



# WHAT TO PRINT AND HOW TO PRINT IT

No. 440  
1975

## 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.

### Bright Colored Cards For Quick Identification

People who print admission tickets for dance halls, ball rooms, road houses, etc., tell us that a great many of these places lose a sizable amount of money thru people presenting old admission cards when they, supposedly, have left the dance floor and return, but actually have not been in the place before that night and manage to unload an old ticket as a "rain check." One proprietor down south found that he was losing twenty dollars an evening thru inability to check dates quickly enough when cards were shoved into the ticket taker's hand one after the other, too rapidly for easy identification.

There are two ways of meeting this difficulty, which may be used separately or in combination. A variety of colors may be used for the tickets, bright enough to be easy to identify in artificial light, or the date may be printed in large type on all four sides of the card, so that no matter what way the card is presented, the date may be seen. We have sold presses to people who had just this one job in mind—printing tickets which can be easily identified as the proper ones for the occasion.

From what we have learned, there is a field for business in taking care of these people who are losing money because they think that frequent changes or dated tickets will cost too much money. It will be worth while to show them how inexpensively you can supply them with a variety of colors, or dated cards, the cost of which will quite probably be absorbed a good many times over by the increase in admission money. If they are not using some means of identification now, they probably haven't any idea how much they are losing, and can only tell by giving your scheme a trial.

Even where colors have been used, some smart alecks ascertain what

color is being used for the evening, and turn in a card which they have received back when going out early some other time, of the right hue—thus getting in two different evenings at the price of one admission. That is one reason why the proprietor may not know how much he is really losing right now, and why, from the experience of others, there is a good chance for you to get some new business.

Every place where admission to a dance floor is by ticket should be canvassed thoroughly. Nowadays the roads are cluttered with them, especially around good sized cities and resorts. Take advantage of a situation which very few printers know about.

### Christmas Gift Printing

Every year a lot of printers do a big business in stationery for gift purposes—imprinted—but plenty of others seem to overlook its possibilities. Christmas gifts are a real problem to many people, which can frequently be solved with printed stationery. The giver doesn't have to worry about duplicating somebody else's gift—and it will all be used. There are various kinds for men and women, and some can be used for both. Panelled informals are welcome, too. With the different quantities and kinds of paper, you have plenty of variety to offer, with a wide price range.

We have carried other articles on Christmas gift stationery in previous years, so we will not cover every detail again now, but all the usual ways of soliciting business may be used. Arrangements can also be made with local merchants to take orders on a commission basis, by furnishing them with samples mounted on cardboard, preferably casels, which you can make yourself or adapt from printed counter cards the retailer has received for other purposes and no longer needs.

Above all, when you are yourself making Christmas presents, remember that you, too, can give stationery, and achieve a double purpose. It solves your own gift problems and is an indirect way of advertising your own business.

Get started early. There is an opportunity here which no printer should pass up unless he has all the work he can do otherwise.

### Holiday Recipes with Christmas Greetings

One of our readers sends not only a Christmas card to friends and relatives, but folds into it a piece of note paper entitled "Holiday Baking with Helen Murphy" on which she prints a carefully selected recipe useful for the Christmas season. She says it goes over big, and well it might. Printed in holiday red, it fits well with the card.

### Colors—Warmer and Cooler

With a few kinds of colored inks on hand, no printer should forego any advantage that a particular desired shade or tint may give him. Previous articles in the Helper have touched on tints—paler shades of a given color—which may be made with mixing white. Other phases of color mixing have also been covered at various times. One which perhaps has not been given the attention warranted is the blending function of the different colors.



An ink knife or a piece of brass rule and a piece of window glass are desirable, also you can mix tints on the back of a steel plate.

Blue is cold, and the proportion used in making a shade will determine how "cold" your shade will appear. Red, on the other hand, is warm. Purple, derived from blue and red, may be given a cooler or a warmer hue by the proportions of the two used in its making. Green, a combination of blue and yellow, is affected by the proportions of the mixture—blue-green being on the cold side. Yellow is the bright color, hence a yellow-green has more brightness than its bluer counterpart.

If you will bear in mind the functions of the three—red, blue and yellow—in making colors, you can produce the effect you wish by the right proportions.

The three together normally make brown, but the third can be added to a pair of them—in very small quantities—to deepen your color. Green (product of yellow and blue) may be deepened by using a little red. A deeper yellow results from adding a little purple (red plus blue). And so on.

For ease in color-making, you will find it best to have green, brown, and one or two of the other blends on hand as well as the primary colors. From these you can arrive at almost any color goal. Only remember one thing—start with the light color and put a little of the darker in. If you reverse the process you'll have to mix up more than you need to get your color.

### Handy Ink Knife

Indispensable for mixing tints, colors, and "working up" ink to easy printing consistency. 3½-inch steel blade, easy-to-hold stained wood handle. **2.00**

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

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

# The BOOK of



Webster Alan McIntosh

## Bookplates—A Good Item for Specialization

For the benefit of the uninitiated, it should be explained that bookplates are a sort of printed label which people put in the front of their books, to identify them as their own. It is not only very "smart" and "the thing to do"—it is practical, because people who are slow to return borrowed books do not care to have the fact advertised, and books with bookplates in them come back home quicker.

The bookplate may be in type, with a suitable border, reading; "From the books of John Smith," "Mary Jones, her book," "Ex Libris" (Latin for "From the books of") Henry Brown," simply "Robert Johnson" or any other wording which is desired.

Still another style of bookplate can be made by cutting a design in linoleum (directions found in the Printer's Guide) or by making a drawing in India Black Drawing Ink from which we can make a cut for you. The designs often embody the hobbies or sports in which the book owner is interested (scenes from tennis, football, skiing, mountain climbing, etc.) or are more conventional, depicting a shelf of books, a bookcase, a person reading, etc. Several good designs, all ready for you to insert your customers' names, are now available from us. After getting up a few samples, take them to your local stationery or department store, after mounting them on a card, which tells what you have to offer, and orders which the store takes can be printed up by you, at a good profit.

Stationery, gift and department stores are particularly good outlets for bookplates, and from now on Christmas is the best season of the year. They are a big Christmas seller. Drug stores can also handle them profitably for you, just as

they handle the developing and printing of snapshots.

One of our customers has a line of six or eight standard designs, samples of which are mounted on a display card, which the dealer puts on his counter, with the information as to prices, etc., on them. In this case, the dealer sells them to his customer, with the customer's name, or any name wished, imprinted on them special, at five dollars per hundred. The printer in turn, takes the orders the dealer obtains, and makes a wholesale price to the dealer. He prints them up, just like stationery, in large quantities, sometimes printing up the bookplates ahead in slack time, so that only putting in the customer's name is necessary, sometimes, when stock is low, running both at once.

For those who wish to do a little experimenting, color combinations offer possibilities, both in the printing, and in hand colored designs, although the usual bookplate is black, sepia brown, or a similar dark color.

Remember that you are not limited to the stores in your town for displaying and selling—get up some nice samples, and show them to merchants in surrounding places. You can work up a nice mail order business on them, with the possibility of getting the dealer to handle your stationery and cards too, either immediately or later.

With the limited space available in the Helper, it is not possible to go into the details we would like, but if you have ambition and initiative you will discover many opportunities for developing a substantial business through the opening you can get with your bookplates. This is not guess-work—it's already being done—and done now—by others with the same equipment as yourself.

## Boxed Stationery

Unprinted, packed in an attractive, sturdy cabinet box. All Prices PER BOX in quantities listed. "300" Cabinets, 200 sheets 6x7 and 100 envelopes size 6 1/2.

Quantities of	1	5	10	50
103, Heather V-24	3.54	3.28	3.08	2.69
303, Hammermill-20	2.84	2.71	2.68	2.54
305, Hammermill-24	3.32	3.11	2.85	2.56
306, H'vy Ripple-24	3.19	2.97	2.71	2.46
Monarch Cabinets, 100 sheets 7 1/2 x 10 1/2 inches and 100 large envelopes 7 1/2 x 8 1/2 inches.				
103, Heather V-24	3.84	3.57	3.26	2.92
104, Hammermill-20	3.14	2.91	2.61	2.38
105, Hammermill-24	3.56	3.29	2.99	2.71
106, H'vy Ripple-24	3.46	3.22	2.91	2.68
"50-50 Monarch" Cabinets, 50 sheets, 7 1/2 x 10 1/2 and 50 envelopes, size 7 1/2.				
153, Heather V-24	2.49	2.32	2.12	1.90
154, Hammermill-20	2.04	1.89	1.84	1.56
156, H'vy Ripple-24	2.24	2.09	1.91	1.70

## '400' Club Size Stationery

New distinctively styled, high-quality Stationery, packed in handsomely designed boxes. Each box contains 100 sheets, size 5 1/2 x 8 and 50 matching envelopes, size 4 1/2 x 6 1/2.

**Frost Parch Blue**, a heavy durable parchment-like bond paper, in a soft pastel shade of blue.

**Frost Parch Pink**, a heavy durable parchment-like bond paper, in a very delicate pastel shade of pink.

**Frost Parch White**, a heavy durable parchment-like bond paper, tasteful off-white color.

**Regency Tapestry**, White, Green, or Ivory. A rich looking 35% rag content, watermarked bond paper.

### "400" Club Size Cabinets

Quantities of	1	5	10	50
100 5 1/2 x 8 sheets and 50 4 1/2 x 6 1/2 envelopes				
409, Frost Parch Blue	2.21	2.21	2.02	1.84
410, Frost Parch Pink	2.32	2.22	2.03	1.85
411, Frost Parch White	2.32	2.22	2.04	1.85
412, Regency White*	2.48	2.38	2.23	2.03
413, Regency Green*	2.59	2.49	2.34	2.04
414, Regency Ivory*	2.59	2.49	2.34	2.04

\*Indicates Watermarked Papers

## Compounds

For Good Inking

**Drying Compound**, Speeds drying, and helps when ink must dry on surface. Also used with reducing or fixing compound for same purpose. Directions on tube. Per tube, - - - **2.72**

**Reducing Compound**, Improves performance of colored inks on large solid areas, such as tint blocks, cuts with solid portions, or whenever mottling, saking or picking occurs. Use with drying compound listed above. Directions on tube. Also slow ink to overcome which seem to dry too fast. Per tube, - - - **2.38**

**Fixing Compound**, Makes colored inks work better on bond papers, sulfaphase, glassine, pyroxylin or any surface on which must dry without penetrating. Use with drying compound listed above. Directions on tube. Per tube, - - - **2.19**

**Kit M**, those three ink mixing help will eliminate many ink problems. Tube of each, - - - **6.92**

**Ink Users Guide** included free with order for inks amounting to \$4 or more.

**Anti-off-set, Anti-picking Compound**, A paste compound which is mixed into the ink to be used for printing white ink, especially on coated paper or cards. Only a very small quantity is used and it can be mixed on the ink plate even on an ink slab. - - - Per can, **2.25**

## Light Mixing and Tinting White

For making lighter tints of all colored or black inks. Not to be used for printing white ink—use Heavy Cover White for that. Quarter-pound tube, **2.67**; 1 lb can, **5.04**

## WITH OUR READERS

### Continuous Production

Between Thanksgiving and Christmas time this past year we kept our 6 x 10 Kelsey going 24 hours a day, 7 days a week. It was operated by what would be called inexperienced help, in five shifts a day, depending on the availability of part time people.

We were imprinting Christmas cards, which because of short runs cut the impressions to an average for the whole period of 241 per hour. However, we only did it for our own retail store, and got our normal margin of profit on the basis of our costs and selling prices.

We are extremely pleased, because last year we ran this kind of work on a large automatic, paid three times as much for labor, got a lot more waste, and not enough more production to make it worthwhile. If you have enough of the right kind of work, you can make money with most any kind of machine.

**Editor's Note:** Any owner of a Kelsey machine up to 6 x 10 in size is in prime position to make money on Christmas greeting card imprinting, as this letter indicates. Many concerns who are in the business in a big way own a whole battery of them, usually 5 x 8's, because the platen size makes for quick gauging and feeding. The same applies to imprint stationery. We know one press whose counter shows over 2,000,000 impressions for that purpose — and it is still going strong.

### An Easy Way to get Accurate

#### Gaging

You can save spoilage on Christmas card and similarly expensive stock if you stretch a sheet of tissue, onion skin or some other transparent paper over the tympan on your platen—and under the balls of the platen, on which you can make an impression. A sheet of the stock to be printed may then be slipped under this top sheet, and moved around until the correct position has been located. Gages may then be placed in the tympan, and the thin top sheet torn off the platen.

### Make Ours Vanilla

To remove lint or imbedded particles from rollers, use a small piece of adhesive tape. It will leave them as smooth and as clean as new.

We use Creme Hair Oil Tonic to lubricate moving parts of the press. It stands up well, and imparts a sweet fragrance, quite unlike machine oil. *B.J.M.*

### The Printer's Helper 3

## THE PRINTER'S DICTIONARY

**Linoleum Block Printing**—The use of engraved blocks of linoleum for cuts, tint blocks, large lettering, (Dance, Ice) etc. The linoleum itself is mounted on blocks of wood to make it type high. Very similar to the wood cuts made when printing first came into existence, and now quite popular among artists for certain types of illustrations.



## Merry Christmas

A Linoleum Block Cut

**Lithotone**—Half-tone made by a special process, in which lines, running one way of the cut, take the place of the dots which in ordinary halftones furnish the face of the cut.

**Live Matter**—Type matter which is not ready to be distributed into the cases, or discarded, either because it has not yet been printed, or because a rerun of it is desired.

**Lock-up**—To lock up a form is to fasten it in the chase so that it is ready for the press. This is accomplished by quoins, chase screws, etc.

**Long Primer**—The name formerly applied to 10 point type.

**Lower Case**—The small letters of the alphabet, so called because in a pair of news type cases, they are placed in the lower of the two positions on the top of the rack. The upper case (caps) occupy the position above. The cases themselves are also known by these terms.

**Low to Paper**—Cuts, type, etc., which are not type high.

**Machine Finish**—A finish on paper produced by the calendar rolls of the paper making machine. Popularly known as "m.f." Not so smooth as super-calendared paper, but smoother than antique or egg-shell.

**Make-ready**—Literally, the making ready of the form for printing by the building up of those parts of the job which appear low in the first impression, and cutting down those parts which are high.

*more next issue*

## DuPont Cellophane

### Moisture Proof

For economical and attractive wrapping of your stationery, cards, and other orders.

Buy your paper and envelopes in bulk (1,000, 5,000, 10,000 lots) and package them in cellophane after printing. You can make up your own stationery combinations and keep costs way down. Packages can be sealed with ordinary Scotch (cellophane) tape. May also be sealed by simple application of heat if desired.

Furnished in one size only—17-3/32 in.—which you can cut as needed to give you the most economical wrapping per order.

Quantities of	25	50	100	500
Prices per	\$5.00	\$4.50	\$4.00	\$3.50
17 x 22 in. Sheets	\$9.74	\$8.34	\$7.63	\$5.45

Ship. Wgt. per 500 sheets, 12 lbs.; 100 sheets, 3 lbs.; 25 sheets, 2 lbs.; 12 sheets, 1 lb.

## 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. (Pubs. 25¢ paper edition.) **\$9.80**

## 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—use for yourself what a difference a touch of color will make in your work.

4-in. tube of each

Many Purpose Deep Red	Special Combination Price <b>\$10.90</b>
Many Purpose Yellow	
Many Purpose Blue	
Special Mixing White	

## Seasonal Cuts--



A1483 3.50



Y-9 1.15



A1481 3.50

## Layout Chart for California 2/3 size Type Case

Easy to read large diagram of the California 2/3-size Type Case. Printed on a 9 1/2 x 12 1/2 inch white cardstock. Can be hung on the wall or placed near-by for reference when setting type. Compartments are all plainly marked to show where each letter is located in the type case. Postpaid in U.S.A. only. **50**

**Bodkin**, tempered steel with handle, .47  
Ship. Wgt. per bodkin, 1/2 pound



## THE KELSEY MAN

### Talks About

Plumbers have their left handed monkey wrenches, and sailors their keys to the anchor watch.

Printers have type lice, which take less time to investigate and keeps the fun right in the room.

A galley full of type—the dirtier and dustier the better—is loosened up as much as possible without piling, and as much water as possible sprinkled into it. The more water it will take without showing it the better. The greenhorn is then asked if he has ever seen any type lice. If he has, he won't show any anxiety to see any more, but if he hasn't, he is invited to peek into the innocent looking galley. Since type handles better when it is wet, there is nothing unusual about its damp appearance. Lice being small, whether type or otherwise, he is urged to get his eye down as close to the galley as possible. When he is in proper position, the demonstrator with a quick movement of the hand shoves the type up tight, resulting in the rapid expulsion of all water, well laden with dirt, from all the nooks and crannies of the type form. The curious one retires in confusion to the wash-room, after he has wiped his eyes enough so that he can see.

Some day a compiler of folk lore will gather together all the similar quaint customs which make life less humdrum in crafts of every description in our country. When he does, type lice will occupy a prominent place in the results of his investigation.

### Make Your Own Stationery Combinations

With printers advertising and selling every conceivable combination of paper and envelopes—sometimes an equal quantity of both, others twice as much paper as envelopes, you may want to specialize on some one or two assortments yourself. Or you may like to have standard combinations, and at the same time be able to vary the quantities for any customer who requests it.

This can be done by purchasing the nearest standard box assortments listed in the supply book, and at the same time extra packages of paper, which may be used to fill out the desired combination. For example, you may want to push a 100 sheet—50 envelope box, either 6 x 7 or Monarch. A 50 sheet—50 envelope box will do it, with addition of 50 sheets. A single package of 500 sheets will thus be enough to build up ten 50-50 boxes to the required size.

Boxes can be eliminated entirely, if you wish, and cellophane wrap used instead. This makes an attractive package. Cellophane sheets are listed in the paper section of the supply book.

### Suggestions

This is directed more to those readers who have made contact with printing or with us in the past six months, but the viewpoints of others are also welcome.

A beginner can usually take a printing press and with the help of the Printer's Guide turn out a very creditable job from the start, but when he looks into the supply book or catalog he has difficulty in figuring out what he wants. How well he understands the descriptions may depend on how quick he is to catch on. But we are anxious to make it as easy as possible, and welcome suggestions from everybody who has any ideas.

Probably the hardest items to make clear are the paper and card cutting charges, with the various parts of a type font, sizes of font and the way extra letters are sold a close second. We have tried innumerable ways of describing these operations, but they all fall far short of perfecting. They can be made simple all right, but only at the expense of fairness in pricing. To simplify them would overprice some items or operations, and underprice others. In the same way it would be fine to get out a catalog with prices, and keep it indefinitely, but the prices couldn't possibly be fair.

Some items are shown in the catalog more than once because we hope by listing them in several different ways their use will be easier to understand.

Every criticism we receive—every suggestion—is gone over very carefully to see if it can be used. Your impressions or suggestions as you make them known to us will get more attention than our sometimes brief acknowledgement of thanks might lead you to think. We're in business to make it easy for you to buy printing supplies, and any complications which prevent that is a source of unhappiness to us. So we are glad to hear from you, and particularly from those who are new enough to printing so that their impressions are not complicated by what they have previously learned.

### 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 7 1/2 x 2 1/2 inches weigh 11 1/2 pounds.

Quantities of	30	100	500	10,000
Price per	80	100	100	100
7 1/2 x 2 1/2 inches	4.38	7.59	7.23	6.69
11 1/2 x 17 1/2	2.85	4.66	4.37	4.20

#### FILE CARD SIZES

Quantities of	500	1,000	3,000	10,000
Price per	500	1,000	1,000	1,000
3 1/2 x 5 inches	2.34	4.07	3.97	3.67
4 1/2 x 6	3.04	5.29	5.03	4.77

## MOUNTIE COVER

No. 436

Blue, Green, Yellow, Ivory

An excellent high-quality stock, strong durable, has an attractive grained, pebble finish. Bright, eye-catching, modern colors. Suitable for menus, programs, folders, covers, greeting cards, announcements, etc. Also all display work which requires beauty and distinction.

Quantities of	50	100	250	500
Price per	50	100	250	500
20x35 inches	\$6.61	\$12.02	\$27.54	\$50.08
13x20	4.99	6.78	14.52	26.04

#### CUT SIZES

Quantities of	250	500	1000	5,000	10,000
Price per	250 <td>500 <td>1000 <td>1000 <td>1000</td> </td></td></td>	500 <td>1000 <td>1000 <td>1000</td> </td></td>	1000 <td>1000 <td>1000</td> </td>	1000 <td>1000</td>	1000
9 x 15 inches	9.40	15.05	26.09	24.78	22.30
6 x 9	5.64	9.40	15.15	14.97	12.38
4 1/2 x 6	3.58	5.84	9.29	8.92	8.03

Table quantities show which way grain runs.

### Raised Printing Unit



This Raised Printing Unit is large enough to handle sheets up to 12 inches wide. For use on 110-120 volts A.C. or D.C. Cannot be used where there is no electricity or on any other voltage.

Unit, only, with 6-foot cord, **\$31.76**  
Outfit, consisting of: Unit (as above) plus 4-oz. tube each of Bond Black, Red, Blue inks; a tube each of Gloss and Dull compounds. **\$2.05**

#### Raised Printing Compounds

Gloss or Dull tube, **\$1.96**  
1/4 lb., 2.80; 1/2 lb., 4.68; 1 lb., 7.80

Use Bond Black or Many Purpose colored inks with Gloss or Dull compounds.

Bronze or Aluminum tube, **\$2.32**  
1/4 lb., 3.32; 1/2 lb., 5.34; 1 lb., 9.24

Orange Ink, for bronze or aluminum comp. 4 oz. tube, **\$3.09** 1 pound, **\$8.84**

### A Favorite For Stationery ---

#### NEW YORKER

No. Large Font CAP Font Regular Font 99-10 10A 50a 212.00 15A 25.00 6A 17a 25.20

GRAND MARCH to the accom 4

No. Large Font CAP Font Regular Font 99-12 17A 60a 16.30 17A 25.75 4A 15a 26.40

SATURN and Jupiter shine 4

No. Large Font CAP Font Regular Font 99-14 14A 60a 17.30 14A 25.45 4A 15a 25.75

RED FOX jumps over \$5

No. Large Font CAP Font Medium Font 99-18 9A 27a 17.50 9A 25.55 4A 15a 25.80

Sunrise Services held 7

ABCDEFGHIJKLMN O P

QRSTUVWXYZ & abcdefghijklmnopqrstuvwxyz ; : . - ' ! ?

\$1234567890

The New Yorker in New England type.

### 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 5,000 10,000  
Price per 500 1,000 1,000 1,000  
No. 63, 2 1/2 x 5 1/2 81.30 85.44 85.27 85.10

Boxed in 100's—you can assort colors in units of 500 (1000, 1500, 2000, etc.) to obtain quantity prices.