

What To Print and How To Print It

The Printer's Helper

No. 449



Cut No. A59 2,50

The Kelsey Co. Meriden, Conn. 06450

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

Business Cards

We have had several letters from readers regarding business cards, asking for suggestions, both as to form and the method of obtaining that sort of work. As a preliminary to such a discussion, it might be well to remind those who are looking for information that anything which has hitherto been published in *The Helper* about getting business applies with equal force to cards; also, that many customers will have their own ideas about what they want on their cards. We will therefore endeavor to avoid repeating as much as possible, and would advise those particularly interested to review the back numbers of *The Helper* which they have. And, of course, if the prospective card user has different ideas from ours or yours as to how he wishes his cards, humor him unless they will look so outlandish that you will be ashamed to admit printing them. You may be able to make some suggestions to him which will materially improve their appearance without antagonizing him.

Business cards are divided into a number of different classes. Most firms supply their travelling representatives with rather plain cards, showing the name of the firm, and the name of the salesman. Sometimes there is considerably more on them. Just for the fun of it, let's run thru a bunch of salesmen's cards, and see what is on them.

The first one we will examine is used by an insurance bureau inspector. The card stock is a smooth business bristol, and is set in six point sizes of Copperplate Gothic, the largest for his name, which is in the middle of the card, with the words "Insurance Engineer" directly underneath. Down in the left hand corner, in slightly smaller type, is the name of the organization which he represents, and in the lower right hand corner, in still smaller type, the address. That is a very common form of card in

all lines of business. The smaller sizes of 12 point Copperplate Gothic may be used for the name, but we don't advise it.

The next one is a vellum finish card, with about the same sizes and kind of type, but the middle of the card is occupied by the name of the firm, the products it manufactures, and its address. The salesman's name is in comparatively small type in the left hand corner.

Another card follows number one, but shows the firm's telephone number in the upper right hand corner. That is quite a favorite place for telephone numbers, and they are found similarly situated on many cards, also on occasion they are moved to the left, or to the bottom in either corner.

Here is a railroad freight representative's card, with the seal of the railroad in the upper left hand corner, with the name and address in stepladder form (as it is used on an envelope address), the name being centered. The address runs down into the right hand corner and is balanced by the name of the railroad in the lower left hand corner. The upper right hand corner is very commonly used for a seal, monogram, or sometimes a small picture of one of the company's products. Sometimes it is in black, as is the balance of the card, but more often it is in red, blue, or some other color.

Next is a card with the salesman's name in the middle, and all the rest of the information in the lower left hand corner—firm name, address and telephone number. Everything is in Copperplate Gothic, except the firm name which is in Steelplate Gothic—the two largest sizes.

From the above description you can see that almost any form is permissible, and that Copperplate Gothic is the ruling style, although others are occasionally used. Now let's look at one or two which are not quite so common.

Here is one in black and red, with pictures of the company's products taking up nearly the whole

card. The name and address are at the bottom. Another has a very artistic picture of the factory occupying the center of the card, and only the representative's name in the lower left hand corner. You have to recognize the card or wait for the salesman to introduce himself to find out what he is selling.

There are other cards in buff, grey, blue, brown and other tints, with some in odd sizes, both much smaller than the average, which is size "C." Those who do not want Copperplate Gothic may be set in Caslon, Goudy Old Colony Bold, Goudy Old Colony, Steelplate Gothic, and about every other face in the catalog is represented, except the script or Old English, which nowadays seem to be reserved more for personal cards.

Some sort of cut or emblem either in black or preferably another color makes a very attractive addition to any card, as is evidenced by the many samples using that treatment. If you are making cards for a manufacturer or his representative, you can not obtain a small cut from him, or have one made. If, however, it is for a retailer, or for someone whose services are for sale, you will find the special card size business cuts listed in the catalog or cut circular a great help. The larger size of the same variety may be used on stationery, thus tying up with the rest as a sort of trademark, which may likewise be used on bills, statements, blotters, etc. This will help you get more work, both because a two color job will cost more, and if you have the cuts, he will come to you for the other printing. If price enters into it too strongly to make it two colors, you can quote on all black and the only addition will be the cost of the cut for the first time. If you were to pay for a special drawing and engraving, these business cuts would cost you at least ten dollars apiece, but you can restrict the use of any one cut to just one man in town and he will thus have an exclusive trademark as far as he is concerned.

As explained in the first of this article, card business may be obtained in any of the regular ways described for other printing previously. In the case of salesman, the company sometimes supplies a standard card for all its representatives, only changing the name, and in others the salesman buys his own cards, either paying for them himself, out of his own pocket, or putting them on his expense account. Sometimes the company supplies the standard card and has the salesman get his own name put on himself. In all cases there is a chance for business or you, unless engraved cards are used exclusively, and when they are, the representative's name is often put on in regular printing, either flat or by plateless embos-

(Continued on page three)

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

Westminster Text

Sometimes known as Goudy Text, this face is by the renowned type designer, Frederic W. Goudy. In describing its design, he said, "For my new type I wanted a letter that would give me the solid effect of that famous Gutenberg (Bible) letter . . . its first appearance was on a Christmas Card . . ." This gives a clue to one of its best uses — for greeting cards, but you can extend it to stationery (especially the initials), programs, church work, bookplates, and in many other places where an old english (text) face is in order. It is also a favorite for diploma titles, graduations, citations, etc.

It has a lot more character than the mechanically perfect, but less interesting, so-called old english faces.

Turning out an uncommon greeting card with ordinary type faces seems to get more difficult each year. Westminster Text gives you new opportunities. Many customers, not knowing much about printing or type, are uncertain of what they want, or unable to describe it, but when they see this type on a greeting card or piece of stationery they will recognize that elusive something, and be happy. By all means, have the ordinary stuff, too, but be ready for those whose tastes are above the average.

A Convenient Rest for Your Composing Stick

Perhaps you have set a number of lines in your composing stick—or nearly filled it, and find it necessary to lay it down to cut a rule or some leads, or for some other good and sufficient reason. You hunt around to find a place to put down the composing stick on an angle, so that the type will not tumble, or pl. If you set it on a block of wood, it may jar down, and cause you all kinds of trouble.



A handy composing stick rest

An easily made wooden rest will prevent all that trouble. Two or three pieces of wood an inch or more thick, three inches long and two inches wide, or a couple of pieces of two-by-four of the same size, nailed together, and cut on an angle as shown in the illustration, will make a rest which, if it saves just one accident, will more than pay for the few minutes it takes to put it together. You can fasten the rest to a bench or table in a convenient place, or if you do not, fasten the pieces to a board so as to make it movable.

THE PRINTER'S DICTIONARY

Pick—Sometimes very stiff ink will cause minute pieces of paper from the sheet being printed to tear away and stick to the type. This is called picking. Coated paper is particularly susceptible to picking.

Picking Sorts—If you run short of any letter when you are setting up a job, and take them out of some other job which you have set up, you are "picking sorts."

Pick-up—Type and other matter all set up from another job, which is used on the job in hand.

Piece Accents—Accents made on a separate piece of type from the letter, so that they may be fitted over the top of letters which cannot be supplied with the accent and letter on one body. These are piece accents. *À Á Â Ã Ä Å Æ Ç È É*

Piece Fractions—Fractions made by putting together two or more pieces of type. These are made particularly for fractions not commonly used, $\frac{1}{4}$, $\frac{1}{8}$, $\frac{3}{8}$, etc., or common fractions, hence are made on one body, but 16ths, 32ds, 9ths, etc., are so seldom used that it is necessary to make them from separate pieces. *$\frac{1}{2}$ $\frac{3}{4}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{9}{16}$ $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$*

Platen—That part of printing ink which furnishes the color.

Pinmark—Mark on the side of a piece of type, either to show its size in points or indicate who manufactured it. No longer used.



Planer

Planer—A block of wood with one absolutely smooth, flat surface, used in smoothing (planing) down the surface of a form (of type cuts, etc.)

Planography—Printing by offset, a branch of lithography.

Plate—Any kind of cut, electro, halftone, etc., or solid metal faced printing surface. For instance, an electrotype of a type form, or of a combination type form and cut is a plate. Forms made up of type, linotype or other slugs are not themselves plates, altho plates may be made from them.

Plate Finish—Smooth finish on paper or cardboard.

Plateless Embossing—A method of making regular printed work look like plate embossing. Also called raised printing and thermography.

Platen—That part of the press on which the paper is placed for making the printed impression. The building up of the impression, both thru impression screws and make-ready (spots of paper) is usually done on the platen. The paper packing on the platen is called the tympan.

Westminster Text

No. 97-14 Regular Point, 6A 10s \$7.35
14 Point Large Point, 14A 32s 19.05
Case, 14A \$7.10 Lower Case, 25s 9.65

City Savings Trust Assn. 14

No. 97-15 Medium Point, 4A 10s \$10.70
18 Point Large Point, 9A 32s 19.60
Case, 9A \$7.35 Lower Case, 25s 9.65

'Twas the Night be 18

No. 97-24 Medium Point, 3A 4s \$12.55
24 Point Large Point, 6A 10s 23.10
Case, 6A \$8.80 Lower Case, 10s 12.15

Come unto Me 24

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

& abcdefghijklmnopqrstuvwxyz

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Pad-Ezy

A cold-applied, white or red ready-for-use flexible cement for padding and general book-binding work. Can be thinned with water and is more economical than ordinary adhesives. Easily applied with a brush and dries in 30 minutes. It is strong and flexible, not affected by weather and is not inflammable. **pt. \$2.40 qt. 3.65**

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 10M

Prices per 500 1M 1M 1M

No. 63, 2 1/2 x 3 1/4 \$3.05 \$6.08 \$6.89 \$5.70

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

Modern Ornaments & Decorators

You can use these cuts on all sorts of printing—to fill an otherwise empty space or to brighten an all type setup.

Type cast (metal base) for extreme accuracy
FONT "C" (11 different pieces) \$10.85



Single cuts, 2.35 each

WITH OUR READERS

Interchanging Choses, And Dressing Down Type

"We have two presses, one 6x10, and one 5x8. One of the 6x10 chases has been cut out so that we can insert a 5x8 chase in it if we happen to have a form in a 5x8 chase which we want to run and do not want to take another form out of the 6x8 press, or if we do not want to take the form from the 5x8 chase.

"In one of The Printer's Helpers, I noticed a hint on using sandpaper to dress down type that has been requested up for some reason or other. No matter how fine the sandpaper, it will leave marks on the type, but fine valve grinding compound such as used on automobile motors can be used, with a piece of glass."

From M. W. Phetteplace:

I keep some Printoclene in a Windex glass cleaner bottle with a sprayer. This places the cleaner just where it is needed, and in the right quantity.

On a lot of my work I set lines, with an em quad at each end to avoid having thin characters where they may drop off. This requires making the lines that much longer.

Editor's Note: Other readers have suggested squeeze bottles of one kind or another as good receptacles for liquid cleaners, and very probably others are using them as well.

Type Case Stands For Drying Racks

One reader finds that his type cases in their stand make excellent drying racks. Simply spread the newly printed job on as many type cases as your work demands. You will find that there is a one inch clearance between cases, so that you can use them as shelves for drying your work, and at the same time keep your printed matter clean.

Business Cards (Cont'd)

Don't fail to have some nice samples of plateless embossing cards to show prospects. Quote on flat and embossed printing—you will often get the better job.

Card printing is accepted by many large printers, but very seldom gone after. You can get a lot more by going after it—always with good looking samples and prices.

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College and School Printing

The increase in the number of colleges, as well as the enrollments of existing ones, and of schools and academies gives every printer in a college or school town greater opportunities. More schools and more students mean more organizations, more activities, and more printed matter needed. Personal stationery is a big item all by itself.

Opportunities for students to put themselves through college are greater as well. We will not dwell on this at present, since those readers who are helping themselves that way are probably doing all they have time for.

While some of the larger universities and colleges have printing plants, the percentage of school printing they do varies, and is seldom 100%. Aside from routine printing required by the educating organization itself, there are any quantity of student activities whose printing needs can be filled by any independent printer if he will only circulate around and find out what they are and where they are. Such work is almost never done in the school or college print shop, even if there is one. As can be discovered in innumerable other situations, many items which can and should be printed are reproduced some other way—mimeed, duplicated, even typewritten—because those in charge of obtaining them are thinking in terms of cost if bought from a large establishment with plenty of overhead. If they could find out how economically you can print, the jobs would be yours.

If you are on the campus, make it your business to find out what is going on, and be right there with printing offers and suggestions. If you are in a city or town where one or more colleges or schools are located, hook up with a livewire student, or students, who can produce the business for you on a commission basis. You want the work, they need the printing, and students are looking for some money to keep themselves in school. It's a make-to-order situation for you people to get together and benefit each other.

W	V	U	T	S	R	Q	P	O	N	M	L	K	J	I	H	G	F	E	D	C	B	A	12	11	10	9	8	7	6	5	4	3	2	1	0
W	V	U	T	S	R	Q	P	O	N	M	L	K	J	I	H	G	F	E	D	C	B	A	12	11	10	9	8	7	6	5	4	3	2	1	0
W	V	U	T	S	R	Q	P	O	N	M	L	K	J	I	H	G	F	E	D	C	B	A	12	11	10	9	8	7	6	5	4	3	2	1	0
W	V	U	T	S	R	Q	P	O	N	M	L	K	J	I	H	G	F	E	D	C	B	A	12	11	10	9	8	7	6	5	4	3	2	1	0

California Case, full size 16 1/2x22 1/2. This case is suitable for extra large fonts of job type or body type. Fits any standard case stand.

Style L 16.85

Style C 17.35

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 5/8x4 1/4 inches; open, 4 1/4x4 1/4 inches.

1 to 49 .20 each; 50 or more .18 each.

NO. 10 LABOR SAVING WOOD FURNITURE & CASE

This furniture is made from selected hard wood, planed perfectly straight and smooth, and accurately cut on the point system. Each foot contains five pieces each of 10, 15, 20, 25, 30, 40, 50 and 60 pieces in length, by 2, 3, 4, 5, 6, 8 and 10 pieces in width, 280 pieces in all. Each piece is thoroughly oiled, to prevent warping or swelling and stamped on end with the size.

One of these fonts in a first-class investment for any printer. The cost is but slightly more than for the furniture and it is cut and finished perfectly square and much more accurately than can be done by the printer. The furniture for any job is always ready, without cutting or fitting. The case is built from thoroughly seasoned hard wood, very strongly made, handsomely finished and varnished, and will last a life time.

Furniture and Case, ashwood, **\$124.50**

Shipping Weight 58 pounds.

Font No. 10 Furniture, only, **\$3.50**

Shipping Weight 40 pounds.

Font No. 10A Furniture, two

pieces of each size above, 1212 in all, **26.80**

Shipping Weight 13 pounds.

Case only, for above fonts, **71.00**

Shipping Weight 23 pounds.

GUMMED PAPER-50

A NON-CURL good grade of paper suitable for pens and ink or printing, gummed one side. Furnished in white only, for all kinds of labels, election stickers, etc. Prints well on gummed side too. 500 sheets size 11x22 weigh 25 lbs.

Quantities of	50	100	500	1000
Prices per	\$6.50	\$6.00	\$50.00	\$46.00
17 x 22 inches	\$6.83	\$6.27	\$50.62	\$46.04
11 x 17	5.86	5.29	54.61	54.13

Quantities of	500	1,000	5,000	10,000
Prices per	\$40	\$36	1,000	1,000
5 1/2 x 8 1/2 inches	7.24	12.96	10.86	10.32
4 x 5 1/2	3.58	6.54	5.97	5.68
12 x 14	2.75	4.86	4.31	3.92
3 1/2 x 4	2.23	4.23	3.89	3.82

†Size for 0018 label set



THE KELSEY MAN

Talks About

A number of years ago, in checking over finances, we found that there were thousands of dollars on the records, unpaid—not in large amounts, because we don't operate on an open account basis—but in quarters, fifty cents, seventy-five cents, one dollar and such small figures which were due on shipments for parcel post, express, or small shortages on the orders themselves. We hated to send shipments C. O. D. for such small amounts, but after going over the figures, we reluctantly admitted that apparently we would have to.

This doesn't mean that persons owing us that money had any intention of avoiding payment. Because of the very smallness of the amounts, many of them thought they would let it go until they ordered next time, and when that time came, they very frequently had forgotten all about it. As a result we were put in the embarrassing position of either losing the money, which we could ill afford, or spending time in correspondence, which would be just as bad, because it would cost more than it would be worth.

After various experiments, a rule was finally adopted to C. O. D. any balances due or back amounts in excess of 75 cents. This clears the transaction completely, and eliminates losses which, while small individually, spell all the difference between black and red ink on yearly sales. In normal times if there is a net profit on a dollar sale of eight cents, we are well satisfied, so it is easy to see that a seventy-five cent balance due sweeps away all profit on much more than a five dollar order.

Any loss that we can curtail means the ability for us to offer better value for the money to you, and that has consistently been done. The volume of our business depends on giving you as much as we can for as little money as possible, and any policy like the above is only adopted when we are convinced that the best interests of the majority of our customers are served by so doing.

Correct Us Please

If we are spelling your name wrong, or use the wrong initials, or if the address we use on the **PRINTER'S HELPER** is in any way incorrect, won't you please drop us a card and tell us? We don't like to receive poorly addressed mail, and we doubt whether you do either. Mistakes shouldn't creep in, but they occasionally happen, and we appreciate hearing about them.

Finger Cots For Press Feeding

Printers have many favorite devices for handling sheets when feeding the press. Some use them all the while, others use them only when margins are close and there is danger of smearing or smudging the newly inked stock.

A rubber finger cot such as shown in the illustration, and which is obtainable in most sta-

FOR USE FOR FEEDING OF PRINTING PAPER



tionery stores, is a very popular aid in such cases.

Some printers like a small piece of sand paper or emery cloth, held on the forefinger with a rubber band. Emery paper lasts longer than sand paper, and in either case should be of fairly fine grade (small particles of grit).

Any of these schemes will provide a good firm grip on a narrow feeding edge. Some people prefer to moisten the tip of the finger with glycerin. A little can be put on the back of your hand, from which the finger can be replenished. It should not be even damp—just sticky.

At least one printer dips the end of his finger in the compound used for making raised printing—either gloss or dull. He says that makes just the right amount of roughness to pick up sheets firmly.

Printing in Small Quantities

When you quote prices to your customers, don't forget that a run of 100 is just about as expensive as several times the quantity.

For instance, you will probably find from experience that on a ten dollar order, the proportion is something like this (on a small pamphlet, say):

No.	Price
100	10.00
250	11.00
500	13.00
1000	16.00

add for each 1000 more than that 6.00

Your costs, of course, depend upon the grade of the paper, so that when a job requires expensive stock, the cost per thousand will be more in proportion to the cost of the getting ready to run, and there will not be so much of a spread between the hundred and the thousand price as there is on a cheap handbill or card for which the cost of the stock to print it on is a comparatively negligible part of the total. On the latter there ought to be a lower comparative charge for a long run.

Close track of your costs will enable you to quote intelligently on varying quantities.

An Extra Chase For Your Press Will Save You Time

There are many advantages in having one or more extra chases for your press. Not only can jobs that come at regular intervals be kept locked up, but you can lock up one job while another is being printed, or, if one has to be taken off the press before it is finished, to accommodate a rush order. It does not have to be relocked.

Extra chases are inexpensive and save their cost many times over.

Chases—Burdar, semi-steel, 3x4, 4.12; 5x8, 7.97; 6x11, 12.54; 9x11, 18.70
Chases without screws are available on special order, at same prices.

Perpetual Calendar No. 9

Catalog shows how this looks all set up

17 23/30 WED

Characters 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 any month required. All the dates, days of the week, blank squares, type for months and year, all rules, spaces, 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 galley; all rules are all cut to length and galleys to fit. Good for any month or year.

Complete Font, - - - \$24.20

Padding Compound

Pad-Ezy, applied, cold, red or white, pint jar, 2.40; quart jar, - - - 3.65



Pad Counter Can be set for different thickness of pads. It is inserted in pile to divide into quantity desired.
No. 1, for pads up to 1½ inches thick 4.00
No. 2, for pads any size up to 3 inches 4.50
Shipping Weight, No. 1 & 2, 1 pound

KELSEY-DE LUXE Boxed Vellum Cards



WRAPPED in 100's—BOXED in 500's
For Business or Personal Use

Co. 1½x3¾ inches (Business, Professional or Personal Use). These cards will fit the SAVOY all-purpose card case.

Quantities of 500 1,000 5,000 10,000
Prices per 500 1,000 1,000 1,000
Size Co., 4.10 6.93 6.71 6.50

Net less than 500 sold.

Ship. Wgt. per 1000, 4 lbs.

Gummed Tape

Good grade of Kraft paper, heavily gummed, for wrapping packages, sealing cartons, etc. Rolls contain 500 feet of tape, with gummed side out on 1½-inch or 1¾-inch size, 900 feet gummed side in on 3-inch size.

	one	six	dozen
1½ inches wide,	1.38	7.46	13.28
3 inches wide,	2.57	13.85	24.64

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