



## HOLIDAY GREETINGS



### From the President's Desk:

About 40 Class Representatives had dinner at the College on November 13th to hear Preston Andrade, site planner for the College, describe the 10-year development program now on the drawing boards. This plan envisions several new College buildings in the area between Spruce and Pine on Broad Street to accommodate a student body of about 1100 in 10 years. The plan includes dormitories, a library and student center, a small auditorium and various studios, shops, and class room buildings. First construction may get underway as early as 1965.

The newly opened dormitory for 106 students at 7th & Delancey Streets is the first step in this development program and will serve the College for several years until new dormitory buildings are built.

Several Class Representatives said this was one of the most exciting Alumni meetings they have attended. The future of the College looks very promising when viewed in the light of the growing demand for our graduates in business and industry. One of the Alumni Class Representatives, *Ephraim Weinberg '58*, wrote us afterward: "Prior to the dinner on Tuesday, I had no idea how extensive the plans of the College are. I am proud to be associated with the College and within my scope as an alumnus and a teacher I will be happy to do anything I can to assist in furthering its ideals".

Greetings and best wishes for a happy holiday season.

BORIS DRUCKER



### Congress Enacts Self-Employed Tax Retirement Plan

The "Self-Employed Individual's Tax Retirement Act of 1962", commonly known as the "Keogh Bill", has just been enacted into law. Employees of corporations have long been able to accumulate considerable retirement benefits under a tax sheltered trust, and this new legislation gives self-employed individuals similar, although not equal benefits. If you wish further information regarding this plan or assistance in setting up your own retirement plan we suggest you write to your local Income Tax Office for information about the Keogh Bill.



### Profile of Robert Schneeberg '50

In a way, it's a Christmas story. Not in the usual sense nor in the O'Henry "combs for fob" manner, but it does have overtones.

Robert Schneeberg (Shnay-berg) lives in Levittown, Pennsylvania. The Schneeberg family consists of Bob, Ann S. . . . (*Ann Redding '54*) and a baby daughter, Ann Elizabeth who made her entrance into the world on August 7, 1962.

In the usual manner, Bob's mother was the first artistic influence and also in the usual manner the comic strips and cartoons of the time exerted their influence. Olney High School (Philadelphia) offered a fine course in art but our boy was not interested at the time. A recurring name in biographies, Harry Brodsky of Dobbins Vocational School sent Bob on a tack that eventually led to PMCA where Bob was very much interested in lettering, thinking that he

would like a career in that field. In enhancing the lettering with decorations, the first tentative steps toward developing a highly personal style were taken. Later this became the instantly recognizable Schneeberg signature.

From the wall at PMCA's Annual Student Exhibit, the Art Director of a leading magazine recommended the purchase of a piece of Bob's art—a decorative border of Christmas balls, subsequently published with no changes. This depleted Bob's portfolio somewhat but it had other compensations.

A second floor studio in the twelve hundred block of Walnut Street was available and a group of hopeful contemporaries moved in: Bob, *Tom Vroman '50*, *Don Madden '50*, a fellow named *Maitin '49*, *Jack Weaver '49* and *Bill Surasky '49*. An agent took some of Bob's things to the Hallmark Company of Kansas City. Interviews led to an immediate and happy relationship.

In addition to Hallmark, Bob works for magazines and periodicals, watches little Ann grow, again keeps tropical fish (he gave it up when he moved from the Walnut Street studio but now he's rehooked), watches the progress of Big Ann's seed paintings, mows the lawn and shovels the snow at 15 Deepdale Drive, Levittown, where he lives generally a quiet genteel existence.

In gathering the material for this profile I came across no stirringly provocative lines about the past, present, or future of Art, but I did get the idea that here was someone doing something he wanted to do and thoroughly enjoying it. You know, that takes a bit of doing!

Jack E. Hopwood, BFA '54



### Swim In January

The AA is sponsoring a swimming party at the heated pool of the YWCA, 2027 Chestnut Street, from 8:30-11:30 P.M. on Saturday, January 19th. The price of admission of \$1.00 includes the use of the pool and coffee and doughnuts served in the pool lounge. Put this on your calendar as the first must AA event of 1963. This will be your only announcement.



### Recent Exhibitions by Alumni

*James Kirk Merrick '28*, The Newman Contemporary Art Gallery, Philadelphia, Pa.

*Paul Keene '42*, Gallery 1015, Wyncote, Pa.

*John Lear '32*, Arnold Finkel Gallery, Phila., Pa.

*Alan J. Klavans '54*, Moorestown Free Library, Moorestown, New Jersey.

*Biagio Pinto '32*, Lee Cultural Center, Phila., Pa.

*William J. Bertuglia '56*, Comerford Gallery, New York



### News About Alumni

*Jane (née Trescott) Flory '39*, has just written and illustrated her 29th book, *A Tune for the Towpath*, published in October by Houghton Mifflin Company.

*Josephine (née Bird) Smyth '37*, works at the Jean Crowell Studios, Narberth.

*Louis Segal '51*, is a children's book and magazine illustrator for Holt-Reinhart, Winston, Simon Shuster and Jack and Jill.

*Mary Jo (née Kemper) Larsen '50*, teaches at PMCA and at Fleisher Memorial.

*William S. Fleishell '52*, is Art Director for the Republican National Committee.