

FOR THOSE WHO PRINT FOR OTHERS OR FOR THEMSELVES

The Printer's Helper

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Single orders for \$20 or more keep
the Helper coming for at least a year.

No. 418 1970

Getting Business

We frequently have letters from people — sometimes press owners, but more often prospective purchasers — who say "How do I go about getting business? Whom shall I get it from? What kind of business? By mail or how?" and a dozen or more similar questions. This is a big order, and to do each one justice, we need the answer to an equal number of questions about the inquirer. A first class recommendation would require personal acquaintance, which is obviously out of the question.

Developing a business may be quick or slow, depending on circumstances and the person involved. Many press purchasers, altho without printing experience, know exactly how they are going about it. If the machine does not arrive promptly enough to suit them, they write or call us, saying that they have business waiting, and every day they don't have their equipment is costing them money.

Our advice would be, first off, to take it easy, and not try to do everything at once. Don't even look for work until you have familiarized yourself with your machine and equipment. When you have turned out one or two pieces of printing for yourself, your confidence will have grown in your ability to handle printing for others. At this point you can afford to let people know that you are in business, but still don't use too much pressure.

From here on the advice can't be so general. The extrovert, who likes to circulate and meet people will pick up a lot of business quickly, and his problem will be to take only what he can handle with his equipment, both as to quantity and size, and to be sure he keeps his quality up so he will make friends and future customers.

The introverts — those who are happier in their shops than out circulating, may find things a little slower at first, but a larger portion of them will learn the technical or mechanical side of the business easier than their more sales minded brethren. However, a high standard of work and attention to details will enable them to build up a type of business which has more staying power than that generated by flashier operators.

The average man, who has a portion of both qualities in him,

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Setting of Gauges

Make a printed impression on the tympan, turning the flywheel over by hand rather than by power (if you are using a power press), or push the handle down slowly, so that if there is any undue impression the motion can be



stopped, and the cause investigated. Take a sheet of the stock you are going to use for the job, and get the position of the side pin by holding the sheet high enough on the tympan so that the



impression shows at the bottom. If you are right handed, the pin goes on the left, if left handed, place it at the right. Do not put the pins in yet; merely mark the right location. Repeat the process for marking the position of the



bottom pins, but this time slide the sheet sideways enough to make

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Estimating Costs

Many beginners and some who have had a little experience seem to think that somewhere, somehow they can get a list or a book which will show them the price to charge for any given job. We are familiar with all the books, estimating services, etc. which are offered the printer, but the only time an attempt was made to put it all down in one book and make it stick was in the NRA days before World War II.

It was a dismal failure for many reasons, even when the government tried to enforce its use. No two printers have identical costs. Even if they use the same labor charge per hour, if they are using different presses, or one is an older model of the same make, they will come out with different costs. No two printers' rent is identical — just one item in the all-important figure called overhead, any one of which will make variations in the final total. Two jobs are seldom identical. Quantities may be different. Stock may be different.

Any estimating book which uses dollars and cents tabulations is outdated from the day it is published. Every time there is a round of wage increases, triggered by two or three big unions, the cost of living — and printing — goes up. Any publisher would lose money if he tried to issue such a book.

At first the new printer is going to find the question of prices puzzling. A little quiet investigation, and an occasional quotation obtained by friends will be helpful.

Meanwhile, be sure to keep track of all costs on your work, including time. At first you are going to take longer on any given job than you will later, but the hourly rate at which you figure can be low at first, increasing as you gain skill and speed. A sample of every job, with a memorandum of quantity run, time used, cost of stock, all other costs, and total, with selling price, should be filed away in such fashion that if you need it to refer to for making a price on similar work, you can produce it immediately. These samples with job costs are going to multiply and become increasingly valuable to you as time goes on.

KELSEY Co. SUMMER HOURS
effective June thru August
7:30 to 12:00
12:30 to 4:00
Closed Saturday and Sunday

Printed on Kelsey Enameled-60 paper, with Kelsey Many Purpose Brown Ink.

Setting Gauges (Cont'd)

the print visible on the left or right edge.

Work varies, but in general the margin at the top should be a little less than at the bottom. Good appearance is the objective; you will soon get the hang of it.

In order to set the pins in the right spot, the points should be inserted in the tympan about a pic below the line at the bottom, and the same distance outside the mark on the side. Bring the point out again further down, and push until the edge is your mark, then press the teeth of the pin into the tympan just enough to hold until you can take a proof on your stock and get a final check on the position of the pins. If all right, you can anchor them firmly.

Slippage Streaks on the Printed Impression

The ailment we headline above unfortunately cannot be described with any single word that we know of, but you'll probably recognize it when we say that it usually consists of parallel horizontal ridge lines of ink across the first line or so of type, so that instead of a nice, solid black (or color, as the case may be), you have a partly grey, partly black impression. It is a common experience with both typesetters, but more experienced hands run into it frequently as well.

In most cases these streaks will occur on the bottom line of the form, and it is caused by the rollers sliding as they first make contact with the type. Usually they stop skidding and turn properly over the rest of the form, so that only the first line or so inks poorly. The cause of the trouble is, then, sliding rollers. What makes them slide?

Proper inking requires tacky (that is, very slightly sticky) rollers, but the ink should have the same quality. The man with a new press probably has both new ink and new rollers, so he must look further for the remedy. While new ink and new rollers will be perfectly satisfactory at normal temperatures and atmospheric humidity, they will not behave properly if they are cold, or covered with moisture. If the room in which you work is not at least 70 degrees for at least an hour before you start, so that the rollers, ink plate, type and ink have not had plenty of time to warm up, the stage is set for slippage. The surface of the rollers will not be tacky enough, the ink will not be properly worked up (as printers say), and the cold metal of the press and type will prove a further handicap.

Old, hard rollers will also slide and give streaky work. Most ink staves mixed reasonably well, but occasionally, particularly if it is old, it may separate sufficiently so that what you get from the can

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THE PRINTER'S DICTIONARY

Cedilla—Accented letter (ç) indicating that letter should be pronounced as an s (soft c).

Cellulose—The basic material of all paper, obtained from many sources, including cotton, wood, cornstalks, etc. The purest cellulose comes from cotton or flax, hence the demand for old rags in making high grade writing or bond paper.

Chapel—Printing was at first very closely identified with the church, so much so that many printing terms reflect this connection. One of these is Chapel, a term now applied to the organization of union printing employees in a union printing office. One of the men is elected chairman, and handles all questions between the other members of the chapel and the employer. Chapel laws are union rules.

Chargeable Time—Time consumed on work which can be charged directly to a specific job, as contrasted with time which normally cannot be so charged, and which is consequently part of the overhead.

Chase—The metal frame into which the form of type, cuts, etc.,



Chase

is placed, which is in turn put in the press, and printing produced therefrom.

Chipboard—Board made from lowgrade pulp, waste, etc., such as pad back board. Much used for boxes and containers but not where strength is a consideration.

Chroma—one of the three "dimensions" of color, which are: Hue, Value, Chroma. Chroma defines the strength (intensity) or weakness of a color as a color and not in terms of its lightness or darkness.

Chromo—A print from a species of lithography in which there is a separate run for each color.

Close Matter—Type set without leads and with few short lines or paragraphs.

Clymer, George—Inventor, in 1816, at Philadelphia, of the first lever press, as contrasted with the

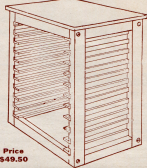


Clymer's Columbian Press

previous screw style which had been used since the beginning of printing.

NOTE: NOT ISSUED

No. 45 HANDY WORKING STAND



Price \$49.50

This hardwood stand will support a 100 lb. box, or 6x10 press and has a capacity of 10 California 1/2 Cases, or any combination of type, furniture, lead, blank, or any 10x15 1/2 cases. Can be used as an imposing or makeup table if desired, by placing your chase bed or imposing surface on it. Top 15 1/2 inches in height 27 1/2 in. Sturdy hardwood 3x1 1/2 uprights. Every printer needs this convenient stand to save working space in his shop. Ship. Wgt. 25 lbs. \$49.50

Standard White

60 lb. English Finish

For general printing, made of better materials than Medium White, with a finish of good quality, evenly finished on both sides and soft to the touch. Suitable for the better grade of newspapers, circulars, etc. 1000 sheets 15x25 inches weigh 50 pounds.

Quantities of	50	100	500	1,000
Prices per	90	200	500	800
19x25 sheets	1.90	4.00	13.25	10.50

CUT SIZES

Quantities of	500	1,000	5,000	10,000
Prices per	800	1,000	1,000	1,000
9 x 12 inches	4.20	7.15	4.05	3.58
6 x 9 "	2.50	4.19	3.68	3.24
4 1/2 x 6 "	1.52	2.44	2.21	2.15

Garamond

No. Large Font CAP Font Regular Font

1322 21A 66 115.20 21A 37.45 7A 15a 36.50

TREATY Obligations must be borne by all Nations exactly as originally & 258

No. Large Font CAP Font Regular Font

1022 21A 66 117.40 21A 40.45 7A 15a 37.20

WHEN In the course of Human 10

No. Large Font CAP Font Regular Font

1222 17A 25a 122.20 17A 37.25 6A 13a 33.15

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No. Large Font CAP Font Regular Font

1422 17A 25a 122.20 17A 37.45 6A 11a 33.50

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No. Large Font CAP Font Regular Font

1522 17A 25a 124.20 17A 38.50 6A 11a 33.50

NEW Comet to 59

No. Large Font CAP Font

2622 8A 15a 226.45 8A 110.10

OPUS 7 Prelude

Ezy-Klene Black

A dense black ink which can be left on the press and rollers—for two or three days.

1/4-lb. tube, 1.09; 1-lb. can, 1.83

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WITH OUR READERS

Business Without Advertising —Sometimes

One of our readers writes: "I was interested in the gentleman who inquired about how to get business. It may surprise him to hear we have done no advertising yet we have all the work we can handle. Last year we better than tripled the previous year's business, this year we will double last year's. I started with one doctor — now have four on my customer list. Got into church printing. Started doing forms for one machine shop — now have three of them. Did a women's club year book at a close price, but the advertising we got gave us enough tickets for dances, reunions, banquets to make it worthwhile. . . . Local firms have given me a lot of business. A college alumni association recently gave me an initial order — and so it goes. . . . Good work will bring business."

Some of our readers will probably think this printer lives in Utopia. Without doubt the combination of a favorable situation plus a pleasing personality, while not mentioned by him, can be assumed to have contributed to his fine showing in so little time with no advertising. Printers, like other business men, must be prepared to go after orders, not sit and wait for them to come in.

Of a very small minority who write us, and who are evidently not putting their best efforts into it, we are tempted to ask the following questions which appeared in an advertisement of a large correspondence school: "Do you really want to succeed enough to work for it? Are you unwilling to give up temporary pleasures long enough to get going and make a success of your life? Do you put things off? You've got to manage your life, and stick to it."

Opportunity Dept.

GENTS: Note:

We need printers supplies of every description, ODD LOTS OF PAPER, GREASE, ODD SIZES AND SHAPES OF ENVELOPES. Please write us today what you have for sale. We need a 5x5, 5x8 press with complete supplies. COME ON and let us mail your circulars for you. Our prices are low and we guarantee to mail all circulars. ADDRESS, SMITH GOAT and Poultry Farm. GOATS the greatest thing this side of HEAVEN. (C) USPO.

Editor's Note: But not the sweetest!

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Slippage Streaks (Cont'd)

or tube is excessively oily and deficient in tack.

Possibly the roller hooks or trucks are binding enough to prevent the rollers turning freely. The hooks should pull in and out with only the tension of the springs to hold them in place. If the rollers have swollen from atmospheric moisture, they may be greater in diameter than the wheels. This can be remedied by wrapping bicycle, electric or any other kind of adhesive tape around the wheels to make them almost, but not quite, the same diameter as the rollers.

Some printers prefer to have wheels and rollers turn together, and they put pins through the wheels to make them do that. A bit of tissue paper around the roller core will make it possible to attain the same result by wedging the wheels on the shaft.

If the suggestions regarding preheating your pressroom given above do not stop the slippage and you have good rollers, you will find that a pair of roller supporters, one locked in each end of the chase, will give results. They offer additional tracings and bearings. Surface on the face of the roller itself. You'll find these supporters listed in the supply book. In an emergency, if you don't have a pair, you can lock a couple of pieces of furniture or reglet in the chase ends, but be sure they are tightened in type high. Any wood strips that you can make type high will do, but bevel off the top and bottom ends so the rollers will not be dented or damaged by them.

This is all you will probably need if the work to be printed is small enough so that the supporters will not print on it, too. If that happens, you can paste or glue a strip of cardboard on one or both grippers, setting them in such a place that the paper will come between the bearings and the platen, thus protecting the stock you are printing.

Less Work on Small Forms

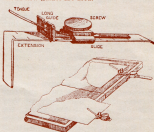
From an old reader: I find that it takes more effort to start the rollers rolling on my press than all the rest of the impression movement, if they are made to go down far enough to clear the bottom of the chase.

Since most of the forms I use do not go down to the very bottom of the chase, I place a small block of wood on the bench beside the press where it will stop the rollers before they go down that far. This takes a lot of the labor out of presswork.

Editor's Note: Another way to accomplish this is to put the block on the bench so that it will keep the gooseneck from moving quite so far, which in turn will control the roller carriage and keep the rollers at exactly the right height for the work to be done.

EXTENSION FEED GUIDES

These extension feed guides will enable you to print larger sheets on any size platen press. They will save many hours in production time and can be easily adapted to fit any size platen press—will extend to 2 inches below the lower edge of platen if press will permit. Illustration shows how guides are used.



Complete instructions included with every set. Set of 2 guides \$2.40

BRASS RULE

For making lines, borders around pages, circulars, etc. Comes in two foot strips, which may be easily cut into smaller pieces with a file, hacksaw or cotter.

We do not sell less than one strip.

Prints this way or	No.	Half Price	this way Strip	Per Illustration
100	1			\$.70
101	1			.70
200	2			.90
201	2			.90
202	2			.90
206	2			1.10
207	2			1.10
223	2			.90
323	3			1.50
424	4			1.80
600	6			2.40
626	6			2.40

*Column Rule, a hairline face on a 6-point body, used between columns to increase readability.

No. 46R Brass Rule Assortment, two feet of each, No. 100, 101, 200, 201, 202, 206, 207, 323, 424, 7.85

Business Reply Cuts

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

(No. 97B 1.90 No. 97C 1.90)



Cuts 97B, 97C, 97D, all three, 5.06

Movable Tongue Gage Pins



Three, .53 six, 1.00 dozen, 1.90



THE KELSEY MAN Talks About

Oldstyle and Modern Roman Faces

At the outset it should be said that modern roman is not modern in the sense the word is used by other than printers, nor should it be confused with the modernistic faces of the 1920's and 1930's. Here is one reader's definition of the two, sent in to us:

"Old style letters have less difference between the thick and thin strokes, serifs that slope as they join the stem of the letter, the

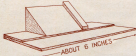
- Bodoni No. 86 (modern)
- Century Roman (modern)
- Goudy Old Colony (oldstyle)
- Caslon (oldstyle)

thickening of the strokes approximating those made by a wide lettering pen held at 45 degrees to the line. Modern letters have exaggerated heavy strokes, hairline light strokes, and hairline serifs, the thickening of the strokes approximating those made by a wide lettering pen held parallel with the line."

To this we will only add that Caslon is one example of an old style, as is the much newer Goudy (Old Colony). Century Roman, much older than Goudy, is a modern roman, and Bodoni, another oldster is a modern roman. Now you can see how closely this and other definitions of modern and old style check with these outstanding examples of the two kinds. Then make your own definition.

Mitering Rule With A File

Getting a good mitered joint in rules is quite a trick. A very good job can be done with a file if it is sharp and your hand is steady. The spot to be jointed should be marked very carefully, and the measure-



Home-made Jig for Mitering Rule

ment made so that the outside edge will be the right size when you are finished. The file must be a four sided, not a three cornered one, because you will be using two sides at one time, and they must be at right angles with each other. Hold the file at an angle which will give you a straight, true cut. Do not file through the rule, but leave enough metal so that it may be picked up and bent to a right angle. If you have done a good job of filing, you will have a perfect joint or miter.

Getting Business (Cont'd)

will find it possible to train himself in selling while getting experience, and improve in the actual printing by ordinary common sense attention to details. Which of these he is stronger in, only he or his close friends or acquaintances may know.

Often a man will write us, "It became known around the neighborhood that I had a press, and business began coming to me" — or some similar explanation. That's nice, and often a tribute to the reputation of the man involved. Friendly people have that happen to them. Be friendly and pleasant — you never know when you may receive an unexpected return on the investment.

Arrangements with one or more local stations to handle orders they may take for imprinted stationery and Christmas cards on a commission basis have been the foundation of more than one printing business. Those already established can use this and any other ideas propounded here, of course. The number of clubs, lodges and church organizations requiring printing in any town or locality may not be realized unless you follow the local papers carefully or check the city directory. Those to which you belong or have friends who are members should have priority with you, and you with them. But you can work on some others with which you have no connections if you need to.

We do just enough over the counter business at our factory to have a fair sampling of experiences related to us by printers, and these together with our correspondence would convince us, even though we had not learned it long ago, that printers businesswise are a mighty lucky bunch. Business comes to them — you might almost say is in many cases thrust on them to such an extent that the man who has any extended slack period ought to stop and review his tactics. Is he giving prompt, courteous service? Is the quality of his work slipping? If he can honestly give himself good marks in all departments, including personal contacts, careful consideration should be given to the many suggestions that have appeared, and will continue to appear, in the Helper. They've all worked for others, and some at least should fit your situation.

For planing down forms and making proofs



Mallet
Hardwood, .65
Shipping Weight
1 pound



Planer, hard-
wood, a necessity 1.10

The Practice of Printing



A good textbook for the new printer and a handy reference book for the more experienced. Has brief history of printing, and 41 chapters on every phase of the craft, including layout, also illustrating samples of stationery, programs, advertisements, etc. The best book of its kind that we know of. (Polk) 324 pages revised edition, \$6.25

Rule Lead and Rule Cutter



\$59.00

This cutter has a gauge graduated in picas, and numbered every five picas. Reversible bed gauge is graduated in picas to indicate measure in both normal and extended positions. All markings are exceptionally legible. Sturdily constructed it is fast and easy to operate and quick to set. Every cutter is factory tested and fully guaranteed. Reliability is assured by years of experience in building tools for printers. Positively accurate. Capacity 84 picas.

Shipping Weight, 15 pounds

SALE 6" x 6" Galleys



This is what they look like
Just as good as new, but slightly used in our own operations. Rustproof and regular weight. Our present inventory control system makes fewer necessary — hence this special sale.

73 cents each 3 for \$1.90

Use a Sealing Machine for better looking packages



Maintains the tape as used and prevents waste as you draw off just the amount needed each time. For tape up to 1 1/2 inches wide, 6.25
For 3 inch tape, 9.45

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