



WHAT TO PRINT AND HOW TO PRINT IT

No. 374
1964

The Printer's HELPER

The KELSEY COMPANY
Meriden, Conn.

Single orders of \$10 or more keep the Helper coming for at least a year.

Making Business thru Samples

Sampling is done in all sorts of ways, depending on the merchandise to be sampled. If it is a tooth-paste or a breakfast food, small packages are often distributed.

In the case of printed matter it is usual to confine sampling to specimens of jobs done for other people, with perhaps a calendar, a blotter or scratch pad distributed to make good will as well as show what the printer can do.

Sampling has, however, been carried to even greater lengths by some more aggressive printers, who either are starting up and want to gain a goodly patronage, or are finding business a little slow. These highly original printing merchants have found it profitable to set up simple card and stationery jobs "on spec"—that is, they will set up a card for a business man, print a very neat proof, and then submit it to him, quoting their price on a hundred or a thousand. In many cases the unintentionally prospective customer, when he sees the whole job so neatly done, with his name, address, etc., will give the printer an order, and he can then hustle back to the shop and produce it. Such orders are taken and received because the printer has admitted the display theory to the final degree—just as, if you wander thru a variety chain store, you will buy things which you had no intention of purchasing, because they are right where you can grab them without too much thought or effort.

In offering the printed proof, you are in effect saying "You can have a thousand cards looking just like this for \$—; only say O. K., and I'll have them in your office in an hour or so." The prospect likes the looks of his name in print, the amount isn't much, and it is easier to say "go ahead" than to say no. Nine chances out of ten he knows he needs some new cards, and simply hasn't gotten around to ordering

(Continued on page four)

Hot Foil Stamping

You have seen pictures of the hot foil stamping machine in the supply book. Have you considered the opportunities in it for you? Here is what one printer wrote us:

"The money making possibilities are terrific. In the first three weeks I cleared enough to more than pay for the outfit. My first orders were for greeting card imprints for a local shop. Then I began printing personal cards in gold, silver and metallic red. I sold 2,000 silver cards to one customer.

"I also hit on an untapped field for this kind of printing. Lapidary (rock specimen) collectors like small cards of vellum stock for placing in display cases of samples. With the hot stamper you can print 10-20-50 cards of one kind, then switch type and print an equal number of another card. Some craftsmen in the lapidary field will need 25 of one, 25 of another, and so on up to 1,000 cards. I charge \$3 for the first 100, and one cent each beyond that.

"No fuss or mess, cheaper than you can make them on a regular printing press. Any printer can use one of these foil machines for all kinds of work."

The principle these machines work on is heat and pressure. The foil comes in rolls—several different widths so as to avoid waste. The type, monogram or plate is heated, and thermostatically kept at the proper temperature. The foil feeds through the machine automatically, and your customer has a choice of 20 colors, including imitation silver and gold, plus genuine 23K gold. The metallic background of the foil with its over-riding color gives a sheen which with ordinary printing processes would require at least two trips through the press.

Christmas card imprinting with the hot stamper gives a very fine appearance indeed and, of course, high grade stationery is a year-round source of business and profit for you. Matches may be monogrammed, and wood pencils, as well as ball point and regular pens. Napkin imprinting also provides business.

For the printer who has time available to handle more business, with a bigger than usual markup the Royal Hot Stamper will fill the bill. You already have the contacts for business of this kind—it's printing, so you will feel at home with it. We've furnished this equipment for thirteen years or more, and the experience of our users has been such that we have no hesitation about recommending it to other Helper readers.

Goudy Old Colony

The Goudy family of types have been one of the outstanding successes of the type founding business. They came into existence after Cheltenham, and seem to have the characteristics of a long lived group. Some have more permanence and popularity than others. We show the two best—the regular and the bold.

Goudy Old Colony (067, 087, 107, etc.) has the merit, along with Caslon, of being good both for display and for text. It would be perfectly possible for a printer to operate his whole shop with nothing but the regular and the bold in various sizes. It would even be possible, although not advisable, to get along with nothing but the regular, because the smaller sizes would not only take care of card, stationery and tickets; they could be used for the body part of circulars and the larger sizes would provide the title lines, display, and so forth.

But to get back to actual selections; the six, eight and ten point will make a most attractive card, piece of personal stationery or ticket. As in all arrangements, for stationery and cards the name should be largest, city and state next, street, or other address details smallest, no matter in what order they appear. A business card could conceivably employ one size larger all the way through. If the card is for a man representing some firm or trademarked manufacturing line the remarks about the personal name do not apply. In that case the words "Represented by *****" or something similar may be placed in the lower left or right hand corner. The address on a business card will then appear in the opposite lower corner, usually the right hand one.

What has been said for cards goes for stationery, too. Variations in arrangement may be endless, and sizes can be up or down, too. For a conventional business sheet 14 or 18 point 147 or 187 are above reproach, and if the name is a short one you may wish to letter space it to stretch it out—that is, put a thin space between each letter. The other details can be placed on the paper in whatever way seems best, and in the smaller sizes, although it is usually of no advantage to go below eight point 087 in size for business use.

A very tasteful program may be laid out with nothing but Goudy. Sizes from 8 to 18 point look best, with the body part in 8 or 10 point, depending on the amount which must be put into type.

Printed on Kelsey India Tint Book paper, with Kelsey Many Purpose Black Ink

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

Good Rollers Make Good Printing

"I didn't realize how badly I needed new rollers until I started to use the rollers," wrote one of our customers the other day. There are plenty of other printers who are struggling along, getting fair results with a lot of hard work, using a patch of "make-ready" here and there, and even then getting only fair results and ink distribution, who would find that the use of a new set of rollers would wipe out many of their troubles.

Hard, glassy rollers are the chief difficulty in winter, and soft, spongy, tender rollers give trouble in summer. It is not our intention here to tell how to take care of rollers. With every set which leaves our factory, as well as with every press, there are complete instructions. What we want to stress is: Don't try to use rollers which are in poor condition, or which are unsuited to the season of the year. A pair of rollers which might be utter failures in winter will operate perfectly in late spring or summer.

It should first be explained that when rollers are ordered, the kind we send depends on the time of the year, and also, where you live. If you live in most of the United States outside of the extreme south, and you order in winter, you will receive a set which are comparatively soft. Should you order in spring, the rollers we send you will be harder, and in late spring or summer still harder. When fall comes, we begin to ship softer ones again, the change being gradual. If you live in the extreme south, in Puerto Rico, the West Indies, Central or South America, you will receive harder rollers no matter what season of the year, because in hot tropical or semitropical climates winter rollers wouldn't last. On the other hand, summer rollers only one day old are in winter as hard as rocks in the North, and would be of no more value to the northern printer than a pair of metal rollers.

Keeping the right kind of rollers on hand does not necessarily mean any more expenditure, also if it did, you would find it a paying investment. Suppose you have purchased your rollers in fall, and they are comparatively hard. When cold weather comes, don't discard them, except temporarily. Get a pair of softer rollers for winter use, and keep the others for spring. On the other hand, when spring comes, and if your winter rollers are in good condition put them away in a cool, dry place for use next winter. That is, if they are still in good condition. If you have done a number of jobs with brass rule or other sharp faced material in them, they will not be good enough for nice jobs, also they may be well to keep for that very

What Happens to Old Ink

Occasionally a reader will tell us that he has some quite old ink which does not work very well and he wants to know whether anything can be done about it.

Considering the cost of the new ink, we do not feel that the effort necessary to make the old ink workable is very well expended. To understand why requires a little information on the properties of inks. Roughly speaking, inks consist of color (or pigment) and the varnish or binder which may be called the vehicle by which the color is transferred and held to the paper. The pigments run all the way from lampblack in the black inks to dyes and colors from mineral, vegetable and animal sources (hence the wide variation in weight and amount in a pound of different colors which sometimes makes people who have not weighed a purchase, think that they have been cheated on the quantity.) The "varnish" may come from linseed oil, rosin oil, china oil, or plenty of others.

Have you ever tried to use a floor varnish which is quite old? The stuff may seem to be all right, but after you get it on, it stays sticky for days, perhaps indefinitely. The volatile or light parts of the varnish evaporated long before you used it, leaving the heavier, slow drying parts, so that when you put it on, there is very little left to "dry." The same thing happens to old ink. The evaporation out of the dryer not only makes drying the ink difficult, but it often spoils the appearance of it on the paper.

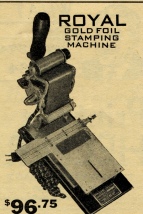
Drying out of the oil makes the skin, which should be removed before using ink from a can.

Probably, if you do not want to discard it, the best way to use an old ink is to keep it for handbills and other work not requiring a really good job. Reducing compound may then make it workable enough for that purpose. The time consumed trying to get a really good job on quality work with old ink can be used to better advantage in other ways.

Keep your ink tightly closed, so as to prevent oxidation and evaporation. The cap can be kept on ink in tubes, and ink in cans may be protected by keeping the top covered with water. If you are careful in this way, you will not waste much ink, unless you use it very seldom, indeed.

purpose again, that is, for jobs on which the surface may be cut, and on which you don't want to use good ones.

If you take care of your rollers, and have them on hand for various seasonal changes, you will find that it will cost no more, and that you will save much time and trouble in getting good results.



\$96.75
with complete outfit → **114.65**

Shjs. W/gt. 16 lbs. Type holder, 1/2x2 1/2 in.
Foil comes in three widths, one inch, two inch and three inch. Wide assortment of colors in all widths—each roll contains 10 feet of foil, except genuine 23K gold leaf foil is 25 feet per roll. These are the prices.

A Wide Variety of Colored Foils

Dk. Brown	Lt. Brown	Aluminum
Dk. Green	Lt. Green	Imit. Gold
Dk. Blue	Lt. Blue	Yellow
Dk. Red	Lt. Red	Grey-Black
Xmas Red	White	Black
Blue Met.	Bulls Met.	Green Met.
Copper	Pink	

These foils are made especially for this machine. Use 23K Gold leaf on leather. 2,000 to 2,400 impressions possible from 1 roll. Foil, 50-foot roll or other listed.

	Colored Foils	Genuine Foils
1 1/2" wide, 50 ft. roll	2.00	24 ft.
2" wide, 1.00 50 ft. roll	4.00	25 ft.
3" wide, 1.50 50 ft. roll	6.00	25 ft.

Type holder (corresponding to chase on a regular press) holds 1/2-inch (30 pts.) line or lines or cuts, up to 2 1/2 inches long.

Many Type Styles Available

Among types available in Dura Type—18 pt. Copperplate Gothic # 2804; 18 pt. Copperplate Gothic # 3670; 18 pt. High-spot # 3625; 18 pt. Modernist # 3631; 18 pt. Park Avenue # 3622; 24 pt. Shadow # 489; 24 pt. Plaza # 4842; 36 pt. Chateau Initial (50's) # 729; or use your regular type.

Type Prices

1 pt. caps, 6.00; 18 pt., 7.50; 24 pt., 8.50; 36 pt., 8.50. Lower cases same price where available. Or use your own printer's type.

Fountain pen attachment	10.00
Pencil attachment	10.00
Twenty impression pads	.75

Machines come equipped to handle match books, greeting cards, playing cards, napkins, stationery, coasters, billboards.

Complete outfit, ready to go, 114.65

Includes one complete machine (2867), an assortment of all three widths imitation gold foil (80) and font of Dura Type caps and lower cases, in popular 12 point Parisian type # 3672 (415).

If you prefer, make up your own outfit. For leather stamping, select the plainer face of type, and use only 23K Gold Leaf.

Air Mail Envelopes

Printed red, white and blue border back and front with words, "Via Air Mail" in blue on the front. Standard Government approved design. Substance 30 pounds.

Quantities of 500	1.48	5.24	25.48
Prices per 500	1,000	1,000	1,000
○ Size 6 1/2"	\$8.08	\$5.98	\$5.15
	\$4.78		

Shipping Weight 1.7-7 lbs.

WITH OUR READERS

Fund Raising with Printing Activity

From C. H. Stagg:

Our church's Scout Troop has a fund raising drive each year offering Christmas printing, and it is a complete sellout. We try to get the work done before Thanksgiving for the convenience of buyers. We offered and sold all kinds of printed items, especially Christmas cards and personal stationery, gift wrapped. We managed to take care of the usual run of tickets, billheads and commercial orders.

Having extra chases we were able to take one form off the press and put another on, no waiting. On stationery and Christmas card work we simply slipped one or more lines out of the form and inserted new ones, keeping the rest of the lockup as it was as far as possible.

Rubber Bands around Forms

This is not a new idea, and we have published it before, but a reader reminds us that a supply of heavy rubber bands of various sizes is very handy for tying up forms instead of string, and recommends that three be used per form. This reflects the importance of getting enough tension on the form so you don't lose part of it when you pick it up. That's the main thing, whether you use string or rubber bands.

How to Encourage Writing Home

One of our readers says that he has two sons in college. He supplies them with stationery, of course, but he goes a little further. He prints the envelopes with HIS name and address, as a reminder that the folks at home would like a little mail once in a while. He suggests that there is an idea here for other printers, and we think he is right.

Gauge Pins

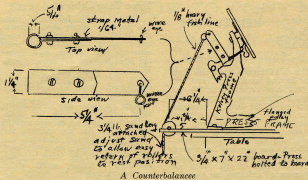


Regular Steel, three, **.30**
 six, **.50** dozen, **.75**

Movable Tongue, three, **.48**
 six, **.93** dozen, **1.75**

Adjustable Spring Tongue,
 three, **.50** six, **.95** dozen, **1.80**

The Printer's Helper 3



Putting a Counterbalance on Your Press

From William Evenden:

I have put a counterbalance on the roller carriage of my press which cuts the physical effort of using it in two. Not only that, but it seems to provide better inking through smoother action.

I call this device "Uncle Willie's Compensatory Contraption"—compensation, that is, for old age and tired arms. I have a small part time business which requires 18 to 20 items. Needless to say, my Kelsey saves me a considerable amount on my printing.

Editor's Note: The appended rough sketch, we are sure, our friend did not expect would be reproduced, but we thought would be easier to understand than a written explanation. About the only thing not actually shown in the picture is the sandbag counterbalance. All such devices must be altered, modified or planned to fit the particular machine you own.

We pass it along with the comment that some people are more skillful than others on projects of this kind, and a mechanically minded friend may be able to help you if you run into any snags.

Paneled Cards

A correct card for: invitations to receptions, formal dances, dinners, anniversary celebrations, concerts, at home cards, announcements of births, engagements, sympathy, removal, thank you cards; and many similar uses. Set consists of one card and one envelope to fit. Not less than 100 Sets, or 200 Cards, or 200 Envelopes, sold.

Quantities of	Ivory			
	100	200	500	1000
Prices per	100	200	500	1000
2330 Cards 3 1/2 x 4 (2 1/2 x 3 1/2 panel)	\$1.30	\$2.34	\$3.96	
2328 Envelopes 3 1/2 x 4 1/2	1.31	2.24	3.69	
2333 Sets	1.59	2.70	4.58	7.50
	White			
2330C Cards 3 1/2 x 4 (2 1/2 x 3 1/2 panel)	1.38	2.33	3.86	
2328W Envelopes 3 1/2 x 4 1/2	1.30	2.23	3.68	
2333W Sets	1.48	2.68	4.56	7.50

Brass Label Holders

Brass Label Holders, 3/4 x 1 1/2 inches, to tack on front of type cases. Label slips in and can be changed at any time. Much nearer than labels that are pasted on.

10 cents each; 90 cents per dozen

NEW Jack Frost Round Corner Cards Yellow or White

These cards are die cut, round cornered, with a mother of pearl, lacquer coated finish, with a white coated back. Used for business cards, identification cards, playing cards, membership cards, dance tickets, meal tickets, etc. Please specify color desired, when ordering.

Quantities of	500	1,000	2,000	5,000
Prices per	500	1,000	1,000	1,000
No. 63-J 2 1/2 x 3 1/2	\$2.20	\$1.78	\$1.68	\$1.56

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 floppy in summer.

Prices are for each roller. Not per pair.

Standard Composition	All Season		
	recast new	recast new	
Junior .98	1.13	1.96	2.11
2x5 1.24	1.48	2.48	2.73
4x8 1.46	1.71	2.92	3.17
6x10 1.75	1.80	3.10	3.35
9x13 2.05	2.45	4.10	4.60
Star 1.49	2.10	2.38	2.88

Above rollers for current models. For prices on old models or other makes, see page 5 of Handy Pocket Price List.

IMPORTANT—5x8 presses now use 1 1/2 inch diameter rollers. 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 see your machine from us, please give the following information in your order: full length of roller core; diameter of roller wheels; 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.

GOUDY OLD COLONY

No. 067 4 Point 25A 14a \$1.10—6A 12a \$1.00
 CLEAR LETTER which has attained 124567890
 No. 067 8 Point 30A 14a \$0.95—6A 12a \$0.80
 EXPERTS INTEREST school students

No. 305 10 Point 20A 12a \$1.45—6A 12a \$1.70
 SUPPLY OF coffee from South 8

No. 127 12 Point 17A 30a \$1.15—6A 12a \$1.45
WILL PLAY in all cities 571

No. 147 18 Point 14A 30a \$1.80—6A 10a \$0.75
LEAVE convention 647

No. 187 18 Point 9A 20a \$1.45—6A 10a \$0.55
HOCKEY team 39

SIZES NOT SHOWN:
 No. 247 24 Point 7A 12a \$16.25
 No. 387 38 Point 4A 9a \$21.20

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 UVWXYZ & abcdefghijklmnop
 qrstuvwxyz; , . : ; ! ? \$ % & * ' ()



**The
KELSEY MAN
— Talks About —**

The Washington Hand Press

The Washington was the final form of the hand press, and was a great improvement over the various arrangements of screws and levers which did duty on predecessors. To the uninitiated a quick glance gives the impression that the one we illustrate is the kind of machine used in colonial days—similar to the Stephen Daye press which got so much publicity during the celebration of the 300th anniversary of printing in America, and which is shown on our cut number 1639.



WASHINGTON
HAND
PRESS.

Such is not the case, however. When Samuel Rust made what he called the Washington hand press in 1829, he used a toggle jointed bar which greatly speeded up the action of the press as contrasted to previous types. If the machine could have been invented a hundred years or more earlier it would have saved countless hours of time, and would have without doubt run all other available presses out of the market. In spite of the new press's simplicity, it had taken four hundred years for the old screw type to become obsolete. Signs that the old was on the way out had not been wanting in the few years just before the advent of the Washington, several presses on the market using levers instead of screws, notably Clymer's Columbian, and the machines of Peter Smith and (earlier) John J. Wells. Peter borrowed from John, and Samuel Rust borrowed from Peter. Samuel seems to have gotten most of the credit but it appears that John Wells was the originator of the toggle jointed press.

By the time the Washington press was brought out, other printing machines had been invented for producing books and newspapers but it remained a prime favorite for job work for almost 50 years and had its period of greatest sale between 1860 and 1875. From that time on, other styles of job presses cut into its use for job work but it continued to have a wide sale for proof work for many

Type Case Cabinets

Printers with lip front cases can purchase empty steel cabinets, shave off the lips of their wood cases, joint the cases the same color as the cabinet, and mount the label holders and drawer pulls. They will then have the same space saving equipment as the printer who buys his cabinet complete with cases.

Both the steel and wood equipment includes sloping top units, for ease in setting up and making forms; high flat top cabinets and racks for material storage; and lower flat top units on which work may be done. The latter includes imposing surfaces, under which are compartments for reglet, furniture, miscellaneous items, and even type cases. There are also many specialized cabinets and units for newspaper offices and for others who require equipment a little different than the general printer.

The small all-round job printer will usually find it best to confine his equipment to the standardized racks and cabinets which give him the most convenience for the least money and space.

Making Business . . . (Cont'd)

them. The printer who tries this should carefully pick his man, because not all people will respond to this treatment, and it should only be done when all regular jobs are out of the way and time not occupied thus would otherwise be put to no account.

It will fail in some cases, but as a fill-in proposition it ought to be considered, and all we can say about it is that it works. You must be willing to receive a "no" very cheerfully, so that if the offer is rejected, you will leave the prospect in a pleasant frame of mind. In this way you will quite possibly be the first person he thinks of when he does want something done, even though you don't make an immediate sale.

years thereafter. Engravers used it for pulling proofs of cuts on heavy coated paper, copies going along with the plates, and so perfect were the proofs that printers often despaired of every doing as well with their more modern press equipment on ordinary paper stock. The advent of precision proving presses caused the manufacture of Washington presses to be given up, but they are still in much demand in used condition.

**Combination
Label Holder—Drawer Pull**



Same as supplied with new cabinet-front type cases. White card covered with celluloid strip for identification of type case—can easily be read from standing position.

45¢ each, per dozen, 4.95



Heather Vellum

The preferred paper by people who are international society and style leaders. Tinted a very delicate grey-blue with myriads of minute bluish rays threads embedded in the paper—sometimes called granite. A heavy feeling 24-pound easy to print and write on stock.

Quantities of 75 1 5 10 30

All prices PER BOX, in quantities listed

"300" Cabinets

200 sheets, 6 1/2 x 7, and 100 envelopes, size 6 1/2 x 7, Heather Vellum-24 1.82 1.70 1.27 1.22

"Double 100" Cabinets

100 folding sheets 6 1/2 x 11 1/2 (folds to 6 1/2 x 6 1/2) and 100 size 6 1/2 envelopes Heather Vellum-24 1.81 1.25 1.56 1.31

"50-50" Cabinets

80 folding sheets 6 1/2 x 11 1/2 (folds to 6 1/2 x 6 1/2), and 50 size 6 1/2 envelopes Heather Vellum-24 1.18 1.00 .95 .82

"Monarch" Cabinets

100 sheets, 7 1/2 x 10 1/2 and 100 envelopes, size 7 1/2 x 10 1/2, Heather Vellum-24 2.21 2.00 1.78 1.64
50 sheets, 7 1/2 x 10 1/2 and 50 envelopes, size 7 1/2 x 10 1/2, Heather Vellum-24 1.35 1.26 1.14 .98

Note—You can mix Heather Vellum-24 with other stationery at quantity prices on both.

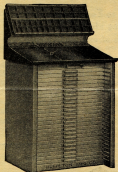
Steel Working Cabinets

No. 041 Flat Top Cabinet, to hold two-thirds cases, steel, olive green baked enamel finish, without cases. **\$94.50**

No. 041C Flat Top Cabinet with 24 matching cases (California 8). **287.00**

No. 043 Flat Top Cabinet, to hold full size cases, steel, olive green baked enamel finish, without cases. **\$4.50**

No. 043C Flat Top Cabinet with matching cases (24 Calif. full size). **326.00**



No. 143 Sloping Top Cabinet to hold full size cases, steel, olive green baked enamel finish, without type cases, lead and slug cases, spacing material cases or overhead light. **166.00**

No. 143C Sloping Top Cabinet with over head rack and 24 cabinet-front cases (California full size) equipped with combination label holders and drawer pulls, but without lighting fixture or spacing material cases. **398.50**

Special lead and slug cases for over-head rack. **31.30**

Special spacing material cases (three) for the working top. **18.00**