



## Printing for Stamp... (Cont'd)

twenty-five different kinds of printed matter which a stamp dealer may, and often does, use in his business. Here are a few of them:

**Approval Sheets for mounting stamps.**

**Approval Books and Cards for the same purpose.**

**Approval Report Blanks, for the purchaser of stamps on approval to use in making returns.**

**Reminders, for the dealer to send when a customer has not requested approval after a lapse of some time.** (Part of his follow-up system.)

**Approval Request Blanks. For the dealer to use in writing to prospects.**

**Record Cards. For the dealer's record of approval transactions.**

**Stamp Catalogs and Price Lists.**

**Auction Catalogs and Price Lists.**

**Envelopes for mailing stamps, return envelopes, etc.**

**Order Blanks.**

**Stock and Inventory Cards.**

**Printing on Perforation Gauge.**

**Stationery of all kinds, including statements, billheads, etc.**

**Advertising material of all kinds.**

In addition to general stamp dealers, there are those who specialize on certain phases of collecting with their special needs. For instance, there are dealers who devote themselves exclusively to air mail. This is a branch in itself, and requires stickers to go on letters, printed addresses, special air mail envelopes, etc.

To the uninitiated, it should be explained that dealers send through a lot of envelopes, particularly for special events, first day sales on commemorative stamps, etc., because there is a big demand for them among collectors. The condition of these envelopes has a large bearing on their value, and that includes how good the postmark is, as well. In order to make sure that the cancellation is good, and the envelope doesn't chew out at the corners, collectors and dealers use a stuffer or liner of tag board or other cardboard in the envelope, and enterprising dealers use them for advertising purposes as well.

Any stamp collector or dealer, can give you samples of nearly everything. You can usually follow the sample or the layout as given to you, same as any other job.

Once you have gotten into it, you can give specializing some consideration. Since such a large part of the business is done by mail, there are a number of specialists devoted to collectors and dealers, which may be used in various ways to get business.

If you specialize, you can keep all the popular forms standing and only make the necessary change in name and address before printing. This will enable you to offer a better than average

## Sliding and Slurring

Turning out a good job of printing is helped by knowing what to do when something seems to be wrong. Common sense and observation will carry you along, but you can save time if you know how to be your own trouble-shooter. Suppose, for example, you have gotten everything ready for a press run, but the printed sheets show evidence of slur marks or sliding. What would you do?

There are a number of things to look for. If the temperature of your press-room is below normal, that is, 70 degrees, the chances are pretty good that the rollers are too hard to be properly tacky, and that the ink is likewise not distributing as it ought. You need at least 70 degrees for at least an hour before you start, so that the ink, the rollers, the type and the ink plate will all be thoroughly warmed up. The ink will then distribute better, the rollers will have more tack, and sliding or slurring may be avoided.

Even under otherwise favorable conditions, rollers may slide on a very small form. Roller supporters or bearers in one or both ends of the chase will provide the necessary adhesion and allow them to turn. If the supporters get in the way of the stock being printed, and mark it, you can paste or glue pieces of paper on the grippers, positioning them so that the work you are feeding will be protected.

If the rollers are old, hard and glassy, you may have slide or slur marks. The remedy is a set of new ones or a recasting of the old. Emergency measures may enable you to finish what you are running, after a fashion, but they will not be a permanent remedy. The rollers may be swabbed with a mixture of half glycerine and half alcohol. The alcohol thins the glycerine, and allows it to be spread over the surface of the roller, after which it will evaporate, leaving the glycerine. Let the rollers stand until the liquid is absorbed.

Slur marks may also happen when the tympan padding is not drawn tight over the platen. If there is any chance for a shift in the tympan, it should be pulled taut. "Ghosts," outlines and double-takes often appear if there is any give or movement in the padding.

A rocking platen will cause slurring. If the impression screws are not set up squarely, this may be the reason.

price, yet a fair profit on your work. Many Helper readers either are or have been collectors at one time or another, and they will appreciate the big market which stamp dealers offer. To others, we say, investigate for yourself the possibilities, because some of the most profitable printing businesses in the country have been built up on just such specializing.



Fashionable and popular blue ink (fast water-mark lines) finish paper—easy to write and print on. 500 sheets size 11x22 weigh 24 pounds.

**Personal Stationery**

Quantities of 1 5 10 50

All prices PER BOX in quantities listed

**"300" Cabinets**

200 sheets, 6x7, and 100 envelopes, size 6 1/2

309, Society Blue-24 1.76 1.64 1.54 1.38

**"Double 100" Cabinets**

100 folding sheets 6 3/4 x 11 1/4 (folds to 6 1/2 x 6 1/2),

and 100 sheets 6 1/2 envelopes

109, Society Blue-24 1.76 1.65 1.53 1.37

**"50-50" Cabinets**

50 folding sheets 6 3/4 x 11 1/4 (folds to 6 1/2 x 6 1/2),

and 50 sheets 6 1/2 envelopes

59, Society Blue-24 1.35 1.25 1.15 1.00

**"Monarch" Cabinets**

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

109, Society Blue-24 2.14 2.02 1.71 1.48

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

159, Society Blue-24 1.28 1.21 1.10 1.00

**PAPER**

Quantities of 50 100 500 1,000

Prices per 100 200 500 1,000

17 x 22 inches \$1.45 \$1.34 \$1.16 1.02

11 x 17 1.05 1.05 1.05 1.05

**Cut Sizes**

Quantities of 500 1,000 5,000 10,000

Prices per 1,000 2,000 10,000 1,000

6 x 7 1/2 inches 2.18 2.08 2.01 2.08

7 1/4 x 10 1/2 2.30 2.23 2.23 2.23

7 x 7 1/2 2.10 2.12 2.12 2.12

**Envelopes**

Quantities of 100 100 5-21 25-38

Prices per 500 1,000 1,000 1,000

Size 6 1/2 2.65 \$2.10 \$2.25 \$4.94

7 1/4 2.08 2.08 2.08 1.50

**Note**—You can mix Society Blue-24 with other stationery at quantity prices on both.

**PADS?—Make Your Own**

**With this Padding Outfit**

**YOU'RE SOLID!—THE BEST CLASSIFIED**

**PRINTING**

**OUTFIT**

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## WITH OUR READERS

### Advertising Cards with a Patriotic Message

From H. A. Philbrick:

A good source of additional business may be found in printing cards with patriotic messages on them. Such cards may be as small as a Size C business card, a #63 round corner card in various colors, or standard post card size. The text may be any kind of patriotic message, or extract from books or speeches of famous Americans.

From M. W. Phetteplace:

I keep some Printoclene in a Windex glass cleaner bottle with a sprayer. This places the cleaner just where it is needed, and in the right quantity.

On a lot of my work I set lines, with an cm quad at each end to avoid having thin characters where they may drop off. This requires making the lines that much longer.

Editor's Note: Other readers have suggested squeeze bottles of one kind or another as good receptacles for liquid cleaners, and very probably others are using them as well.

### Interfering Rollers

Once in a while we receive a letter about like this:

"The rollers you sent me are too fat to work. They rub together and will not turn when they hit the inks. We have some hot weather down here and maybe they swelled up."

We send out duplicates in such cases with some reservations, because rollers leaving the plant don't swell up enough to behave that way. In a recent case, before we could write our customer with suggestions, we got the following communication:

"A couple of days ago I wrote you about the rollers not working on my press.

"Well, old stupid me, I found, had the hooks on the rollers turned the wrong way. All the years I have been using that press, I must have put the rollers on and taken them off in the correct way every time without noticing.

"Anyway, the rollers hadn't swelled, they are working fine now that I have them on the right way. Sorry to have made a noise."

On some presses the position of the rollers in the hooks or sockets makes no difference, on others it does. Aside from the possibility of the rollers interfering or rubbing each other, you may find on some jobs that turning the roller hooks one way or the other will cause the rollers to go a little further on the ink plate, improving

**The Printer's Helper 3**

### Color for Padding

Cold applied Pad-Ezy for making pads is carried in both red and white. For those who want to live up their padding work by using other tints, vegetable dyes sold in groceries and supermarkets if used in white Pad-Ezy will make almost any color you can wish. The cost is very low.

### Suggestions

This is directed more to those readers who have made contact with printing or with us in the past six months, but the viewpoints of others are also welcome.

A beginner can usually take a printing press and with the help of the Printer's Guide turn out a very creditable job from the start, but when he looks into the supply book or catalog he has difficulty in figuring out what he wants. How well he understands the descriptions may depend on how quick he is to catch on. But we are anxious to make it as easy as possible, and welcome suggestions from everybody who has any ideas.

Probably the hardest items to make clear are the paper and card cutting charges, with the various parts of a type font, sizes of font and the way extra letters are sold a close second. We have tried innumerable ways of describing these operations, but they all fall far short of perfection. They can be made simple all right, but only at the expense of fairness in pricing. To simplify them would overprice some items or operations, and underprice others. In the same way it would be fine to get out a catalog with prices, and keep it indefinitely, but the prices couldn't possibly be fair. (Prices actually go down as well as up, you know).

Some items are shown in the catalog more than once because we hope by listing them in several different ways their use will be easier to understand.

Every criticism we receive — every suggestion — is gone over very carefully to see if it can be used. Your impressions or suggestions as you make them known to us will get more attention than our sometimes brief acknowledgement of thanks might lead you to think. We're in business to make it easy for you to buy printing supplies, and any complications which prevent that is a source of unhappiness to us. So we are glad to hear from you, and particularly from those who are new enough to printing so that their impressions are not complicated by what they have previously learned.

the inking, or conversely, bringing the rollers lower, with more clearance of the form at the bottom.

Small alterations of position like this may make all the difference between a satisfactory and an unsatisfactory over-all job.

## Compounds

For Good Inking

**Drying Compound.** Speeds drying, and helps when ink must dry on surface. Also used with reducing or ink compound for same purpose. Directions on tube. Per tube, - .88

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

**Fixing Compound.** Makes colored ink wet better on bond papers, cellophane, glassine, provelin or any surface as which must dry without 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.

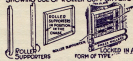
**Anti-offset, Anti-picking Compound.** A paste compound which is mixed into the ink to overcome offsetting or picking, especially on coated paper or cards. Only a very small quantity is used and it can be mixed on the plate or on an ink ball. Per can, - .97

### Use the Right Ink on the Job

Many-Purpose Black	Special Combination
Bond Black	Price
Book Black	\$2.78
Half-tone & Mix's Ink	

## Roller Supporters

SHOWING USE OF ROLLER SUPPORTERS



Aluminum, roller supporters, fit in chase occupying only a very small space. They save rollers from being cut by brass rule and keep them from sliding or slurring over type. Press size 3x5 5x8 6x10 7x11 9x12 8 in. 10 in. Per pair **.65 .75 .85 .90 .95 1.00**  
Shipping Weight, per pair, 1 pound



New improved can slightly larger than illustration, for gasoline, benzine, naphtha, kerosene or any liquid which is inflammable or liable to rapid evaporation. Easy to draw liquid from when needed. Strong and durable.  
Pint size, **4.00**; Quart size, **4.50**  
Shipping Weight, 2 pounds

## PRINTOCLENE

Gasoline, benzine, kerosene and various alkali cleaners are all efficient, but PRINTOCLENE combines the good qualities of all. It does not evaporate quite as fast as benzine or high-test gasoline—hence

It is Safe to Use

1 Pint Can,	.68
2 Quart Can,	1.20
Gallon Can,	1.92



## THE KELSEY MAN

### Talks About Punctuation Marks

Until well into the 1700's there was no really authoritative English dictionary, and the language was consequently in more of a state of flux — subject to change — than it is now. Sparing was by no means rigid, as letters and documents written by even such eminent personages as George Washington will show.

A somewhat similar situation existed in grammar and typography, perhaps for the same reason. Probably the invention of printing did much to stabilize these two, with results which have been most noticeable in the last one hundred and fifty years.

Take, for instance, punctuation marks, and how we use them. At present we set off a quotation with inverted commas at the beginning, and a couple of apostrophes at the end. Back in the 1600's a pair of parentheses ( ) were often used, and sometimes even a pair of brackets. Brackets were also used where we now place parentheses. When inverted commas started to come in, each line of the quotation began with them, but there was no "unquote" at the end. The custom of two apostrophes for an unquote seems to have begun in the middle 1700's. Incidentally a pair of inverted commas were used much earlier; not for a quotation, but simply to call attention to a phrase or sentence. So were parentheses and brackets [ ].

Commas to denote a pause in a sentence did not become common until the 1500's. Previously a diagonal / was used for the purpose. Question marks began to appear about the same time. In that connection, Spanish is set up with an inverted question mark at the beginning, as well as the finishing one, right side up; exclamations likewise. Semicolons (;) appeared in the same century.

The only real change in punctuation usage that we can detect of late years is the tendency to use fewer commas in sentences and paragraphs than would have been done years ago. You will be aware of it whenever you read an old book or even a newspaper of the early or middle 1800's. The sentences almost seem to drag, as the numerous commas slow you up.

Perhaps one other comment for the benefit of the printer might be in order. The quotes we have been talking about are used much more sparingly in the best modern practice than they were years ago. The over-use of quotes is almost a sure sign of inexperience in writing, and is often seen in copy which perpetrates a much greater crime

## Ink Suggestions

As most of our readers know, soft papers such as book papers require a soft, or fairly penetrating ink, whereas bond, parchment or other writing and hard papers need ink which will dry on the surface, since the paper has a sizing on its surface which makes penetration of ink difficult. Ink made for surface drying is stiffer and has a tendency to pick the surface of soft papers. If your pressroom is colder than 70 degrees Fahrenheit, any ink will be stiffer and as a consequence, be more apt to pick than normally. The best way is to warm things up, the alternative is to reduce or soften the ink somewhat. Your press, ink, rollers and paper should be brought up to temperature at least an hour before you start, because it takes time for warmth to penetrate and have its effect. Therefore, if you find the room too cold, you will need a little time to warm it up. If you do find it necessary to thin ink down a little, the next softer grade will prove most efficient, or, lacking that, reducing compound or ink reducer. Bond ink may be reduced with many-purpose ink, many-purpose ink, with book ink, book ink, with cut ink, and cut ink, with reducing compound or ink reducer. It will pay you to have a tub or more of each of these grades on hand, because when a job is not going right and you need a softer or a stiffer ink, you ordinarily won't have time to send and get it. Time will be saved, spilling stock will be prevented, and you will find it a good way to save money.

## Two Colors—One Impression Per Sheet

Make up your form as for two colors in the regular manner; put one form beside or at the head of the other so that by turning the stock around and printing it you will have two complete impressions. Use one color on the first impression; run all the stock. Put the other color on, turn the stock and print it. Cut the stock in two and you will have two 2 color jobs; half the sheets will be the reverse (in color) of the other half.

— mis-use of the apostrophe in "its." "It's" means "it is," and nothing else. To show possession the word is "its" — always. For good examples of the right use of both quotes and apostrophes, watch the big magazines. They use them correctly, but the smaller ones and many of the so-called pulps seem to have careless or illiterate proof readers, and are not to be trusted or followed when you want to learn how to write or set up copy.

## FASHION

No. 1231 14 Point 12A 47 811.25—4A 37: 56.80  
PERCY is pleased to offer 27  
EXCLUSIVELY to his clientele  
No. 1431 14 Point 11A 60s \$13.00—3A 20s \$8.80  
A NEW Line of superb 5

No. 1821 15 Point 7A 27: \$14.65

RUBY Glassware \$

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ&

abcdefghijklmnopqrstuvwxyz  
111-17 \$1234567890

## Pad-Ey

A cold-applied, white or red ready-for-use flexible cement for padding and general book-binding work. Can be thinned with water and is more economical than ordinary adhesives. Easily applied with a brush and dries in 30 minutes. Is strong and flexible, not affected by weather and is not inflammable. Pint jar. \$1.45

## NEED NEW ROLLERS?

New ones are inexpensive and much time can be wasted trying to get a good job when rollers are too hard in winter or too flabby in summer.

Prices are for each roller. Not per pair.	
Standard Size	All Season
Junior .85	1.13 1.96 2.11
3x5 1.24	1.49 2.48 2.78
5x8 1.46	1.71 2.92 3.17
8x10 1.85	1.89 3.19 3.35
9x13 2.35	2.55 4.19 4.60
Star 1.60	2.19 3.38 3.88

Above rollers for current models  
For prices on old models or other makes, see page 6 of price list No. 52A.

**IMPORTANT**—5x8 presses now use 1 1/2 inch diameter rollers. 1 inch rollers can be furnished at the same price. If you have occasion to order parts or rollers for a press and you have not been dealing with us for some time, or if you did not buy your machine from us, please give the following information in your order: full length of roller core; diameter of roller wheel; whether gripper bar is round or square; exact inside measurements of chase; all lettering on press. If you haven't these parts, measure other parts of the press and give us the measurements.

## 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; Panoled cards; Panoled Informals; etc., with matching envelopes. Sample set, approximately 50 pieces. \$50

## Cast Wheel Numbering Machine



\$12.50

This economy model is offered at the lowest price in the U.S. An excellent machine, with cast wheels, it numbers from 1 to 99999 at the same time job is printed. Machine is 1/2-inch wide and 1 1/2 inches long, with Roman figures 3/8-inch high. Shipping Weight, 8 oz.

4 The Printer's Helper