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THE QUARTERLY NEWSLETTER OF THE

INTERNATIONAL PRINTING MUSEUM

WAYZGOOSE



GAZETTE

FOUNDED BY  
DAVID JACOBSON &  
ERNEST A. LINDNER

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## 4<sup>th</sup> Annual Los Angeles Printer Fair a Great Success!

*Exhibitors and guests from across the west enjoyed a great day at the Museum*

BILLED AS A "CELEBRATION OF PAPER AND PRINTING," THIS YEAR'S LOS ANGELES PRINTERS FAIR ON OCTOBER 6TH AT THE INTERNATIONAL PRINTING MUSEUM WAS BIGGER AND BETTER THAN EVER WITH ALMOST NINETY EXHIBITORS AND 1300 -1400 TOTAL GUESTS PRESENT. HEIDLBERG CYLINDER PRESS ADDED TO THE MUSEUM'S 1950'S SHOP

DOCENTS IMMEDIATELY PRESS INTO ACTION

Billed as a "Celebration of Paper and Printing," this year's 4<sup>th</sup> Annual Los Angeles Printers Fair on October 6<sup>th</sup> at the International Printing Museum was bigger and better than ever with almost ninety exhibitors and 1300 -1400 total guests present. The Printers Fair is the largest annual event at the Museum, using every square foot of space on the property, from the Museum galleries and theatre to the yard, parking lot and the entire rear Book Arts Institute building. It is really impressive to see such a sea of activity but especially the combined energy and enthusiasm for the beautiful world of printing. We are very thankful for the K-Mart parking lot across the street to accommodate our many guests; it was completely full for the entire day!

The vision behind the Los Angeles Printers Fair has been to bring together the creative world of letterpress printing, book arts, printmaking, papermaking, book printers, suppliers, enthusiasts and collectors. The Printers Fair is becoming one of the largest events of its kind in the west, attracting both vendors and guests from across several states. There was a wonderful diversity to the vendors at this year's Fair and the quality of craftsmanship on display was absolutely outstanding. From unique letterpress cards using vintage designs and deep impressions to large serigraphs and woodblock cuts commanding your attention. Everywhere one looked people were engaged in conversation about the printing arts: there were attendees



talking to artisans and artisans talking to artisans, each inspiring the other with new ideas and possibilities. The Los Angeles Printers Fair is an impressive testimony that printing is certainly NOT dead, as the pundits have so inaccurately prophesied! There was a passion for the tactile, physical and creative world of printing and paper.

Museum tours were non-stop during the day with people enjoying working demonstrations on Ben Franklin's printing press as well as Gutenberg's; cover pages of the first edition of the Los Angeles Daily Times from 1881 were printed and given away at the Prouty Grasshopper Press in the Country newspaper shop. There was never a short line at both the

Linotype and Ludlow machines, with nearly 1,000 lines of type with guests names being cast throughout the day. One of the favorite stops for guests was at the Book Arts stations where they could print their own letterpress keepsakes on a variety of presses, from the English Parlor Press of 1850, the Lowe "Desktop Publishing" Press of 1860 or a poster on the Vandercook Press.

The Museum's Director and Curator Mark Barbour, along with his crew of "press agents," managed the Museum's annual Surplus Printing Equipment sale. There was a veritable sea of platen presses, proof presses, paper cutters, cabinets, type, cuts, type cases and

*continued on page 2*



*Visitors to the Printer Fair find a host of handcrafted and printed objects to purchase. Vendors enjoy answering questions about letterpress printing.*

letterpress treasures galore in the parking lot, pulled from the Museum's extensive warehouses. Presses and equipment were sold and this of course means that letterpress rules and will continue to flourish as an art form, led by those who love paper, ink, and lead.

Volunteers and Museum docents were busy in every corner of the facility demonstrating, selling and helping to make the day a wonderful experience for all in attendance. It was the combined work by staff and volunteers to make the Los Angeles Printers Fair such a great success, as many worked tirelessly for nearly a year. Rachelle Chuang, our Volunteer Fair Director again this year, led an amazing team of volunteers; it took a year of planning and six to eight months of organizing for the event. The Museum's Docent Guild worked on signage, organized space, cleaned up presses for sale, and just about everything else imaginable in order to make this a dream event. Design students from local colleges and other volunteers helped decorate the Museum, work the Fair and in general be of service to everyone; Art Lindauer's graphic arts students from Venice High School operated the ever-popular t-shirt screen printing station that was a guest favorite. We could not have done all this without the help of so many.

In total, we estimate it was nearly 2,000 hours of total volunteer time, all of which helped to make this the most successful Printers Fair to date. Because of all of the support, the Printing Museum was able to raise about \$25,000 to support the Museum's annual educational programs and activities.

One of the main sponsors for this year's Printers Fair was once again the Printing Industries Association of Southern California. PIASC funded the 40 x 60' tent between the two buildings that housed a majority of the 90+ vendors. PIASC has been serving the printing industry since the 1920's when "Letterpress was King" of the printing process, and even now that "Letterpress is Queen" given the large number of small letterpress shops that are at the core of this printing revival. This year there were several PIASC member firms in attendance, both printing supply vendors who are discovering these small letterpress printers, as well as commercial printers who are understanding the opportunities that exist within this new niche, high margin and creative letterpress genre. One of our other sponsors was Jeff Campbell, a senior VP of Lithographix in Gardena, who provided a major grant through his family foundation.

And Ellen Briske of Neenah Paper, our hero,



*Goods of every kind for gifts, printing material and just for fun were searched by the participants.*

made sure that the Printing Museum looked its best at the Printers Fair by again donating a large quantity of their new paper line, Royal Sundance Felt, used for the production of this year's Fair Show Guide. Neenah has been an ardent supporter of both the Printing Museum and of the current letterpress printers with their wide array of papers.

Each year we put together a 32-page Show Guide for attendees detailing the activities of Fair and the vendors with their ads. A fun feature of the Show Guide are the numerous period ads reproduced from old printing trade magazines dating back to the 19<sup>th</sup> century, culled from the Printing Museum's library. This year, the interior pages of the Show Guide were designed by Gina Pirtle of Simpson Pirtle Design in Orange, and printed in color by the students under Dennis Howey at Fullerton College's Printing Department. The cover was designed by another Museum creative docent, Josh Korwin. Josh assembled an amazing and eclectic collage of period letterpress commercial images from our collection and printed them in an overlapping 3-color design on our newly acquired Heidelberg Cylinder press. The overall result was a stunning example of the energy present in the current world of letterpress printing, and a great example of the Printing Mu-



This summer Heidelberg Cylinder Press Added to the Museum's 1950's Shop, the Printing Museum received a very generous donation of a Heidelberg Cylinder Press, circa 1955. It was the gift of the family of Arlen Philpot of Fairfax, in Marin County, just north of San Francisco. Arlen was one of the really great letterpress printers in the Bay Area of the second half of the 20<sup>th</sup> century. He was an impeccable craftsman with an eye for detail. His printing was always of the highest quality and admired by his peers. To walk through his basement commercial shop at his home in Fairfax was to experience the world of a true letterpress



*Wiring the Heidelberg Cylinder press, so the Show Guide can be printed.*

printer and not a hobbyist. All of Arlen's presses were in near perfect condition, clean and well positioned; his metal type was of the highest quality, laid out on their sides and organized with precision in each case. In that small basement were the workings of an enviable letterpress shop: a cylinder press, Windmill platen press and a Colts Armory Press, all donated to the Printing Museum by his family to be a part of the Museum's Book Arts Institute. Arlen was a long-time Friend of the Printing Museum and was always inspired by our efforts to train and inspire a new generation of letterpress printers.

The three presses were delivered two weeks before the Printers Fair held in October. It was just enough time to inaugurate the cylinder press

with the printing of the 1,500 complex 11 x 17 Fair Show Guide covers, designed by our docent Josh Korwin in anticipation of this press. The design involved a full spread of images nearly bleeding on each edge, with deep impression, overprinted in two colors in reverse directions, and then with title text overprinted in red. A nightmare letterpress printing project at the midnight hour, but perfect for a cylinder press (if it arrived on time!).

When the 6,000 lb press arrived the last week of September, it took a bit of rigging creativity to lift the press off of the truck: the Museum's forklift could only handle 3,000 lbs. We borrowed the larger forklift of one of our tenants but the rear wheels still lifted off of the ground when we tried to lift the press. That's when a 2 point lead slug comes in handy (the piece of metal that separates lines of printers type); well, not a single slug but an entire pallet of slugs weighing in at about 2,000 lbs! We hoisted the pallet of slugs on top of the forklift giving it enough ballast to lift the heavy press, but only barely. Curator Mark Barbour then coordinated the team of docents to roll the big press into the back Book Arts Institute Building, into the 1940's Printing Shop.

Though the press was in visually great condition (you could literally eat your breakfast on it), we soon discovered that it suffered from a major electrical problem due to a flood in Fairfax about 10 years ago. Nothing turned over and worked. To our rescue at this midnight hour was our genius electrician docent, Brent from Ink Systems Inc., who diagnosed the problem and rebuilt the fuses and electrical box the night before the scheduled press run. With the help and instruction of docent Armand Veronico, a retired veteran cylinder operator from Santa Monica, our young docent Josh Korwin learned to operate the press in a day and proceeded to print the 3-color cover with exceptional skill. The whole project was a great

testimony to the mission of the Printing Museum, to preserve the heritage of printing and pass it along to the next generations. The press operated so well under Josh's control that Armand performed the classic test of a Heidelberg Cylinder: he balanced a nickel on its edge and it didn't move while Josh ran the press!

The Heidelberg Windmill Press donated by



*It took a of muscle to get this 6,000 pound behemoth into position.*

Arlen Philpott has been added to the newly create 1960's Printing Shop in the BAI, along with a second Windmill donated by Walter White of Salt Lake City. The two Windmills, along with two platen Presses, comprise the working teaching lab in the BAI for training a new generation of letterpress printers. Our goal within the BAI is to use the best equipment and impart industry-based printing techniques and standards to the new generation of artistic letterpress printers.

The Museum is grateful for such generous gifts that will further our ability to pass on the heritage of printing; they are definitely appreciated by those who take the opportunity to enroll in one of our printing classes taught by retired industry professionals.



# Printing Museum Receives Major Grants from Foundations

*The Museum's educational efforts with schools benefit from support.*

Every year, the Museum functions on a very tight budget of about \$350,000, not a major budget in the museum world but certainly a lot of money for a small institution like us to raise each year. Over the years, we have carefully broadened the income-producing activities of the Museum, but they only constitute about 1/3<sup>rd</sup> of the revenue required for operating. Charitable grants from foundations and donations by our individual Friends and supporters are critical to underwriting our educational programs and operations and meeting the other two-thirds of the budget. The Printing Museum has been very fortunate to be the recipient of four generous grants from foundations this year.

In the spring, the Ahmanson Foundation awarded the Printing Museum a grant of \$35,000 to replace the dying 2005 van that is used to pull the Museum on Wheels trailer program to schools throughout California and Arizona. The van is one of our most important tools, being used daily to either bring our educational program to schools or to haul antique printing machinery and the collection. The timing of this grant could not have been more critical and timely, as the old van's transmission was failing and no longer able to go in reverse, limping to the end of the school year. The Ahmanson Foundation grant allowed us to purchase a new 2012 Crewmax Tundra at the end of summer (it already has 6,500 miles on it!).

This fall, the Ludwick Family Foundation awarded the Printing Museum one of our largest grants to date, \$55,000 to underwrite bringing Ben Franklin and our Museum on Wheels program to sixty schools in the greater San Gabriel Valley; the grant will also provide the funds to repair and modify the trailer and its exhibit which has been in constant use since 1997 and is showing signs of its age. Something very unusual for us was to have the Ludwick Family Foundation contact us first, requesting a grant proposal to support our school programs; usually, we are simply knocking on every foundation's door trying to get their attention for the great work we are doing. Arthur Ludwick, who has a passion for Ben Franklin and American history, discovered the Printing Museum through our participation in the LA County Fair's art and technology exhibit.



The Boeing Corporation's employee fund donated \$7,500 for educational outreach, an employee-driven fund that has to be initiated at the request of current employees. They have been supporters of the Museum for a couple of years now. Two Boeing engineers put their names to the request this year, Robert Mathews and Paul Frala; both have been regular visitors to the

Museum at our seasonal events with their families and their children have participated in several of our school tours over the years.

And finally, the Kinder Morgan Foundation awarded \$5,000 and the Northrup Grumann ECHO Foundation, also an employee fund, again awarded \$1,700, both grants given as general support of our educational programs.

We are appreciative of the support these foundations have given to us as we continue to work very hard to operate the International Printing Museum and our many programs with limited funds, small but dedicated staff, a large team of passionate volunteers, and an plenty of big dreams and vision!

## Guitarist Richard Smith Mesmerizes Audience

The concert held on Sunday, September 9th, in the Museum's theatre was not only a first but also a resounding success. The event was attended by 40 some patrons and friends, some of whom had never visited the Museum before this event.

Richard, world renowned guitarist and his wife a classical trained Cellist played a three hour concert. Their casual personal style gave sense of being entertained by long-time friends. The music ranged across many genres intertwined with humor and friendliness not often experienced at a concert.

At the intermission and following the concert audience members were treated to a mini-tour of the Museum's collection and able to print specially designed keepsake of the occasion. The main keepsake was a poster designed commemorating the event, which Richard and Julie autographed. Julie's father was a printer on a passenger ship out of South America so she was very interested in the Museum.



*Julie Smith, Mark Barbour, Walt Ratcliff, and Richard Smith with printed poster.*

Richard was just plain interested in every aspect of the workings of the presses and typesetting equipment.

This was a first for the Museum and hopefully not the last, as it brings a new and vibrant audience, interested in all of the arts together in one venue.

The success of these events as always is more than partially attributed to the hard work of the Museum's Docents.

# An Eclectic Year of Activity at the Printing Museum

*Visitors and Students experienced a wide range of activities at the Museum*

This has been a very busy year for the International Printing Museum, with many activities and special events having been held. The Museum's projects and programs continue to be more eclectic each year, growing in the number and participation. Overall, the Printing Museum remains an active, evolving experience of history, printing, literature and art. Every month we have something happening, whether for students, artists, printers or the general public.



Our quarterly Boy Scout Merit Badge Days have been so well received that we are booked into Spring of 2013. Each MBD brings 100 scouts to the Printing Museum to spend the day exploring the worlds of paper and printing. The scouts are divided into 8 teams that rotate between 12

stations during the day, engaging in hands-on presentations cover the printing industry, paper and papermaking, careers, press operation, screen printing, bindery and more. Many of the enthusiastic scouts have rated this Merit Badge Day as the best they have ever attended. We even have scouts flying in from as far away as Virginia to participate. We are very excited to be working with the Scouts and introducing them to the vibrant world of the modern printing industry. To date in 18 months we have brought 800 scouts through the program and awarded 1,600 merit badges. And we have already begun development of a similar program for the Girl Scouts who have a Book Arts Merit Badge, which we hope to introduce in 2013.

Our Museum on Wheels mobile program continues to be popular especially with the cuts to school budgets regular field trips. Annually, the Printing Museum is visiting about 150 schools in Southern California, Arizona and Northern California. In addition to the traveling program, we have about 120 schools from elementary to college visiting the Printing Museum for a wide array of tours each year. In total, the Printing Museum works with about 20,000 students each year.

Each month, we are offering several classes in our Book Arts Institute. The BAI offers classes in traditional printing processes, including letterpress printing, lithography, bookbinding,



printmaking and papermaking. Our core classes are in basic letterpress printing and operation of platen presses and Windmill presses. The Museum instructors are generally industry-trained with years of experience under their belts, giving students who come from the various western states a rare opportunity to learn industry-based practices.

The Museum's public events are regularly sold out. Our upcoming one is our annual Dickens Day Holiday Celebration on December 8<sup>th</sup> and 9<sup>th</sup>, an event that has become a tradition of many of our Friends during the Christmas Season. Advance sales indicate another sell-out for this year. The entire Museum is transformed into Fezziwig's Victorian Warehouse with carolers, characters, music and printing; Dickens himself retells the Christmas Carol in the Museum's Heritage Theatre, becoming Scrooge and using the audience as random cast members.

Our other seasonal events include Ben Franklin's Birthday Celebration on the Saturday closest to his January 17<sup>th</sup> birthday. Kids Crazy Crafts Day at the end of March, where kids of every age, young and old, get to experience the book arts, from letterpress, screen printing and papermaking to calligraphy, origami and cartooning. Our Independence Day Celebration features our original theatre presentation, The Confounding Brothers (Franklin, Jefferson and Adams), who retell the stories of creating our country; the Museum galleries are filled with demonstrations that bring to life that important period in our national history, including the opportunity for guests to print a copy of the Declaration of Independence. Constitution Day each September gives visitors the opportunity to participate in the Constitutional Convention with Benjamin Franklin and James Madison, arguing about what might (or might not) be included in





*Dogs, Kids and Adults enjoy the wonders of the Western Set as Museum docent demonstrates proofing a galley of type.*



*James Madison, alias Peter Small, helps a young visitor print her keepsake on the Lowe Press. This was part of the Constitution Day program.*

the Constitution.

This year a new and unusual event was held at the Museum. We had the world-class guitarist, Richard Smith and his wife, Julia Smith, an amazing cellist, give a Sunday afternoon concert in the Museum's theatre. It was a wonderful program and those in attendance were thrilled to be in such close proximity to such talent. This is opening another way the Museum can reach out to a new audience with diverse programs, supporting arts and artisans alike. Look for other concerts to be offered during 2013.

The Museum offered a special presentation to children at the Huntington Library. The program brought the children an opportunity to learn about letterpress printing and do some printing on one of the Museum's small presses.

Besides work at our museum, the Printing Museum continues to be a resource for other museum's and institutions in Southern California. We are finding many new venues in which to

teach and show the public about the history of printing and utilize our resources. The Museum's 17<sup>th</sup> century printing press was on exhibit at the Asuza Pacific University Library's exhibit celebrating the anniversary of the King James Bible and English translation of the scriptures. Over the summer, we brought our Museum on Wheels to the Huntington Library to work with their summer camp students, giving them the opportunity to work with printing presses and

understand the heritage of Gutenberg, whose famous Bible is on display at the Huntington.

This fall, the Printing Museum again participated in the Los Angeles County Fair, working with the Millard Sheets Art Exhibition Gallery on an exhibit detailing the lithographic printing of California fruit crate labels; we set up an working turn-of-the-century litho press, with an original lithographic image drawn by Museum

## Printing Museum at the End of the Year!

As the year comes to a close, the staff and volunteers at the Printing Museum will be taking a short break after our annual Dickens Holiday Celebration, to catch our breathe before we begin what promises to be a very busy 2013. Besides our usual array of activities and programs each week and month, next year marks the 25<sup>th</sup> Anniversary of the International Printing Museum!

We will be starting the year with an ambitious but much needed Building Campaign to expand the Museum's exhibits, programs, and facilities. We will be doubling the exhibit space in our front building, creating a larger theatre for our events, expanding the Book Arts Institute and more. We will need to raise \$200,000 in the first 12 months of the campaign, a period we are calling the Makeready Phase (makeready is the time a printer spends getting his press set up and ready to print). The second part of the campaign, the Press Run, will require close to \$1 million to achieve all of the goals we have and establish the

Printing Museum on a firm foundation for the future. Major foundations will be approached to assist us with this larger effort, but we will need to do our part first during the Makeready Phase.

If you are inspired by the many programs, events and educational work that happens at the Printing Museum, please remember the Museum as you consider your end of the year contributions. We critically need your support to continue fulfilling our mission of Preservation Through Education; remember, one-third of our budget needs to come from our individual donors, so don't underestimate a gift of \$50 for your annual Friends of the Museum membership or the impact of a \$500 or \$1,000 gift. We even get some donations of cars and appreciated stocks. Donations can be made securely through our website at [www.printmuseum.org](http://www.printmuseum.org) or through Ben Franklin's postal system.

And we thank you in advance, hoping to see you at the Printing Museum sometime in 2013.



*The joy of printing your own copy of the Declaration of Independance on the Colonial Press, circa 1780.*



# BEN FRANKLIN BIRTHDAY CELEBRATION

Saturday, January 19, 2013  
at the Printing Museum

Museum Open 10 am to 4 pm  
Shows at 11 am and 1 pm

Come celebrate the good Doctor's Birthday with a special *Family show at 11:00 am* and an extra special *Adult program at 1:00 pm* with a symposium following the performance (after a 15 minute intermission) with our own Phil Soinski (aka: Benjamin Franklin) - "*Ben & Me-An Actor's Discovery about Lightning and Franklin!*"

The Museum will open at 10:00 AM; special tours and hands-on demonstrations in the Museum's galleries can be enjoyed before and after the Dr. Franklin Show in the Museum's theater. Come join the fun and thank the dear doctor yourself for all that he has and continues to do for America!

Reservations are highly advised and can be gotten through our website using PayPal ([www.printmuseum.org/franklinsbirthday](http://www.printmuseum.org/franklinsbirthday)) or calling the Museum at 310-515-7166.



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### THE WAYGOOSE GAZETTE

Is issued regularly for the Friends of the Printing Museum, founded in 1988 by David Jacobson and Ernest A. Lindner, featuring the Lindner Collection of Antique Printing Machinery.

Newsletter Team: Walt Ratcliff • Mike Powe • Mark Barbour, Editor  
 °Mailing services donated by Bill Rivera, MMI in Fullerton.

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**Museum Hours** Saturday 10 a.m. – 4 p.m.

or by appointment during the week for groups and other visitors.

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### REMEMBER THE PRINTING MUSEUM WITH A YEAR-END CONTRIBUTION!

The Printing Museum and its educational work is wholly dependent upon our guests and generous supporters across the country. The Printing Museum is recognized as a tax-exempt 501c3 public charity; contributions are deductible to the extent allowed by law. To make a donation, please fill out this form and send it to the Printing Museum by mail or fax to 310-515-8266. You can also donate online via our website at [www.printmuseum.org](http://www.printmuseum.org).

Basic Annual Membership as a Friend of the Museum: \$50  
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