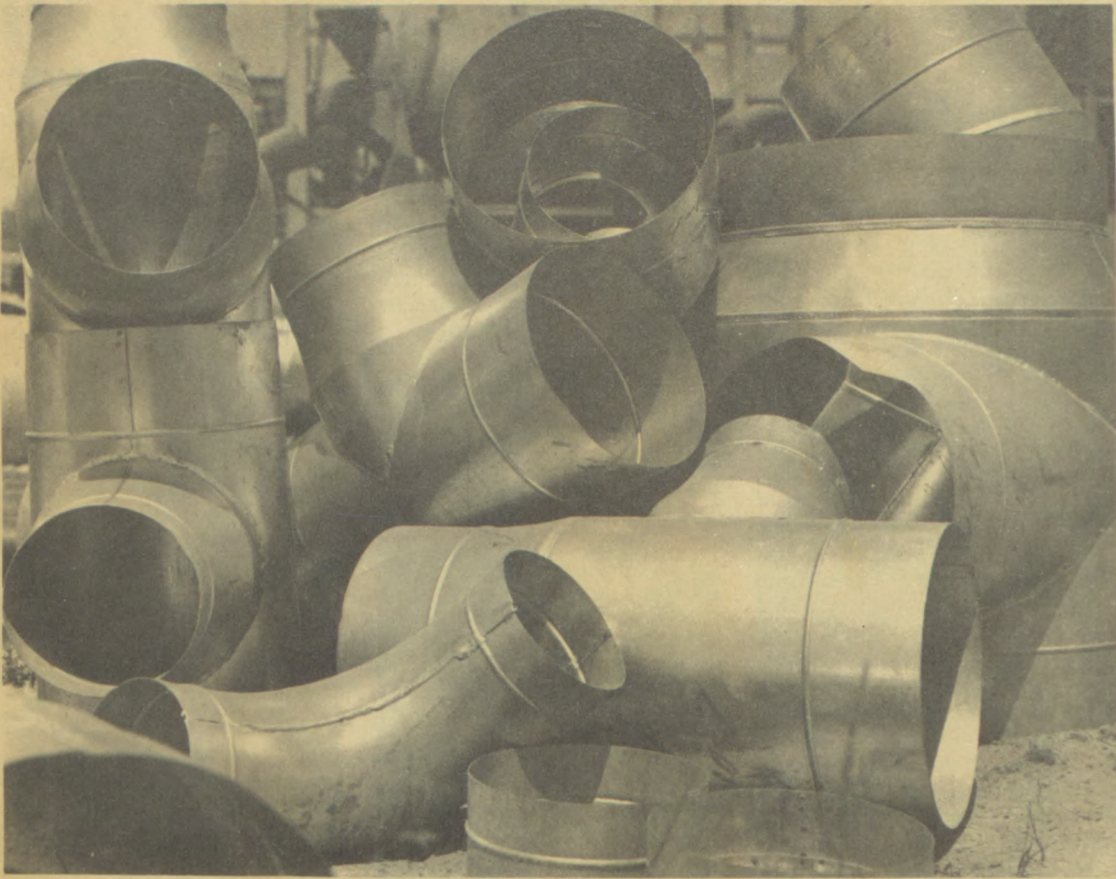
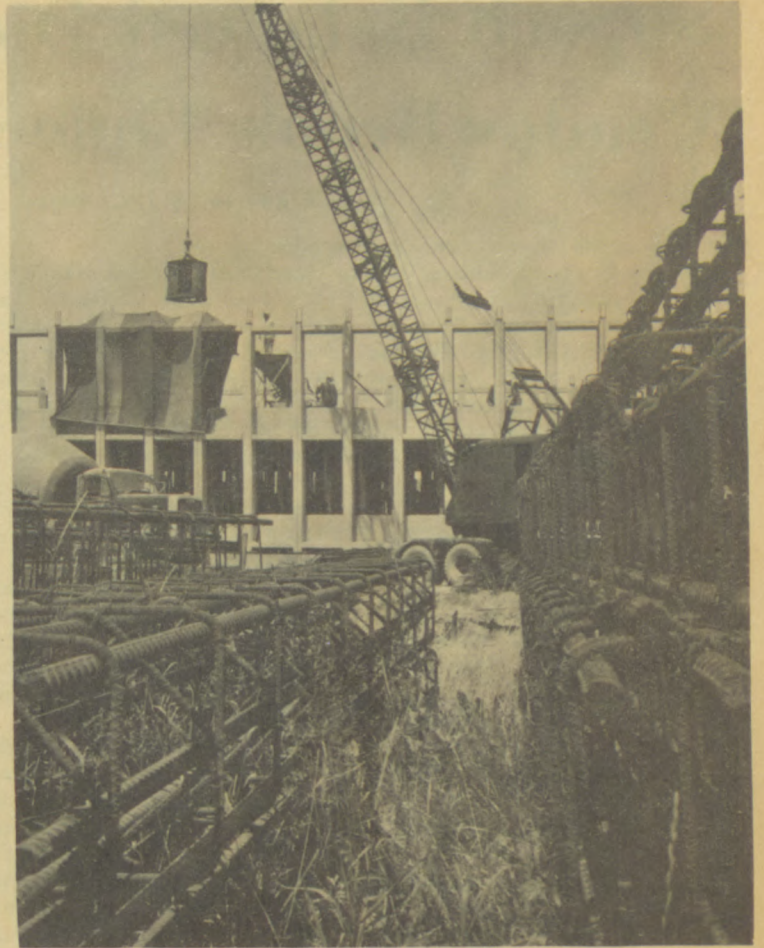


Steel Replaces Trees in Big Time Building



Out of confusion comes a heating system.



A composition of diagonals, verticals and horizontals.

The Observer

July 16, 1965

Oakland University, Rochester, Michigan

Vol. VI - No. 35

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-dozen. 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, "Exultate, 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

Superb Balanced Diet For MeadowBrook Concertgoers

A Review by J. C. Wagner

The single drawback to doing anything extremely well is that you are expected to top yourself every time thereafter. That was exactly the challenge given to the Meadow Brook Music Festival at the conclusion of its first season. The reply came last week in the form of three superb concerts inaugurating the Festival's second season.

Friday's concert was composed of four works, Beethoven's "Leonore" Overture, No. 3, Mozart's Symphony No. 39, Dvorak's Concerto for Violin and Orchestra, and Ravel's "Daphnis et Chloe" Suite No. 2.

A program with this kind of musical range says two very important things about the Detroit Symphony's new conductor Sixten Ehrling. First, it attests to his fine judgment in the selection of works to be performed during the Festival, and secondly it reassures the concertgoer that what he will be hearing will be something more than a variation on a theme of smaltz for a summer

evening.

Mr. Ehrling could have selected a season of well-worn war horses, and he no doubt would have received many compliments from the people who like to hear "familiar" music on hot evenings. What Mr. Ehrling has done is select a program that is balanced between the masters and the new composers (which means anyone writing after 1875, some concertgoers would have us think).

The first half of Friday's concert featured Beethoven and Mozart. Ehrling's reading of the "Leonore" Overture was a fine display of delicate texture and, in the end, appropriate fury.

The Mozart symphony was the least successful work of the evening. I think the problem here is trying to translate a chamber symphony into something that can be satisfactorily performed in so vast a setting. The first movement simply sounded dry; it was stripped of the intimate sound that one expects from a Mozart symphony. The successive move-

ments gained greater detail, but the overall impression was not as satisfactory as it might have in a concert hall.

The Dvorak violin concerto started the second half of the program. Guest soloist Isaac Stern did a very fine job with this melodic, folksie piece. I was surprised by how much this work reminded me of the melodies of Smetana. Talking with others who had attended the concert, I found (as expected) that the solo violin work was least appreciated. That it is a pity, for this work, while less popular than the Brahms Violin Concerto, has a charm and folk-like quality that too many discount.

The final selection for the evening was Ravel's Suite No. 2 from the ballet "Daphnis et Chloe". The audience ate it up. The work is a study in flow, in color, and in texture, and Mr. Ehrling went through his own private ballet as he shaped it. This impressionistic piece won over many fence-sitters to the contemporary camp, without doubt.

I think the only sad thing about the Meadow Brook Festival is that it is not recorded and/or broadcast (as are the Tanglewood concerts). We are being far too selfish, keeping all this great music under our collective hat.

Adventure

Stern Sparkles As Speaker

by Ann Cooper

The Meadow Brook School of Music was treated to a real musical "adventure" last Friday when Festival soloist Isaac Stern and New York Times music critic Harold Schonberg got together in a most unusual encounter.

It began as a lecture by Stern and wound up as a free-swinging, candid discussion of music, musical tastes, music education, and musical personalities that lasted for two hours.

Mr. Stern, who is a master at expressing a philosophical idea

by means of an illustration with his priceless Guarnerius, talked about the expression and interpretation possible to a performer within his medium and form.

He quoted the famed cellist Pablo Casals' philosophy on music education. "There is a beautiful garden," he said, "surrounded by a wall of technical insufficiency, sloppy performance, and musical bad taste. The music teacher can open a door through that wall, but only the student can decide how far into the garden he will go."

The more acidulous and witty comments of Harold Schonberg made a sparkling contrast to Stern's intense and subjective attitude toward music, but, as a critic, he expressed the same deep concern for the art of musical performance.

Questions from the audience helped to contribute to the indefinable rapport of musical people talking about their favorite subject. It's a rare experience and a once-in-a-lifetime thrill.

Comment

To the Editor:

I am neither a professed music critic nor a consumer of alcoholic beverages. However, I do not believe that these two items should be mixed, especially during a concert. I had the good fortune to attend the first two nights of the Meadow Brook Music Festival.

The complete enjoyment of these concerts was marred by the fact that on both occasions I was seated in front of groups of people who insisted upon drinking during the concert. Amid the clanking of bottles, the gulp of the drinks, and the louds hushes uttered by these people, I found it rather difficult to concentrate on the programs.

I am not a music critic but I do enjoy good music, and these drinkers did not add anything to the program. I don't care if people drink before or after a concert, but not during one. I believe that the consumption of alcohol, particularly during as fine a performance as Sixten Ehrling's and the Detroit Symphony's, is inexcusable behavior and should not be permitted.

A Concert-goer.

Woody Talks

Durwood B. Varner, chancellor, delivered the keynote address at the American Alumni Council's national meeting in Atlantic City June 27.

Speaking on alumni education, Varner stressed the need for an organized approach to education for persons following their college years. He cited OU's program of counseling alumni for lifetime education as one possible approach to the problem.

Later in the three-day meeting, Lowell Eklund, dean of continuing education, was one of four educators participating in a round table discussion of unusual alumni education programs. The OU plan, which he described, is supported by a Kellogg Foundation grant, and is under the direction of Gary Woditsch, director of alumni education.

The Oakland Observer

Member Michigan Collegiate Press Association

Published weekly at Rochester, Michigan, by the students of Oakland University. The views expressed in editorials are those of the Observer and do not necessarily reflect those of the University.

Offices are located in Oakland Center; telephone 338-7211, extensions 2195 and 2196.

SHERI JACKSON
Editrix Emerita

DAVID JOHNSTON
Editor

JAMES WAGNER
Asst. to the Editor

ANNE COOPER
Acting News Editor

CARL BARANSKI
Student Activities Editor

NORA YOEUELLS
Feature Editor

MAGGIE O'REILLY
Business Manager

BRUCE CHADWICK
Advertising Manager

EDITH BOZANICH
Circulation

J. HINGA
Sportsy - Craftsy

GEORGE METELSKI
Photographer

Church Directory

FIVE POINTS COMMUNITY CHURCH

Walton Blvd., Pontiac
Across from University

MORNING SERVICE
11:00 a.m.

BIBLE STUDY HOUR
10:00 a.m.

EVENING SERVICE
6:30 p.m.

Rev. Gordon Lindsay,
Pastor

For rides, call
651-3054 or 338-1381

ST. LUKE'S METHODIST CHURCH

Walton Blvd., Rochester
1/2 mile east of Squirrel Rd.
Services 9 and 11 a.m.
Wayne Brookshear, Pastor

UNIVERSITY PRESBYTERIAN CHURCH

Adams Road
1 and 1/2 miles S. of Walton
Summer Service 10 am
For ride call 651-8516

ST. JOHN

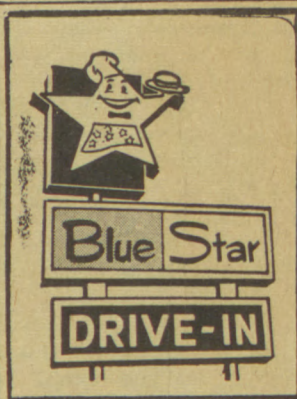
1011 W. University Dr.
Rev. Richard L. Schlecht, Pastor
Donald Abdon, Vicar
Phone: OL 2-4661
Morning Worship - 8, 9:30 & 11 a.m.
(Broadcast on WPON at 8 a.m.)
Sunday School & Bible Classes
9:30 a.m.

Another Dance??

Upper-classmen will be given but three more chances to impress the entering class of 1965.

A special one day orientation will be held tomorrow for students who could not attend any of the regular two day sessions.

The final orientations will be held on August 3-4, for freshmen and transfer students, and on September 6-7 when all new students will be required to be on campus.



Opdyke (M-24) At
Pontiac Rd. Pontiac Call 334-9551



LIGHTNING FAST CURB SERVICE

Carryouts - Call 15 Minutes
in Advance

OPEN 6 A.M. - 1 P.M. Daily
6 A.M. To 2 A.M. Fri. & Sat.

Austin-Norvell Agency Inc.

Over 40 Years of
Distinguished
Insurance Service

70 W. LAWRENCE
(cor. Cass)
PONTIAC, MICH.
332-0241

M.G.M. Cleaners

PLAIN SKIRTS \$.59
5 SHIRTS FOR \$1.29

OAKLAND CENTER
BASEMENT
HRS. 8-5



921 Mt. Clemens
West of Opdyke
THIS WEEK SPECIAL

Tune-Up from 5.95
plus parts (6 Cylinder)

25% DISCOUNT

ON ALL PARTS
and 2¢ a gal. DISCOUNT
on gas with show of
OAKLAND I.D. Card

Miss OU! Miss Mich?

Green-eyed Sharon Snyder, 20 year old Birmingham sophomore, became the first official Miss Oakland University last spring, and when the Miss Michigan competition opens in Muskegon on July 25, she will be there with 50 other candidates vying for the honor of representing our state in the Miss America pageant in Atlantic City.

When asked why Oakland had not participated in previous contests, OU's director of student activities, James Petty, hastened to point out that "there have always been plenty of attractive co-eds on this campus, but until this year the student body never showed much interest in beauty contests. As a result, the school never chose a Miss OU to represent Oakland in the state pageant."

This year a group of campus loyalists made certain that the situation was corrected. Miss Snyder was chosen Snow Queen during the annual Snow Carnival last February, and SACC later voted to extend her title to include the Miss Oakland designation as well.

Currently spending six weeks at the National Music Camp at Interlochen, Miss Snyder plays six different instruments and has studied classical ballet and modern dance for eighteen years.

Is she nervous about the prospect of participating in the state's most important beauty contest? "I'm tremendously excited about the pageant and proud to be representing Oakland for the first time," she said, adding "I just wish it were starting tomorrow."



Pickwick Leads

Pickwick Club still leads the Intramural Softball league. Their first big scare of the season came on July 13, when they managed to squeeze by the Faculty-Staff 5-3.

Prior to the defeat the Faculty club had won two straight. With the added strength of Dick Robinson, assistant director of athletics, and several sharp fielding students, they topped Fitz 16-12, and Commuters, 11-8. These victories came after they had dropped their first four games.

The standings now show Pickwick solidly in first with a 7-0 record. Commuters hold down second with 2-3, Faculty third, 2-5, and Fitz is in the cellar, 1-4.

SPAGHETTI MACHINE
CANNED CANDLES
CHESS SETS
GRAPHICS

ALL AT



2159 Orchard Lake Road
1/4 Mi. West of Telegraph

Pontiac, Mich.

HILLS THEATRE

Rochester - 651-8311

NOW SHOWING

"THE TRAIN"

BURT LANCASTER

Special reduced admission coupon
Starts Wednesday

"CAT BALLOU"

Best Actor - Berlin Film Festival
'Lee Marvin

Oakland and Meadowbrook students 75¢
any weekday performance!
with this coupon

**DAIRY
TWIN**



Vanilla - Chocolate Twister
Root beer
Sundaes
Shakes
Malts

957 Mt. Clemens
next to

LEE'S Sales and Service



Find All Your
Summer Fun Needs

AT
**TROUT'S
PARTY STORE**

CORNER OF PERRY
and WALTON Blvd.
334-6335

DINGMAN-STEWART

Piano - Organ - Classical
Popular - Theory - Harmony
Advanced Accordion

Any Age 6 to 70

2334 Silver Lake Road
Dayton Plains OR 3-1704



NIGHT GOLF

A
New
Experience
in Golf

ONE **FREE** ADMISSION

To Par 3 Course
With One Paid Admission
and this Ad
Days \$1.25 - Nights \$1.50
I-75 North to M-15
Left on M-15 to Dixie
6633 DIXIE HIGHWAY
WATERFORD HILL
COUNTRY CLUB
625-2609

ENJOY THE ENTIRE UPCOMING SEASON
OF MUSICAL EXCELLENCE

**The
Detroit Symphony Orchestra**

Sixten Ehrling, Conductor

call **961-0700**

for ticket information
or brochure

How often do you buy a new car?

That's too often.

Buy a Volvo, keep it a long time and get out from under car payments for a change.

How long can you expect a Volvo to last? We're not sure yet. In Sweden, Volvos are driven an average of eleven years. When you consider that in Sweden there are no speed limits on the highways and there are 70,000 miles of unpaved roads, you can understand why we have to bite our tongues to keep from making some rash promises.

One more thing. You won't mind keeping your Volvo a long time. Its

body style doesn't change every year. It's uncomplicated and requires very little maintenance. It runs away from other popular-priced compacts in every speed range, yet gets over 25 miles to the gallon like the little economy cars, even with automatic transmission.

And your Volvo will look good standing next to your swimming pool. The one you build with the money that used to go for car payments.

Come in and test drive a Volvo any time.



PONTIAC SPORTS CAR

467 Auburn Ave. Pontiac, Michigan Phone 335-1511

Authorized Volvo Dealer

We Specialize in Volkswagen Service

New Faces in OC

Deans Descend on OU

Three new deans are due to begin work this week. Thomas Dutton, dean of students, reported July 1. James Appleton, dean of men, started July 12. Patricia Houtz, dean of women, is expected July 19.

SEE PICTURES PAGE ONE

Dutton has been involved in a round of conferences with old personnel, trying to "gain an awareness of the needs of the institution."

Dutton, who comes here from Ohio University, said, "My immediate task is to talk to a great many people. I intend to work cooperatively with students and faculty in arriving at answers which reflect the good judgements of the people in the community."

Appleton, whose full title is "associate dean of students, dean of men, and housing director," also emphasized the importance of the faculty in student-administration relationships.

Miss Houtz, who arrives fresh from Pennsylvania State College, will be known as "associate dean of students and dean of women." She will also direct the activities program.

Offices in the Oakland Center are being reshuffled to accommodate the proliferation of deans. Ed Goodwin, director of food services, and the new director of the Oakland Center, soon to be announced, will take up space in a remodeled 126-127.

Dutton is in 112, Appleton and the Housing Office in 113, and Miss Houtz in 114.

PTA -- the cult of the irrelevant. It exists only to get the parents off the necks of the teachers by getting them "involved."

-- J. R. Pitts



FREE TICKET DELIVERY

Even if it's just a ticket home, you can have it delivered free.

7 day cruise to NASSAU - \$190

HANSEN 332-8318
Miracle
Travel Agency Mile (arcade)

Shop

Finger's

of the Mall

For All:
School Supplies
Artist Supplies
Drafting Materials
Stationery
Pens, Pencils & Repairs
Custom & Standard Picture Frames.

FREE PARKING 682-0411



IMPALA SPORT SEDAN

TRAIL BLAZER!

The trail-blazing '65 Chevrolet is burning its way through the record books any way you look at it. New size, new elegance, new room and the famous Jet-smooth ride are helping to pioneer new sales heights for America's No. 1 new car buy. And right now, we're so red hot and rolling with deals that your new '65 Chevrolet can be ready and rarin' to go before you know it. They're going like wild fire! So if you're thinking about a new car, hurry and team-up with a '65 Chevrolet trail blazer.

GO WITH AMERICA'S FAVORITE CAR—CHEVROLET '65—WHILE WE'RE RED HOT AND ROLLING WITH DEALS

CRISSMAN CHEVROLET

755 S. Rochester Road
Rochester, Michigan



OL 2-9721

Hyer Spends Year In India

Al Hyer, unlike most Peace Corps volunteers, who enter the Corps without first-hand knowledge of the country to which they have requested assignment, will have had a one year's preview of life in India to help him prepare for the job.

He is one of 25 students selected from nationwide competition to participate in a "College Year in India" program under the auspices of the University of Wisconsin.

Last week he left for three months of intensive language training at Wisconsin, and in mid-September he will fly to India to spend close to a year living and

attending classes at Osmania University in Hyderabad, located in the south-central part of the country.

A combined history and area studies major, Hyer stated, "It's a fascinating and exciting country. India's almost a novelty in Asia today, because it's working hard to follow a democratic path in the face of problems which would normally encourage a very authoritarian political system."

CLASSIFIED ADS

Student desires to join or form a car pool from Northwest Detroit. Contact Alan Kaufman, 838-6764 or VE 7-8773.

Female teacher going to vicinity of Santa Barbara, Calif. Aug. 15 or 16 would like female student to share expenses. Call OL 1-0095 after 5 p.m. or ask for Rachel in Sunset Cafeteria.

ATTENTION WRITERS: have your manuscripts typed accurately, neatly, promptly; extra first and last pages; carbon copy free; minor editing by request. Free pick up and delivery to campus. Call Nancy Goyette, 682-1272.

PARSONS

Prescription Drug Store
Cosmetics - Costume Jewelry
English Leather - School Supplies
1990 AUBURN RD., COR. CROOKS
UL. 2-2250



12 N. Saginaw
PONTIAC

A FILM
ADVENTURE
WITHOUT
EQUAL!

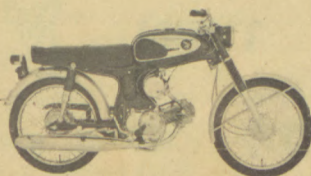
'WORLD WITHOUT SUN'

UNDERWATER COLOR!
WEEKDAYS AT 8:30 ONLY
SUN. 4:25 - 8:10

ALSO 'STORK TALK'

WEEKDAYS 7:00 - 10:50
SUN. 3 - 6:45 - 10:30

HONDA !!



WORLD'S
BIGGEST SELLER!

ANDERSON
Sales and
Service

1645 S. Telegraph Pontiac
Phone FE 2-8309

DeRae Studios
of Music

4130 Dixie Highway
674-1700 674-1701

GUITARS

GIBSON | Folk
FENDER | Classic
GRETSCH | Electric

DRUMS

LUDWIG ROGERS
SLINGERLAND

SEEBURG
ORGANS

MAGNA VOX
T.V. STEREO

Complete instruction
on all instruments.

EDWARD'S MUSIC

EVERYTHING
IN MUSIC

6 North Saginaw
Pontiac, Michigan
332-2108



MADE THE
BIG CHANGE
TO:



Under New Name
Under New Management,
With New "Service Plus"

NOW OPEN
24
HOURS

JERRY'S
CITGO SERVICE

3450 Walton Blvd. Pontiac

Call 335-1963



DETROIT BIRMINGHAM GROSSE POINTE

GAIL
WINBER