

THE QUARTERLY NEWSLETTER OF THE

WAYZGOOSE

The International Printing Museum is a public non-profit organization.



INTERNATIONAL PRINTING MUSEUM

GAZETTE

FOUNDED BY
DAVID JACOBSON &
ERNEST A. LINDNER

Founded in 1988, it features The Lindner Collection of Antique Printing Machinery.

JUNE 2018 • NUMBER 49 • CARSON, CALIFORNIA

UPCOMING EVENTS

JUNE 30

Independence Day Celebration

Ben Franklin, John Adams, & Thomas Jefferson, otherwise known as *The Confounding Brothers* present a thought-provoking account of *The Declaration of Independence* and how our nation came to be.

AUGUST 4

Summer Printers Wayzgoose & Surplus Letterpress Sale

Dozens of surplus platen presses, Vandercooks, Windmills will be for sale, along with wood type, cabinets and stuff. Enjoy a day filled with letterpress printing throughout the Museum!

OCTOBER 13 & 14

Los Angeles Printers Fair

A wonderful celebration of Letterpress Printing and the Paper Arts, featuring nearly 100 artist vendors and suppliers, demonstrations all day and large quantity of vintage printing equipment and supplies for sale.

DECEMBER 8

Dickens Holiday Celebration

Designed for the whole family, this annual holiday event brings the Christmas Carol to life. The Museum's galleries are transformed into Fezziwig's Warehouse, holiday music is in the air as guests print their own Victorian Christmas Cards on the antique presses.



READ ALL ABOUT IT

Printing Museum Acquires Rare 19th Century Los Angeles Newspapers

Most people associate the International Printing Museum with antique printing equipment. The truth is, the Museum also has an extensive collection of antique books and ephemeral. And, during the recent California International Antiquarian Book Fair in Pasadena, California, we were able to add a few gems to our collection.

The Book Fair is recognized as one of the world's pre-eminent exhibitions of antiquarian books. The bi-annual fair gives visitors the opportunity to see, learn about and purchase the finest in rare books, manuscripts, autographs, graphics, photographs and more. We are invited by the Book Fair to bring

Continued on page 6



Kelly Paper Joins the Printing Museum by Opening New Carson Store in Rear Building

Story on page 4.



THE INTERNATIONAL PRINTING MUSEUM'S

BOOK ARTS PATCH DAY

For Girls

In response to the Museum's successful Boy Scout Merit Badge Day, the Museum Launches new Book Arts Patch Day for Girls.

According to the Girls Scout website, Cadette level girls are to, among other things, “*Try out new experiences (and learn new skills) as she earns badges.*” The Book Artist Badge is just one of many badges that the Cadette level girls can earn.

Our goal with the Book Arts Patch Day for Girls is to provide the new experiences and skills necessary for the girls to earn the badge. They also learn the art of making books from both a historical perspective and how modern artists are interpreting the book as a work of art and something very creative.

During the day's activities, we focus on the five steps a Cadette has to explore in order to complete the projects needed to earn the badge. The five steps include:

- 1) Explore the art of bookbinding
- 2) Get familiar with the insides of a book
- 3) Try out book artist techniques
- 4) Focus on function
- 5) Focus on style

Within each of these steps there are three projects, of which the Cadette must complete one project for each step. Once the girls have fin-

ished their day at the Museum, they return home with the knowledge needed to complete these projects and earn their Book Arts Badge.

For example, in step two, GET FAMILIAR WITH THE INSIDES OF A BOOK, the girls need to become



THE DAY IS FILLED WITH 6 HOURS OF HANDS-ON ACTIVITIES

familiar with various parts of the book including the spine, gutter, signature, and more. And, in step four, FOCUS ON FUNCTION, they need to identify traditional bookbinding tools such as a bone folder, awl, adhesives, and others. What better way to learn these terms and identify this equipment than with a hands-on experience at the Museum. We are able to exploit the many presses and other equipment we

have acquired over the years to educate the girls and open up their minds to the many and varied careers available to them in the printing and graphics industry.

The Book Arts Patch Day runs from 9 am to 3 pm, as teams of girls rotate between six stations covering every aspect of the book arts including: letterpress printing, papermaking, bookbinding, and illustration design. Each participant makes their own sheets of paper, makes a variety of books using various binding methods, and screen-prints their own book covers and t-shirts, and much more. The day is filled with lots of hands-on activities and detailed presentations given by industry experts and educators.

The day is open for all girls 10 and older, whether they are a Girl Scout, American Heritage Girl, sister of a Girl Scout, a sister of a Boy Scout, mom, or just interested in a great experience.

The Book Arts Patch Day for Girls is fast on its way to becoming a favorite activity destination for Girl Scouts and girls in Southern California as much as the Boy Scout Merit Badge Day. ■

The Printing Museum Creatively Installs Air Conditioner in New Exhibit Space!

THROUGH THE GENEROSITY OF INK SYSTEMS, INC., THE MUSEUM HAS AN AIR CONDITIONING UNIT THAT MAKES LIFE MORE COMFORTABLE DURING THE SUMMER MONTHS.

Just in time for the APA Wayzgoose (a national conference of letterpress printers), one of our volunteers, Brent, suggested we install an air conditioning unit that had been donated by his his employer, to provide air in the new exhibit space at the Museum where the conference would be held in. This was no small undertaking because this was a big commercial sized air conditioning unit.

This seemed like a great idea due to the fact that we were about to host over 100 printers at the Museum in the middle of summer. The problem was we were also in the middle of moving presses and equipment out of the rear building so Kelly Paper could move in.

The first problem we faced was getting the unit from the floor to the roof of the Museum where it could be installed. We had a skylight in the area of the gallery where the conference would be; Brent thought, if we could just get the unit through the skylight, we'd be okay.

We put this big commercial air conditioning unit onto the construction company's scissor lift and raised it underneath the opening of the skylight. Slowly we raised the lift until it reached the ceiling. And, as luck would have it, there were two inches of space to spare on each side of the unit. Carefully we were able to lift the unit to the roof.

Thus we were able to raise the lift and get the unit up to the roof.

Once on the roof, we took two



poles and slid them through holes in the unit and lifted the unit up onto the roof. It looked like a scene from *Raiders of the Lost Ark*.

Once Brent secured the air conditioner to the roof we then had to find a way to get the cool air down into the Museum.

At this point we were just hours away from the beginning of the conference. With no time to install ductwork and vents, Brent got cre-

ative. After all, this is a Museum. He worked all night on his creation and in the morning when the attendees arrived we unveiled Brent's temporary art installation. Some said it looked like octopus. As the curator, I saw it as a way to enjoy the conference with a cool artistic expression!

Others saw a silver octopus. I saw it as a way that we could all enjoy a conference in the middle of summer. ■

Kelly Paper Opens New Store on Museum Site

MUSEUM CURATOR MARK BARBOUR RECOUNTS MAJOR DEVELOPMENTS AT THE MUSEUM

In the spring of 2017, Director Mark Barbour received a fortuitous phone call from an old friend. He met Josh Hellon over 20 years ago when the International Print Museum was located in Buena Park, California. We hadn't spoken for years yet here we were having a conversation on the phone. And, being a polite museum curator, I invited Josh to drop by for a visit. Little did I know, Josh was standing outside in the Museum's parking lot talking to me on his cell phone.

I walked outside, shook hands with Josh and asked him what brought him to our neighborhood. This is where things got interesting.



Some of you may remember what life was like for us at the Museum back in the late 1990s. Caltrans decided it needed to expand the 91 and 5 freeways and they needed the property where the Museum was located to accomplish their goals. Thus we had to vacate the premises. At the time we had no idea where were we going to relocate. This is when I met Josh.

In the late 1990s, Josh was the manager at the Kelly Paper store in Riverside, California. And, as luck would have it, we needed space to put our collection of antique printing equipment until we found a new location and Kelly Paper in Riverside had some space available.

During the next eight to nine years much of our equipment was

stored at the Riverside facility. During that time Josh and I became friends. We even created a satellite museum, of sorts, at that Kelly Paper facility.

Flash-forward 20-years and things had come full circle. Josh is now the Facilities Manager for Kelly Paper. This time it was Kelly Paper that was looking for a new location.

During my conversation with Josh in the parking lot of the Museum, I learned that Kelly Paper had lost its lease on their Gardena, California location. Given the proximity of the Printing Museum in Carson to their Gardena store, Josh was scouting out a location next to the Museum.

I did my best to help him with information about the building he was considering but, as I would learn two-weeks later, the location did not fit their needs. It was then that a light bulb went off in my head. Kelly Paper needed 8,000 square feet of space and we had 8,000 square feet of space in the rear building on the Museum's property.

The problem was our 8,000 square feet of space contained our printing and teaching lab along with numerous antique printing presses

and related equipment.

If you've never seen our warehouse, imagine 2,000 square feet of printing lab and 6,000 square feet of densely packed space. There were presses and equipment on pallets stacked on racks three levels high.

Even though the building was full of equipment, I offered the location to Josh. He accepted but let me know that they had two months to get out of the Gardena location.

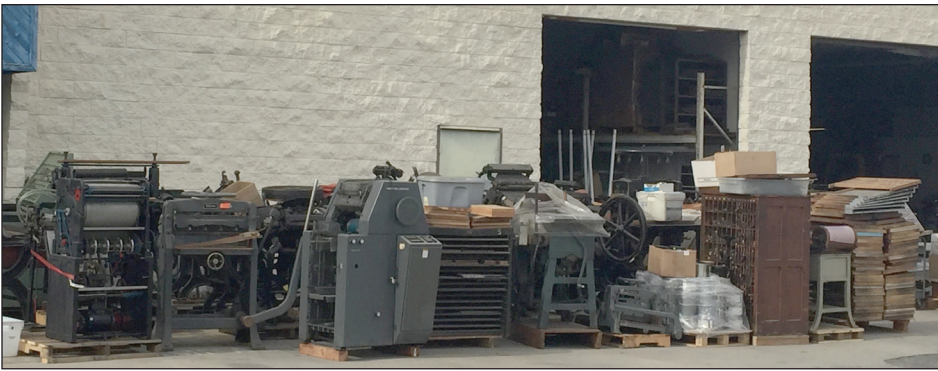
It was then that the gravity of the situation hit me. On one hand, it would be great to have an industry partner with daily foot traffic located on our property. It would also be nice to have a regular income stream from the rent. On the other hand, what am I to do with all of that equipment, and in two months?

The first thing I had to do was have a serious conversation with my wife, Lori. The next few months were going to be crazy and I needed her support. Fortunately, she appreciated the tremendous opportunity we had in front of us and gave her blessing.

Adding to the situation were the school tours that I undertake every spring, three *Boy Scouts Merit Badge*

We packed presses and equipment into large 40 foot long steel shipping containers.





Days, two *Book Arts Patch Days*, The Museum's *Independence Day Celebration*, two conferences, including the national *APA Wayzgoose Letterpress Conference*, and prep for the *Printers Fair*. Thus the equipment relocation would have to take place during the busiest time of the year.

This whole scheme would never have happened if it were not for our amazing volunteers. With their help, working day and night and weekends, we took an 18,000 square foot museum and whittled it down to 10,000 square feet.

During the following weeks and months, we packed presses and equipment into large 40-foot long steel shipping containers for storage. It just so happened that the Kelly Paper store in El Monte, California had enough space for 10 of the shipping containers along with 1,500 square feet of indoor warehouse space. Thus we were able to remove the equipment and Kelly Paper could move to their new location.

During this time we were able to

develop an exhibit in planning for many years. In the Museum's main building we sectioned off an area in the East gallery and turned it into a 1950's printing shop, complete a Linotype, Heidelberg Windmill & Cylinder presses, platen presses, and neon signs from local shops. We patterned it after the old Wood & Jones Printing Company that was located on West Colorado Boulevard in Old Pasadena. Our goal was to create an experience in which a person could get the sense of walking into a working mid-century printing company.

So, from April to October of 2017, we consolidated, winnowed, stored, and sold what equipment we could, all the while hosting seven major events at the Museum. The capstone of the events was our *Los Angeles Printers Fair* in October with over 1,700 attendees.

I must say 2017 will go down in the Museum's history as one of the most challenging, yet satisfying years ever. ■

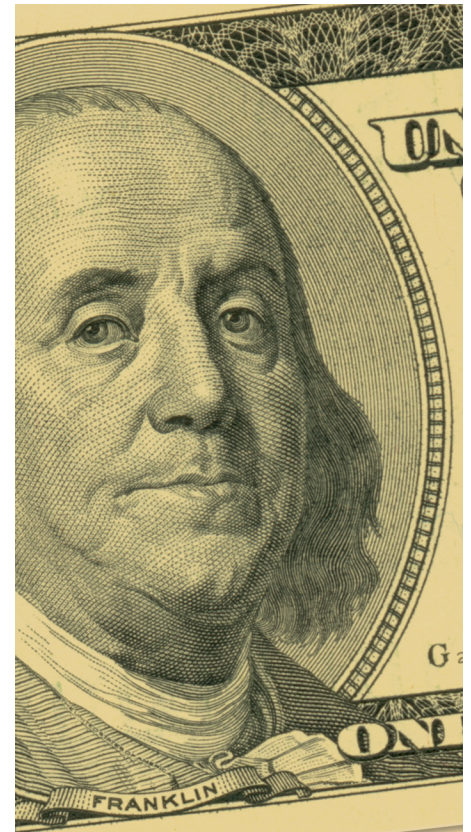
Printing Museum Receives Legacy Donation

In the spring of 2017 the Museum was the beneficiary of a final act of generosity from Bruce Washbish. Bruce was a true Friend of the Museum.

Bruce was born in Illinois where his father worked for a major advertising agency. His father eventually moved the family to the San Francisco Bay Area. Bruce's interest in printing was encouraged by his father who introduced him to type and graphic design.

Bruce operated the Anchor & Acorn Press in Petaluma where he pursued fine art letterpress printing. He was a master of typography and especially loved the work of Frederic Goudy.

His estate gift of \$50,000 along with his printing equipment and type has help to establish the Printing Museum's new 1950's working printing shop. ■



PLANNED GIVING

Your support helps keep the International Printing Museum's activities and programs alive. With your help together we can inspire and educate audiences both young and old about the printing, graphics, and book arts industries.

POPULAR WAYS TO GIVE

- Wills and Living Trusts
- Bequest Language
- Beneficiary Designations
- Charitable Gift Annuities
- Charitable Remainder Trusts
- IRA Charitable Rollover
- Charitable Lead Trusts
- Real Estate
- Memorials and Tribute Gifts

Rare 19th Century LA Newspapers *(Continued from page 1)*

our portable colonial press and demonstrate printing for the guests.

While perusing the many offerings at the fair, Mark Barbour, the Museum's curator, came across issues of the Evening Express and The Visitors Guide to Los Angeles and Vicinity. The Evening Express newspaper predates The Los Angeles Times by ten years. The Evening Express began publishing in 1871 and The L.A. Times started in 1881.

A trip through the online version of the Library of Congress reveals that William Randolph Hearst, who built the nation's largest newspaper chain and media company, Hearst Communications, acquired the Evening Express in 1931. He merged the newspaper with another he owned, the Los Angeles Herald, and created the Los Angeles Herald-Express. In 1962, another merger, this time with the Los Angeles Examiner, leads to its final incarnation, one that many of our readers will recognize, the Los Angeles Herald-Examiner.

While looking through the four-page newspaper, Mark was drawn to the many notices and ads. One notice that he found particularly amusing came from the printer himself.

shows that McBride Printing had been a member of the Los Angeles Chamber of Commerce since 1892. In 1929, McBride Printing was the first to published *Pioneer Notes from the Diaries of Judge Benjamin Hayes, 1849-1875*, by Marjorie Wolcott. This book is often referenced in contemporary books about early life in California. The book continues to be published today.

It seems that before Disneyland and Knotts Berry Farm there was the South Pasadena Ostrich Farm. Their advertisement in The Visitors Guide encourages readers "Before buying see our immense stock of feather goods at producers' prices." You see, ostrich feathers on ladies hats and other garments were very fashionable at the time. In addition to the feathers, visitors were able to ride on the backs of

ostriches or be taken for an ostrich drawn carriage ride. The farm became so popular that the Pacific

THE VISITORS' GUIDE TO LOS ANGELES, CAL.



MCBRIDE: THE PRINTER OF TO-DAY

It seems McBride was a rather successful printer.

His "Special Notice" reads, "No attention will be paid to orders for election printing or advertising at this office unless paid for in advance. There will be no deviation from this rule."

This has often been heard as an admonition today by printing association presidents to local printers. The truth is if the candidate fails to win, it may be very difficult to collect.

The Telegraph Stage ad promotes a trip from Los Angeles to San Francisco, Sacramento, and Stockton in just 48 hours. The ad's engraving of six horses pulling the stagecoach is really wonderful.

There are also a number of interesting ads from *The Visitors Guide to Los Angeles and Vicinity*. There's one in particular that I like. It's for "McBride the Printer of To-day." It seems McBride was a rather successful printer. A little research

OSTRICH FARMS IN SOUTHERN CALIFORNIA

Before Disneyland and Knotts Berry Farm there was the South Pasadena Ostrich Farm.



Electric Railway built a Red Car trolley stop nearby to accommodate the flood of visitors headed up the Arroyo Seco to see the birds.

Ostrich Farms were quite popular in Los Angeles around the turn of the last century. In fact, some historians feel that this may have been the impetus behind the creation of Griffith Park.

We did more than add to our printing collection at the Book Fair. Thanks to the help of our dedicated volunteers, visitors to the three-day event were able to print their own keepsake on our antique colonial style press.



This year the Book Fair had a special exhibit that celebrated the 200th anniversary of the publication of Mary Shelley's *Frankenstein; or, The Modern Prometheus*. In keeping with that theme, we recreated the frontispiece from the first illustrated version of the book and encouraged visitors to our booth at the fair to imprint their own copy.

As luck would have it, on display in a case in front of our printing press was an original copy of the book opened to the illustration. Visitors could see the original and then print their own copy on our press.

Visitors to the Printing Museum's booth at the Book Fair were very engaging. We were able to promote the many events that we offer at the



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Museum including the *Krazy Kraits Day*. Many parents and grandparents took brochures about the event and promised to attend.

While waiting in line to pull an impression of the *Frankenstein* keepsake, many of the mature men and women reminisced about printing courses that used to be offered in Junior High and High School. They struck up conversations with

others in line that remembered the classes. They also explained to younger visitors the fun they had.

Overall, this year's California Antiquarian Book Fair was an amazing success. If you are interested in the Museum's antique books and ephemera on printing history, contact Museum Curator Mark Barbour. Certainly if you have a gem you would like to donate! ■

BOOK FAIR VIDEO www.youtube.com/watch?v=F_FjUPPX0tk

MARK YOUR CALENDARS

SUMMER WAYZGOOSE & SURPLUS LETTERPRESS SALE
AUGUST 4, 2018 | 10 A.M. - 4:00 P.M.



DOCENT CORNER:

Museum Announces Leland Award Recipients

We are proud to announce that Gayle and Tim Steinmeier are the recipients of the 2018 International Printing Museum's LELAND AWARD, the Printing Museum's annual recognition of outstanding volunteers.

Tim and Gayle are both stellar examples of the kind of volunteers we have at the Museum. Last summer, they gave a tremendous amount of their time and their organizational skills to box and crate up many of the pieces of equipment that needed to be moved from the rear building now occupied by Kelly Paper.

Both are here for almost every special event the Museum hosts, such as Boy Scout and Girl Scout Days, always arriving early to handle registration, set-up, and more.



Their love of history is evident beyond their work with the Museum, as both are involved in vintage dancing. They produce the Jane Austen Evening every January, which includes a high tea, entertainment and an ele-

gant ball attended by 300 costumed guests (www.janeaustenevening.org). Tim and Gayle attend many of the Museum's special events in costume (Gayle makes most of her costumes).

In addition to being a tour guide in the *Calico Rock Printing Shop*, Tim has taken on the daunting task of cataloging and organizing the Museum's metal type collection. He is also currently working on the Wood Type Collection and most recently, the galleys of type in the new *1950's Printing Shop Exhibit*.

Thank you Tim and Gayle for all the work you do to help keep the Museum up and running. You remain an inspiration for all the dedicated volunteers at the Museum who make the magic happen! ■

printmuseum.org



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