



NEWS BULLETIN

THE UNIVERSITY OF THE ARTS
LIBRARY ARCHIVES

Alumni Association

Philadelphia Museum College of Art

Vol. 3 • No. 9 • May, 1961

From the President's Desk:

The Alumni Board held its final formal meeting for the season on May 17. The primary business of the evening was the election of Officers for the coming year. Nominated and elected unanimously were:

Marguerite Walter—*President*

Boris (Bud) Drucker—*Vice-President*

Anne Zaslow—*Treasurer*

Helen West—*Recording Secretary*

Both Marguerite (Art Education) and Bud (Advertising) are capable of providing the strong leadership the Association needs, and professionally, they are considered tops in their field. My sincere congratulations and best wishes to the entire slate.

It was decided the Annual Alumni Picnic will be held Saturday, September 16, with a rain date of the 23rd. You will receive a formal reminder and details later.

Special credit goes to participating Alumni for making this year's Annual Giving the most successful to date with contributions totalling over \$2,000.

My two years as President have seen a tremendous renaissance of interest in the Alumni Association. Most of the credit for what has been accomplished goes directly to you. Thanks!

JOHN WILLIAM BROWN

Senior-Alumni Conferences:

Each year the Alumni Association invites outstanding alumni to participate in a series of departmental conferences with the graduating seniors. Conferences

this year were held at the college on April 17 from 3 to 5 PM. A general meeting at which Dean Benson and Mrs. Marguerite Walter presided was followed by conferences between seniors and the alumni in the various departments.

The departmental meetings usually involve panel discussions by the alumni, and lively question-and-answer sessions by the seniors. We have found the panelists, currently leaders in their professions, to be very helpful to seniors who expect to begin work in those fields after June. The time given by the guests in discussing senior work, in advising seniors on methods of approach to prospective art directors, and in inspiring seniors to achieve their ambitions in professional art is one of the most valuable contributions alumni can make to the College. PMCA and your AA greatly appreciate the efforts of the following in the recent conferences:

ATE: Stuart Yost, '60; Harry Franklin, '61; Virginia B. Smailier, '60.

Advertising Design: John Brown, '50; Jack Gregory, '53; Richard Burns, '60; Richard Reese, '50; Jeanne Jackson, '58.

Dimensional Design: Robert Rosenwald.

Fabric Design: Ben Muchnick, '51.

Fashion Design: Rita Hess, '60.

Fashion Illustration: Judy Skoogfors, '55.

Illustration: Mae Gerhard, '57; Les Goldstein, '53; William Ressler, '51; Wally Neibart, '51.

Industrial Design: Herbert Van Reigen, '59; Bruno Kersten, '51; Larry Eisman, '59.

II. B. 3. May 1961

Photography: Dan Moerder, '49.

Special thanks to Marguerite Walter, our Vice-President, who chairmans these conferences each year.

Dateline Europe . . .

No *Profiles* of Alumni for May or June . . . our "profiles" columnist, S. Gertrude Schell, is enjoying Spring in France and the British Isles. She postcards—April 13, "Paris is as lovely as ever and I hate to leave, but London is pretty nice too and it is one of my stops. I hear the A. A. Dinner was a great success" . . . May 20, "Greetings from Holland—a place and people I have fallen in love with (much to my surprise)" . . . May 10, "Have arrived in London at last . . . busy doing the sights—the galleries, museums and theatres. Mostly I walk and walk and walk—Friday we leave for Devonshire, Cornwall, etc. This has really been a trip and wish all my friends were here, too."

"Best wishes from GERTRUDE SCHELL."

Spring Scholarship Party

85th Anniversary Celebration:

The annual PMCA Spring Scholarship Party, in celebration of the College's 85th Anniversary, is set for Friday, June 2, 3:30 to 7:00 PM, at the College. In addition to the opening of the Young Designers 1961 exhibition, the afternoon program will include a Student Fashion Show, a special citations' assembly to honor *Richard C. Bond*, President of John Wanamaker; *Samuel L. Fahnestock*, Manager of Design, Alcoa; *Arnold Newman*, Photographer; *Erik Nitsche*, Graphic Designer; *Isamu Noguchi*, Sculptor; *Warner S. Shelly*, President, N. W. Ayer & Son, Inc.; *Otto Storch*, Art Director, McCall's Magazine; *Monroe Wheeler*, Director of Exhibitions and Publications, Museum of Modern Art.

Door prizes of original works of art contributed by the faculty of PMCA, and a special auction of a painting from the collection of Helena Rubinstein contributed to the College in behalf of the scholarship fund, will complete the program for this gala party.

The price of admission (\$5.00) is a direct contribution to the PMCA Scholarship Fund, and your attendance will do much toward helping worthy students who are, in Dean Benson's words, "Wholly or partly dependent on scholarship aid for their education as artists, designers and art teachers . . . With your help, these young men and women will be able to make a vital contribution to our community and to our culture."

News About Alumni:

→ *Margaret (née Tift) Gilliard*, '39, accompanied her husband on an expedition to New Britain last November for the National Geographic Society. An article by Mr. Gilliard (*National Geographic* February, 1961) describes their adventures. Margaret Gilliard was an important member of the expedition, preparing specimens, etc.

Robert C. Magis, '51, did the illustrations for the article "Life Cycle of the Sea" in the February issue of *National Geographic*. Bob is staff artist for this publication.

Exhibitors during the past winter were: *W. Emerton Heitland*, Faculty, PMCA; *Morris Berd*, Faculty, PMCA; *Margaret (née Barnard) Sardoni*, '37, and *Marilyn (née Budwesky) Hoffman*, '30, at the Wyoming Art League in Wilkes-Barre; *Winifred (née Finckelstein) Cantor*, '46, paintings at Germantown YWCA.

Philip J. Bongiovanni, '39, is manager of J. H. Thorpe & Co., Inc., Philadelphia.

David S. Burnside, '54, art director and advertising consultant in the Chicago area, recently was guest artist at the LaGrange

(Illinois) Art League, where he gave a demonstration in casein and a lecture on the subject, "Modern Versus Traditional."

Margaret (née Schnee) Moore, '49, recently had a show of her water colors in the Collegeville (Pennsylvania) National Bank.

Andrew B. Procopio, '51, has been appointed art director for the Institute for Scientific Information in Philadelphia.

Sonia Gechtoff was instructor in a course in contemporary painting given by NYU and the Art Center of Northern New Jersey in Englewood, N. J., during the past winter. Mrs. Gechtoff, listed among the outstanding young women painters in America today, has had her work exhibited at Carnegie Institute, the Guggenheim Museum, Brussels World's Fair, and at the recent Young American Exhibit at the Whitney Museum, has had individual shows in New York, California and Texas and has taught painting at the California School of Fine Arts.

A number of interesting letters, from her graduates, have been received by Miss Dorothy Parke, Director of the Fashion Design Department at PMCA. We pass on information gleaned from these letters, about the activities of the following alumni:

Jane (née Renkowsky) Orr, '60, is with L'Aiglon and free-lances for a children's sport house in New York.

Irwin Karabell, '60, designs with Oleg Cassini, New York.

James Newcomber, '60, with Tina Leser, New York.

Dorothy (née Verne) Gutekunst, '59, works with an advertising agency in Allentown, Pa.

Stephen Palermo, '58, has done free-lance designing for a number of houses in Paris during the past two years.

Patricia Shaeff, '58, is taking the Executive Training Program in merchandising with Lord and Taylor, New York.

Peter Rasmussen, '49, designs for M. C. Schrandt, New York.

Emil DeJohn, '59, is with Glenn-Petti Sport Company in New York.

Recent Marriages:

Charlotte Mae Maxton, '57, to Lt. (jg) Leslie Moore, USN, on February 22.

Anne Jane Mooney, '49, to Walter H. Hensel, on March 4.

New Arrival:

Rita and *Alfred Verrecchio*, '58, a second daughter, Tina Marie, on March 23.

IN MEMORIAM

Frances Lichten, '07, passed away on March 28. Artist, author, research associate at the Philadelphia Museum of Art, and archivist at the Pennsylvania Academy of Fine Arts; distinguished author of *Folk Art of Pennsylvania*, authority on Pennsylvania German and Victorian lore, longtime assistant of Katherine Milhous, '18, in work on children's books. Miss Lichten was the recipient of the Medal of Merit of PMCA in 1959.

Philadelphia Museum College of Art
Broad and Pine Streets
Philadelphia 2, Pennsylvania

Form 3547 Requested

2008
N 11
Philadelphia
Museum
of Art
Pine
Street
Philadelphia
PA

March 1940
N 11
3861
Kane