

A BRIEF HISTORY OF THE BENDIX GRAPHIC ARTS DEPARTMENT 975

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The following is history of the Department in which I worked in at the time the facility was Bendix Radio. I later was fortunate to become its supervisor. I was hired July 17, 1950 as a Draftsman Technical Illustrator. I worked in Technical Publications Department 68 which was located in a basement under a group of stores in the little town of Timonium, MD about three miles from our main facility in Towson. My first project was the FPS- 3 Dew Line Radar. Another large project was The FPN -18. The department produced all the Technical Manuals for the division. Due to very urgent deadlines, we worked a great deal of overtime. Fifty-six hours a week was the average. Most of our projects were classified.

Due to expanded business, the Radio Division was converted into four separate divisions. They were: Avionics, Automotive, Communications and Field Engineering. Shortly after this, we were relocated. The Illustration & Art department was moved to the old Pimlico Airport . It consisted of two large former airplane hangers. One housed the newly formed Field Engineering Division. The other was converted to office space on the second floor and a machine shop on the ground floor where they worked on the Regulus missile, a secret project. The Art department was located on the second floor. It was cold in the winter and hot in the summer. Floor space was at a premium and it was 10 miles from the main plant. We spent a great deal of time traveling.

In 1959, I was promoted to Commercial Artist. We functioned as a Graphic Arts Department under the direction of the Technical Publications Department. As the various divisions were relocated, we were faced with the loss of most of our work. We did some very aggressive marketing and proved we could be a profit center. We were able to sell our services to other industries. One of our large contracts was The Black & Decker Co. which was about 1/2 mile down Joppa Rd. Instead of laying off our artists, we were able to increase our staff.

The Aerospace Headquarters in Rosslyn, VA noted our unique capability and our reputation for designing award winning graphics.

This assured us of plenty of work, (see article in IMA magazine page 10 and letter from Mr. Bill Purple, Aerospace President). I was named Bendix Regional corporate Identity Representative for the Towson Divisions by Mr. Bruce Sedick, the Corporate Art Director. The Graphic Arts group provided guidance to all east coast divisions. This turned out to be a huge task. It was during this time our staff grew to fifteen graphic artists. We also started doing business with Right Systems, Guidance & Control and Test Systems Divisions in Teterbough N. J. and the Electric Fluid Power Division in Eatontown N.J.

In 1961, The Graphic Arts Department was made responsible for the redecoration of the Towson Engineering Facility. I was further assigned to the redecoration of the Electric Fluid Power Division in Eatontown, N.J. During this time, the Graphics group redesigned Electric Fluid Power Division Marketing Engineering & Sales Brochures.

In 1978, I was promoted to Supervisor of the newly formed Graphic Arts Department. The Department consisted of; Graphic Arts, Photography, Printed Circuit Lab, Multilith , Engineering Drafting ,Transformer Design and the Special Services Lab. In 1980, the CAD CAM center and the Engineering Library was added to the Department.

In 1980, The Graphic Arts Department designed and implemented the first People / Products Multi- projector slide presentation utilizing professional narration and background music. Later in 1983 we made similar shows for the three Teterbough N.J. Divisions.

During this time the Graphic Arts Department continued to support The Corporate Headquarters Advertising and Publications needs in Rosslyn, Virginia. We worked with The Aerospace President, William Purple, and produced the first Aerospace Capabilities Brochure.

In September 1982, Allied Signal acquired Bendix. After the acquisition, I was given the additional responsibility of implementing The Allied Signal Corporate Identity System.

In 1987, The Engineering Drafting and Cad Departments were reassigned elsewhere and were replaced with The Engineering Print Room and Technical Publications. With this change, the Word Processing Center was combined with The Technical Illustrating Group. A new Desktop Publishing System was purchased and we were renamed, The Electronic Publishing Department. My title was changed to supervisor of Computer Graphics. The Department name was changed again in 1988, to Technical Services, which better reflected its service mission and diversity. The department now consisted of; Computerized Graphic Arts, Computerized Photography, Printed Circuit Lab, The Engineering Print Room, Engineering Library, and Multilith Department.

In 1990, my title was changed to supervisor of Technical Publications. All of the above departments reported to me. The Department was called Electronic Publishing & Technical Services.

Over the years, Graphic Arts group took an active part in supporting a professional Graphic Society known as IGI (International Graphic Inc.) The Department won numerous art awards in international competition and assured our success in marketing our capability. I was responsible for starting the Baltimore Chapter of the National Association of Industrial Artist and was elected President of the chapter which later became IGI. I was elected Executive Director of IGI in 1978 after five years of holding various IGI offices.

I retired In July 1993 after 40 years of service.