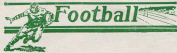## What To Print and How To Print It
The Printer's Helper

No. 452

Football

Cut No. E172 $3.65

The Kelsey Co. Meriden, Conn. 06450

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

Advertising Which Is Kept

You, the printer, are in the fortunate position of being able to produce your own advertising, and at the same time give prospects ideas on how they can themselves advertise.

We frequently hear from printers who go around with their pocckets full of "gag" cards, and a variety of others containing useful information of all kinds and on all subjects, with their name and address, of course, somewhere on the card. Many of them use the round corner card #63 for this kind of advertising—others square corners of various sizes, depending on how much matter they want to include.

In most cases the only advertising is the name and address of the firm issuing them—not the printer, unless he is using them for his own business.

Our reader says, "We have had a constant demand for these cards, and it is the first time in our recollection that customers have actually thanked us for advertising material."

Here are a few subjects taken at random from cards which printers have brought in or submitted:

One insurance man made his advertising in the form of a small paper, with a title and a slogan at the top with a heading, "One Man's Life." He made comments on important topics of the day, adding a few witticisms and a joke or two followed by a little insurance advice. He found it was successful enough to carry on with it for years.

One printer had a new phone number to get over. He put the information on a mail enclosure, along with a sticker, lightly tipped on, giving the new number, which the recipient could transfer to his own telephone book.

Most telephone, power and light companies have found the small four page leaflet enclosure with bills a good will builder, as well as a means of getting over all kinds of information which has to do with the use of their equipment. Independent and small business men have not taken advantage of this means of advertising as much as they might. They add nothing to the postage, travel first class along with the bill or any other enclosure, and you can be sure that the big concerns using them have plenty of evidence that they pay.

Neighborhood stores are prospects for the kinds of advertising we have been talking about. One druggist in an outlying district heard a man say that he needed light bulbs but couldn't buy them when ordinary stores were closed. The druggist put in a line and broadcast the information through a small mailing piece. He got the bulb business and made steady customers for other merchandise from the buyers.

It will pay you as a printer to study advertising material that comes your way. One radio-television dealer who didn't feel up to writing his own gave a good order to a small printer because he offered to help. It meant a little study of radio-television advertising on the part of the printer, but he was fully paid by the business he obtained.

Profits in Bookplates

There is a large and growing demand for bookplates—they will be found in many stationery, book and department stores—printed for the stores by just such equipment as you have at your disposal. People with a small or large collection of books put a bookplate (a sort of printed label) in the front of each book—at once a mark of distinction, and also a great help in getting back books that are loaned.

Bookplates are a particularly good gift item—many people giving bookplates to a large number of their friends—anybody can use them. Get in on this profitable business early—it has remarkable possibilities.

How to Perforate, Cut and Crease with Your Press

Perforating rule, as you know, comes in strips, as also does cutting and creasing rule. It can be cut into pieces of any length you need for your work.

While printing and perforating may be done at one operation in your press, the sharp face of the rule has a tendency to cut the face of good rollers, so if you have a pair of old, hard ones around you can use them instead. The alternative is to run the rule as a separate impression.

A Help in Perforating

The illustration shows what you need to do to get a clear, sharp perforation. The rule needs a hard surface on the platen opposite it, and this calls for a strip of metal, which must be softer than the rule so that the perforating face will not be damaged. If your rule is brass, the backing material can be a two point lead, or a strip of copper one or more points thick. For steel perforating or cutting rule, one point or thicker brass is good. Cutting rule requires the same backing.

Creasing requires a little different handling. Creasing rule must make a depression, and your tympan as you make it for either printing or perforating hasn't enough give in it for creasing. One way to get the desired results is as follows:

Paste a piece of pad back, or some other heavy but not too hard cardboard on the platen. Put the creasing rule in the chase, and take a light impression of it on the cardboard. On each side of the impression you have just made (on the platen tympan) paste strips of hard, smooth cardboard like our heavy white (about 4 ply, that is.) The width of the space between the strips depends on the thickness of the stock you are going to crease, but you will have to experiment to get the best spacing. The strips can be bevelled on the inside — the edge toward the crease mark. The channel should be wide enough to take the rule plus the stock you are creasing.

Placing the crease on the outside of the required fold may be the opposite of what you would think,

(Continued on page three)

Printed on Kelsey Enameled-60 paper, with Kelsey Many Purpose Green Ink.

COPPERPLATE GOTHIC

Copperplate Gothic is one of the mainstays of the general printer. Years ago a face named Card Mercantile, a rather extended letter with very large serifs was the favorite for card and stationery work, but when Copperplate was introduced, a little after the turn of the century, it slowly but surely edged the older face out of the nation's printing offices. The wide acceptance was brought about by the design, which faithfully reproduces the style of lettering made on steel or copperplates by engravers, even to the little serifs produced by the engraver's tool at the beginning and end of each letter. It was given a further lift by the invention of thermography (raised printing engraving or embossing) which enabled the printer to closely approximate engraving if he used the right type — Copperplate being one of the best for the job.

As with every other extremely successful face, it was soon out in a number of different variations, wider, narrower, italics, etc., but none took real hold of the market except the regular and the light. We carry the regular in the Connecticut line, and both regular (Bold) and light in the New England line. As always, we pick out the good members of the series and leave out those of doubtful worth. Type selection can be confusing enough with only popular styles to choose from. Add the "also rans" and even the best of printers never know whether he has made a mistake when he buys a style.

Probably the use of Copperplate Gothic and the proper sizes are about as clear as for any design in the book. Printers normally use the four 6 point sizes for card work, and likewise in personal stationery printing. The largest, 6004, is best for name. City and state usually take the next size, 6003. Street address goes in 6002. On business cards the 6001 comes in handy for phone number or any other small lines.

Some printers like to use higher type on business cards, and in that case they often employ 1205 and 1206 — the first two 12 point sizes. On business stationery they'll step up to 1207 and 1208 for the title and address across the top of the sheet. Tickets and other forms require the 12 point sizes, too, and sometimes the 18 point sizes, 1809 and 1810. In picking out sizes of any type for any job it is well to remember that the most important line should be in the largest type, the next most important one in the next size, and so forth, without regard for the actual order in which they are used in the work. As a matter of fact, it would not look good to have the sizes graded from top to bottom — the appearance would be too much like an eye testing chart. Take in the simplest form — name, street, city and state. If you were to set the name largest, the street next size, city and state smaller yet, you'd have an undesirable effect. By setting the name biggest, street and number two sizes smaller, and, then, city and state in the medium size (halfway between), even though it is the third of the three lines, you'll get satisfactory layout, and that goes for all work, whether the kind we have been describing or not.

THE PRINTER'S DICTIONARY

Quads—Properly, but almost never, called quadrats, are pieces of metal less than type high, made in en (½ em), em, 2-em and 3-em lengths, in all points, to fill in between sentences, at the end of paragraphs, etc. Spaces are similar to quads, but are of smaller size.

Quadbox—The lower right hand compartment of the type case, reserved for 2 and 3 em quads.

Quad Rule—Quads made of type metal, with a rule face cast on the lower part of the body, horizontally, so that ruled printing may be produced without the bother and trouble of using regular rule both ways. When setting a job in quad rules, it is customary to use regular rule for the perpendicular lines, and quad rule for the horizontal lines. The accuracy of the quad rules assures the user of easily locking up the form, and not

Quad Rule

only eliminates the cutting of rule and spacing material into small pieces, but prevents the lines from being crooked or dropping out of the chase.

Query—A mark on a proof, usually a question mark, calling attention to a possible mistake in the set-up, or suggesting improvement.

Quire—24 sheets of paper.

Quoins—Small wedges used to hold the form in the chase. When the form is tightened with the quoins it is said to be locked up. Quoin keys are devices used for operating the quoins.

How to Clean Your Type Form Properly

There are various cleaners on the market, any one of which will do a reasonably efficient job of cleaning. More important is how you use them.

Moisten a rag with the cleaner, and wipe off the surface ink. Then, use a brush to get at the crevices, also with cleaner. If the brush is used first, it is likely to force diluted ink down into the form, making the type, rule, etc. unnecessarily sticky and gummy. A rag can be used for the final wiping off.

For forms which are unusually dirty or caked with old ink an alkali bath is in order. A mixture consisting of one part of lye to about twenty parts of water will do, or you can get one of the similar cleaners sold by printing supply houses.

Be sure that you remove all wood reglet and furniture from the form before you use lye or any similar cleaner on it. The water in them has a tendency to warp the wood. Benzine, gasoline and most cleaners remove the oil from reglet and furniture, so the shorter period they are in contact with it, and the less of it, the better.

The solution can be left on the rest of the form, including the brass rule, until the dirt is softened, and the type shows bright, when it can be removed and the form thoroughly rinsed with plain water. It should then be wiped dry.

If the type is caked up from ink left on until it has dried, the form or type may be left in the solution over night.

Emergency Roller Supporters

From an old reader:
During the past year I have often found it necessary to improvise some form of roller supporter, and the best things to use are the wood strips which come in fonts of type. They are just type high. Editor's Note: Don't forget to bevel off each end, so that the rollers will start smoothly and not be damaged by the rough sharp edges.

How to Perforate ... (Cont'd)

but that's the best way, because that is the side which must be stretched when the actual folding is done. Adhesive tape is sometimes used instead of cardboard strips. The channel should be deep enough to break the stock in the middle for satisfactory folding, and the crease should be wide on heavy stock, narrow on thin stock.

Christmas Stationery Business

Every printer should go after Christmas stationery business. Neatly monogrammed or addressed paper is the printer's answer to the gift problem, and it's an answer that can't be beat. Not just the cheapest there is, but something with character, like Ripple Finish, Hammermill-20, Heather Vellum, Frost Parch or Regency. The use of one of these better grades will prevent anyone's sizing the gift up as a dollar proposition. Buy in lots of at least a dozen, all one kind or assorted, and you can make good money depending on the kind offered. Your price can be well within the amount people will pay for gift merchandise, and the giver doesn't have to worry about duplication.

We in the business (including printers) are inclined to think that everybody will think about printed gift stationery, just because we do, and will accept or reject it without solicitation on our part. That just isn't so; the idea doesn't occur to one out of a hundred, as is evidenced by the people who own presses and forget that they have in their hands the means of producing their own Christmas presents until somebody reminds them.

Practice what you preach—use stationery for your own Christmas gifts —then go out and get others to do likewise. It's one present they can repeat on the following year without making the gift any less welcome.

Keeping Specimens to Show Customers

In an early number of the Helper it was suggested that readers keep a complete file of samples of their work to show prospective customers and thus aid them in choosing the style for their printing. Mention was made of using a box-file, alphabetically arranged, as for keeping correspondence. In addition to this, many printers find it helpful to mount the best samples on kraft cover paper, or very heavy brown wrapping paper, and either file them in that shape, or put them in a loose leaf book, such as is used for holding back issues of the Printer's Helper. The main thing is to have samples well and systematically arranged so that they can not only be found easily, but will present a good appearance to the buyer. Do not forget to also have another set somewhere with all costs on it, so that you will be able to tell at a glance what to quote another customer, or the same one, if it is reordered. Such files, or books, will not only be a great selling help, but will also serve as a cost record which will help to solve the important problem of prices to be charged in order to obtain a fair profit.

Roller Supporters

SHOWING USE OF ROLLER SUPPORTERS

| ROLLER SUPPORTERS | FORM OF TYPE | LOCKED IN A FORM OF TYPE |

Aluminum, roller supporters, fit in chase occupying only a very small space. They save rollers from being cut by brass rule and keep them from sliding or slurring over type.

	3x5	5x5	6x10	7x11	9x13
Press size					
Per Pair,	2.45	2.80	3.00	3.15	3.35

Shipping Weight, per pair, 1 pound

Christmas Cuts
See catalog for more

C R I S T M A S   G R E E T I N G S

O385A (as shown) $5.50
H385 (without "Christmas Greetings) $3.65

Calypso

Fire Red, Pink, Orange and Green

A medium weight sand colored one side white on the other side. Bright fluorescent colors will meet the demand of modern day advertising. Used for posters, window cards, cut signs etc. Makes dazzling U.S.L. cards, and any arrangement pattern. 100 sheets 10x25 weigh 150 pounds.

Full Size and Poster Size

Quantities of	50	100	200	400
Prices per	50	100	200	400
19 x 25 inches	$23.12	$34.10	$38.28	$36.44
12½ x 19		18.60	29.32	19.35

Cut Sizes

Quantities of	500	1,000	5,100	10,000
Prices per	500	1,000	5,000	10,000
Size A (11½x19¼)	$8.27	$9.20	$8.74	$6.30
Size L (3¼x6¼)	8.44	16.44	15.62	15.84

Line Gauge, for all printers' measurements; is made from heavy polished nickel,—very plain and easy to read, graduated on one edge to picas (12 points) and ½ pica (6 points), and on the other edge to inches.   No. 2, 12 inch. $3.60

THE KELSEY MAN
Talks About

If You Reprint or Copy— Be Careful

We occasionally receive prints of cuts from customers on which a "c" in a circle appears, with the request that cuts be made from them. This little letter means that the picture is copyrighted, and we are obliged to refuse, unless it is evident or is proved that the picture belongs to the sender.

The rules regarding a copyright are very strict, and anything which is so marked, either with the full word, "copyright," or with the letter "c" in a circle, has the full protection of the law of the United States, with liability in the courts if the copyright is violated. Permission to quote may sometimes be obtained, if credit is given to the periodical or the individual from whom permission has been received to use the material. It is not a good plan to quote without permission, even if you do give full credit to the original source. There have been cases where this has been done, only to find later that the periodical in which it was seen had used it without permission or without credit, and the last magazine to use it has been sued by the originator, with damages collected. In other words, A may have originally published it, B stole it without credit, and C, who attributed it to B, but didn't write to B for permission to use it, was sued by A, and had to pay.

So all in all, it's just as well to be very sure, and play safe by both getting permission in the first place, and giving full credit as well.

How to Use Worn Wood Type

Like all type, wood type is subject to wear, but in large sizes it is so much cheaper than metal that it is universally used. Its very size protects it to some extent. Occasionally something will get on the platen which will make a dent in it, however, and the accumulation of marks will eventually call for attention.

Small marks or dents in the type may be overcome in the printing by a little underlay or overlay, the use of which is described in The Printer's Guide.

The finest emery paper you can obtain may also be used to redress the surface of the type, and bring it back to a smooth surface as it was when it was new.

Some printers remove very good sized dents by putting warm water on the spots, and as soon as the wood has swelled enough to remove the dent, they place a hot iron or some other hot flat surface on it to dry the wood, and prevent further swelling.

Model Railroad Printing

We have furnished printing outfits to quite a number of people for a purpose that the average printer would never think of—namely the production of supplies for model railroads. This includes car sides, which must have the lettering you see on regular railroad cars, in white, silver, gold, yellow, etc. Manufacturers and dealers in such car parts have a lot of this kind of printing to do, as well as their normal business stationery and forms.

No. G517

Real enthusiasts among model railroaders, and particularly their organizations, such as clubs with railroad system layouts, run their trains on regular time-table schedules which they work out in advance. Many of them use printed time-tables, too. They've even bought printing outfits for that alone. Many more would use printed time-tables if some printer would make them a price on a small leaflet size.
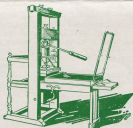
So put down model railroaders—also their supply dealers and manufacturers—on your list of prospects.

Chases

Chases—Regular, semi-silver
| 3x5, | 4.92; | 5x8, | 9.47; | 6x10, | 14.92 |
| Star, | 14.86; | | | 9x13, | 22.20 |

No. F639R $3.65

This is a picture of the first printing press used in America.

Complete Set of Samples

Send **75 cents** for a complete set of samples of Cards, Paper, Envelopes, etc.

Easy Makeready On Large Form Work

An old correspondent says:

I do full chase work, and make ready as follows:

All of my chases (I have seven of them for convenience) are placed in the press with the chase or locking screws up instead of down. This gives me a chance to turn those screws on the long side without removing the chase from the machine. The form is lightly but carefully planed or smoothed down, screws tightened, chase put in press—all in the normal manner. One or two extra thicknesses of paper are required on the platen for the first impression. The handle of the press is pulled down so that it leaves a very slight space between type and paper. The chase screws on both sides are loosened a half turn, the impression is made, and the screws retightened before the pressure of paper to type is released. The form is now ready for printing, but be sure to remove the extra piece or pieces of paper from the platen. I have never had a poor impression since I discovered this idea. The type on the enclosed sample has been set in 73 consecutive forms and a thousand impressions made of each form, without, as you see, any harmful effects.

Ezy-Klene Black

A dense black ink which can be left on the press and rollers—for two or three days.

¼-lb. tube, **2.38;**   1-lb. can, **4.96**

The Hand Carved Look—

No. 2633 24 Point 10A 19a $54.10—5A 9a $29.65

DESert war games 23

No. 3633 36 Point 6A 13a $70.06

PEACE talks 1¢

No. 4933 48 Point 5A 9a $92.25

DEDicated1

Cut Your Own Leads and Slugs to any length, with the **Excelsior Lead Cutter**

Buy leads and slugs in strips at low cutting prices, on a pound basis. The Excelsior cutter will pay for itself in time (and cutting charges) saved. Furnished with pica and half-pica gauge.

$21.65   Shipping Weight 9 pounds

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