



# MOAH UPDATE

January 2018  
Number 83

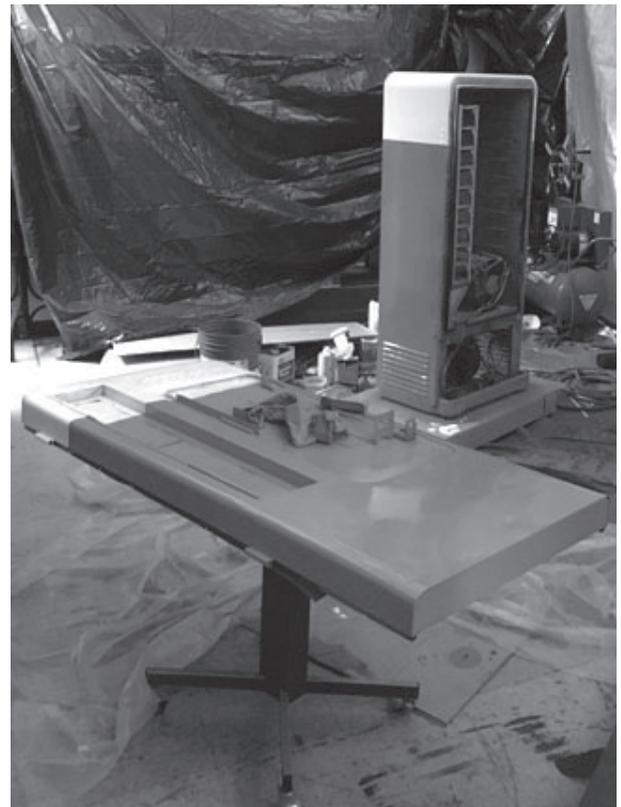
*Invention & Technology*  
1750 - 1950

## Thirst For History

*By Ken Kormanak*

Of the many electromechanical items in the museum's warehouse, one has recently been restored by MOAH's president, Jim Wall. The machine, a vintage late-1950s Coca-Cola vending machine, was donated to us by John Grant in the early 1990s. While it was in poor cosmetic condition, the refrigeration and other mechanical features were still operable.

Our machine was manufactured by the Cavalier Corporation of Chattanooga, Tennessee, sometime between 1958 and 1959. For private collectors, it is one of the most popular and collectible of Coca-Cola vending machines. Its model number is CS-72, with the "C" standing for the manufacturer's name and the "S" indicating it is a "Selective Merchandiser," which means it could dispense a number of different soda products.



This machine could serve up to nine different soda types. It had a capacity of 72 bottles, which explains the last two digits in the model number. Over 20,000 of this particular vending machine's model were made until it was replaced by other models in 1960.

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*See Thirst For History, page 5.*

## From Our President

Jim Wall



### The MOAH Legacy Society

The Museum of American Heritage has always depended on the generosity of people like yourselves for its ability to execute its mission to preserve and display technologies of the past. And we

hope that our new legacy program will be another step forward in making that happen.

Legacy programs, also known as Estate Giving programs, are set up to encourage people to include nonprofits in their wills or trusts. Estate bequests can include money (either fixed dollar amounts or a specified percentage of the entire estate), real estate, or even publicly traded stocks and bonds. It is also possible to name a nonprofit as the beneficiary of a life insurance policy or of an IRA or 401K account.

Some IRS regulations give favorable tax considerations to assets left to nonprofit organizations. A good example of this is the donation of money in either IRA or 401K accounts. These contain money that has yet to be taxed by the government, so if an individual, or group of individuals, is named as the beneficiary of the account, taxes must be paid at the tax rate of the recipient(s). However if the beneficiary named is a registered nonprofit organization (like MOAH!), that organization receives the entire dollar value of the account. A donation made in this manner allows the donor to get a bigger benefit from the bequest.

The MOAH Legacy Society is for those who have included the museum in their estate plan. We encourage those who have done so to fill out our Estate Giving Letter, which may be found either on the museum's web site or by contacting the museum's director. This letter simply informs the museum that you have included a gift to the museum in your estate. You don't need to state what it is, nor how much it is worth.

Members of the MOAH Legacy Society will be identified in the museum newsletter (unless you elect to remain anonymous). In addition to this recognition, members will be invited to exclusive museum events and to participate in special offers.

Please remember that it is important to consult with your personal estate planning professional before making any changes to your will or trust. Every individual has a unique financial situation that may benefit from professional advice. And while MOAH cannot offer any financial or estate advice, we will be happy to try to answer any questions that we can about the museum's legacy program.

*See From Our President, Page 5.*

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*Exhibits & Admin. Assistant*  
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## From Our Executive Director

Allison Wong



### The Benefits of Volunteering

Here at MOAH we know that our volunteers are the lifeblood of our organization. We depend on our volunteers to help us in many ways. Most of our

MOAH volunteers have been involved from the very beginning when the museum first opened its doors in 1990, and we are so thankful for that. MOAH would not be what it is today without the kind help of our dedicated volunteers. Since MOAH relies on our dedicated volunteers, it's easy to see how the museum greatly benefits. But what about our volunteers? What's in it for them?

I am sure many of you who volunteer have an array of different reasons why you personally like to volunteer.

Studies show that volunteering can have associated health benefits. Did you know that some research has shown that people who volunteer may be at a lower risk for dementia from 65 years old and on? Studies from the *Journal of Gerontology* found that social service improves the elasticity of the brain. As volunteers age, they may be able to maintain connections in their brains that often break down in Alzheimer's patients.

Volunteering can help maintain your mental health as well. By volunteering, you can become more active in your community. You get the opportunity to widen your social network and take part in activities you enjoy. By participating in volunteering, you can make new friends and find common interests as well as taking part in new activities together.

Volunteering your time also helps you learn new skills in an open learning environment with others who are committed to doing the same.

MOAH is especially grateful for our dedicated team of volunteers. If you are interested in volunteering, please reach out to me; I would be happy to discuss with you the right opportunity for you. Currently MOAH offers volunteer opportunities in the warehouse, the galleries and the historic gardens. We also offer remote opportunities depending on your interest.

## Volunteer Opportunities for 2018

MOAH is on the lookout for curious and active adult volunteers. We have a variety of jobs that can provide you with some fun and rewarding volunteer experiences while you meet and work with interesting people. There is also the possibility of task-based volunteering, allowing you to help us on your own schedule. For more information about volunteering at MOAH, please contact us at 650-321-1004 or [admin@moah.org](mailto:admin@moah.org).

### Gallery Assistants

Are you looking for a weekend volunteer project that requires only an occasional 2.5 to 4 hour commitment? Would you like to be part of MOAH's exciting exhibits and share your knowledge? We are looking for Gallery Assistants to take occasional shifts on Fridays, Saturdays or Sundays either from 11:00AM to 1:30PM or from 1:30PM to 4:00PM. This is one area in which MOAH can really use your help!

### Garden Volunteers

How about participating in the restoration and maintenance of an historic garden, while getting some fresh air and exercise and meeting some interesting people? MOAH's Garden Team is looking for additional personnel to help with both heavy and light garden duties. No experience is needed.

### Education Instructors and Assistants

Have you ever thought about sharing your knowledge and talents with young people? MOAH offers weekend classes and summer camps to youth aged 9+ in science and technology. We are on the lookout for both instructors and assistants.

### Exhibits Team Members

Do you love to work with others on creating educational and entertaining displays and exhibits? Do you have a passion for history? How about being a part of MOAH's Exhibits Team? We mount several exhibits each year and are looking for team members to assist with all aspects of research, development, and installation.

### Publicity and Public Relations Team Members

Are you interested in communications and public relations? Do you wish more people knew about all of MOAH's great services? How about working with our Publicity Team to get the word out to our community?

### Special Events Volunteers

Do you love to get involved with special events, fundraisers, and parties? Do you like the excitement of working with a team to plan and execute themed functions? How about being a Special Events Volunteer for MOAH?

# Current Main Gallery Exhibit

## *Thomas Edison and His Rivals: Bringing Electricity to America*

Now through February 18, 2018

What do light bulbs, waffle irons, toasters, film projectors and phonographs have in common? Thomas Edison made all of these artifacts through his various companies. You will have the opportunity to see all of these artifacts when you visit our newest exhibit, *Thomas Edison and His Rivals: Bringing Electricity to America*.

Our exhibition focuses on Thomas Edison and his rivalries as he set off in the “War of Currents” to power America. You will see a great variety of artifacts, mostly electrical. George Westinghouse and Nikola Tesla, two of Edison’s notorious rivals, will be featured in this exhibit. A variety of Westinghouse artifacts will also be on display as well as a Tesla coil.

Other notable items that are featured include a beautifully crafted, rare Edison Model A-425 “Louis XV” phonograph and an Edison Model 405S14 sewing machine.



## Staff Spotlight: Logan Patterson



If you haven’t yet met her at one of our MOAH events, meet Logan Patterson, our Exhibits & Administrative Assistant. She is the magic behind our exhibits, helping with exhibit curation as well as wearing many hats as our Administrative Assistant, processing gifts, promoting events and coordinating tours. Although Logan lives in Belmont, she had visited Heritage Park several times and immediately recognized the area when she arrived here at MOAH.

Logan earned her B.A. in Cultural Anthropology from Humboldt State University with the goal of working in the museum world. She enjoys the cycle of events and projects here at MOAH, as each day and month are never the same. Her experience working with older items in antique shops is what attracted her to this role. She has a passion for artifacts and enjoys the rich history and “life” of each item that she comes across at the museum and at the ware-

house. Logan considers calling a historic home her workplace a benefit to working at MOAH.

She is most impressed by the amount of work that our MOAH volunteers are able to accomplish each year. Logan looks forward to growing our dedicated volunteer base and would like to continue to nurture her experience in our tight-knit community setting. Next time, when you see Logan at one of our events, make sure to say “Hi!” MOAH is very lucky to have her.

## Thirst For History, continued from front cover.

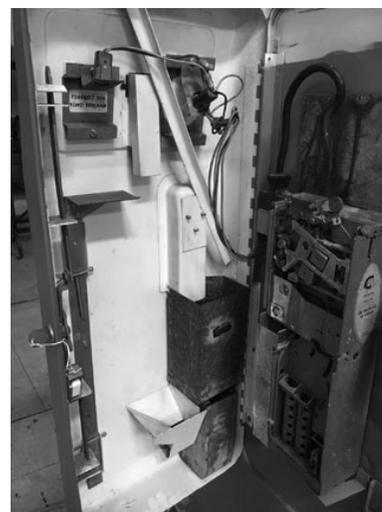
The model we have was Cavalier's first to have an electronic coin mechanism. That meant you could change the price of a bottle of soda up to \$1.00 for retail sale. When you put your coin in, the glass door would unlock and the "Have A Coke" button would light up on the front of the machine, telling you to take a bottle. The machine could hold either 8 oz. or 12 oz. bottles as well. This was not a lightweight machine; it weighed around 256 lbs. empty.

Coca-Cola Company used many manufacturers to supply their vending machines and ice chests. Along with Cavalier, there was Westinghouse, Vendo, and over 30 others. During World War II some of these manufacturers were not subject to the war restrictions on manufacturing retail products. The reason is that the Army felt a soldier's access to a soft drink was a morale booster and ordered hundreds of these machines to be sent to military bases around the world.

After the war, production soared in the postwar demand for soft drinks. A dark side of the history of these vending machines emerged during this time. Cavalier produced their model C-102, which dispensed bottles of Coca-Cola from two sides of the machine. This allowed two different sodas and/or prices to be dispensed from one machine. However, during the 1950s, when racial prejudice was running strong, this sentiment was reflected through the vending machines themselves. Businesses in certain states modified the machines' labels to say, "White Only" and "Colored Only." Fortunately, these machines' blatant message of racism has passed into history.

As for the Cavalier Corporation, it started as the Tennessee Furniture Company in 1865, manufacturing cedar chests from local Chattanooga, Tennessee, red cedar. In 1905 the second owner, Gaston Raoul, purchased the Odorless Refrigeration Company. This led him to manufacture "Ice Chests" or refrigerators, as we would call them. Sales took off and it became the largest manufacturer of ice coolers in the country. During the depression in 1935 the name changed to Cavalier and it began its long manufacturing relationship with Coca-Cola. However, by 1958 it was acquired by the Seeburg Corporation, which also made jukeboxes. Vending machine sales declined over the following years and by the 1990s the vending machine division of the company was sold to its employees in an attempt to save it. Things did not go much better for the employee-owners and in 2000 the company declared bankruptcy and went out of business.

What a sad ending to a product that brought refreshment to so many! So raise a bottle or can to this brief story of Cavalier, our vending machine, and its place in delivering Coca-Cola. "It's the real thing!"



## From Our President, continued from Page 2.

For those in a position to do so, we hope that you will consider MOAH in your estate planning. Members of the MOAH Legacy Society are contributing to the future of the Museum of American Heritage and all the important work it does for the collection, preservation and display of vintage technology.

# At the Lectern

Despite unpleasant air quality caused by northern wildfires, a full house assembled on October 12 to hear MOAH President **Jim Wall** present *Thomas Edison: His Life, His Inventions and His Impact on the World*. Claiming to have “no special knowledge” about the “Wizard of Menlo Park,” Jim says he had both the interest and the time to delve into the life and, more important, the accomplishments of the man. Jim also admits that he approached the research with a bit of bias, being instinctively skeptical about descriptions such as “genius” that are often attributed to Edison.



Born in 1847, the last of seven children, young Thomas was pulled out of school and home-schooled by his mother. Between the ages of 14 and 18, he worked as a train “newsie” and then as a traveling telegrapher. At 22, he designed an improved stock ticker machine and sold the rights to it, using the proceeds of the sale to set up his first laboratory. Seven years later, he established his Menlo Park, NJ, lab.

When he sold his carbon microphone invention to Western Electric, Edison took his payment of \$100K as \$6K per year for 17 years, thus establishing himself as the wealthiest and most well-known inventor in the U.S.

It isn’t commonly known that Edison was legally deaf from the age of 16. His ongoing hearing problems, combined with his interest in and work on telephones, led to his thoughts about “pictures of sound” and the development in 1877 of the first phonograph, which used tinfoil wrapped around a cylinder of brass. Jim notes that the world “went nuts” over both the phonograph and Edison himself; moreover, “now everyone wanted to be an inventor,” and, in fact, from the 1860s to the 1910s, the number of new patents increased by 50% annually. Ironically, Edison was irritated by his own fame.

Development of a practical electric light system involved multiple problems:

- o What material to use for the filament
- o How to create a strong vacuum inside the bulb
- o Selection of glass and electrical leads that could withstand heat and temperature cycles
- o How to provide power
- o How to wire lights to a power plant
- o How to make replaceable bulbs
- o How to make a profit

Claiming he could solve these problems immediately, Edison formed the Edison Electric Light Company in 1877. He eventually demoed an electric light system on December 31, 1879, and proceeded to build the Pearl Street power plant in Manhattan. At this point, he was a businessman and politician as well as the developer and controller of the hottest item on the market.

But Edison did have competitors: Westinghouse, Thompson-Houston, Brush Electric, and Siemens, all building AC power plants in the United States and abroad. Thus began the “Current Wars.” Eventually, AC won over DC because:

1. DC voltages cannot be stepped up economically to offset transmission line losses, and
2. The industry wanted variable voltages

Edison was reluctant to accept AC, but his financial backers conceded defeat and, in 1892, Edison Electric Light merged

*Continued on the following page.*

## At the Lectern, continued from the previous page.

with Thompson-Houston to form the General Electric Company and Edison was forced out. Ironically, major cities maintained DC power grids for a long time, for example New York until 2007 and San Francisco until 2012.

During the “Current Wars” (1882-1892), Edison and his new West Orange Laboratories developed many items, including prerecorded music cylinders and the first electric railroad engine, achieving 314 patents on a wide array of technologies. From 1888 to 1891, Edison worked on moving pictures, demoed the Kinetoscope, and formed a motion picture company that lasted until 1918. He spent a good deal of time on his Ogden Mine business, but the company closed in 1898. The Edison Portland Cement Company, which re-purposed iron mining equipment, consumed a significant part of his later life, but it dissolved during the Depression.

In his later years, Edison took several car caravan vacations with Henry Ford, Harvey Firestone and John Burroughs; the four of them came to be known as “The Vagabonds.”

When Thomas Alva Edison died in October, 1931, at the age of 84, over 40,000 visitors paid their respects and many communities, businesses and countries dimmed their lights in honor of the man who claimed a total of 1,073 patents in the U.S. alone.

According to Jim, Edison’s greatest contributions were:

1. Showing the importance of research labs with a variety of skilled workers, and
2. Making inventing something everyone could aspire to

So, was Edison a genius? Well, the experts he hired said he was, so who are we to argue?



## MOAH’s 2017 Summer Concert Series

This year’s Summer Concert Series at MOAH featured repeat performances by The Peralta Consort, a mixed ensemble performing music written prior to 1800 on an assortment of period and modern instruments, Yuri Liberzon, a Russian-born and Israeli-raised classical guitarist recognized for his impressive technical ability and musicality, and Rive Gauche, a trio that specializes in French café-style music from the 1920s and also performs Spanish and Gypsy songs.



We are very grateful to these talented musicians for once again performing at MOAH.

# Technical Education Update

Wendy Breu



## Autumn 2017 Update

Here is a brief update on three events in which our education team participated. They all happened to be family-oriented.

At the end of September, we relaunched *Puzzle Sampler*, one of our science and math mini-enrichment programs, as an afternoon family event for a group of children and parents from Santa Clara Lyceum. Stan Isaac shared his passion for collecting mechanical puzzles and introduced to the audience the different types of mechanical puzzles, from dexterity, assembly, interlocking, disentanglement, to sequential, just to name a few.



*Stan offered advice to participants on how to solve mechanical puzzles.*



*Not all puzzles are jigsaw puzzles!*

Stan also explained that the complexity of solving them can be lessened when mathematical reasoning is employed. After the presentation, participants were invited to play and solve the many puzzles on display. It was a wonderful family affair; entire families sat or stood side-by-side, concentrating and solving puzzles, interspersed with excited exclamations of, "I did it!" The variety of interesting mechanical puzzles kept many participants for an additional hour after the event formally ended.

Next, Mr. Science, Bob Boschert, took many of his science sampler demo displays on the road to an outreach at the annual Midtown Residents Ice Cream Social at Hoover Park in Palo Alto. It was a public relations opportunity to inform our local neighbors about MOAH's latest exhibit and education programs. Attendees marveled at Bob's ingenuity of using a Barbie doll's long hair to demonstrate the Van der Graaf generator and took turns to experience the electrostatic effect on themselves!



*Observe Barbie's hair!!*

Finally, Jim Wall worked tirelessly to adapt a formerly two-session long class to an intensive one-day workshop on "Simple Machines: Build a Trebuchet." October 15<sup>th</sup> marked Jim's debut of this condensed class in front of another group of Lyceum families. Initial feedback from both children and parents was extremely positive.



*Trebuchet in the making.*

*Continued on the following page.*

## Technical Education, continued from the previous page.

### Instructor Spotlight

Our longtime dedicated instructor, Larry Pizzella, is also an avid shortwave radio operator (see picture to the right). His custom radio design has won first place in a national contest for crystal radio set distance reception. At age 13, on Christmas day 1963, while assembling the shortwave receiver kit his parents had given him, Larry asked his father, who was dutifully supervising his work, "How does a guy know that a capacitor of this value should be wired between these points?" His father told him, "The guy who knows these things is called an "electrical engineer." If he is good, he can draw the whole thing up on paper and when he builds it, it will work." It was at that moment that Larry knew what he wanted to do.



Up until then, school work was something that merely got in the way of Larry's "extracurricular activities." After that, everything changed. He focused on his schoolwork, especially mathematics and science, built more complex radios, and joined the fraternity of Ham Radio Operators. During this time when he needed help or advice, one of the local "Hams" in town would come to his aid. It was from their examples that he learned that it was important to help others who were interested in math and science, particularly radio and electronics. It is this spirit that enjoins Larry to pass on his excitement and enthusiasm to young people. Sometimes it pays off big time ... like the time a young man whom he had helped many years previously called and asked Larry to attend his college graduation for his Ph.D. in Electronics.

Larry's interest in science and electronics led him to an ASEE from Penn State University, Nuclear Reactor Certification in the Navy, and finally, a BSEE from San Jose State University, as well as a lifelong avocation with Ham Radio. He is currently employed at Systron Donner Inertial, where he designs the support electronics for MEMs Quartz Gyroscopes used for Tactical Navigation and Gyro-Compassing.

The magic and enchantment Larry feels for Electromagnetic Wave Propagation has never waned despite the fact that it has become such an integral part of our lives, and that we take it for granted. In his class on Crystal Radios, which he has been teaching at MOAH since 1999, Larry explains how, in its early days, radio captured the imagination of everybody. He tells his students, "It would be as if someone invented Antigravity today." That never fails to get their attention.

Larry lives in San Jose with Maria, his wife of 40 years. His children Larry, Joseph, Jeff, and Angela are all grown. Angela has given him his first grandchild, Mackenzie.

In the next few months, Larry plans to revamp his crystal radio workshop with a new design for the class project. Please mark your calendar for Larry's workshops in Spring 2018.

### MOAH Welcomes Its New And Upgrading Members!

#### **New Members**

##### *Individual:*

Bob Crockett  
Wathenia Galeana  
Rodney LeRoy  
Dan Lucas  
Herbert Perry  
Mark Stevenson

Barbara Weazer

Lowell Wolfe

Qing Xiao

##### *Family:*

Chich-Ying Chang  
Peter & Lynette Cleaveland  
Kevin Coleman  
Bob & Nancy Jacobsen

Don & Sharon Micheletti

Rich Stiebel

##### *Sponsoring:*

Don & Margaret Ann Fidler  
Tom & Betty Plemons

##### *Sustaining:*

Connie Cavanaugh & Dan Rausch

#### **Upgrade Members**

##### *Family:*

Robert H Cronin  
John Elman

##### *Supporting:*

Betsy & David Fryberger

# MOAH Thanks ...

**the following for their contributions over the past six months\*:**

AmazonSmile \* Meri & Joe Ehrlich Trust \* Evan Hughes \* Charlie Gillis \* Karen & Joe Hanks \* IBM Matching Gift Program \* Mike & Carol Megas \* Betty & Gordon Moore \* Bev & Jim Nelson \* George Patterson \* Philanthropic Ventures Foundation \* Repair Café \* Harriet & David Schnur \* Hiroko Diane & Jill Shigematsu \* Emily Taylor \*

\*Note: Donations received as of October 10, 2017

**the following for their contributions to MOAH's exhibit on *Thomas Edison and His Rivals*:**

Art Adams \* Beth Bunnenberg \* Dick Clark \* John Davis \* Charlie Gillis \* Stu Hansen \* Hassett Hardware \* Bob Katzive \* Nick Kiya \* Ken Kormanak \* Wayland Lee \* Logan Patterson \* Jim & Eileen Wall \* Bill Wehrend \* The MOAH Collection

**the Garden Club of Palo Alto and those members who take wonderful care of MOAH's grounds and gardens:**

Robin Allen \* Laurie Baldwin \* Connie Cavanaugh \* Betsy Fryberger \* Mary Jo Levy \* Nan Knoblauch \* Sue Krumbein \* Delia Laitin \* Genie Lange \* Kathy Luchini \* Carol Malcolm \* Edith Miller \* Jim Newton \* Herb Perry \* Robyn Perry \* Kevin Quinn \* Dennis Wong

## MOAH Sponsors

**The Moore Family Foundation \* Hassett Hardware \* Frank Livermore Trust**

## Warehouse Open House

On Saturday, August 5, 2017, MOAH proudly showed off its new warehouse on Varian Street in San Carlos to a gathering of the museum's members. Attendees happily strolled through the aisles that house MOAH's incredible collection of electrical and mechanical artifacts, while sampling wine and snacks graciously provided by Bev and Jim Nelson.



## In Memoriam

**Donald W. Nusbaum**

**March 8, 1940 - June 24, 2017**

Former MOAH President Don Nusbaum passed away in Wellington, Kansas, this past June and a memorial service was held in Mountain View the following month.

Born in Sacramento, Don married his wife of 54 years, Judith Muncey, in Portland, Oregon, in 1962 and eventually returned to California, where he owned and operated an architectural models company until his retirement in 2000.

Don got involved with MOAH in 2002, when then-President Joe Ehrlich asked him to join MOAH's Board of Directors. After using his architectural expertise to build balloon arches for MOAH events, Don was part of the team that developed *Vintage Vehicles & Family Festival* (VVFF), which became MOAH's signature fundraising event. Don was elected President of MOAH in the Spring of 2007 and retired from that position in early 2011. During and after his presidency, Don was an enthusiastic champion of VVFF.

In addition, Don served on MOAH's Community Advisory Board, chaired the *Dancing Under the Stars* event twice, organized an event honoring Marshall Mathews, restored an area of the Williams House garage as the Marshall Mathews Garage, worked on some innovative educational programs, worked at MOAH's warehouse, and helped catalog MOAH's extensive collection of artifacts.

A strong believer in MOAH's volunteers, Don allowed them to take on challenges and always provided positive support. He was known to give credit to others, even when **he** was the one who deserved it. No challenge seemed too big for Don!

MOAH extends its deepest sympathies to Don's wife Judith, daughter Wyndie, son-in-law Bret, and grandchildren Wesley and Hailey.



### How to Join and Get MOAH for your Money!

Museum members receive this newsletter; attend lectures free of charge; receive a discount on workshops and special events; and are invited to special members-only receptions for each exhibit.



- Livemore Collector ..... \$ 2,500
- Patron ..... \$ 1,000
- Sponsoring ..... \$ 500
- Supporting ..... \$ 250
- Sustaining ..... \$ 100
- Family ..... \$ 50
- Individual Adult ..... \$ 35

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## MOAH EXHIBITS, CLASSES, EVENTS

**Exhibits: Friday - Sunday, 11:00 AM - 4:00 PM (Group tours available at minimal fee)**

*Thomas Edison and His Rivals: Bringing Electricity to America*

In the Main Gallery, now through February 18, 2018

*A Century of Mechanical Toys*

In the Ehrlich Gallery

*The Baer Collection*

In the doctor's exam room & lab and the Livermore Learning Center

**Permanent Exhibits:** Kitchen; Print Shop; Gardens; Marshall Mathews Garage; Dr. Williams' Office;  
Ely Family Children's Room

### Events:

*Repair Cafe*

Sunday, February 4, 2018

MOAH grounds

*Vintage Vehicles & Family Festival in conjunction with Palo Alto May Fete*

Saturday, May 5, 2018

MOAH grounds and Homer Avenue

### Classes:

*Beginning Electronics* (2-part class) with Larry Pizzella

Saturday, February 3 & 10, 2018, 1:30 - 3:30 PM

Livermore Learning Center

**For additional events and our latest class schedule, please go to [www.moah.org/calendar](http://www.moah.org/calendar).**