

NEWS BULLETIN

Alumni Association

Philadelphia Museum College of Art

Vol. 6 • No. 5 • March 1964

From the President's Desk:

The following is a letter I have received from the Chairman of the Board of Governors of PMCA. It is reprinted in its entirety to inform you of the big change at the College:

Mr. Boris Drucker
303 South Watts Street
Phila. 7, Pa.

January 31, 1964

Dear Bud:

Last week when I sat with you and a few other members of the Alumni Association, we touched on the question of the separation of the Museum College from the Philadelphia Museum Corporation. Until quite recently, this idea remained a moot question.

Shortly after I was appointed by the President of the Board of Trustees of the Museum to act as Chairman of the Board of Governors of the College, the problems of operating the College within the Museum corporate structure became abundantly clear, as did the need for separate corporate status for the College. When the College made application to the Middle States Association of Colleges and Secondary Schools for accreditation, or went to the Department of Public Instruction in Harrisburg for appropriations, its representatives had well nigh insurmountable difficulties in identifying the resources of the College, and in convincing these agencies that there existed adequate autonomy and authority to carry out the purposes and commitments of the College.

Every responsible action of the Board of Governors of the College in matters of policy or finance has been found to be tentative, until it also has approval of the Board of Trustees of the Museum Corporation. Matters of policy laboriously hammered out by the Faculty Council, the Dean and administration of the College, even when supported by the concurrence of your Board of Governors, still are subject to action and approval by the Board of Trustees of the Museum. In business and financial matters, all contracts, borrowings, and disbursements in the name of the College, are made by the Museum Corporation. This sets up a cumbersome method of doing business, subject to many delays.

To sum up, there were really two levels of management. In the summer of 1962, to study this problem and to make recommendations concerning the possibility and usefulness of a separate corporate status for the College, the President of the Museum Corporation appointed a committee composed of members of the Board of Trustees of the Museum, and members of the Board of Governors of the College. This committee concluded that it was advisable and feasible to create a separate corporation of the College, and thus to divide the Museum Corporation into its two component parts, namely, the Museum, and the College, and at the same time to divide the assets of the former Corporation in a fair and equitable manner.

Furthermore, due to the growth and changes within the College to date, and the prospect of the need for an independent corporate organization in the near future, the Board of Governors of your College authorized the Executive Committee to order a management survey by Cresap, McCormick & Paget. The recommendations of this firm covering organizational structure will be in hand shortly, and will help us to implement the benefits to be derived from the separate corporate status.

If the Court approves the proposed plan, there will be created a new Corporation for the College, to be called the Philadelphia College of Art. Under this plan, its physical assets, buildings, land, and equipment would be valued in the neighborhood of \$3,000,000; its cash, restricted, and unrestricted endowments would be in the neighborhood of \$1,000,000. The new College would have its own elected corporate officers. The present Board of Governors have agreed to be Incorporators, and would constitute the original governing body.

I am sure that you can understand how this separate corporate status will tend to simplify and improve the administrative practices of the College.

It is my hope that a close, friendly, and useful relationship with the Museum will be maintained. PMCA's association with the Philadelphia Museum, the other museums, institutions and schools of art in Philadelphia will continue to be essential to its high standard of art training.

The creation of the separate corporation, if approved, should take place sometime within the next year or two, and will, I believe, make very little difference as far as outward appearances of the College are concerned. The change will provide an operational situation that should be most helpful in the achievement of our educational goals and development plans.

Cordially,
HOWARD A. WOLF
Chairman
Board of Governors

Coming Exhibitions:

Elsie (née Siratz) McGarvey '34, at Beaver College. "Facts & Fads of Fashion" will depict recurring cycles in costumes, accessories and textiles. March 9-26; tea on Sunday, March 12 from 4-6 pm.

Robert F. McGovern '56, at The Little Gallery from March 4-18. Reception, March 4th, 7-9 pm. The exhibit will consist of Bob's recent prints and drawings.

News About Alumni:

A recent article in the "Willow Grove Guide", honored Morton Chavenson '50, as "This Week's Citizen". It serves as a portrait sketch of a PMCA alumnus.

Mort lives with his wife and their two children in Willow Grove. Since leaving PMCA and the Advertising Design Department, Mort has become well known in the area for his outstanding work in civic affairs. He is one of the few people holding a citation from the Supreme Lodge, national headquarters of B'nai B'rith.

The "Citation of Service" from B'nai B'rith honors Mort for the help he gave in the national headquarters' various campaigns and during the 50th Anniversary of the Anti-Defamation League. He donated his services in designing letterheads, mailing pieces and other designs needed by this service organization. He has also contributed his services to numerous other causes he feels are deserving: design of a set for an original ballet for the Philadelphia Civic Ballet Company, promotional art work for the Philadelphia Opera Company, election campaign material for local candidates, and advertising material for the Public Health Department. Of his work for various civic groups, Mort says: "We are asked as citizens to donate to our political party. This is the way I contribute money—by the party not having to pay for any art work."

Mort's career as a professional artist began shortly after leaving PMCA when he joined the staff of WCAU-TV where he is an art director and assistant to the head art director. He recently designed the motifs of masks featured in "What in the World". He is a member of the executive board of the Art Director's Club, and gives talks to local groups and organizations on request.

Mort has most enthusiastically proved that the artist has a responsibility as a citizen of a community, and can exert great influence in furthering the cause of freedom for all citizens.

William L. Freeland '55, recently was featured in the 18th Annual Student Exhibition of Wallingford's Community Arts Center, Wallingford, Pa. Since graduation, Bill, who makes his home in West Chester, has exhibited at the Corcoran Gallery, Washington; the Pennsylvania Academy of the Fine Arts, and has been a part of numerous other exhibitions.

Judith (née Berkowitz) Wexler '60, former assistant art editor for *Holiday Magazine*, has joined N. W. Ayer & Son, Inc., as a designer in the advertising agency's Philadelphia Art Bureau.

The work of Charles Edelstein '53, was shown recently at Northeast Federal Bank in Southampton and the Germantown Savings Bank in Feasterville. He is known as an advertising artist and painter-printmaker, has exhibited widely in the Philadelphia area, and is represented in the permanent collection of the Philadelphia Museum of Art and in many private collections.

William McCaffrey '56, formerly Art Director at McCann-Marschalk, New York, has been named Vice-President and Executive Art Director of de Garmo, Inc., New York.

Harry Bonelli '50, was recently appointed Assistant Director of Art in the Division of Art Education, Philadelphia Public Schools.

IN MEMORIAM

We recently heard of the passing of Lloyd Eastwood-Seibold '14, last Spring. He was for 38 years Director of Arts and Decorations, J. E. Caldwell and Company, Philadelphia. Prior to that he had served as Director of Interior Decorations, The Rosenbach Company and Galleries, Philadelphia and New York; Art Director and Advertising Consultant of Stead and Miller Textile Mills, and for 10 years Curator of the Washington Memorial Museum, Valley Forge, Pa.

Teacher, lecturer, illustrator of historical books, free lance consultant in various design fields, author and producer of historical pageants, Mr. Eastwood-Seibold made of his life a glorious example of the ideal artist-designer. All alumni of PMCA profoundly regret his passing.

THE UNIVERSITY OF THE ARTS
LIBRARY - ARCHIVES

March 1964
II, B. 3.