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1967

## School of Practical Art Course Catalog (1967-1968)

School of Practical Art

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BOSTON, MASSACHUSETTS

# SCHOOL OF PRACTICAL ART



# SCHOOL OF PRACTICAL ART

718 BEACON STREET, KENMORE SQUARE, BOSTON, MASSACHUSETTS 02215

Founded 1912

Licensed by the Commonwealth of Massachusetts Department of Education

Approved by the Veterans Administration for veteran training

Approved by the United States Department of Justice for foreign students

Telephone: CO 2-1223



"Art can only be learned in the workshops  
of those who are winning their bread by it."

Samuel Butler



# PURPOSE



The Heart,

# the Head, the Hand

Isaak Walton was right when he wrote that "no man is born an artist." Artists are made, and the School of Practical Art finds its purpose in training young men and women to become artists. Art in John Ruskin's words is that in which "the heart, the head, and the hand of man go together." As competent artists — with trained minds, skilled hands, and sensitive hearts — graduates will take their place in the national life using their talents in the visual transmission of ideas in business, commerce, fashion, designing, publishing, and the press.

The School of Practical Art is a professional school and as such exists to train professionals — men and women technically competent, able to compete successfully in the market place for positions of prestige, influence, and financial reward. Graduates have the promise of successful careers and useful and satisfying lives.

# THE SCHOOL



For Over

# Fifty Years

In 1912, Roy A. Davidson, a pioneer in commercial art, founded the School of Practical Art as the first school of its kind in Boston. For over fifty years the School has graduated men and women to successful careers in every phase of commercial art.

The School began in three small studios on Boylston Street, and as its reputation grew and influence became felt, applications steadily increased. The School moved to progressively larger studios to meet the growing enrollment until in 1960 the School moved to the present spacious facilities now occupied in the building located between Beacon Street and Commonwealth Avenue.

During these more than fifty years the School has maintained a position of leadership, adapting new techniques and responding to new ideas and needs in the field of practical art.





### THEY GLADLY TEACH

The School of Practical Art believes — with Samuel Butler — that "Art can only be learned in the workshops of those who are winning their bread by it." The faculty are all practicing professional artists, many with national reputations. They have been carefully selected for their professional competence, years of practical experience in their respective professions, and their interest and ability in imparting their knowledge and skill to their students. Expert teaching and individual counseling are the School's greatest assets.

### AND GLADLY LEARN

The School of Practical Art is open to all young men and women who want to pursue seriously and conscientiously a career in commercial art. The student body represents wide and varied backgrounds, broad geographical distribution, and is composed of every race, color, and creed. The students share talent and aptitude, a liking for art, seriousness of purpose, and the camaraderie that comes with hard work and good times shared together.







### IN A CITY OF IDEAS

The School of Practical Art is centrally located off Kenmore Square in the heart of Boston's Back Bay. Here is the center of Boston's educational community including Boston University, Northeastern, Simmons, and The New England Conservatory of Music. It is here that one also finds the center of Boston's cultural community with the Museum of Fine Arts, The Gardner Museum, Symphony Hall, Jordan Hall, the Hatch Music Shell, the Public Library, and the countless art galleries of Newbury Street.

The site of the School is no accident. The School's program is designed to take advantage of these surrounding opportunities. Learning by doing carries the teaching program beyond the classroom and studio into the beauty and history of the city. Sketching trips are conducted at the Fenway, Public Gardens, Charles River Esplanade, and T Wharf.





# ADMISSION



To Choose

# and To Be Chosen

For a high school student planning a career in commercial art, the choice of the professional school, that will best prepare the student for his future career, is most important. Upon graduation from art school, the young artist will compete for top positions and top salaries in a market expanding with increasing opportunities and increased demands. Aspirants must measure the art school of their choice against the standards of experience, top professional teaching, and sound practical training. To such applicants the School of Practical Art offers credentials of more than fifty years experience in successfully graduating competent and accomplished craftsmen in all areas of the practical arts.

Young aspiring artists must not only choose the right professional school, they must meet the standards of admission to be chosen by the school of their choice. The long experience of the School of Practical Art demonstrates that an applicant need have no unusual talent. What is required, is that the beginner have a basic natural aptitude, a love for art, and a genuine willingness to work hard. Experience dictates that the essential qualities of success — and those most in demand — in the field of commercial art, are ideas, imagination, administrative ability, average talent, and sound professional training.





### ENTRANCE REQUIREMENTS

It is expected that candidates for admission to the full day session will have the background of a high school education or its equivalent. No examination or previous study of art is required unless the applicant wishes to enter with advanced standing. No secondary school undergraduate will be accepted for the day session unless the principal of that school advises such acceptance. The School will accept for admission only those applicants who meet the standards of character and ability.

### ADVANCED STANDING

Students transferring from other schools are admitted to advanced standing after a special placement examination and an evaluation of the applicant's portfolio.

### APPLICATION PROCEDURE

Applicants should complete the registration form enclosed with this catalogue and mail it to the School of Practical Art with a registration fee of \$10.00 for the day session or \$5.00 for the evening session. All applications will be acknowledged by the School upon receipt of such fees. Admissions decisions will be made immediately upon completion of all required material. Applicants should refer to the application procedure accompanying this catalogue. The School will inform each applicant of the decision of the admissions committee. Early applications will receive priority.

### DAY SESSION

The Day School is conducted Monday through Friday with classes starting at 9 a.m. and ending at 3 p.m.

### EVENING SESSION

The Evening Session is conducted three evenings a week from 6:30 p.m. to 9:00 p.m. Students have a choice of any course listed in this catalogue. Applicants may register for the full course or such part of it as they may elect. The same high standard is maintained in the evening session as in the day session. The classes differ only in the time element and the fact that the courses are necessarily more intensive in the evening to compensate for the time factor. Professional placements are made as readily from the evening session as from the day session. All inquiries relative to the evening session are welcome. It is suggested that those who are interested in evening classes communicate with the School by letter or telephone. Personal interviews are also encouraged.

### SUMMER SESSION

A Summer Session of six weeks duration is conducted for students wishing to develop a particular specialization in depth. There are no special entrance requirements and both beginners and experienced students are welcome.

For students whose particular interest is in fine arts, painting classes are conducted at a nearby summer resort area with a program including landscape, marine, and portrait painting.

### ADULT PAINTING CLASS

An avocational painting class for adults is held each Thursday evening from 6:30 - 9:30 with opportunity to paint landscapes, still lifes, flowers, and portraits in oil, water color, pastel, charcoal, and pencil. Both beginners and experienced artists are welcome.

# GENERAL



## A Life



# Beyond the Classroom

Although the School of Practical Art is largely a day school with most of the students commuting, the School is conscious of its obligation to provide a life beyond the classroom and studio for the undergraduates. The school program provides for a well-rounded and complete social and extracurricular life.

## THE STUDENT COUNCIL

The Student Council, consisting of the class officers and representatives elected at large by each class, assumes the responsibility for the management of all student activities and affairs under the guidance of a faculty adviser.

## CLASS ORGANIZATION

Each class has its own class organization with elected officers who supervise all class activities, and through the Student Council each class participates in all school functions.



#### STUDENT PUBLICATION

The students publish their own newspaper, *The Palette*, which serves both as a medium for news of faculty, students, and alumni, and as an outlet for student art work.

#### SOCIAL FUNCTIONS

The Student Council conducts a regular program of dances and parties throughout the school year. All students participate in an orientation program for new students at the beginning of each school year. In early November a special Parents' Day is held under the auspices of the Student Council. During the Parents' Day Program the students give actual demonstrations of all phases of their work, and a social hour is held with the faculty and parents.

#### PROFESSIONAL ACTIVITIES

During the school year, several art galleries hold student art shows in which the School of Practical Art students are invited to exhibit in competition with other colleges.





## RELIGION

The Back Bay section of Boston is world famous for its many churches of all denominations. Many of these have great historical significance dating back to the days of the Founding Fathers of the nation. All these churches have special programs and activities for college students.

## STUDENT HOUSING

For the out-of-town students, the matter of living accommodations is of importance. The School of Practical Art provides a list of approved housing including supervised dormitories which are available to students attending the School.

The area surrounding the School caters to the undergraduate community of Boston's many colleges, and students can find numerous opportunities for housing and eating in attractive, comfortable, and inexpensive accommodations — with the advantage of contact with students from other colleges.

Students at the School of Practical Art must make individual arrangements in private homes and rooming houses or in the YMCA, YWCA, Berkeley Residence Club, the Franklin Square House, and apartments. Rates vary and must be negotiated individually by the student. It is recommended that students make arrangements as early as possible for the coming year. Generally students must come to Boston and make arrangements in person. The School of Practical Art can assume no responsibility for making these arrangements.

The Berkeley Residence Club, YWCA, and the Franklin Square House, which are devoted exclusively to living accommodations for women, prepare pamphlets describing their offerings, and the School of Practical Art will forward such material to prospective students and their parents.

## WITHDRAWAL

The School reserves the right to require the withdrawal of any student whose attitude shows lack of purpose, inability to meet the ideals and standards of the school, or whose presence is not conducive to the best interests of the student body.

## ATTENDANCE

Regular attendance in all classes is required of the student body. A written excuse or a doctor's certificate must be submitted in the event of absence due to illness. In the case of veterans, the School adheres to the policies prescribed by the Board of Collegiate Authority and the Veterans Administration.

In the event of absences the assigned problems must be completed before the student graduates. Every opportunity will be given by the instructors to help the student accomplish this. In the case of unsatisfactory attendance or progress of the veteran causing interruption in his training, such training can only be resumed by permission of the school officers and the authorities of the Veterans Administration.

## PROFESSIONAL PLACEMENT BUREAU

The School maintains an extremely successful Placement Bureau for both day and evening students. The Catalogue contains a partial list of firms with whom graduates have accepted positions.

Graduates are placed not as apprentices but as accomplished artists. They are expected to produce professional work from the beginning of their employment. The demand for properly trained and disciplined artists increases each year, and graduates who successfully complete the School's program can be assured of placement upon graduation.

## ALUMNI ASSOCIATION

The School of Practical Art has an active Alumni Association that assists in the placement of graduates. The School has a tradition of welcoming graduates at the School for advice and guidance in professional matters. The School makes every effort to assist graduates in practice to advance their positions. The school placement service is available to graduates.

# PROGRAM



At the Desk



# and Drawing Board

The length of time required to meet the necessary professional standards set by the School, depends upon the type of course selected by the student. A diploma is awarded for reaching a determined standard of work, rather than a specific amount of time in the course. The normal program is three years for day students, and three or four years for evening students. Students admitted to advanced standing may complete the requirements in less time.

## CERTIFICATES OF MERIT

Students are graded on their work at the end of each semester, at which time undergraduates whose work for the preceding semester has been outstanding receive a Certificate of Merit.

## GRADING SYSTEM

The School uses the standard grading system in all classes: A — Excellent; B — Good; C — Passing; D — Unsatisfactory. In the event of unsatisfactory work, the student is given individual attention and guidance to aid him in reaching a passing level of work. Report cards are sent out at the end of each semester.

# The Curriculum

## FIRST YEAR

### 1ST SEMESTER

DRAWING I  
PAINTING I  
DESIGN I  
ART HISTORY  
ANATOMY  
LIFE DRAWING  
ELECTIVE

### 2ND SEMESTER

DRAWING II  
PAINTING II  
DESIGN II  
ART HISTORY  
STUDIO SKILLS  
LIFE DRAWING  
ELECTIVE

### ELECTIVES ORDINARILY OPEN TO FIRST YEAR STUDENTS

CREATIVE PAINTING  
CREATIVE DRAWING  
CREATIVE DESIGN  
PHOTOGRAPHY

## SECOND YEAR

### 3RD SEMESTER

#### DEPARTMENT OF ADVERTISING DESIGN

LAYOUT & REPRODUCTION  
LETTERING  
DESIGN III  
PAINTING III  
LIFE DRAWING III  
ELECTIVE

#### DEPARTMENT OF ILLUSTRATION

ILLUSTRATION I  
LIFE DRAWING III  
DESIGN III  
PAINTING III  
DRAWING III  
LETTERING  
ELECTIVE

#### DEPARTMENT OF FINE ART

ART HISTORY III  
LIFE DRAWING III  
DRAWING III  
DESIGN III  
PAINTING III  
SCULPTURE I  
ELECTIVE

#### DEPARTMENT OF PHOTOGRAPHY

PHOTO LAYOUT & REPRODUCTION  
FASHION & TECHNICAL PHOTOGRAPHY  
TYPOGRAPHY  
LIFE PHOTOGRAPHY  
PROJECT  
ELECTIVE

### ELECTIVES ORDINARILY OPEN TO SECOND YEAR STUDENTS

PHOTOGRAPHY  
SCULPTURE  
WATERCOLOR  
TECHNICAL ILLUSTRATION  
FASHION ILLUSTRATION

## SECOND YEAR

	DEPARTMENT OF ADVERTISING DESIGN	DEPARTMENT OF ILLUSTRATION	DEPARTMENT OF FINE ART	DEPARTMENT OF PHOTOGRAPHY
<b>4TH SEMESTER</b>	LAYOUT & REPRODUCTION II TYPOGRAPHY I DESIGN IV MECHANICALS I DRAWING IV LIFE DRAWING IV ELECTIVE	ILLUSTRATION II LIFE DRAWING IV DESIGN IV LAYOUT & REPRODUCTION I DRAWING IV TYPOGRAPHY I MECHANICALS I FASHION ILLUSTRATION* ELECTIVE	ART HISTORY IV LIFE DRAWING IV DRAWING IV PAINTING IV DESIGN IV SCULPTURE II ELECTIVE	PHOTO LAYOUT & REPRODUCTION II FASHION & TECHNICAL PHOTOGRAPHY II TYPOGRAPHY II LIFE PHOTOGRAPHY II INTRODUCTION TO COLOR ELECTIVE

## THIRD YEAR

<b>5TH SEMESTER</b>	LAYOUT & REPRODUCTION III TYPOGRAPHY II DESIGN V MECHANICALS II DRAWING V LIFE DRAWING V ELECTIVE	ILLUSTRATION III LIFE DRAWING V DESIGN V LAYOUT & REPRODUCTION II DRAWING V TYPOGRAPHY II MECHANICALS II FASHION ILLUSTRATION* ELECTIVE	ART HISTORY V LIFE DRAWING V DRAWING V PAINTING V DESIGN V SCULPTURE III ELECTIVE	PHOTOGRAPHIC REPRODUCTION GRAPHICS & PRINTING TECHNIQUES PHOTOGRAPHIC RETOUCHING COLOR ELECTIVE
<b>6TH SEMESTER</b>	SENIOR THESIS FOR ADVERTISING DESIGN MAJORS	SENIOR THESIS FOR ILLUSTRATION MAJORS  *SENIOR THESIS FOR FASHION ILLUSTRATION MAJORS	SENIOR THESIS FOR PAINTING MAJORS  SENIOR THESIS FOR SCULPTURE MAJORS	SENIOR THESIS FOR PHOTOGRAPHY MAJORS

**ELECTIVES ORDINARILY OPEN TO  
SENIOR STUDENTS**

PHOTOGRAPHY  
ADVANCED SCULPTURE  
ADVANCED PRINTING & WATERCOLOR  
FASHION ILLUSTRATION  
ADVANCED DRAWING



## DESCRIPTION OF COURSES

The courses described here are available in both the day and evening sessions.

### REQUIRED COURSES

#### ADVERTISING ART AND COLOR REPRODUCTION

An advanced study of problems involved in preparation of commercial art for color reproduction with an examination of the characteristics of letterpress, offset lithography, and rotogravure. Students familiarize themselves with the most modern procedures of commercial art studios, advertising agencies, and contemporary advertising psychology. Students are introduced to the air brush, its uses, and its mode of operation.

#### AIR BRUSH

A basic course in the fundamentals of air brush drawing and photo-retouching. Students are trained in the use of the gun, oscillating air brushes, and friskets as applied to mechanical subjects, photographs, posters, automobiles, and technical illustrations.

#### ANATOMY

A basic course in the elements of physical anatomy, necessary to an artistic understanding of the human figure. Emphasis is on structural influence on surface forms, omitting those elements of physiology which are of interest only to medicine.



## ART HISTORY

A four semester sequence course systematically investigating the artists and art of the past, beginning with the French Revolution. Detailed consideration is given to each of the major schools of art and their leading exponents with special consideration of the moderns who are influencing contemporary ideas and practices in fine and commercial art.

## DESIGN I - II

The basic course in design examines the elementary principles of pictorial design through a sequence of problems dealing with the selection of spatial boundaries and meaningful arrangement of two dimensional forms. Basic textural variations, value contrasts, and color combinations are examined. The second semester begins an application of principles of design to the basic problems of commercial art.

## DESIGN III - IV

The intermediate course in design continues and completes the examination of the elements and principles of design covering line, direction, shape, measure, texture, value, and color. Experiments are of an abstract nature.

## DESIGN V - VI

The final year course in design concentrates on the application of the principles of design. The focus is on these principles as *applied* to advanced subject matter with experiments of a representational nature. The solutions are in both painting and graphic media.







## DRAWING

A systematic introduction to the theory and practice of perspective and the means of achieving three dimensional illusion on a two dimensional surface; an examination of the basic drawing instruments and their use; a study of the traditional techniques and styles of the Old Masters and an introduction to contemporary drawing practices.

## DRAWING II

A continuation of Drawing I with special emphasis on commercial requirements; an introduction to the medium of wash, and stress on individually imaginative solutions to creative drawing problems. More time is spent in this course on the development of personal technique and style.

## ILLUSTRATION I

An introductory course in advertising illustration with emphasis on commercial procedures. Contemporary examples are studied with demonstrations by experienced instructors. Layouts, comprehensives, dummies, roughs, and finished enlarged illustrations are rendered in relation to actual advertisements, books, and magazines.

## ILLUSTRATION II

A continuation of Illustration I with emphasis on personal solutions to more general problems leading to an area of student concentration and specialization. Among areas covered are greeting card illustration, industrial illustration, direct mail advertising, and magazine and book illustration. The course focuses on the production of pictures as visual statements performing a special function.





# Restaurant

## ***LUX***

## GLOUCESTER

## *Pink Lotion*

## *Caribbean Cruise*

## jamboree

## The Yankee Fisherman

### LAYOUT I

An introductory course in practical commercial application of basic design principles with stress on methods and techniques of laying out and blue-printing an advertising message.

### LAYOUT AND REPRODUCTION I

An intermediate course based on Layout I which attacks solutions to actual contemporary advertising problems. Priority is given to creating drawings that are suitable for commercial printing. Attention is given to black and white drawing and the techniques of chromolite, stipple, and scratchboard.

### LAYOUT AND REPRODUCTION II

Advanced work in effective planning and composition of advertising illustration. The student participates in team approaches to solutions simulating on-the-job conditions.

### LETTERING

A course in the traditional variations of lettering and their rendering techniques to meet commercial requirements. Emphasis is on precision and exact skill as opposed to the freehand emphasis of creative drawing. The course covers built up or hand drawn letter forms, calligraphy and use of chisel-edged pen and pencil, and typography (printed letter forms).









### LIFE DRAWING I

Drawing from the live model for the purpose of cultivating accuracy of observation and visual insight. Models both draped and undraped point up problems of action, proportion, structure, light and shadow. Speed drawing is alternated with sustained studies.

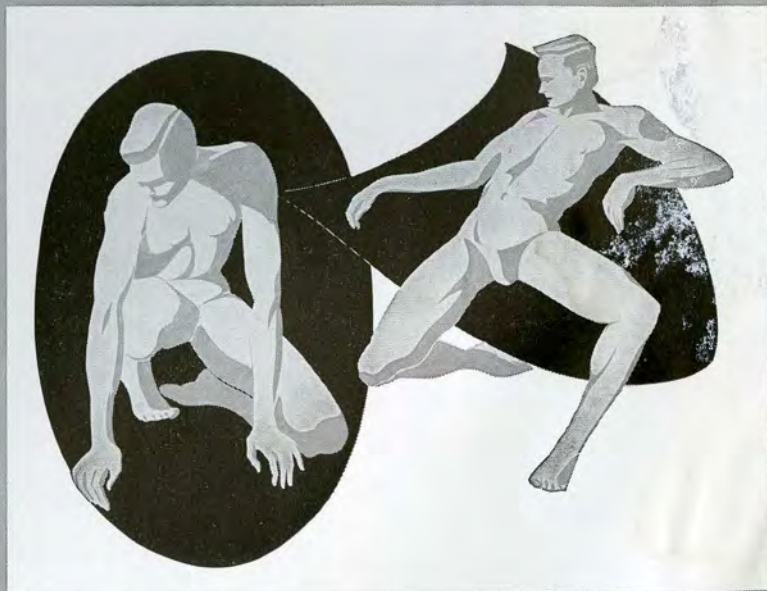
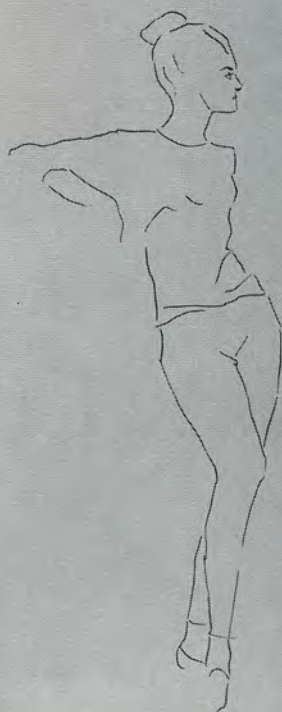
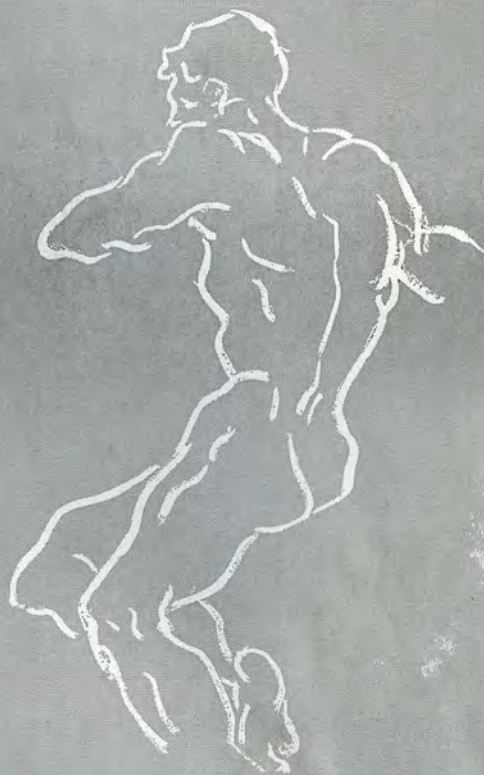
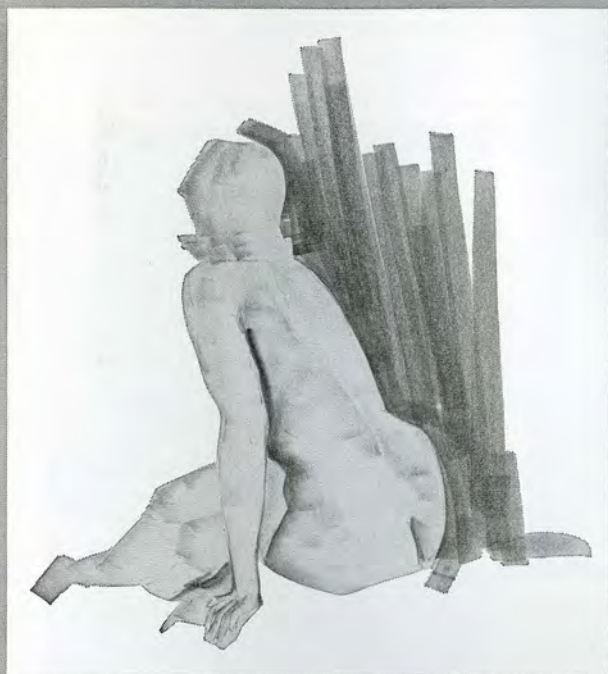
### LIFE DRAWING II

An extension of Life Drawing I with introduction of design principles and various drawing media and painting techniques derived from material covered in other courses. Color rendering of the human figure is introduced. The desired result is the mastering of the human figure in terms acceptable in the commercial art field.

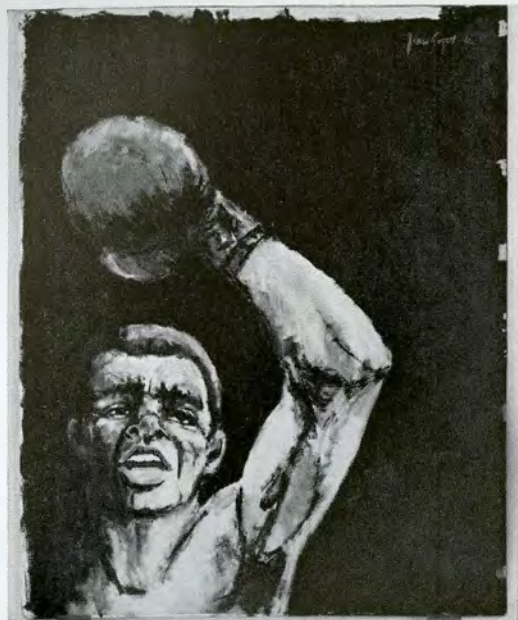
### LIFE DRAWING III, IV, V, VI

A final sequence with a new orientation on the specifically "commercial" aspects of figure drawing. The live model is used as the "taking off" point for imaginative solutions to commercial problems. The course aims at a creative synthesis of basic figure construction, design, anatomy, and rendering techniques. The live model is also used in these classes as the basis for abstract painting, or as an element in a scenic composition.











## PAINTING I

An introduction to the properties of opaque pigments. Beginning with black and white unblended value studies, the course moves to the intricacies of color relationships and the application to a variety of surfaces. Subject matter includes geometric solids, still life, live models, and landscape. Emphasis is on spatial perspective, blending techniques, and color temperatures.

## PAINTING II

A continuation of Painting I with emphasis on painting as a work of art designed to fulfill a specific purpose, meeting the demands of commercial still life or product illustration as opposed to purely fine art. The introduction of figure painting stimulates the student's apprehension of more subtle tone and color effects. The medium of water color is also introduced.

## ELECTIVES

### CARTOONING

An advanced course utilizing all the basic training including preparation for advertising, humorous and sports cartoons, and television and movie animation. Field trips to professional cartoon studios are an integral part of the course.

### COMMERCIAL FIGURE AND MEDIA HANDLING

An examination of all drawing and painting media with emphasis on their traditional, distinctive qualities and potential uses in figure illustration. The course encourages the development of an individual technique and distinctive style.





### FASHION ILLUSTRATION

This course concentrates on the elements of drawing the clothed figure for newspaper advertising. It covers fashion, figure proportions, drapery studies, and clothing style. Media techniques for newspaper reproduction, contemporary rendering styles, and all approaches to the fashion figure are explored.

### MODELING

A basic course in the creative problems of modeling three dimensional forms from plasticene clay, concentrating on the human face and figure separated into individual components. The course aims at enriching perceptive powers by creating a tactile experience as a complement to the visual.

### PHOTOGRAPHY

A basic course in the theory and practice of the camera and darkroom techniques. The course covers picture composition, picture taking, developing, enlarging, printing, and mounting.

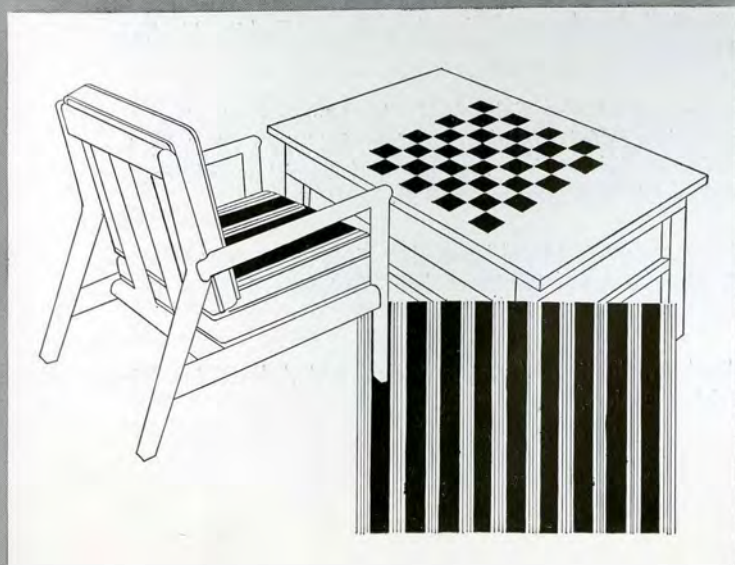
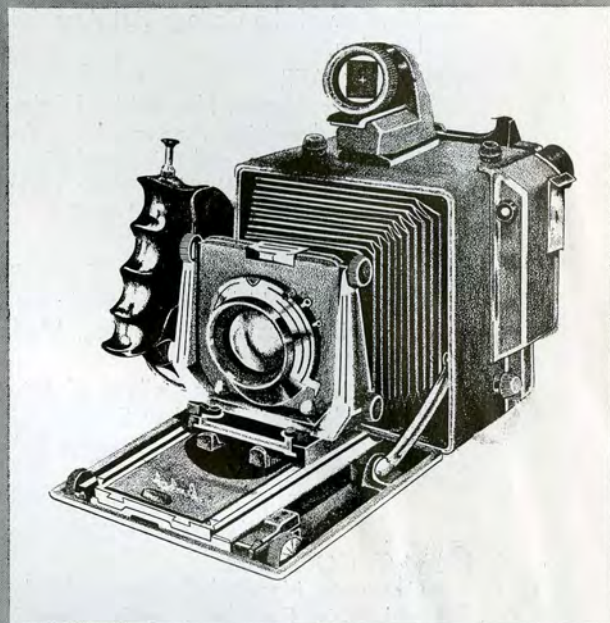
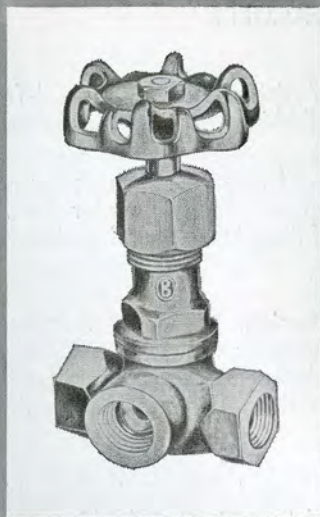
A more complete four semester course leading to a Diploma in Commercial Photography with experience in color, fashion, advertising, pictorial, portrait, industrial photography, and photo-journalism is offered both day and evening.

### TECHNICAL ILLUSTRATION

A course in industrial drawing techniques. Care and controlled precision with the use of drafting instruments and the air brush prepare the student to meet industrial requirements. Students work from blueprints and plans to transform two dimensional diagrams into three dimensional images.









## FACULTY

### WILLIAM WILLIS, President

Graduate, School of Practical Art; Staff Artist on Boston Herald-Traveler — Advertising Art, Newspaper Illustration, Air Brush, Men's Fashion Drawing, Advanced Lettering, Reproduction.

### ALBERT C. ABANY

B.S. Tufts University; Graduate of Museum of Fine Arts School; awarded the Mary O. H. Longstreth Scholarship for Painting. Instructor at the Boston Center for Adult Education at Boston. Member of the College Art Association of America — Painting, Drawing, Creative Painting, Life Drawing.

### NORMAN BAER

Fine Arts degree, Rhode Island School of Design, School of Practical Art. Formerly employed, Miller Advertising Agency, New York; Illustrator for Argosy, Cavalier, Saga, Parents, Outdoor Life, Doubleday and Ginn and Co., publishers; member of staff of Monogram Studios, New York, and L. Fertig, Inc., New York; Professional Photographer — Advanced Reproduction, Layout, Illustration, Advanced Design.

### AUDREY BECHLER

B.S. in Ed. Museum School of the Fine Arts and Tufts University, Hunkin Traveling Scholarship from City of Haverhill. Formerly employed Rust Craft Publishing Co., as greeting card artist, and art instructor — Drawing, Media, Design.

### PAUL CELLI

B.F.A. Massachusetts College of Art, M.F.A. Rhode Island School of Design. Exhibited at Rhode Island Art Festival, New England Contemporary Association, One-man exhibit Bennett College, Millbrook, New York — Creative Painting.

### CARROLL B. COLBY

Graduate, School of Practical Art; Illustrator, Cartoonist, Feature Writer and Author of many successful juvenile books — Guest Lecturer.

### JOHN T. COOLIDGE

Graduate, Harvard College and School of the Museum of Fine Arts, studied painting in Mexico and Paris. Free lance artist, graphics and industrial designer. Former president, Berkshire Art Center, Instructor with U.S. Army. Represented by six New England art galleries, several hundred paintings (including portraits) now in private collections — History of Art, Painting.

### DOUGLAS CORSINI

Graduate, School of Practical Art; studied at the School of the Museum of Fine Arts. — Sculpture, Painting, Drawing.

### MARILYN A. DWYER

B.F.A. Massachusetts College of Art; Attended Academy of Fine Arts, Rome, Fashion Illustrator, Free Lance Artist — Fashion Illustration, Lay-Out.

### SYBIL FALK

Graduate, Massachusetts College of Art; Studied at The School of The Museum of Fine Arts, Boston; Member of Cape Cod Art Association; Water Color Painter; Exhibitor, Boston; Former Advertising Artist for D'Andrea & Warren Advertising Agency and Register Publications; Layout Artist and Designer — Lettering, Layout, Typography, and Basic Design.

### DANIEL FERRIN

Graduate, School of Practical Art; Staff Artist Boston Herald-Traveler. Free lance artist, Photographer, Technical Illustration, Jackson & Moreland and Photographer, Illustrator, Photon, Inc. — Drawing, Life Drawing.

### GEORGE J. GAMBALE

Massachusetts College of Art, Butera School, Production Manager & Assistant Advertising Director Larkin Publishing Company — Advertising Design.

GEORGE D. GUZZI, JR.

Graduate Tufts College, School of Practical Art; Illustrator, Free Lance and Agency Artist — Illustrator, Guest Lecturer.

PHILIP BURNHAM HICKEN

Studied, Massachusetts College of Art, Berkshire Museum School. Artist in Treasury Department, Section of Fine Arts, Mural and Easel Project, Federal Art Project; Artist in U.S. Army, 1942-1945. Instructor, G.I. Art School, Nuremberg, Germany. Instructor, Drawing and Painting I, Graduate School of Design, Harvard University. Represented in permanent collections of The Metropolitan Museum, New York, and in more than twenty other museums throughout the country — Design, Drawing, Painting, Basic Training in Medium Handling, Silk Screen Process.

JOHANNA TIEWS HOWARD

Graduate, Rhode Island School of Design; Painter, Illustrator for Children's Museum, Educational Studies Inc., Teacher, Museum of Fine Arts Children's Program, Upward Bound Inc. (M.I.T.) — Painting, Life Drawing, Figure Painting.

BARBARA KOETSCH

B.F.A. Kansas City Art Institute and School of Design, Kansas City, Mo., Merit Scholarship, M.F.A. University of Illinois, Painting and Printmaking, Professional Artist, Exhibited in National and Regional shows throughout the U.S. Represented in several galleries. Works in private and public collections — Creative Painting, Drawing, Design.

GEOFFREY F. KOETSCH

B.A. University of Wisconsin, Drama, B.F.A. University of Wisconsin at Milwaukee, Art, M.F.A. University of Illinois, Painting; formerly teacher of Drawing and Design at University of Illinois and Painting at State of Illinois Department of Adult Education, Illustrator, Milwaukee Public Mus., Designer at Hahn, Indiana, Archaeological Illustrator, Department of Anthropology, University of Illinois. Exhibitor in several National and Regional juried exhibitions — Design, Creative Painting, Illustration, Life.

SOLOMON LEVENSON

Attended the Massachusetts College of Art. Formerly Art Editor for Child Life Magazine. Free Lance Illustrator, Active in the Fine Arts field, and exhibits in many galleries. Lecturer at Boston University School of Education. Painting, Design, Layout, Advertising Art, Illustration.

CHARLES C. LIDBERGH

B.A. University of Oregon, Beaux Arts Diplome, Paris; Represented in Hall of Fame, Coopers-town (paintings of Ted Williams and Harry Agganis), Portrait and Mural Painter, teacher at Butera School of Art and Adult Center — Anatomy, Life, Advertising Design.

WILLIAM E. LOVERING

School of Practical Art, Massachusetts College of Art, San Antonio College; Creative Director, Lawrence Associates, Art Director, Colt Advertising — Drawing, Painting, Advertising Design.

CHARLES JOHN MacFARLANE

Graduate, Boston University School of Practical Art; Self-employed Child Photographer; Photographer for Alston Photograph Co., Boston Portrait Company, Loring Studios; Consultant to Boston University on portraits, catalogue, sports, and news — Photography.

GERALDINE NEAL

Graduate, School of Practical Art; Layout and Paste-Up Artist, Sutherland & Abbott and Tom Kane Advertising Agencies; Program Director, YWCA; Art Director, William E. Blyer Associates — Studio Skills, Layout, Advertising Design, Lettering, Life Drawing.

LAWRENCE F. PERRY, JR.

Graduate, School of Practical Art; Advertising Artist, Illustrator, several years in advertising agencies — Guest Lecturer.

**WILLIAM REID**

Graduate, School of Practical Art; Free Lance Illustrator; Technical Illustrator, American Machine and Foundry Co.; Technical Illustrator, Melpar Inc.; Technical Illustrator, Baird Atomic, Inc.; Art Director, Lehigh Design Co. Inc. — Technical Illustration.

**CAROLE A. SOUSA**

B.F.A. Massachusetts College of Art, Attended Harvard University, — Drawing, Fashion Illustration, Art History, Life Drawing.

**KARYL LOUISE SPILLER**

B.F.A. Massachusetts College of Art, Painting and Illustration, Pius Institute, Florence, Italy, Master of Arts degree. Exhibited in the United States and Italy — Design, Painting, Life Drawing.

**CARROLL E. SPINNEY**

Graduate, School of Practical Art; Illustrator, U.S. Air Force; Art Director, Animation Drawing, Illustrator, Television Art and Animation — Guest Lecturer.

**AMY STEIN**

B.A. University of the City of New York, Studied at Boston University School of Fine and Applied Arts and Harvard University School of Visual Arts — Design, Drawing, Creative Design.

**RICHARD J. TARDIFF**

Graduate, School of Practical Art; Artist, Rust Craft Publishing Co., Paintings in the collection of House of Rust Craft, Prudential Center, Boston — Life Drawing.

**JOSEPH C. THOMPSON, JR.**

Graduate, Massachusetts College of Art; Staff Artist, Herald-Traveler; Freelance Photographer — Commercial Art, Layout, Photography.

**BERTRAM M. TOWLE**

Graduate of the School of Practical Art and the Cambridge School of Design. Instructor at Green Mountain College. Staff Technical Illustrator for IBM and MIT Lincoln Laboratory. Member of the Cambridge Art Association. Drawing, Life Drawing Design Typography, Print Making.

**ELAINE WENTWORTH**

Graduate, School of the Museum of Fine Arts; Fashion Illustrator, Printmaker, specializing in silk screen and color block prints, Author and Illustrator for publishers — Fashion, Design, Water Color, Painting, Graphics.

**MURRAY J. WENTWORTH**

Graduate School of Practical Art; Presently working in the Fine Arts, Lectures and demonstrates in water color throughout New England. National Exhibitor and winner of Henry Ward Ranger Purchase Prize, 1965, by National Academy of Design, New York, First prize at the Boston Watercolor Society in 1967 and many prizes throughout the country. Included in the permanent collections of several museums and many private collections in the United States — Advertising Design, Watercolor, Layout.

**BARBARA WILLIS**

Studied at The School of The Museum of Fine Arts, Boston, The Rhode Island School of Design; graduate, School of Practical Art. Formerly Head Fashion Artist for Shepard Stores, Providence, and Editorial Staff Artist for Herald-Traveler fashion page; free lance artist — Fashion Drawing, Modeling.

**ROBERT F. YAFFE**

B.A. Harvard College; M.Ed. Boston State Teachers College; attended the Boston Museum School. Painting, Advertising Design, Layout, Technical Illustration, Air Brush.

**DAVID A. YAWNICK**

Professional Photographer, Photographic Consultant, Photo Finisher, Instructor at Photoworkshop School of Photography, Franklin Institute of Boston — Photography.



## ADMINISTRATION

WILLIAM H. WILLIS, *President*  
WINSLOW F. POLLOCK, *Vice-President*  
WILLIAM H. WILLIS, JR., A.B., *Admissions Director*  
MARY L. JAMESON, B.A., *Assistant Admissions Director*  
CAROL C. PINE, S.S.A., *Assistant Bursar*  
JOHN G. MOURA, *Supervisor of Buildings*

## ADMINISTRATIVE ADVISORS

FREDERICK W. BRACK  
Service Representative  
N. W. Ayer & Son, Inc.  
Boston, Massachusetts

VINCENT DE CAIN  
Retail Advertising Manager  
Boston *Herald-Traveler*  
Boston, Massachusetts

MARVIN FEIT  
President, Marvin and Leonard  
Advertising Agency  
Boston, Massachusetts

LLOYD B. FENDERSON  
Consultant, Sherman Gleason & Co.  
Boston, Massachusetts

LOUIS F. FOWLER  
Treasurer and Director  
United Business Service  
Boston, Massachusetts

JOHN GRODEN  
Attorney, Withington, Cross,  
Park and McCann  
Boston, Massachusetts

AARON M. JONES  
President, Cambridge Associates  
President, Business Men's Art Club  
Boston, Massachusetts

PETER McKONE  
Account Executive  
Advertising Agency  
Fort Worth, Texas

JOHN MEISSNER  
President, Meissner Inc.  
Boston, Massachusetts

NORMAN M. PRENTICE, Ph.D.  
Head of Psychology Dept.  
University of Texas

SHERMAN L. SMITH  
Advertising Manager, Bostitch, Inc.  
Westerly, Rhode Island

ROGER P. TALMADGE  
Treasurer, Boston *Herald-Traveler*  
and Station WHDH  
Boston, Mass.

J. CURRY WRIGHTSON  
President, J. Curry Wrightson Associates  
Boston, Massachusetts

## TECHNICAL ADVISORS

### FRANK BALDUZZI

Art Director, James Thomas Chirurg  
Company  
Boston, Massachusetts

### EARLE H. BEAN

Art Director, Barta Press  
Boston, Massachusetts

### EDWARD A. BRADFORD

Layout Artist  
Boston, Massachusetts

### WILLIAM CRUGER

Art Director  
Dean C. Wolf & Associates  
Boston, Massachusetts

### WILLIAM H. GANICK

Vice-President  
Harold Cabot & Company, Inc.  
Boston, Massachusetts

### RALPH S. GOODRICH

Staff Artist, *Herald-Traveler*  
Furniture Specialist, Assistant Art  
Director, *Herald-Traveler*  
Boston, Massachusetts

### KENNETH GREENE

Art Director, Advertising Art Dept.  
Jordan Marsh Company  
Boston, Massachusetts

### VIC JOHNSON

Sports Cartoonist, *Boston Herald-Traveler*  
Boston, Massachusetts

### DOUGLAS KINGSTON

Art Director, Star Market  
Boston, Massachusetts

### J. F. KRUMM

Advertising Manager, Sears Roebuck &  
Company, Boston Group

### BEN NEILL

Cartoonist, *Boston Herald-Traveler*  
Boston, Massachusetts

### H. WILMONT RICHARDSON

Commercial Artist  
Poughkeepsie, New York

### MARION BROCKERT SAYERS

Advertising and Fashion Artist  
Jordan Marsh Company  
Boston, Massachusetts

### ERNEST R. SCHAEFER

Design Engineer, Raytheon Co.  
Waltham, Mass.

### WILLIAM J. WATSON

Advertising Manager, Sears Roebuck  
& Company, Boston Group (Retired)  
Boston, Massachusetts

## A PARTIAL LIST OF FIRMS WHICH HAVE EMPLOYED OUR GRADUATES

### NEWSPAPERS

Boston Herald  
Boston Globe  
Boston Advertiser  
Worcester Telegram-Gazette  
Boston Record

### PUBLISHERS

Curtis Publishing Co.  
Metropolitan Lithograph & Publishing Co.  
Bromfield Publishing Co.  
Brown, Thomson, Hartford

### ENGRAVERS

Forbes Lithograph Co.  
Franklin Engraving Co.  
American Engraving Co.  
Donovan & Sullivan, Engravers  
Howard Wesson Co., Worcester  
Folsom Engraving Co.  
The Lincoln Engraving Co.  
J. C. Hall Lithograph Co., Providence  
Central Engraving Co.  
Charlotte Engraving Co., Charlotte, N. C.  
Park City Engraving Co., Bridgeport, Conn.  
Milprint Products Co.  
MacKenzie Engraving Co.  
Capital Engraving Co.

### PRINTERS

Vose-Swain Company  
Oxford Print  
Hodges Printing & Label Co.  
Buck Printing Co.  
Associated Press of New York  
Crawford Press  
Addison Wesley Press Inc.

### STORES

Continental Clothing Company  
Bonwit Teller  
Gilchrist's  
Peerless Stores, Pawtucket  
Jordan Marsh Company  
Kane Furniture Co., Worcester  
Gofkauf's Stores, Inc.  
Sears Roebuck & Co.  
R. H. Stearns  
Grover-Cronin Inc.  
Gladding's Department Store, Providence  
Cherry-Webb Co., Providence  
Summerfield's Furniture Co.  
T. D. Whitney Co.

### GREETING CARD DESIGNERS

Rust Craft Co.  
Metropolitan Lithograph & Publishing Co.



#### ADVERTISING AGENCIES AND ART SERVICES

Howard A. Baxter Studios  
Vincent Edwards & Co.  
Donnelly Advertising Company  
Michael Hallward Inc., Swampscott  
Advertising Art Company, New York  
A. W. Ellis Advertising Agency  
Dowd-Wylie & Olson, Illustrators,  
Hartford  
Fitzpatrick and Murphy Studio  
Harold Cabot & Co., Inc.  
Callaway Associates  
Woodfall Studios  
Quality Pattern Co.  
Thomas Jones Studio  
Batten, Barton, Durstine & Osborne

#### SCHOOLS

North Jr. High School, Waltham  
Children's Museum  
Medway High School  
School of Practical Arts and Crafts,  
Portland  
Watertown Senior High School

#### MANUFACTURERS

Northeastern Laboratories  
United Shoe Pattern Co.  
Nashua Gummed & Coated Paper Co.  
Massachusetts Envelope Co.  
United Drug Company  
Gillette Razor Co.  
Dennison Mfg. Co.  
Lever Bros. Company

#### DISPLAY AGENCIES

Jameson Associates  
Marcus Display Co.  
New England Display Co.

#### MISCELLANEOUS

Bachrach's  
Walt Disney's Studios, Hollywood  
Peabody Museum  
Boston Edison Co.  
Boston Garden Corporation  
Fogg Museum  
Telepix Cinema  
American Mutual Liability Insurance Co.  
Boston Music Hall  
Boston Consolidated Gas Co.

It should be remembered that many graduates of this school enter the field of commercial art as free lance artists. They are in business for themselves and as they become established make very good incomes. The above list includes some of the firms that have employed our graduates as staff artists.

### REGISTRATION PROCEDURE

Registration forms will be sent on request. All inquiries should be addressed to the School of Practical Art, 718 Beacon Street, Boston, Massachusetts 02215.

Telephone: CO 2-1223

