



No. 371  
1963

## The Printer's HELPER

The KELSEY COMPANY  
Meriden, Conn.

Single orders \$1.00 or more keep the Helper coming for at least a year.

### The Right Ink for Enameled or Coated Stock

A reader has questioned the recommendation in a recent copy of the Helper of halftone ink for coated or enameled paper. He submitted samples indicating that the ink was soaking into the paper with a mottled appearance, although the first specimens printed seemed all right. Investigations indicated that it was a job on which changes were made every few impressions, with washing up of the type form each time. Even with stiffer ink than the cut variety he had trouble with this soaking in.

The trouble in that case probably lies in the cleanup. While the cleaner was apparently all evaporated before the form was reinked, there is very little question that enough of it got down between the type to very slowly and gradually adulterate the ink. If you have ever used anything to thin your ink you know that the merest drop is usually sufficient. As a result it wasn't very long before his ink was thinned, even though not visibly, so much that it wouldn't work satisfactorily.

Too much stress cannot be laid on the necessity for the cleaner being absolutely dried out of the type before the ink is applied again. All cleaners are detrimental to good results, even in minute quantities. However, there is one point which probably can be cleared up on the kind of ink to use on coated stocks, photographs, etc. The recommendation of halftone ink on enameled stock was made on the assumption that in most cases where such paper is used, a halftone cut will probably be in the form, with the consequent need of a comparatively soft or thin ink to get good results. We can go to that point saying that you may use a stiffer ink as long as the type doesn't "pick" the surface from the pa-

### Embossing with a Plate You Can Make Yourself

There are three common ways of printing which give a raised effect to the letters. One method requires recessed plates (plates with letters engraved in them instead of raised on their surface). This is the kind used for paper money, stamps, bonds, top grade stationery, etc.

The second is a close approximation of this with regular type on which has been dusted a compound. When subjected to heat the printing sets, either with a rough or gloss finish, according to the compound used. This is very



Male and female plates of embossing die

popular, especially for stationery or cards. The raised printing unit in the catalog is built expressly for it.

The third requires printing and pressure which will raise the letters on the right side of the sheet, with a corresponding hollowing or depression showing on the other side. This is embossing as it is more generally known.

For such embossing you need a die in which the design or words are sunk in the plate instead of raised. Such dies, as usually made by hand, and of brass, are quite expensive. For a small simple job, you can make your own, by taking an old electro off its wood block, and cutting the design in the soft metal back of the electro. You can then tack the die on the wood block.

For the counter or male die, sift a small quantity of plaster of

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per. The stiffer the ink you can use without picking, the easier to get good results. Anti-Picking Compound in a minute quantity will often make a stiffer ink work well. Picking, aside from the appearance of the sheet which has been "picked," will fill the ink with little specks of paper, which will get on the surface of the cut and make pock marks on the reproduction, so if any picking has occurred, it may be necessary to clean type, rollers, and plate thoroughly before proceeding again.

### Advertising Playing Cards

Hand in hand with standard playing cards monogrammed, go varieties of advertising cards which you can produce. In this case, however, you can cut loose from the ordinary variety and make yours up from the beginning. There is a very popular size card which is practically matched by our Round Corner Cards, and special card back electro, No. 942, so that you can print these up yourself, in any tint, on white, pink, buff, yellow, light blue, light green, medium blue or medium green cards. Your advertising cards will not use the customary kings, queens, and jacks on them, because there is where the advertising comes in. There is a tax on regular playing cards, even when distributed free with advertising on them, so we advise leaving the actual production of such cards to the playing card manufacturers who know the legal formalities. If you wish to follow as closely as possible to ordinary cards these are the playing card symbols or indicators (hearts, spades, etc.) available in the catalog. For the "face" cards you can use some picture or cut which has to do with the business of the man who wants his advertising to appear on them. If the customer wants to print his advertising on the back of the card, over the regular back, and in a different color ink.

Another variation on the card games may be, and often is made on the basis of the old and popular game of authors. The packs are divided into ten to twelve "books" of four or more each, each card of the book being made up of an item which is well known, which the merchant sells, (like Campbell's Soups, for instance). The trick is to complete as many "books" as possible, the winner being the one who has the most. This game may be made more interesting by using slogans instead of the name of the product itself, on all of the cards except the individual card for the product, thus—the Campbell's Soup card will have in addition, their well-known slogan, "21 Kinds," whereas the list of cards in the book which appears on every other card of the book, will only carry the words, "21 Kinds." When a player asks another player for the card "21 Kinds," and the second player has it, he is privileged to demand the name of the product itself (in this instance, Campbell's Soup), and if the one asking for the card cannot remember it immediately, he loses the chance to get the card. There are hundreds of well-known products which every merchant carries, which have slogans or trade-marks, and there are no limits to the possibilities of this game. With all the money spent on advertising, people know many of

(Continued on page three)

Keep The Helper for Reference. We cannot furnish back numbers. Edition is exhausted in month of issue. For standard binder punch holes as indicated.

WALTER FAUCIGNO

CHELTENHAM, N. Y.

DAVID  
JOHNSON

Hartford

Surveys

## Unusual Card Layouts

While the majority of people probably prefer the orthodox ways of making up cards and stationery, there are others who are willing and glad to use printed matter of a more adventurous variety.

We illustrate a couple of ideas which have been used, and liked by printers' customers. They will probably suggest other similar treatments. The face of the type used may be altered, as well as the general layout.

The cards shown are for individuals, but the printer himself can use them slightly altered, for his own business — or for other people in business, for that matter.

Novelties of this kind appeal particularly to young people. Stationery can be made along parallel lines. You may find it necessary to make up a few dummy samples to get started, after which you can handle them as you would any stationery or card specialty — either go out and get the business yourself, or have agents or merchants display and sell them for you. As a printer you have two jobs — the actual printing, and the selling. You will find that close attention to new ideas will help you to keep busy, and make money.

## Embossing . . . (Cont'd)

paris through a fine cloth and mix with a clean flour paste plus a few drops of glycerine until you have a smooth, stiff dough.

Remove all packing from the press and glue a sheet of cardboard on the platen. Lock the die you cut from the electro into the chase and get an impression on the platen cardboard to show position. Spread a small amount of the prepared compound over this impression and, after oiling the die, close the press and let it stay closed for several hours until the composition is hard, or overnight.

If, when running the job, the die has a tendency at first to cut the paper, feed in a piece of thicker paper, which will take off the sharpness.

## Printing Pays Profits

Sam Lawrence, Jr. was a radio amateur. This was, and still is, in addition to his regular job. Radio "hams" acknowledge air contacts by exchanging QSL cards. An active radio operator may send out hundreds of cards in a year, running up a fair sized printing bill. Lawrence reasoned if he printed his own he could save money. He did not expect to go beyond that, but soon other radio operators in the vicinity convinced him that he ought to print for them. He did, and before long orders were coming in at a rapid rate.

As he realized profit on orders, he reinvested in additional printing equipment. His original expenditure was \$50. His equipment is now valued at \$700. He operates the press in his radio room.

After developing a steady string of QSL card customers, Lawrence expanded to other fields. A large electrical distributor contracted with him to print radio repair tags for all the dealers in the state. As the dealers placed their orders, he printed their names on the reverse side. This proved a regular, profitable venture.

Then the local community club changed from mimeographed to printed programs and tickets, because of the improved appearance he was able to offer. Soon his lodge was ordering printing for its activities. Local business men, impressed by the price and quality of his work, fell into line and ordered from him. Many of them had never had printing done, claiming they did not need it, but they were sold.

To establish prices, Lawrence submitted different ideas to other bigger printing houses and received estimates. From this information he was able to make corresponding charges, gearing down his prices to his lower labor factor. He used, and still uses, a hand press.

He says his orders are won by quality, service, price. Quality depends on mastering the mechanics and technique — and on accuracy. One mistake may make a job worthless. Service depends on time. He built his business on service. If necessary he can complete and deliver most jobs in a day, whereas others take one to two weeks. The right price is impor-

tant, but his labor and overhead are so low he has no difficulty with that.

Personality also helps, and if a person is held in respect by the community he will not have any trouble obtaining printing business.

## New---

### Announcement Sample Set

Here is the set of samples with only the name and number printed on each piece. Set contains: Wedding and Business Announcements; Birth Announcements; Thank You cards; Reception Cards; Pasted cards; Fanned Informals, etc., with matching envelopes. Sample set, approximately 25 pieces. **.50**



## STATIONERY

Furnished in a good-looking, substantial cabinet box, to give your customers full value.

### "300" CABINETS

300 sheets, 2 1/2 x 7, and 100 envelopes, size 6 1/2. All Prices PER BOX, in quantities listed

Quantities of	1	5	10	50
302, Commercial-50	1.33	1.23	1.10	.94
303, Heather-24	1.82	1.70	1.57	1.22
304, Hammermill-20*	1.35	1.27	1.15	1.00
305, Hammermill-24*	1.55	1.43	1.33	1.13
306, Ripple Fin. 24	1.40	1.45	1.37	1.15
309, Society Blue-24	1.76	1.64	1.54	1.36

"Double 100" Folding CABINETS  
100 folding sheets 6 1/2 x 11 1/4 (folds to 6 1/2 x 5 1/2) and 100 size 6 1/2 envelopes

303, Heather-24	1.81	1.66	1.56	1.31
304, Hammermill-20*	1.37	1.28	1.14	.99
306, Ripple Fin. 24	1.59	1.47	1.38	1.15
309, Society Blue-24	1.71	1.62	1.53	1.27

### "Monarch" CABINETS

100 sheets, 7 1/4 x 10 1/2 and 100 envelopes, size 7 1/4

103, Heather-24	2.21	2.09	1.78	1.54
104, Hammermill-20*	1.71	1.59	1.36	1.18
105, Hammermill-24*	1.96	1.74	1.46	.99
106, Ripple Fin. 24	1.85	1.81	1.64	1.33
109, Society Blue-24	2.14	2.02	1.71	1.45

### "50-50 Monarch" CABINETS

50 sheets, 7 1/4 x 10 1/2 and 50 envelopes, size 7 1/4

133, Heather-24	1.38	1.36	1.14	.98
134, Hammermill-20*	1.10	.98	.89	.73
136, Ripple Fin. 24	1.22	1.10	1.00	.86
139, Society Blue-24	1.33	1.21	1.10	.85

### "50-50" FOLDING CABINETS

50 folding sheets 6 1/2 x 11 1/4 (folds to 6 1/2 x 5 1/2) and 50 size 6 1/2 envelopes

53, Heather-24	1.18	1.06	.86	.82
54, Hammermill-20*	.91	.79	.72	.60
55, Hammermill-24*	1.02	.89	.81	.71
56, Ripple Finish-24	1.04	.92	.83	.72
59, Society Blue-24	1.15	1.01	.92	.78

\*Indicates Watermarked Papers

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## WITH OUR READERS

### To Make Type Cases Slide Easily in the Racks

One of our customers says he oils the slides on his case rack so as to make the type cases run in and out easily. Another good way is to sprinkle a little ordinary talcum powder on the "runs," as the slides are called. If you buy it special, you can get unscented talc at the drug store, or powdered soapstone.

### Using an Adhesive on Standing Forms

A correspondent says that he was given quite a quantity of type which was deficient in certain letters, but which he found he could use in one way or another on several forms that he frequently printed. After setting, liquid cement was inserted between letters and lines in such a way that the forms could be lifted and handled as a unit.

This is probably all right on any permanent form using old type which will not be required for any other job, as in his case, but it is not recommended in any other situation. Type setting and the making up of forms is a precision job. The presence of even a speck of a foreign substance like liquid cement or glue between letters may be enough to prevent satisfactory lockup the next time the same type is used on another job. It can also give trouble in planing down the form.

### Raised Writing

Raised writing is an offshoot from the process used for raised printing. Its main interest to printers lies in its value to the printer's customer, who may like to use it in connection with printed cards, especially of the greeting variety, which he may have purchased.

Regular raised printing compounds can be used for this work, the gold and silver being particularly good.

Ordinary writing ink without a binder in it will not hold the compound, so put three parts of molasses or corn syrup (like Karo) in one part of writing ink, and if the consistency needs changing, add plain water. Use this fluid with an ordinary pen, and apply the compound in the regular manner. Various colors of writing inks may be used if desired.

We have never tried this, but have been told it works very well. The exact proportions of the various ingredients, as well as the heat, will have to be regulated after experimenting to get the best effect.

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### Advertising that Paid Its Own Way

"In a recent issue of the Helper you speak of programs. Receiving an order for 500 tickets, I asked about the program. They didn't want to go to that expense, so I offered to furnish them free if I were allowed to handle all the advertising on them. I had a local man sell ten ads at three dollars apiece on 25% commission which netted \$22.50, less \$4.00 which I paid for ten tickets, one each being given to the advertisers. I reserved the front page for my own ad under the program title. The stock, 5 1/2 x 8 1/2 folded to 4 1/4 x 5 1/2, cost less than 3 dollars.

The result was not only advertising for the printer but money in his pocket for it. R.O.D.

### DEAD LETTER OFFICE

Dear Friend:

Yes, you can give me more information. Take a twenty dollar bill out of your billfold and look at it for 5 minutes. What kind of printing would you call it? It is engraving, isn't it. Can you do that with one of your presses? I want to engrave twenty dollar bills for display purposes only. Would you send the engraving plates along with the press. I am trusting that I will get a very nice reply. The right answer will bring you results. I have the money so just give me the Go sign.

Your friend, .....

**Playing Cards . . . (Cont'd)**  
these, and like to display their knowledge.

The above are several kinds of advertising playing cards, and others will suggest themselves. For those who want to have a little fun, and be a little different, there is always the opportunity for making a few packs of private playing cards, as a hobby, with variations on the old established styles of kings, queens, jacks, etc., which readily present themselves on a little thought.

Playing cards of various kinds can be put down as one of the many kinds of printing which offer an opportunity to owners of Kelsey Outfits, as well as to others with similar equipment.

### 140 Paneled Informals

For short notes, acknowledgments, invitations and all occasions where a neat combination of smartness and informality is required. Also suitable for sympathy cards. Poinled size of sheet 2 1/2 x 4 1/2 inches, with a 2 1/4 x 2 1/4 inch panel on front. Envelope size 3 3/4 x 4 1/2 inches.

Quantities of	100	500	500	1500
Prices per 100	200	500	1000	
140 Sheets only	\$2.75	\$4.25	\$7.00	
140 Envelopes only	1.25	2.00	3.25	
1408 Sets	2.35	4.10	6.00	10.50

## Christmas Type

No. 1438 14 Point 12A 41a \$16.00—6A 21a \$8.00

Amalgamated Electronics 60

No. 1838 18 Point \*CAPS \$6.00 8A 12a \$14.45

State Board of Trade

No. 2438 24 Point \*CAPS \$6.35 6A 10a \$16.25

## Excelsior Press 8

No. 3688 36 Point \*CAPS \$8.15 4A 13a \$21.50

## Yule Tide!

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

YZS abcdefghijklmnopqrstuv

wxyz . . . : ? \* - ) ( ' \*

\*1234567890%&

\*for use as Monograms or Initials

### Use This Calendar Cut

On all kinds of advertisements—Cards, leaflets, blotters, etc. It will assure longer life for your own publicity and your customers' printed matter, too.

1964 CALENDAR 1964																	
JANUARY			MAY			SEPTEMBER											
S	M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T	F
1	2	3	4	5	6	1	2	3	4	5	1	2	3	4	5	6	
7	8	9	10	11	12	6	7	8	9	10	7	8	9	10	11	12	
13	14	15	16	17	18	11	12	13	14	15	13	14	15	16	17	18	
19	20	21	22	23	24	18	19	20	21	22	20	21	22	23	24	25	
25	26	27	28	29	30	24	25	26	27	28	27	28	29	30	31		
FEBRUARY			JUNE			OCTOBER											
S	M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T	F
1	2	3	4	5	6	1	2	3	4	5	1	2	3	4	5	6	
7	8	9	10	11	12	6	7	8	9	10	7	8	9	10	11	12	
13	14	15	16	17	18	11	12	13	14	15	13	14	15	16	17	18	
19	20	21	22	23	24	18	19	20	21	22	20	21	22	23	24	25	
25	26	27	28	29	30	24	25	26	27	28	27	28	29	30	31		
MARCH			JULY			NOVEMBER											
S	M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T	F
1	2	3	4	5	6	1	2	3	4	5	1	2	3	4	5	6	
7	8	9	10	11	12	6	7	8	9	10	7	8	9	10	11	12	
13	14	15	16	17	18	11	12	13	14	15	13	14	15	16	17	18	
19	20	21	22	23	24	18	19	20	21	22	20	21	22	23	24	25	
25	26	27	28	29	30	24	25	26	27	28	27	28	29	30	31		
APRIL			AUGUST			DECEMBER											
S	M	T	W	T	F	S	M	T	W	T	F	S	M	T	W	T	F
1	2	3	4	5	6	1	2	3	4	5	1	2	3	4	5	6	
7	8	9	10	11	12	6	7	8	9	10	7	8	9	10	11	12	
13	14	15	16	17	18	11	12	13	14	15	13	14	15	16	17	18	
19	20	21	22	23	24	18	19	20	21	22	20	21	22	23	24	25	
25	26	27	28	29	30	24	25	26	27	28	27	28	29	30	31		

No. M1149 \$2.25 (any year desired)

### Angular Quads



For setting type or cuts at an angle. Two or more pieces can be put together to make larger sizes.

**Handset No. 104** (consisting of 6 pieces 12 pt., 8 pieces 18 pt., and 6 pieces each 24, 36, 48, and 72 points) 24 pieces. . . . **2.40**

**Handset No. 104A** (consisting of 2 pieces 12 pt., 4 pieces 18 pt., and 2 pieces each 24, 36, 48, and 72 points) 16 pieces. . . . **2.60**

**PLEASE** notify us of any change of address promptly. If you want to keep your file of *The Printer's Helper* complete. Many readers lose one or more issues because of failure to let us know their change of address when it takes place.



## THE KELSEY MAN

—Says—

### If We Fall Down— Please Forgive Us

Nearly everyone who has gone through our plant remarks on the large amount of stock we carry — type, paper, wood goods, and boxed stationery; down through every other last item shown in the supply book. They think it unusual. We take it for granted. Even with all this inventory, we get caught short occasionally, and that is what we want to bring up here.

Uneven sale of seasonal numbers like wedding invitations and Christmas cuts can be foreseen and provided for within limits, but every so often some item of type, paper, or anything else in the book, which has been going along nicely on an even keel, suddenly becomes the one thing evidently missing after, and in next to no time we find it short. There just doesn't seem to be any way of predicting when or where the lightning will strike.

Shortages are not only irritating — they are expensive, both for you and for us. We make every effort to prevent them. That is why we have the big stock. If we have ever had to make something on an order of yours "due," or if this happens to you in the future, we want you to know that we are doing everything in our power to prevent shortages, and will bend every effort to cleaning them up when they occur.

### Christmas Gift Printing

Every year a lot of printers do a big business in stationery for gift purposes — imprinted — but plenty of others seem to overlook its possibilities. Christmas gifts are a real problem to many people, which can frequently be solved with printed stationery. The giver doesn't have to worry about duplicating somebody else's gift — and it will all be used. There are various kinds for men and women, and some can be used for both. Panelled informals are welcome, too. With the different quantities and kinds of paper, you have plenty of variety to offer, with a wide price range.

We have carried other articles on Christmas gift stationery in previous years, so we will not cover every detail again now, but all the usual ways of soliciting business may be used. Arrangements can also be made with local merchants to take orders on a commission basis, by furnishing them with samples mounted on cardboard, preferably easels, which you can make yourself or adopt from printed counter cards

### Half-tone Makers

Much of the trouble which printers have with half-tone printing comes from trying to make more ink or more impression take the place of makeshift over-inking and over-impression will cause picking of the paper surface, offsetting on the back of the printed sheets, excessive wear on the half-tone, and filling in of the etching dots with ink, requiring frequent washing up of the form.

Picking of the paper will soon fill the ink with specks, which will deposit themselves on the face of the cut, and result in the familiar "sunspots" on the printed sheet. When this happens, the only remedy is to clean up the ink plate, rollers and form, and start all over again. Over-inking is, therefore, to be avoided. Makers ready will do it better and with less trouble.

### Garamond

Garamond is named after Claude Garamond, a French type-cutter over four hundred years ago. Before his advent, type had followed more or less the hand-lettered characters in use previous to printing. Garamond made his alphabet completely independent of pen styles, and because of this had been called the father of type-founders.

As with several of the best type-faces, Garamond has really come into its own in the last few years, and is a favorite with typographers and advertising men, both of whom have to know what's what. It is one of a limited number of types which are equally useful both for body (text) matter or for display or title lines.

If you are short of a good combined body-and-display type, you cannot make a mistake if you fill the gap with Garamond. It is used for just about everything, including stationery and cards.

It will stay in style indefinitely, and that, considering the way fashions come and go, even in type, is something to consider. Eight point and ten point Nos. 832 and 1032 take care of most body type requirements. Personal stationery and card work will also use these and possibly twelve point No. 1232. The bigger sizes make handsome business letterheads, and display lines of programs, or even other printed matter where good taste is important.

the retailer has received for other purposes and no longer needs.

Above all, when you are yourself making Christmas presents, remember that you, too, can give stationery, and achieve a double purpose. It solves your own gift problems and is an indirect way of advertising your own business.

Get started early. There is an opportunity here which no printer should pass up unless he has all the work he can do otherwise.

### Garamond

No. Large Font CAP Font Regular Font  
832 21A 62a 99.05 21A 93.25 7A 15a 64.50  
TREATY Obligations must be borne by  
all Nations exactly as originally & 258

No. Large Font CAP Font Regular Font  
1032 21A 62a 99.45 21A 93.65 7A 15a 64.70  
WHEN in the course of Human 10

No. Large Font CAP Font Regular Font  
1232 19A 46a 81.25 19A 84.29 6A 12a 54.90  
IT IS Altogether fitting and 36

No. Large Font CAP Font Regular Font  
1432 17A 35a 813.80 17A 85.05 6A 11a 85.75  
RESOLVED: That during 4

No. Large Font CAP Font Regular Font  
1532 10A 22a 814.65 10A 85.40 6A 11a 85.65  
NEW Comet to 59

No. Large Font CAP Font  
1632 8A 11a 815.25 8A 95.25  
OPUS 7 Prelude

## Compounds

For Good Inking

**Drying Compound, Speeds drying, and helps when ink must dry on surface. Also used with reducing or fixing compound for same purpose. Directions on tube. Per tube, - - - .86**

**Reducing Compound, Improves performance of colored inks on large solid areas, such as tint blocks, cuts with solid portions, or wherever smudging, caking or picking occurs. Use with drying compound listed above. Directions on tube. Also slows drying of inks which seem to dry too fast. Per tube, - - - .86**

**Fixing Compound, Makes colored inks work better on head papers, cellophane, glassine, pyroxylin or any surface on which usual dry compound not penetrating. Use with drying compound listed above. Directions on tube. Per tube, - - - .84**

**Kit M, these three ink mixing helps will eliminate many ink problems. Tube of each, - - - - - 2.30**

**Ink Users Guide included free with order for inks amounting to \$2 or more.**

**Anti-offset, Anti-picking Compound.** A paste compound which is mixed into the ink to overcome offsetting or picking, especially on coated paper or cards. Only a very small quantity is used and can be mixed on the ink plate or on an ink slab. Per can, **97**

## MODERN Ornaments Decorators

Type cast (metal base) for accuracy

Font D 10 pieces 5 3.40  
all different



Single cuts, 95 cents each

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