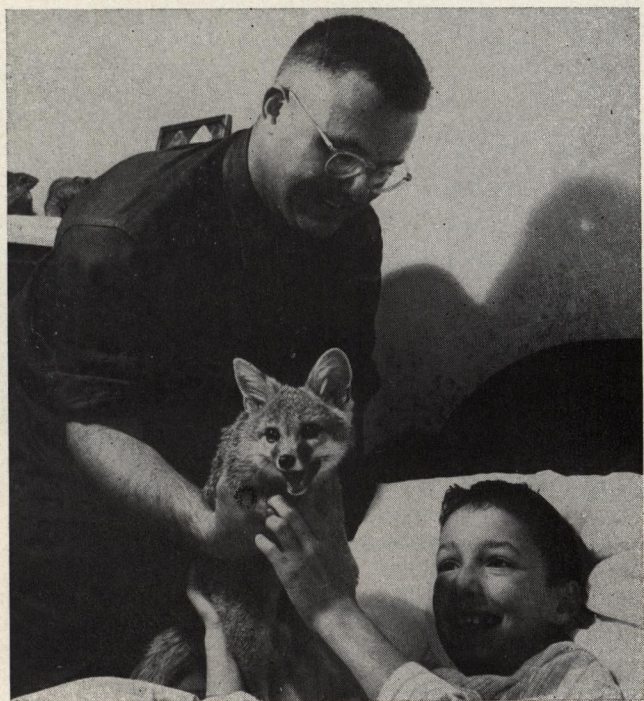


*National Foundation
for
Junior Museums, Inc.*



*"Open Wide to Youth
All Gateways to Nature"*

William T. Hornaday

A MUSEUM FOR JUNIORS?

Pets to take home, aid for youth groups, classroom assistance in learning about nature in all her ramifications, field trips to view the "wonders which God has wrought"—all these are available to the children of your town through the junior museum movement.

HOW IT ALL STARTED

Started over 60 years ago, the movement now has spread to include 54 cities throughout the United States, and in time, will reach many more communities if the present plans of the National Foundation for Junior Museums, Inc., are successful. This unique organization, formerly the William T. Hornaday Memorial Foundation, was incorporated in 1942, and from this date to 1954 has sponsored 22 museums in 12 states.



Children view beautiful wild life display at the California Junior Museum. Exhibit made by Foundation exhibit laboratory technicians.

John Ripley Forbes, whose interest in natural history was stimulated, as a boy, by the immortal Dr. William T. Hornaday, the late director of the New York Zoological Park, directs the national foundation. Dr. Hornaday's creed, "OPEN WIDE TO YOUTH ALL GATEWAYS TO NATURE," has become the guiding principle of Forbes in his zeal to start a junior museum in every community in the United States.

The National Foundation for Junior Museums aids a community in getting a junior museum properly organized and financed without charging the town or city for such service, in fact, contributing funds and exhibits to the community if official sponsorship is granted. The foundation is able to give this aid because its services are financed through an endowment fund and from

contributions it receives each year from several foundations and various individuals. Forbes and his associates give highly skilled service and stimulate within the community keen interest and enthusiasm resulting in development of a new junior museum.

"Many adults go around in this troubled world with their eyes completely closed to what is going around them," Forbes has frequently said. "We feel if more children can be taught something about the great out of doors, of nature and her many secrets, they will grow to better adulthood and will get more out of life than did their parents."

SUCCESS STORY

Among the projects formally sponsored by the foundation have been the Nashville Children's Museum, now attractively housed in a 24 room stone building, which has become a vital force for the entire state of Tennessee. At Fort Worth, Texas, this program has been so successful that the citizens voted a \$500,000.00 bond issue—and Fort Worth youngsters have the largest and most modern children's museum in the country.

More than 500,000 children and adults alike already are well along the path of learning about these secrets since the first West Coast project, the California Junior Museum was opened in Sacramento two years ago. Museums are also operating in San Jose and San Mateo. One could give many other success stories, but the most impressive way to learn how valuable a junior museum can be is to start one in your community.

YOUR COMMUNITY AND THE FOUNDATION

A community showing an interest in starting its own junior museum asks the foundation for counsel. The services of Forbes and his staff are immediately made available in a steering capacity. It is up to the community to complete its own organization, do the ground work, and raise the money necessary for the museum to open. An outright gift of \$1000.00 is made by the Foundation toward the first year's budget. Then, mounted specimens, displays, and other items worth more than \$2000.00 are given as gifts to the fledgling institution from the Foundation's Exhibit Laboratory. No estimate of the cost of the services and professional counseling given by the foundation to the junior museums in their formative stages has ever been made but these services are considerable.

BENEFITS OF A JR. MUSEUM

Once in operation, the museum offers a full course of nature study given by trained professionals in the field of natural history and conservation. Children are escorted on field trips for a practical application of what they read and hear about in the museum proper. Museum trained youngsters know there exists a world far greater in scope than that contained in their own neighborhoods. This training will not necessarily make naturalists out of them. That is not the goal of the foundation. It will, however, open their eyes to their surroundings. They develop understanding and appreciation of the out of doors and of its wild life. A child learns the vital lessons of the conservation of our natural resources, and better appreciates the importance of protecting and preserving this rich heritage for future generations.

A typical junior museum has glass cases at child's eye level. These cases contain attractive exhibits of the great out of doors. Birds and animals of all types and descriptions, colorful butterflies and insects, mineral and gem collections, to mention but a few, are attractively arranged in a manner certain to appeal to the young visitor.



Field trips for junior explorers among junior museum's most popular activities.

ANIMAL LENDING LIBRARY—AND LIVE MUSEUM

Porcupines, raccoons, owls, gray foxes, squirrels, snakes, and some "deodorized" skunks are a few of the exhibits in the live animal section. The young visitors are allowed to help prepare the food for the live animals in a sparkling kitchen. They also feed the alligators and turtles. All young visitors have an opportunity to touch and get acquainted with the live exhibits.

One of the most popular departments is the pet lending library, a must for all junior museums. After children are properly trained, guinea pigs, rabbits, hamsters, rats, and other small animals are taken home for a week of study or just plain loving, much as a child would borrow a book from a lending library.

These same animals frequently are taken to children's hospitals or convalescent homes where they are viewed with delight by the small shut-ins.

HIGH LIGHTS

Among the activities of the modern junior museum are a live museum, animal lending library, museum tours for school classes, hobby clubs for children after school hours, museum games, treasure hunts, arts and crafts, astronomy, educational movies, aid to Scouts and Camp Fire Girls, story hour for little folks, nature trails, camping, field trips, and a special program for the handicapped.

PROGRAM ENDORSED BY CIVIC LEADERS

Forbes' program has been heartily endorsed by religious, educational, medical and other leaders in every community having a junior museum. "Children should be given an opportunity to know and appreciate the works of creation which are all part of God's world, and we believe the establishment of a junior museum will help immeasurably in providing such knowledge, say Catholic, Protestant, and Jewish clergymen. "Men are inclined to be religious if they have some knowledge of God as a creator", they said. "Youngsters see what comes from the hand of God by getting in touch with nature."



John Ripley Forbes helps young visitors get acquainted with tame foxes from the popular live museum.

Educators see in the junior museum program the living embodiment of their visual education aspirations. Physicians and surgeons laud the program for its ability to erase potential neurosis. They contend a museum is a springboard for absorbing hobbies which can do and continue into old age.

"It is relaxing to get out of doors and see what God has created besides me," said one. "This contact with the outside has taught me that my petty troubles are not too important, after all."

Naturalists generally are enthusiastic in their support of the Foundation's program. So are conservationists who believe a host of youngsters trained in this field are far more valuable to the nation than a few professional conservationists.

NATIONAL RECOGNITION

Various national publications, including the Saturday Evening Post, McCalls, Ladies Home Journal, Reader's Digest, Life and Time Magazines, to mention a few, have carried stories extolling the merits of the junior museum program as it has been observed in Boston, Massachusetts; Nashville, Tennessee; Jacksonville, Florida; Fort Worth, Texas; Atlanta, Georgia; Durham, North Carolina, and Sacramento, California.

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