices per	250	500	1,000	5,000
9 x 3 1/2 inches	\$5.65	\$1.93	\$1.59	\$1.44
3 1/2 x 6 1/2 "	1.86	2.27	4.11	2.87
4 x 9 1/2 "	---	2.21	3.69	5.63

PINECRAFT Card and Cover Stock

A beautiful novelty stock for covers, programs, menus, business cards, etc. Looks like beautifully grained wood, but prints as easily as ordinary paper or card. Handy stock sizes listed below, or cut to your order. (500 sheets size 20 x 25 inches weigh 100 pounds.)

Quantities of	25	50	100	800	500
Prices per	25	50	100	100	100
20 x 25 inches	\$2.75	\$4.24	\$6.78	\$6.78	\$6.78
11 x 20 "	---	2.70	4.89	3.54	3.39
11 x 13 "	---	1.77	3.00	2.34	1.81
16 1/2 x 10 "	---	3.96	1.77	1.50	1.17

Grain runs #20 each way 10-inch way

Card Sizes

Quantities of	500	1,000	5,000	10,000
Prices per	500	1,000	5,000	10,000
Size 15 (1 1/2" x 3 1/2")	\$1.54	\$2.96	\$1.74	\$1.65
Size C (1 1/2" x 2 1/2")	1.09	1.81	1.54	1.46

Grain runs the long way of the card

BOOK PAPERS, News: for cheap handbills, etc. **Colored Advertising:** yellow, green, pink, blue, for cheap, colored handbills. **Medium Whites:** for medium-print circulars. **Eggshell:** white, for programs, church calendars, etc. **Enameled:** white, for half-tones, etc.

BOOK PAPERS, cut sizes

Quantities of	500	1000	5000	10000
Prices per	500	1000	5000	10000
News				
9 x 12	\$1.14	\$1.90	\$1.40	\$1.00
6 x 9	.64	1.07	.86	.82
4½ x 6	.40	.67	.50	.48
Colored Advertising				
9 x 12	1.89	3.32	1.68	1.68
6 x 9	.71	1.25	1.12	.86
4½ x 6	.45	.76	.75	.67
Medium White				
9 x 12	2.15	3.64	2.56	2.55
6 x 9	1.19	1.99	1.73	1.46
4½ x 6	.66	1.10	1.19	.95
Eggshell				
9 x 12	2.75	4.55	3.20	3.20
6 x 9	1.53	2.45	1.14	1.85
4½ x 6	.99	1.49	1.49	1.25
Enameled				
9 x 12	2.97	4.95	3.45	3.45
6 x 9	1.58	2.65	2.28	1.99
4½ x 6	.99	1.43	1.43	1.34

BOOK PAPERS, full and half sizes

Quantities of	50	250	500	1000
Prices per	50	250	500	1000
News				
94 x 96	.65	2.16	4.35	4.92
White	15 x 24	.45	1.45	2.85
Colored Adver.				
18 x 24	.72	2.40	4.39	4.90
15 x 24	.61	1.59	3.15	3.40
Medium Whites				
25 x 38	1.29	4.25	8.50	8.50
White	19 x 25	.79	2.70	5.45
Eggshell				
25 x 38	1.67	6.45	10.85	10.85
19 x 25	1.01	3.44	6.95	6.45
Enameled				
25 x 38	1.60	6.00	12.00	12.00
19 x 25	1.05	3.75	7.65	6.00

KELSEY INKS

M-lb. tube 1-lb. can
All-Purpose Black, \$.48 1.06
Bond Black, a buff ink good for hard-surf-papers (bonds, ledgers, etc.) .48 1.14
Bank Black, a soft ink for use on bank papers and circular printing. .48 1.02
Half-Tone Black, a soft ink for cuts, half-tones and work on coated paper. .58 1.34
Deep Red, Fire Red, Blue, .59 1.74
Brown, .57 1.35
Orange, .58 1.60
Yellow, Green, .56 1.26
Purple, extra fine, general use. .96 2.04
Mixing White, to lighten colors. .46 1.02
Heavy Cover White, for printing white on dark surfaces, including black. .56 1.26
Gold Ink, fine for cards, labels, etc., mix when ready to use. 1.95 9.96
Silver Ink, ready to use. 1.18 3.30

BOND PAPERS used in the bonded stationery, also the cut sizes listed below are clear white, good writing stock. **Commercial-20:** inexpensive medium weight. **Hammermill-20:** extra quality, medium weight, watermarked. **Hammermill-24:** extra quality, heavy weight, watermarked. **Heavy Ripple-24:** heavy ripple finish, watermarked. **Banknote-20:** fine quality rag content watermarked bond.

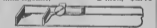
BOND PAPERS, cut sizes

Quantities of	500	1000	5000	10000
Prices per	500	1000	5000	10000
Commercial-16	\$1.11	\$1.59	\$1.04	\$1.89
6½ x 8½	.88	1.38	1.18	1.12
Commercial-20	8½ x 11	1.64	2.36	1.55
6½ x 8½	.98	1.63	1.38	1.31
Hammermill-20	8½ x 11	1.83	2.60	2.05
6½ x 8½	1.03	1.73	1.47	1.40
Hammermill-24	8½ x 11	2.03	3.00	2.50
6½ x 8½	1.21	2.02	1.72	1.63
Heavy Ripple-24	8½ x 11	2.00	3.29	3.02
6½ x 8½	1.19	2.30	1.90	1.86
Bank-note-20	6½ x 9½	2.29	3.40	3.35
6½ x 9½	1.32	2.29	1.95	1.85

BOND PAPERS, full and half sizes

Quantities of	50	250	500	1000
Prices per	50	250	500	1000
Commercial-16	11 x 17	.56	1.56	\$1.72
11 x 17	.45	1.52	2.65	1.95
Commercial-20	11 x 22	.67	2.30	4.45
11 x 17	.59	1.44	2.93	2.23
Hammermill-20	11 x 22	.72	2.40	4.90
11 x 17	.59	1.54	3.15	3.40
Hammermill-24	11 x 22	.86	2.88	5.70
11 x 17	.59	1.63	3.16	3.89
Heavy Ripple-24	11 x 22	.98	3.27	6.74
11 x 17	.77	2.01	4.24	3.27
Bank-note-20	11 x 22	.99	3.30	6.60
11 x 17	.75	2.08	4.28	3.30

Composing Stick, adjustable length, holds lines of type in place as you "compose" or put them together. - 8-inch, \$2.49

**WINDSOR CARD CASES**

A quality case for your best trade. In real leather, or Leatherette. Two sizes in leather—three sizes in Leatherette.
 Special assortment, one each of every size and material. \$.75 (4 in all)

Book Paper and Bond Paper sizes listed above are standard sizes—we can cut paper and cards to any special size.

All Prices PER BOX in quantities listed
BOXED STATIONERY, unprinted, packed in an attractive, sturdy, cabinet box.

"300" Cabinets, 300 sheets 6x7 and 100 envelopes size 9½.

Quantities of	1	50	100	500
209, Commercial-20	.89	.77	.71	.54
304, Hammermill-20	.96	.84	.78	.67
395, Hammermill-24	1.07	.96	.88	.76
305, Hvy Ripple-24	1.17	1.06	.98	.85
111, Banknote-20	1.17	1.06	.97	.84

"Double 100" Cabinets, 100 folding sheets 6½ x 11½ and 100 envelopes size 6½.

Quantities of	1	50	100	500
204, Hammermill-20	.85	.83	.77	.66
205, Hammermill-24	1.04	.94	.87	.75
106, Hvy Ripple-24	1.16	1.04	.97	.84
111, Banknote-20	1.16	1.04	.98	.83

Monarch Cabinets, 100 sheets 7¼ x 10½ inches and 100 large envelopes 7½ x 8½ inches.

Quantities of	1	50	100	500
104, Hammermill-20	1.05	1.04	.98	.78
105, Hammermill-24	1.29	1.17	.99	.87
106, Hvy Ripple-24	1.35	1.28	1.05	.98
111, Banknote-20	1.37	1.25	1.00	.94

"50-50 Monarch" Cabinets, 50 sheets 7½ x 10½ and 50 envelopes, size 7½.

Quantities of	1	50	100	500
152, Commercial-20	.79	.68	.64	.46
154, Hammermill-20	.75	.63	.67	.47
155, Hammermill-24	.80	.68	.62	.52
156, Ripple Fin. 24	.82	.70	.64	.56
151, Banknote-20	.88	.76	.69	.58

"50-50" Cabinets, 50 folding sheets size 6½ x 11½ and 50 envelopes size 9½.

Quantities of	1	50	100	500
31, Banknote-20	.74	.63	.57	.51
35, Hammermill-24	.90	.68	.63	.49
56, Heavy Ripple-24	.95	.68	.63	.51

IMPROVED EXCELSIOR TYPE CASE

The double arrangement with capitals over the small letters saves time. Also 38 extra rows at top, a new idea, to hold odds and ends such as tabs, fractions, signs, etc. Size of case is 16½ x 21½ inches. Holds one large or two small forms. Fits No. 41 Excelsior Case Stand or Handwood Cabinet. - \$3.65
Small Case, size 12½ x 18½ inches. Has 48 spaces. For forms containing only caps, points and figures. Also suitable for auxiliary characters, fractions, extra figures, etc. - 1.80

ROUND-CORNER CARDS for dance tickets, etc. Heavy cards with high, translucent finish and round corners: White, Pink, Yellow, Buff, Light Blue, Medium Blue, Light Green, Medium Green.

Size	500	1,000	5,000	10,000
No. 63 2½ x 2½	\$1.04	1.75	1.94	1.56

Linoleum Cutting Set No. 6

Set of 6 Tools (knife, U-shaped groover, V-shaped veneeler with plastic tool handle, blade locks in metal) - \$2.00
Cutting Knife (with handle) - 1.00
 Same handle used for tools and knife.
Single Tools, (without handle), each - .35
 veneer tools (without handle), - 1.25
Hand Roller, 6-inch, with handle - 1.75
Linoleum, unmounted; best grade, sheet
 9½ inches - .50
 8-9 inches - .40
 4-6 inches - .30
Assortment 4 each 2x, 3x & 4x - 1.92

LINOLEUM PRINTING BLOCKS

Best grade linoleum, 8½ inch, mounted type high on non-warping 6-ply wood.
 Size Single block
2x2 inches \$.25 \$1.50
3x3 " " .35 " 3.10
4x8 " " .65 " 6.65
6x9 " " 1.50 " 19.00

You can save odd sizes from any of these. Linoleum block printing is done the same as ordinary printing and is fully described in our "Printer's Guide," which goes with every press and outfit. If you do not have the Guide, ask for a copy gratis with your order for engraving tools.

All Prices PER 1,000, except 500 lot

ENVELOPES, to match Bond Papers

Quantities of	500	1,000	5,000	10,000
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Commercial-16 bond (use Commercial-20)

Commer. - Size 8½	\$1.70	\$2.84	\$2.60	\$2.81
cial-20 Bond 6½	1.80	3.07	2.60	2.60

Hammermill-16 6½ 1.94 3.25 3.85 2.68
20 Bond 7½ 2.89 4.80 4.39 3.99

Hammermill-16 6½ 2.08 3.49 3.05 2.88
24 Bond 6½ 2.18 3.95 3.21 2.93
 7½ 3.29 5.39 4.73 3.34

Heavy 6½ 3.29 5.51 4.73 4.18
Ripple-24 Bond 7½ 2.84 5.74 6.09 5.70

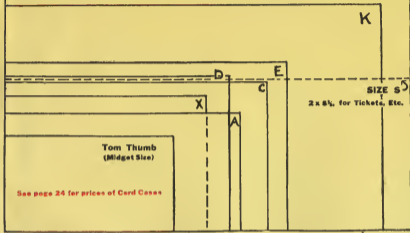
Bank-note-20 6½ 2.48 3.97 3.47 3.52
 6½ 2.61 4.18 3.65 3.89
 Bond 7½ 2.89 4.80 4.39 3.91

Nelsey 6 1.90 2.60 2.16 2.08
White-24 6½ 1.82 2.69 2.25 2.18
 Wove, good 6½ 1.99 2.77 2.42 2.16
 Best quality 7½ 2.46 4.10 3.58 3.38
 quality 9 2.88 4.29 2.75 3.48
 10 2.78 4.64 4.06 3.77

No. 2 Line Gauge, 12 inch, solid brass, - .83

Print-O-Clene, combines the good qualities of kerosene and various alkalis cleaners. Slow-evaporating, safe to use. 2 qt., - .95; gallon - 1.49

Price List of Cut Cards



See page 24 for prices of Card Cases

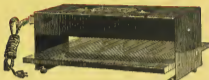
SIZE **W** **T** **A** **X** **C** **D** **E** **S** **K** **L** **12** **100**

LITE-WAY , clear, smooth, light stock for tags, checks, tickets, cards, etc.	500	.25	.41	.70	1.04	1.38	1.69	.88	4.05			
1000	.85	1.02	1.92	1.74	2.96	3.03	+	+				
FEATHER-WAY , thin, snappy, smooth finish, best grade for personal and business cards.	500	.41	.59	.71	.87	1.40	1.71	1.99	6.79			
1000	1.02	1.36	1.27	1.19	1.45	2.41	2.85	+	+			
THIN COLORED , red, yellow, green, blue, & orange for tickets & low-priced color work.	500	.49	.60	.64	.65	.83	1.06	1.35	.61	3.47		
1000	.82	1.09	.81	1.09	1.24	1.77	2.06	+	+			
MEDIUM COLORED , blue, green, buff, yellow, cherry, salmon; for menus, programs, etc.	500		.75	.88	1.08	1.38	1.68	1.18	6.53			
1000		1.25	1.43	1.80	2.30	2.80	+	+				
HEAVY WHITE , thick card for low-cost windows & show cards, tickets, advertising matter.	500		.84	.78		1.32	1.55	1.38	5.13			
1000		1.10	1.30		2.20	2.60	+	+				
HEAVY COLORED , red, orange, blue, green, for substantial colored signs, showcards.	500		.87	.75		1.36	1.60	1.60	6.43			
1000		1.19	1.32		2.26	2.66	+	+				
MEDIUM FINE BRISTOL , fine white card for general commercial work & personal cards.	500	.52	.37	.59	.72	.80	1.41	1.71	1.56	8.25		
1000	.87	.95	.88	1.07	1.11	1.44	2.35	2.97	+	+		
HEAVY FINE BRISTOL , heavy, smooth card for your best work; personal & business cards.	500		.84	.85	.73	.73	.95	1.89	1.81	3.83		
1000		1.06	1.08	1.07	1.21	1.28		3.17	+	+		
VELLUM FINISH , Bristol, white, heavy stock, with vellum or parchment finish, for fine work.	500	.84	.85	.84	.73	.76	1.57	1.90	1.82	3.84		
1000	1.06	1.07	1.08	1.31	1.38	1.58	2.92	3.18	+	+		

Discounts 5,000, 5%; 10,000, 10%. Minimum order, 500 cards.

† 22x28 * 22x36 * 25x50

A Raised Printing Outfit Complete, \$14.95



For Raised Printing like Engraving

This Raised Printing Machine is simple to operate, and for efficiency it has an asbestos lining with a chrome plated reflector—designed especially for Raised Printing. It will handle cards, letterheads, wedding, announcements, menu covers, etc., up to 12 inches in width. Capacity 500 letterheads per hour on any 110-120 volt current.

Most of the cards, stationery, etc. which you see nowadays, which look engraved, are not engraved at all. We are now able to offer every Keissey Press owner an outfit which will produce this handsome work—black or color—at a remarkably low price.

This machine is NOT a press but is used with your press. Printing is done in the usual manner, and then each sheet is dusted with our Special Embossing Compound and put in the Raised Printing Unit. The effect is magical—a beautiful engraved appearance which can only be distinguished from actual engraving by the experienced.

Works with any size press

The Excelsior Raised Printing Outfit consists of Raised Printing Unit, 4-in. table each of special Black, Red and Blue Ink and small can each of Gloss and Dull Finish Embossing Compound—complete, ready to turn out work.

Ink	W-C tube	1 lb. can
Black	\$.48	\$1.66
Brown	.57	1.98
Orange	.58	1.88
Red or Blue	.59	1.74
Green or Yellow	.55	1.96
Special Ten (use with bronze or aluminum compound)	.84	2.54

Compounds	Table	W-C	1 lb.
Gloss (bright) or Dull (paste finish)	.79	2.06	3.95
Bronze or Aluminum	1.27	2.66	5.53

Important Read carefully when ordering

The Excelsior Raised Printing Outfits are furnished for use on 110-120 volts, A, C, or D, C., and plug into any electric light socket. Furnished complete with plug and six feet of cord. The Raised Printing Unit cannot be used where there is no electricity, nor on any other voltage than 110-120 volts.

MAKES STATIONERY WITH THAT ENGRAVED APPEARANCE WHICH IS SO POPULAR

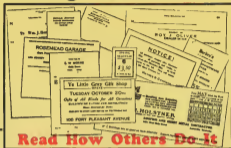
Your Necessary Printing and Your Advertising

Both

for less than the cost of one alone

Your business absolutely requires billheads, statements, letterheads, etc. These must be done for you by an outside printer, UNLESS you have your own printing outfit.

Why not let the saving on your necessary printing pay for your advertising?—which is after all, in these days, just as important and necessary as your billheads and stationery.



Read How Others Do It

SAVES MANY TIMES THE PRICE

"We find the press very handy in printing all our price cards, small sale bills and general printing. It saves us many times the price of the outfit. We are able to get out what we want, when we want it, at a very low cost."

HIS BIGGEST DIVIDEND PAYER

"I have saved hundreds of dollars with the 3x5 press, that I bought from you. I use it to print labels. It has paid me more dividends than any investment I ever made."

REGRETS HE DID NOT GET IT EARLIER

"The press works far better than I expected and I can operate it much more easily than I dreamed possible. My only regret is that I did not get one of your presses ten years ago."

**DELAY means
Money Lost**

SAVED THREE TIMES THE PRICE

"I do quite a bit of advertising and it gives me great pleasure to let you know that I believe I have saved three times the price I paid for your press, on this one point alone, to say nothing of the real pleasure I have derived from working on it at odd times myself."

"I have a young man working for me, to whom I allow the privilege of using the press, when I do not need him, and he has worked up a business of his own, that added to what I pay him a week, gives him a real man's sized pay envelope, at the same time providing me with a willing, eager assistant."

BEST INVESTMENT THEY EVER MADE

"We have used a 5 x 8 Kelsy Press in our office for fifteen years. Every week we send out a bulletin or a card of some sort to the trade, pertaining to the products we manufacture. We find that direct advertising of this kind to the farmers actually brings us more business than newspaper advertising. Our press prints just as good today as the day we bought it—the best investment we ever made."

PUBLICITY FOR HIS NEW STORE

"Your press shipped to me was received O. K. and this letter head is a sample of the very first printing done with it. I started with this small job first and then printed the circular, of which I am sending copies enclosed herewith. Of the circular 2,500 were printed. The added publicity thru their distribution was well worth the cost, especially since this is a new store, but a month old."

WEEKLY POST CARD SPECIALS

"I already have a press of another make but, after seeing your presses, I am going to try and sell mine and get one of yours."

I use my press to print a weekly postal card of specials and items of interest to our trade and find that it is an ideal way to keep up interest and to move merchandise."

**A Dollar Saved is equal
to 10 per cent profit
on a sale of \$10.**