

WHAT TO PRINT AND HOW TO PRINT IT

No. 443

1776 Bicentennial 1976



Cut No. D583 \$3.50

The PRINTER'S HELPER

The KELSEY COMPANY

Meriden, Conn. 06450

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

Cost Systems

A reader of thirty years' standing, G. K. Congdon, posing the questions in the Helper about figuring costs, has given us the benefit of his long experience. We greatly regret that we are not able to publish it all in our limited space, but what follows should enable the seriously interested printer to take advantage of our reader's long experience. There are dozens of ways of keeping costs and making selling prices. We hold no brief for this or any other system, but pass them along for our readers to evaluate for their own needs. . . . His story follows.

I have my own system of costs, which I have never seen in any other shop, also, naturally, and even after thirty years, I think it is the best.

I felt that variations in the cost of stock made it advisable to keep that item separate from labor and overhead expense, so I began to work up two tables—one for stock, one for labor and overhead, which could be added at the time of figuring the actual cost of a job. When costs change, I make up new tables.

First I list all the kinds of printed forms I am able to produce on present equipment—stationery, cards, labels, etc., in the various kinds and sizes. Letterheads will be divided into six classes, depending on how much work is involved in them—other items classified in the same way.

A separate table of all quantities from 100 to 10,000 is made up for each class. About twenty tables were about all I had at start with my original equipment, and new tables were added as we did more diversified work and had the layout to take care of it.

To figure a job, we pick the table which applies to it for time and overhead expense, then take the table which gives stock paper

(Continued on page four)

Operating A Job Printing Business

Many people hear and use the phrase "job printing" without really understanding what it means, although they may have a vague idea. It is really printing miscellaneous work, as contrasted with magazine, newspaper and other specialty work. In other words, a printer of specialties of any kind, even if it is strictly speaking, not himself to, is, strictly speaking, not a job printer. A job printer is, then, a general printer, and probably a good share of Printer's Helper readers, when they start out, if they print for others, begin as job printers.

At the outset it may be just as well to realize that there will be some jobs which, because of their size, or some other complication, may be inadvisable to tackle. If the job means more money put in for equipment than you can get out, you should consider carefully what the prospects are for getting more of the same kind of business, so that you can profitably use the material again. Probably most of the additions to your outfit will be made in that way—as the need for them arises. You will probably want to make your business pay for such additions, anyway. You may start out at first with enough to take care of stationery, cards, and some simple work, but as time goes on, you will add and be in a position to do bigger and more complicated work.

Suppose you do start with several fonts of type. Stationery, cards, and tickets can be done with the same styles, so you will probably go after that kind of business at first. Stationery is used by nearly everybody, both personally and for business purposes, so your field is everywhere. In any normal locality there are innumerable functions that require tickets. Every church, every lodge, club, and school has entertainments which require tickets, and if you keep in touch with the officers of various organizations, both those that you belong to and those you don't, thru friends, you will find it possible to get a lot of ticket business. In addition to the stationery, cards and tickets, you can handle billheads and statements. If you feel that the type you have is too small for such work, the addition of one or at the most two larger styles will take care of you, and if you have been doing the smaller work, you will by that time have done enough business to pay for the bigger type. Billheads and statements are furnished with all the ruling on them, so that even though your press is not as big as the billhead or statement itself, you can turn them out as well as someone with bigger equipment.

From such work, with what type

you have, it will be only a step to printing such other work as index cards, labels, post cards, advertisements, notices, and similar work, even though your press is one of the smallest. Index cards already ruled can be purchased, and if you want other ruling, a little brass rule, either with or without a font of quad rule, will probably fix you up.

By this time, if you bought a 3x5 press, you will probably have done enough business so that you will be both ready and able to turn it in toward a 5x8 or larger press. The other material you have acquired will be used with your new press, so that you will have lost nothing by providing for your future needs as far as possible. The contacts and connections you have made in selling stationery, cards, etc., will bring you larger work. Circulars, menus, notices, and a score of other things will be within your capacity. As different and larger jobs come along, you will add to the variety and sizes of your type. The work you do must and will provide you with the money for the items you need to increase the size of your work. How far you go will depend entirely on yourself. However, before getting really big equipment and a downtown location, remember that responsibilities increase with the size of your business, and that big volume doesn't necessarily mean big profits. You may be much better off with small equipment, no rent and no payroll, than bigger, with an overhead and monthly payments which must be met no matter what. A one man establishment makes a man truly his own boss, but when he gets a big machine "on tick" or ventures out still further, he often finds that he is working, not for himself, but for the man who sold him the machine. That, however, is up to you. Decide in your own mind whether or not you want to expand indefinitely, whether you want greater responsibility, or whether you will enjoy life better and be better off in the end if you limit yourself to that which you can easily do without outside assistance. It depends on your own temperament. You will want to ask yourself the same question before you change from spare time to full time printing. There is a very definite field for the man with small equipment, either part or full time. Growing big means losing the advantages you yourself now have over your present bigger competitors. In either case you can probably call yourself a job printer, and if you choose your course wisely, your life will be an interesting, profitable and satisfying one.

Wicksham Quoins and Keys
will be available after July 1st.

See next page for prices.

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

Imprinting Circulars and Envelope Endosures

Some people call them envelope stuffers, and they may do so accurately describe much of the material optimistically gotten out and used by some firms. However, it is not term for a printer to employ, and if they are properly printed, and used with discrimination — not used to "stuff" with, in other words — they will be of value in building up any firm's business. Envelopes, by the way, should not be "stuffed" anyway — most people will read one, two or three pieces, more than that is waste and spoils the effect of everything.

This time, however, we are not taking up the preparation of mail enclosures, but are considering the imprinting of the very attractive pieces which many manufacturers furnish dealers handling their merchandise. Nothing so detracts from a good looking often fairly expensive enclosure so much as the slipshod way in which the dealer's name is frequently put on it. Sometimes the merchant receives the circulars with the place for his name blank. He may have that printed on, but more often he rubberstamps them, not only detracting from their appearance, but belittling the importance of his store and business. Some far sighted manufacturers realize this, and supply the circulars with the dealer's name already on them. Some partly realize the obligation by doing a sloppy job of imprinting on an otherwise good circular. However, there is a growing realization among both manufacturers and merchants that a good imprint, in type harmonious with that on the circular, is just as important as spending a lot of money to get the circular out in the first place.

There are several ways in which you can benefit by this business. Obviously the most important is to check up on manufacturers, both large and small, find out what they are furnishing dealers, and get a chance to show what you can do. Nearly every manufacturer, even the smallest, who sells through dealers or salesmen, has one or more mail enclosures which are either imprinted or have places left for imprinting. A neatly imprinted job will go far to assure the use of these circulars as they are intended, instead of being tucked in the corner of a back room, and eventually thrown out.

Imprinting in big places amounts to a nice business in itself. The price is modest, but the volume is decidedly attractive.

Each name change means a new charge — in other words, if the manufacturer has 10,000 circulars, 500 each with 20 different dealers' names, he pays a separate charge for each, not the ten thousand price.

In addition to the manufacturer,

THE PRINTER'S DICTIONARY

Nonpareil—The old name for 6 point type, and, with the pica and the agate, the only other names surviving after the introduction of the point system. Very often used, particularly by older printers, to designate 6 point measurements.

Numbering Machines—Automatic devices for printing duplicate, consecutive, triplicate numbers, etc., on printed matter. Hand numbering machines operate as the name implies, by hand, typographic numbering machines are put into the form in the chase, and the pressure of the platen against the figures makes the impression, at the same time furnishing the power to change the number in readiness for the next sheet. Numbering machines should not be confused with counters, which keep a record of the number of impressions without contact with the sheet or type.

Nut Quad—En quad.

Offcut—Scraps of paper left after cutting or trimming.

Off Its Feet—When type does not stand squarely on its base, it is off its feet. If the line of type is properly spaced, neither tighter nor looser than any other line, and is properly planed (smoothed or tapped), this will be eliminated. Type off its feet usually prints on one of its sides and not the other.

Off-set—If for any reason, an impression of the printed form appears on the back as well as the front of the sheet, it is off-set. This very often comes from laying sheets one on the other when the ink is so damp that they transfer to the back of the next one.

more next issue

you can work with merchants who receive circulars and show them what you can do for them in imprinting. A circular well imprinted is changed in appearance from the manufacturer's to the dealer's own. If it isn't properly imprinted, it advertises the manufacturer's product and leaves the dealer out. Mail enclosures come from many different sources to the merchant, and oftentimes several lots can be imprinted at once. The chances are he has plenty lying around now which could be put to work for him if he had his name on them. Offer to keep his name and address in type, so that you can take care of future circulars — it will not tie up much type, it will cut the cost, and will help to get and hold the business.

In many localities imprinting can be made into a sizable specialty business by itself, and nowhere is it so well taken care of that you can't get your share if you look around a little and make a play for it.

WEDDING SETS for weddings, graduations--



Vellum finish stock 4½ x 6 (folded size) which fits into the envelope without further folding. Each cabinet contains 62 sheets, 50 tissues, 50 inside envelopes 4½ x 6½, and 50 outside envelopes 4½ x 6½. (5½x4¾ panels).

Cabinet No. 21 (white) **3.25**
Cabinet No. 22 (ivory) **3.45**

Embossed wedding and announcement folders, 50 paneled flat style (folded size 4½x6½) 50 outside envelopes size 4½x6½, and 50 inside envelopes 4½x6½ with ungrammed flaps.

Cabinet No. 20 - - - **3.38**

White vellum, unpaneled, flat style, 50 sheets (folded size 4½x6½, 50 outside envelopes size 4½x6½, 50 inside envelopes size 4½x6½ with ungrammed flaps. **Cabinet No. 23** **3.26**

Bridal Book Sets

White vellum stock, with round corners, embossed flower design, words "Bridal Book" embossed in gold letters on front. 62 embossed sheets 4½ x 6 inches (folded), 50 inside envelopes 4½ x 6½, and 50 outside envelopes 4½ x 6½ inches. **Cabinet No. 27** - - - **4.38**

No. 28 Spanish Announcement, white vellum, embossed flower design, with words "Nuestra Boda" embossed in gold letters on the front. **4.15**

No. 25 White vellum stock, comes with design of two wedding bells embossed on pink background on front. - - - **5.27**

Announcements: Lots of 10, 5% less above prices.

File Card Sizes

Quantities of	500	1,000	5,000	10,000
Price per	.40	1.00	1.00	1.00
Lite-White (ristal face description page 1-4)	2.05	4.23	4.03	3.85
4 x 6	3.16	5.50	5.24	5.38
Medium Colored (description page 3-4)	2.90	5.13	4.87	4.68
4 x 6	3.85	6.67	6.33	6.12
Ship. Wgt. per 500, 3 x 5, 4B; 4 x 6, 6B				

QUOINS

Excellent chances are furnished with screws and chase irons, but many prefer to use quoin.

Quoins, Hempel the most popular of all quoin, per set of two pieces, - - - **.98**
per half-dozen, - - - **4.65**
per dozen, - - - **7.72**

Hempel Key Wrench - - - **2.27**

Widjet Quoin (screw-type) minimum plated, case has four holes by which it can be easily turned with a nail or iron rod. Minimum thickness ¼-inch, maximum ½-inch.

□ each, **1.80** □ six, **6.85** □ doz. **11.90**

Wickersham Quoin, extra fine, a sure, safe lock, each, - - - **4.00**
per half-dozen, - - - **16.00**
per dozen, - - - **36.00**

Key Wrench, for above, - - - **6.00**



Line Gauge, for all printers' measurements is made from heavy polished metal—very fine and easy to read, graduated on one edge to pica (12 points) and ½ pica (6 points), and on the other edge to inches. **No. 2**, 12 inch. **2.95**

WITH OUR READERS

Hex-Socket Screws for Locking Forms

From a reader:

This reader likes midget quoins for locking forms, especially in small chases—calls them "a must" in fact. However, for many purposes he uses chase screws, and he likes them at both ends. He has drilled and tapped them that way, and uses socket set screws, with their hexagonal slots to take a socket wrench or key.

A number of readers have mentioned using them for chase screws. Mr. W. L. Reeve says "half dog point screws should be used, rather than cup-point to eliminate cutting into the chase iron or strip."

Screws at both ends of the chase may be helpful under certain conditions, but if they are used, considerable care has to be exercised to turn them up so that they do not result in a crooked form. The normal way to lock a form for straightness and register is to squeeze it up against the sides which have no screws or quoins in them. Having two fixed sides, gauge pins may be set, and if the form has to be taken out for changes or corrections, it can be relocked without disturbing the gauge sides.

Our correspondent also remarks that when he is short of leads, he alternates pieces of cardboard of the same thickness with metal leads, one lead to next line on cardboard strip, etc. This alternation keeps the form from being too weak. He stresses that this is just for emergencies.

CB Radio and QSL Cards

From another reader:

Good business exists for the printer in QSL cards. QSLs are exchanged by amateur ("Ham") radio operators as a confirmation of a contact between them.

QSL cards vary slightly in dimensions, but usually are about post card size (Kelsey's L). They are often printed on colored or glossy stock such as Medium Colored Bristol, Glossy Post Card or our Lustra Finish Card. The front of the card contains the call of the station in very large type such as #560 and #160 wood type in combination. Also on the front will be found the name and address of the station operator.

A line etching or even a half-tone of the station and operator is sometimes also used. A form for giving a report of the station's signals is needed and this may be on either the front or back of the card. If you print it on the back,

be sure to leave room for addressing the card.

More information on the wording of the report form may be obtained from the American Radio Relay League, 38 LaSalle Road, West Hartford 7, Connecticut.

These cards have been a good source of income to me and I would like to have others know about them too. I have been reading the Printer's Helper regularly, and enjoying it a lot.

Ink and Paper Color Combinations

A reader asks about the best colors of ink for various colors of paper. He encloses a list of recommendations which he read somewhere, with requests for comments.

It goes without saying that white paper will handle any color satisfactorily with the possible exception of yellow, for type matter. For tints even yellow is workable.

On yellow, the list recommends black or red. Black is particularly good, as it also is on orange.

Black on yellow is often given a better visibility rating than even black on white, and is used very frequently for motor license plates, or its reverse, yellow on black, for that reason. We would be inclined to put dark blue or dark green well up on the list for yellow paper, also.

Printing satisfactorily on black paper is exceedingly difficult, and should be avoided where possible. Otherwise, yellow or white ink should be used. It is often necessary to run the job through the press twice to get enough color on for a good job. The same comment holds good for dark blue. Light blue will take black best, although dark tints of other colors can be used.

Dark red is also a difficult color

to use. White or yellow inks are about as good as any for it. Lighter red will take black. When you get to pink, we should add dark green as acceptable, although some may not agree.

Dark green likewise requires yellow or white, but lighter shades will take red, orange, brown and dark green ink.

Brown takes much the same colors as orange or yellow.

There are, of course, standards of appearance or taste, and of visibility to observe in using colors, and they don't always coincide. In the above recommendations, we have tried to reconcile the two as far as possible.

Glossy Post Card

For all kinds of smooth finish work. Coated (enamel finish) on both sides so that fine half-tones or other cuts can be printed on either side. Good for all kinds of picture or post card work.

Quantities of	12	50	100	300	400
Prices per	\$2	\$5	\$10	\$25	\$30
17½x23 "	9.42	17.14	18.53	15.56	
11½x17½ "	5.40	9.57	9.16	8.78	

Post Card Size

Quantities of	300	1,000	5,000	10,000
Prices per	\$10	\$30	\$100	\$150
3½ x 5½ inches	9.22	9.68	8.02	8.18

Pinecraft and Mulberry

Card, Cover, and Melt Stock

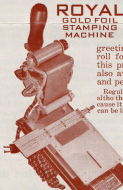
A beautiful novelty stock for covers, programs, menus, business cards, etc. Looks like beautifully grained wood, but prints as easily as ordinary paper or card. Handy stock sizes listed below, or cut to your order. 1000 sheet/size 30 x 36 inches weigh 300 pounds.

Quantities of	25	100	200	500
Prices per	\$5	\$10	\$10	\$16
30x26 inches	20.48	21.50	22.28	20.48
11x17 " "	12.58	12.56	12.32	15.48
10x13 " "	7.56	13.40	13.18	11.08

Grain runs "D"-inch way "D"-inch way
Ship Wt. per 100, 20 x 26, 28 lbs.; 12 x 20, 13 lbs.;
10 x 13, 7 lbs.

Real Gold Leaf Printing

**ROYAL
GOLD FOIL
STAMPING
MACHINE**



\$165.00

with complete outfit → **193.00**

Ship. Wt. 16 lbs. Type holder, 1x2½ in. if you wish.

Here is a low-priced machine made especially to handle genuine gold-leaf and metallic foil imprinting on match books, napkins, stationery, playing cards, coasters, greeting cards, etc.—with the foil in handy roll form, everything necessary to handle this profitable business. Attachments are also available for stamping fountain pens and pencils.

Regular printer's type can be used in the machine, also the special Dura Type listed is recommended because it is longer wearing for the purpose. Small cuts can be imprinted, too.

A "Natural" for Any Printer

Make arrangements with merchants in your vicinity to take orders—you can fill them. There will be money in it for both of you. Liberal profit on this kind of work. Many stores mark up stamped merchandise at three times cost.

The machine works on 110-120 volts AC or DC, and the heat is thermostatically controlled to give the correct temperature for efficient stamping. Gold or metallic foil is automatically fed thru the machine with no waste. Easily set and type fits in simple holder. In fact, you can make up and finish an order while your customer waits.



THE KELSEY MAN

Talks About

Neatness and Order Pays

Every so often we catch ourselves in a schoolmasterly frame of mind, and this is one such time. A place for everything and everything in its place is just plain good sense, because it saves time, and time is the biggest single item of cost in almost everything. Not only that, but we are inspired to comment on this by the complications which we see every day in handling orders. Everything in its place applies to catalogs, price lists, the Guide, the back issues of the Helper and such things just as much as tools, type, and other equipment. If this is done, and the old price lists and catalogs destroyed when new ones come in, there will be less chance of misunderstanding about prices and delays in filling orders. Of necessity we ourselves keep on our record of your purchases, the kind and date when catalogs or price lists are sent, together with Printer's Helper issues. Then, when you order, if we find you have not up-to-date information, we can send it to you.

With all this data at our own fingertips, when an error comes in, evidently made but from an old catalog or list, we are up to a tree, because if we hold the order and write about it, we may delay important printing jobs, and cause much trouble. On the other hand, if we correct the prices and send the order collect for the balance, we may bring heavy wrath down on our heads. We've done both ways, after carefully considering what few facts we may have had before us, and we've received some compliments, but just as many brickbats.

Even with the best of orderly habits, changes get by in these uncertain times, so a hint from you as to what we should do in cases of change will help us, and may save you much trouble. If the order is a rush one, you can tell us, and we'll make the necessary changes, if any. If no rush, and you had rather that we write before shipping, we'll be more than glad to do it.

Once in a while we receive shipping instructions which read "ship quickest and cheapest". Usually the quickest isn't the cheapest, so we are thrown back on our own judgment, with probabilities of complications. "Ship best way" is another one which often has us worried. Remember that we don't want to lose our friends and customers by doing the wrong thing, and you can appreciate our frequent predicaments. Normally we will ship the cheapest way unless otherwise specified, and which is cheapest will depend on size and shape of package, as well as dis-

tance. The cheapest doesn't necessarily mean the slowest, of course, because often parcel post or express is both quickest and lowest in cost. "At once," to us, means prompt service, via the cheapest route unless otherwise directed. On the other hand, "Rush" calls for something faster than freight, unless freight is marked on the order.

We've wandered a little off our subject of neatness and order, but we hope we've given a different twist to the usual arguments for it. We don't expect to reform the printing trade, nor any great part of it, but we'll guarantee that any printer who does start to keep his establishment up to snuff, with his catalogs and price information in good order, will reap some unexpected benefits from it. Those of you who keep everything shipshape don't know what troubles you've missed.

Cost Systems (Cont'd)

prices, and add the two together.

Practically all our tables are based on actual time required to do jobs in our own shop. I timed myself on several similar jobs. As for paper and card stock—I use the price of a package of paper, plus transportation to me, plus 25% to cover handling, spoilage, over-runs, etc., which from my experience seems about right.

Having these tables also helps to stop arguments about prices. If the customer sees the figures in the tables he will, in 99 cases out of a hundred, be satisfied. Editor's Note: Mr. Congdon's labor and overhead expense tables are in dollars and cents, which require changing whenever rates are changed. The more common way is to use time tables for labor, which can be easily multiplied by the going labor rate to get the price. He does not say how he arrived at his overhead expense figure (to cover heat, light, power, taxes, depreciation on equipment, etc.) but the most usual way of covering this is to estimate such costs for a year, figure out what percentage this is of total costs on a year's business, and add that as a percentage of the individual job or estimate.

It is important to understand that no matter how costs are figured, the chances of two printers arriving at the same price are almost zero. In another article sometime in the future we will take up this angle of pricing. Meanwhile, be sure you keep a close watch on your own costs, and a record which you can use in making future estimates when needed.

Playing Card Indicators No. 1



90 each, set of four, (1 of each) 1.70

Beacon Hill

For wedding invitations, Stationery, tickets, announcements, graduations, Christmas cards, reception cards, etc.

No. Large Font Cap Font Regular Font
91-12 12A 41a 51B-50 13A 16.05 4A 14a 16.45

Quick Red Fox jumps over 12
The lazy brown dog yonder? 369

No. Large Font Cap Font Regular Font
91-14 12A 41a 51B-15 12A 16.75 4A 13a 17.85

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

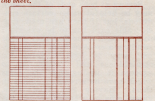
No. Large Font CAP Font Regular Font
91-18 8A 28a 31B-50 8A 21.50 4A 14a 10.25

The Quick Red Fox
Jumps over the lazy 47

No spaces and quads with N, R type

Billheads and Statements

Ruled Heading, White Bond Paper
Pictured below are two styles of statements.
Billheads have lines running the other way of the sheet.



Style A—Ruled complete with vertical and all horizontal lines for use with pen and ink.
Style B—Ruled with column and bend lines only, for typewriter use.
Be sure to state style wanted when ordering.

BILLHEADS

Quantities of	500	1,000	5,000	10,000
Prices per	500	1,000	1,000	1,000
● Size, 8 1/2 x 14 1/2 in.	\$4.21	\$6.99	\$6.72	\$1.50
Four, 8 1/2 x 7 "	4.20	7.09	6.82	6.60

STATEMENTS

Standard, 8 1/2 x 14 1/2	3.89	3.84	5.08	5.58
● Midgl., 4 x 6 1/2 in.	2.30	3.81	3.09	3.86

● Not made in style B

California Type Case



California type case, two-thirds size, 16 1/2 x 21 1/2 inches. The capital letters in this case are kept in two rows at the top, separate from lower case letters. Style L (wood lip) shown, \$2.50
Style C cabinet-front type case, \$3.60

Gold Ink

Mix when ready to use. Directions for mixing on each container.

4-b (1/2 varnish 1/2 powder),	54.58
4-b varnish only,	3.10
4-b powder only,	4.50