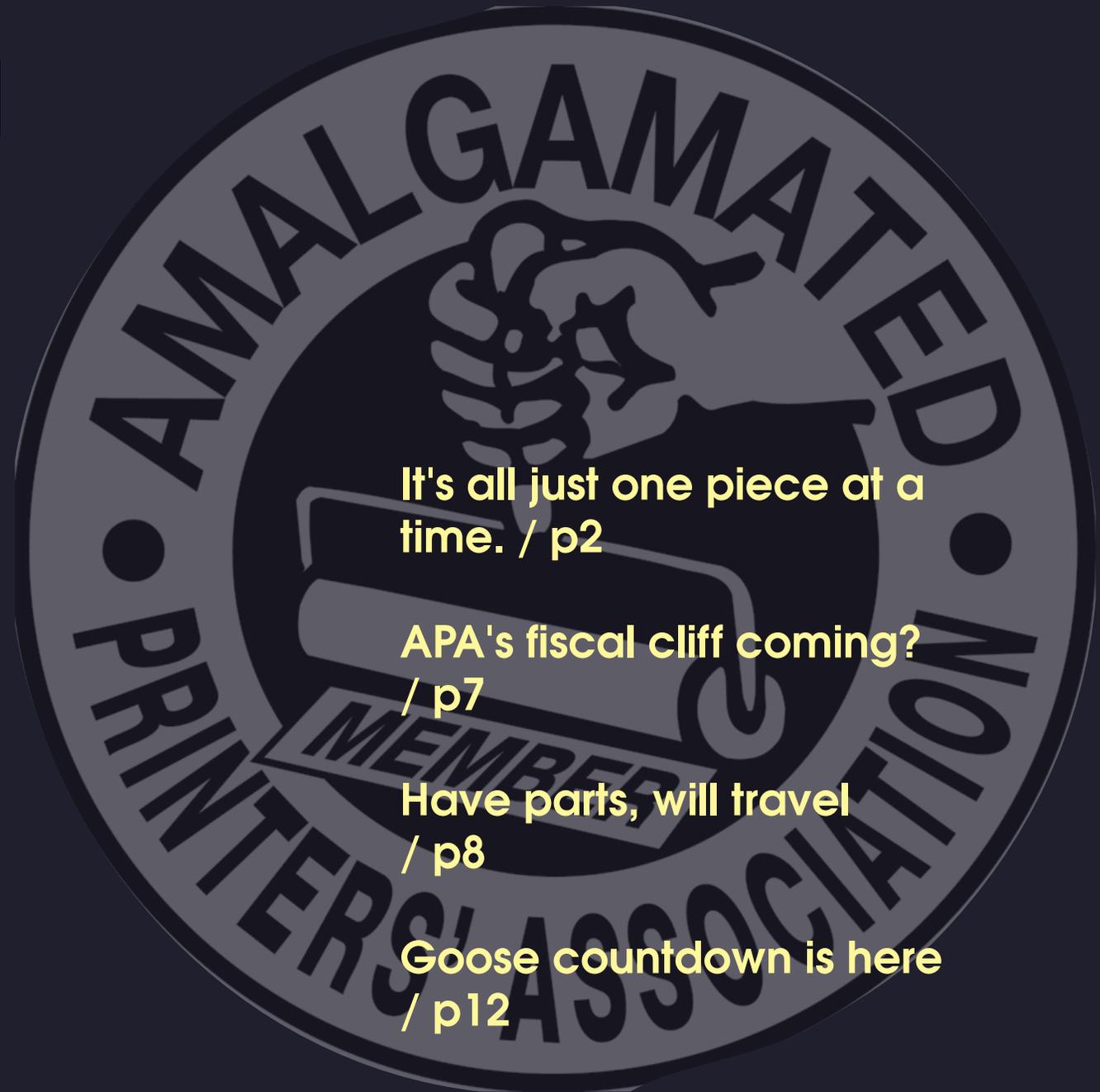




Twilight Zone and Burgess Meredith in
"The Printer's Devil."



It's all just one piece at a
time. / p2

APA's fiscal cliff coming?
/ p7

Have parts, will travel
/ p8

Goose countdown is here
/ p12

Farrell wins HOW's design award using 'real' type!

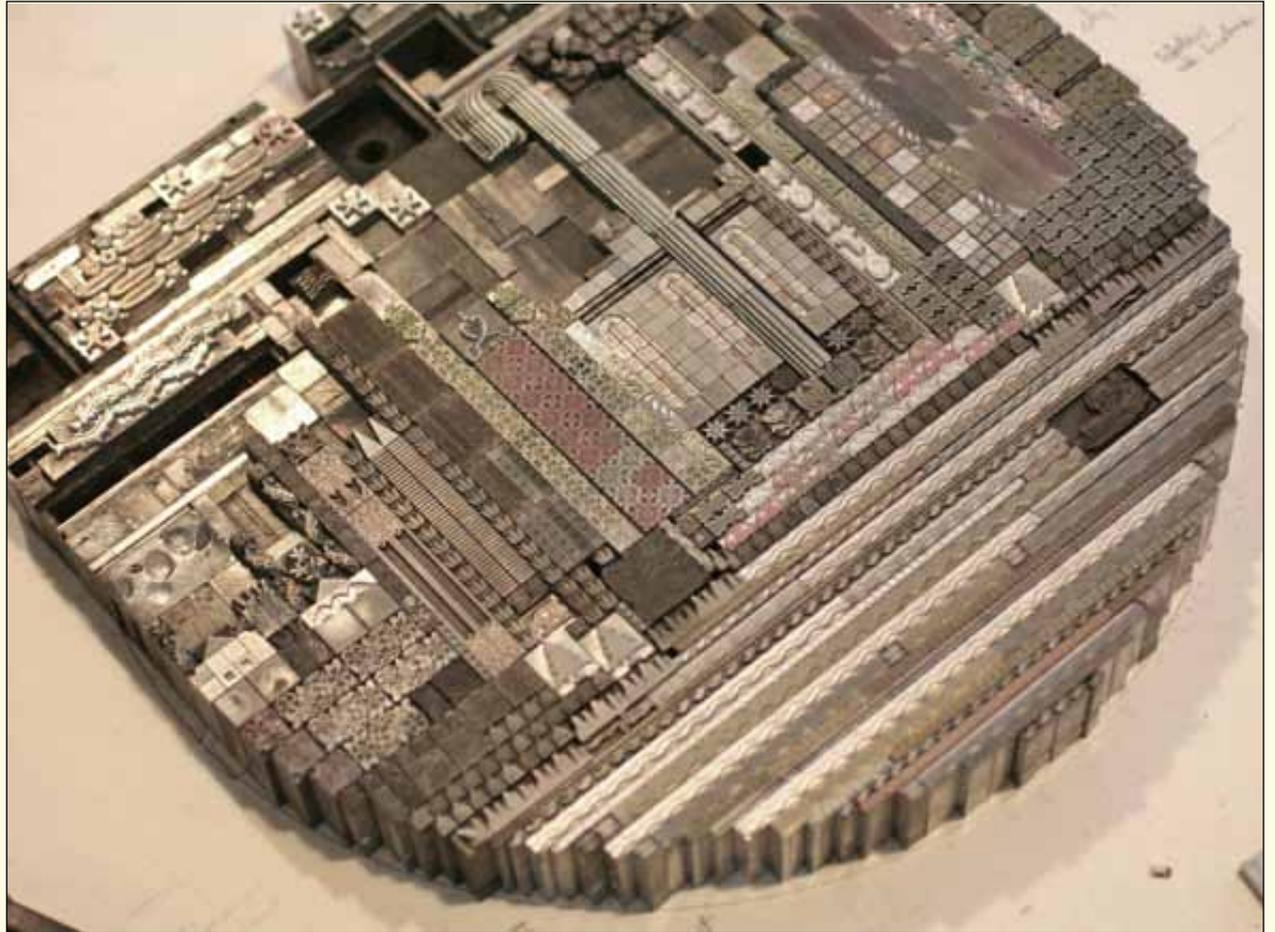
HOW is a bimonthly magazine for graphic designers, launched in 1985. It publishes a host of articles of interest to graphic designers. During the year it also hosts six creative competitions.

An Ornate Chicago

Published in HOW magazine

Subtle grooves meet your fingertips as you graze them across the Urbs in Horto limited-run poster print by Starshaped Press.

The poster, which is part of an exhibit called Flag and Seal Revisited, was created to honor Chicago's 175th anniversary. Creator Jennifer Farrell says that the founded shape of the design nods to the seal of Chicago, while the details brought to life through antique metal type and one linoleum cut pay homage to Chicago's motto "Urbs in Horto," which translates to City in a Garden.



Technique and beauty walk hand-in-hand in this seven-color, exquisite print. "Since 1999, we've stayed true to the original craft of letterpress, disregarding the naysayers that claim antique metal and wood type is too limiting for quality design," proclaims Starshaped Press on its website.

It's safe to say that Starshaped proves any naysayers wrong with this entry that's attention to detail and celebration of craftsmanship left HOW's International Design

Awards judges in a state of awe. "Process is important, and if you realize what went into this piece, you can really enjoy it," says judge Mikey Burton.

The print, which initially sold out at the gallery, inspired Farrell to ramp up her typesetting skills. "When designing with antique metal ornaments, it can be difficult to see exactly how they will come together and if they will really represent the objects and places that I envisioned in the initial sketches," she says.

Below are Jen's descriptions of the photos used in the HOW article:

Front page photo:

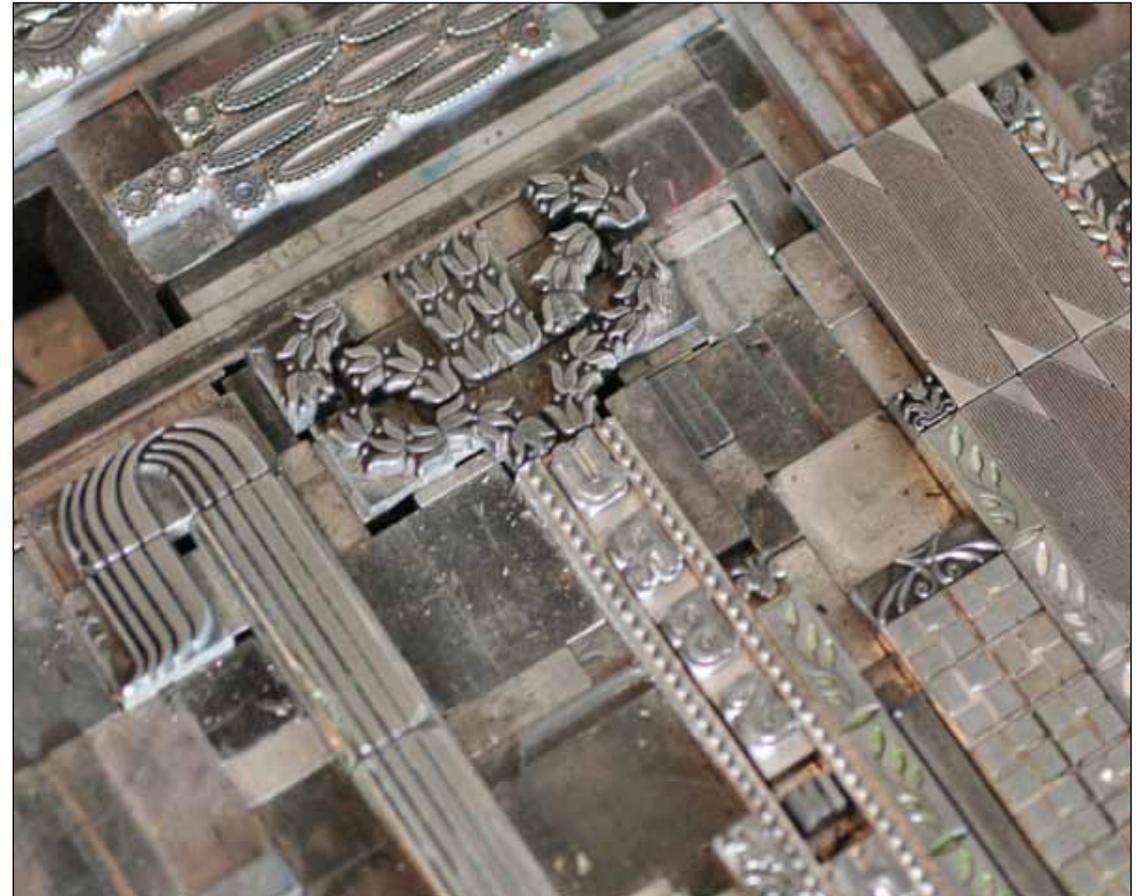
Last February, I built the form for this poster and printed it over the course of 4 days, to be included in the city's show, The Flag and Seal revisited, which featured dif-

ferent takes on Chicago's flag and seal by local artists and printmakers.

When starting the print, I wasn't sure if it would be successful or not, as I explored the idea of building a city of ornaments (which we do a lot in the studio) in multiple colors and in a circular shape. The type was

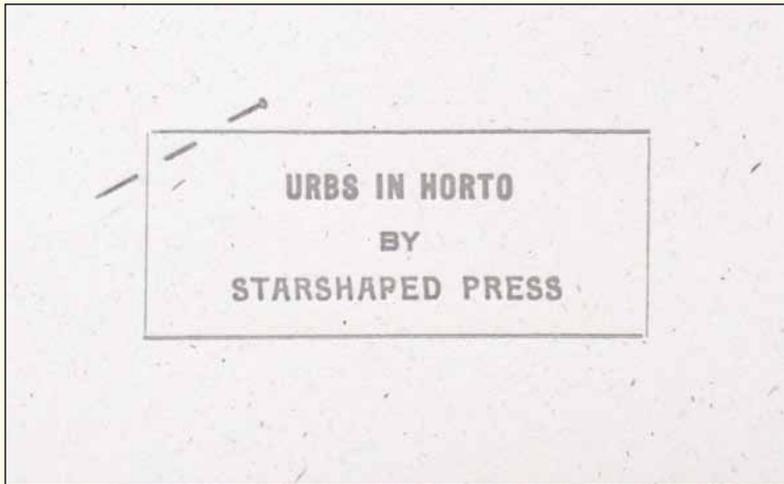
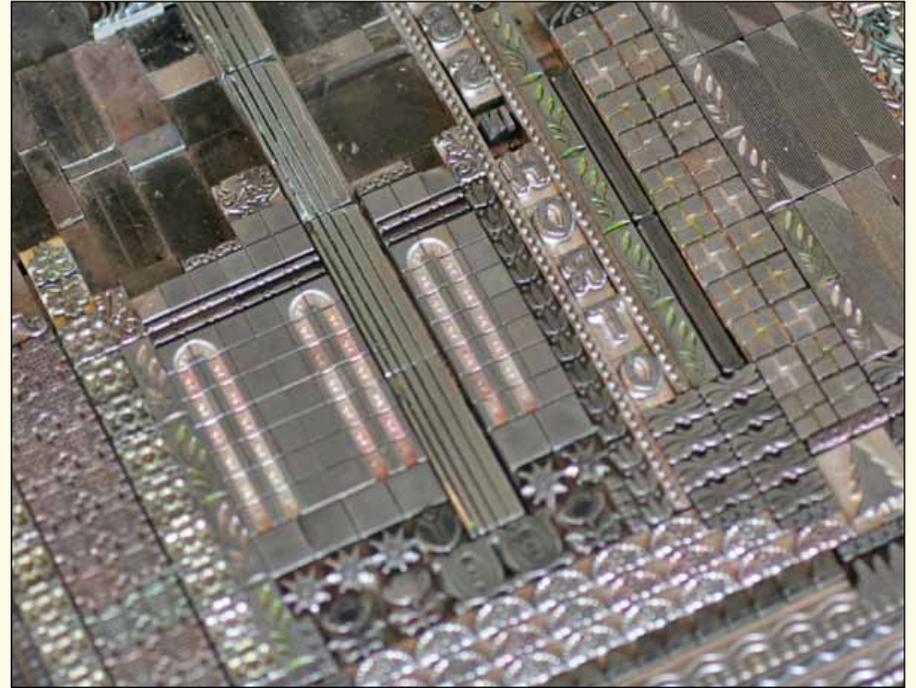
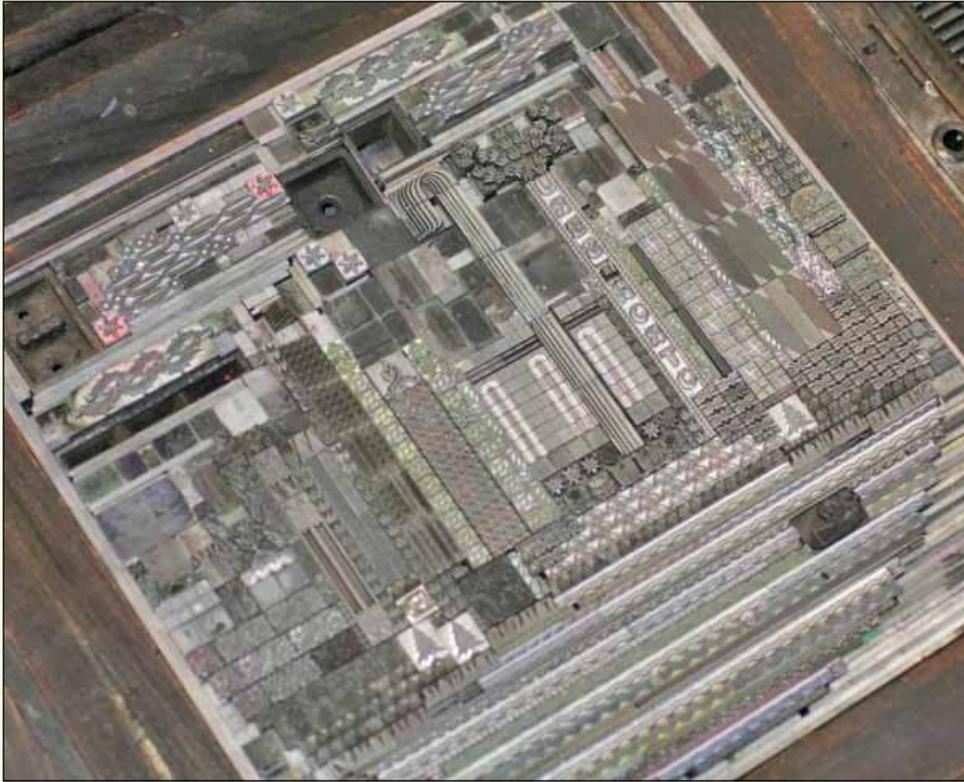
set solid, meaning there was very little spacing in it, making it that much harder to take out the individual colors while maintaining the overall integrity of the print. Here's the initial shot of pulling ornaments and designing it before moving to press; I can't help but liken it to building the Death Star.

3



Do we really need to write a caption to explain this masterpiece? The editor.

And here is the final print. I wanted it to have a specimen-like feel, and labeled the bottom accordingly with mini pins.



Colophon at bottom of print.





And as if the recognition of this piece wasn't enough, How also selected one of our invitations to be included in the Merit category.

Also a city, but this time San Francisco. Apart from the difficulty of setting the

Golden Gate Bridge with curved rules, the other fantastic and challenging aspect of this project was setting it in both English and French, which required the use of accents and a little 'type surgery'. Examples on next page.

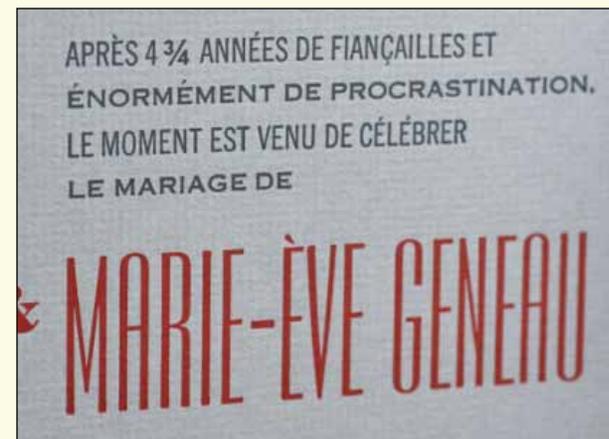


Jen Farrell. Want to know more about this talented designer-printer? She'll be at the Phoenix Goose. Not only can you meet her, but she'll be on the program.



Why does it look like this picture was taken late at night? Because it was... it took about 4 hours just to get it to stay together and straight given the bent rule, let alone getting it on press. Is it worth it to spend

this amount of time typesetting? Yes, given that the mission of Starshaped is to preserve the typesetting techniques of the past and make them relevant to commercial work today.



Notice here the addition of accents, and the trimmed Copperplate E's (to make room for the accents).

Is the Amalgamated facing its own 'fiscal cliff?'

By Jim Daggs
APA President

In your February bundle is the annual financial report from Secretary-Treasurer Phil Driscoll, including his comments about our approaching "fiscal cliff." Your APA Board will be discussing our financial concerns, and making recommendations.

As you can see on the expenses side of the report, Phil runs a lean operation. No corporate jets or vacations, and definitely no officer or board member salaries. Strictly volunteers.

The tube bundle has grown in popularity and participation, and growth in the number of pieces and participation has raised postage expense, which needs to be addressed. At that time we implemented a \$5.00 per year increase in APA dues to fund the every other year tube mailing. Postage is our major expense, and we have no control over that, and we also didn't know how much the tube project would grow. I am quite sure we do not want to limit the tube project in any way, shape or form, so an adjustment in dues to cover postage will have to be an option. Bundle participation is also

staying quite healthy, and that means more postage as the bundles expand.

Revenue from APA Wayzgoose auctions is always welcome and has become a way to provide financial cushions, but those numbers have been dropping somewhat. Your donated items for the APA auction ARE a part of our financial package, so donate items if you can.

I have also thought of adding a "Donation" line on the annual membership form to encourage those willing, and able, to add a little more to their membership check, as a way to help. Again, all of these things will be put before your APA Directors, and I expect a recommendation to be made by them.

If you have thoughts or ideas on this, or any other matter, please do not hesitate to contact any of us. We will appreciate your input.

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I want to congratulate Rich Hopkins on his authoritative and all-encompassing book, "Tolbert Lanston and the Monotype - The Origin of Digital Typesetting." Just off the press — beautifully designed and printed — Rich's craftsmanship in research,

writing, design, and typography makes this a first-class volume that anyone interested in typography and letterpress should have in their library.

Contact [University of Tampa Press](#) today and buy the book. If you have an interest in metal type and letterpress, the book is a "must have." And, next time you see Rich give him a hearty pat on the back and a good handshake and congratulate him on his tremendous achievement.

+ +

Neil Giroux, our new mailer, has two bundle mailings under his belt and is getting the routine smoothed out. To make Neil's task easier, please, please remember to send at least a minimum of 155 bundle pieces. And equally important is to make sure you have your name AND APA number printed on them. This makes Archivist David Kent's job easier, as well.

+ +

So, with Neil stepping in as mailer for a season, mailers Ky and Sara Wrzesinski will have time to take care of the baby they are expecting in July! Great news from one of our fun couples in the APA!

HAVE PARTS, WILL TRAVEL!

Remember the “old-old days” when doctors would make house calls? Wouldn't it be something if all of us printers could just call someone when we're having a pesky problem with some printing project and have them make a house call to help us out? Was that a unanimous “yes”?

There is a person like that in the letterpress printing field...to a point. He has been making “house calls” for over 25 years to those who have sick Ludlows, Linotypes and various types of presses, etc. More to the point, our man would prefer to keep them well maintained so they don't have problems.

Does the name Dave Seat and Hot Metal Services ring a bell? It does to most in our letterpress community.

Prior to 1995, Dave's main business was selling various parts to printers around the country. From 1981 until 1995 he sold and repaired equipment in their shop in Mount Juliet, TN.

His main reason for starting to travel

Dave Seat



was that many of the “old-timers” in the field were either giving up servicing their machines or passing away so he wasn’t selling as many parts as he used to. “It was for self-preservation that I started travelling and repairing machines,” Dave said.

He confesses that he never went to a traditional Linotype school, but he said he was fortunate enough to have been trained by five different men that had gone to the schools and had years of experience.

Dave worked for Harland Check Printers in Nashville from 1971-1975. There was a break in his printing career in 1975 where he worked for a year at an Amoco Service Station. In 1989 he worked for Check Printers, Inc. until 1982. In 1982 he was in partnership with SOS Linotype until about 1989. Then Hot Metal Services was started in 1989.

Wife Beth has printers ink in her blood.



From 1972 until 2000 she worked for Harold Ellis Printing in Berkeley. Then, until she met Dave in 2007, she worked for PolyPlus Battery Company.

With all the travelling they do each year they meet a lot of printers. “I’d have to say that during all these years we really have not had any really bad experiences with people,” Dave stated. “We consider just about all of our customers as friends. Printers are generally a wonderful group of people,” he said.

That doesn’t mean being on the road isn’t without a problem or two. He said that when working on Ludlows or Vandercooks he has just about all of the parts in the truck he drives. He also was quick to point out that when working on Linotype or Intertypes, he would really need a large semi trailer to carry enough parts to cover most items. One way around this is that Dave said he asks ahead of time what is wrong with the machine and then tries to bring as many parts as he can.

Another problem: eating out every day and night gets really old!

One good aspect to all this travel is that



Beth and Dave Seat...on the job.

Dave doesn’t travel alone. He has traveled with his wife Beth since 2008 when they were married. He says they are still on their honeymoon!

Beth isn’t just a passenger with Dave. She keeps tabs on things at the home front but Dave says she isn’t afraid to get her hands dirty.

He said that generally the way they work (on Ludlow’s) is that he takes the machine apart and Beth cleans each part for him to reassemble. This is basically the process on all the machines he works on.

Dave does confess that the downside to this is that customers are getting two work-

ers for the price of one as Dave has kept his labor prices the same as before Beth joined him. He said they really make less money—but enjoy it more.

Everyone who has been involved in letterpress for any amount of time knows that there have been many changes taking place.

In recent years with the economy hurting, Dave said that many of his customers have cut back on the amount of service they require. Instead of a full preventative maintenance service, they just want him to fix what is wrong and get the machine back up and running. So instead of 5-8 hours of work, he is doing 3-6 hours. Dave confesses that this is making it harder for them to travel as they are not making as much money and this is hurting the bottom line.

He points out that if he does not do preventative service he is really doing them a disservice.

Dave sees his job as one to train everyone on their machine and how to take care of their own equipment. He likes everyone to watch everything he does so perhaps next time they can do their own repairs.

He really doesn't think of himself as a repairperson, although he certainly does a lot of that. He likes to think of himself as more like an insurance policy. He comes in once a year or so and totally goes through each machine and tries to catch anything



A welcome break checking out the mountains around Silverton, CO.

that is going wrong and then fix it before it gives any trouble. His belief: "Train everyone so they can train for the future."

Asked about the biggest problem printers he works with face in the future? There was no hesitation: Mats, mats, mats. Dave stated that there are a lot of new people getting into typesetting but finding the mats they need is getting more and more difficult.

Dave and Beth are really one of a kind in our letterpress community. When asked what happens when Dave hangs up his bib overalls for good and puts road travel behind, a shrugged shoulder and he said, "We have no one following in our footsteps."

Dave said that over the years that Jim Parrish (Dave's mentor) did this, that he was the only one Jim had found to train and that would travel. (Parrish was on the road from the 1950s until 2004.)

Dave does confide that he has had a lot of people say, "Oh, I would love to travel like that." But then when he tells them they are on the road for over 200 days a year, they change their mind.

He says that after all this is a job and that they do get to see a lot of things people do not usually see, but ultimately they are trying to make a living.

There are hundreds of folks in letterpress that hope Dave and Beth live a long and prosperous life!

On the road

Here are just a few of the interesting stops that Dave and Beth Seat on their way around the country:

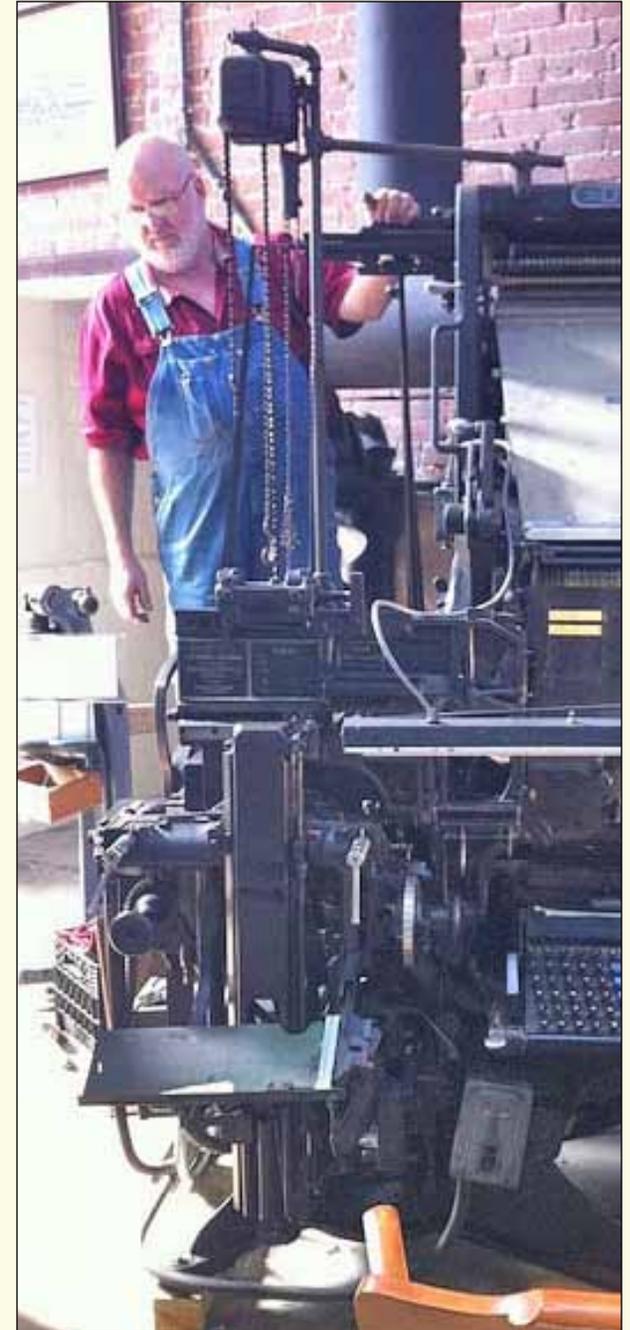
There is a customer in Ohio that makes bricks. They use their Ludlow to cast slugs with dates on them. They imbed these dates into the soft brick mix before it hardens. This is done because they get all of their materials locally and if a brick does not hold up or is a particularly good brick, they can keep track of them. This is an Amish company and they use the Ludlow two days a year. They cast enough in two days to lasts all year.

Another customer in Chattanooga, Tenn. that is also Amish, and he wanted a gas pot for his Ludlow. His idea was to take the electric motor off of the machine and fix a shaft and pulley from that and run it by a belt driven system that comes from overhead and is powered by a horse walking on a treadmill outside.

Dave has heard of a gentleman in Idaho who casts model train parts with a Ludlow. He hasn't seen the operation yet, but the guy is on Dave's bucket list.

One company in the Miami, Florida area has many Linotype machines and prints pencils for golf shops all over the country.

The list goes on. Customers print yardsticks, wooden business cards, ribbons of all sorts, fly swatters, playing cards, poker chips.



Interested in meeting Beth and Dave Seat? They'll be at the 2013 Phoenix Goose.



By Mike O'Connor

Where does the time go? It seems that it was only a month ago that Phoenix, Arizona received the go-ahead to host the 2013 APA Wayzgoose, but now the event is fast approaching.

No matter. We're ready—are you?

The registration form and Goose information is already online and its first appearance in the bundle will be in April. You can get in on our website: www.phoenixgoose.com If you haven't seen the site, I'd suggest taking a few minutes and look it all over.

I would recommend that any members who wish to attend any of the workshops that they register immediately! We expect these to be “sold out” quickly.

Our program on Friday is set. We have a list of excellent speakers and panel members (and provocative topics) for Friday. Some details are on the website but more

detailed information will be coming later this month.

Friday's events will be held at Letterpress Central (less than a mile from the hotel—and the hotel van can take you there free—just check the hotel website). Letterpress Central is home to Cindy and Gary Iverson #836. It's a beautiful facility and one you'll be thrilled to see. Our registration fee would have been much higher had not the Iverson's offered their building for Friday's events. Many thanks Cindy and Gary!

Members with items to sell do not want to miss our swap meet and auction this year. Our Arizona contingent of APA members is going “all out” to invite all letterpress printers in the state to attend our swap meet and auction. We expect a big crowd on Saturday. So plan now to buy a table and ship or bring items to sell at the Goose. Again, see the website for more information.

Of course the highlight of any Goose is

meeting old and new fellow printers. Each night hospitality will be provided at Letterpress Central.

What better way to end a Goose than to tour and hang out around a type foundry! Sky Shipley has been most gracious to invite all up to his foundry in Prescott, Arizona on Sunday. If you don't have a car, we'll get you up there and back...even those who need to catch a plane Sunday evening. Just let us know on the registration form.

This will be the first time an APA Wayzgoose will be held in Arizona. It may be our first, but one thing I can guarantee you, is that it will be one you will truly enjoy and long remember. Again, if you haven't spent much time on our website, I would truly urge you to do so.

See ya'all in Phoenix in June!

Click below to go to Goose web site
>PHOENIX GOOSE<