

# Proofs

*Definition and purpose of twenty-five different kinds of proofs that are used in composing rooms, engraving departments, and pressrooms*

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To the average buyer of printing, the number and types of proofs involved in the production of printed material may seem comparatively few, and yet when all of them are grouped together, they make quite an impressive variety. Some, of course, are confined almost exclusively to shop use, such as in photoengraving departments, composing rooms or pressrooms—and, for this reason, do not always come to the attention of printing buyers.

In preparing the following list of proofs used throughout the industry, the objective was to identify all or nearly all of the better-known proofs, as well as the department with which each is most frequently associated and, in some cases, the purpose for which the proof was made.

## *Composing room proofs*

Reader Proofs—are usually the first ones pulled of a job and intended for proofreaders to check with original copy, as well as for mechanical, typographical and grammatical errors.

Checking Proofs—enable proofreaders to verify that all corrections noted on the reader proofs have been made.

Galley Proofs—consist of type set in column form, used for checking against original copy for errors and to facilitate make-up of pages. They are usually pulled on soft, uncoated stock.

Customer Proofs—are those submitted on enamel stock for the purpose of showing the completed make-up and to obtain a customer's O.K.

Second (third, fourth, etc.) Customers Proofs—are merely a succession of proofs resulting from changes made. These are necessary in order to obtain a customer's or author's approval.

Glassine Proofs—are pulled for checking the make-up of a form against the layout, or to register successive colors with the key color—usually the black form of the color set.

Transparencies—are made on either

cellophane or glassine, with the impression on one or both sides, and dusted with lampblack, or talcum or both.

Reproduction Proofs—are sharp, clean impressions on high-quality dull-coated or glossy stock, made for photographic purposes or for use with art work to make line cuts, reverse plates and combination engravings. Proofs made for reproduction purposes must be opaque black, without fuzzy edges, and perfectly uniform in the over-all color.

Bronze Proofs — are transparencies made on either glassine or cellophane; they have an impression made in black ink on one side or both, then are dusted with bronzing powder. Preferred by some in preparing lithographic plates and gravure cylinders.

Foundry Lockup Proofs—are generally on newsprint stock and made from the locked up form before it is sent to the foundry for plating.

Line-up Proofs—are used mainly in the pressroom to show the alignment of a form.

Billing Proofs—are made each time a form is corrected to accompany an invoice and show a customer all of the alterations made.

Killing Proofs—are merely a record kept in the composing room to show when type was killed or distributed.

## *Engraving department proofs*

Finisher's Proofs—are used for checking any zinc or halftone against the original copy to make sure that there has been no distortion and that all detail has been preserved to its fullest possible extent.

Color Proofs—are those made of completed engravings, either three- or four-color process, or straight color.

Progressive Proofs—are usually made from color to show (1) the impression of each plate, (2) the rotation of colors, and (3) the effect of combining one color with the other.

Frisking Proofs—may apply to either

color or black-and-white plates; they are made with a frisket, which masks out the dead metal and bearers on proofs that are to be submitted to customers for their approval.

Flat Proofs—are used only for billing purposes and therefore are not of the same quality as proofs submitted to customers for approval.

Silver Prints — are the photographic images or exposures of negatives on sensitized paper to show general effect or to check layout.

Glassine Proofs—are pulled for transferring color (registering one plate with another) or when patching a plate. They also are used for checking plate with the layout and determining register of one color with another.

## *Pressroom proofs*

Line-up Proofs—are made when form is on the press, for checking line-up and to furnish bindery with information on how the printed material is to be cut, folded and bound.

Make-ready Proofs—are used to determine the effectiveness of underlaying the form or overlaying the cylinder in order to obtain a uniform and as perfect an impression as possible.

Press Proofs—are pulled when make-ready has been completed as a final check of line-up, etc., and for submitting to customer for final approval before the printing is run off.

## *Miscellaneous proofs*

Stone Proofs—are impressions made of lithographic printing plates to compare with customer's approved copy and to check for imperfections or errors which may be in the plates.

Bleach Prints—are silver prints made from a negative and used as a basis for pen drawings. The photographic tones are bleached out by the application of bichloride of mercury or by the use of some similar kind of bleach.