

— PROSPECTUS —

TYPESETTING
ON A WINTER'S
AFTERNOON

BY

RAYMOND S. NELSON, JR.

Previously published in

Parenthesis

№3, May 1999

Edited by Mike Koppa

TYPESETTING ON A WINTER'S AFTERNOON

Twenty-plus years ago, I mailed a letter to Stan Nelson at the Smithsonian Institution, inquiring about the availability of matrices for a specific typeface I hoped to have cast. Along with his reply, he enclosed the manuscript for an unpublished story he had written about typesetting by hand. I liked it.

The Heavy Duty Press went cold in 2004, when we relocated from the shores of Lake Michigan to the driftless region of Wisconsin. It remained in storage for ten years.

As I unpacked the press in 2014, I found a small collection of manuscripts saved for potential projects, and Stan's story was among them. Thanks to his inspiration, the words have been made manifest in my life, and in book form, for you.

Hand set on winter's afternoons, with ATF Century Oldstyle & Huxley Vertical metal type, and hand printed in black, sky blue, silver, and bronze inks on (into) 80 of 92 trigesimo-secundo page surfaces.

Each book is composed of eight folios of Zerkall Book Laid, two of Zerkall Ingres (Blueſt), one Zerkall Litho, and thirteen Classic Crest uv/ultra II, hand bound by coptic stitch. Strategic arrangement and precise hand folding of the folios combine with tight registration to create cascading three-dimensional text areas.

The book blocks are tucked in sans adhesif, one-of-a-kind covers, featuring leaves freed from one of the sixty thousand copies of the famed 1923 Specimen Book and Catalogue of the American Type Founders Company.

Based squarely on 320 shop hours and the cost of materials, the price per signed and numbered copy of this patiently designed and hand crafted book is set at \$525.

Orders received prior to the publication date of 1 May 2019 (to toast the Twentieth Anniversary of Publication in Parenthesis) shall be granted a friendly 25 percent early bird discount, bringing the price per copy down to an exceedingly reasonable \$395.

Please do not hesitate to request your copy in a timely manner. Of this limited edition of 26 copies, just 20 are available for sale.

SATISFACTION GUARANTEED

Review a book without obligation. If your expectations are not fulfilled, simply return the book in mint condition, post-marked within ten days of receipt. Your invoice will be void.

THE AUTHOR

Raymond (Stan) Nelson, Jr. is an artist, printmaker, and typographer. Stan worked for thirty-one years in the Graphic Arts Collection at the Smithsonian's National Museum of American History. As one facet of his fascination with printing, he has mastered all aspects of traditional typefounding, which include the arts of punch cutting, matrix fitting, and mould making (a noteworthy 55 of his own moulds to date). In retirement, Stan continues to pursue the skills and the history of the black art at his Atelier Press & Letter Foundry in the wilds of Charles Town, West Virginia.

More information, including photo-documentation, may be viewed via heavydutypress.com.



The Heavy Duty Press
E10650 Old Highway 56
Liberty, Wisc. 54664