



March 17-23, 1975

## Graphic Arts plans UPC seminar

In an effort to help the graphic arts industry solve some of the start-up problems in printing consistently acceptable UPC (Universal Product Code) symbols, the Graphic Arts Research Center at RIT announces additional dates for its seminar, Quality Control for Printing the UPC Symbol. The present schedule includes seminars on May 15-16 and July 14-15. Additional dates for fall seminars will be announced later.

"Some manufacturers are just beginning to be aware of the impact that UPC will have on their product," said Bill Siegfried, GARC Training Director. "They should know that if they deal with products for the mass market, most likely they will be dealing with UPC. For their own protection they should become involved immediately."

The RIT seminar includes those subjects that will help people in printing, packaging and the converting industries who must establish printing specifications and/or guide quality control programs. Designers involved in preparing products using the UPC symbol will also gain useful information. Sampling plans, printability ratings, plotting production data, and monitoring quality are explained and participants are provided with a sequence of printed press sheets on which to work out some of the steps in a quality control program.

In addition to RIT staff and faculty, speakers from industry, and demonstrations of equipment are included.

## U.S. cuisine has "some interesting foods"

Does America have a native cuisine?

"The United States has developed some interesting foods," answers George Alley, director of the Department of Food Administration and Tourist industries Management in the College of Business. "Some items were brought from Europe and varied here. Some were the direct result of what the Indians taught the settlers."

Anticipating this nation's Bicentennial celebration, Alley's senior food merchandising class is presenting a series of Thursday evening dinners of the foods enjoyed in various parts of the country.

The menu for the Boston dinner, for instance, featured Boston stuffed quahogs (clams), corn chowder with oyster crackers, baked lemon sole with cheese sauce, parsnips with acorn squash jeweled with maple sugar, mimosa fiddlehead greens salad and English tea.

When dinners were treated to the New Orleans tradition, their meal included jambalaya ala creole, yam walnut puffs, hopping john (blackeyed peas), and corn bread. Dessert was King's Cake, a New Orleans tradition in which a bean is baked in a cake, and the male who is served the piece of the cake with the bean is crowned the king of the Mardi Gras ball.

Other dinners will be on Philadelphia and Williamsburg themes.

The dinners are served in the Henry Lomb Room on the fourth floor of the George Eastman Memorial Building. They are sold out for Winter Quarter.



Food Administration student Bruce McFarlane in costume for the Philadelphia Bicentennial dinner.

Alley expects the dinners to resume in 1976, the Bicentennial year.

"I think this kind of thing is very valuable," he commented, "because the students are not

only learning about food, but about U.S. history as well." Authenticity has been adhered to in the decor and costumes of the hosts and hostesses as well as in the food.

# Interest in NTID program prompts gift to RIT campaign

RIT's sponsorship of NTID and the work going on here to benefit the deaf has prompted a significant gift to the 150th Anniversary Campaign.

Mr. and Mrs. Joseph Wolf of suburban Pittsburgh recently deeded 55 acres of land to RIT. Although the land has not yet been appraised, it is considered to be of significant value because of its proximity to the city of Pittsburgh.

How the Wolfs learned of RIT and NTID is a fascinating story.

RIT Board member and Mrs. Howard F. Carver were returning from vacation abroad when by chance they met the Wolfs aboard the luxury liner, the Raffaello.

The two couples had many opportunities to converse during the voyage home and among their topics of conversation fell RIT and NTID.

The fact that Mr. Wolf was wearing a hearing aid prompted Mr. Carver to discuss RIT's sponsorship of NTID and the programs going on at RIT. As he expected, Mr. Wolf was most interested in both activities since he had experienced a serious hearing loss for many years.

Upon returning to Rochester, Mr. Carver advised Dr. Paul A. Miller of the Wolfs' interest. An exchange of correspondence followed involving Mr. and Mrs. Wolf, Dr. Miller, Mr. Alfred Davis, and NTID Director, Dr. Robert Frisina.

Last June, Mr. Wolf wrote Dr. Miller saying he was interested in a gift to the Institute in appreciation of the work being done on campus for the deaf.

"With my great hearing loss, I easily understand what RIT and NTID are doing and can do in the future to benefit the deaf and hard of hearing," Wolf said.

The Wolfs were in attendance when the three-building NTID complex was dedicated by former First Lady Mrs. Lyndon Johnson in October. As special guests of Dr. Miller and Mr. Davis, they were taken on an extensive tour of NTID and were impressed with the new



Mr. & Mrs. Joseph Wolf with RIT President Dr. Paul A. Miller.

technologies and plans for those with hearing impairment.

Following the dedication and after careful planning with Mr. Davis and others, the Wolf gift became official.

Mr. and Mrs. Wolf have traveled extensively and recently returned from their 25th trip abroad. They have been around the world twice and have visited 64 different countries. Mr. Wolf, who is fluent in several foreign languages, regularly reads a Spanish language newspaper.

"The story of the Wolf gift illustrates the vital role a trustee can play in the life of an institution," commented Dr. Paul A. Miller. "Howard Carver was well versed on RIT, NTID and our programs when he met the Wolfs. This knowledge shared with new friends during an unexpected occasion has generated a very significant gift to the Institute."

"The interest Mr. and Mrs. Wolf have shown in the education of the deaf is most gratifying," Miller said. "Their generosity will aid RIT and NTID in maintaining and expanding important programs designed to help the deaf.

## News and Newsmakers

**Leonard Gravitz**, Director of the Social Work Department will participate on the accreditation team of the Council on Social Work Education in the evaluation of the Social Work Department at Cornell University....**Konrad Bruckman**, from Birkhauser Publishers in Basel, Germany, has joined the faculty of the Department of Communication Design, College of Fine & Applied Arts....**Richard B. Schonblom**, the Assistant Bursar, has been named Bursar. Mr. Schonblom will be responsible for the financial records of our students and for providing management with vital fiscal information....**Robert A. Boccaccio Jr.**, a developmental education specialist at NTID served as a consultant to the National Conference on the Preparation and Training of Psychological Workers With the Deaf in Spartansburg, North Carolina this February.... **Janet Sim**, assistant professor in the department of Food Administration and Tourism has been appointed to the New York State Nutrition Council for 1975-76....**Mr. Frederick Benson**, formerly of the Registrar's Office, has been appointed Coordinator of Records Systems, in which he will be working with various offices to aid them in coordinating the interaction between their records systems and the student records operations....

## GARC sets offset workshop

The Graphic Arts Research Center at RIT will conduct a Commercial Web Offset Workshop April 30-May 2. This Three-day workshop is for management-level personnel, people in supervision, sales, service, mill management, research and sales management

in all areas of graphic arts.

The workshop will cover current information on the lithographic process, offset plates, inks, paper, equipment, and paper/ink/press problems.

For more information contact William Siegfried, director of Training, 464-2758.

# Grant Deadlines

The Office of Grant & Contract Administration reminds all faculty, staff and students that the following are deadlines for proposal application. Since Institute review and approval must be accomplished prior to mailing a proposal, applicants are requested to forward their proposals to Grants Administration one week before the listed deadline.

Guidelines and application forms for listed program are either on hand in, or on order by Grant & Contract Administration Office. For additional information and/or assistance, please call Dan Cashman Ext. 2388.

## DEPARTMENT OF HEALTH EDUCATION & WELFARE

Office of Assistant Secretary for Planning & Evaluation:

April 15, 1975-FY-1975. Research and Demonstration Grants (4 major areas to be funded:

- 1) income maintenance & employment
- 2) health
- 3) other human services
- 4) Basic research & Statistical data

## NATIONAL ENDOWMENT FOR THE HUMANITIES

April 1, 1975 - Youthgrants. Projects beginning after Sept. 1, 1975 (Student Directed Research).

June 2, 1975 - Fellowships for Independent Study & Research 1976-77. (Intended for scholars, teachers writers who have completed their formal academic training by date of application.)

## NATIONAL ENDOWMENT FOR THE ARTS

March 17, 1975 - Summer Work Internship Programs, June 2-Aug. 29, 1975. Stipend of \$1,885 plus travel. 10-13 appointments to be made for administrative assignments in Wash. D.C.

May 30, 1975 - Photographers Fellowships FY76.

## U.S. OFFICE OF EDUCATION

March 7, 1975 - Fiscal 1975-Application for grants for higher education personnel fellowships, institutes & Short-term training programs.

March 16, 1975 - Ethnic Heritage Studies Program.

## DEPARTMENT OF TRANSPORTATION

April 1, 1975 - University Research Program - to solve transportation problems at normal state or local levels.

Alternative Roles of the Automobile.

New Prospects on Urban Transportation.

Major innovations in Intercity Transportation:

- Passenger
- Freight.

Scenarios for Alternate Roles of

the Federal Government in Transportation

System Safety - An Interdisciplinary Approach to Transportation Safety.

## Quality control workshop planned

A four-day seminar on Basic Quality Control for Graphic Arts Applications will be held at the Graphic Arts Research Center at RIT May 6-9. The seminar deals with quality considerations related to printing operations and the printed product.

While this seminar will introduce the participants to some of the fundamental concepts of statistical quality control, there will be a number of practical sessions.

## Artist puts "divine forces" at center of inspiration for creative works of art

From where does the artist receive his inspiration? This age old question has occupied Hans J. Barschel, professor of graphic communication at RIT for the past 20 years.

During a sabbatical leave last winter, Professor Barschel advanced a theory that places Divine forces at the center of all creative works of art.

"In my explorations I have found many specific instances in the arts which are evidence that man must be constantly receiving such subliminal commands," comments Barschel. He points in particular to the surprising similarity between a microscopic image of bone tissue and a tapestry he has seen by a member at RIT's School for American Craftsman. This uncanny resemblance, according to Barschel, is unexplainable except through "the performing hand of God's unceasing creative urgings."

Barschel joined RIT in the fall of 1954 and has experimented in his own work with paintings based on electron microscope images and macro-photographs of small sections of slate rock texture and other subjects.



Richard Barr, (right), manager of International Harvester's Rochester Branch, recently presented the company's \$1000 Anniversary Campaign gift to James R. Buchholz, RIT vice president of business and finance. International Harvester recruits on the RIT campus and a number of Institute graduates are employed by the company. The company recently relocated its Rochester offices to 329 Jefferson Road, near the RIT campus. Institute programs of special interest to International Harvester, a leading manufacturer of trucks, farm machinery and implements, include mechanical engineering, business administration and retailing.



Hans Barschel

A native of Berlin, Germany, Professor Barschel calls his thesis "Exploits into the Neo-Cosmos." He believes his theory lends support to "man's basic desire to rise to a more spiritual plane."

He also suggests the theory establishes the relationship between non-objective art and

the archetypic images in the natural world and "introduces man, once again, to his inescapable responsibilities toward his natural environment."

Professor Barschel has had an interest in subliminal and environmental phenomena throughout his career.

## Events

### MARCH 17, MONDAY

Hillel Cultural Day, CU, Displays, dancing, cultural aspects of the Middle East, Lobby.

APO Bookstore, CU, lobby, books taken on consignment.

Photographic Process as a Scientific Instrument. Gannet Building, All day. Contact Judy Torkington, 2757. Thru March 21st.

Still Photographic A-V Production. Gannet Building, all day. Contact Judy Torkington, 2757. Thru March 21st.

Exhibit of Ukrainian Easter eggs by Zenon Elyjiw/of GARC, Continuing March 17-21, in display cases, main lobby of Gannet Building, (College of Graphic Arts). Also shown are egg decorating tools, and the batik process.

### MARCH 18, TUESDAY

Northfield Mt., Herman Schools, 6 p.m., reception (c).

Hillel presents a general information day, CU, 11 a.m. - 2 p.m. CU lobby creative service, everyone is invited to participate.

APO Used Bookstore, Info: Phone Hi Bell, 464-4190 or 3390.

"Optical Principles and Practical Considerations for Reflection Microdensitometry." Don Lehmebeck, Xerox Corp. 1 p.m. Call 464-2786.

FORIT Meetings, held at 7:30 p.m. in Kate Gleason Lounge.

### MARCH 19, WEDNESDAY

Energy Seminar, Ingle Aud., 8:30 p.m. (c)

Affirmative Action, EET, 8:30 a.m.

Coffee House on the Middle East, Belly Dancers and singing.

APO Used Bookstore, Quality Control for UPC Gannet Building all Day. Contact Judy Torkington 2757.

### MARCH 20, THURSDAY

Quarter Break: March 20-23.  
SOS-5 Executive Board meeting, 8 a.m. Conf. room C, CU.

Married students Happy Hour, tomorrow, 5-midnight, Colony Manor Cabana, drinks 50 cents, beer 25 cents.

### MARCH 21, FRIDAY

The Search for Self: a Film gathering and discussion session The Story of Carl Gustav Jung, Three films on his life and thought. To be held at the First Unitarian Church, 220 Winton Road South, Rochester, at 8 p.m. For more information call 271-9070 between 1:30 and 3:30 p.m.

### MARCH 22, SATURDAY

Black and White Diamonds; "The Last Picture Show," Directed by

Peter Bogdanovich. Rochester Museum and Science Center. For more information call 271-4320.

### MARCH 23, SUNDAY

ESA Family skating party/Ritter Memorial Ice Rink, 5:30 - 7 p.m. all cce students, faculty, staff welcome (c).

Holocaust Week April 23-27. Concert and Panel on "What is Jewish Music?" To be held at the Jewish Community Center at 1200 Edgewood Avenue, at 7:30 p.m.

"Games People Play" will be program for Our Gang. The Jewish Community Center's group for 30-45 year old singles, to be held at 8 p.m.

## Continuing Events

College Union Board Visual Annual Report - College Union. (March 2-16)

Christian Science Organizations - Regular Meeting, 7:30 p.m., Col. Union, Rm. M-2. Counselling from 1-2 p.m. Conf. Rm. B, Col. Union. Contact Ron Clarke at 4359. (Every Tuesday)

Outing Club - NRH South Lounge. Trips every weekend movies speakers. 7:30 p.m. Every Wednesday.

International Museum of Photography - An exhibition of 40 early photographs by Alfred Stieglitz from the Collection of Wade Newlin Mack, Brackett Clark Gallery. (Through May 30)

Library - Gallery Exhibit. Paul Strand; The Mexican Portfolio - 20 gravure plates. Wallace Memorial Library Galler, 2nd floor, daily. (Through March 16)

Visual Studies Workshop - Gravure Prints by Edward Curtis. Lithographs by Eadweard Muybridge. 12-5, Tues-Sat. Call 442-8676. (through March 21)

Memorial Art Gallery - A Scene of Adornment: Decoration in the Victorian Home. Call 275-3081. (March 8-April 13)

Women's week sponsored by FORIT (Female Organization of RIT). Any help, contributions or suggestions will be appreciated. (April 13-16)

Photographic Process as a Scientific Instrument - Gannet Bldg. All Day. Contact Judy Torkington at 2757. March 17-21 Same Dates - Still Photographic A-V Production - Gannett Bldg. - All Day.

Quality Control for UPC - Gannett Bldg. All day. Contact Judy Torkington at 2757. March 19 & 20.

MFA Gallery - Photographs of Europe (1918-1919) by Jack Collins - (March 23-29) Works by John Wood, Bob Keogh, Ed stand - (March 30-April 12) 3rd Floor, photo bldg.

Wallace Memorial Library Gallery 3/4 Paul Strand 3/4 "The Mexican Portfolio" 20 gravure pils. 2nd floor of library daily.

RIT Chorus: Meeting 6:30 p.m.  
Student Show: Metro Art Gallery 50 West Main Street. From March 7 to March 27. Sponsored by the College of Continuing Education.

News and Events is published every Monday during the academic year by Rochester Institute of Technology and distributed free of charge to the Institute community.  
Editor--Rick Kase  
Editorial Assistant--John Alibrandi  
Phone--464-2330.