

# CHOWAN TODAY

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## 'One of largest cash gifts' ever received

### School of Graphic Communications to be named to honor Krueger



There were happy moments and smiling faces as W. A. Krueger, seated, a pioneer in the printing industry, presents the check to Dr. Bruce E. Whitaker, left, with President Jerry F. Jackson and E. Vint Tilson, director of development, looking on proudly.

Chowan College has received a major gift from William A. Krueger of Ft. Lauderdale, Fla., which will endow the School of Graphic Communications.

In announcing the donation, President Jerry F. Jackson said he will recommend to the Board of Trustees the naming of the W. A. Krueger School of Graphic Communications in honor of the donor, who headed one of the nation's largest printing companies before his retirement in 1970. He said the gift is one of the largest cash gifts in the history of the college.

Dr. Jackson said Krueger had previously established the William A. Krueger Scholarship with a \$25,000 gift to aid students of the School.

#### Gratitude Expressed

"We are deeply grateful to Mr. Krueger for his gift to Chowan and its School of Graphic Communications," said Dr. Jackson. "Through his generous donation, hundreds of students studying printing technology and photography will be helped now and far into the future.

"The School is recognized as one of the finest in the country. The major gift for endowment will enable the School to purchase the latest equipment to keep abreast of current trends in printing and photography, and provide scholarship assistance to worthy students," Jackson stated.

He thanked President-emeritus Bruce E. Whitaker for his important role in introducing Krueger to the work and mission of the School of Graphic Communications. "Dr. Whitaker has corresponded with Mr. Krueger and visited him in his Florida home. This culminated in a recent two-day visit of Mr. Krueger to the campus and tour of the facilities of the School. He made his financial commitment before leaving for home."

Jackson said that Mr. Krueger's identification with the purposes and operation of the School and his close bond with Dr. Whitaker was largely responsible for his decision to support the School with a major gift. Since his retirement, Dr. Whitaker has been assisting the college in fund-raising efforts.

#### "Invested in Youth"

Herman Gatewood, the School's chairman, reflected on his delight upon

the receipt of the gift in support of the Graphic Communications program. "Mr. Krueger's colleagues and friends in the printing industry will be pleased to know he has invested in youth through the program at Chowan College by means of a major endowment gift."

William A. Krueger started his printing company in 1934 with a \$7,000 investment. He established the company in a small rented space "about the size of a phone booth," according to his wife, Mrs. Evelyn J. Krueger. Krueger soon embarked on an ambitious plan to enlarge his company and expand his scope of printing. A month after the company's founding, he purchased Standard Printing Company. Within the next several years, he bought two other printing companies. Under his dynamic leadership, and with the assistance of two associates, Harry Quadracci and Bob Klaus, Krueger began to revolutionize the printing industry.

His expansion program was especially daring since his company's early operation came during the depression years.

He constructed more plants, adding machines and employees, and increasing service to customers.

#### Pioneer in Printing

Krueger pioneered in color printing. His company was one of the first to own a four-color press. In 1946, the company started its "Micro Color" division, headed by Joe Krainz. In 1950, the company won the contract to print ARIZONA HIGHWAYS, which gained a reputation of being one of the most beautiful color magazines in the west, according to Mrs. Krueger. She served as secretary for Krueger early in his career before their marriage and worked for years with the company in different capacities.

The company's excellent job of printing ARIZONA HIGHWAYS opened the door to other opportunities and attracted jobs from all over the nation. In 1956, Krueger heeded his own advice to "go east," and opened a small office in New York City. From this foothold, he began to persistently sell the virtues of his company in a city that was saturated with established printing companies. He pounded the pavement, visiting potential customers with the

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