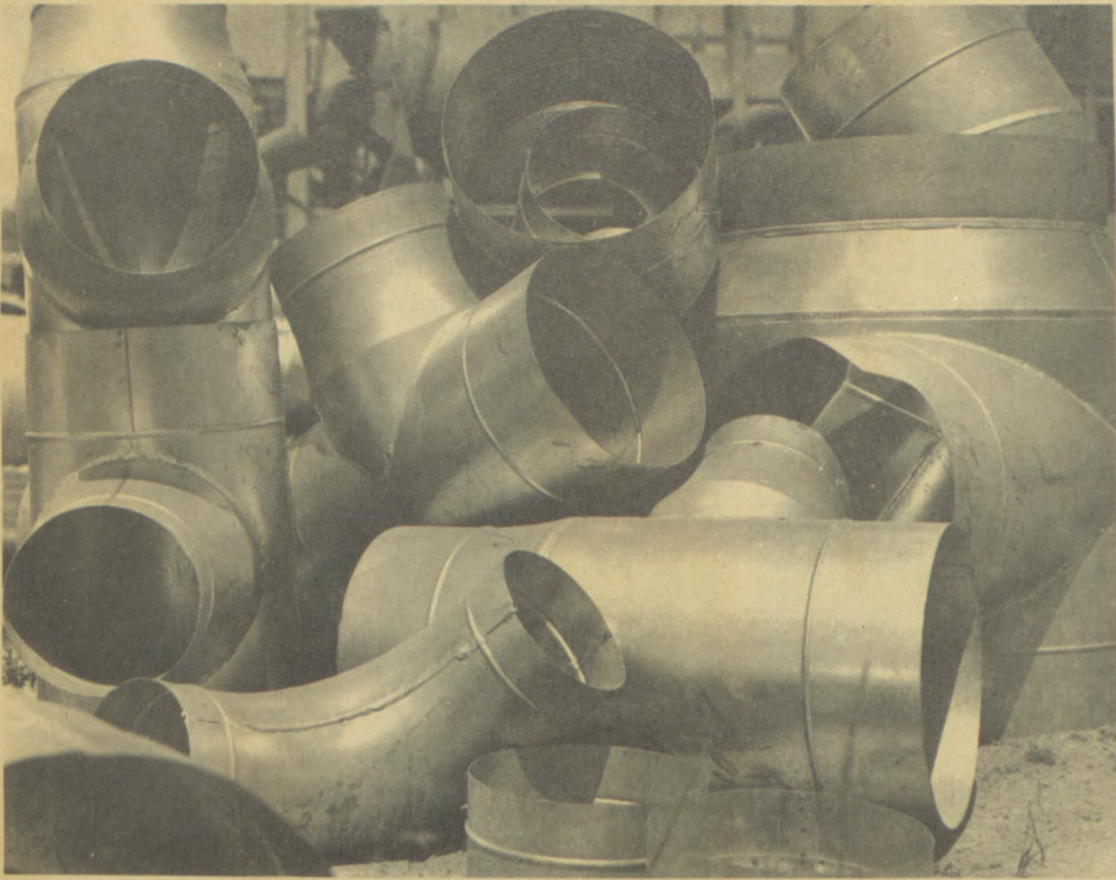
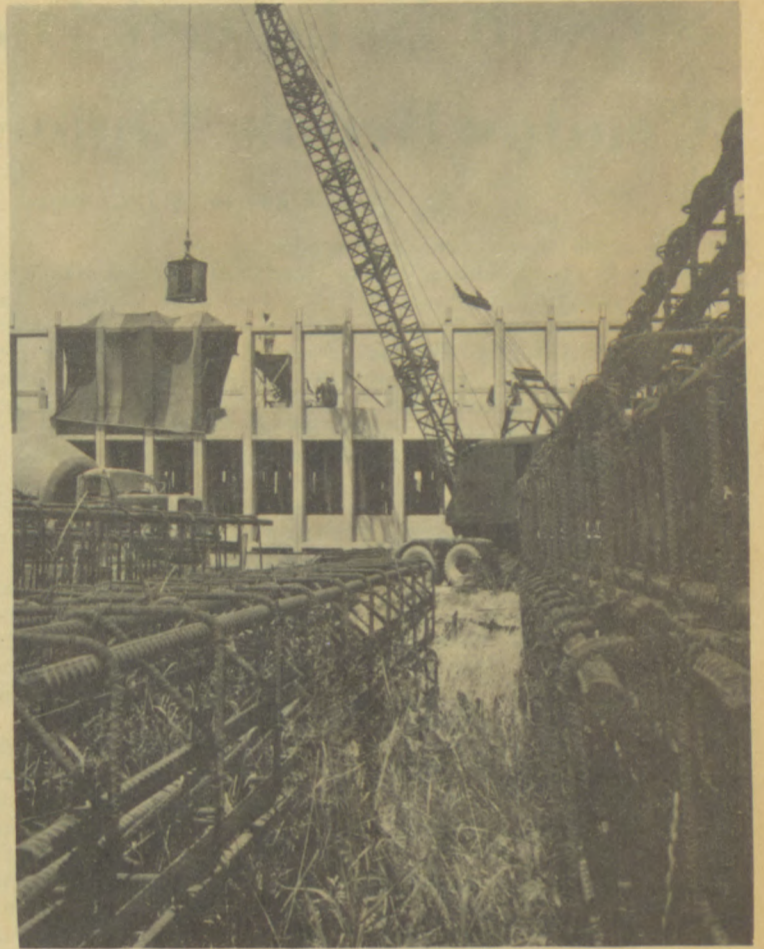


Steel Replaces Trees in Big Time Building



Out of confusion comes a heating system.



A composition of diagonals, verticals and horizontals.

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Specialist Sells Cont. Ed.

by J.C. Wagner

The twentieth century has been called many things, including the Age of Advertising. And, in a kind of guilt-by-association connection, many of the related professions have come to be regarded as "phoney." What results is an unclear impression about the nature of these allied fields.

Lee M. Olson, the new marketing specialist for the Division of Continuing Education, has had considerable experience with the press, having worked as editor, reporter, and photographer.

Her approach to marketing is

a far cry from crass advertising. She does not sell education as one might sell toothpaste. In her words, "It's our job to relate the course or conference to the people for whom it is designed."

Today, the University offers courses that appeal to specialized interests. From her office in the Mott Center, Mrs. Olson uses the tools of the marketing specialist -- direct mail brochures, posters, news letters, newspaper articles, radio and T.V. spots, and photographs -- to seek out and inform people

who have a specialized skill or interest about a course or conference they might benefit from. Her job, then, is one of communication, rather than "selling" -- (a word that Mrs. Olson tries not to use).

Mrs. Olson views marketing as a form of "applied sociology." She is very much interested in people, though, and not only in static facts.

At present, Mrs. Olson is organizing the Town Information Council, which will convene in the fall. The Council will be comprised of outstanding women from 25 communities in an attempt to bring together continuing education programs and interested people.

The concept of a group like this is representative of Mrs. Olson's desire to put marketing on a more personal level through direct contact, and also to extend the reach of the marketing specialist through local contacts.

Do I Hear Music?

One student organization which certainly makes itself heard is the Hi-Fi Club.

An average OU student's association with the group is confined to the Music Listening Room, which, like most of the equipment, was donated by Mr. and Mrs. Theodore Yntema.

Three complete stereo systems are the heart of the club's equipment which is valued at over \$2000.



Some day this desert will be a lake.

Photos by J. C. Wagner

Many Cool Buildings In Store for Oakland Campus

An ordered kind of confusion reigns on campus as the university throws up buildings by the nearly half-clozen. With the completion of Trumbull Terrace this week, there are three full-size buildings currently under construction.

Dorm 5 is now scheduled to be "ready for occupancy" for the opening of the fall semester. This means that the \$900,000 structure may well be in a shambles in its upper stories, but it will be possible to live there.

Dorm 6 got underway several weeks ago when work began on the lake which will lie in front of the \$4.3 million structure. The lake will cover several acres and will be about 18 feet deep at its deepest point. A policy on swimming in the mostly decorative pond has not yet been formulated.

The twin-towered dormitory will house 570 men and women

in rooms with (1) plastered walls. There will be typing rooms, music practice rooms, and lounge areas in each wing of the building.

Approximately \$80,000 is being spent to air condition the entire Oakland Center, the administrative suite in NFH, and all of Wilson Hall.

D. B. Varner, chancellor, stated that air-conditioning was supposed to be finished for the Meadow Brook chorus, which rehearses in the well-heated Gold Room, by July 1. He thinks, however, that it will not be completed until September 1.

The chancellor also stated that air-conditioning for the rest of NFH is not possible for structural reasons, but it only added \$3500 to the total cost of the project to cool the "almost intolerably warm" administrative suite.

Festival Program

FRIDAY - Phyllis Curtin

"Pohjola's Daughter" Symphonic Fantasy Sibelius
Symphony No. 2, "The Four Temperaments" Nielsen
"Bachianas Brasileiras" Villa-Lobos
Two Pieces for Orchestra Honegger
Selected Arias Puccini

SATURDAY - Phyllis Curtin

Symphony in G major, No. 100, "Military" Haydn
Motet, "Exsultate, jubilate" Mozart
Overture to "Gypsy Baron" J. Strauss
Selected Arias from "Die Fledermaus" J. Strauss
Suite from "L'Oiseau de feu" Stravinsky

Meadow Brook School Orchestra - Sunday 3 p.m.

Overture to the Merry Wives of Windsor Nicolai
Suite No. 1 from L'Arlesienne Bizet
Overture to Die Meistersinger Wagner
Symphony No. 1 in C minor Brahms

THURSDAY - Claudio Arrau

Suite No. 3 in D major Bach
Symphony in A major ("Italian") Mendelssohn
Concerto for Piano and Orchestra Brahms