



1959
Recruiting Document

a gift...and a challenge
To You and Your Community

One morning this fall,

a colorful new chapter in the history of southeastern Michigan will begin. Six hundred young men and women will attend the first classes held at Michigan State University-Oakland.

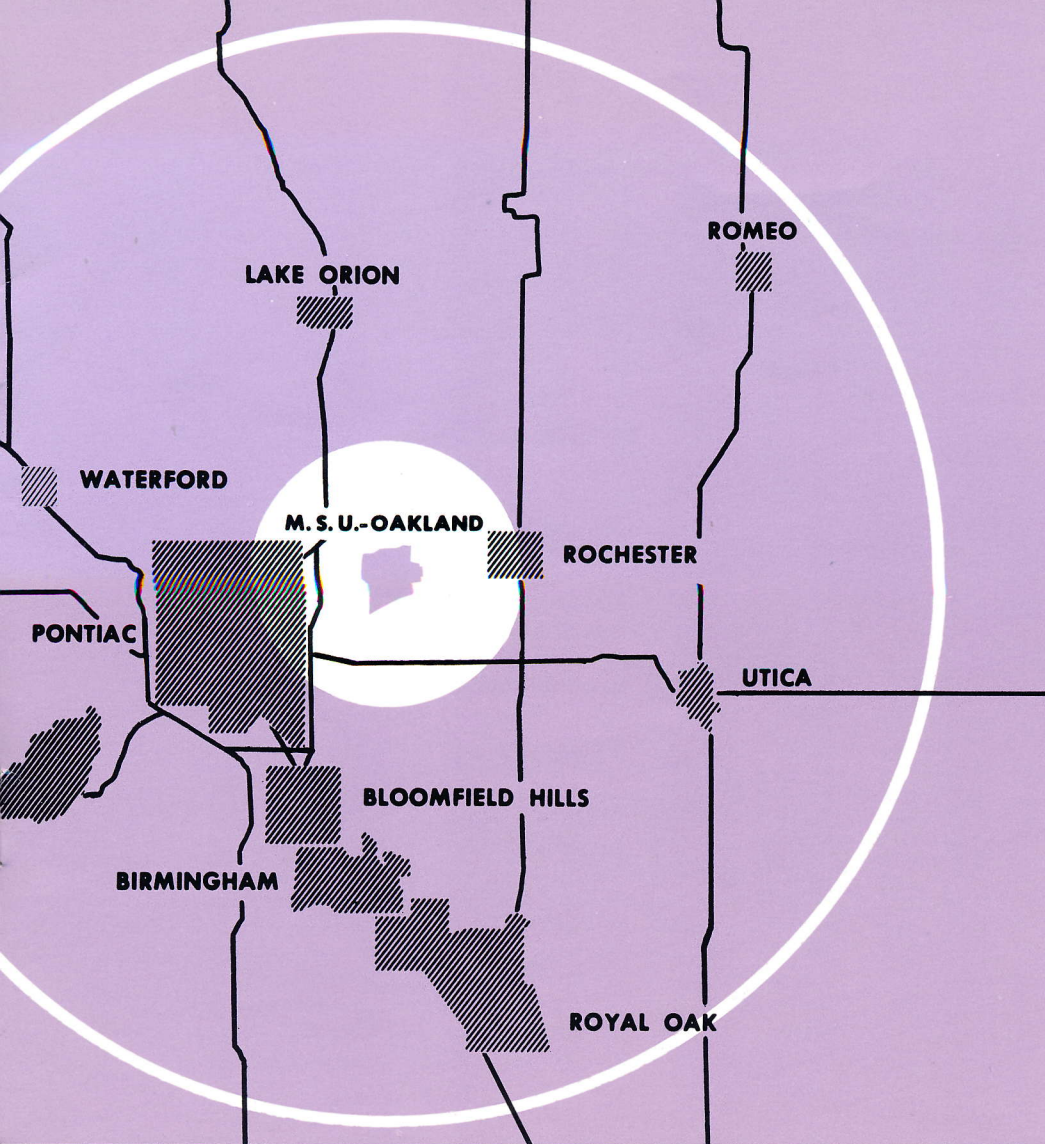
Business, industrial, labor, and civic leaders can look forward to this event with pride—and with a feeling of responsibility, too. For now the rapidly growing Oakland-Macomb community has its own full-fledged university . . . a university that will add new stature to an already distinguished community. MSU-Oakland will provide a strong cultural and social stimulus for the entire two-county area. In time, the contributions of its graduates will enrich the community. A more immediate and perhaps more im-

portant value is the fact that MSU-Oakland will provide sorely needed and conveniently located educational facilities for this area.

This is not a hope for the future, but a challenge for today. MSU-Oakland is a reality. The lands have been provided, the first buildings are well along in construction, an eminent faculty is being assembled. But the most basic, the most important factor in the educational equation is yet to come. This is the *student*.

You can help talented, highly capable young people—people from right here in this area—to take advantage of the great educational opportunities at MSU-Oakland. This booklet tells you about MSU-Oakland and its scholarship requirements.

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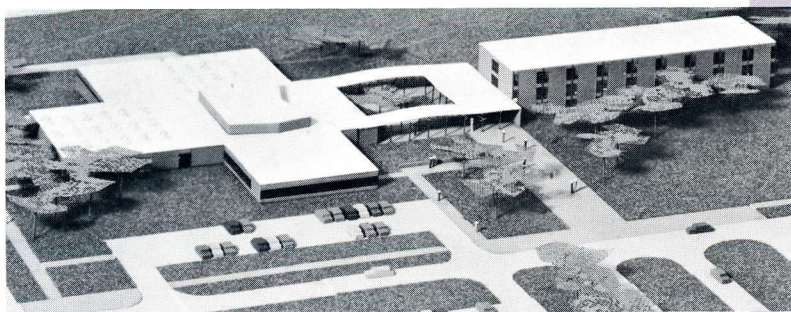
103,000 *college age residents by 1970*

When Mr. and Mrs. Alfred G. Wilson announced the gift of their beautiful estate and \$2,000,000 to Michigan State University, they provided both an ideal location and a spacious site for MSU-Oakland. Situated in eastern Oakland County near Pontiac, Rochester, and several Detroit suburban areas, MSU-Oakland is the center of an area which has experienced a population growth matched by few areas during the past 20 years.

More than 1,000,000 people now reside in Oakland and Macomb Counties. This figure is expected to reach 2,000,000 by 1980. Within a 15-mile radius of MSU-Oakland, there are now more than 50,000 persons between the ages of 18 and 24. In just 11 years, that figure will swell to 103,000! About one-third, or 34,000 of these young people will be seeking college entrance.

Rich Heritage
and a fresh promise



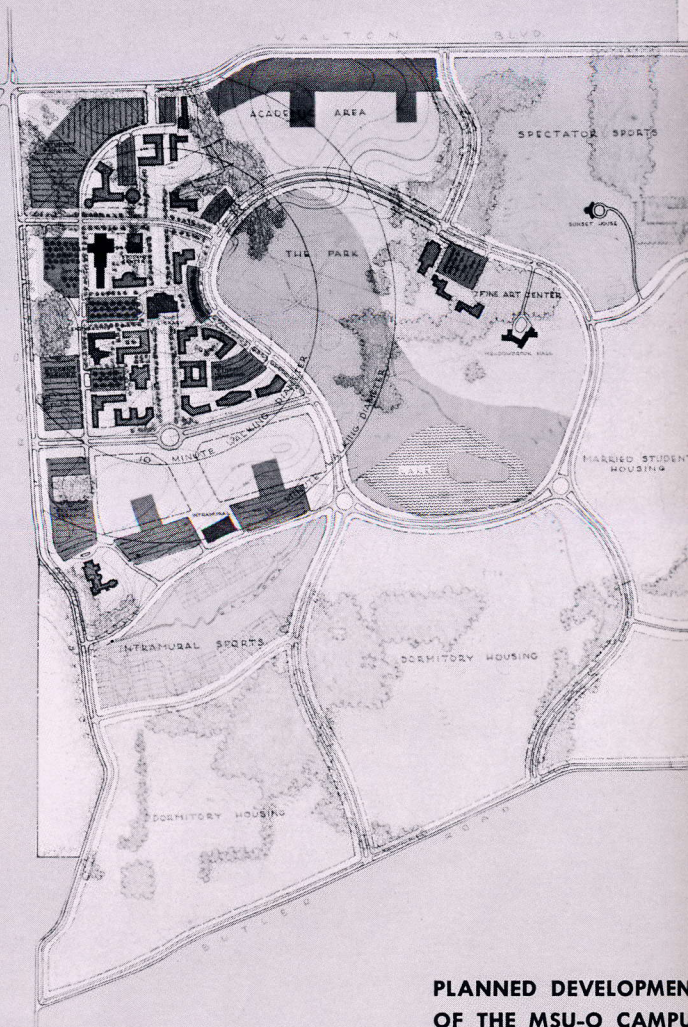


John A. Hannah, President of Michigan State University, speaks of MSU-Oakland as follows:

"This proud new venture is already endowed with the rich traditions of one of the world's most distinguished estates . . . Meadow Brook Farms. On the grounds is majestic Meadow Brook Hall, a monument to European architecture and culture and American ingenuity. Housed within this manor house are some of the world's most famous paintings, rare books, and valuable *objets d'art*.

"Blending with the rich heritage of Meadow Brook is a fresh approach to academic programs . . . an approach which couples the experiences of yesterday with the challenges of tomorrow."

MSU-Oakland offers complete four-year courses in Liberal Arts, Teacher Education, Business Administration, and Engineering Science. Graduate programs will be added within the next few years. The first academic building, housing 39 classrooms, 4 physics and chemistry laboratories, 2 large lecture rooms, and a library, is nearing completion. A modern student center, with facilities for food services and social activities will be ready by fall, 1959. A library, a science and engineering building, and an intramural building will be built in the near future.



PLANNED DEVELOPMENT OF THE MSU-O CAMPUS



the greatest gift... The Gifted Student

Many gifts have been donated to the university to make MSU-Oakland possible . . . gifts of land, money, and untold hours of effort on the part of prominent Oakland-Macomb community leaders. But, shaping brick and plaster into classrooms does not necessarily make a university. It takes the *student* to complete the picture.

In order to build a student body of high quality, the MSU-O Foundation has initiated a scholarship program designed to aid 100 students during the first academic year, 1959-60. These scholarships will be awarded to a highly selective group of students on the basis of both ability and need.

\$255 buys a year's tuition scholarship

Seventy-five scholarships in the amount of \$255 will be awarded. These will cover tuition and all fees for a year.

\$500 pays a full year of expenses

Twenty-five of these scholarships will be awarded to cover tuition, fees, books, transportation, and other out-of-pocket expenses. As there are no facilities for room and board on the campus as yet, these scholarships are not intended to defray these costs.

You are invited to participate in this worthwhile scholarship program. Individual scholarship gifts may be made in units of \$255, \$500, \$1,000 or more, and in partial units of any amount. Each contribution will help substantially to make the Oakland-Macomb community justly proud of its first MSU-O student body.



OAKLAND

*valuable
contributions from
community leaders*

The critically important job of aiding in the planning and development of this new university lies in the competent hands of fifty leaders from the Oakland-Macomb community. This group, known as the Michigan State University-Oakland Foundation, has made many contributions in preparing MSU-Oakland for its highly productive role in education. Their activities include sponsoring seminars with some of America's outstanding educational leaders. Dr. Milton Eisenhower, Mr. Henry Luce, and Dr. Sarah Gibson Blanding are among those who have attended these seminars.

With the cooperation of these eminent educators and the active support of those of you interested in advancing the interests of the community, we believe that we shall see at MSU-O the development of one of America's most exciting educational ventures.

MICHIGAN STATE UNIVERSITY-OAKLAND FOUNDATION

Judge Clark J. Adams, Waterford, Oakland County Circuit Judge

Don E. Ahrens, Bloomfield Hills, retired General Manager of Cadillac Division and Vice President of General Motors Corporation, Vice President of Michigan State University-Oakland Foundation and Chairman of Finance Committee

Donald C. Baldwin, Rochester, Superintendent of Rochester Community Schools

Christian F. Beukema, Birmingham, President of Michigan Limestone Division of United States Steel Corporation, Detroit

John B. Bruff, Mt. Clemens, Attorney

Judge Howard R. Carroll, Mt. Clemens, Macomb County Circuit Judge

Mrs. L. L. Colbert, Bloomfield Hills

Paul K. Cousino, Warren, Superintendent of Warren Consolidated Schools, Vice President of Michigan State University-Oakland Foundation and Chairman of Community Relations Committee

Keith Crissman, Rochester, President of Crissman Chevrolet Company

Robert Doen, East Detroit, Education and Political Action Committee Representative of Macomb County C.I.O. Council

Major General Robert E. L. Eaton, Selfridge Field, Commander, Tenth Air Force

Coy G. Eklund, Birmingham, Agency Manager of Equitable Life Assurance Company, Detroit

William J. Emerson, Pontiac, Superintendent of Oakland County Schools

E. F. Fisher, Brighton, President of Garwood Industries, Inc., Detroit

Harold A. Fitzgerald, Pontiac, Publisher of The Pontiac Press, President of Michigan State University-Oakland Foundation

Alfred C. Girard, Bloomfield Hills, President of the Community National Bank, Treasurer of Michigan State University-Oakland Foundation

Miss Marion Goodale, Bloomfield Hills, Headmistress of Kingswood School Cranbrook

John F. Gordon, Bloomfield Hills, President of General Motors Corporation, Detroit

Mrs. William T. Gossett, Bloomfield Hills, Vice President of Michigan State University-Oakland Foundation and Chairman of Continuing Education Committee

Fred V. Haggard, Drayton Plains, President of the Oakland County C.I.O. Council

Delos Hamlin, Farmington, Chairman, Oakland County Board of Supervisors

John A. Hannah, East Lansing, President of Michigan State University

Bert Henson, Pontiac, Finance Secretary, Local 653, U.A.W.

George J. Huebner, Jr., Bloomfield Hills, Executive Engineer, Research Engineering Division, Chrysler Corporation, Detroit

Ernest A. Jones, Bloomfield Hills, President, MacManus, John & Adams, Inc.

Miss Sarah Van Hoesen Jones, Rochester, former member of the State Board of Agriculture

Bernard A. Kalahar, Centerline, Chairman, Macomb County Board of Supervisors

Adolph F. Klein, Royal Oak, President, The Wayne Oakland Bank

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Harold E. LeFevre, Mt. Clemens, Superintendent of Macomb County Schools

Howard L. McGregor, Jr., Rochester, President of National Twist Drill and Tool Company

Paul W. McKee, Mt. Clemens, Publisher of the Mt. Clemens Monitor-Leader

Lynn S. Miller, Royal Oak, Editor of the Royal Oak Tribune

Mrs. Ralph T. Norvell, Pontiac, Alumna of MSU

Raymond T. Perring, Bloomfield Hills, President of The Detroit Bank and Trust Company

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Thomas R. Reid, Dearborn, Director of Community Relations, Ford Motor Company

Arthur Rowley, Richmond, Richmond Township Supervisor, Macomb County

Louis H. Schimmel, Pontiac, President of the Pontiac Board of Education

Ernest W. Seaholm, Birmingham, retired Chief Engineer of the Cadillac Division, General Motors Corporation

Mrs. Mildred Stark, East Detroit

D. B. Varner, Rochester, Chancellor, Michigan State University-Oakland

Dana P. Whitmer, Pontiac, Superintendent of Pontiac Public Schools, Secretary of Michigan State University-Oakland Foundation

Mrs. R. Jamison Williams, Birmingham

Walter K. Willman, Pontiac City Manager

Mrs. Alfred G. Wilson, Rochester

Harry L. Winston, Jr., Birmingham, President of Michigan State University Oakland County Alumni Club

Theodore O. Yntema, Bloomfield Hills, Vice President of Ford Motor Company, Dearborn

James C. Zeder, Bloomfield Hills, Vice President of Chrysler Corporation, Vice President of Michigan State University-Oakland Foundation and Chairman of Program Development Committee