



The WAYZGOOSE GAZETTE

A NEWSLETTER OF THE INT'L PRINTING MUSEUM, BUENA PARK, CALIFORNIA. THE MUSEUM WAS FOUNDED IN 1988 BY D. JACOBSON AND FEATURES THE E. A. LINDNER COLLECTION OF ANTIQUE PRINTING MACHINERY.

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HISTORY IN MOTION: A Museum on Wheels

With the impending doom of our Buena Park facility last Spring, I began to think about how the Printing Museum could continue its educational programming during the transition into another facility. Though the Museum houses a beautiful collection of working antique printing machinery, the dynamics of the facility are the tours and interaction with the general public and the hundreds of school children each day. The presence of those people at the Printing Museum also represented another important element in the operation of a museum—revenue! The loss of a building also meant the loss of a majority of our revenue, funds that would be helpful during our transition period.

On one of my trips back East to hunt down new machinery for the collection, an idea began to develop. If what we do best is talk with people, telling stories and making history come to life, why couldn't we take the best of our programs directly to them. With an assortment of small historical artifacts, some type and a working printing press, we could recreate the essence of an experience at the Printing Museum.

The result of that East Coast brainstorming session is a dynamic new outreach program of the Printing Museum. *History in Motion: A Museum on Wheels* combines the best of the Museum's educational tours and adapts them for presentation at a school or destination. *History in Motion* is a traveling, 12-foot trailer exhibit, the sides of which fold down, creating a working colonial print shop. Surrounding the exterior of the trailer are large, full color graphics depict-



Students learn about the 5,000 year history of books from Dr. Franklin himself at his colonial print shop through the Museum's new outreach program, "History in Motion."

ing the 5,000 year history of books and printing.

Highlights of the *History in Motion* presentation include viewing a page of the Gutenberg Bible, demonstrations of papermaking and bookbinding. Students can feel cuneiform tablets from ancient Sumeria, experience the wonder of the Rosetta Stone, open up a papyrus scroll. They learn of Gutenberg whose development of movable type in 1440 changed the world forever by bringing knowledge out of cloistered monasteries and into the workaday world. The presentation traces mankind's efforts to transmit ideas, from scrolls and tablets to the newspapers and books of today.

A guide slips on an apron, steps up to the wooden press of 1750 inside the trailer, and transforms into a young journeyman in Ben Franklin's colonial shop. Students hear the creaking and groaning of the old press as the guide labors to produce their keepsake, a 16-page signature of Ben Franklin's witi-cisms. But before they can take it home with them,

each student must first learn how to fold the signature into a book, a challenge which stumps even adults at times. After successfully folding their signature, the guide demonstrates traditional hand bookbinding and illustrates how books are put together with thread and glue.

While the *History in Motion* trailer is capturing the fascination of students outside, the Inventive Dr. Franklin is presenting the story of his fascinating life to students in the school's auditorium. From swim fins to bifocals, from the first public lending library to the Constitution, they hear of the many inventions this great scientist discovered.

With the use of slides and props, Ben Franklin introduces students to life in Colonial America and as our foremost Founding Father aids them in experiencing the adventure of forming a new nation. They hear first hand of the debates and compromises that went into the Constitutional Convention from the eldest statesman himself. Students are also introduced to the world of science as Dr. Franklin discusses and demonstrates many of his experiments with electricity and the natural sciences. The Inventive Dr. Franklin Show is designed to bring to life a marvelous period in our nation's history with one of our foremost American citizens. Above all, Dr. Franklin aims to ignite young minds with the wonders of science and invention!

History in Motion is a two-hour outreach that can handle up to 150 people. Because it's on wheels, we are able to take the program to areas which normally

cannot access a museum, such as inner city schools, senior retirement communities and distant places such as the high desert or Arizona. With this new outreach program, we will be able to greatly increase the number of people who can benefit from the cultural resources of the Printing Museum.

We have already booked close to 80 presentations during the current school year. The fee for the two hour presentation is \$500, which amounts to about \$3.50 per student. This is a tremendous savings for schools that normally have to bus students to a museum location; a typical field trip can end up costing about \$10 per student.

If you would like to have this great program come to your children or grandchildren's school, please give the Museum a call to make arrangements.

The *History in Motion* outreach program is being partially underwritten by this year by Chris Jacobson of Gutenberg Expositions. His \$40,000 commitment of support has helped to pay for the costs of developing the trailer and staffing the program. Special thanks are also due to Dan Koon of Grafico, Inc., Santa Fe Springs, who donated the beautiful, full color digital graphics which surround the trailer.

Though we have temporarily lost our building, the Printing Museum is continuing in it's mission to make history come to life through the preservation and presentation of printing history. I invite you and challenge you as a member of this industry to help us in this worthwhile goal by becoming involved. We need your help.

Letters from our Recent Outreaches

Dear Mr. Franklin,

I learned a lot from your presentation on the History of Paper. I learned that there were a lot of different surfaces that people would write on, like plants, sheep skin, rock, clay and of course paper. I also thought how they made and stored individuals letters and numbers was great.

I agree with your suggestion to read a book one night a week and follow it all the time. I read almost every day. Sometimes I read the newspaper instead of watching TV.

Your Friend, Ryan Musikanth 5th grader

Dear International Printing Museum,

Thank you for coming to our school! The thing I liked most was that I learned that in China you would have to carve the entire page out of wood to make a book. You filled my brain with something I never knew. Ben was very educational. Thank you again!

Katie Anderson, 5th grader

Dear Mark,

History on Wheels (or in Motion?) is definitely worth its weight in Gold. The presentation you gave was full of awesome facts. We all walked away truly captivated by what you shared and showed us. Thanks for all your hard word in setting up your trailer and continue to keep History Alive!

Cypress Branch Christian School



Printing Museum's Building and Endowment Campaign

BUILDING & ENDOWMENT CAMPAIGN

Funds received to date: \$300,000

Museum Founders

David I. Jacobson, Orange
Ernest A. and Harriet Lindner, Glendale

Museum Benefactors

With a contribution of \$100,000, a donor will be recognized as a Museum Benefactor and their name will be placed on the David I. Jacobson Founders Wall, along with an exhibit in the new museum building.

Paul Berardi, Flyer Graphics, Riverside

Museum Patrons

With a contribution of \$25,000, a donor will be recognized as a Museum Patron and their name will be placed on the David I. Jacobson Founders Wall, along with an exhibit in the new museum building.

Chris Jacobson, Gutenberg Expositions, Orange

Museum Sponsors

With a contribution of \$15,000, a donor will be recognized as a Museum Sponsor and their name will be placed on the David I. Jacobson Founders Wall.

Coleman Norris, Pewaukee, WI

Lifetime Friends

With a contribution of \$500, a donor will be recognized as a Lifetime Friend of the Printing Museum and their name will be placed on the David I. Jacobson Founders Wall.

Robert Mills, Hemet, CA
Bob Gans, Gans Ink, Los Angeles
Diana Thomas, Encino
Mike Beroiz, Long Beach
Harold Harcourt, Garden Grove
Merrill Brown, Garden Grove
Jeff Craemer, San Rafael
John Santos, Los Angeles
Harold Sterne, Cincinnati
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Joseph Colwell, Artco Printing, Anaheim
Emil Rozek, Culver City
Charles Mohr, LA Book Arts, Culver City
Kelly Paper, Los Angeles
George Grena, Redondo Beach
Larry Brock, Brock Prepress, Boulder, CO

Franklin Fellows

With a contribution of \$1,000 to \$10,000 a donor will be recognized as a Franklin Fellow of the Printing Museum; their name will be placed on the David I. Jacobson Founders Wall and they will receive a beautiful cast medallion of Ben Franklin, the "patron saint" of printing.

David Peat, Indianapolis
Dr. Leland Whitson, Manhattan Beach
So. California Chapter NAQP
Mark and Lori Barbour, Brea
George Schmidt, 3M Graphics Division, Los Angeles
Phil Greenslet, Reisterstown, MD
O.T. Hamilton, N. Hollywood Printing, Hollywood
Al Merkel, La Canada
John Hedlund, California Offset Printers, Glendale
Keith R. Cutting, J&K Graphics, Laguna Beach
Bob Deal, BJ's Printing Emporium, Glendale
Julio Aquirre, ColorScan Service, Los Angeles
George and Susan Kinney, The Castle Press, Pasadena
Merrill Brown, Garden Grove
Urban S. Hirsch, Ink Systems Inc., Bell, CA
Bradley and Dan Koon, Grafico, Inc., Santa Fe Springs

Sustaining Friends

With a contribution of \$100, a donor will be recognized as a Sustaining Friend of the Printing Museum. When their cumulative donations reach \$500, they will be recognized as a Lifetime Friend.

Joan Robb, Brea Imperial Graphics, Brea
Stephen Kanter, M.D., Pasadena
Donald Rothrock, Sonoma
Mike Conroy, Alameda
Richard Small, Greenwood, IN
Charles Klensch, New York
Ernie Blitzer, New City, NY
Fred Williams, Type & Press, Hayward
Doug & Margaret Stow, Half Moon Bay
Richard L. Bawden, Riccon Printing, Orange
Merle Langley, Marlboro Mats, IN
Charles Voigtsberger, Copy Machine, Ventura
Frank O. Walsh III, Yesteryear Books, Atlanta, GA
John & Cathy Magdziak, Mission Viejo
Denny Shorett, Crown Printers, San Bernardino
Dick Niehaus, Fleming Printing, MO
Paul Aken, Beach Park, IL
Wayne Yada, Visalia Press, Visalia
Louis P. Matter, Whittier
Joe Ferrell, Redondo Beach
William Streeter, Northampton, MA
Rochelle Lee Mercer, Westlake Village
Carl Schlesinger, Rutherford NJ
Ray Ballash, Cerritos
Larry Patrick, Printworks, Palm Desert
Robert P. Apperson, Apperson Business Forms, Commerce
Denny Woodruff, Advanced Rollers, Corona
Leon Guide, Los Angeles
Patricia Hausman, Glendale
Dick Cooper, Santa Ana

Will you consider participating in this effort to establish the world's largest printing museum?

Notes from the Curator

The lack of a building has not slowed our pace down at the Printing Museum. Since September, we have been actively marketing our new outreach program, *History in Motion: A Museum on Wheels*. To date, we are bringing the program to 80 schools and destinations, some as far away as San Diego. *History in Motion* has been enthusiastically received at each school we have visited. One teacher even expressed that it was the best outreach program they had ever had!

With the *History in Motion* trailer we are able to reach schools and regions with difficult access to most museum programs. Many of the public schools are limited in the number of traditional field trips they can take, mostly due to the funds required to bus the students. Our *History in Motion* outreach can reach 150 or more students at a school with a two hour presentation for less than the overall cost of a comparable field trip.

History in Motion also allows us to continue fulfilling our mission to impact students in their education with the resources of our collection.

Though we are still searching for a building to house and display the permanent collection, the Printing Museum is active as ever capturing the imaginations and curiosity of young students.

Our search for a building has focused in the area of downtown Los Angeles. We have had several discussions with city officials about possible locations and historic buildings. Our space requirement of 15–25,000 square feet makes this search more difficult. But as we present the Printing Museum's vision, coupled with our accomplishments in our former facility, we gain supporters each month.

Thank you for your support and faith in what we are attempting to accomplish. Building and sustaining the world's largest display on the history of printing is a long journey which requires sustained effort. Participation in our Building and Endowment Campaign is growing, sometimes with contributions by individuals who are least able to afford it but believe in what the Printing Museum is all about. How much is it worth to you for our great history to be preserved for your children's children?

Have You Become a Friend or Franklin Fellow of the Printing Museum Yet? We Need Your Support!

Organized to enable interested persons in the history of printing to participate in the Printing Museum's activities and to lend their support to its development, The Friends of The International Printing Museum is a society comprising more than 500 people across the country.

To become a member and receive *The Wayzgoose Gazette* and other information from the Museum,

Name:

Business Name (if any):

Address:

Telephone:

Yes, my company can donate (please circle):
4-color printing for Museum brochures
1 or 2 color printing for Museum brochures
paper
bindery services

Yes, I would like to receive information on the Museum's Building and Endowment Campaign

please fill out this information, detach and send it along with a check for \$25 or more made payable to The Int'l Printing Museum Foundation, PO Box 6449 Buena Park, CA 90622.

Sustaining Friends are recognized for their contributions of \$100 or more; Lifetime Friends for \$500 or more; Franklin Fellows of the Printing Museum for \$1,000 or more.

The Museum Foundation is recognized as a tax exempt, 501c3 public charity by the IRS. Contributions are deductible to the extent allowed by law.

THEWAYZGOOSEGAZETTE

is issued quarterly for the Friends of the International Printing Museum, founded by David Jacobson and featuring the Ernest A. Lindner Collection of Antique Printing Machinery. *Membership into the Friends begins at \$25 annually and goes to support the programs of the Museum.*

The term "wayzgoose" refers to a traditional annual printers celebration, dating back to the 17th century.

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Mark Barbour, curator and editor

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