



MOAH UPDATE

August 2022
Number 92

Invention & Technology
1750 - 1950

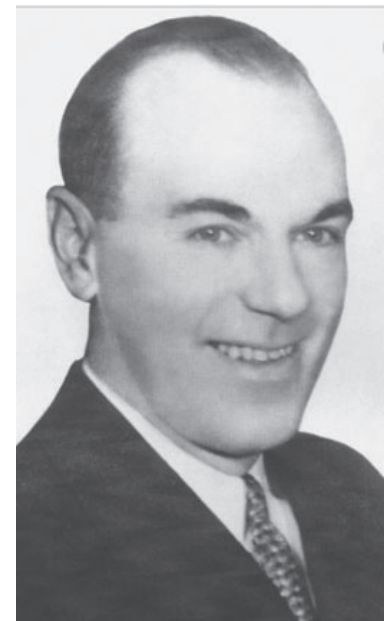
Bally Who?

By Ken Kormanak

The year was 1931 and the country was in the depths of the Great Depression. Living in Chicago were three men who would create one of the largest companies for manufacturing electrical games. Note, that I said electrical, not electronic, games. This era was way before the digital age of Pac-Man and Grand Theft Auto. The impact, however, was just as great, if not more.

By 1932, Roy Moloney (see photo to right) and his partners created the first pinball machine. One penny would let you have seven plays in a game called “Ballyhoo.” The choice of that name originated with a popular humor magazine. That wasn’t all they took from the magazine. It had a bright colorful cover, which gave them the idea for the bright rich primary colors you see on pinball machines to this day. The second source of inspiration from the magazine gave them the brand name of their product: “Bally.”

They had the right product at the right time. While you may not have had a lot of money during these lean times, everyone could come up with a penny. Business, shall we say, hit the jackpot. Within the first seven months, over 50,000 sold for the princely sum of \$16.50 plus shipping. Bars, bowling alleys and other establishments saw them as a way of adding to their income.



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From Our President

Jim Wall



Generosity to a “T”

This month’s column is about the only car our museum owns. I assume you have all seen it in the museum garage: a beautiful 1915 Model T touring sedan. But this is not a story about the history of Model T automobiles; rather, it’s a story about people who have an interest in old cars and the lengths they will go to show that love.

Prior to five years ago, the museum regularly changed the cars that were displayed in the MOAH garage. We had a variety of different era cars, on loan for three to six months at a time, for visitors to look at. In 2017, Dave and Donnis Stoner loaned us their beautiful Model T to display. The car was an instant hit with visitors; it just looked like it belonged. Dave would come by regularly and start the car while he chatted with visitors. But then it became more difficult for him to come to the museum and visit his car. While we missed his visits, we were quite happy to have the car stay as long as they were willing to leave it. So the Model T remained a popular sight for visitors for several years. In 2019, Dave and Donnis decided they would like their car to remain permanently on display at the museum, and they generously donated the Model T to our collection.

At that point, the car had not been started for some time. And while it would make a perfectly acceptable static display, we felt that cars are meant to be run. And so we made it a goal to make sure we knew how to start and drive it so that, once again, it could be used in parades and displayed in car shows. However, starting it proved to be a bit of a challenge, because the car had other ideas. As we were figuring out how to proceed, COVID-19 became an issue and any serious attempts at getting the “T” running were sidelined. In 2021 we restarted our efforts but, once again (not surprisingly), it would not start for us. Even with help from a few experts who stopped by the museum, we were unsuccessful.

Jim Lukash, both a MOAH supporter and a Model T owner, also felt that it was important that the car be restored to running condition. Like many other vintage and classic car owners, he belongs to a car club. He put the word out that Dave and Donnis’s old car was at our museum and needed help. This was all the car people needed to hear. In January of this year, close to a dozen members from the Santa Clara Valley Model T Ford Club and the Bay Area Horseless Carriage Club showed up at the museum. Some were driving their own early Ford automobiles, but all were bringing tools, knowledge and enthusiasm to work on our car.

See From Our President, Page 8.

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MOAH Update is published biannually with the intent to inform, amuse and enthuse friends of the museum.

Editor: Judith Lautmann

Printing: Prestige Printing

From Our Executive Director

Allison Wong



Welcoming Back Events

This past Spring, we were very happy to be able to welcome back a number of programs and events that were postponed or cancelled due to COVID-19. Although COVID-19 hasn't gone away

yet, we have been able to host events with some modifications to enhance safety. We had a good turnout for our reception party in March to celebrate the opening of the exhibition, *Hot Stuff and Cool Ideas*. We had wine and refreshments outside as our members mingled and perused the exhibit.

We welcomed back hosting Repair Café, which had been on hiatus for two years. A hopeful feeling was in the air as fixers assembled inside and outdoors, and many visitors were able to get their items fixed. It was wonderful to see faces we hadn't seen for two years.

We have slowly been welcoming back groups that use our learning center for their meetings. However, we are not yet ready to hold in-person lectures in the space, so our lecture programs remain online via Zoom webinar.

In collaboration with the City of Palo Alto's May Fete Parade and Fair, MOAH welcomed back its signature fundraising event, Vintage Vehicles and Family Festival. This is one of the events I missed the most during the pandemic. We did put on a virtual show in 2021, but nothing compares to seeing all of the beautiful vintage cars line Homer Avenue in person. We had no problem finding car exhibitors for the event as many seemed to come out of the woodwork and exclaimed how great it was that we were doing the car show again. Our popular program, the Summer Concert Series, came back to life as well.

We are also starting to see attendance come back. We hope that we can continue to bring you more events and programs in person in order for all of us to experience the sense of community and camaraderie we have all missed during these past two years. Thank you for being involved in the MOAH Community and for all your support. We couldn't have made it through these few challenging years without you!

Volunteer Opportunities for 2022

MOAH is always 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.

Gallery Assistant

Are you looking for a weekend volunteer position 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 Volunteer

Do you have experience in gardening and have an interest in working in a historic garden? Join us on Tuesday mornings to beautify and maintain the Williams House gardens. Tasks include watering, weeding, transplanting, fertilizing and more.

Warehouse Team Member

Do you enjoy fiddling with and/or fixing mechanical or electrical things? Our Warehouse Team works on site at our warehouse restoring incoming artifacts and maintaining them over time as needed. In addition, team members are responsible for organizing the collection. MOAH's warehouse is located in San Carlos.

Publicity and Public Relations Team Member

Are you interested in communications and public relations? Are you skilled at writing or editing? 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?



Current Main Gallery Exhibit

Hot Stuff and Cool Ideas: Vintage Heating and Cooling Inventions

Open through August 28, 2022

This is your last chance to see our current exhibition, *Hot Stuff and Cool Ideas: Vintage Heating and Cooling Inventions*. If you haven't seen it yet, make sure to visit the museum. The last day of this exhibition is Sunday, August 28!

On display are vintage irons, heaters, a stove, an ice cream maker, a snow cone maker, fire extinguishers and more.



Upcoming Main Gallery Exhibit

Around The World

Open October 7, 2022, through February 26, 2023

We are happy to announce that MOAH's next exhibition will be based on artifacts from around the world that were used here in the United States. One room will be dedicated to items made and used in the United States, but on display will mostly be artifacts made in other countries.

We are currently researching which countries will be featured; possibilities include England, France, Germany, Switzerland and Japan. Mark your calendars: Friday, October 7, will be the first day the new exhibit opens to the public.



New Special Exhibit

Ring Ring! Let's Talk Telephones: The Evolution of Communication

Open through 2022

From the first U.S.-patented telephone by Alexander Graham Bell to the handheld devices of today, the evolution of telephones has come an extremely long way. In our new exhibit, *Ring Ring! Let's Talk Telephones: The Evolution of Communication*, we showcase a variety of telephones from the late 1800s to the earliest types of mobile phones of the 1970s. In addition to showing a multitude of telephones, this exhibit will also discuss the social impacts of telephones and highlight how communication has changed with the help of a few ring rings. This exhibit will be on display in the Surgery Room through 2022.



Bally Who?, continued from front page.

World War II stopped production, including theirs. Production shifted from games to gun-sights for B52 bombers and 6,000 fuses a day for the bombs the airplanes would carry. After an excellent record in supplying material for the war, games production resumed in earnest. Pool tables and children's amusement park rides were added to their product line. In addition to exploring other things like vending machines, televisions and TV remote controls, they decided to focus on pinball machines as their main source of revenue.

By the mid-1960s, the pinball business had reached its peak. Like good entrepreneurs, management pivoted into casino gaming, as new laws permitted the production of slot machines. Taking advantage of their long experience in pinball machines, they set about creating a mechanical/electronic hybrid slot machine. The product was a hit from the beginning. Casinos also discovered customers using the new machine, called "Money Honey"; unlike the older all-mechanical slots, players could not cheat with it. Nevada casino operators estimated they had lost over \$50 million from cheaters before installing these new machines.



As game tastes changed and pinball players began to age out of the market, the company began a new phase of games for upcoming younger players. This was the time of video games. Space Invaders was innovative and a hit in arcade centers, generating over \$133 million for that product alone by the end of 1980.

Remember Pac-Man mentioned at the beginning of this story? Well, in 1981 they introduced that game under license from Namco of Japan. Ms. Pac-Man followed in 1982 and became the most popular coin-operated game ever. As they enter the current era, Bally Manufacturing Corporation has become the largest full-service gaming company in the world.

MOAH has a vintage Bally bowling game from 1958. It is called their Trophy Bowler and is over 12' in length. If you are a MOAH member, stop by our warehouse in San Carlos when we have our next open house. Then take the opportunity to roll a few balls and see how high your score can be. And it won't cost you a penny!



MOAH's Gardens Featured on Garden Club of Palo Alto Tour

On May 3, over 30 members of the Garden Club of Palo Alto visited the MOAH gardens. This year, the club focused on community gardens, and we were honored to be featured as one of the stops on their tour. Thank you to the following people for preparing for this tour and for supporting our garden:

- The Garden Club of Palo Alto Chairs of the Tour: Peggy McKee and Kay Sabin.
- Our garden volunteer lead, Betsy Fryberger, and our gardeners, Kevin Quinn, Indy Ting and Cathy Wachtel.
- MOAH's Garden Committee: Girvin Peters, Bev Nelson, John Davis, Betsy Fryberger, Delia Laitin, Nan Knoblauch and Allison Wong.
- The victory garden team: Nan Knoblauch, Delia Laitin, Edie Miller, Eleanor Thomas, Jennifer Fitzmorris, Jeny Smith, Leslie Fish, Mary Jo Levy, Robin Allen, Sue Krumbein, Winnie Siegel and Qing Xiao Keller.



LEt's GO on a Jungle Adventure

From December 4 through January 9, MOAH was able to once again host the annual LEGO® display put together by BayLUG (the Bay Area LEGO® Users Group) and Bay LTC (the Bay Area L-Gauge Train Club) in the Frank Livermore Learning Center. Due to ongoing COVID-19 restrictions, we initiated an online registration process so that guests did not have to wait in line to enter the show.

With its theme of “Jungle Adventure,” this year’s show displayed custom creations, including a pirates cove, an Aztec ruin, a river with an animated waterfall, an animated Indiana Jones-style boulder chase and an animated lava volcano.



As a bonus to this year’s holiday show, on January 27, MOAH hosted a webinar entitled *Building Together with LEGO®* and subtitled *Beyond the Set*, featuring the show’s coordinator, **Adam Williams**, and his wife, **Simone Williams**. Key leaders in BayLUG, Adam and Simone are known for their custom architectural and landscape creations with moving elements, including this year’s jungle volcano.



Adam and Simone began by talking about their reasons for choosing LEGO® as a hobby, including collaborating on projects, sustainability (reusing parts) and the integration of aesthetic and technical creations. As AFOLs (“adult fans of LEGO®”), they design and build MOCs (“my own creations”) rather than just purchasing



LEGO® sets and following the instructions. Examples of the techniques they covered were detailed planning, prototyping, using parts in unexpected ways, and taking advantage of digital design tools.

Responding to a question from a webinar participant, Adam said that for him, the most satisfying aspect of the LEGO® hobby is seeing his ideas come to fruition. For Simone, it is watching kids react to her creations.

Additional information about BayLUG may be found at BayLUG.org.

In order to view the video of *Building Together with LEGO®*: Go to www.moah.com and, under the heading PROGRAMS & EVENTS, click on either CALENDAR or PAST EVENTS. Then click on PAST LECTURES, scroll down to this lecture and click on the red word [HERE](#).

At the (Virtual) Lectern

Despite the easing of COVID-19 restrictions, MOAH has continued to offer its lecture series via online webinars. In conjunction with MOAH’s current exhibit, *Hot Stuff and Cool Ideas: Vintage Heating and Cooling Inventions*, our most recent speaker, **Michelle Fabian**, presented a webinar titled *History of Preserving Foods*.



In December 2018, MOAH hired Michelle to fill the part-time position of Exhibits & Admin. Assistant. Based on her contributions to the museum, including curating various exhibits, Michelle was promoted to the full-time role of Exhibits & Operations Manager. Michelle earned her Master’s degree in history at San Jose State University.

See *At the (Virtual) Lectern* on facing page.

At the (Virtual) Lectern, continued from facing page.

Michelle's talk focused on the hot and cold methods of preserving food as well as the local California history of canning. She began with an overview of the reasons humans preserve food, including the preparation of fresh food for long-term storage, the prevention of moisture and spoilage, and the reduction of food waste.

For ancient peoples, the preservation of food had social implications, such as enabling them to travel long distances without the need to hunt or forage. A couple of examples of early food preservation methods are the Incan practice of preserving potatoes via freezing (known as "el chuño") and various early uses of dehydration of foods, including meat (by the Sioux) and corn (by the Hopi).

Primary hot methods of preserving food are smoking and drying, cooking and making jelly, jam or marmalade. To illustrate, Michelle included a video of herself going through the various steps of making strawberry jam. Cold methods of preserving include burying in the ground (especially winter vegetables), storing in a root cellar (or the more modern "California cooler") and freezing (in an ice house, ice box, or modern freezer).

Michelle concluded her talk with a brief overview of canning, which can be accomplished at home with the use of either a water bath or a pressure canner. Some companies important to local California canning history are Pacific Fish Co., Hovden Cannery, Carmel Canning Co. and San Jose Fruit Packing Co.

In order to view the video of *History of Preserving Food*: Go to www.moah.com and, under the heading PROGRAMS & EVENTS, click on either CALENDAR or PAST EVENTS. Then click on PAST LECTURES, scroll down to this lecture and click on the red word [HERE](#).

Volunteer Spotlight: Bobby Gamba

You may have already met Bobby Gamba, who is a docent in our galleries, volunteers at our warehouse in San Carlos and helps with research and accessioning artifacts in our collection. Bobby found these opportunities on Volunteer Match on LinkedIn when he was looking for volunteer experience in a museum setting. Interested in historical innovations and technology and considering pursuing a degree in Museum Studies, Bobby believes MOAH is the perfect place to learn about all facets of museum work.

In 2020, Bobby graduated from the University of Arizona with a degree in Anthropology and Classics. Originally studying to be a classical archaeologist, Bobby started to shift his focus to Museum Studies. He is interested in how museums can be intermediaries between the community and the past. Specifically, the opportunity to learn about technological history is what drew Bobby to MOAH.

One of Bobby's favorite aspects of the museum is the community. He appreciates how passionate our volunteers are about the work they are doing, whether it is restoring an artifact or researching one with an unknown use. On the docent side, Bobby likes to hear about visitors' personal histories and that they can relate to something they saw in our galleries.

Bobby's interest in archeology has taken him to faraway places. He has just completed an archeological dig of the Mt. Lykaion Excavation and Survey Project. The dig is located on Mt. Lykaion in the Peloponnese, east of the ancient site of Olympia, where the first Olympics took place. Mt. Lykaion is known as "the birthplace of Zeus" and contains several sites such as a sanctuary to the god Pan and an ancient horse-racing track called a hippodrome. Bobby has had his hands full this summer,



See Volunteer Spotlight on Page 10.

MOAH Welcomes its New, Upgrading and Returning Members!

New Members

Individual

Gunner Conway
Noreen Estrada
Sameer Jain
Diahn Krall-Romero
Delia Laitin
Charles Scoma
Erwin Jay Seguinte

Family

Alan Brown
Leslie Fish
Big Stosh Lerner
Victor Rising

New Members, cont.

Family, cont.

Jaynie and Larry Schemel
Suesan Taylor
Maret Walker

Sustaining

Bradley Howard
Roy Yost

Supporting

Ken and Genie Lange

Patron

Gabriele Ondine

Upgrading Members

Family

Bob Crockett

Sustaining

Olle Bjorkman

Sponsoring

Marc and Nadia Ullman

Returning Members

Mark Stevenson
Preeva and Leonard Tramiel
Doug and Pam Wong

From Our President, continued from Page 2.



For a large part of the day, the engine was poked, prodded and tested to get it fired up. At one point, it was even being towed around the block with the goal of getting it jump-started, as everyone was tired of hand-cranking the engine ... but still to no avail. Finally, the hard decision was made, and the engine was taken apart. And this is when the problem became apparent: at some point water had seeped into the inside of the engine block, causing problems. (For you engine types: the number one cylinder input and exhaust valves were sticking due to rust.) This seemed a good time for that day's efforts to end and thought to be given about how to proceed.

Once again, Jim and his fellow car club members came to the rescue. They decided that fixing it at the museum wouldn't be the best approach. Club members arranged for the car to be loaded onto a trailer and taken from the museum to a shop in the East Bay where the engine could be worked on. Others donated the engine parts necessary for the repair. A day later, the repaired (and now running!) Model T was returned home. The car transport, parts, shop time and mechanics' labor were all provided free to the museum!!! And, if that wasn't enough generosity, the Model T club members have promised to continue to support our museum's car and to come by and make sure it remains a working automobile, thus helping MOAH fulfill its mission of preserving and showcasing inventions of the past.

The museum thanks all those who were involved in this effort to return a wonderful old car to running condition. Both the local Model T club and Horseless Carriage club members showed that car clubs are more than just groups of people who happen to own old cars. Their generosity of time, knowledge and effort to repair someone else's car is testimony to vintage car lovers everywhere.



MOAH thanks ...

contributors to our 2021 Annual Appeal, which raised over \$29,000:

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In Memoriam

James Lowell Adams

March 6, 1934 - January 15, 2022

According to Jim Adams' blog, growing up in Southern California on an orange grove gave him "a good introduction to making and fixing things," thus sparking his interest in engineering. He graduated from Caltech in 1955 with a degree in engineering and went on to receive both his master's degree in 1959 and his doctorate in 1961 in mechanical engineering at Stanford.

After a short stint working for Shell Oil as a production engineering trainee, Jim joined the U.S. Air Force and was a project planner stationed at the Air Force Flight Test Center at Edwards Air Force Base. His blog states, "After the Air Force, I spent six years alternating between being an art student at U.C.L.A., an engineering student and lecturer at Stanford, and working at General Motors and the Jet Propulsion Laboratory," where he was an engineer and group supervisor on the first U.S. Moon, Venus and Mars spacecraft. In 1966, Jim began his 33-year career as a professor at Stanford, where he "taught courses ranging from mechanical and product design through technical management to the nature of technology."

While teaching at Stanford, Jim conducted research projects, held administrative jobs and served on committees, was involved in start-up companies, consulted and conducted seminars and workshops, earned many awards and wrote several books. As Jim's obituary in the Stanford Report states, "Adams was a true "maker" – a prolific thinker, writer, tinkerer and doer of things with his hands."

Jim cared deeply about the success of MOAH. He not only was a very active member of the museum's Community Advisory Board (CAB) but also helped expand the CAB by identifying potential new members. In addition, he organized several special events for the CAB, one notable event being a special tour of NASA at Moffett Field. In addition, Jim enjoyed working in MOAH's warehouse and participated in the museum's lecture program, giving truly inspiring lectures that drew large audiences.

Our condolences go out to Jim's wife, Marian, and the rest of his family.



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Volunteer Spotlight, continued from Page 7.

as he also participated in the Parhassian Heritage Park Field School, helping to create the history cultural heritage park in Greece in the surrounding area of the dig. The park is intended to focus on the "living history" of the area and the connection between the people and history of the area.

We are very lucky to have Bobby share his experiences with our visitors and volunteers. He believes museums have the power to tell stories that go beyond a book and give life to what people may consider "ordinary" artifacts. He finds that artifacts carry a great significance; they preserve and showcase the cultures and traditions of the past while encouraging thought in the modern day.

In Memoriam

Dr. Weston (Wes) Anderson

March 28, 1928 - November 3, 2021

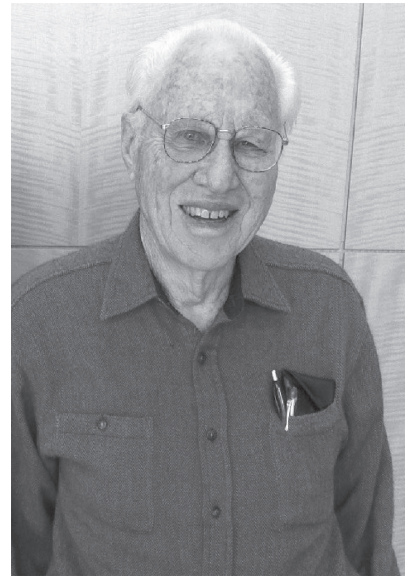
Wes Anderson was born and attended grammar school and high school in Kingsburg, California. At an early age, he showed great interest in electricity and things electrical. In high school, he became fascinated with ham radio and, with the help of his uncle, Milton Brandvig, obtained a Radio Amateurs License with the call sign W6API. Short wave radio antennas were an area of great interest to him.

Following graduation from high school, Wes attended Reedley Junior College for two years, majoring in physics, followed by two years at Stanford University, where he obtained a Bachelor of Science degree in 1950. He went on to complete his PhD at Stanford in 1954.

Wes began his successful career at CERN in Switzerland before joining Varian Systems in Palo Alto. His prolific work portfolio included projects on nuclear magnetic resonance (NMR), ultrasound imaging equipment, computerized tomography (CAT scanners), vacuum microelectronics and X-rays. Upon his retirement in 1999, Varian retained Wes as a consultant in the NMR Systems Group. Wes and his former Varian colleague, Dr. Raymond Freeman, were 2012 Russell Varian Prize honorees.

In 2004, Wes joined MOAH's Education Committee, where he served for over a decade as a dedicated volunteer educator. He sponsored MOAH's Science Summer Camps by donating time and project materials. He also assisted in many of the museum's electronics workshops, Science Nights and outreach programs.

MOAH extends condolences to Wes's family.



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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.



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Fax: 650.473.6950

Website: www.moah.org

E-mail: mail@moah.org

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Hot Stuff and Cool Ideas: Vintage Heating and Cooling Inventions

In the Main Gallery

Now through August 28, 2022

Around the World

In the Main Gallery

October 7, 2022, through February 26, 2023

Ring Ring! Let's Talk Telephones: The Evolution of Communication

In the doctor's surgery room

Now through 2022

Toys in the Attic

In the Ehrlich Gallery

Now through 2022

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

Please Note

MOAH follows all regulations related to the COVID-19 pandemic. Visitors to the museum are encouraged to wear face masks while indoors.

Please continue to check for updates to our schedule at:

www.moah.org/calendar