

# The Oakland Observer

STUDENT PUBLICATION FOR MICHIGAN STATE UNIVERSITY OAKLAND

Vol. 1—No. 6

FRIDAY, JANUARY 29, 1960

Rochester, Michigan



## Scholars of the Class

After many months of all-night study and many, many cups of coffee these three students emerged on top. Nancy Kelly, Bill Kath and Nicky Trietsch congratulate each other on the scholastic performances and compare notes on study techniques. Observer photo by Fred Vest

## Dr. Tomboulia Receives Grant

Dr. Paul Tomboulia, 24-year-old assistant professor of chemistry at Michigan State University Oakland, has been awarded a \$2,600 grant in aid from the Research Corporation in New York City.

The money will help Dr. Tomboulia pursue a basic research project whose goal is to synthesize new benzene compounds and to examine their chemical properties. It goes under the formidable title of "Synthesis and Reactions of Pentaphenylmethane Analogs." Dr. Tomboulia is trying to produce new kinds of synthetic hydrocarbons. If they had counterparts in nature they would be found in coal or petroleum, which are natural hydrocarbons, or substances composed of hydrogen and carbon.

Dr. Tomboulia is seeking to change the structure of the benzene compounds by packing more molecules into its system. Crowding the molecules also changes the properties of these highly volatile compounds, and he wants to study these effects. The project is pure research which is a search for more knowledge and has no practical application.

Dr. Tomboulia obtained his Doctoral degree from the University of Illinois at the age of 21.

## Gov't. Group Visits Our Sister School

Five members of the Exploratory Committee are visiting M.S.U. today. They are Gary Wright-chairman, Hal Lanktree-assistant chairman, Julie Becker-secretary, Carol Streeter, and Lynn Anderson.

The group will meet with student leaders of M.S.U. and discuss matters pertaining to our future student government.

Other schools on the itinerary are Western Michigan University, Feb. 8; University of Toledo, Feb. 12; Eastern Michigan University, Feb. 18; and Central Michigan University, Feb. 23.

The committee has also drawn up a plan by which the student body will elect school colors. This plan will be disclosed at a meeting to be held for the charter class later.

## Intramural Program Planned

The Physical Education, Recreation, and Intramural Sports department has planned the following schedule of events for the winter quarter:

Monday: archery bowling, golf, marksmanship.

Tuesday: archery, bowling, golf, marksmanship.

Wednesday: bowling, practice sessions.

Thursday: bowling, practice sessions.

Friday: social and square dancing.

Arrangements have been made with Rochester Lanes for instruction and play on one or more days a week, depending upon student and faculty interest. The charge is 30 cent per line, and this includes shoe rental. Golf participants must have their own cotton balls but the clubs will be furnished. Those interested in marksmanship will need to purchase BB shot; guns and slings will be made available by the Intramural Sports Department. A target shooting area has been set up in the basement of the Student Center.

There have been many students interested in organizing different kinds of social clubs. A ski club has already been formed, the group elected Mike Popovich and Roger Ruhmann as co-chairman and have had one skiing party, others will be planned when weather conditions permit.

Many boys have shown interest in body-conditioning and weight lifting. This group works out every Monday, Wednesday, and Friday, in the basement of the Student Center.

Students interested in dancing, chess, cards, literature, records, art, photography or any other activity of this kind should contact Mr. Lepley or Miss Young for information and ideas on how to set-up such a club.

Opportunities for participation in such informal recreation as darts, table tennis, indoor horseshoes, deck tennis and shuffleboard are offered in the basement of the Student Center.

The Intramural Sports department have also planned an off-campus program for both men and women.

## Three Students Make Straight A's; Fifty Others On First Honors List

### Vietnam Student Enrolls at MSUO

The long-lived dream of a Vietnamese boy to study in America has come true. Dang Xich Lan, 29 year-old Buddhist from Viet Nam has come to MSUO to earn his degree in business administration.

Lan is one of eight children of a native civil servant in Viet Nam. He had completed his secondary education when, in 1946 his family was forced to flee with 50,000 other refugees displaced by the war for independence from French rule.

After months of wandering and hand-to-mouth living, Lan's family finally settled in Bangkok, Thailand's capital city. He was able to return to school. This time it was a commercial school where Lan learned English, shorthand, and bookkeeping that were to open the way to the United States.

Viet Nam's new president, Ngo Nguyen Diem, who had formerly studied at MSU, asked the University to help his country establish a police and public administration school. Mr. Homer Higbee of MSU met Lan enroute to Viet Nam. When he learned that Lan could translate English and Vietnamese and spoke French, Thai, and Chinese as well, Higbee hired Lan as his secretary.

Higbee was succeeded in 1956 by Herbert Stoutenburg, present MSUO registrar. He found Lan an invaluable aid in his work and the two became close friends. They said good-bye in 1958 when Stoutenburg returned to Michigan to assume his duties at MSUO.

MSUO leaders recognized the importance of foreign students on a campus. As Stoutenburg describes it, "Their presence is almost an education in itself. They mix with American students—teach that there are other cultures, other faiths that we must learn to understand and get along with."

"Lan had often expressed the desire to study in America. He saw an American education as helping him serve his country in these difficult years when it must survive in the shadow of Chinese communism."

Stoutenburg, with the aid of Robert Swanson, business manager, started the ball rolling. A scholarship was arranged to cover the cost of tuition and books. A travel grant was obtained from the Asia Foundation. But Lan still needed a home to live in while he was here. Stoutenburg contacted the Rev. Parker of St. Paul's Methodist Church and told him the problem. Rev. Parker talked to other members of the Rochester Ministerial Association and Lan soon had a home with the Roy Rhoton family about a mile from campus and a part-time job in Stoutenburg's office doing clerical work.

Lan plans to earn his B.S. degree in business administration at MSUO and then return to Viet Nam. He hopes to make a real contribution to his people.

About MSUO Lan says, "I'm getting along fine so far. At first I was scared. Your country is overwhelming. It is so big and the people are different, especially the girls. In my country the girls stay in the background. But that certainly isn't true here."

### Three Receive Appointments to Oakland Faculty

Three more appointments to the Oakland faculty, were approved by the Board of Trustees of MSU at their December meeting. Robert E. Simmons, Donald D. O'Dowd and David C. Beardslee will join the faculty in September.

Beardslee, the oldest of the three at 35, is currently assistant professor of psychology at Wesleyan University in Middletown, Connecticut. He received his A.B. from Swarthmore college and his M.A. and Ph.D. degrees from the University of Michigan. At Swarthmore, he was elected to Phi Beta Kappa. Mainly a clinical psychologist, Beardslee is currently conducting research in the occupational stereotypes of college students.

His partner in this current study is Dr. David O'David. O'Dowd, 33, is assistant professor of psychology at Wesleyan and is acting dean of freshmen. He was granted his A.B. from Dartmouth college, studied at the University of Edinburgh (Scotland) on a Fulbright fellowship, and received his M.A. and Ph.D. from Harvard. He is a member of Phi Beta Kappa. O'Dowd is a social psychologist.

Robert E. Simmons, currently assistant professor of German at Marquette University, will teach German at Oakland. Simmons received his undergraduate degree from Stanford, where he also received his M.A. and Ph.D. He studied in Munich, Germany on a Fulbright scholarship. He is 34 years old.

### New Time

As of February 1, the Bee Line will leave MSUO at 4:15 instead of 3:15.

### 3 Students Make All "A" Record

After three months in the academic arena of the nation's newest college, three gladiators emerged victorious. Nancy Kelly of Rochester high school, Bill Kath and Nicky Trietsch, both of Pontiac Northern high school received all A's for their first term's work. They were cited as "Scholars of the Class." All took a minimum of three courses.

According to the Registrar's office, the grade breakdown was 144 A's, 429 B's, 716 C's, 252 D's, 347 F's, 12 grades of incomplete and 128 "no grades."

Twelve other students were deemed "Students of Great Distinction" by Dean of the Faculty Robert G. Hoopes. This list includes Paul F. Allen, Arletta J. Case, Robert J. Denewith, Beverly A. Donato, Alan J. Higgins, Daniel H. Lewis.

Others on the list were Jean B. Parks, Mary B. Schultz, Robert L. Smith, Margaret A. Swoboda, Judy Thiese, and David W. Welsch.

Scholars who were deemed "Students of Distinction" numbered thirty-eight. They were Andrew C. Anderson, Lynne E. Anderson, Vera C. Ashare, Janet C. Barber, Patricia A. Benner, Judith A. Brooks, Sandra K. Bunce.

Others were Robert J. Campbell, Janet L. Clark, Stella L. Cooley, Anthony M. Deller, James H. Drummond, Lesley Fingerhut, Judith A. Freeman, Elaine M. Garwood, Dimitra Govenis, Darlene J. Guibord, Judith M. Guthrie, Beverly J. Haiser, Dennis J. Hall, James A. Hammer, Ronald A. Hoekman, Steven L. Hunt, Donald L. Johnson, George R. Joyce.

Still others were Evelyn Laster, Anita L. Mansfield, Rita D. Matthews, Sandra K. Moehring, James B. Perkins, Margaret E. Pfahler, Betty J. Potts, Frederick A. Pung, Robert E. Rich-

Continued on Page 3

## Let's Reconsider

The announcement of the Western Institutions staff to conduct a mid-year exam was greeted by students with the usual groans which meet such announcements. For some reason, the idea of a "test" throws many students into a panic. In the light of the grade-conscious society in which we must get jobs and earn livings this panic is understandable. Indeed, one's very success and progress in this college, as in all others, is based on some evaluation of learning.

But this announcement means more than an examination of students and their motivations. We feel that there is a much more basic problem here: that of a seeming concession to poor students and, therefore, a decline in one of the avowed purposes of this institution.

This decision was brought about through the objections of students who wanted more than two grades in Western Civilization. If these students look back, they will recall that they received three, not two, grades last quarter. And according to this newly-devised plan, they will still receive only three grades.

Because of the length of the winter quarter—ten weeks, we will not be gaining anything by a mid-term exam. We will, however, lose valuable time. An exam necessitates review; and because of the time spent reviewing, subject matter that could be covered will remain uncovered in our books. This material won't present the challenge it should, because we won't get to it. The great reward of receiving knowledge imparted through the writings of famous philosophers will not be ours. Therefore, we have everything to lose and nothing to gain.

Any student who feels that he doesn't know where he stands by the middle of the quarter is only fooling himself. It is our contention that, if the student keeps abreast of daily assignments, asks questions pertaining to material he doesn't understand, and participates in class discussions, a mid-term exam would be unnecessary. It would only defeat one of the purposes for having a quarter system instead of a semester system.



## Forum

In the last issue of the Observer, a letter from Thomas J. Harlan, Jr. to Dean of the Faculty Robert G. Hoopes was printed. Mr. Harlan, a student himself, questioned the place which Oakland graduates will find in society for their "true thinking." We now print the major portion of Dean Hoopes' reply to Harlan. In addition, we print a letter from a student in answer to Harlan. Because of space difficulties, we are not able to print Dr. Burke's letter. This will appear in the next issue.

Dear Mr. Harlan:

You have boxed the question perfectly. Perhaps the only thing for the new rebels to do will be to become college professors. And it occurs to me that this would not be an unhappy issue. On second thought, if I reflect on frightening national needs in general, I think it would be better if the yall became elementary and secondary school teachers. To which you will quite properly reply that the public school party line will not accommodate them either. I would not hedge for a moment from my quoted utterance except to remark that, as is always the case, it was quoted out of context. By a "critic" I mean simply one who is not complacent, one who evaluates and decides for himself what he will believe and support. What will support him would take a Merlin to answer. But education toward any other stance and habit of mind seems to me a cheat. Perhaps, in effect, I am simply inviting students to take their chances. After all, Thomas Jefferson took his. At the same time I am reminded of Dean Inge's warning against being an Early Christian: only the pioneers get thrown to the wolves and lions. Robert Hoopes

Dear Editor,

Having read in the Observer Mr. Harlan's comments on MSUO's educational experiment now in progress, I was pleased, surprised, and a bit amused. I, myself, have asked his same question: "In our conforming society of today, exactly where would these 'critics of society' fit?" and "How will we ever be able to hold a job if we are not 'adjusters to it?'"

After musing for some time on the topic, I decided that the college's purpose was not to train "ordinary" engineers, teachers, or scientists, but to create, through a full and liberal map of courses, individuals who in the end will be capable of leadership and rational thinking. I believe that today, as a new era, the space age, is upon us; and other vital domestic and international problems are besieging us, men with original ideas and qualities of leadership will be sought after. It is not the "conformist" or "adjuster" who will send satellites and missiles into space, but the original, non-conforming thinker.

It really made me blink to at last hear someone who disagreed with the nation's leading educationalists on MSUO. But does Mr. Harlan realize that he is destroying his own argument in writing the letter? He dissented when he disagreed; he did not just sit back and take other men's word for it, because no one else agreed with him. So, (to contradict his letter) he is a non-conformist. He not only had the interest and initiative to voice his own opinion, but also the courage.

**ENNE AMANN**

Voice Instructor

CALL OL 1-0687

**AVON TAXI**

Radio Dispatched

STUDENT RATES

PHONE

OL 2-6311

or

OL 2-4587

ROCHESTER

## Editor's Mail

To the Editor:

Many times during the past few weeks I have been asked to clarify the policy of the institution regarding the use of punctuation in the name of the institution.

There is a long and interesting story connected with the confusion, and I shall relate the highlights of this history. The MSUO Foundation, after a good deal of discussion, recommended that the four words constitute the name and there be no punctuation. They recognized that this might be a debatable procedure but reasoned that it would be much simpler if it were constructed simply as Michigan State University Oakland. This recommendation was made to the Board of Trustees of Michigan State University and was approved.

Subsequently, the Director of Public Relations at Michigan State University argued vigorously that a hyphen should be inserted between the words University and Oakland; and as a matter of general usage, this form has developed.

Recently, some of the members of the Foundation have begun to question the use of the hyphen in the official publications of the institution and have asked that we review the whole procedure.

Some of the members of the faculty favor continuing the punctuation on the grounds of grammatical accuracy. Others feel that such punctuation makes the name even more awkward than it otherwise might be. (Professor Kluback has labeled the hyphenated "O" as the "lonesome O".)

As a guide for the institution in all official publications, I suggest that we use the four words without punctuation and the four letters without punctuation. If this offends the sensitivity of any individual, he may proceed to use such punctuation as he deems appropriate in his own personal correspondence; but it is better if we make all official releases uniform on this point.

Chancellor D. B. Varner

**Austin - Norvell  
Agency, Inc.**

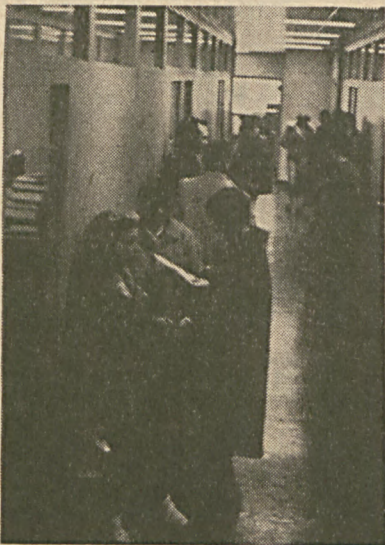
39 Years of Distinguished  
Insurance Service  
70 W. LAWRENCE (Cor. Cass)  
PONTIAC, MICHIGAN

**FRED VEST**

Commercial Photographer

PHONE Federal 4-2063

70 S. GENESEE  
PONTIAC, MICHIGAN



It was too early in the morning for many of these students, but they came back from Christmas recess to see their academic advisors. The group in the foreground was just one of many such groups comparing grades and schedules.

### NEW HOURS FOR STUDENT CENTER

Commencing Monday, January 18, the Student Center will remain open until 9 p.m. The lounge will be available for study, relaxation and small discussion groups.

In the near future, the snack bar will be open during the early evening hours.

Themes, Term Papers  
and Theses  
Typed

45c PER PAGE

FEderal 5-7428

MRS. FRANCIS



We have

savings on

**sportswear  
for sportsmen**

Famous makes of Sportswear  
now reduced for clearance!

**CONTINENTAL SLACKS**

in the popular shades—broken sizes

reg. \$8.99 now \$7.00

**CONTINENTAL CORDS**

by Dickie—we have most sizes

now only \$4.00

**Hi Fashion Wool Shirts**

also have been reduced for clearance

Save now at . . .

**MITZELFELD'S**

DOWNTOWN ROCHESTER

To the Editor:

During the last few weeks, a practice which I consider completely out of place in either a university lounge or the halls of a classroom building has become a habit for some students. Apparently these immature students seem to think that public places are appropriate spots in which to make love.

Our Student Center receives more visitors daily, than any of the other buildings on campus. As these guests walk through the main entrance, they immediately look into our nicely-furnished lounge. Usually they can catch an act or two of a love story. For there on one of the couches, two pair of legs can be seen kicking wildly in the air and arms fly madly at each of the oponents (this revolting display of emotions resembles a wrestling match.)

"Parting is such sweet sorrow," but when a separation of 50 minutes because a class period is the basis for embracing in the halls then love becomes a big

farce, not something that should be considered beautiful and sacred.

This business of playing "kissy-face" in the school buildings is sickening. If these individuals can't bear the thoughts of giving up all this activity, why don't they do the rest of a favor by going to their cars. Maybe if they stayed out in the cold for a while they might simmer down a trifle and come back to their senses.

A Disgusted Student

### Receives Doctorate

J. David Danielson, French instructor at Oakland, received his Ph.D. from the University of Michigan at the annual mid-year commencement exercises January 16. He was one of 1600 candidates who received degrees.

Danielson, who received his M.A. from Michigan in 1950, wrote his dissertation on "Pastor-elas and Serranillas, 1130-1550; A Genre Study."

The Oakland Observer is published by the students of Michigan State University Oakland every Friday at Rochester, Michigan. Subscription rates (off-campus): \$1.50 by the school year. Advertising rates upon request. Offices located in the Student Center.

Friday, January 22, 1960

Vol. 1—No. 6

### STAFF FOR THIS ISSUE

Editor ----- Tony Hammer  
Assistant Editor ----- Julie Becker  
Advertising Manager ----- Bob Davidson  
Business Manager ----- Sharon Elfes  
Circulation Manager ----- Steve Gold  
Art ----- Tom Moore  
Staff—Mike Deller, Lauree Webb, Patty Ferrell, Gay Willson, Mary Moultrup, Hal Lanktree, Don Peters, and Anita Hadrill.  
Photography ----- Fred Vest and Fred Haley

Printed by The Inter-Lake News, Keego Harbor, Michigan

**Ted's**  
is family fun



WOODWARD AVENUE AT SQUARE LAKE RD.





## M.S.U.O. Registration

Tuesday, January 5 saw a total of 535 students enroll at Michigan State University Oakland. This total consisted of 421 full-time students and 114 part-time students. The part-time are those taking 12 credits hours or less and all night students. Many agreed that registration for winter term class went a lot smoother than September's. The registration took place in the basement of the Student Center and was over by noon.

## Group Planning First Yearbook

The yearbook staff under the direction of Shelagh O'Rourke, editor; Lillie Jackson, business manager; and Jerry Korte, literary editor, has been busy working on MSUO's first yearbook. Special plans have been made for a contest to choose a cover design. The contest will be open from January 25 until February

8. The student submitting the winning design will receive the first prize of ten dollars.

The yearbook, entitled "The MSUO Story," will be a documentary telling of the concepts and ideas upon which Oakland was founded. It will feature pictures of the school and candid shots of student activities. Also included will be individual pictures of students, faculty and administration.

Yearbooks may be reserved at the concession stand in the Student Center for a two dollar deposit until January 29.

### AUTO INSURANCE FOR STUDENTS UNDER 25

10/20 Bodily  
10—Prop. Damage **\$35**  
a year

— If You Qualify —

For Further Information  
CALL LI 9-4894

### PRUDENTIAL INSURANCE

Life • Hospital • Income

Jack G. Trembath  
HO 3-8641  
MT. CLEMENS

## ROCHESTER SECRETARIAL AND TELEPHONE ANSWERING SERVICE

410½ Main

OL 1-6691

# Straight From The Center

BY GEORGE FRITZ

For the next several weeks I intend to offer articles regarding the Oakland Student Center. The method of presentation will range from a general definition of Student Centers to specific points of interest in our own building. By way of clarification at the outset, the terms Student Center, Union Building, College Union and Union or Center will be used synonymously throughout the series of articles.

A logical point of beginning would be to define a student center or union building. In so doing I offer a statement of purpose, adopted by the National Association of College Unions at the National Conference in 1956. (The ACU, of which we are members, is an organization representing over 300 schools throughout the nation). The role of the college union, as adopted by this group is as follows:

1. The union is the community center of the college, for all the members of the college family—students, faculty, administration, alumni and guests.
2. As the "living room" or the "hearthstone" of the college, the union provides for the services, conveniences, and amenities the members of the college family need in their daily lives on the campus.
3. The union is part of the educational program of the college. As the center of college community life, it serves as a laboratory of citizenship, training students in social responsibility and fort leadership in our democracy.
4. The union serves as a unifying force in the life of the college, cultivating enduring regard for, and loyalty to, the college.

Through its various boards, committees, and staff it provides a cultural, social, and recreational program, aiming to make free-time activity a co-

operative factor with study in education.

It all its processes it encourages self-directed activity, giving maximum opportunity for self-realization and for growth in the individual social competency and group effectiveness. Its goal is the development of persons as well as intellects.

In every sense, the above purposes of the college union apply to us at MSUO. The Oakland Student Center will serve the university family as well as any other student center in the nation.

As the name implies, however, the fulfillment of the purposes to which any student center is pledged is not a job for one person. An integral part of the educational process is learning to make decisions, dealing with problems and the implementation of plans and proposals. These ends can be met by serving on committees and boards. The Oakland Student Center must be operated for and by students as well as university staff members. Future articles will explain the organization of the Student Council which will be the name given to the student group who will help establish building policies and who will plan the program of activities to be available to the university family.

## 3 Students Make all 'A'

Continued from Page 1

ardson, Karen M. Scheffer, Carol R. Streeter, Eleanor J. Van Dyke and Linda G. Wunsche.

It is interesting to note that Mesdames Ashare, Schultz and Parks are all mothers of children and carry their heavy loads of studying in addition to their regular housekeeping chore.

Mr. Stoutenberg reported that 535 students registered for the winter quarter. This was thirty-five less than the fall quarter of 570. About seventy of the fall quarter enrollees have dropped out for one reason or another, but half their places were taken by new students.

The attrition among the charter class is slightly less than ten per cent, or far less than the national average of twenty-seven per cent during the freshman year. The small number of withdrawals, for all reason, is especially unusual, Chancellor Varner said, in view of the fact that the academic program at Oakland is as rough as any in the country.

## Study Seminar Held for Students

Friday, January 8, marked the beginning of a Study Skills program for MSUO students. The meeting was the first of a series of ten weekly study skills sessions to deal with such study problems as concentration, memorization, note-taking, and writing themes.

The program was organized partly as a result of the awareness of the difficulties which most students experience in college in the matter of studying. Here at MSUO, where there are no upperclassmen, this problem was particularly acute. The program is also the result of requests by students who indicated a desire for help in this problem.

Beginning with the basic knowledge that most students entering college have brought with them poor and ineffectual study habit, or no study habits at all, these sessions are devoted to providing students with some concrete suggestions and ideas about how to do their studying most efficiently and effectively in the least amount of time necessary. These will alleviate the frustration and disillusionment that comes from not having the proper study habits.

The purpose of this study skills program is to aid students in developing for themselves the best procedures and techniques for studying. Through this program it is hoped that students will gain enough of a realistic approach to studying so that they may see vast improvements in: (1) Their comprehension of the material they have to deal with; (2) Their ability to concentrate; (3) The effectiveness with which they read; (4) Their speed of reading; (5) Their ability to handle difficult writing assignments; and (6) The effective use of their study time. As a result, students may ultimately see an improvement in their grades, and more importantly, gain much more from the courses they take.

To accomplish these ends this program will deal with the following topics:

- January 27, Note-taking.
  - February 3, Reviewing for Examinations and Techniques for Taking Examinations.
  - February 10, Writing Term Papers and Themes.
  - February 17, Reading as a Study Skill.
  - February 24, Reading Problems.
  - March 2, The Library in Effective Study.
  - March 9, A Review of Effective Study Habits.
- The program meetings are held each Wednesday at 1 p.m. in room 159, East Lecture Room, North Foundation Hall. A student may stay for any one session as long or as short a time as he cares to.

## Chess Course Now Offered

Mr. Fritz, manager of the Student Center, has arranged for chess instruction for beginners. The sessions will start Wednesday, January 27, from 7-9 p.m., and continue each Wednesday until members develop proficiency in the game. The cost of the entire course is only fifty cents and includes a tournament at the close of the instructions.

Mr. Fritz expressed hope that sufficient interest will be shown to warrant instruction in other activities of this type.

### Catherine Benson

Old & Out-of-Print-Books

406½ MAIN ST.  
ROCHESTER, MICHIGAN



505 Main Street  
Rochester, Michigan

Ask About Our Discount  
to Students and Faculty

2199 S. Telegraph  
Miracle Mile  
FEderal 8-9656

13516 W. McNichols  
at Schafer



It's great to be  
back, but, on  
with the work!

Nadons

## BLUE STAR Famous Pizza

## BLUE STAR DRIVE IN

## CURB SERVICE

&

## COFFEE SHOP

Call 15 Minutes in  
advance and your  
PIZZA will be waiting!

Pontiac & Opdyke Road  
FE 8-1575

or

FE 3-9162

6 A.M. - 1 A.M. 7 Days

## TUCKER'S

STATIONERY  
GREETING CARDS

319 Main St.  
Rochester





## HOLDS ITS VALUE LIKE IT HOLDS THE ROAD

Latest figures from National Market Reports, Inc.—official source of automobile resale data—show Wide-Track Pontiacs recover more of their original value than any other car in their price class! Add this to the hundreds of other apparent reasons for becoming a 1960 Pontiac owner, and see your dealer this very week. **PONTIAC—THE ONLY CAR WITH WIDE-TRACK WHEELS.**



— SEE YOUR LOCAL AUTHORIZED PONTIAC DEALER . . . WHO ALSO SELLS GOODWILL USED CARS WITH MORE BARGAIN MILES PER DOLLAR —