



WHAT TO PRINT AND HOW TO PRINT IT

No. 435
1974

The Printer's HELPER

The KELSEY COMPANY
Meriden, Conn. 06450

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

Bookkeeping for the Printer

A correspondent asks, "How about some information on simple bookkeeping for the printer? I haven't the slightest knowledge of proper bookkeeping, and would welcome a series of articles describing simple and efficient methods."

Perhaps a restatement of the aims of The Printer's Helper is in order. We are trying to cover subjects exclusively interesting to the printer, which he cannot find satisfactorily treated elsewhere. The printer's bookkeeping will not vary in important details from that of any other business of similar size, and those who feel the need of detailed instruction will find a number of books on the market which cover the subject simply yet adequately. Anything we have to say on it must therefore be brief.

The essentials for the printer, the same as any business man of the same size, are:

1. Careful record of customer's accounts, so that you receive the money due you, yet don't find yourself trying to collect twice for the same job. If in your rounds you collect cash, have a notebook handy to make a memorandum of name and amount — right then, not a few minutes later. The simplicity or complexity of the regular record in your shop is up to you. If you like detail, you will find plenty of opportunity, but you don't need it. For most, a simple two-column affair, with amount charged on one side, and amounts received in payment on the other, should be enough.

2. Record of expenses. As far as the individual firms to whom you pay out money are concerned, the record is the same as that of your customer accounts, but reversed. For purposes of keeping your costs, however, you will want to go a little farther, if you have a shop separated from your dwelling place. Paper, ink and supplies

such as you purchase from the Kelsey Company are properly chargeable to your Merchandise account, and you can have a sheet in your ledger for that. When you pay out for merchandise, you note the amount there as well as under the company from which you buy. Penalties an exception or so should be noted. Cleaning brushes, cleaning solution, wrapping papers and such are really shop supplies, and you can have a page for them. Equipment (cases, cutters, presses, etc.) is capital expense, which can be carried as assets. In the printing industry it is customary to figure that each year takes about 10% off the value of such equipment — in other words, equipment depreciates that much — although different shops have their own figures for covering it. If you decide to carry depreciation, this way, be sure you take your percentage off the original cost each year, not off the lowered value of the year before. Example — cost of equipment, \$100. Five years old, carried last year at \$50. 10% depreciation this year \$10, Not \$5.

Type, leads, furniture, rule and the like are really also capital items, and can be listed as assets, but the rate of wearout or depreciation you will have to decide for yourself. Circumstances alter cases. If you get a tricky job which calls for some special material you do not believe you can use on other work, the safest way to do is to charge what you purchase right to that job. You may find use for it later, but in your costs, at least, it should go in the right place. At the end of the year, when you take inventory you can decide whether you wish to carry it as a capital asset.

Heat, light, power (if you use motorized equipment), shipping charges, advertising, taxes, repairs, insurance, miscellaneous expenses, may each be set up as separate items, or lumped, depending on how far you want to segregate them. The procedure is the same as with merchandise — a sheet on which to enter the items as incurred.

Merchandise and labor (time) can be charged against each specific job, but the other things are general expenses, and in order to cover them when figuring the cost of a printing job it is customary to add a percentage to your merchandise and labor cost. This percentage should be such an amount as will cover your general expenses if spread over your year's business. If you keep a good record during your first year you will be able to estimate them for the following twelve months, and get the percentage you should add during the next year. This is your overhead expense, and we mention it in passing only because you will want to keep your book records so that you know what it is.

Bookkeeping is only a means for

Motel Advertising and Printing

One of our readers who operates a motel, Mr. R. C. Lind, recently wrote to a trade magazine of the motor court business of his experience with a Kelsey press — in his case, the 5 x 8 size. Mr. Lind was shown operating the machine, and several samples of his work were reproduced. We quote:

"When we set out to do promotional work for our motel we found the cost of what we wanted too high." He then went on to say that he saw a Kelsey ad in a magazine, and purchased an outfit. "I've printed business cards, stationery, business forms, mailing labels, gag cards, postcards, 4 x 6 registration cards, and so forth. Sending invitations to honeymooners as suggested in the Journal works fine. We've tripled our advertising budget. . . this was the best investment I've made."

We are publishing this quotation to remind our readers of the big market there is for printing in motels, tourist courts, motor inns, and all the other similar enterprises, by whatever name they may be known. For one which will take care of its own printing, there are dozens who prefer to buy theirs, and here is where you come in. Aside from the run-of-the-mill work, there are other items which the wide awake motel operator—or his printer—will be able to produce.

When a guest leaves one or more articles in the room, Mr. Lind has a courteous friendly card to send him. He supplies service stations with their business cards free—with, on the reverse side, a plug beginning "For the traveler we recommend"—with the name of his motel, simplified instructions as to how to get there, plus the phone number, etc.

Mr. Lind ended his article by saying, "I bought my press from the Kelsey Company. Tell them I sent you," but plenty will wait for someone else to offer them the printing service which Mr. Lind provides for himself. It's your move.

keeping track of your business, and the more important thing is to make money. Simple records mean less time spent on non-productive effort, so don't get tangled in a mesh of figures or red tape. If it's a choice between staying home to keep up a beautiful set of records covering very little business, or going out and getting profitable orders (with less handsome records at home on a bigger volume of sales), the answer should be only one answer. You can't live on books nor pay your own bills with them.

Ticket and Program Printing

1. TICKETS

Almost every prospective printer who hasn't determined in advance to specialize on something else thinks of ticket printing as one of the profitable items which will be available for him when he starts business. He is correct in the assumption, in fact, we doubt very much whether he realizes what an extensive field ticket printing is all by itself, even excluding standard theatre and transportation tickets which are printed on special equipment.

The big majority of ticket jobs are well suited to the equipment of the small printer. There are all kinds of functions such as church, lodge, school and club affairs for which not more than a thousand tickets, and usually much less are required. Small equipment can handle such jobs more economically than large. If you are on your toes, mighty little of it will go to the big printer. Some tickets must be numbered, in which case you can use a hand numbering machine if you don't wish to invest in the automatic variety which goes into the chase of your press and numbers for you as you print. Several good ticket jobs will more than pay for an automatic numbering machine, however.

Some affairs call for two tickets—one to sell, which is in turn exchanged for a reserved seat ticket, in which case there is double business for you.

The average club, school, church, or lodge event requires only one ticket, and for this many prefer the ivory surfaced, round cornered cards. They make a good appearance, and as they come in several tints it is possible to give the customer different colors if there is more than one class of ticket, or if there are a succession of affairs calling for tickets. It is well to have samples on hand to show, preferably printed, so that the customer may give you an O. K. on the style of printing as well as the card, or make necessary changes. While the No. 63 round corner cards are a little more expensive than the plainer variety, the difference is not enough to make much odds on the total cost of the printed job, and if you have samples of both kinds to show your customer with such a price on each, you will usually sell the better card, and make more money too, if your prices are properly lined up.

As far as square cornered tickets go, the demand runs thru the whole range of grades, from Lite-Wate to Vellum stock. The cheaper grades are mostly used for raffle tickets and such. For regular tickets, sizes C and E are used. For tickets requiring stubs, there is size S, and stub tickets

(Continued on page four)

THE PRINTER'S DICTIONARY

Intermediate Tones—Middle tones of a halftone or other cut as contrasted with highlights (lightest part) and the solids.

Italic—Sloping letters, having the same general characteristics as Roman letters in most cases. Much of the conventional italic has a few letters, such as lower case a and g, which are unlike their Roman counterparts. (a, g, g, p.) Italics were first produced in Italy in 1501. At first only lower case letters were made, Roman caps being used with them, but italic caps soon followed. Italic is supposed to be modelled after the handwriting of the poet Petrarch. It is used largely for emphasis, titles, display, or in some cases nowadays, as a text letter (for body work), which latter use was its original one, altho in later years it was subordinated to Roman for that purpose.

J

Job Press—A press suited for general job printing.

Job Printing—Miscellaneous printing, as contrasted with specialization on one particular kind, such as book or magazine work.

Job Ticket and Job Envelope—The work order that carries on it all information regarding the job, both instructions and record of work done.

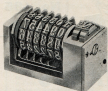
Jog—To jog a pile of paper is to straighten it up so that all the edges are smooth and even.

Journeyman—One who has learned his trade; in printing terms, it of course refers to the printing trade. The term is said to have come down from the middle ages, when skilled craftsmen were more itinerant, i.e., journeyed about. Formerly a man who worked by the day.

Justify—To properly space out lines of type. Each space between words should be as much like the rest as it is possible to make it, with due regard for appearances. This will call for somewhat different spacing after periods and commas. In cases where the end letter of the first word and the first letter of the second are of such a shape as to give the illusion of more space it is customary to use a somewhat smaller space so as to give a good appearance. Justifying which is not so particularly done in these distinctions, but is very easily spotted by the experienced printer. Of late years there has been a tendency to use closer justification, that is, leave less space between words than was formerly considered necessary. In place of the commonly used three em space, four em spaces are sometimes inserted, with thinner ones, of course, where needed.

more next issue

CAST WHEEL NUMBERING MACHINE



\$23.50

This economy model is offered at the lowest price in the U.S. An excellent machine, with cast wheels, it numbers from 1 to 99999 at the same time job is printed. Machine is 3/4-inch wide and 1 1/4 inches long, with Roman figures 9/16-inch high. Skoppen Weight, 8 oz.

MODERN **Ornaments**
Decorators
Type cast (metal base) for accuracy
Font D 10 pieces \$7.20
all different



Single cuts, 1.60 each

For planing down forms

and making proofs



MALLET Hardwood, 1.95
Shipping Weight
1 pound

Planer, hardwood, necessity 2.05

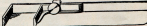
More Color Means

More Eye Appeal

Add originality and attractiveness to your work. Many pleasing and colorful effects can be 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**
Many Purpose Yellow } **Combination**
Many Purpose Blue } **Price**
Special Mixing White } **\$6.91**

Excelsior Job Composing Stick



Screw pattern; steel, new design, instantly adjusted to any measure. **\$4.95**
8 inch, 16 picas capacity.
Shipping Weight, 1 lb.

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WITH OUR READERS

A Trough For Cleaning Rollers

From an old reader:

I have made a metal trough six inches wide and long enough to allow about half an inch clearance at the ends of my printer's rollers. The ends are notched to take the roller shafts, and allow them to revolve in the notches.

I put a small quantity of cleaner in the pan, revolve the rollers in it, and work on them with a small paint brush. I finish off by rolling them in a piece of newspaper to dry them.

Editor's Note: Before the rollers are used again, care should be taken to remove all paper or lint from them. If your next job has one or more cuts in it, minute specks of paper or dust can be very troublesome. They transfer themselves to the surface of the cut and make a good clear job impossible.

Cellophane Tape for Makeready

From *Roepke Printing*:

I have a roll of cellophane tape right beside my press, which I find very handy for spot makeready. I couldn't get along without it.

I use this tape to fasten galleys so they will not move and spoil the register, especially on two or more color work.

Take off the "Squeeze" Before You Start

Unless you are going to do a job identical with the one you have just finished, such as the popular low priced variety of stationery, or a card, it is good practice to loosen up the impression screws before starting to bring up the proper impression on your press. Otherwise, you may not only have a lot more impression on the second job than you need, but you may also experience some difficulty in getting a satisfactory job.

There have been articles on underlay and overlay in the *Helper*, and you will find information in the instruction book, also. It is best not to rely entirely on your impression screws if you want to produce a really good job. We recommend that the information in the *Guide* about overlay and underlay be read carefully, and full use made of it. It will save you much time and trouble on the majority of jobs.

The Printer's Helper 3

STEELPLATE SHADED

Steelplate Shaded, sometimes called Engravers Shaded, was designed to give the printer a face of type to compete with engraved and lithographed stationery, cards and the like. It follows a very popular style with both these classes of trade, and shows no signs of diminishing in its importance. Steel and copperplate engravers must produce their letters by hand. They cannot, like the printer, simply go out and buy a new style of type in a package. Since each design in their repertoire must be learned, painstakingly, letter by letter, they may be excused for acquiring a few satisfactory ones and sticking to them. This is good for the printer, too, because if he wishes his stationery and card work to look like the engraved product, he can buy a face-like Steelplate Shaded and use it for years, confident that the engraver will continue to employ it and keep it popular.

As with other faces which depend on capital letters of two or more sizes for large and small letters instead of the ordinary caps and lower case, there are three sizes of six point and three of 12 point which allows easy card and stationery setting.

Steelplate Shaded makes very attractive raised printing, too. The dull finish is ordinarily used because this most closely approximates actual engraving. A well done job with Steelplate plus embossing will be hard to detect from steel or copperplate work.

When Someone Moves

We illustrate a form which has been very successfully used by a printer whose customers have moved, and who wish to acquaint their friends (or if in business, their patrons) with the fact. Panelled informals have proven just the ticket for this. On the

Have you heard
the news?

Helen and Vic Johnson
formerly of St. Albans
Long Island

This is notecol. Actual size should be 3 1/4 or larger.

front (panelled) page in the upper left hand corner go the words "Have you heard the news?" with the names and old address of the senders in the lower right. In the middle of the next page comes "Now in their new home" followed by the new address and telephone number.

A folder-card of this kind — with changes in the exact wording for different customers to avoid

loss of novelty — can be sold in surprising volume. The number of moves in any community in a given six months or year will provide a nice market. There are various ways for getting tips on changes of address — items in the papers, contacts with real estate men, etc.

Printed notices of business address changes are fairly common, but they are by no means used as often as they ought, and spritely individuals or families, open up an entirely new field to most printers.

This comes under the head of creative selling — making business which would otherwise be lost — and the printers who keep busy are those who think up little ideas of this nature. There was a time when nobody had heard of sending out birth announcements. Somebody had it as an original idea — and many printers since have cashed in on it.

STEELPLATE SHADED

No. 6011 6 Point	15A \$9.70	— 1A \$7.75
WITH THREE STEELPLATE SHADES		
No. 6012 6 Point	10A \$9.70	— 1A \$6.25
AT MODERATE PRICES		
No. 6013 6 Point	10A \$9.70	— 1A \$6.25
1 1/2 IN. LEAFLETS		
No. 1214 12 Point	10A \$14.00	— 1A \$8.50
ADD SOME BLUE 7		
No. 1215 12 Point	7A \$14.00	
GRAY LOOK 5		
No. 1216 12 Point	6A \$14.00	
USE WITH 33		
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 & ; : ' - " * ' " #		
3 1 2 3 4 5 6 7 8 9		

SAVOY All Purpose Card Case



Made to hold ANY size card up to and including size "E". The most practical card case known of its kind 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 3 1/4 inches; open, 4 1/2 x 3 1/4 inches.

1 to 49 .18 each; 50 or more, .16 each.

Round Corner Cards No. 63 The best kind for tickets

Tinted—White, Pink, Buff, Yellow, Light Blue, Medium Blue, Light Green, Medium Green.				
Quantities of 500	1,000	3,000	5,000	10M
Prices per	500	1M	1M	1M
No. 63, 2 1/4 x 3 1/2	\$3.08	\$5.14	\$4.98	\$4.92

Boxed in 500's — you can assort colors in units of 500 (1000, 1500, 2000, etc.) to obtain quantity prices.



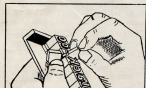
THE KELSEY MAN

Talks About

Locking the Form So It Will Lift

While the Excelsior press has a removable chase bed, so that if the type is not locked absolutely right it will not drop out of the bottom of the chase, it is not advisable to be careless about tightening up the form, because there are other reasons for good lock-up besides the danger of losing something out of the bottom when handling. When things are not snug, type, rule or leads are liable to work up in printing, with the possibility among other things, of damage to the rollers.

The first point in good lock-up to be watched is the spacing of the lines when you are setting them in type. Care should be taken to make the lines not only tight, but all of them of equal tightness. Do not crowd too much, because as each line is spaced in your composing stick—or in your chase if you are not using one—the combined effect of too tightly spaced lines is to crowd the stick out and



Respacing a Line of Type

make the top lines loose. If you make all the lines tight without crowding the spaces in, you will find, when you take the type out and put it in the chase, that the lines are all equally spaced, and you will be able to handle the type without risk of mixing or piling. While on this subject, it may be well to stress the advantage of having a composing stick. The popular priced ones (like the Excelsior) are inexpensive, and they will pay for themselves many times over in speeding up your work. Being adjustable, you can set them to the desired line width, and in this way be sure that your lines are properly spaced.

In straight setting of body work, the usual procedure is to first space out the line with three em spaces, and then, if the line is too long, change the spaces to thinner ones—or, if it is too short, put in more, taking care in either case to get an equal amount between each word, or as nearly that as possible. If the job you are printing is a single column affair, the only other precaution is in the use of the chase screws—or quoins, if you are locking up with them. If, however, there are two or more columns, or if there are a number

of lines of different length, care must be taken to see that all of them are fitted together so that pressure on the four sides of the entire form will cause equal pressure on every single piece of type and material in the job. The rougher spacing out between lines may be done with six point slugs and two point leads, the final adjustments with one point leads or strips of cardboard cut to the right dimensions. All such material should be just a mere trifle shorter than the type lines, so that when the type is squeezed together, the spacing material will not stick out beyond the lines and prevent tight lock-up.

Card Cases Make Good Will

When your customer receives an order of cards from you, they are clean, unwrinkled and without rounded or damaged corners. Whether they are boxed or unboxed, he will transfer some to his pocket, and unless he has a card case to put them in, they will from that moment start to deteriorate in appearance.

If, when you give him his cards, you also hand him a simple, inexpensive card case to keep them in, you are helping him to make a good impression on business prospects. An ever so slightly substandard card can hurt him and his business. This ought to be elemental, and should not be forgotten by salesmen (including printers).

The present card cases have space in them for driver's license, membership cards and other similar items as well as for business cards. Try a few on your customers and get their reaction.

Ticket Printing (Cont'd)

are usually printed on the cheaper grades, either in white or in colors. You can make the perforations for the stub with steel or brass perforating rule, either at the same time you print the ticket, or as a separate operation without your rollers. If you do it at the same time, and have a pair of old rollers around, use them, because the perforating rule is slightly more than type high, it is sharp, and will have a tendency to cut good ones.

Ticket forms are more or less standard. There is a certain amount of information to be put on a ticket, and if you have two or three of ones, you can go by them. On the better grade tickets, it is nice to put some kind of border around the edge, either a regular ornamental one, or one of rule. A little decorative cut often goes well, indicative of the event for which the ticket is issued—perhaps a musical cut, a baseball cut, Halloween, Thanksgiving, or whatever may be appropriate. Such cuts may be used over and over again, so they often prove good investments. If you

are going to print the program, and that often goes with the ticket job, you can use the cut on that too. If a ticket job is offered you, don't forget to inquire about the program, too.

Next issue—Programs

Cleaners

Cleaner, Alkali Comes in powdered form, is combined with water. Not for rollers, but for type, in plate or any other metal surface badly crusted with ink. Directions on can for mixing and use. For one pound can.



Cleaner, Printecolene. Kerosene and various alkali cleaners are all efficient, but Printecolene combines the good qualities of all. Does not evaporate quite as fast as benzine or high-test gasoline—hence it is safe to use. 1 Pint can, 1.22 1 Quart can, 1.74; 1 Gallon can, 3.18 Ship. Wgt. 1 Pt. 2½; 1 Qt. 2½; 1 Gal. 20 lb

Handy Cleaner Can

Does not flow only when spray tip is applied slightly pressed—nobody else when released



New improved can slightly longer than illustration, for gasoline, benzine, naphtha, kerosene or any liquid which is inflammable or liable to rapid evaporation. Easy to draw liquid from when needed. Strong and durable.

Pint size, 12.00
Shipping Weight, 2 pounds

Pinecraft and Mulberry

Card, Cover, and Menu Stock

A beautiful novelty stock for covers, programs, menus, business cards, etc. Looks like beautifully grained wood, but prints as easily as ordinary paper or card. Handy stock sizes listed below, or cut to your order, 1000 sheets size 20 x 28 inches weight 100 pounds).

Quantities of	25	50	100	200	500
Prices per	28	50	100	100	100
*10 x 26 inches	3.15	10.51	21.27	15.59	17.18
*13 x 20 "	---	6.57	10.57	10.89	9.54
*10 x 13 "	---	3.82	6.54	6.35	5.78

Grain runs "20-inch way" "16-inch way"
Ship Wt. per 100, 20 x 26, 26 lbs., 22 x 20, 13 lbs., 10 x 13, 7 lbs.

Patriotic Cuts



50-star Flag
CS96 3.50
(one color)

JR96A 5.90
(two color)



A841 3.50



A840 3.50