

WHAT TO PRINT AND HOW TO PRINT IT



THE
PRINTER'S HELPER
No. 398 — — 1966

Published by

The KELSEY COMPANY
MERIDEN, CONN. 06450

Single orders of 40 or more keep the Helper coming for at least a year.

Getting Started in the Printing Business

To some, getting started in the printing business is no job at all. They either know exactly how they intend to go about it, or they have some ideas which they expect to try out. Usually one or more of these ideas work, and the new printer is on his way. We cannot but admire the ingenuity of many. Often they have had not the slightest connection with printing in their lives before, but they are able to see the possibilities and take advantage of them. Some have plans, in varying degrees, tapering off to some who realize that others have made money at it, but themselves need help to get started. Our experience is that these people want ideas and encouragement to carry them out. But in the final analysis, the most necessary ingredient must be the will to succeed. If the printer really wants to make a go of it, and will use his own head, plus one or more of the dozens of ideas which appear in Helper articles, he can hardly miss. We've seen it happen so often that we have no doubt about it.

We receive many letters telling us how it was done. Quite a few of them have been the foundation of articles that have appeared in the Helper. Some plans are highly specialized, and do not fit into the needs of the average printer, but they often contain the germ of an idea that the man with imagination can change and use profitably.

To begin with, there is a large unsatisfied demand for printed matter which is going begging because many a potential user has found large printers' prices too high for him and is using substitutes or going without. It is up to you, as a printer with low-overhead equipment, to make yourself known and attract this business. The big printer cannot handle it economically, and doesn't want it, because it can give him the reputation of being high priced on

everything. Here is what one new press user wrote us only the other day: "I am getting started nicely. A man around the corner from me, who owns a machine shop, learned that I had small equipment, so he sent up 1000 envelopes for me to print. A contractor on the same day wanted two other kinds of envelopes.

"I printed 2000 4x6 handbills for a man who sells patent medicine. They brought him so much business he wanted 2000 more. I have also printed business cards for six salesmen." This man, brand new at the business, is operating in one of the biggest and most competitive cities in the country. He is a typical example of one who is making the most of his opportunities. The hundreds of other printers in his area are not bothering him one bit. He is taking care of the kind of printing he can do more economically than they.

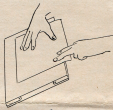
On the specialty side, we find a man who publishes a paper with his press, which goes to 4000 taxidermists. They all require printed matter and he knows just what they need. He is planning to offer it to them. One thing leads to another. In this case, his publishing activity gives him an opportunity to do other work. The main point is — he sees the chance and will take advantage of it.

Here is another kind of situation. A reader says, "I quit other work completely a year ago, and do nothing but printing. At first I had to go out looking for jobs, but now they come to my shop faster than I can take care of them." The important point is that he went out looking for them when he started, and it is quite conceivable that he will have to do so again in the future in spite of what he says of the present. Equally important is that he found them, and thus paved the way for people to come to him with work and keep him busy. No printer, any more than any other business man, large or small, should expect it to be otherwise. Age has little or nothing to do with a man's ability to develop a printing business. Everyone who has bought a press from us remembers the questionnaire card he received which not only gives us information helpful in planning useful Printer's Helper articles, but has a check space on it for the purchaser's age group. An increasing number of older men, many of them retired or about to retire, have taken up printing, we know from these questionnaires. They do well, too. We recently heard from a reader who started when he was 70 years old (he is 82 now). He knew absolutely nothing about printing when he began, but that didn't prevent his developing a nice business, which he

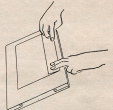
(Continued on page two)

To Get the Correct Margin for Feeding

Having made an impression of the job on the top sheet of the tympan, take a piece of the stock which is to be printed, and line it up with the bottom edge of this impression. (Figure 1)



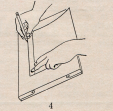
1
Fold the sheet down to the top edge of the impression (Figure 2). If you fold this part in half (Fig-



2
ure 3) you will have the amount required for the bottom margin. You can then put this last fold



3
along the bottom margin of the printed impression. Unfold it, and, holding the sheet steady so it does not move, mark the bot-



4
tom edge of the sheet (Figure 4) to give you your gauge edge — the place to put your guides or gauges.

Printed on Kelsey Enameled-60 paper, with Kelsey Half-tone and Mixing Black Ink

Printing Business . . . (Cont'd)

says includes many customers who have been with him from the first. It's a man's attitude toward life, not age that counts.

And a woman's, too. A flock of ladies (all ages) have found printing congenial and profitable. One of them stresses the fact that this is something which can be done at home where she can keep an eye on the kids. She also says we ought to mention the pleasure of meeting so many different kinds of people as customers in our advertising. No complaint from her about not knowing how to get business. The letters she writes us show an astonishing activity, and an ability to tackle all kinds of printing, within the capacity of her press.

Nobody is going to be able to prescribe the one best way for you to get started. Your location, the connections you have, your contacts and your own temperament are all important factors. Some people find active solicitation of business necessary, or desirable at times. Others, as we have noted, seem to get all the business they want without going after it. In general, find out what you can do best, and what you like to do best. Try for those jobs, but be willing to take others within your press's capacity.

This last bit of advice, about keeping within your own mechanical limits has been offered in the Helper before, and here is one reader's comment: "This is not in line with my own experience. I have found that I can make arrangements with other printers in this vicinity to take care of the work which is too big for me to handle. Though the commission they allow me is small, it is enough to pay me for my time and running around. It helps to hold customers, too, when they know I can and will handle all their requirements."

This way of operating has its advantages. A man can preserve his small equipment, low overhead status and "take bigger business without assuming the responsibilities and headaches in keeping far more expensive machinery busy.

Specializing or running a general printing business both have their advantages, and that point, too, you will settle to your own satisfaction in time.

So there you have it. Get business in your own way, be willing to work, and give customers the best and most thoughtful service possible. Be prepared for a slow start, and be pleased if you have a fast one instead. Six months or a year from now you will have developed your own technique for gathering orders, or be well on the road toward it.

Heavy Mixing and Cover White

Special Heavy Cover White, for printing white on dark surfaces, including black.

1/2-lb. tube, .98 1 pound can, 2.19

High School Graduation Work

Some time ago, we requested information from readers on printing for school graduations, and received a number of samples and interesting letters.

The general opinion seemed to be that such printing is already being done in such volume that the printer need not necessarily suggest what to print; he should find out what is wanted and quote on it.

There are, of course, the various programs which graduation activities always call for. There are the invitations to them, which likewise must be printed. With these invitations, many graduating students enclose their own printed cards, and here is a field which can be enlarged by canvassing and salesmanship. It is desirable to recommend panelled cards, to go along with panelled invitations. Styles of type are as numerous as anybody can wish, Old English (such as English Text) being a favorite. Park Avenue (Beacon Hill) is another good style and all of these are suitable for invitations as well. If Park Avenue is in your cases, you can also use it for programs to good advantage. Script for invitations and cards is always in good taste, but has more limited use outside these two categories and Christmas cards. The Old English style and Park Avenue may likewise be used for Christmas cards, and while you may not be particularly interested in Christmas card business at this season, when you are buying type, you like to know that you can spread its use throughout the year.

Other much used styles are Type Roman, Lydian, Cable Light and Announcement Script.

Every season of the year brings its printing opportunities, in addition to the day-in-and-day-out work. At this season, look out not only for graduation work but for wedding invitations. The same type and stock can be used for both.

Underlay for Rule

Nothing illustrates the idiosyncrasies of a type form better than the behavior of rule and type when in the same form. If the rule is heavy, full face, underlay is often necessary for the rule to bring it up. On the other hand, if the rule is hairline, many times it is the type which requires underlay. A solid box of border, likewise often requires the same treatment. Don't ask us why, but you will find such work being done in the best of shops, and with the newest and most accurate of material.

Once you understand this and make ready your form accordingly, things will go along much smoother. It is only when we run up against the unexpected that there need be much delay in correction. Therefore, before putting

(Continued on page four)

Cast Wheel Numbering Machine



\$12.95

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 3/4-inch wide and 1 1/2 inches long, with Roman figures 1/2-inch high. Shipping Weight, 3 oz.

California Type Case



California type case, two-thirds size, 16 1/2x21 1/2 inches. The capital letters in this case are kept in two rows at the top, separate from lower case letters. Style L (wood) fit shown, 7.55 Style C cabinet-front type case, 8.05

Beacon Hill

No. Large Font Cap Font Regular Font
91-12 13A 44a \$11.99 13A \$4.20 4A 14a \$4.60

Quick Red Fox jumps over 32
The lazy brown dog yonder? 169

No. Large Font Cap Font Regular Font
91-14 14A 44a \$12.99 14A \$4.05 4A 14a \$4.60

Quick Red Fox jumps &
Over the lazy brown dog. 18

No. Large Font CAP Font Regular Font
91-18 5A 20a \$12.50 5A \$4.99 4A 18a \$7.00

The Quick Red Fox
Jumps over the lazy 47

No spaces and quads with N. E. type

Economy V-Flap Envelopes

24-lb. stock—same as Kelsey White
Made on new, high-speed equipment, and cut to take advantage of this. Try them out your envelope coats.

Quantities of	350	1,400	5,200	25,400
Prices per	500	1,000	1,000	2,500
Size 6 1/2	\$2.49	\$4.29	\$5.01	\$5.26
Size 6 1/4	2.64	4.31	5.03	5.42
Size 10	3.89	6.12	6.22M	3999 304

Imposing Surface



Imposing Surface, smooth, hard Masonite, for use in locking up forms. One side has beveled edges.

8x12 inches, 3/4 inch thick, \$1.38
12x18 inches, 1/2 inch thick, 2.98
16x20 inches, 1/2 inch thick, 4.18
Ship. Wgt. 8x12, 3 lb.; 12x18, 6 lb.; 16x20, 9 lb



THE KELSEY MAN

—Says—

For Easy Printing Use the Right Paper

Most printing paper has a surface which is made for taking printer's ink easily. The big exception, writing and bond papers, whose surfaces are finished to take writing ink and typewriting. The smaller the amount of printing, usually, the easier the impression. Fortunately, stationery is usually printed with little more than name and address, and such small forms print well.

Because bond and other writing papers are hard-surface finished, try to avoid using them for other than stationery work. Much of the trouble some beginners have may be traced to printing LARGE forms on bond paper. There are other papers in the supply book which will print easier. Read the descriptions of the papers in the catalog and be guided accordingly for easy printing.

Commas Before or After Quotation Marks

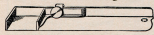
This is a question which seems to bother a great many people. Putting the period, comma or any other kind of mark after the quotation marks makes an awkward looking spot, and while it may be grammatically correct, it is not good practice from a typographical standpoint. If you are doing work for a person whom you know to be fussy, you can find out which he likes. Otherwise, better hide your commas, periods, etc., inside the quote.

There are cases where, if strict grammatical rules were to be followed, commas or other points would follow quotation marks. This would make a very awkward typographic appearance, as you will see if you take a proof of work set up that way. Therefore, put your commas, periods, and other points inside the quotation marks unless the customer insists otherwise.

Underlay for Rule (Cont'd)

on more impression with the impression screws, underlay whatever doesn't come out clearly, and you will get a much better job without unnecessary embossing on the outside.

Rouse Job Composing Stick



A sturdy, regular steel stick for use where a graduated stick is not required. Locks at any measure with a thumb screw.

8 inch (capacity 26 pieces) 7.40
10 inch (capacity 36 pieces) 7.80

Shipping Weight, 2 1/2 lbs., 10 1/2 lbs., 2 lbs.

Gum for Envelopes, Labels, Stickers, Etc.

At one time or other several formulas have been given in the Helper for making gum like that used on the back of envelopes. Here is one which is inexpensive and efficient. Use equal parts of dextrine and water. In winter you can add eight per cent glucose.

Another good one is made up as follows:

2 Parts Gum Arabic
2 Parts Starch
1 Part Sugar

Make it as follows: Dissolve the gum arabic in water, add the sugar, then the starch, after which boil the mixture for a few minutes in order to dissolve the starch. Thin to the desired consistency before using.

Gum arabic may be obtained at most drug stores, and the ordinary household cornstarch is the kind you want for this formula. A cheaper gum may be made by substituting dextrine for the starch, using glucose instead of sugar, and a little boric acid to thicken as well as to preserve it. For most small jobs, however, the fuss of getting the substitutes is not worth the time spent. Unless, of course, you have them easily available.

Sugar is put in largely to prevent excessive drying out and cracking of the gum, also to preserve it. The quantity can therefore be varied considerably if desired. Too much, however, has a tendency to slow up the drying and make the gummed job sticky.

How to Make Corrections

Safely

Tweezers are handy around the print shop, but they can cause damage to the face of your type if they slip. The picture shows how you can raise a line of type enough to get a character you want to change without using tweezers.

Press the line with several fingers of your left hand, and lift it



enough so that you can get hold of and pull out the letter to be changed. After you have a firm hold of it, release the pressure

Handy Ink Knife

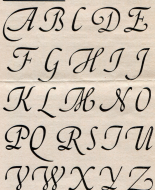
Indispensable for mixing tints, colors, and "working up" ink to exact printing consistency. 3/8-inch steel blade, easy-to-hold stained wood handle. 95 cents

and let the rest of the line drop back. When inserting the new character, be sure that it goes in the right place.

If you still feel that you want to use tweezers, you can raise the line in the same way and take firm hold of the character to be displaced on its body, not near the top where a slip might cause damage.

PARK LANE INITIALS

No. 20 (36 pt.)
For Monograms
and Stationery



A beautiful initial for stationery, including paneled informals, and at a very low price. Also makes a graceful and attractive paragraph initial.

One of each letter (26 characters) 3.70
Two of each letter (52 characters) 7.40
Three of each letter (78 characters) 11.10
Any two or three letters, 1.75
See Supply Book for more Initials
and Monograms, Ornaments, etc.

Typo Roman

No. 1961 10 Point 36A 54a \$18.90—8A 12a \$6.90
ENGRAVED Invitations for Wedding 218
No. 1201 12 Point 23A 48a \$16.20—7A 36a \$6.45
DIPLOMAS, Programs, 1234567890

No. 1891 14 Point 21A 44a \$17.06—7A 14a \$7.25
KORGEN MOTOR Dividend 437

No. 1861 18 Point 15A 32a \$18.30—5A 11a \$7.50
SYMPHONY Concert \$2396

ABCDEF GHIJKL MNOPQRSTU VWXYZ

Z& abcdefghijklmnopqrstuvwxy
.....'!' \$1234567890

Mimeograph—Duplicator

Substance 20 pounds **White**
Particularly good for jobs which require a printed heading and on which, the rest is to be run off at intervals on a multigraph, mimeograph or any other style of a duplicating machine, (for instance—many churches use printed outside pages for their bulletins and mimeograph the weekly items and events on the inside pages).

CUT SIZES

Quantities of 500 1,000 5,000 10,000
Prices per 1000 1,000 1,000 1,000
8 1/2 x 11 inches \$2.21 \$3.08 \$5.50 \$3.25
8 1/2 x 14 " 2.75 4.50 4.34 4.14

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