

THE PRINTER'S HELPER

for those who print for others or for themselves



1982 No. 462

Single orders for \$40 or more keep the Helper coming for at least a year.
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This is Border No. 3B

How You Can Advertise

There are two kinds of printed advertising. One may be said to be represented by the handbill, which it is intended should be read and thrown away. The other is typified by the calendar or memo pads, something which has a value to the recipient aside from the advertising message. While you as a printer are interested in both, we believe that aside from possibly memo pads and calendars, too little attention is paid to the advantage of that kind of advertising. We have shown from time to time in the Helper electros (such as weights & measures to name one of the commonest) which may be used on the back of a business or advertising card, and by so doing cause that advertising to be kept and referred to again and again. There are several in the cut circular. Many of them you can set in type yourself, if you prefer. Then there is the strictly local information, such as fire alarm signals, which cannot be bought in electro form, but which you can set up, and which will make good advertising material. A small map with the principal streets of the city, or a more detailed map of the downtown section would be fine advertising for a hotel. We have seen such a card and map used by a hotel, on which the room number and price has been placed, and which is given to every person registering. The one who receives it finds it of help in a strange town, and is quite likely to take it home when he leaves. Such cuts are not expensive, and they have distinct advertising value. You can use them for several different customers in non-competing and non-overlapping lines.

In the larger cities the visitor

finds it a problem to learn of the various bus lines, and other transit facilities. Information on destinations and schedules is always welcome, even to home town folks.

An index for much used telephone numbers is a more common form of advertising which is susceptible to many forms, from a simple card to booklet with tabs. Such advertising can often be put on a co-operative plane by inviting business men in non-competing lines to use space also.

A reader recently wrote and sent samples of a grocery memo pad. That is another good type of semi-permanent advertising. You can make up the sheets with the names of all the common and not so common grocery wants, with space for the housewife to write in others if she can't find what she wants on the list. Aside from that, the only writing necessary for her with your handy sheets would be checking the items required in the space provided for it. Pads can be made up with the number of sheets you wish to furnish on a give-away basis, and information on the pad back that a new pad will be furnished when the old one is used up. On a pad of this kind it is also possible to get co-operative advertising which will defray your cost and give you a nice bonus, or sell all space with only a footnote that you are the printer.

Order Material In Picas

All of our cutting saws and mitering machines are calibrated in picas rather than inches. Please order leads and slugs and mitered boxes in picas and not inches. When ordering mitered boxes we would appreciate it if you would furnish us with the outside measurements.

The Cheaper the Bond, the Easier To Print

Frequently, readers tell us that the better grade bond papers don't print as well as the cheaper ones, and they often blame the paper. Sometimes they think the paper is sub-grade because of this. The truth is quite the opposite. Cheap bond papers, mostly made of wood pulp, take ink better because they are more absorbent. Papers containing more ground rag, and with more surface sizing are harder to print on—they are not as absorbent. That is partly the reason that on the lower priced bonds ordinary job ink seems to operate satisfactorily.

So do not think that there is anything wrong with bond paper if it is more difficult to print upon than book paper. It is evidence that the paper is just what it claims to be—a bond grade.

This is why it is necessary to use a much stiffer ink on a good bond paper. An ink that will dry on the surface.

If you experience difficulty in making either black or colored inks spread (or cover) satisfactorily on hard finish paper like bond, the addition of one part of fixing compound to ten parts of ink (or approximately that much) on the ink plate will probably remedy the situation. The adding of the compound will make it best to add also one part in ten of drying compound, too.

Incidentally the fixing and drying compound will also make printing in glassine, cellophane, celluloid, etc. easier as well.

Offset

This is the term for the paper or cardboard remaining after a desired size is cut from full sheets. The amount of this offset has quite a little bearing on the cost of the stock used in any given job. If your customer wants an odd size that leaves a lot of it, all the paper is properly charged to him. If it is a kind that takes pencil or ink satisfactorily, you can cultivate his good will by suggesting that he allow you to make it up into scratch pads for him at the cost of labor and padding composition only. Or you can retain it, and put it with other similar stock, to make up into pads at some slack time. Meanwhile a chance may come along for you to use it on an order, and save the expense of cutting full size sheets for small pieces.

When you order a special size or sizes from us, we send any usable offset along with the order unless you tell us not to. If you know there is to be some, you can take the opportunity of having remainders cut to a useful size at that time.



THE KELSEY MAN

Comments On

Helpful Hints

"Red Flag" Prompts Re-orders

Most firms wait until their supply of printed letterheads, envelopes, or office forms is exhausted before they re-order. The printer is put on the spot because delivery is wanted instantly. Here's how we avoid this problem. We wrap one package in each order with bright red paper having a label that reads "Place this package on bottom. Re-order when wrapper is opened."

Submit Layout

When we pick up an order for letterheads or similar jobs where the customer says "Just set me up something and show me a proof," we do the following instead: We consider carefully the type of business involved, check up on all spelling, then make a neat pencil layout on tracing paper. We submit this to the customer for corrections before setting it up in type. The resultant savings are passed along to the customer for better business and good will.

Make-Ready Time Saver

Many forms for platen presses require only an occasional tie on the spot sheet before printing properly. To save the time involved in stabbing a sheet and then registering it in the packing after spotting, simply pull the first impression on the top packing sheet before putting on the tympan. Any make-ready necessary can then be done on this impression by loosening one bale on the platen.

Removes Stiff Ink From Tubes

Often colored inks are extremely stiff from being in the tube so long, and are apt to burst the tube when removed. Get a small hand vise that will clamp near the press. Start the bottom of the tube between two flat pieces of wood in the vise jaws. Slowly close the jaws. You can get easily as much ink as you wish without exerting so much pressure that the tube splits.

Trouble Opening Ink Cans?

To prevent lids of ink cans from sticking, rub vaseline on the rim when opening. Any ink that has hardened on the rim will then quickly be dissolved. At intervals, wipe off the dissolved ink and apply a new coating of vaseline.

The Parts of a Panel

or Rule Box

This "exploded" view of the parts of a mitered frame, together with another smaller frame put together, will make plain what is needed for a mitered box or panel. The miters can, of course, be at the ends of the side rule, which



reduces the number of constituent pieces from twelve to four.

If you are ordering rule for a particular job, you will find the four piece combination best, but if you wish to make provision for various sizes of boxes, you can buy or make the mitered pieces yourself, and use them with various lengths of identical face rule.

Accuracy in lengths and angle of miter (bevel) is very important if the frame is to look straight and true.

Another Advertising Card for Printers

We found this text the other day, which has been used by an engraver, and which we have altered enough to fit the printing business: **Printing Needed YESTERDAY Must be Ordered Before Noon TOMORROW**

Because of its dry humor and touch of truth, this text ought to strike a sympathetic chord in any customer—perhaps nudging him in to having a little compassion about almost impossible demands. Who knows, someone who is sitting on a job which he will suddenly discover he should have had yesterday—or need very, very soon—may be stimulated into action by it.

Similar cards with wording changed to fit various lines of business may appeal to one or more of your customers. Other people besides printers have rush order troubles. Change the word "Printing" to "Work," and you have something which fits anyone. You might even use this version for your own business, with your name and address in small type at the bottom, because the sentiment might appeal enough to some recipients to cause them to tack it up on the wall, giving you a little free advertising.

Watermark Effects

In place of white ink, some people mix castor oil and wood alcohol, claiming very satisfactory results.

How to Get a Gray Tint

IN Any Color

Ordinary grays can, of course, be made by putting a very little black ink in white ink. However, it is sometimes desirable to get a blue gray, a reddish gray, or any one of several gray tints. This can best be accomplished by adding the complementary color of that particular tint. A grayish red can be made by adding green which has been slightly blueed. A gray blue requires adding to blue a little red which has been yellowed. Grayish purple can be made by mixing a little greenish yellow with purple.

One important point to remember: Start with the lightest color in all tint mixing, and add a little of the darker one. It doesn't take much black to darken up white, nor will you get very far if you try to mix yellow into red instead of red into yellow. Mixing white and ordinary yellow are very handy to have available, because they may be used as the basis of many tints and colors. The stronger colors, such as blue, red, purple, and green will go a long way in any tinting work—darken up a lot of white or yellow. Begin with the light color and you will get the quantity you need. Start with red or one of the deeper colors and you may need a tub to get the batch down to the required tint. It is easy and fun to mix tints, and if you follow the few simple rules you will be able to vary your work with most satisfactory results. We all get tired of monotony, and variation of colors where possible will relieve monotony in printing.

Linoleum and Plastic Blocks

Any printer who hesitates to cut a design for printing in a linoleum or plastic block, should remember that public schools, many of them, include block cutting as part of the curriculum — to say nothing of thousands who take similar work in trade schools, art schools, etc. If you like, you can find plenty of people in your neighborhood who will help you get started or even cut them for you. Check with the art teachers in your local schools for promising leads.

Some highly individualized and striking decorative effects can be made, improving an ordinary printing job tremendously. Let the teachers show you what is being done in art classes. It will open your eyes. Printers who are passing up the possibilities of this low cost kind of ornamental material are missing something.

Try both linoleum and plastic blocks. They each have advantages for some work, and you should find out about them.