

Mr. Norton

# NEWS BULLETIN

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## Alumni Association

### Annual Alumni Exhibition:

#### DIMENSIONS IN INDUSTRY

This year's Alumni exhibition which opened with a reception at the College on Friday, March 29, is the first in a new series of departmental exhibitions. Participants in the show were chosen among the industries which employ five or more graduates of the Industrial Design Department of the College.

The work of some 50 graduates of PMCA represented in the nine major industries participating shows an exciting variety of product design—packages, radios, television sets, gas ranges, computers, calculators, automobiles, tanks and the interiors of jet planes.

The industries, their products on display, and PMCA alumni include:

CONTAINER CORPORATION OF AMERICA, Oakes, Pa., Research and Development Group: new and experimental methods of packaging. *Richard De Paul '55, Abe Liebson '50, Mark Goldstein '60, Richard Walters '55, Steve Wells '60 and Ronald Baum '60.* PHILCO CORPORATION, Consumer Product Division, a Subsidiary of Ford Motor Company, Philadelphia, Pa.: new radios and television sets. *Richard Greenwood '55, James Danchulis '58, Richard Massarella '59, Harold Yoss '51, William R. Conrad '52, and Thomas G. Dulin '60.* CALORIC CORPORATION, Research and Development Center, Topton, Pa.: ovens and ranges including design of parts and controls. *George Myler '52, Director, Product Planning; Robert A. Clarke '52, Manager, Advance Design Group; Peter Helegeson '59, and Henry Johannes '61.* IBM CORPORATION, Endicott Division, New York: small models of computer machines. *Loring Bixler '57.* U. S. ARMY HUMAN ENGINEERING LABORATORY, Aberdeen Proving Grounds, Maryland: military weapons including tanks and anti-tank missiles. A full-size operating model of a hydraulic couch used for a new kind of tank operation is included in the display. *Gary Horley '56, Weapons Branch; Bernard Corona '60, Concept Development; Warren Von Uffel '59, and summer students Louis Riccio '61, Andy Oakes '61, and Paul Ellis '63.* GENERAL MOTORS, Styling Staff, Warren, Michigan: automotive design as well as design for exhibitions and graphics. *Richard Ditsche '60, Emory Mead '60, Margaret Kozero '61, Michael Burridge '62, Alan Young '62, Gary Williams '60, and Richard Ritter '61.* ATLANTIC AVIATION CORPORATION, Wilmington, Delaware: design of interior as well as aeronautical engineering for the conversion of jet planes for private use. *Richard Krause '55, Manager, Design Division; James Ryan '60, Assistant Manager; Milt Helmuth '59, Louis Herr '62, Robert Neuman, and George Buffington '55.* HARPER LANDELL AND ASSOC., Philadelphia, Pa.: free lance designers of a variety of consumer, business and industrial products. *Charles Moltzen '57, John Bartley '59, Thomas Foster '59, Pierre Brosseau '60, Robert LeMay '62, Richard Bona '63, and Robert Howell '62.* MONROE CALCULATING MACHINE CO., a Division of Litton Industries, Orange, New Jersey: an exhibition of adding machines, calculators, business machines and office computers. *Richard Hollerith, Jr. '51, Design Director, and Terry Barner '59.*

We believe that this is one of the best exhibitions the Association has sponsored—the field of industrial design is a comparatively new one and while the exhibition features three-dimensional design rather than two-dimensional painting, drawing or graphic work, the ingenuity and freshness with which our designer-graduates have solved their problems should be thrilling to all artist-designer graduates of PMCA. It is an exhibition no alumnus can afford to miss.

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The AA is happy to honor *Marguerite Walter '38*, this year, with the 1963 Alumni Medal of Merit. During the past six years she has contributed in an outstanding way to the Association, as member of its Board of Directors, Vice-President 1959-61 and President 1961-62. Her enthusiastic leadership in a variety of Alumni activities and her love for the College have been an inspiring example to all alumni. The medal will be presented at the Annual Alumni Dinner Dance on Saturday evening, April 27, at the Art Alliance.

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### Profile: Sam Maitin '49

To drop into Sam Maitin's studio at 704 Pine Street is to plunge into a whirl of activity. Projects of a great variety—illustrations for books, splash drawings for a poster, an ad or sketch for a print—line the drawing board. Bits of paper with curriculum plans or an agenda for the Center City United World Federalists find room within the colorful array.

## Philadelphia Museum College of Art

Still close to PMCA since graduating in 1949 from the advertising design department, Sam Maitin has coordinated an unusual program with this year's advertising seniors. The course combines two experimental educational techniques: the concept of "team" teaching and the use of working professionals as instructors for the class. The assignments made by Maitin and the other men who participate in the program give students a sense of the many facets of advertising design and the touches of individuality in the field.

Maitin has other teaching tasks behind him: a stint as an instructor of Advertising Design at Moore Institute; Director of the Typographic Division and instructor for design, graphics, painting and drawing courses at PMCA; summer classes at the Pennsylvania Academy of Fine Arts; and currently a member of the faculty of the Education Division of the Philadelphia Museum of Art.

The diversity continues. He lists among his industrial clients: Holiday Magazine, The YM/YWHA Arts Council, Smith Kline & French Laboratories, and DuPont. His design work has won gold and silver medals in Art Director's Exhibitions; he has been exhibited in AIGA and Type Directors' Shows. A series of his posters created for Kraft Printing Company is in the collection of the Library of Congress, and he has had his work published in Graphic Annual, in Poster Annual, CA Magazine and Art Direction.

Locally he has exhibited at the Art Alliance, Print Club, Art Museum, Academy of Fine Arts and Gallery 1015 (where he is a gallery member).

His work can be found in collections of the Philadelphia Art Museum, Museum of Modern Art, Library of Congress, Oakland Museum, Office of Information of the U. S. Government, Rosenwald Collection, the Victoria and Albert Museum in England, the Print Club and the Philadelphia Library.

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### Recent Exhibitors

Among the young illustrators who exhibited in Gallery F of the Art Alliance in March were *Ray Dalasta '55* and *Gordon Kibbee '62*. Both are actively engaged in the advertising design field in Philadelphia.

*Jacqueline Fogel Klapholz '51* works in polychrome wood and a display of her work was given at the Art Alliance recently. About her work she says, "I have chosen to express myself in sculpture and painting which come most naturally to me and allow the fullest personal satisfaction. I only hope that I convey to those viewing my work the wonder, excitement and joy I feel in living."

Amel Gallery, New York, is giving the first American showing of the work of *Elaine Galen Colker '50*, through the month of April. Mrs. Colker (by the way, she is the wife of *Ed Colker '49*, a former instructor in Advertising at PMCA) bases her paintings on Mediterranean themes.

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### Notes from Appreciative Alumni:

*Patricia Shaeff '58* was recently appointed buyer for sizes 7-14 and teenagers for the I. Magnin southern chain. She feels her success is due to PMCA and particularly to Miss Parke. Pat writes: "Miss Parke, what I have achieved in the field of retail is also partly your achievement. I was so fortunate to have a person who listened to me and my interests and steered me in the right direction. I could never show my appreciation for you as my teacher and my friend. I hope that PMCA has retained its high educational standard and its ability to help people grow as individuals with the help of instructors like you."

*Eleanor Hart Levis '12* wrote from Boynton Beach, Florida: "I would like to add a small check to your fund for growth and expansion for the School. It was a privilege to have studied there . . . I have gained so much more than I could possibly repay."

### News About Alumni:

*J. Harold Garman '51* is resident designer for Bernhard Altmann International Corporation (knitwear) in San Antonio and free lancing all of the advertising design for Jordan Oppenheimer.

*Morris Berd '36* is having an exhibition and sale of his paintings, drawings and prints at his studio in Media (Mt. Alverno and Howarth Roads), April 26 to May 11, every day from 1:00 to 9:00 p.m.

### New Arrival:

To *Sue (Cooke) '58* and *Ronald Schwartz '60*, a boy, Jae Curtis, on January 23, 1963.

THE UNIVERSITY OF THE ARTS  
LIBRARY - ARCHIVES

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