

## When You Order Invitations

# Talk Shop With the Printer



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Author Carol wants to give you her first-hand information on how to make the wisest choice when inviting friends and relatives to your wedding.

**A**S A ONE-TIME girl printer due to a shortage of summer jobs, and now a prospective bride (perhaps due to a shortage of brides), I feel qualified to offer advice on ordering invitations.

Basically, you'll need to know three things when you order your's.

(a.) There are three different methods of printing; flat, raised-letter and engraved.

(b.) The quality of paper you use costs according to the rag bond content.

(c.) The more invitations you order, the less each costs proportionally.

Printing makes the most difference in the cost of your invitations, so it'll pay to have the main types in mind. By running your fingers over the face of the invitation and acquiring a little "behind the scenes knowhow," you can tell the three apart relatively easily.

The flat-printed invitation is the least expensive because it involves just one process after its been set up. The type is pressed against the paper, and when the ink is dried you can't feel where the paper leaves off and the type begins.

The raised-letter printing is next in the expense line, although there are relatively few dollars difference between the two. Here, the invitation is printed with a special ink. A printer takes a resin powder, sprinkles it lightly over the surface of the invitation and sticks it in an oven to bake.

Like magic, it swells up to what is called raised-letter printing. You can feel the surface above the invitation.

A printer will tell you that you can expect an en-

graved invitation to cost about double the price of either flat-printed or raised-letter printed. Each fine letter is hand carved on a metal plate. Even the cost of engraving varies. The more ornament on the letter, the more you pay for the time and patience of the worker.

Engraving feels like raised-letter, and here's where people meet with confusion. If you have them side by side, you can see that the latter is wider and blacker.

If you don't, you need to go behind the scenes to tell. The next time you look at an invitation you think you might like for your wedding, turn the printing over to the back. If it is raised-letter, the back will have noticeable indentations; if it's engraving, the paper will show slight raised areas on the back.

You can be assured that each method of printing is equally correct etiquette-wise, despite any contrary beliefs. Our country's first writers of etiquette books were hired by engravers. When they spoke of printed invitations for the "finest occasions," they just inserted the word, engraved, to keep from advertising their sponsors competitors.

Frankly, it's a matter of taste. Some people open an invitation, take a quick peek at the pretty type, who's getting married, to whom and when; then promptly turn it over and write their grocery list on the back.

The owner of a print shop in a college town recited these experiences.

A minister came to order invitations for his daughter, and after seeing the three offered, he chose the flat printed. "I don't want any pretense of show," he said. "Raised-letter could be mistaken for engraving. I'll take 200 flat printed."

On another occasion a coed told her mother, "My friends don't care what kind of printing it is," and added hopefully, "You can give me the difference for my going-away dress." She felt the money would be more "inviting" in her trousseau than in an envelope.

Secondly, the paper used for the invitations comes in a wide range of quality, but affects the price only a few dollars. As a general rule, the higher the rag bond content, the more expensive the invitations.

Finally, you'll need a nodding acquaintance with the discount method used in the shop. The higher price on the first 100 to 175 pays the printer for the time it takes to assemble the small delicate type that decks an invitation. Once done, it is a 10 minute-matter to run off another hundred on the automatic presses.

Now that you've learned the A,B,C's of the wedding invitation, you and the printer can talk "shop." You'll be the happier for it and so will he.