

FOR THOSE WHO PRINT FOR OTHERS OR FOR THEMSELVES

The Printer's Helper

Published by
The KELSEY COMPANY
Meriden, Conn. 06450

KELSEY

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

No. 419 1970

Print A "Who's Who"

Some printers have found it profitable to develop a booklet or pamphlet giving the names and biographical facts on all the leading citizens, as well as some who either would like to be or think they already are. Such a booklet appeals to the pride of many people who are not necessarily looking for publicity, and also provides a convenient means of reference. The big "Who's Who in America" and the several regional editions are very useful volumes, and there is no reason why the idea cannot be applied profitably on a smaller scale.

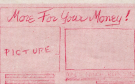
The cost of the "Who's Who" can be covered by advertising from local firms, and the booklets

Cromwell, Walter C., publisher, b. at Meriden, Conn., 1901; son E. A. and Catherine Andrews C.; educated Mer. Pub. Schools, Conn. Lit. Inst., Scotland, Conn., Yale Univ.; married Meriden, 1936, to Miss Kate L. Paterson, Editor *Am. Sportsman*, 1923, later *Forer and Swozer*; pres. Independent Pub. Co., Int. Nat. Bk. of Deposits, candidate for mayor of Meriden, 1941, Mason (E.P.) Club, Home, Highland Country; Inarresta, Golf, Fishers, Church, Congressional, Address: Meriden, Conn.

themselves should be carefully distributed so that this advertising pays. Telephone users furnish a good basis for such a distribution, and the booklet can be delivered to the door or mailed. The natural curiosity of every citizen about his neighbors and townsmen will assure its being kept where it can be referred to, after it has been looked over or read. Somebody's name appears in the paper, Who is he? What does he do? Whom did he marry? Has he any children? All the various questions which come up can be settled by your booklet. A sample biography, given here, will tell better than any description what is usual.

The necessary information can be obtained in most cases from people themselves, as there is no obligation incurred on their part, and they will want to make the booklet as representative as possible. Let them give you all the facts they want, and if there are too many, you can boil them down later. You may have a few holdouts, but when you get out a new edition the following

(Continued on page four)



Two penciled layouts of the same copy

This Applies to Printers, Too

A salesman friend who recently took a job with a small but enterprising firm selling factory equipment said that his boss frequently told him, "You will be sorry you worked so hard now. As soon as times get just a little better, these people you are getting lined up for business will decide to go on with their plans all at one time, and will be calling you from all directions at once. That is what happened to me the last time business suddenly improved a little." The salesman said he guessed he would take that chance.

This remark serves to highlight a point which no printer should lose sight of—the man who cultivates business when it is quiet, and is able thereby to make a reasonable showing, will find that when things pick up he will have his real reward. Needless to say, the salesman in question, because of his activity, was and is picking up more immediate business and attendant commissions than some of his less aggressive and more shortsighted competitors. In one case, after being told to come around several days later, he made the repeat visit and was told that his price was too high. Most salesmen would have expressed their regrets, incomprehension, etc., and bowed themselves out, but this man had a little curiosity in his makeup. He had previously done business with the son, and it was the father who gave him only the bad news. The son had not yet arrived at the shop that morning (which incidentally shows our hero was out bright and early), so the salesman went to his home. Bringing him down to work, a little questioning brought out not only the make and model of the supposedly successful entrant for the business, but the fact that the salesman himself had inadvertently made a mistake in the copying of his price—causing his figure to be high and putting him out of the running. The correction was

Layout and Spacing Are Important

Perhaps, outside the actual operation of the press, the point that needs most treatment for all but the most experienced printers is the layout of the work—the proper spacing between lines on tickets, programs, and work in general. This, more than other questions, will require some observation and experience. Here is where an accumulation of printed matter from various sources is of great help, not only to the beginner but oftentimes to those who have had considerable experience. Not only can you find out the correct way thereby, but you will get ideas which may be adapted to the work you wish to do, and as time goes on, your eye will become trained to distinguish a well balanced layout from a poor one. Never pick up a piece of printed matter without looking it over from the printer's standpoint, aside from any interest you may have in reading it. However, don't necessarily use newspapers and newspaper advertising as a guide, because, except in the larger cities, insufficient attention is often paid to typography. Many small and even larger printers are a little careless as well, but you will soon develop an eye for the right proportions and be able to do a little criticizing yourself.

No hard and fast rules can be laid down, and the space required for an adequate exhibit of examples would mean a large book for that alone. Following along the book idea, you may find it worth while to make a scrap book of the best examples to which you can refer when in need of help.

made and he got the order. The reward for his persistence was an end unto itself, but back of it was his anxiety to find out what lacked

(Continued on page four)

Printed on Kelsey Enamelled-60 paper, with Kelsey Many Purpose Deep Red Ink.

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

Card Cases

Nearly every printer will print cards, but not all of them have card cases for sale, in spite of the fact that the purchaser of cards needs a case, and even if he knows where to get one, he usually has to pay a comparatively high price for one or go without.

Time after time a salesman for some big corporation will come in to our showroom, and while talking, his eye will glance idly thru our showcase, to light on the card cases. "Let me see those card cases," he will say. "I need a card case." He will look them over and when he hears what they cost, he will be much surprised at the low price. If the printer who sold him his cards—or engraved them, if they are that kind—had been on his job he would have sold that man a card case—or given him one—if the man got the cards personally; or furnished them to all the salesmen of that company if purchases were handled thru the company itself.

If the card case used is an inexpensive give-away proposition, it will help to obtain and hold the business. If it is one of the better grade, it can be offered at a price which will sound extremely reasonable to the purchasing agent of a big company, who is used to other manufacturers' prices, or to the person who has been pricing them at stores or elsewhere.

Cards are bound to become unusable if not carried in the pockets with suitable protection. Card cases offer that protection. More important—they act as an added inducement in making a sale. Don't forget that many printers overlook this point, and that your opportunity lies in taking advantage of it.

SAVOY All Purpose Card Case



Made to hold ANY size card up to and including size "E". The most practical card case we know of—it is not bulky, yet with pockets in both flaps, comes in heavy black plastic. Will hold car license appointment memos, membership cards, etc., as well as business and personal cards. Closed size, outside, 2 1/2 x 4 1/2 inches; open, 4 1/2 x 5 1/2 inches.

1 to \$7.19 each; 50 or more, .16 each.

Playing Card Indicators No. 1



No. 1, 70 cents each, four for 1.35

THE PRINTER'S

DICTIONARY

Coated Paper—Book paper of high grade, having a coating to provide an extra smooth surface for printing—enamelled. The coating or enamel is usually a mixture of various substances, among the more important being china clay, or chalk, glue, and flour. Some paper mills make a distinction between coated and enamelled paper, the latter being the more high priced. Coated or enamelled paper is particularly satisfactory when high grade cuts such as half tones are to be used.

Cockle—Wrinkling or curling, particularly along the edge of paper. Sometimes used to describe a rough or ripple finish bond or cover paper.

Collotype—The photo-gelatin process of printing, very closely related to gravure, but superior in that practically identical results to photography may be obtained. It is also variously known as artotype, albertype, heliotype, and by other similar names. Special presses are used for the work, and the plate is of glass, with a gelatin surface. While it is not suitable for long runs, it is ideal for illustrations of merchandise which require a limited number of prints of a higher grade than halftones, but less costly than photographs.

Colophon—The trade emblem of the individual printer or printing firm, the "printer's mark." In the old days each printer had his mark, and it appeared on all his work.

Color—In printing is used in the ordinary sense, and also to describe the amount of ink on the page; if the "color" is poor, it may be due to insufficient inking, or if there is too much color, the form has too much ink on it, although in both cases, the "color" may be black.

Color Work—Any work that is done in more than one color.

Column Rule—A piece of rule used to separate columns in magazines, newspapers, etc.

Combination Monograms—Individual letters made in monogram form, so that combinations of two, three, or more will have the appearance of especially made monograms.



Combination Monograms

ograms. Used on stationery, cards, playing cards, match boxes, and on all work on which monograms are required.

write next issue

Use This Calendar Cut

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

1971 CALENDAR 1971											
JANUARY				MAY				SEPTEMBER			
S	M	T	W	T	F	S	S	M	T	W	T
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	1	2	3	4	5
6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29
30	31	1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	1	2	3
4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	1
2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	1	2	3	4	5	6
7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30
31	1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31	1	2	3	4
5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28
29	30	31	1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31	1	2
3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30	31

No. M1149 \$2.50 (any year desired)



Counters

An inexpensive but most helpful addition to your business—keeps track of the number of impressions made on your press. Eliminates guess work.

Excelsior Counter only, \$7.80
With attachments for Excelsior
or Victor press. \$8.00

Reset Counter, similar to above, with knob for easy resetting to zero. 14.95
With attachments for Excelsior or Victor press. 15.85

Instructions included with each counter.
Note: Get model and check dial number when ordering Counter Attachments.

Shipping Weight, 1 pound



Useful when setting or making up forms, especially forms which are too large to go in the counter itself. Also to hold forms that you want to keep set-up. Rustproofed steel.

From actual experience in our printing department we find these the most practical sizes.

6 x 10 inches. Ship. Wgt. 2 lbs. .92

8 1/2 x 13 " " " 3 " 1.04

10 x 16 " " " 4 " 1.28

Lite-Wate Bristol

Index Quality Tub-sized
An inexpensive, white Bristol for business and personal cards, index file cards, checks, tickets, tags, etc. 1000 sheets size 1 1/2 x 2 1/2 inches weigh 1 1/2 pounds.

Quantities of	50	100	200	400
Prices per	80	100	100	100
1 1/2 x 2 1/2 inches	2.87	2.85	2.82	2.80
1 1/2 x 1 1/2	1.84	1.38	2.07	2.80

FILE CARD SIZES

Quantities of	500	1,000	3,000	10,000
Prices per	500	1,000	1,000	1,000
3 1/2 x 5 inches	2.60	2.68	2.64	2.66
4 1/2 x 5	2.66	3.22	3.28	3.10

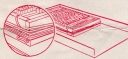
2 The Printer's Helper

WITH OUR READERS

Tie Up Standing Type Forms

If you have a type form which you expect to use again, and which you therefore do not want to distribute, you will find that accidents can be prevented by putting a number of turns of string around it, after the manner shown in the illustration.

Many printers tie up forms in the same manner if they want to take a proof before putting it in the press, or if for any other reason, the form is to stand around. Properly tied, the entire form can be picked



A form properly tied up

up, especially if a little water is squeezed on from a sponge or a cloth.

When through with the string, some printers wind it up and put a loop around it for future use. Others throw it away. When wound up, or rather coiled and looped, it has an unfortunate habit of tangling up when you have half wound it around another form. A better way is not to coil it up, but to put a couple of nails in a board or in the wall, and hang the string over them in an inverted U, with each end approximately of equal length, so that you can tell at a glance the total length of each string and pick out the one you want for any given size of form.

Getting Ink to Dry

Here is a comment which sometimes reaches us:

"I am using so called quick drying ink, but it does not seem to dry well at all. My greatest trouble is that the next day after a sheet is printed, it will stick to the platen sheet when it is being printed on the other side, so that it must be pulled off."

While of course there are many reasons that might account for this, it is rather difficult to put a finger on the actual cause without checking each possibility. There is a tendency on all presses, where ink fountains are not being used, to carry rather heavy ink, so that it will not be necessary to re-ink as often. In running the job this is not particularly noticeable unless a sample is compared with an impression taken just a little before re-inking. This is particularly true on a large form job, and if the weather is rather cold, and/or the rollers just a trifle hard, there is all the more temptation to

carry rather heavy ink without realizing that it is going to make for slow drying.

A good job of printing should show absolutely no impression on the reverse side. The quick way, which is not so good, is to put on more impression or more ink, or both, if there are any low spots. More impression wears on the type; more ink makes drying slow. Usually the low spots can be eliminated by taking the chase out and replating the form, or building them up with the use of underlay or overlay as described in the Printer's Guide.

Worn type will also make extra impression or heavy inking necessary, and in that case, it is very difficult indeed to correct it any other way. Heavy cuts which require lots of ink cause overinking, because if there is enough ink for the cuts, there is probably more than enough for the type matter.

Nice, new, pliable rollers will make possible a first class job with a lot less ink than older, harder rollers. In fact, no amount of ink will make a job equally good, although it may be presentable. A temperature of 70 degrees or more will keep rollers pliable that otherwise might be too hard for good results.

In summer excess moisture in rollers may cause need for excess inking, and of course, damp warm days when there is no artificial heat and the humidity is high, make for very slow drying.

It is possible, of course, to get ink called quick drying that is anything but that, although the chances are considerably against it, because ink is made up in huge quantities at a time, and if one pound is bad, the whole lot will be likewise, with an avalanche of trouble for the maker when his customers get it and try to use it.

Sometimes if ink has stood around a long while, its drying qualities are somewhat impaired, and in that case a little ink drier will help considerably. Jobs that are already run and do not want to dry can often be put on a radiator or on the top of the furnace and drying hastened considerably thereby.

Soft, cheap inks are very slow driers if used on hard surface papers like bonds, or vellum bristols, or even on the harder kinds of book papers. Such inks are made to use on rough, soft papers, like news stock or artiques. Sometimes, if used on other papers, they will take several months to dry.

While the ordinary ink we carry is fairly quick drying, the bond ink is even more so. All the drying must be done on the surface with hard papers, and this ink is made particularly for the purpose. You will find it advisable to have, in addition to ordinary ink, a little drier and bond ink on hand to help out in some cases. A mixture of regular and bond, by the way, often proves very satisfactory for quick drying work.

The Printer's Guide, illustrated, complete booklet of instructions for beginners, clear and easy to follow. (Postpaid in U.S.A. only) **50**

for wedding invitations, announcements etc.

Invitation Text

For stationery, weddings, Christmas cards, announcements, receptions, cards, invitations, tickets, graduations, etc.

No. 1229 12 Point 22A 4in 82L.90—7A 15in 88.75
Request the Honour of Your 1961

No. 1439 14 Point 19A 4in 82L.15—6A 10in 89.50
Merry Christmas and Happy 7

No. 1820A 16 Point 14A 5in 82L.15—4A 10in 81.15
City Savings Bank of Aort 3

No. 1880B 18 Point 12A 8in 82L.15—6A 14in 84.55
Reception at the home \$5

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z & abcdefghijklmnopqrst
uwxyz , ; : - ' " ? \$ % & * ' 1 2 3 4 5 6 7 8 9 0

Glossy Post Card

For all kinds of smooth finish work. Coated (semacall finish) each side so that fine halftones or other cuts can be printed on either side. Good for all kinds of picture or post card work.

Quantities of	12	50	100	800	400
Prices per	12	50	100	100	100
17 1/2 x 2 1/2	5.95	10.85	10.40	9.90	9.90
1 1/2 x 1 1/2	8.50	6.20	5.95	5.70	5.70

Post Card Size

Quantities of	500	1,000	5,000	10K
Prices per	500	1,000	1,000	1,000
3 1/4 x 5 1/2 inches	8.70	6.90	5.95	5.65

Perpetual Calendar No. 9

Catalog shows how this looks all set up



Characteristics of Calendar

With one of these Perpetual Calendar Fonts you can set up a calendar for any month, in a very short time, and as quickly change it to a very short time. All the dates, days of the week, blank squares, type for months and year, all rules, apices, everything to make the complete Perpetual Calendar are included in the font. Each date and each day of the week is cast in one piece and are as easy to set as a line of type; all rules are all set to length and fitted to fit. Good for any month or year.
Complete Font, - - - \$13.45

Use the Right Ink on the Job

Handy Black Ink Kit
1/4 lb. tube of each

Many-Purpose Black	Special Combination
Bond Black	Black
Bond Black	Black
Half-tone & Mix's Ink	\$3.92

Elite Velum Cards

Finest quality velum finish cards with pointed center for printing. The calling cards demanded by fashion.

Quantities of	500	1,000	3,000	10,000
Prices per	500	1,000	1,000	1,000
No. 151 MEN'S SIZE (1 x 2 1/2 panel)	2.75	4.65	4.55	4.40
No. 152 DIES' SIZE (1 1/2 x 2 1/2 panel)	2.75	4.65	4.55	4.40
1 1/2 x 2 1/2 inches	2.88	4.70	4.65	4.50
Ship. Wgt. per 1000, No. 151, 2 lbs; No. 152, 1 lb.				

Silver Ink

Comes already mixed, ready to use.
1/4 lb. tube, **1.77** 1-lb. can, **4.20**



THE KELSEY MAN Talks About

Use Quotation Marks Sparingly

Quotation marks—"quotes" to printers—seem to give untrained writers (and printers) a lot of trouble, along with apostrophes. They learned about them in school, but the knowledge didn't stick, so rather than be thought ignorant, they pepper their copy with them almost indiscriminately. Small and medium sized printers get a lot of their business from people who rely on them for polishing up their copy. Incorrect use of quotes and apostrophes reflects on the printer if people who know better see the work and connect it with him.

The main legitimate use of quotes is to enclose a quotation from other printed matter, remarks made by someone when interviewed and, of course, dialogue in an article or story. From these uses it seems to have spread to nicknames, colloquialisms, and slang phrases in general. This last use apparently stamps a lot of printers and their customers. Because the modern trend is toward using them less and less, it seems better to make a mistake on the side of omission, especially since leaning the opposite way means running the risk of actually being wrong. For guidance in correct usage, study magazines like *Time* and *Life*. Note how seldom they use quotes unless it is an actual quotation or they want to make it very clear that they are using a word or phrase as their own when choosing. In this article you will see that we led off with a single word in quotes, but have not used them on that word again. That is one perfectly correct way of cutting down on these little nuisances.

Apostrophes are overworked, too. The misuse of "it's" for "its" is particularly evident in both printed and mimeographed bulletins of clubs, lodges and other organizations who are natural customers of small printers. If "it is" is meant, the apostrophe belongs there—otherwise not. If family stationery is ordered, it should read "The Smiths"—never "The Smith's," as frequently seen.

We know one printer who had to do a program job all over again because he had inserted an apostrophe where it did not belong. If the customer insists on your printing his mistakes, that's one thing, but be sure that he has an opportunity to make corrections before you start, if you think you see anything amiss.

Quarter-Size Cap and Figure Case



This case will hold complete cap and figure fonts. Double size boxes for figures. Extra boxes for odd characters etc. **4.85**

Print A "Who's Who" (Cont'd)

year, most of them will have seen the community value of it, and will cooperate into the fold.

An ideal way to get a lot of the information to start with would be to get permission of the local newspapers to see their files. The newspaper "morgue" contains complete details on everybody of note for future reference. Where that is not possible, old newspaper files in the library, as well as the city directory, are useful. The proper approach will get most of the required facts from the subjects themselves.

The amount of information you publish in these biographies should be to some extent governed by the importance of the man in the community, although if he is inclined to give more than the average, and you think him worthy of it, let him have a little extra space. There need not all be of equal length or equally detailed, even among those of equal importance or standing.

Here is an opportunity which, if handled right, will not only make a fine advertising medium, but both for yourself and your advertisers, but will be a community asset and a means of profit to yourself.

Applies to Printers (Cont'd)

him, how different his machine was from the other bidder, and why it was preferred—in other words he was looking for information that would help him in the future.

You're not going to get all the business, but it is well to make sure that the grade and kind of work you offer or are going to do is most suitable for the job in hand. Otherwise, either now or some time your customer may receive a price from somebody else on a job which will be just as satisfactory for the use intended as your higher priced work. That doesn't mean to trade down or that give the customer a poorer quality just to get the business—it does mean that you should put yourself in your customer's shoes and then quote him on what you would do if it were for your own business. Then tell him why you do it, so that charges for better or for worse won't make your customer walk out on you some day. If, for some reason, you use a better stock than necessary—perhaps it may be offset from some other job—let him know because some other printer may pick it up and say, "Ho, you're being soaked—that paper's too expensive. Let me quote." And use that for an excuse to make a lower price, whether justified or not. So keep him informed.

Like the salesman first mentioned, develop your business now, when you have the time, and you'll not only have your immediate reward but a far greater one when the people you have cultivated are really busy.

Compounds

For Good Inkling

Drying Compound. Speeds drying, and helps when ink must dry on a wire. Also used with reducing or fixing compound for same purpose. Directions on tube. Per tube, **1.31**

Reducing Compound. Improves performance of colored inks on large solid areas, such as tin labels, cuts with solid portions, or whenever 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, **1.17**

Fixing Compound. Makes colored inks work better on bond paper, endpapers, glassine, proxylin or any surface on which must dry without penetrating. Use with drying compound listed above. Directions on tube. Per tube, **1.18**

Kit M. These three ink mixing helps will eliminate many ink problems. Tube of each, **3.30**

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

Anti-off-set, Anti-picking Compound. A paste compound which is rubbed into the ink to overcome off-setting or picking, especially on coated paper or cards. Only a very small quantity is used and it can be mixed on the ink plate or on an ink slab. Per can, **1.25**

Ink Reducer. A liquid for preventing sticking of ink rollers on paper. Use only a few drops per bottle. **.76**

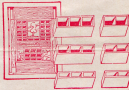
More Color Means More Eye Appeal

Add originality and attractiveness to your work. Many pleasing and effective colors are produced with this **Special Color Mixing Kit**. Try it—see for yourself what a difference a touch of color will make in your work.

4-oz. tube of each

Many Purpose Deep Red **Special Combination**
Many Purpose Yellow **Price**
Many Purpose Blue **\$4.45**
Special Mixing White

Metal Furniture



Metal Furniture. Used to fill blank spaces in forms, in the following sizes.

2x4 2x6 2x8 2x8 2x10 2x12 2x16
2x4 2x5 2x6 2x8 2x10 2x12 2x16
4x4 4x5 4x6 4x8 4x10 4x12 4x16

2 x 4 to 4 x 6 per lb. **1.80**; 5 lb. **7.65**
2 x 8 to 4 x 16 per lb. **2.70**; 5 lb. **12.70**

Not less than one pound per size sold.
5 lb. Ass't consisting of 2 pcs. ea., **12.60**
10 lb. Ass't consisting of 4 pcs. ea., **23.95**

Seasonal Cuts--



A148 **2.25**



Y-8 **1.00**



A101 **2.25**