

# Print shop veterans believe they've found niche in Selah

Jim and Diane Alexander have been told several times that there isn't enough business in Selah to support a print shop.

The Alexanders beg to differ.

"We want to provide a service for the business community of Selah," said Jim. "We think that by offering a complete printing service, we'll be able to stay open."

Now a year old, Alexander Litho & Printing is well on its way to getting established here. With offset printing as their main source of revenue, the Alexanders are quick to point out that they'll tackle just about any type of printing job that comes along.

"We kind of see ourselves as an advertising agency," Alexander's wife said. "We have an in-house printer, and an in-house artist."

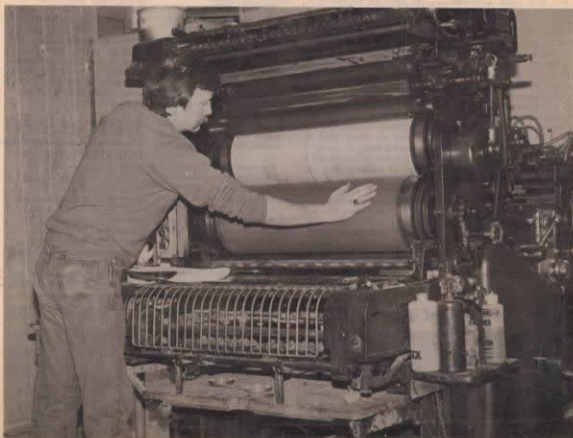
The in-house artist she refers to is herself, and working with graphics and illustrations is right up her alley.

Having attended both the University of California and the Otis Art Institute in Los Angeles, Mrs. Alexander has studied fine art quite extensively. Coupled with her experience as a freelance artist, she believes that she can adequately fulfill the graphic art needs of the Selah community.

Presently, she is designing the graphics for all the textile screening work she and her husband perform. Silk screening, she said, makes up about 20 percent of the business the Alexanders do out of their South First Street shop.

The other 80 percent of their work is commercial printing, whose capabilities include doing letterheads, envelopes, textbooks and four-color process posters.

Unique to Selah, said Mr. Alexander, is his press that can print posters up to 30 inches in



Jim Alexander

length. "It's a pretty big press for a community this size," he said.

Whether it's working with small presses or large ones, Alexander has the experience. In the printing industry for more than 25 years, Alexander got his start in a small shop in the Ventura, Cal. area. At one time, he said, he had as many as 15

employees at his California print shop.

The Alexanders moved to Selah in September of 1986. Arriving here, Mr. Alexander took on the job of general manager of Abbott's Printing in Yakima. Soon after, he switched jobs to become the head pressman at Franklin Press.

Unfortunately, Franklin Press eventually went out of business, "so I decided to start my own shop here in Selah," he said.

Given the response the local community has shown the Alexanders in the short time they've been operating here, chances are the couple is going to prove that Selah is indeed large enough to support a print shop.



More than 70 million decks of cards are sold each year in the U.S.



Diane Alexander

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