How to make

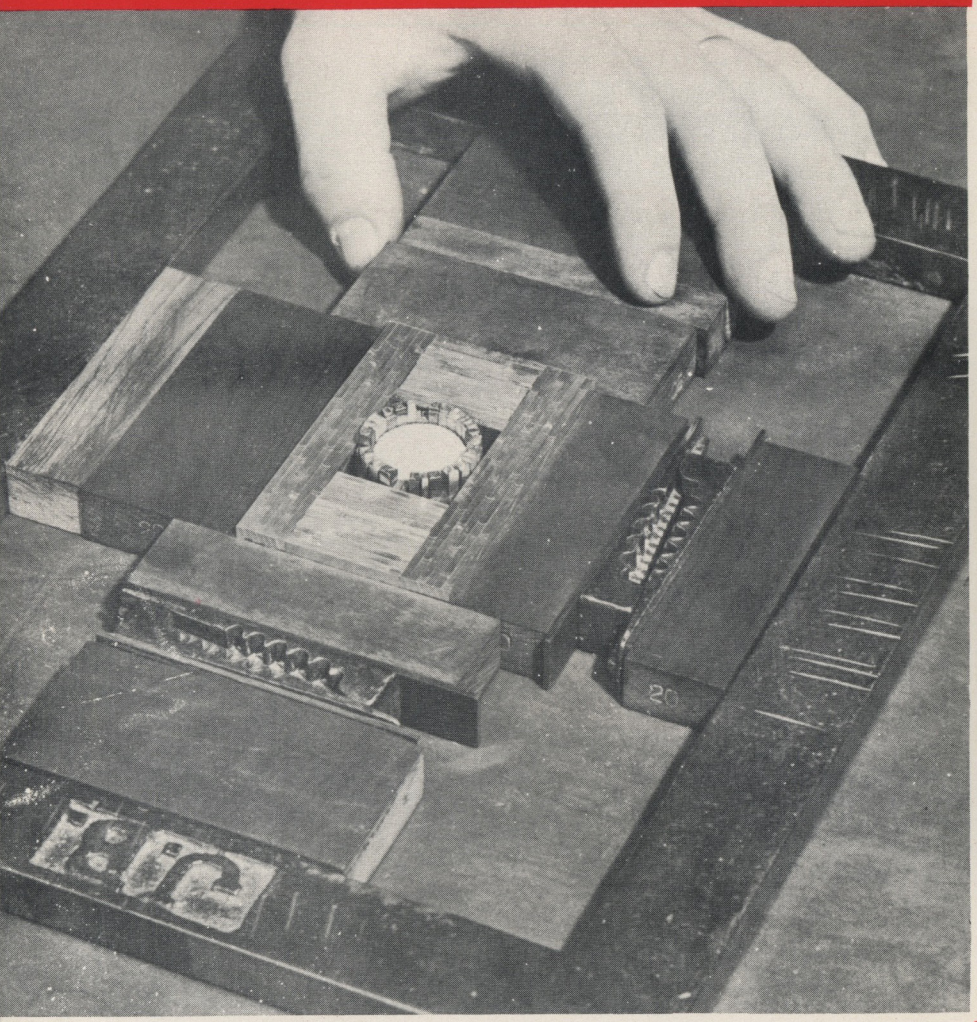
CURVES AND CIRCLES

with type using

REG. U. S. PAT. OFF.

SCOTCH
BRAND

Cellophane Tape

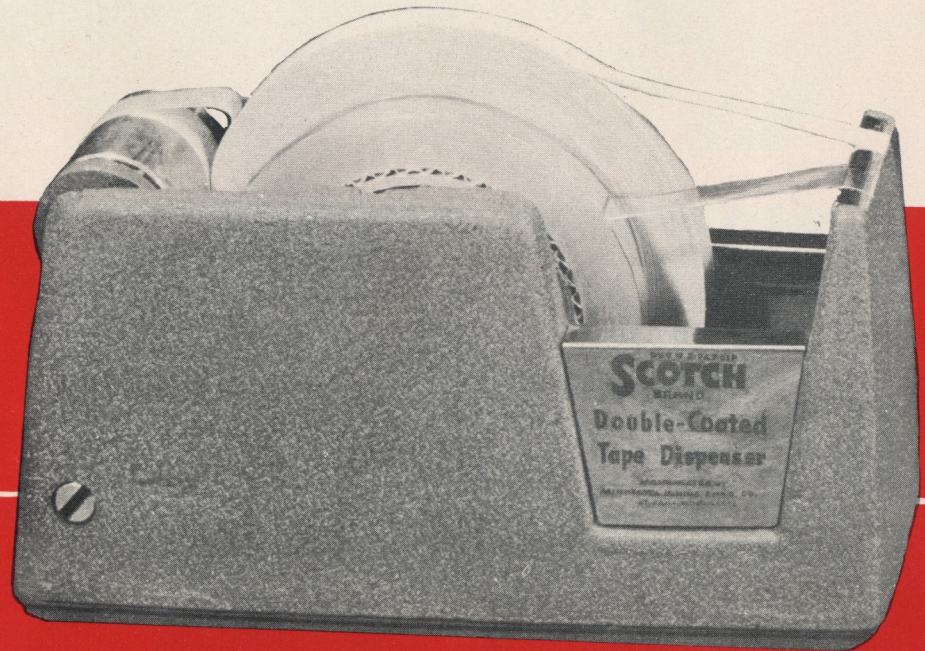


How many times have you spent literally hours getting a perfect circle of type ready to run? Now, thanks to "SCOTCH" Brand Cellophane Tape, you can make a circle of type in only a few short minutes. Read this booklet carefully and see how easy—how economical—it can be for you to make type circles in your own shop.

Forward

Setting type in circles and curves has long been a very difficult, and painstaking task. However, Mr. Bob Reader, Pittsburgh, Pa., advertising production man, with over 30 years service in the Graphic Arts, found that "SCOTCH" Brand Cellophane Tape can help by holding type in a circle.

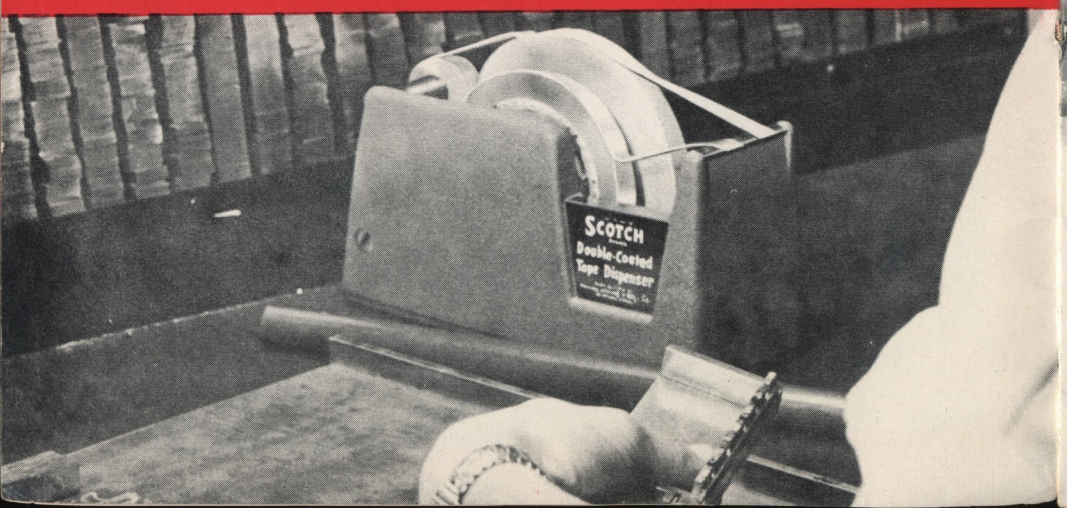
Both Bob Reader and the manufacturers of "SCOTCH" Brand Cellophane Tape sincerely hope that this booklet will make it easier — and more economical — for you to produce circles and curves in your own shop.

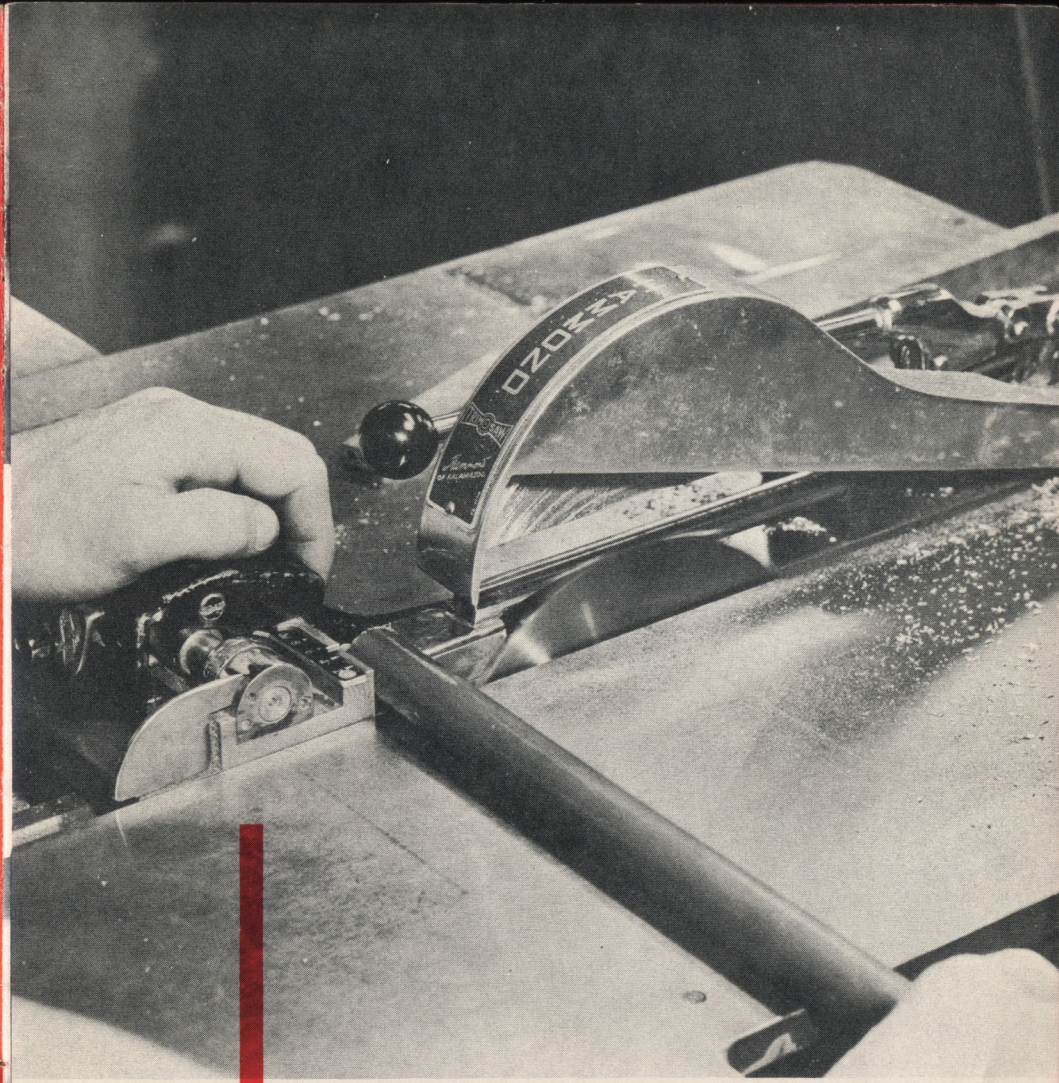


HOW TO MAKE A TYPE CIRCLE

Here's all the equipment you need.

One ¾ inch length of broomstick . . . Roll of ½-inch width, "SCOTCH" Brand Cellophane Tape . . . Roll of ½-inch width, "SCOTCH" Brand Double-Coated Tape No. 400 . . . One galley . . . Type to fit.





Step No. 1

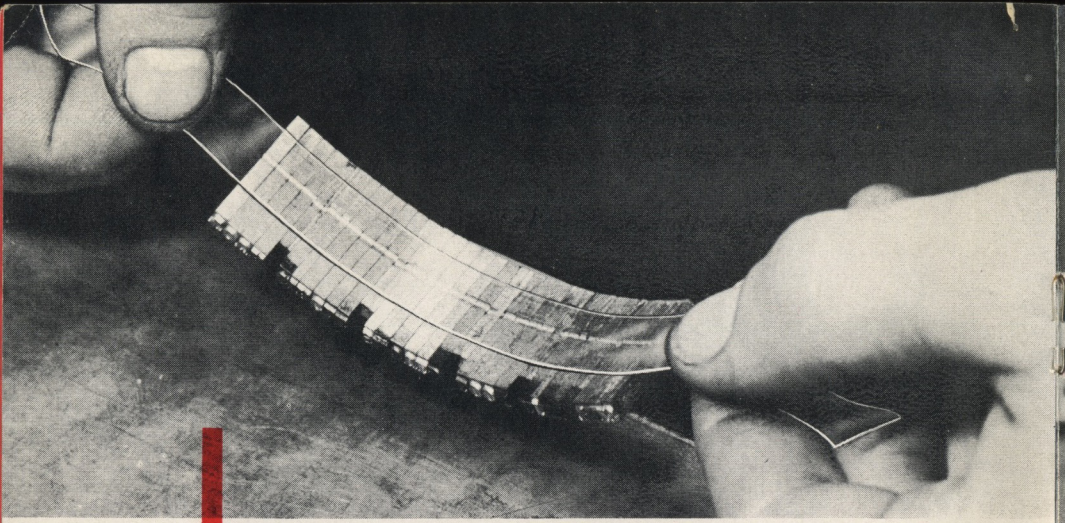
First, saw a three-quarter inch piece out of a broom handle. Take a piece of paper and measure around the outside. You will find it's about 20 ems in circumference.

Step No. 2

Now, wrap a length of "SCOTCH" Brand Double-Coated Tape No. 400 around the outside circumference of the broom handle. Use a long enough piece to go all the way around and overlap. This will give you an exposed adhesive surface all around.

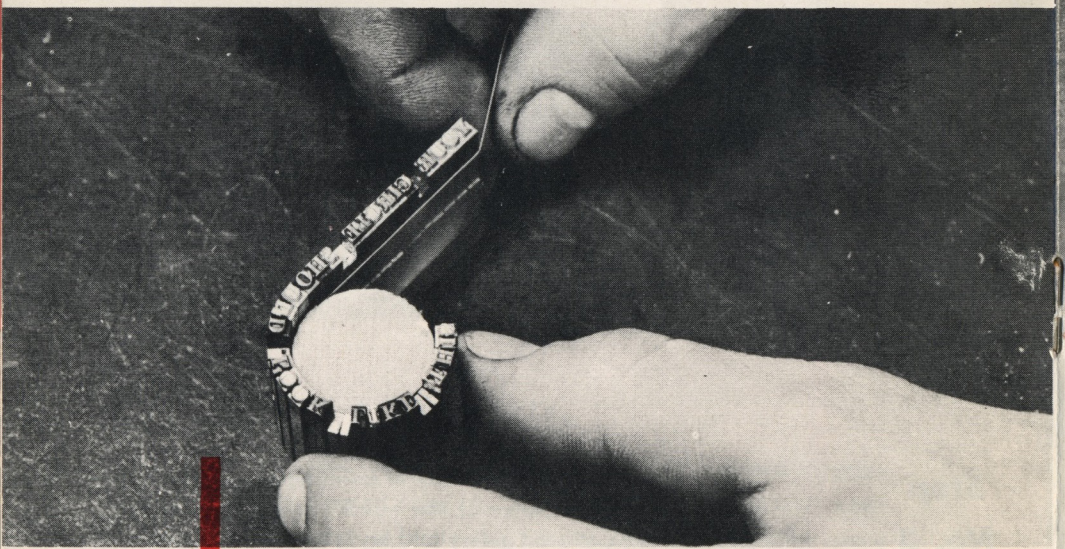
Step No. 3

Set a line of type (in say 10 point type) the length of the circumference of the wood circle. After the line is set, put on a galley and lay it over on its side *with the nicks up*. Push the type feet against the side of the galley to make sure the type is in a straight line. Now, put a length of ½-inch "SCOTCH" Brand Cellophane Tape down the entire length of the line with some tape left over at each end to act as a handle. Press the tape down firmly along the full length of the line of type.



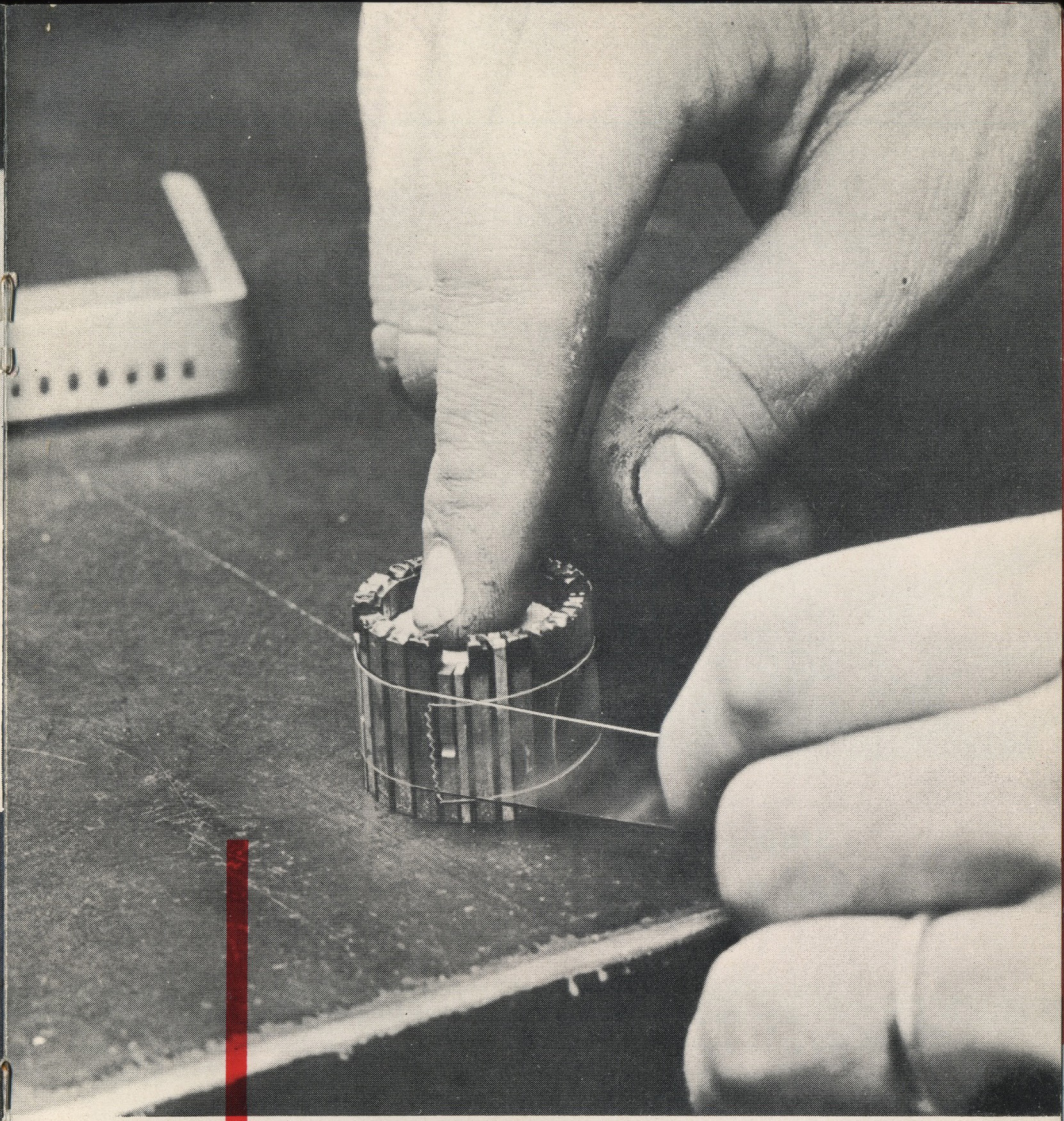
Step No. 4.

Now, pick up your line, using the extra tape at each end as a handle. If any spaces fall out when you pick it up, let them go—you don't need them anymore—tape will hold your type in place.



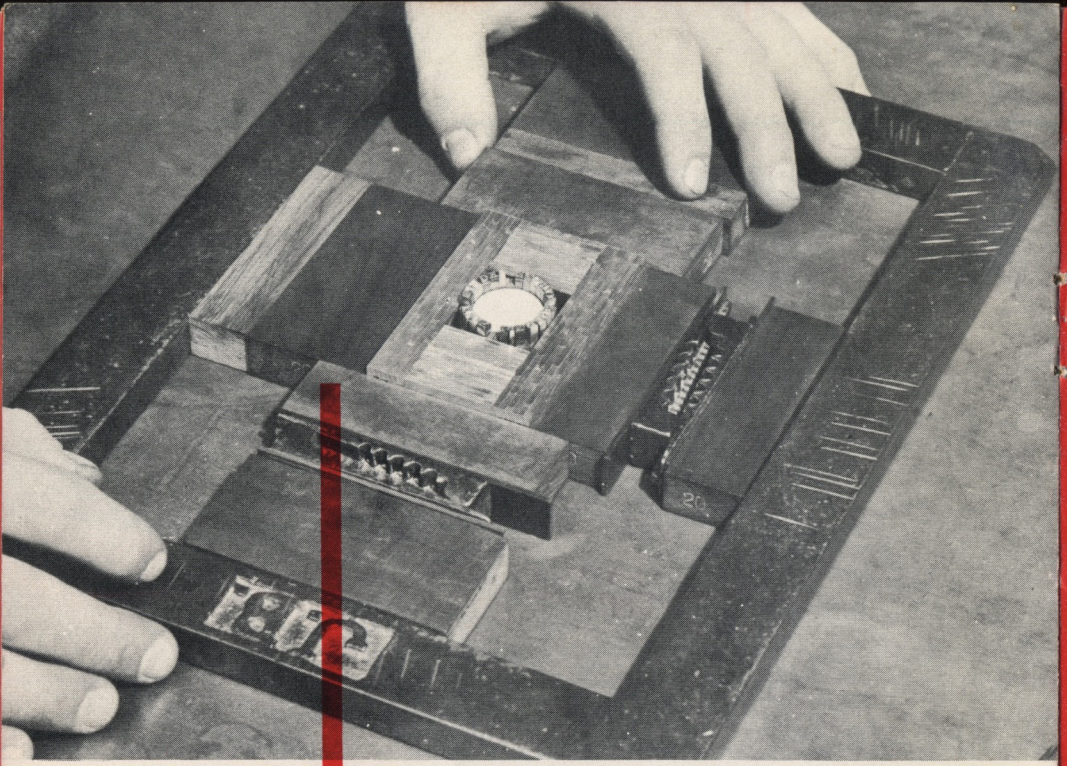
Step No. 5.

Put the line of type around your circle—starting with the left side and then pull it right around. Push the tape side gently against the double-coated tape on the wood core so that all type is firmly in place.



Step No. 6

Then, wrap the outside of your type line with "SCOTCH" Brand Cellophane Tape in ½-inch width. Start it gently, but end up with a firm tape binding.



Step No. 7

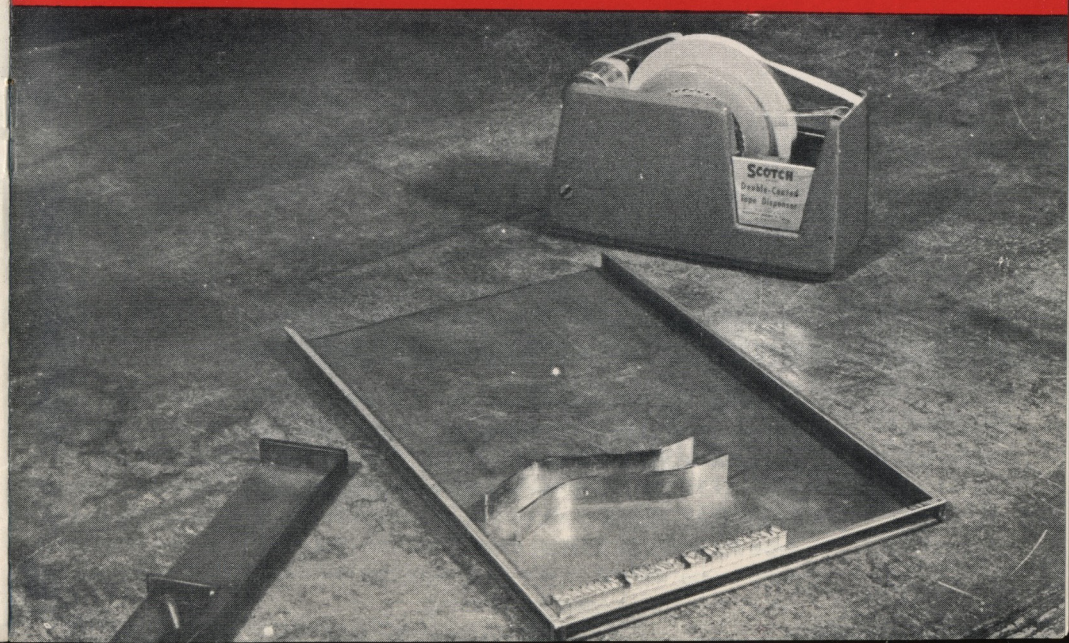
Your circle is now complete and ready to proof. Pick it up (it can't get out of shape) put it on a galley with some furniture, just to hold it in place, and proof it on your press. If your proof shows letters are out of line, they can easily be straightened with a tweezers, and then pressed against the "SCOTCH" Brand Tape to lock into the new position.

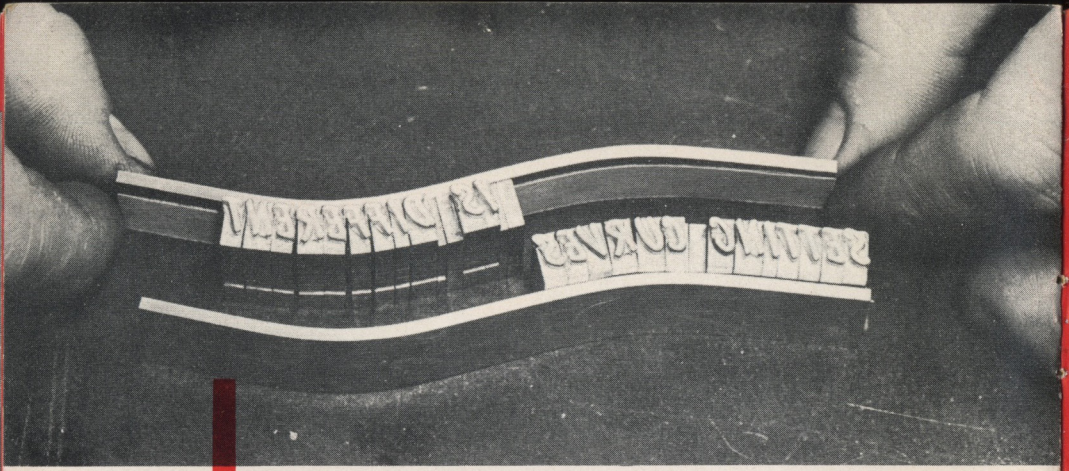
Your circle can be locked into a form for printing, rolling a mat, or making a mold for electrotypes. It isn't necessary to lock tight against the type circle, just lock enough to hold it. The type cannot fall out or work up because it is held tightly by the "SCOTCH" Brand Pressure-Sensitive Tape. Since "SCOTCH" Brand Cellophane Tape contracts when it gets warm, it has a tendency to tighten up when running on the press, due to the heat generated from the ink rollers. Different sized curved lines can be made by cutting various sized circles out of three-quarter inch plywood with a band or scroll saw. Always be sure to make your type circles exactly as you made the first one.

HOW TO MAKE A CURVE

Here's all the equipment you need.

Two six point slugs . . . Roll of half-inch width "SCOTCH" Brand Cellophane Tape . . . Roll of half-inch width "SCOTCH" Brand Double-Coated Tape No. 400 . . . Line of type to fit.





When you set a wavy line like the one above, you treat it a little differently. First, notice how two six-point slugs are bent into the desired shape of the line. Apply "SCOTCH" Brand Double-Coated Tape No. 400 to the two adjacent sides of the curved slugs. Notice the two arcs. Remember: always form the tape around an outside arc. Thus, for this line, the type is divided into two sections: "SETTING CURVES" is fastened to the lower slug while the other half of the line is fastened to the upper slug. For each section of type apply "SCOTCH" Brand Cellophane Tape to the side of the type that goes against the "SCOTCH" Brand Double-Coated Tape No. 400 on the slug. Now bring the two sections together to complete the job.

Here is a simple arrangement that can be used on a good many occasions. As in the preparation of a circle, the line of type is formed around a pre-formed six-point slug that has been taped with "SCOTCH" Brand Double-Coated Tape No. 400. Another strip of "SCOTCH" Brand Cellophane Tape across the outside of the line of type locks the individual characters into place. Your curved line needs only to be locked in the form very lightly—just to hold it in place—when it is being used for printing.

FORTUNE

CURVES AND CIRCLES

FORTUNE

The above arrangement of lines shows the method pretty clearly. Look at them closely and you will notice:
(1) The arch above was made by putting the tape on the bottom of the letters and curving them over an arc. (2) The center line was treated as two arcs. (3) The bottom line was was made by putting the "SCOTCH" Brand Cellophane Tape on the top of the letters and curving around the same arc as the top line.

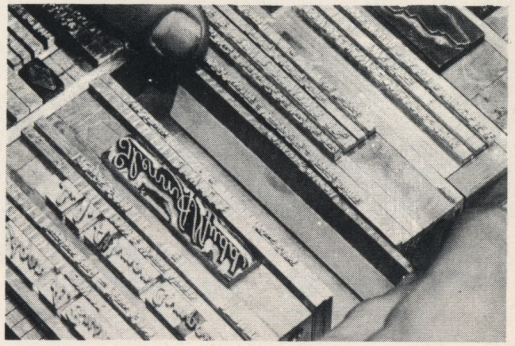
Next time reach for SCOTCH BRAND

REG. U.S. PAT. OFF.

Pressure-Sensitive Tape

HOW TO PREVENT WORK-UPS

A small piece of "SCOTCH" Brand Double-Coated Tape No. 400, placed on the side of a slug will prevent work-ups. This two-faced adhesive tape will anchor a loose slug to the one next to it, making a firm bond that prevents a work-up.

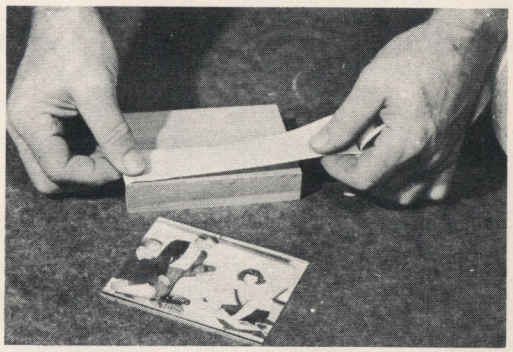


"SCOTCH" BRAND DOUBLE-COATED TAPE NO. 400

In addition to preventing work-ups, "SCOTCH" Brand Double-Coated Tape No. 400 provides an easy, fast way to mount plates to wood or metal bases, for splicing paper, for mounting photographs for camera work, etc.

MOUNTING CUTS

When you use "SCOTCH" Brand Pressure-Sensitive Tape (Double-Coated No. 400) it's easy to mount a cut in 25 seconds. Adhesive on both sides of this special tape adheres tightly to both wood and metal. Try tape on your next job when you are mounting cuts, electrotypes or stereomolds.



"SCOTCH" BRAND DOUBLE-COATED TAPE NO. 400

In less than a half a minute you can mount the average cut to wood or metal using "SCOTCH" Brand Double-Coated Tape No. 400. No heat necessary. Treased paper liner protects the adhesive until you are ready to use it.

FOR THE LITHOGRAPHER

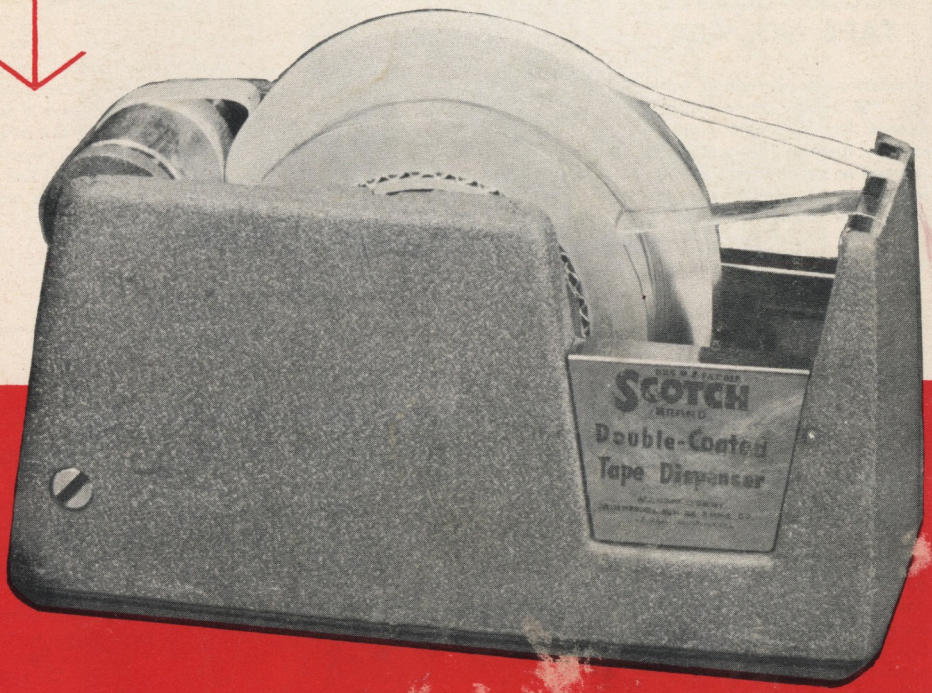
Opaquing of small areas, edging the negatives or stripping in separate units of the completed negative, is done quickly and easily with red "SCOTCH" Brand Pressure-Sensitive Tape No. 615, the only pin-hole free tape especially made for lithographers.

NOTE: Where Albumin type plates are used, we recommend the use of "Scotch" Brand Acetate Fibre Tape No. 750, Red.

"SCOTCH" BRAND PRESSURE-SENSITIVE TAPE NO. 615

Here's the only tape made especially for lithographers! It is one of the best tools for opaquing, laying straight lines, stripping and edging negatives. Works quickly, cleanly, without trouble, without mess, without fail. Order several rolls today.

Convenient Dispenser holds both "SCOTCH" Brand Cellophane Tape and "SCOTCH" Brand Double-Coated Tape No. 400. The Tapes needed for making up circles and curves the easy way. This practical dispenser ("SCOTCH" Brand Double-Coated Tape Dispenser, Model M-71) is available through your local supplier.



See Your Local Supplier for

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SCOTCH
BRAND

Pressure-Sensitive Tape

The term "SCOTCH" and the plaid design are the registered trademark for the more than 300 pressure-sensitive adhesive tapes made in the U.S.A. by Minnesota Mining and Manufacturing Company, St. Paul 6, Minnesota—also makers of "SCOTCH" Sound Recording Tape, "UNDER-SEAL" Rubberized Coating, "SCOTCHLITE" Reflective Sheeting, "SAFETY-WALK" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd Street, New York, N.Y. In Canada: London, Ontario, Canada.

3M COMPANY

P-RBDCT (1131)

Litho in U.S.A.