

The PRINTER'S HELPER

For Those Who Print For Others or For Themselves



No. 463-1982

THE KELSEY COMPANY - Meriden, Connecticut 06450

Single orders for \$40 or more keep the Helper coming for at least a year.

Conducting a Successful Home Business

A number of years ago there was an article in a publication, bearing the title "I'm Proud to be a One-Horse Printer" in which such a self-styled printer was interviewed and told what the tangible advantages were to one qualified to come under that title. He had no expensive equipment, but he was making a comfortable living. He had seen big shops rise and fall, but he kept right on. My customers are my friends," he said, "I treat them that way." If the job is too large or complicated he farms it out to a printer in a bigger city. "I wouldn't trade this set-up for the biggest and best commercial plant in the United States," he declared.

The U. S. Department of Commerce defines a home business as one where the proprietor works in his home, garage or small outbuilding either on a part time or a full time basis. It makes a few suggestions regarding the conduct of such a business which are sound and worth following.

Don't plunge. Build up the business gradually. Keep records, so that you will know what the costs are on your jobs, and just how you stand financially. Sales should be cash unless you understand the full implications of extending credit. A few sizeable losses can ruin a small business. You need your funds to replace your paper and other stock.

Keep the place shipshape and clean. Callers will be impressed and it will help business. Keeping regular hours is recommended, so that customers will know when to find you and avoid useless trips. These hours may be early morning or evening rather than those generally thought of in a bigger business — in fact being able to see you at such times may be an advantage to many of your customers or prospects.

A business — even a small one

Good Ink Distribution on Large Jobs

Rollers and ink which will be all right on small or medium jobs often seem to be inadequate for forms of larger size, or on those with large areas of black or color. This may be due to the job itself, or to the ink, or to the condition of the rollers, which may not be of the best. The following suggestions may help you in some cases.

See that the temperature of the room in which you operate is at least 75 degrees, and that press, ink and rollers have all been in that temperature long enough to be thoroughly warmed up. Put your ink on the ink plate, and roll it out even more thoroughly than you are accustomed to do (on all jobs it should be well rolled out) and do not stop when it is well distributed, keep on kneading it out. When you put on more ink when running the job, repeat the performance. This will thoroughly mix your ink, and the rollers being well warmed and worked, will do their best. Have you ever noticed that very often a job seems to be running better at the end than it did at the start? It is largely because in operating the press you have been working up your ink into first class condition. Heavy forms and blocks of black or color subject the ink distribution to more than ordinary test. This method will often do the trick.

Heavy Mixing and Cover White

Special Heavy Cover White, for printing white on dark surfaces, including black.
3/4-lb. tube, **3.75** 1 pound can, **7.95**

— is part of the community. Good will and patronage will increase if its owner is an asset to his neighborhood and community. You will gain much by taking part in local enterprises.

They Need Printed Stationery

The Kelsey Company advertises nationally, and in the course of a year gets many thousands of inquiries. Considering all the printers who are offering low priced printed stationery, both locally and by mail, you must think that the market would be reasonably well taken care of, and that a large proportion of such inquiries would be on paper with name and address printed.

Such is by no means the case. A majority of the writers apparently are not only without any printed stationery, but cannot even find an ordinary size piece of note or business paper. Any blank sheet down to almost postage stamp size has to serve, with an odd envelope.

Using paper with no printed address can cause unfortunate complications. Too large a portion of inquirers forget to write or type their address, or their name, or both, on these fragments of paper. The result is that the recipient has no way of replying, and the person writing is disappointed and disgruntled because he gets no answer.

Even if there is a written name and address, doubt about the spelling can give trouble. The people who answer mail do the best they can, but they are not telepathists, and when there is no printed name and address, they have to do plenty of guessing.

Millions of people answer magazine ads. The best insurance they can have that their inquiries will be received and answered promptly is to use stationery with name and address at the top of the sheet—and on the envelope. The cost of the stationery you furnish them, when figured by the sheet and envelope, is low enough to be one of the best bargains they can find anywhere.

Among other points to bring up, you might remind your prospect that good looking printed stationery helps to bring a favorable reply to requests. It assures that the name and address can be correctly read. If by mischance it is left off, the printed address will make an answer possible, or if the letter is undeliverable, the Post Office will be able to return it. The trouble caused by one unanswered letter or its misdirected reply would often more than pay for a whole package of printed stationery.

There are a lot of printers in the country, but the market for printed stationery is a long way from being saturated. Even more important, the product is being used every day, and the person who has plenty now will be needing more in the foreseeable future.

WITH OUR READERS

Helpful Hints

Boxes For Spaces

Many shops move their brass and copper thin-space case from rack to rack, often upsetting it. We make little cardboard boxes to fit exactly in the 3-em space compartment, about $\frac{1}{2}$ " deep, 1" wide, and long enough to make a tight fit across the top of the compartment. Result is a handy, spill-proof box, not needed for all cases, but we do have some of each size in each rack. (One size can be used with more than one case.)

Chases Vary In Size?

Most chases are as much as a quarter inch too small, and thus slide out of register when removed for correction and then replaced. This is very annoying on two-color runs on the ordinary platen letterpress. Other times you may throw a chase in upside down by mistake, then count the gauge pins and pick out the smashed type at your leisure. We took our chases to the welding shop, and had one brass tit welded to the side of each chase and one on the top. This makes the chase fit flushed, and makes it impossible to put a chase in upside down.

Success with Gold Ink

Run the form through first with yellow ink, using the least amount of ink possible to cover the job. The form can then be run with beautiful results with the gold ink. I believe this method is preferable to running the form through in the gold ink twice because it eliminates filling up and blurring the type and cuts.

Substitute Wax for Metal

In composing a curved or oval shape letterhead, the old method among many printers was to pour out hot metal in the open spaces, in order to hold the type and square-up tight. I find that using regular paraffin (wax) or plaster of paris as a substitute for metal is far less trouble and holds just as well. Place a piece of Scotch tape over the assembled type, heat the paraffin, pour as you would the metal, pull off the tape and your job is complete with no gouging and filing of metal involved. Then simply scrape off surplus paraffin.

Tight Mitered Corners

To make mitered corners close solidly, a little piece of news stock will invariably seal them.

Menus

Some otherwise neat and very attractive eating places have the poorest looking menu cards—cards which spoil an otherwise satisfactory impression. In many cases this is due to the belief on the part of the owners that a decently printed menu will cost them too much money. Consequently, all sorts of substitutes for printing are used, with sorry results, and they are often kept on the table too long, so that clean table linen is ill graced by dirty and greasy menu cards.

This is your opportunity. A steady job, which may be used as a fill-in, such as menu work is a mighty welcome addition to any printer's business, and could well be gone after with more persistence than intermittent jobs. Menu printing ranges

Chinese Dishes

SOUP	
1. Chicken with Bird's Nest
2. Spiced Oxtail
3. Chicken Marrow, with Water Meat
4. Noodle Soup
5. Chicken Egg Soup, with Celery
VEGETABLE (Boiled Stew)	
6. Tso To Meat
7. Cold Meat, for use Chicken with Eggs
8. Meat Meat
9. Frog King Meat (Chicken Marrow and Chicken Meat)
10. Wai Gai Meat, Rabbit Shores with Chicken
11. Chicken with Ham

SHOW MEIN	
12. Chicken Chow Mein
13. Pork
14. Chicken Fish Chow Mein
15. Pork
16. Chicken Marrow Chow Mein
17. Pork
18. Chicken Chow Mein with Shrimp
19. Shrimp Chow Mein
20. Cold Meat Chow Mein
21. Lobster Chow Mein
22. Cold Meat
23. Chicken with Pork (Lump Pork)
24. Small Portions
25. Chicken Chow Mein, Shanghai Style
26. Pork
27. Food Samples

All Kinds of Fish Every Friday

Orders Put Up to Take Out

NOTICE: We Reserve the Right to Add to This Statement

Printing of menus, here's one page of a twelve-page job done by a Printer's Helper reader, all the way from the big place that wants a new one, dated, every day, to the little places who only want something with their name on, and typewrite in the items themselves.

Regarding these last, one of our readers wrote us some time ago, "I print menu cards for small lunch rooms and restaurants who will not even go to the expense of occasional complete menus. I used their names and addresses at the top, under which I run a cut the same as your No. 850. The owner of the restaurant usually orders about one thousand copies, and then typewrites the menus himself, or puts on the day's specials. Very often I print the words 'Specials For Today' under the menu cut."

These are the lowest type of menu work, and we advise making a strike for something better first, reserving this cheaper kind for people who can't see the need of doing better. For steady menu customers you

will find it of help to keep the form standing at all times, either in a galley or in the chase—you will then have only to make the few changes necessary for each menu. You will need a good supply of quads and also of figures—both may be found in our catalog. There are several Menu heading cuts listed in the catalog, and if you wish, we can furnish you with the word "menu" or similar in any of the large sizes of type, at the extra letter price.

Some hotels, also, have engraved or lithographed cards of their own, requiring only the printing of the menu itself, which they will furnish you.

After you have looked into the situation in your neighborhood, you may find, if you live in a fairly large place, or are surrounded by other towns nearby, that you can work up a nicely specialized menu business. In any event, you will find possibilities for increasing your business that you will not want to overlook.

Typing Forms to

Handle or Store Them

To the uninitiated the idea that you can wrap string around a complicated form containing thousands of pieces of type, and lift it without the whole thing dropping to pieces in a glorious pl, may seem fantastic, but it is a routine operation in printing, and you will be able to do it yourself, much as you may doubt it.

After a printer makes up a form he ties it, and is then able to take it out of the galley or wherever he has it, and put it on his imposing surface, so that he can look it up in a chase. After running the job on the press, he wants to put it aside until he gets time to distribute it, or perhaps set it away for quite a period of time because he expects a run. In either case he ties it.



Ordinary white string will do for this, or any light cord. Wind it clockwise, and catch the first under the next two laps around, to hold it. Wind it firmly, with six to ten turns, and tuck the end under the laps as shown in the illustration. A strip of wood register at top and bottom of the form before starting to tie it will help. The combined tension of the laps of string will exert enough pressure to keep the form together when picked up, if the type lines have been properly justified.

Sprinkling a little liquid on a form will give it additional cohesiveness.