

March 26, 1954

Rochester, N. Y.

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Sharpe to Speak at Convo In 28th Management Rites

Approximately 135 graduates of the Evening Division's Management program, who have been earning regular wages during the day and studying a varied number of nights each week without wages, will attain their goal Wednesday evening, Apr. 7, 1954.

This date marks the twenty-eight annual Management Convocation dinner, which will be held in the large banquet hall of the Chamber of Commerce at 6:30 p.m. Feature attraction of this occasion will be the awarding of diplomas to those who have successfully completed the courses outlined for their respective Management program. An anticipated crowd of 650, including a representation of the key management executives from Rochester industries is expected at the occasion.

Honor of presenting the diplomas to the graduates has been bestowed upon Donald H. McMaster, vice president and general manager of Eastman Kodak Co. and chairman of the Industrial Management Council. Henry D. Sharpe, Jr., president of the Brown and Sharpe Manufacturing Co., Providence, R.I., will be the guest speaker at the dinner.

Among his other business affiliations, Mr. Sharpe is Director of the Rhode Island Hosp-

ital Trust Co. and a member of the Business Advisory Committee for New England Colleges Fund. He is a member of the American Society of Tool Engineer, Secretary of the Council of Technological Advancement

and a member of the Government Relations Committee and sub-committee on taxation. Graduates are to receive one of three different types of diplomas, Industrial Management, Office Management, or Sales Management. Both of the first two diploma programs have three required courses, including Human Relations and Economics. The third course in the required curricula differs, as the latter of the two programs has Office Management and Methods replacing industrial organization and Management. Sales, third Management program, requires Effective Speaking and two courses in sales.

Approximately 25 other courses, which are non-diploma and are taken, depending upon the needs of the student, are offered in the department.

Veron R. Titus, counselor, and Harold M. Kentner, associate counselor expect that over 1500 students will have been enrolled in the Management program by the end of the year. This will be an all-time high.



Henry D. Sharpe

ital Trust Co. and a member of the Business Advisory Committee for New England Colleges Fund. He is a member of the American Society of Tool Engineer, Secretary of the Council of Technological Advancement

Former Instructors Die



Gertrude Sykes

Miss Gertrude H. Sykes, 59, a teacher in the Retailing Department at RIT from 1932, died Monday, March 8, in Orlando, Fla. She was born Dec. 21, 1894 in Milwaukee, Wis.

After she left RIT she took the position as personnel director of Edward Schuster & Co. in Milwaukee. She was very prominent in the professional circles and civic activities in that city.

Also she was the personnel director of Dickson and Ives in Orlando, Fla. and a consultant to the Retailing faculty here at school. In 1953 she retired from these positions.

She leaves her brother, Dr. Lawrence Sykes of New York City, and her sister, Miss Margaret Sykes of Orlando. Funeral services will be held in Orlando, Fla.



Silas Thronson

Former RIT instructor, Silas M. Thronson, died of pneumonia March 15, in Milwaukee, Wis. at the age of 50.

Mr. Thronson taught chemistry in the Department of Photography from 1939 to 1951. While he was still in Rochester, Mr. Thronson was active in the affairs of the Rochester Technical Section of the Photographic Society of America, and was vice-chairman of the local section when he moved to Milwaukee to accept a job as chemical engineer with the Perfex Corp.

He is survived by his wife, Lucille, two sons George and Dick, and his father Gustavus Thronson.

Nine Council Members Set Attendance Record

Persons having a 100 per cent record of attendance at Student Council meetings from Sep. 21, 1953 to Jan. 18, 1954 were: Jerry Shaia, Edgar Watson, Rita Prado, John Bailey, Philip Powers, Robert Follmer, Gus Fickteman, Russell Adams and Gene Giavedoni.

Departmental representation for the four-month period shows high attendance for regular students and less than average attendance from students who are on a working block.

Institute to Give \$200 Scholarship

A trustee scholarship of \$200 to the Institute will be offered to the top winner of the Science Congress, sponsored by the Central Western Zone of the New York State Science Teachers Association, on May 1, at Brockport.

The top winner of the New York State Congress, to be held later, will also receive this scholarship.

I NEED BOTH





Give to both

Rochester Community Chest Joins With Red Cross Drive

Money given in a drive is impersonal. And the final use of that money seems a long way off. But, would you rather—or have you time to seek out thousands of unlucky folks and, with a dime here a dollar there, see where your money goes?

Even if you could, your dimes and dollars would do far less good. Might make you glow a bit, but they wouldn't provide the skilled services, the equipment, the shelter, renewed hope, and ambition which are the business of the many agencies aided by the Community Chest.

Nor could you rush wherever disaster strikes, to ease the suffering, provide shelter for the homeless, give blood to the injured, and revitalize whole countries. The Red Cross has what it takes to do that. You and I need only make sure that it has the money for the job.

This year the Community Chest and the Red Cross have teamed up...have concentrated their appeal to you and me in one big drive. This is it. Because of this partnership, our money goes more directly to work, with fewer complications in overhead and duplicate effort.

It works out to the benefit of all of us. The children, the aged, the victims of a thousand-and-one unhappily fates.

Camera Club Slates Salon

RIT Camera Club will have no International Salon this spring as there was last year. There will be a Spring Salon. It is open to all alumni of the Department of Photography. The Salon will be held on Thursday, May 13. All prints and slides should be in by May 10, no later! Material accepted will be: 8x10 or bigger prints on 16x20 mounts—35 mm slides.

Each print or slide submitted should have the following attached to it: name, address, category, title.

The Universal Humanitarian Spirit Signified by Red Cross Activities

Across the street; across the nation; across the world, the Red Cross symbolizes a universal spirit of humanitarian relief in the time of peace and war. It rises above race, country, and creed.

Affiliated with the International Red Cross Committee and the League of Red Cross Societies, and operating under the provisions of neutrality originally established by the Geneva Treaty of 1864, the American National Red Cross is a unique institution.

Its charter obligations are to furnish volunteer aid to the sick and wounded of armies in time of war, to serve as a medium of communication between the people of the United States and their Army and Navy, to carry on a peace-time program of national and international relief to mitigate the sufferings caused by pestilence, famine, fire, floods and other great calamities, and to devise and carry on measures for preventing such suffering.

Services Free

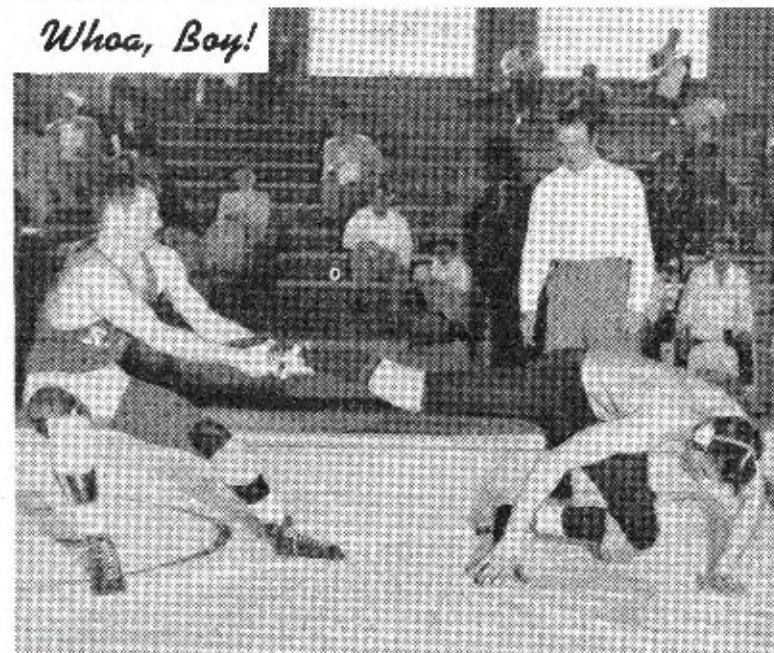
National and the chapters are both working parts of the same machine. Neither can be effective without the other. Each does work that the other could not possibly do.

Local chapters keep in touch with families of our men and women in uniform; they collect blood for defense and civilian needs; they are on the scene when disaster strikes; they raise the funds for the one Red Cross.

The national organization maintains a field staff covering domestic and foreign military installations, hospitals, and Veterans Administration Offices.

The local chapter gives a percentage of its yearly fund collection to the national organization. This chapter percentage fluctuates each year in proportion to the types and amount of services rendered by the national

(Continued on Page 3A)



Gary Dotzler pulls opponent back onto mat at 41 Tournament at Case Institute of Technology, Cleveland, Ohio. RIT took third team place. (Photo by Zeeb)

RIT Photography Students Participate In Rochester Community Chest Project

In what has become an event, Photography students are again lending invaluable aid to the Rochester Community Chest by handling photographic assignments necessary to the vast, coordinated publicity program.

Since its inception a few years ago, this participation has produced over 1,000 pictures of local social services and agencies supported by the Chest and represented pictorially by Photo students.

The idea that Photo students lend this assistance to the community was conceived by Paul McFarland, Community Chest public relations director. Mr. McFarland's proposal was approved by C. B. Neblette, Photography head, who coordinated the project with regular class assignments.

Scheduling details were perfected through Leslie Stroebel

and James Foster, Ph. instructors, to such an extent that all work coincides with required class work, even to the hours in which it is done. Actually, this is more than just another class project for Ph. students. Examples of work from each student are utilized in some form of publication or public relations activity.

A large number of pictures find their way into booklets—a single printing of which in the

past has exceeded 100,000 copies. These mediums of publicity not only are distributed locally, but also are channeled throughout the country. Other photographs are carried in newspaper editorial and advertising matter and many are exhibited in conjunction with elaborate window displays. Wherever the photographs are used, credit is given the individual or Institute (usually both.)

Thirty pictures have been selected for display in the Lincoln Rochester Bank by the Chest advertising council. These will be judged by the public during a two-week period, April 23 to May 7. The judging will take place after the first week.

Stickers will be attached to the back of all prints by the Community Chest certifying that the prints had been selected for exhibition.

ATTENTION!
Win a Carton of
CHESTERFIELDS
(regular or king-size)
LOOK for particulars in following Reporter issue.



Typical of scenes to be shot by Photography students for Community Chest is the scene above showing Instructor Gordon Donahue instructing at the Arnett YMCA. (Photo by Plunkett)

ALL ALUMNI — YOUR VOTE IS URGENTLY NEEDED

RIT ALUMNI ASSOCIATION 1954-1955

VOTE NOW for Your Executive Council

Your Executive Council, the governing body of the Alumni Association, includes 24 members elected from among the different departments of the Institute. The term of office is for two years with new members elected each year. The Executive Council elects its own officers from its own membership once each year.

Every alumnus should vote for representatives under all courses regardless of what his or her course is. If you wish to vote for other candidates substitute their names for those on this ballot. All alumni are automatically full members of the Association and entitled to vote. Membership is not requisite upon contributions or dues. To vote for a candidate make an X in the box opposite the candidate's name.

CHEMISTRY

(Vote for one)

Kenneth Brown ('47)
Eastman Kodak Co.

PRINTING

(Vote for one)

Alfred Horton ('46)
Case-Hoyt Corp.

ELECTRICAL

(Vote for two)

William Ambusk ('41)
Eastman Kodak Co.

Laurence Tallman ('35)
Douglas M. McBean, Inc.

MECHANICAL

(Vote for two)

Raymond Baker ('38)
Stromberg-Carlson Co.

William Wilkinson ('39)
Roch. Gas & Elec. Co.

FOOD ADMINISTRATION

(Vote for one)

Lorraine Rappenecker ('49)
Eastman Kodak Co.

PHOTOGRAPHIC

(Vote for one)

Harry Davis ('42)
Graflex, Inc.

RETAILING

(Vote for one)

Robert L. Gates ('51)
E.W. Edwards & Son

Mrs. Stuart Foster ('49)
McCurdy's

Not valid if mailed after
April 15, 1954

RIT ALUMNI ASSOCIATION
65 Plymouth Ave. So.
Rochester 8, N.Y.

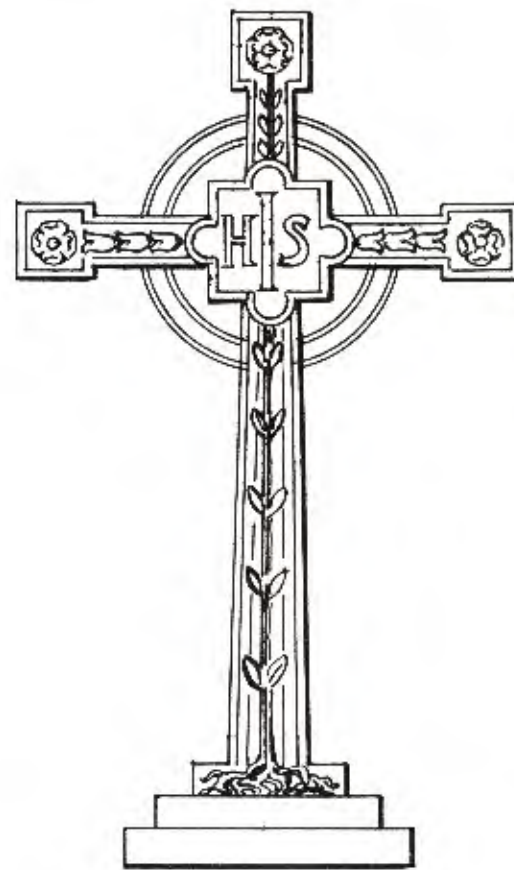
Fourth NAS Convention

This meeting, the largest and most representative of its type ever to be assembled, featured the participation of over forty National Unions of Students from all areas of the globe.

The First International Student Conference was convoked in December 1950 after it had become apparent that co-operation with the International Union of Students, an organization which many have termed "the student section of the Cominform," was impossible because of its non-representative nature and partisan political orientation.

At the Second International Student Conference, held the following year in Edinburgh, a Coordinating Secretariat was established to serve as the administrative bridge between Conferences.

Since its inception four years ago, the International Student Conference has grown greatly both in size and scope of activity.



The Rev. Murray A. Cayley

CONDUCTS

Our Regular Lenten Services

WEDNESDAY NOON, 12:05 to 12:25

IN THE SMALL CHAPEL
(Spring Street Entrance)

Use This Season of Religious Emphasis for
Your Spiritual Growth

CHAPLAIN MAC

Also Leads a Bible Discussion Group in His Study
Mondays, 6:35 to 7:25 P. M.

Editors' Trip to Russia Proves Friendly; Citizens Display Profound Curiosity

By DEAN SCHOELKOPF
Editor, Minnesota Daily

(Editor's Note—This is the first in a series of six articles by Dean Schoelkopf, editor of the University of Minnesota Daily and one of seven American college editors just returned from a three-week tour of the Soviet Union.)

(ACP)—The first Russians I saw were soldiers. Six of them—all armed—climbed aboard our plane as soon as it landed in Leningrad airport.

A senior lieutenant of the Red army marched forward in the plane and looked quizzically at the seven American students dressed in strange furry caps and coats. He raised his right hand in salute and addressed four or five sentences in Russian to the other passengers.

Then he turned to us and said in English, "Passports." After we had shown him our visas, the other five soldiers stepped aside to let us leave the plane.

We stepped into the chilly, three-above-zero weather and were met by a young, English-speaking official of Intourist, the official Russian travel agency. He welcomed us to the Soviet Union and told us we would be met in Moscow by other Intourist representatives.

But the warmth of his reception didn't erase the apprehension we had when the six soldiers boarded our aircraft. The strange welcome was but the first of many unusual situations we were to encounter.

During the next 22 days in the USSR, we were to travel more than 5,000 miles by air, train and car. We were to talk to students in their schools, workers in their factories, farmers in their homes and directors and managers in their offices. During that time we detected absolutely no feeling of hostility to us personally.

Early in our trip, one of the two interpreters who travelled with us throughout the country asked us why we had come to Russia. We told him the answer was simple. Early last fall a few American college editors met at a student press convention (the ACP conference in Chicago) and decided they wanted to see this country, so little understood in the United States.

We applied to the Soviet embassy in Washington for visas, and within three weeks Moscow granted permission. The American state department issued passports Dec. 23, and on Christmas day we boarded a plane for Russia.

Students at Stalin University in Tbilisi asked us who was paying for the trip. When we told them we financed the trip ourselves, one blue-eyed coed said in perfect English, "Oh, you must be very rich."

"Bourgeoisie," shouted a black-haired lad.

Our group was anything but bourgeoisie. Most of us had financed the trip through loans—in that respect we were alike. Politically, we were miles apart. Two of our group were Taft men, one supported Eisenhower, and four belonged to the Stevenson clan.

We had differences of opinion on almost every issue, and in that respect we provided a striking contrast to the Russian students we met, who agreed on almost everything in the area of religion, economics, politics and government.

Arguments on these subjects erupted frequently during our talks with Russian people. There were few things we could agree on—but through it all they remained completely friendly to us.

Almost everywhere we were objects of curiosity. Cosmopolitan Muscovites, more accustomed to visiting delegations, paid less attention to us than their countrymen in southern Russia.

In many areas we were the first Americans the Soviet citizens had ever seen. They followed us in the streets and crowded around us if we stopped to take a picture. It was not un-

usual to stop in a department store to buy a gift, and then turn around to find from 25 to 150 Russians crowded about.

The only other Americans we saw in Russia were at the United States embassy in Moscow. We met ambassador Charles Bohlen three times during our stay, once at his Spasso house residence during a luncheon he and Mrs. Bohlen held for us.

The embassy there operates under tremendous handicaps. Practically no contact is permitted with the Russian people. Mail, which moves through the Russian postal system, is opened before it reaches the embassy. All telephones are assumed to be tapped. Wires and miniature microphones have been found in the walls.

Russian police guard the entrance to the embassy, round the clock, ostensibly to protect the Americans but more likely to

prevent any Russian from entering.

A policeman is on almost every corner in the cities. But a sight even more common than that of policemen is that of Russian soldiers. We saw Red troops everywhere we travelled. It was not at all unusual to see a platoon of soldiers with machine guns or rifles on their backs walking down the main street of a town. Russian soldiers traveled on the trains we rode, and from our train window we once saw infantrymen running and falling in the snow—on the rifle range—and at mortar practice.

We were told not to take pictures which included soldiers, bridges, ports or airfields, and our cameras were taken away when we travelled by air.

Red Cross...

(Continued from page 1A)

organization, which is the framework through which all chapters work.

The established framework of the Red Cross Blood Program made it possible for the Department of Defense to see that the fighting men in Korea received needed blood in a minimum of time.



Baseball takes up where wrestling and basketball left off to provide spring thrills for RIT sports followers.

What's Amiss With the Miss?

Chaos has split apart a highly publicized contest held last month in Miami Beach, Fla., to choose the "College Queen of the United States."

First of all, the third-place winner accused the winner—Toby Gerard of Miami—of wearing falsies. Miss Gerard promptly denied the charge, declaring, "No one could possibly know."

Then Rosaline Sappington, a University of Michigan beauty who participated in the contest, also claimed the judging was

"not on the up and up." Miss Sappington said her hotel room was across the hall from that of the contest director, and that she heard the judges decide on a winner—"a girl from Texas who goes to the University of Miami"—the night before the contest was held.

"They wanted someone who would be around Miami after the contest," Miss Sappington said, adding, "I found out later that one of the judges was a man she (Miss Gerard) dated."



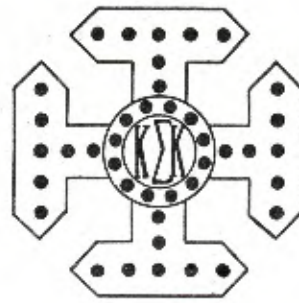
**CHEAPER
BY THE
DOZEN**

SPRING WEEKEND

**ON SALE AT
THE BOOK
STORE
20c EACH
3 FOR 50c**



welcomes alumni



George Plum
President 1951



Donald Hosley
President 1952



Richard Fleck
President 1953



Robert Peloquin
President 1954

Students Mourn D'Aprille's Death

James D'Aprille, known as Jake to RIT students, died Friday, March 12 at 8:15 a.m. in the Genesee Hospital. He had entered the hospital one month ago with heart trouble and was in a coma for three days before his death. He was born in Palermo, Italy and lived in Genesee.

Not only was he well known to the students and faculty of RIT, but also many businessmen in town were his intimate friends. He was also a supporter of and contributor to Boy's Town.

D'Aprille's Grill was given the name of "Jake's" by the students down through the years, ever since he opened after the prohibition era.

The grill will be taken over by his brother, John D'Aprille. It will be soon remodeled and the front room enlarged. They are thinking of putting a separate bar and party room in the cellar.

Jake's was closed Tuesday, March 16 for the funeral. Many students and former graduates attended the services Tuesday morning. He is survived by a son and daughter living in Chicago.

Push Spring Weekend

Many ideas are being put to bolster the Spring Weekend drive which will be in force until the last minute, April 9, 10, and 11.

Gamma Phi published a special newspaper called *The Spring Weekend News*, while Phi Upsilon Phi made mobiles to promote their candidate for the "Mr. Campus" title. All "Mr. Campus" candidates were publicized in the *Reporter* but all the sororities went ahead and made signs of one another to further the campaigns.

Effects of all organizations are plainly seen in all parts of the Institute and campus.



Members of the 1953-54 men's fencing team are (from L to R) Norm Kay, Art Borock, Bill Plunkett, Carl Nelson, Bob Price, Stanley Killian and Mike Agrecky. (Moffa Photo)

Bevier Exhibit by Barschel

(Continued from Page 1)

Barschel rose to the top of his profession materially raising the quality of industrial design in this country.

Meeting each new project with a fresh approach, Mr. Barschel's success is the result of excellent draftsmanship, a versatile imagination, and a thorough understanding of the purpose of the work. His interpretations range from a matter-of-fact realistic conception of the subject to idealized abstractions. The pieces on exhibit range in time from the travel posters done in Germany for the railroads to recent magazine covers.

After coming to Rochester, Mr. Barschel worked for the Great Lakes Press and the J. P. Smith Printing Co., and now does freelance and consultant work for many large corporations in the

United States. Hans Barschel is a faculty member of the Evening Division, teaching advertising. His wife is also an artist. Mr. Barschel is an accomplished photographer, and often makes use of this medium in his work.

Underworld Ball Summons Crowd

The Gamma Phi pledges received a big surprise when Dave Radens, president of Gamma Phi, officially announced the end of pledging, at the "Underworld Ball," sponsored by Sigma Kappa Delta and Gamma Phi, Saturday, March 20, at the Hotel Rochester. Everyone present enjoyed themselves. Drinks were served in the main ballroom.

Suggestions For Students: Keep Professors Buffaloes

(ACP)—Following are 10 suggestions from Robert Tyson, of the Hunter College (New York) department of psychology and philosophy, on how to stay in college:

1. Bring the professor newspaper clippings dealing with his subject. Demonstrates feeling, interest, and gives him timely items to mention in class. If you can't find clippings dealing with his subject, bring in any clippings at random. He thinks everything deals with his subject.
2. Look alert. Take notes eagerly. If you look at your watch, don't stare at it unbelieving and shake it.
3. Nod frequently and murmur, "How true!" To you this seems exaggerated; to him it's quite objective.
4. Sit in front, near him (Applies only if you intend to stay

awake.) If you're going to all the trouble of making a good impression, you might as well let him know who you are, especially in a large class.

5. Laugh at his jokes. You can tell. If he looks up from his notes and smiles expectantly, he has told a joke.
6. Ask for outside reading. You don't have to read it. Just ask.
7. If you must sleep, arrange to be called at the end of the hour. It creates an unfavorable impression if the rest of the class has left and you sit there alone dozing.
8. Be sure the book you read during the lecture looks like a book from the course. If you do math in psychology class and psychology in math class, match books for size and color.
9. Ask any questions you think he can answer.



Gamma Phi held another successful Underworld Ball at the Hotel Rochester last Saturday. Some of the seventy-five couples attending came as their favorite gangsters and had a chance to sit in the hot seat. (Orkrent Photo)

April 4, 1954

2 to 6 p. m.

Genesee
Park

Inter Dorm Picnic
GAMES, DANCING, REFRESHMENTS

Refreshments
served at
4 p. m.

Donation \$.40

See Bob Dlugokenski or Don Frank for Tickets

Alumni Send Information Concerning Activities

CLASS OF 1953

James P. Povlock (Elec) has made application to continue for his bachelor of science degree in September 1954. It will be nice to have James back with us and we hope that there will also be other members of his class taking advantage of this opportunity for continued education.

Betty Fordham (Art) who left school to enlist in the Women's Army Corps and who has been stationed at San Antonio, Texas, visited us with her husband, Benjie Bacon. The live at 211 Terrel Ave., San Antonio, Texas.

Karle Schlemmer (Mech) visited the Institute recently after completing his basic training with the Army at Fort Dix. He has been reassigned to Camp Chaffee in Arkansas for advanced field artillery training. Former RIT students at Fort Dix with Karle were **Joseph Locke**, class of 1954, and the following alumni who graduated in June, 1953—**Norman Abelson**, **Donald D. Green**, and **Frederic B. Stillman**.

Peter Lear (SAC) in metalwork has set up his shop at 205 N. Main St., Concord, N.H., and is teaching five classes weekly in jewelry and metalwork.

CLASS OF 1952

Neil Festa (SAC) is opening his own ceramics shop in Red Bank, N.J.

E. Douglas Day (Mech) has returned from Alhambra, Calif. where he worked at Universal Metal Products Co. He is now working at Rochester Products Division of General Motors Corp. where he had previously worked after completing his cooperative training with that company.

News reaches us that **Douglas Cook** (Ph) is now located with the U.S. Naval Air Facilities at Annapolis, Md. He was graduated as top man of his class from the Naval Air Photography School in Pensacola, Fla., and was assigned to the Naval Academy doing photography and public information work. Doug was awarded a citation "for outstanding photographic coverage" of the visit of the King and Queen of Greece to the Academy. His address is Photo Lab, Halligan Hall, U.S. Naval Academy, Annapolis, Md.

Jim Forney (Ph) has done it again! Jim, who is in the Photo Illustrations Division of E.K. Co. received an additional \$25 for an idea which initially earned him \$75. He suggested a design for a new type of outlet box for photographers using flash bulbs in the studios or on location. The additional award was for its publication in the new flash data book.

Paul Bishop (Pr) in a recent letter indicated that he is interested in returning to the Institute to complete the requirements for the B. S. degree.

CLASS OF 1951

John La Due (Ph), who was



When your eye physician suggests glasses, you can expect precision make, pleasing appearance and comfort when you go to....

FRANK H. PEASE
Optician
92 Gibbs Street
(Near Eastman Theatre)

graduated from the University of Rochester in February, is now with the Paper Service Dept. of E.K. Co. He hopes to get into advertising eventually.

James Bartleson (Ph) who is with the Color Technology Dept. of E.K. Co., was in the other day to see about the four-year course in Photo Tech. He is thinking of returning to school if a leave of absence can be arranged.

Loren Manbeck (SAC) in wood-working and **Paul Evans** ('52) in metalworking are having a two-man show of their work at the America House Gallery, 32 East 52nd St., New York, during March.



Helen Hieronimus Henderson (SAC) writes that she and her husband are sailing for England in May where they will buy a car and tour the Scandinavian countries and Eastern Europe.

In October 1952, **Betty Stumpf** (Art) became Mrs. John R. Woodworth. We haven't seen Betty personally, but we extend our very best wishes to her. She and her husband are living at 163 Averill Ave., Rochester 20.

CLASS OF 1950

Clyde R. Williams (Mech) is now a staff sergeant with the 19th troop carrier squadron and expects to complete his military service in October 1954. His address is S/Sgt. Clyde R. Williams, AF 12347434, Box 307, 19th Troop Carrier Sqdn. APO 963, c/o Postmaster, San Francisco, Calif.

John Croson (Ph) has opened his own studio, specializing in photo derivations, at 25 Exchange St., Rochester, N.Y. John has been progressing towards this for the last few years and we wish him every success in this next step forward.

We learned that **Fred Battey** is a sergeant in the U.S. Air Force Base at Topeka, Kan. He is attached to the photographic laboratory at the base and has been there nearly three years.

CLASS OF 1949

Edward V. Simonelli (Art) is artist with the McGraw Hill Co. in New York City. He lives in Kew Gardens Hills at 150-39 75th Avenue.

Elmer Larsen (Pr) formerly on the staff of RIT's Graphic Arts Research Division is now attending the University of Houston and expects to receive his B. S. degree by the end of the next summer session.

CLASS OF 1948

Annette Minard Showalter (Art) is now living in Utica, N.Y. She and her husband are occupying an apartment at 223 Hillcrest Manor Court.

James Horton (Pr) has indi-

cated that he is interested in returning to the Institute to complete requirements for the B. S. degree.

We were delighted to have **Raymond Tooton** (Ph) drop in on us last week. He is here for a course in photofinishing at the Eastman Kodak Co. Raymond lives in St. Johns, Newfoundland, is married and has two children.

CLASS OF 1947

Members of the 1947 class will no doubt be surprised to learn that **Curvin Miller** (Ph) is presently serving in the Air Force and is located at Nellis AFB, Nevada. Curvin is now a captain.

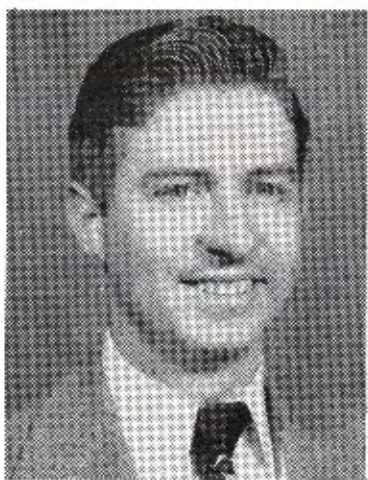
CLASS OF 1943

Valentine P. Vigna (Pr) now Brother M. Cassiare, O. C. O. of Our Lady of Gethsemane Monastery, Trappist-Cistercian Abbey, Trappist, Ky., has charge of the Printing Department there. We understand that he is badly in need of printing equipment, principally type faces, to augment that which he has, he would like also advice and information on offset platemaking and presswork, & various platen feeders for 8 x 12 presses.

CLASS OF 1942

Having lost track of **Lionel Alderman** (Ph) we were pleased to hear from him again. He is now assistant operations officer of the 66th Recon. Tech. Sqdn. The organization does the mass production photo work and mapping for the Reconnaissance Wing. His APO is 227, c/o P.M., New York.

Roland Abel (Ph) who now lives at 5162 N. Vincent St., Los Angeles 41, dropped in on us on a cold winter's day. Roland had not been back to RIT for over 10 years and wanted to see what changes had been made.



Eugene Penler (Pr) Class of 1950, **Avner Bensignor** (Pr) Class of 1953 and **Robert Weinstein** (Pr) Class of 1953 are attending the University of Houston qualifying for their B. S. degree.

CLASS OF 1941

Frank Nazzaro (Ph) is with **Ben Short** (Ph '49) at the New Orleans plant of the Fox Co. Frank says that his job leaves him little time but just the same he enjoys it and thinks that perhaps more students should think of management jobs in photofinishing as a career.

Ross B. Townsend (Pr) has become a member of the John W. Shields Corporation in Bridgeport, Conn. Ross, besides being one of the owners, is also serving as secretary.

Anne Lyng (FA) moved into an interesting new position last summer at Proctor & Gamble Co., in Cincinnati. Anne is Laundry Specialist in the Home Economics Division of the company. Address: 1260 Rossmore Ave., Cincinnati 37, Ohio

Helen Shores Reynolds (FA) has a son, Steven Craig, born last December. Address: Mrs. Richard F. Reynolds, Boston State Rd., R.D. No 2, Hamburg, N.Y.

Lowell Miller (Ph) was one of the top winners in the 19th Kodak International Salon of Photography, receiving three silver medals and one bronze medal. Congratulations, Lowell.

CLASS OF 1940

We have had a number of congratulatory letters from graduates regarding the B. S. program in Photographic Technology, one of which came from **Roger Wade** (Ph), head of the Roger Wade Productions at 15 West 46th St., New York 36. With a growing business and a family, Roger has his hands full, but is glad to know such a program is being made available.

Kermit Lindblom (Ph) 103 East Main St., Turlock, Calif., is president of the Professional Photographers Assn. of Stanislaus County. Congratulations, Kermit.

James Liccion (Ph'40), **Theron Holden** (Ph'33), **Don Nibelink** (Ph'41); and **Jeannette Klute** are authors of chapters in the recently issued 10th Edition of Graphic and Graflex Photography, published by Morgan and Lester of New York.

CLASS OF 1936

Edward B. Henderson (Art) and his wife **Elizabeth Burke Henderson** (Art '38) are living at 138 Concord St., Westbury, L.I. They word that their family now consists of three children.

CLASS OF 1935

Neva Fenton Tharp (FA) has recently purchased White's Restaurant in Bath, N.Y., and hopes her alumni friends will drop in when they are driving south on

Route 15. The restaurant is located at 48 Liberty St. (the main street), next door to the theatre, and is open six days a week from 7 a.m. to 8 p.m. Address: Mrs John Tharp, R.D. 2, Geneva St., Bath, N.Y.

Alice Dibble Wolcott (FA) writes that she and her husband own the Lesterdale Dairy in Canandaigua and operate a small farm besides. Alice has two children: Glenda, 10; and June, 12. Address: Mrs Richard Wolcott, R.F.D. No. 3, 202 N. Pearl St., Canandaigua, N.Y.

CLASS OF 1934

Elizabeth V. Retallack (Art) is a draftsman in the Engineering Department of Clarostal Mfg. Co. Inc., in Dover, N.H.

CLASS OF 1933

A note from **Isabel Crisp Lawrence** (FA) says that she and her husband are leading a happy life on their dairy farm of 250 acres near Waterloo, N. Y. She writes, "Our road will be a feeder to the new super-highway, from Routes 5 & 20 north between Seneca Falls and Waterloo. Probably in 1954." Isabel has six grand-children and three step-grand-children. Can't you imagine how they adore the farm and Grandma's wonderful cooking? Mrs. Wm. Harry Lawrence, R. D. No. 3, Mound Rd., Waterloo, N. Y.

(Continued on Page 7A)

Printers Slate Annual Meeting For Vote on Membership Status

At 2 p.m. on Saturday, May 1, the Printers' Alumni Association will hold its third annual business meeting at the Hotel Rochester. Highlighting last year's meeting was the presentation of the first honorary membership in the Association to Mr. Byron G. Culver, head of the Department of Printing. The presentation was made in recognition of Mr. Culver's active interest, help, and guidance in the forming of the Association.

Two main items of business will be presented to the membership to be voted upon which will have an important bearing upon the future success of the organization. At the annual meeting last year, the questions of Affiliated Charter organizations and Associated memberships for non-grads of the Dept. of Printing were brought up and referred to the Board of Directors. Both questions were referred to the By-Laws committee this past year, and the Board of Directors plan to present proposed amendments to the By-Laws covering these two items.

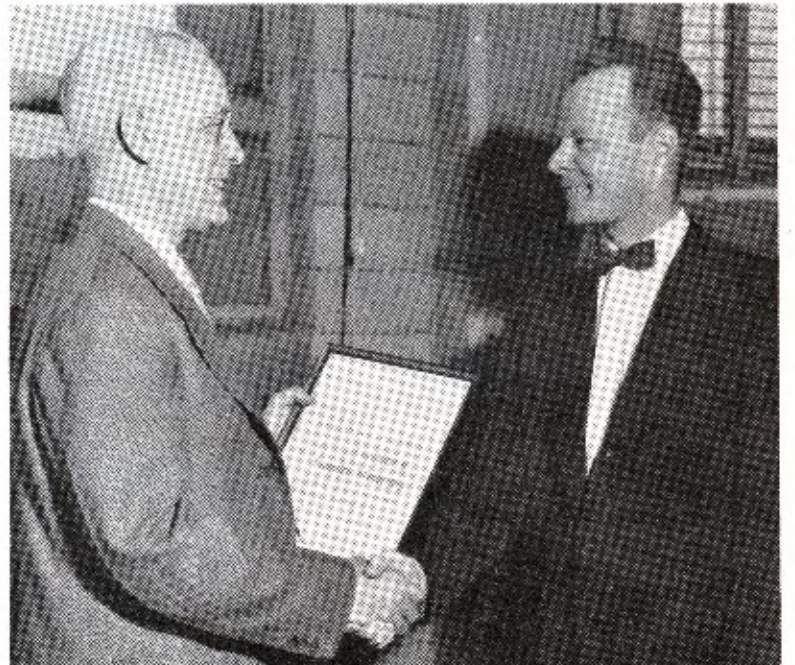
The question of non-graduate membership has been resolved within the Board of Directors, but by all indications, it has not been resolved by some members that have been keeping in contact with the actions of the Board. There is every indication that this issue will become a

major one at this meeting and all interested will find it beneficial to attend.

The Board of Directors under the chairmanship of Lyle Trowbridge of the Case Hoyt Corporation, Rochester, N.Y., has succeeded in initiating a Job Placement Program that was formulated by the preceding Board. The Job Placement Program was considered to be an issue of prime importance in the formation of this organization due to the lack of such an organization within the Institute. Forms have been printed and upon the approval of the membership at this annual meeting the Program will go into effect.

The Job Placement Program will offer the membership a means by which they will be able to indicate whether or not they are interested in a change of jobs, and specifically what type of job they are seeking. As job openings are made known to the Association by the Industry, all members desiring a change will be notified of the opening if it falls within their desired

(Continued on Page 8A)



Byron G. Culver, left, head of the Department of Printing, receives honorary membership certificate in the Printers' Alumni Association from alumnus Phil Rand. (Photo by Zeeb)

Let's All Go to the newly decorated
PREVUE RESTAURANT - SODA BAR

Good Food
at Reasonable
Prices

88
WEST MAIN
STREET
Across from Hotel Rochester

Meal Tickets
are
Available

Keeping Up With Institute Alumni

(Continued from Page 6A)

CLASS OF 1932

Helen Emerson (FA), who hasn't been heard from in years, has recently reappeared in alumni files as Mrs. Edward Callagy, Vienna St. Ext., Newark, N. Y. Helen has a two-year-old child, and is employed as head file clerk at Empire Crafts Co. in Newark.

CLASS OF 1930

Carol Richards Schell (Mrs. William J.) (Art) is living in New Lebanon, N. Y. She is the mother of two children.

CLASS OF 1929

Earl Edgar White (Art) is an industrial designer in the Recordak Engineering Department of Eastman Kodak Co. Earl and his wife, **Alice Vogau (Art)**, have two children. They live in Spencerport, N. Y., at 15 Upton Ave. Earl has been active in PTA in the Spencerport Central School district. He has served as program chairman and president. He has also headed the Spencerport Camera Club.

He has been instructor of air-brush technique at the Institute since 1940.

Stewart Macumber (Elec) visited the Institute on Feb. 22. He was accompanied by his son, **Stewart Jr.**, who is considering entrance to the Electrical course in September, and two other high school seniors from Kenmore High School who are considering the Food Administration course. The Macumbers live at 161 E. Hazeltine Ave. in Kenmore.

Ralph Irons (Art) is owner of a general insurance agency here in Rochester. His office is located at 312 Powers Bldg.

CLASS OF 1924

Florence C. English (Art) had hoped to return this year, her 30th anniversary, for Alumni Homecoming. She regrets that due to illness, she will be unable to make it.

CLASS OF 1915

Lois Horne McEwan (HE) sends news of herself and family from Northfield, Mass., where she

Museum of Arts, Sciences Exhibits Graduate's Work

Bird and animal paintings by Douglas Howland are on exhibition in the second floor hall of the Rochester Museum of Arts and Sciences and will continue on view through the month of March.

In this one-man show Mr. Howland, Museum natural history preparator, is exhibiting his work in water color, pen and ink and oil painting. It represents a wide range of technique and individual treatment of each subject. No two are alike in artistic touch or tone.

Bird paintings predominate in the show. There are song birds, shore birds, water birds and game birds in the group. Each has a distinct appeal. The Red Cardinal with its brilliant plumage is a striking portrait and the Blue Jay reflects the characteristics of this saucy fellow. The Cedar Waxwing and the Chickadees are lovely in their natural setting. The familiar Robins, Orioles, Warblers are colorful harbingers of spring.

Among the animal paintings are striking portraits of deer in

different seasons of the year, a mink, squirrels, raccoon, and rabbits.

One of Howland's first lithographs is of a raccoon and two wonderful dry point etchings, fine of line and detail, are of a bird dog and snipe, the game birds.

Mr. Howland is a graduate of the Rochester Institute of Technology and a member of the Rochester Print Club. His paintings have been exhibited in a one-man show at the Buffalo Museum of Science and at the Cranbrook Institute of Science, Bloomfield, Michigan; Joslyn Memorial Art Museum, Omaha, Nebraska; St. Louis (Missouri) Museum; Ohio State Museum at Columbus.

Fund Contributors

Names of the donors to the Greater Alumni Fund will appear in each issue of the Reporter for the duration of the campaign. Key to the departmental names follows: Applied Art (Art); Architectural (Arch); Chemistry (Chem); Commerce (Com); Construction Supervision (CS); Domestic Art (DA); Electrical (Elec); Evening School (ES); Food Administration (FA); Home Economics (HE); Lunch Room Management (LMT); Mechanical (Mech); Normal Industrial Training (NIA); Normal Manual Training (NMT); Printing (Pr); Photography (Ph); Retailing (Ret); School for American Craftsmen (SAC); Staff and Faculty of Day and Evening (St).

- Ardell, Grant C.—Ph '42
- Barber, Joseph—Ph '51
- Brown, Rose—FA '46
- Buehler, Fred—St
- Castle, Marguerite—Art '27
- Eaton, Mrs. Stanley—Art '28 (nee Eliz. Hellen)
- Fahr, Raymond—Ph '51
- Ficker, Mattie—HE '15
- Fong, King—Ph '52
- Guilford, Harley A.—NIA '25
- Hammecher, Vernon—Mech '32
- Johnson, Doris E.—FA '47
- Lindblom, Mrs. Robert—FA '52
- Lindblom, Robert—FA '51
- Perko, A. Robert—Ph '30
- Schultz, Harold—Mech '17
- Siranni, Anthony—Mech '40
- Sitterlee, L.J.—Elec '32
- Smith, Ethel M.—HE '16
- Spafford, Raymond—Elec '39
- Starkweather, Mrs. R.O.—HE '22 (nee Una Carsons)
- Taber, Allen—Chem '34
- Way, Mary Dobbs—HE '13
- Wemys, William B.—Pr '51
- Wilson, Donald—Ret '51
- Wright, Dean—Mech '21
- Zwolinski, Leon—Ph '53



Scenes like these will be repeated May 1 when alumni of RIT meet at the Hotel

Powers for the Annual Alumni Homecoming celebration.

has lived for over 30 years. She has two daughters. The older one is a Wellesley College graduate, now married and living in Baltimore, with a son and a daughter in the family. The younger one is a senior at Pembroke College, in Providence. Lois comments on how much she enjoyed the three years she spent at the Institute, and on her remembrance of the many fine young people she knew here. Address: Mrs. George McEwan, 212 Main St., East Northfield, Mass.

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RIT REPORTER

CAMERA CLUB OF RIT Welcomes Back Alumni

RIT Grad Plans May Wedding

Wedding Bells will be ringing for a former Art and Printing graduate in May when Norton L. Carson ('50) marries Ann Kay Lipsky of Rochester. Carson's engagement to Miss Lipsky was announced recently.

A veteran of World War II, Carson has been associated with the national and display advertising departments of the Rochester Times Union for the past three years. While at RIT he participated in many student activities and was a columnist for the student newspaper.

FORMAL RENTAL

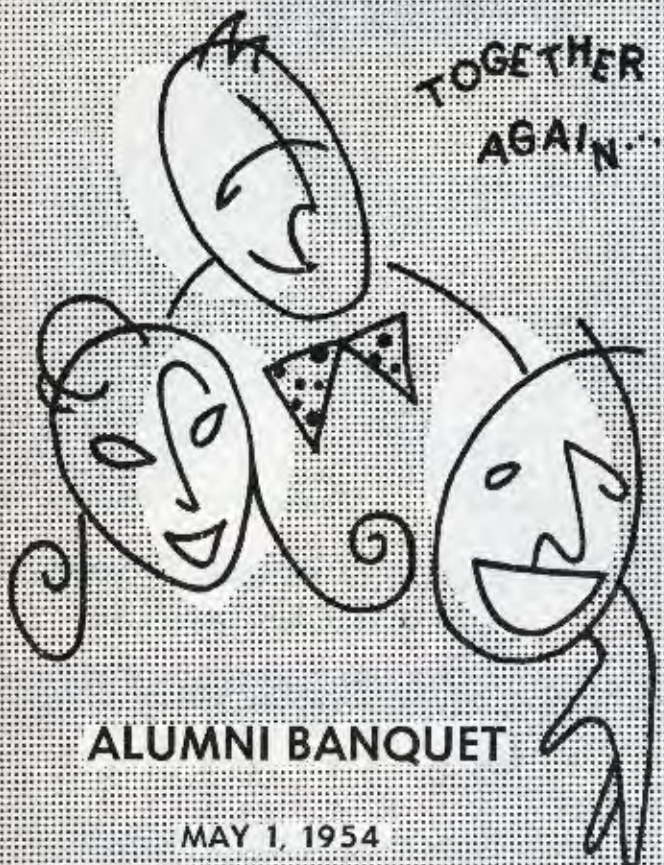
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CUSTOM TAILOR

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"None finer to rent"

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ALUMNI BANQUET

MAY 1, 1954
POWERS HOTEL
DINNER 6:30 p.m.

JACK NUNN'S ORCHESTRA

For dinners and luncheons let's go to the

"Chick-A-Rib" RESTAURANT

WILLIAM BINGO, Proprietor

Open 10 A. M. To 5 A. M.

122 W. Main St.

Rochester, N. Y.

Retailing Seniors Visit New York, Gain Unlimited Experience on Trip

A whole week of fun and a chance to gain a great deal of practical business experience in New York City were given the Retailing seniors on their annual trip. If they took advantage of this opportunity they could have gained unlimited experience concerning the functions of buying offices of the famous companies which they visited.

Some of these companies were: J. C. Penney & Co., Arkwright Buying Corp., and Mutual Buying Syndicate.

Besides the educational part of the trip the students were free to do whatever they wished during the evenings. They could have gone sightseeing, or else visited those world-renown theatres, nightclubs and restaurants.

This 22nd annual event was headed by Mr. Fladmark, faculty advisor, and the schedule planned was as follows:

Monday morning the group was taken for a tour of the U. N. building with the afternoon being spent at a meeting of the U. N. assembly.

Tuesday morning they visited the home office of J. C. Penney & Co. and were shown the buying offices, testing center, and the advertising and display department. The toy show at the Hotel New Yorker was enjoyed during the afternoon.

Wednesday morning the group was taken for a tour of the Mutual Buying Syndicate offices of which McCurdy's here in Rochester is a member store. They were given an explanation of the functions of the buying offices. The afternoon found them under the direction of different resi-

dent buyers of Mutual. The students visited many of the stores in New York City accompanied by these buyers.

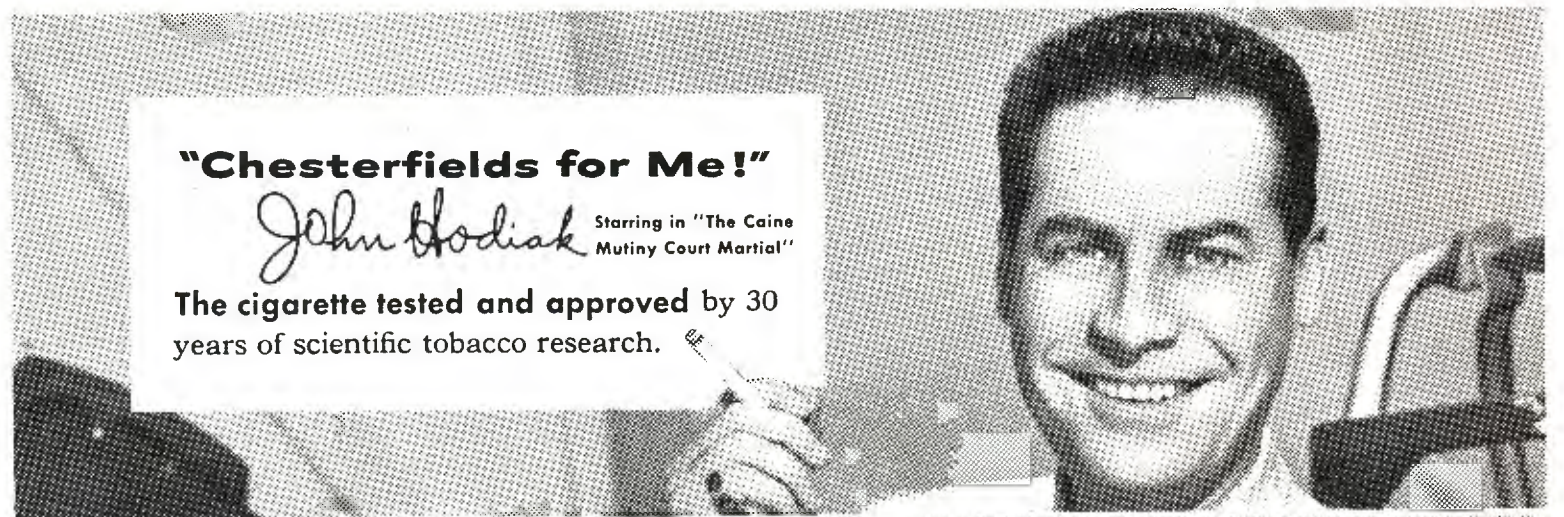
Thursday and Friday, March 11 and 12 were spent with Arkwright Buying Corp. playing host. Edward's here in town is a member store of Arkwright. On the same afternoon and all day Friday the students were individually assigned with company buyers to visit the markets of the city.

Monday morning, March 15, found these foot-weary students back in class with those memories of New York still vivid in their minds.

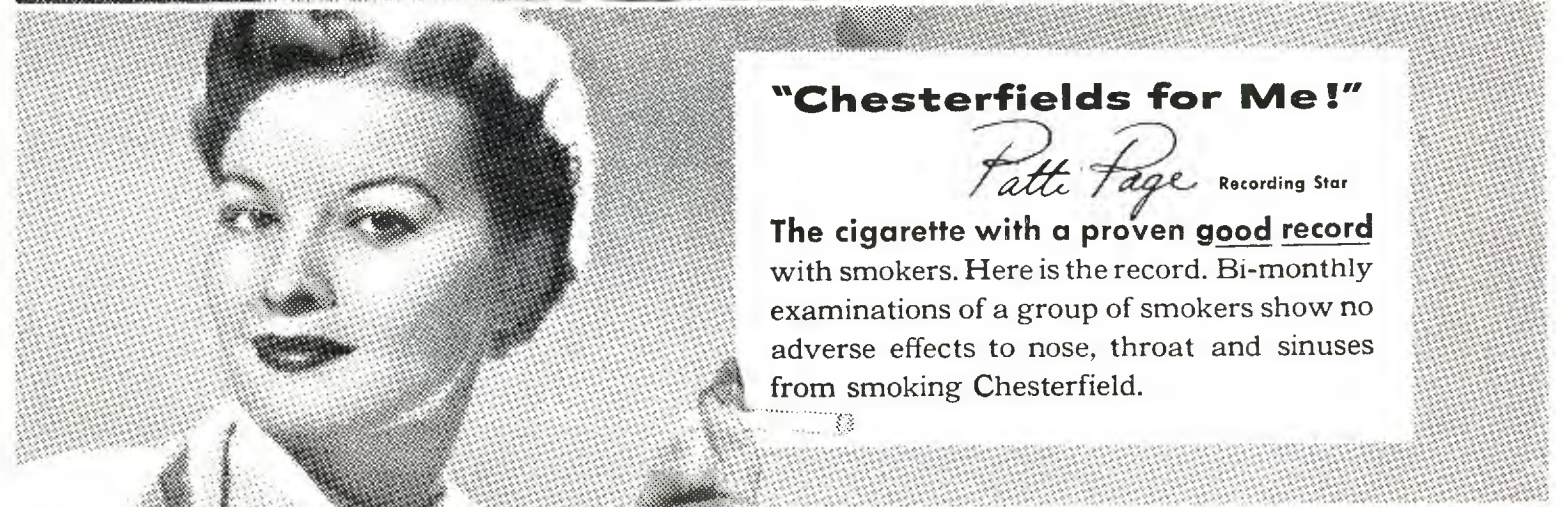
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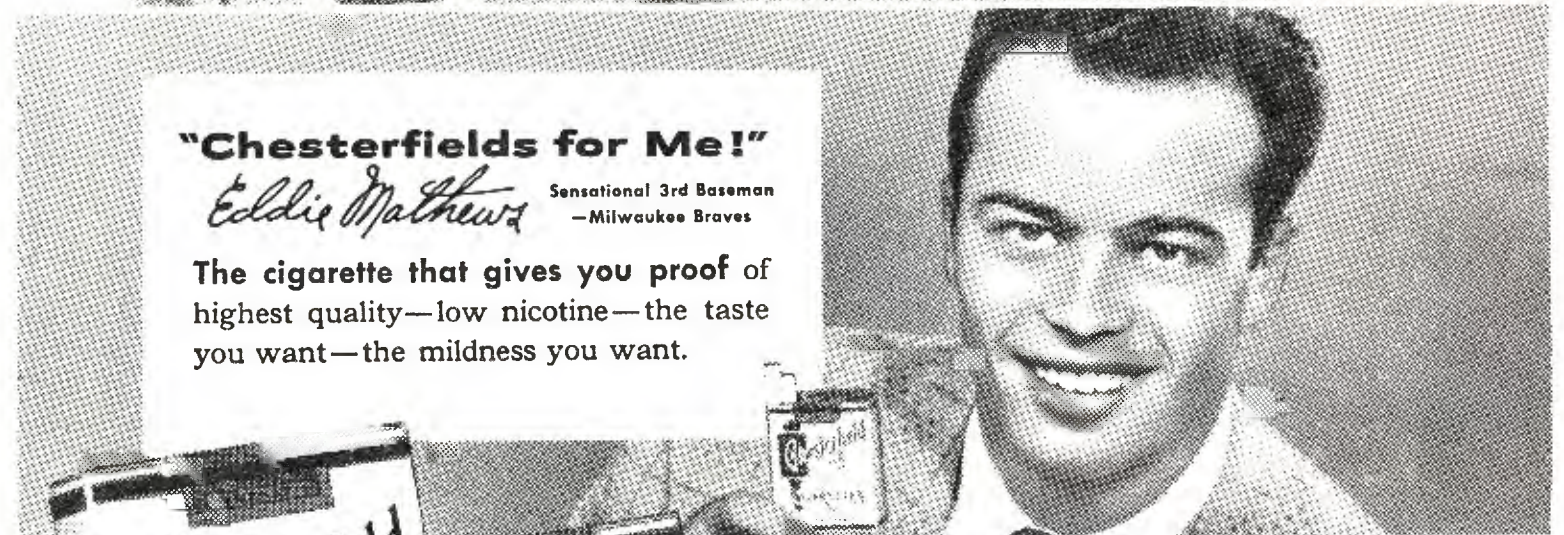
Today's Chesterfield is the Best Cigarette Ever Made!



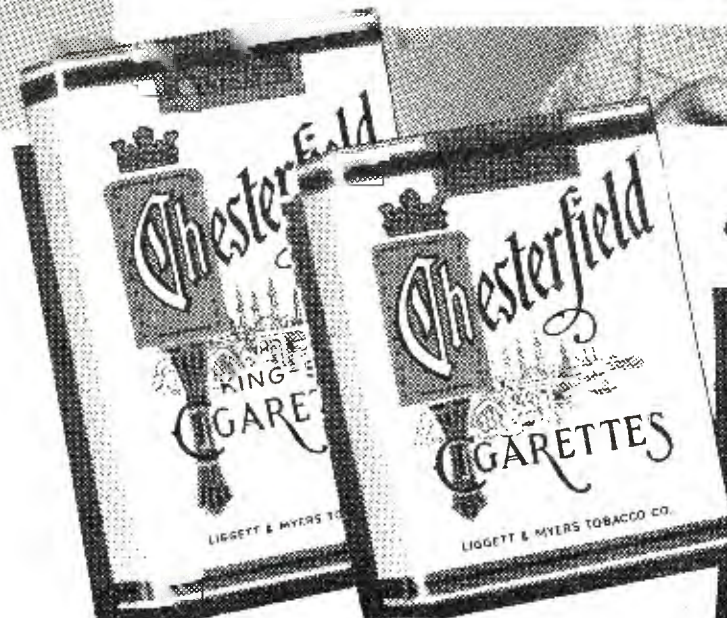
"Chesterfields for Me!"
John Godiak Starring in "The Caine Mutiny Court Martial"
The cigarette tested and approved by 30 years of scientific tobacco research.



"Chesterfields for Me!"
Patti Page Recording Star
The cigarette with a proven good record with smokers. Here is the record. Bi-monthly examinations of a group of smokers show no adverse effects to nose, throat and sinuses from smoking Chesterfield.



"Chesterfields for Me!"
Eddie Mathews Sensational 3rd Baseman - Milwaukee Braves
The cigarette that gives you proof of highest quality—low nicotine—the taste you want—the mildness you want.



Smoke America's Most Popular 2-Way Cigarette

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Printers' Alumni

(Continued from Page 6A)

categories. Two important factors will be made known to the membership concerning this program. The first, and most important to the individual, being that all information of this nature will remain strictly confidential. The second, and more important to the Association as a group, being that under no circumstance will the Association serve as a source of recommendation to either the employer or the employee.

It is hoped that by the success of placing good men throughout the country that the Printer's Alumni Association will gain the reputation of being a reliable source for the securing of help.

The formation of the Association was based on five sound objectives:

1. To help build and maintain a high degree of prestige for the Dept. of Printing through its graduates.
2. To promote the professional interests of graduates by the future development of technical sessions at the annual reunion.
3. To aid and assist fellow-graduates in seeking employment by providing "leads" from contracts in the printing industry.
4. To establish and maintain periodic publications to keep all members in contact with RIT and fellow-graduates.
5. To hold and bind friendships made at RIT and to participate in the fun and entertainment that is traditional with this type of organization.

The Association has withstood the danger period of infancy, where push and drive was needed to keep the organization intact. Forty-five of the 90 odd membership expressed their confidence in this organization by attending, and taking an active part in, last year's business meeting. Based on the success of last year's meeting, the Board of Directors expects an even larger attendance at this coming meeting and with the continued support of the membership, they foresee an Association that will grow stronger each year.