

Archives
ML
38
.O2
M47
1965
c.3

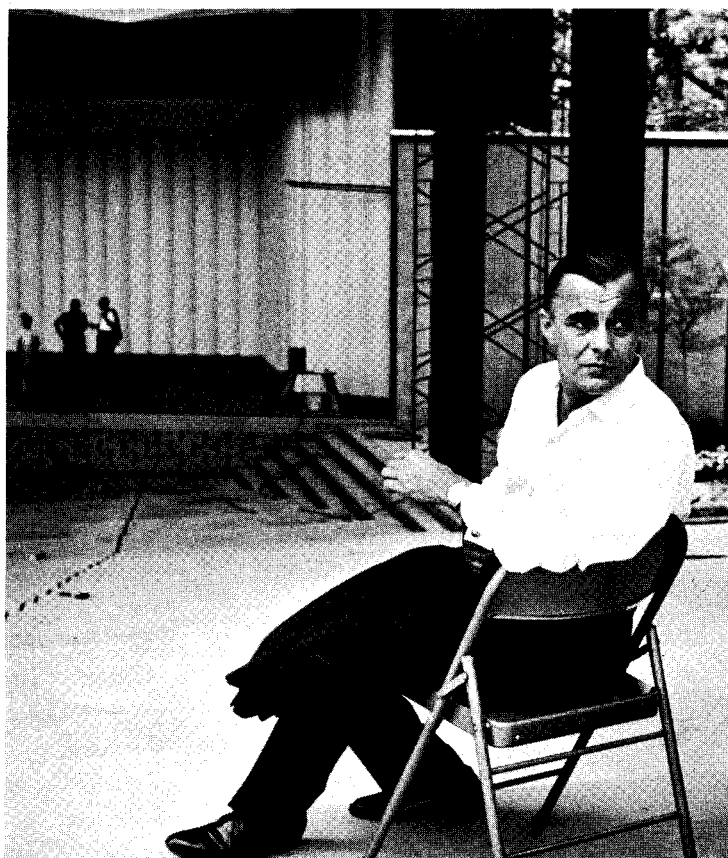
'65

OAKLAND UNIVERSITY • ROCHESTER, MICHIGAN • JULY 8-AUGUST 14

MEADOWBROOK



MUSIC & FESTIVAL



1965 MEADOW BROOK MUSIC FESTIVAL



featuring the
**DETROIT
SYMPHONY
ORCHESTRA**
conducted by
SIXTEN EHRLING

PROGRAM NOTES

CONCERT	Page No.	CONCERT	Page No.
THURSDAY-FRIDAY, July 8-9	65	THURSDAY-FRIDAY, July 29-30 ..	82
SATURDAY, July 10	69	SATURDAY, July 31	85
THURSDAY-FRIDAY, July 15-16 ..	70	THURSDAY-FRIDAY, August 5-6 ..	86
SATURDAY, July 17	73	SATURDAY, August 7	89
THURSDAY-FRIDAY, July 22-23 ...	77	THURSDAY-FRIDAY, August 12-13..	90
SATURDAY, July 24	78	SATURDAY, August 14	93

JAMES D. HICKS
Manager of Meadow Brook Music Festival

MARY JUNE MATTHEWS
Coordinator of Women's Activities

PROGRAM CONTENTS

	PAGE		PAGE
Second Season—Spectacular Progress	9	Claudio Arrau, July 22-23-24	75
Far Reaching Plans . . . and Far Sighted Planners	12 & 13	Robert Shaw, July 29-30-31	79
Meadow Brook Music Festival Committee	23 & 24	Saramae Endich	} July 29-30
Major Donors to 1965 Meadow Brook Music Festival	30	Florence Kopleff	
Additional Donors to 1965 Meadow Brook Music Festival	38	Blake Stern	
Major Additions to Meadow Brook	49	Kenneth Smith	
Meadow Brook School of Music	54 & 55	Mischa Mischakoff, July 31	87
Detroit Symphony Orchestra	61 & 62	Sylvi Lin, August 5-6-7	91
Program Notes (see listings in box above)		Jerome Hines, August 12-13-14	95
Concert Soloists:		Oakland University—dynamic and growing	97 & 99
Isaac Stern, July 8-9-10	67	Oakland University—Continuing Education	103
Phyllis Curtin, July 15-16-17	71	Oakland University—Friends of the Kresge Library	105
		Advertiser's Index	125 & 126



SECOND SEASON . . . SPECTACULAR PROGRESS

more concerts . . . more guest artists . . . a new music school

Meadow Brook, a bold new venture in the performing arts, scored a brilliant success in its first season last year . . . and now moves forward with an ambitious, expanding program for 1965 under the general chairmanship of Mr. and Mrs. Rinehart S. Bright.

Last summer, the new Music Festival won the praise of critics from Chicago to New York. They liked the quality of its music, the remarkable acoustics of its outdoor shell which requires no microphones or amplification, the beauty of its setting. Sell-out crowds, totaling nearly 50,000 concert-goers, flocked to the wooded

amphitheater on Oakland University's scenic campus.

This year, there will be more than ever to be praised. For the Festival will last six weeks instead of four, will feature twelve guest artists instead of four.

In addition to the Festival, Meadow Brook this year will expand into a unique, new program of music education. It will introduce a School of Music in which the capacities of the Detroit Symphony Orchestra will be teamed with the faculty of Oakland University to offer a novel study experience, carrying college credits. Details of this new Meadow Brook Music School can be found on page 54 and 55.



HOWARD C. BALDWIN MEMORIAL PAVILION, designed by O'Dell, Hewlett & Luckenbach Associates, provides 2,138 sheltered seats, with room for an equal number of people on the grass in the natural amphitheater around it. The fiberglass structure on the stage—the LULA C. WILSON MEMORIAL CONCERT SHELL—incorporates a flexible ceiling that can be adjusted to balance the sound. It was designed by Christopher Jaffe, noted acoustical expert.



Mrs. Alfred G. Wilson



Meadow Brook Hall, the Wilson home, is currently opened only for special events.

FAR-REACHING PLANS... AND FAR-SIGHTED PLANNERS

At ground-breaking ceremonies, Mrs. Howard C. Baldwin turns first spade of earth, watched by the William H. Baldwins. Chancellor D. B. Varner at rear.



Meadow Brook represents one of the most ambitious cultural projects ever attempted. Its aim is to bring the fine music of the Detroit Symphony Orchestra within range of all in Southern Michigan . . . to form the nucleus of a fine arts center at Oakland University . . . and to make this area a mecca for outstanding music students. Besides making great strides toward these goals, Meadow Brook has also already become nationally known as a beautiful setting for beautiful music.

Meadow Brook was originally the name of the Alfred G. Wilson estate, donated to provide the site for Oakland University and the performing arts center. Mrs. Alfred G. Wilson is Honorary Chairman of the Meadow Brook Music Festival.

First steps for the Festival were taken under the vigorous leadership of Mr. and Mrs. Semon E. Knudsen, General Chairmen. On February 7, 1964, the Knudsens joined with Mr. Robert B. Semple, President of the Detroit Symphony Board of Directors, in publicly announcing the Festival plans. Just three weeks later, ground was broken for the Howard C. Baldwin Memorial Pavilion that was to house the concerts.

In i
ope
dire
Brig
zens
enli
the
Mr.
nan
Buil
Cha
Mrs
Cur
F. S
Van
mer
of
Com
tee
pag
to
Bro

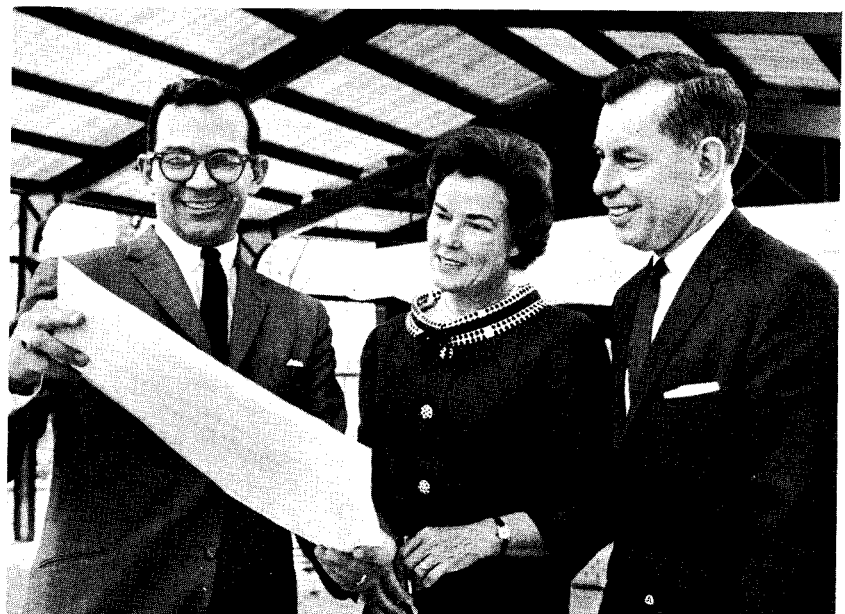
Mr.
for
Brig
of t
prop



The S. E. Knudsens with Mr. and Mrs. Robert B. Semple when Festival and Orchestra plans were announced to the press on February 7, 1964.

Mr. and Mrs. Rinehart S. Bright, 1965 General Chairmen, stand in receiving line with the Knudsens at this year's Festival kick-off dinner and reception at Meadow Brook Hall. They are greeting Mr. and Mrs. Arthur Summerfield, Jr. of Flint, two of the many committee members who attended this event.

In its second year new horizons have opened for the Festival under the direction of Mr. and Mrs. Rinehart S. Bright. Some of the enthusiastic citizens of this area whom the Brights have enlisted to help them this year include the following committee chairmen: Mr. and Mrs. James O. Wright, Finance; Mr. and Mrs. C. Allen Harlan, Buildings and Grounds; Mr. and Mrs. Charles F. Adams, Promotion; Mr. and Mrs. Ben D. Mills, Mr. and Mrs. E. Curtis Matthews, Mr. and Mrs. Walter F. Skinner, Mr. and Mrs. Richard C. Van Dusen as General Area Co-Chairmen. In addition, the many members of the Advisory Council, Executive Committee, General Festival Committee and District Chairmen, listed on page, have all contributed greatly to the continued success of Meadow Brook.



Mr. Dale Winnie, Michigan Week Chairman for Oakland County presents Mr. and Mrs. Bright with a special Cultural Achievement of the Year Award "for the most significant project of the area."

MEADOW BROOK FESTIVAL COMMITTEE

Mrs. Alfred G. Wilson, Honorary Chairman

Mr. and Mrs. Rinehart S. Bright, General Chairmen

ADVISORY COUNCIL

Mr. and Mrs. Roy Abernethy
Mayor and Mrs. Jerome P. Cavanagh
Mr. and Mrs. Peter Clark
Mr. and Mrs. Harold A. Fitzgerald
Mr. and Mrs. John B. Ford, Jr.
Mr. and Mrs. John F. Gordon
Mr. and Mrs. Lee Hills
Mr. and Mrs. Arjay Miller
Mr. and Mrs. Walter P. Reuther
Governor and Mrs. George W. Romney
Mr. and Mrs. Lynn A. Townsend

EXECUTIVE COMMITTEE

Mr. and Mrs. Rinehart S. Bright, Chairmen
Mr. and Mrs. Charles F. Adams
Mr. and Mrs. C. Allen Harlan
Mr. and Mrs. Semon E. Knudsen
Mr. and Mrs. E. Curtis Matthews
Mr. and Mrs. Ben D. Mills
Mr. and Mrs. Walter F. Skinner
Mr. and Mrs. Richard C. Van Dusen
Chancellor and Mrs. D. B. Varner
Mr. and Mrs. James O. Wright

GENERAL AREA CHAIRMAN:

Mr. and Mrs. Ben D. Mills, Co-Chairmen
Mr. and Mrs. E. Curtis Matthews, Co-Chairmen
Mr. and Mrs. Walter F. Skinner, Co-Chairmen
Mr. and Mrs. Richard C. Van Dusen, Co-Chairmen

District Chairmen

Mr. and Mrs. John Adair
Mr. and Mrs. H. Rollin Allen
Mr. and Mrs. Richard Bagley
Mr. and Mrs. Paul Bagwell
Mr. and Mrs. James Merriam Barnes
Mr. and Mrs. Richard P. Barnard
Miss Mary Beth Beebe
Miss Eleanor Bennink
Mr. and Mrs. Theodore D. Birnkrant
Dr. and Mrs. Allen B. Bower
Mr. Harry Bradlin
Mr. and Mrs. Fitz J. Bridges
Dr. and Mrs. Rockwell W. Bullard, Jr.
Mr. and Mrs. Gail Canfield
Dr. and Mrs. Walter Carruthers
Mr. and Mrs. Norman Cheal
Mr. and Mrs. William J. Conlin
Mrs. Abraham Cooper
Mr. and Mrs. Paul Cousino
Mr. and Mrs. Ralph R. Curtis
Mrs. Gordon Damon
Mr. and Mrs. Wayne Daniel
Dr. and Mrs. J. W. Derr

Mr. and Mrs. William Dorn
Mr. and Mrs. Stephen McK. Du Brul
Mr. and Mrs. Forbes C. Duncan
Mr. and Mrs. Donald Farmer
Mr. and Mrs. Millard Ferguson
Dr. and Mrs. Ferdinand Gaensbauer
Mr. and Mrs. George H. Goble
Mrs. Betty Gozesky
Mr. and Mrs. Delos Hamlin
Mr. and Mrs. Arnold W. Hartig
Mr. and Mrs. William B. Heaton
Mr. and Mrs. Ralph G. Hesler
Mr. and Mrs. Roland Hewelt
Mr. and Mrs. Henry Hogan, Jr.
Mr. and Mrs. Paul Horton
Mr. and Mrs. James Howlett
Mrs. C. I. Humphries
Mr. and Mrs. Robert Jenkins
Mr. and Mrs. Winfield S. Jewell, Jr.
Mr. and Mrs. Chalmers Juleff
Mr. and Mrs. Donald Keech
Mr. and Mrs. J. H. Kuz
Mr. and Mrs. V. Everett Kinsey
Mr. and Mrs. Ted Koella
Mr. and Mrs. Denton Kunze
Mr. and Mrs. Henry deSegur Lauve
Mr. and Mrs. William I. McClelland
Mr. and Mrs. John McLeod
Mr. and Mrs. F. C. McMath
Mr. and Mrs. Leonard Meldman
Mr. and Mrs. A. Donald Moncrieff
Judge and Mrs. Arthur E. Moore
Mr. and Mrs. Thomas Morgan, Jr.

Dr. and Mrs. Robert D. Morrison
Mr. and Mrs. Kenneth W. Peck
Mr. and Mrs. Frederick J. Poole
Mr. and Mrs. Thomas Priestap
Mr. and Mrs. R. Don Pretty
Mr. and Mrs. John Quirk
Mr. and Mrs. Robert S. Raisch
Mr. and Mrs. Floyd Rideout
Mr. and Mrs. John Roberts
Mr. and Mrs. Richard Robinson
Mr. and Mrs. J. Woodward Roe
Dr. and Mrs. Adolph Rossetti
Dr. and Mrs. Daniel Rousseau
Mr. and Mrs. David P. Ruwart
Mr. and Mrs. Lyndon S. Salathiel
Miss Norma Schauer
Dr. and Mrs. Nelson Singer
Judge and Mrs. Burton R. Shifman
Mr. and Mrs. Newton Skillman, Jr.
Mr. and Mrs. Bruce H. Smith
Mr. and Mrs. Arthur Solberg
Dr. and Mrs. Oscar J. Sorenson, Jr.
Mr. and Mrs. Robert Timyan
Mr. and Mrs. Paul Travis
Mr. and Mrs. Richard W. Tucker
Mr. and Mrs. Ray A. Ulseth
Dr. and Mrs. Leonard F. Van Raaphorst
Dr. and Mrs. Earl Watch
Mr. and Mrs. Irwin K. Weiss
Mr. and Mrs. Harry N. Wieting
Mr. and Mrs. Edmund L. Windeler
Mr. and Mrs. John C. Wright
Mr. and Mrs. George Zechmeister

GENERAL FESTIVAL COMMITTEE

Dr. and Mrs. Cecil Akroyd
Mrs. Harry Anderson
Mr. and Mrs. Robert Anderson
Mr. and Mrs. Paul N. Averill
Mr. and Mrs. John K. Bagby
Mr. and Mrs. Philip C. Baker
Mr. and Mrs. Laurence Barker
Mr. and Mrs. H. Glen Bixby
Mr. and Mrs. Warren S. Booth
Mr. and Mrs. W. H. Boutell
Mr. and Mrs. William H. Breech
Mr. and Mrs. Charles F. Brown
Mr. and Mrs. C. Henry Buhl
Mr. and Mrs. Lester S. Burton
Dr. and Mrs. Sidney E. Chapin
Mr. and Mrs. Ferdinand Cinelli
Mr. and Mrs. James Clarkson
Mr. and Mrs. Dean F. Coffin
Mr. and Mrs. L. L. Colbert
Dr. and Mrs. Walter S. Collins
Mr. and Mrs. Louis J. Colombo, Jr.
Mrs. Frank Coolidge
Mr. Ross Corbit
Mr. and Mrs. Milo J. Cross
Mr. and Mrs. Richard E. Cross
Mr. and Mrs. LeRoy W. Dahlberg

Mr. and Mrs. Halsey Davidson
Mr. and Mrs. John De Carlo
Dr. David Di Chiera
Mr. and Mrs. Frank W. Donovan
Mr. and Mrs. Irving A. Duffy
Dr. and Mrs. C. T. Ekelund
Dr. and Mrs. Lowell R. Eklund
Mr. E. M. Estes
Mr. and Mrs. Charles T. Fisher, III
Mr. E. F. Fisher
Mr. and Mrs. Max M. Fisher
Mr. and Mrs. Sam Fishman
Mr. and Mrs. Fred B. Fletcher
Mr. and Mrs. Samuel Frankel
Mr. and Mrs. John S. French
Mr. and Mrs. Max Fruhauf
Mr. and Mrs. David L. Gamble
Mr. and Mrs. William Y. Gard
Mr. and Mrs. Melvin A. Glasser
Mr. Alan Gornick
Mr. and Mrs. William T. Gossett
Mr. and Mrs. Graham John Graham
Mr. and Mrs. Russell R. Grinnell
Mr. and Mrs. Karl Haas
Mr. and Mrs. Jamison Handy
Mr. and Mrs. E. Ross Hanson

Mr. and Mrs. Howard Harrington
 Mr. and Mrs. Martin S. Hayden
 Dr. and Mrs. Richard Hertz
 Mr. and Mrs. Charles S. Himelboch
 Dr. and Mrs. D. H. Hirschfeld
 Mr. and Mrs. Lynn V. Hooe
 Mr. and Mrs. J. L. Hudson, Jr.
 Mr. and Mrs. L. A. Iacocca
 Mr. and Mrs. William R. Jenkins
 Mr. and Mrs. Henry O. Johnson
 Mr. and Mrs. Ernest A. Jones
 Mr. and Mrs. John S. Judd
 Mr. and Mrs. Harold Julian
 Mr. and Mrs. Leonard Kasle
 Mrs. Foley Katzenmeyer
 Mr. and Mrs. LeRoy E. Kiefer
 Mr. and Mrs. Harvery A. Kresge
 Mr. and Mrs. Roger M. Kyes
 Mr. and Mrs. Virgil E. LaMarre
 Mr. and Mrs. Samuel J. Lang
 Mr. and Mrs. Victor Lindquist
 Mr. and Mrs. Malcolm R. Lovell
 Mrs. Andrew L. Malott
 Mr. and Mrs. Frank Manley
 Mr. and Mrs. Donald P. Markus
 Dr. and Mrs. John J. Marra

Mr. and Mrs. George W. McClellan
 Judge and Mrs. Wade H. McCree
 Mr. and Mrs. Howard L. McGregor, Jr.
 Mr. and Mrs. Paul M. McKenney
 Mr. and Mrs. Robert F. McLean
 Mr. and Mrs. James McMillan
 Mr. and Mrs. William A. Mitzfeld
 Mr. and Mrs. Harding Mott
 Dr. and Mrs. Philip T. Mulligan
 Mr. and Mrs. Edward I. Nicholas
 Dr. and Mrs. Donald D. O'Dowd
 Mr. and Mrs. F. M. Oliver
 Mr. and Mrs. Milton J. Pappas
 Mr. and Mrs. Charles A. Parcels, Jr.
 Mr. and Mrs. Robert F. Patnales
 Mr. and Mrs. Raymond T. Perring
 Mr. and Mrs. Frederick K. Plumb
 Mr. and Mrs. Harry M. Pryale
 Mr. and Mrs. George Putnam
 Mr. and Mrs. Gail Rector
 Mr. and Mrs. Thomas R. Reid
 Mr. and Mrs. Charles W. Renfrew
 Miss Hortense Riddick
 Mr. and Mrs. George Russell
 Mr. and Mrs. Herman P. Sattler
 Mr. and Mrs. Robert B. Semple

Mr. and Mrs. Bartlett Smith
 Mr. and Mrs. Francis W. Smith
 Mr. and Mrs. Lorne C. Spademan, Jr.
 Mr. and Mrs. Arthur E. Summerfield, Jr.
 Mr. and Mrs. Robert W. Swanson
 Mr. and Mrs. Jack E. Taylor
 Mr. and Mrs. John L. Thornhill
 Mr. and Mrs. George T. Trumbull
 Miss Karen VanderKloot
 Mr. and Mrs. Robert VanderKloot
 Mrs. Vernon L. Venman
 Mr. and Mrs. Richard B. Wallace
 Mr. and Mrs. J. Leslie Walters
 Mr. and Mrs. Donald W. Walton
 Mr. and Mrs. Henry E. Wenger
 Mr. and Mrs. Gene A. White
 Mr. and Mrs. Henry Whiting
 Dr. and Mrs. Dana P. Whitmer
 Mr. and Mrs. Robert Wild
 Mr. and Mrs. Charles L. Wilson, Jr.
 Mr. and Mrs. Thomas E. Wilson
 Mrs. Julian Wolfner
 Mr. and Mrs. Theodore O. Yntema
 Mr. and Mrs. James C. Zeder
 Mr. and Mrs. George D. Zikakis
 Mr. and Mrs. Carl H. Zuber

A buffet supper, priced by the item, will be served each concert evening beginning at 6:30 in Trumbull Terrace. A buffet luncheon will be served each Wednesday from noon to 1:30 during the Festival season at Trumbull Terrace. Supervision of food is under the University's Director of Food Services, Edward Goodwin.

STEUBEN GLASS is exclusive in Detroit at CHARLES W. WARREN & COMPANY



THE VICTORIANS

An interpretation of Theodore Roethke's poem, "The Victorians"

Glass design by George Thompson

Engraving design by Don Wier

A nostalgic Victorian form patterned after decorative acanthus leaves. Engraved on the crystal are two couples in old-fashioned dress, strolling through grass and flowers toward a summerhouse in the background. They appear oblivious of the wave of fate that is about to engulf them.

Height 8" \$3,750



THE VICTORIANS

O the gondolets, the mandolins,
 the twangling of the lutes,
 The girls all dressed in crinoline
 among the flowers and fruits—
 The flowers all symbolical,
 the lily and the rose,
 And how the sherry blossoms
 on the end of grandma's nose.
 The maiden sighs and turns away;
 the maiden she relents,
 Attracted by the glitter
 of a pile of five per cents.
 They danced beneath the arbors,
 they strolled upon the grass,
 O never aware, O never aware
 of what would come to pass.

THEODORE ROETHKE

CHARLES W. WARREN & COMPANY
 JEWELERS and SILVERSMITHS
 Steuben Glass • Tiffany Sterling

1520 WASHINGTON BOULEVARD

Detroit, Michigan 48226 • Telephone 962-5158





MAJOR DONORS TO THE 1965 MEADOW BROOK MUSIC FESTIVAL

\$1,000.00 or more

Mr. and Mrs. Rinehart S. Bright

The Budd Company

The Chrysler Corporation Fund

The Consumers Power Company, Pontiac

The Ford Motor Company Fund

Detroit Bank & Trust

The Detroit Edison Company

Mr. and Mrs. David L. Gamble

General Motors Corporation (Fisher Body,
General Motors Truck and Coach, Pontiac Motor)

The J. L. Hudson Company

International, U.A.W.

Mr. and Mrs. Henry C. Johnson

The Mary Louise Johnson Fund

Mr. and Mrs. Marvin L. Katke

The Kresge Foundation

Mr. and Mrs. Roger M. Kyes

Manufacturers National Bank of Detroit

Michigan Bell Telephone Company

Michigan Consolidated Gas Company

The National Bank of Detroit

Mr. and Mrs. John K. Stevenson

Mr. and Mrs. George T. Trumbull

The Wayne-Oakland Bank, Royal Oak

The Lula C. Wilson Trust Fund

In addition to the major donors listed above, the Meadow Brook Music Festival Committee wishes to acknowledge the following for their very helpful contributions:

The Sidney Allen Memorial Fund, Temple Beth El

American Metal Products Company

A & W Management Company

Mr. and Mrs. C. Henry Buhl

The Bundy Foundation

Community National Bank, Pontiac

The Cunningham Drug Stores

Davidson Brothers, Inc.

Eaton Manufacturing Company

Ex-Cell-O Corporation

Federal-Mogul Corporation

First Federal Savings & Loan Association of Oakland

Mr. and Mrs. A. C. Girard

Mr. and Mrs. Graham John Graham

Hughes-Hatcher-Suffrin, Inc.

Lewis Furniture Company

Marathon Oil Company

Michigan Bank, National Association

Parke Davis & Company

Mr. and Mrs. Charles W. Renfrew

Reynolds Metals Company

The George and Lenore Romney Foundation

Winkelman Brothers Apparel Foundation

We regret the omission of those names received too late for publication.

The Festival committee acknowledges their indebtedness to Mrs. James Merriam Barnes who solicited funds which were used to purchase 20 additional picnic tables, and to Mr. and Mrs. David L. Gamble for their gift of \$1,500 to purchase the newly installed P.A. system.



SPONSORS OF 1965 MEADOW BROOK MUSIC FESTIVAL

Mr. and Mrs. Charles F. Adams
 Mr. and Mrs. Thomas B. Adams
 Mr. and Mrs. Don E. Ahrens
 Mr. and Mrs. Maynard R. Andreae
 Dr. and Mrs. Cecil Akroyd
 Mr. and Mrs. Robert Anderson
 Mr. and Mrs. Paul N. Averill
 Mr. and Mrs. Paul D. Bagwell
 Mr. and Mrs. John K. Bagby
 Mr. and Mrs. Phillip C. Baker
 Mr. and Mrs. William H. Baldwin
 Mr. and Mrs. James Merriam Barnes
 Mr. and Mrs. H. Glen Bixby
 Mr. and Mrs. Warren S. Booth
 Mr. and Mrs. W. H. Boutell
 Mr. and Mrs. Virgil E. Boyd
 Mr. and Mrs. Rinehart S. Bright
 Mr. and Mrs. Charles F. Brown
 Mr. and Mrs. John S. Bugas
 Mr. and Mrs. C. Henry Buhl
 Dr. and Mrs. Rockwood W. Bullard, Jr.
 Mr. and Mrs. Lester S. Burton
 Mr. and Mrs. Martin L. Butzel
 Mr. and Mrs. W. Colin Campbell
 Mr. and Mrs. Ferdinand Cincelli
 Mr. and Mrs. James Clarkson
 Mr. and Mrs. L. L. Colbert
 Mr. and Mrs. Robert W. Chambers
 Mr. and Mrs. Edward N. Cole
 Dr. and Mrs. Walter S. Collins
 Mr. and Mrs. Frederick Colombo
 Mr. and Mrs. Louis J. Colombo, Jr.
 Mr. Ross Corbit
 Mr. and Mrs. Milo J. Cross
 Mr. and Mrs. Richard E. Cross
 Mr. and Mrs. LeRoy W. Dahlberg
 Mr. and Mrs. Frank W. Donovan
 Mr. and Mrs. Stephen McK. Du Brul
 Mr. and Mrs. Irving A. Duffy
 Mr. and Mrs. John Z. DeLorean
 Dr. and Mrs. Clifford T. Ekelund
 Mr. and Mrs. Ray R. Eppert
 Mr. E. M. Estes
 Mr. and Mrs. Charles T. Fisher, Jr.
 Mr. and Mrs. Sam Fishman
 Mr. and Mrs. Edgar B. Flint

Mr. and Mrs. Robert H. Flint
 Mr. and Mrs. Samuel Frankel
 Mr. and Mrs. John S. French
 Mr. and Mrs. Max Fruhauf
 Mr. and Mrs. West H. Gallogly
 Mr. and Mrs. David L. Gamble
 Mr. and Mrs. William Y. Gard
 Mr. and Mrs. Edwin O. George
 Mr. and Mrs. A. C. Girard
 Mr. and Mrs. Melvin A. Glasser
 Mr. and Mrs. Louis C. Goad
 Mr. Alan L. Gornick
 Mr. and Mrs. William T. Gossett
 Mr. and Mrs. Graham J. Graham
 Mr. and Mrs. Delos Hamlin
 Mr. and Mrs. C. Allen Harlan
 Mr. and Mrs. Hugh G. Harness
 Mr. and Mrs. Howard Harrington
 Mr. and Mrs. Martin S. Hayden
 Rabbi and Mrs. Richard C. Hertz
 Mr. and Mrs. Thomas H. Hewlett
 Mr. and Mrs. Charles S. Himelhoch
 Dr. and Mrs. Alexander H. Hirschfeld
 Mr. and Mrs. Henry M. Hogan, Jr.
 Mr. and Mrs. Warren M. Huff
 Mr. and Mrs. Lee A. Iacocca
 Mr. and Mrs. Henry C. Johnson
 Mr. and Mrs. Ernest A. Jones
 Mr. and Mrs. John S. Judd
 Mr. and Mrs. Charles H. Kanavel
 Mr. and Mrs. Leonard Kasle
 Mr. and Mrs. Marvin L. Katke
 Mr. and Mrs. Leroy E. Kiefer
 Mr. and Mrs. Semon E. Knudsen
 Dr. and Mrs. Bruce A. Kresge
 Mr. and Mrs. Stanley Kresge
 Mr. and Mrs. Roger M. Kyes
 Mr. and Mrs. Samuel J. Lang
 Mr. and Mrs. Edward H. Lerchen
 Mr. and Mrs. David Levinson
 Mr. and Mrs. Leonard T. Lewis
 Mr. and Mrs. Harold O. Love
 Mrs. Andrew L. Malott
 Mr. and Mrs. Kenneth G. Manuel
 Mr. and Mrs. E. Curtis Matthews
 Mr. and Mrs. George W. McClellan

Mr. and Mrs. Alvin S. McEvoy
 Mr. and Mrs. Howard L. McGregor, Jr.
 Mr. and Mrs. Paul M. McKenney
 Mr. and Mrs. Francis C. McMath
 Mr. and Mrs. Ben D. Mills
 Mr. and Mrs. Francis W. Misch
 Judge and Mrs. Arthur E. Moore
 Mr. and Mrs. Ken Morris
 Mr. and Mrs. Harding Mott
 Mr. and Mrs. Ralph T. Norvell
 Mr. and Mrs. Russell W. Nowels
 Dr. and Mrs. Donald D. O'Dowd
 Mr. and Mrs. Charles A. Parcells, Jr.
 Mr. and Mrs. W. Calvin Patterson
 Mr. and Mrs. Raymond T. Perring
 Mr. and Mrs. John S. Pingel
 Mr. and Mrs. Ralph L. Polk, Jr.
 Mr. and Mrs. John B. Poole
 Mr. and Mrs. Harry M. Pryale
 Mr. and Mrs. Gilbert F. Richards
 Mr. and Mrs. George Russell
 Mr. and Mrs. Alan E. Schwartz
 Mr. and Mrs. Robert B. Semple
 Mr. and Mrs. Walter F. Skinner
 Dr. and Mrs. Oscar J. Sorenson, Jr.
 Mr. and Mrs. Joseph Standart, Jr.
 Mr. and Mrs. John K. Stevenson
 Mr. and Mrs. Arthur E. Summerfield, Jr.
 Mr. and Mrs. Robert W. Swanson
 Mr. and Mrs. Wright Tisdale
 Mr. and Mrs. George T. Trumbull
 Mr. and Mrs. Richard C. Van Dusen
 Mr. and Mrs. Richard B. Wallace
 Mr. and Mrs. Henry E. Wenger
 Mr. and Mrs. Clifford B. West
 Mr. and Mrs. Norman B. Weston
 Mr. and Mrs. Henry Whiting, Jr.
 Mr. and Mrs. Harry N. Wieting
 Mr. and Mrs. R. Jamison Williams
 Mr. and Mrs. Charles L. Wilson, Jr.
 Mr. and Mrs. Ralph C. Wilson, Jr.
 Mr. and Mrs. Thomas E. Wilson
 Mr. and Mrs. James O. Wright
 Mr. and Mrs. Theodore O. Yntema
 Mr. and Mrs. James C. Zeder

We regret the omission of those names received too late for publication

MAJOR ADDITIONS TO MEADOW BROOK



Left to right above—Rinehart S. Bright, General Chairman for Oakland University's Meadow Brook Music Festival, D. B. Varner Chancellor of Oakland University and Mr. & Mrs. George T. Trumbull on site of Trumbull Terrace.

Below—James O. Wright, Festival finance committee chairman, tries out one of new seats for Pavilion and William H. Baldwin, Kresge Foundation board member looks on.



The lovely new structure nestling in the trees just north of the Pavilion was made possible by a handsome gift of nearly \$100,000 from two of the area's most respected citizens, Mr. and Mrs. George T. Trumbull. The building, a complement to the beauty of the Pavilion and its surroundings, houses dining facilities, the Scholarship Committee's "Scholar Shop," rest rooms, offices and first aid services. It is the design of O'Dell, Hewlett and Luckenbach Associates of Birmingham who also designed the Pavilion. The Festival Committee has named the beautiful structure "Trumbull Terrace."



Festival concert-goers will be "sitting pretty" this summer as a result of a \$50,000 Kresge Foundation grant to purchase permanent seats for the Pavilion. This is the second major gift to the Festival from the Foundation. Last year it voted \$76,000 toward building the Pavilion, the grant given in memory of Howard C. Baldwin, noted community leader and Kresge Foundation board member, after whom the Pavilion is named.

THE DETROIT SYMPHONY ORCHESTRA



As it embarks on the second fifty years of its illustrious history, under the baton of Sixten Ehrling, the Detroit Symphony Orchestra has entered what has been called its Second Golden Era. Harriett Johnson of the *New York Post* stated in a review of the Orchestra's 1964 appearance in Carnegie Hall, "... the years (1918-35) when Ossip Gabrilowitsch was its leader have been called its 'golden age'—under Ehrling it looks as if the gold were back, maybe even brighter." Harold C. Schonberg of *The New York Times* wrote after the same concert, "The Detroit Symphony Orchestra is by now one of the country's superior musical organizations, ready to compete in any company."

The Orchestra each season presents over 150 concerts, including 40 regular subscription concerts and a number of special concerts in its home, the Henry and Edsel Ford Auditorium. A series of eight Young People's Concerts and a number of school concerts are presented annually, both at Ford Auditorium and in schools of the metropolitan Detroit area. Free concerts are presented each summer at the Michigan State Fair Grounds and on Belle Isle.

The Orchestra also continues to win honors for itself through its extensive tours of the nation. Its recordings on the Mercury Classics label have won international acclaim, two receiving the coveted Grand Prix du Disque Award of France.

ORCHESTRA PERSONNEL

FIRST VIOLINS

Misha Mischakoff,
Concertmaster
Gordon Staples
Zinovi Bistrizky
Asst. Concertmasters

Santo Urso
Jack Boesen
Emily Mutter Austin
Ronald Knudsen
James Bourbonnais
Nicholas Zonas
Inez Hullinger
Gabriel Szitas
Joseph Gluck
Ralph Shiller
Beatriz Budinsky
Richard Margitza

SECOND VIOLINS

Edouard Kesner
Emilio Llinas
John Crispin
Felix Resnick

Arthur Bachmann
William Graham
William Horvath
Russell Hall
Jacob Becker
Mario DiFiore

BASSES

John Van de Graaf
Raymond Benner
Frank Sinco
Walter Hardman
Thomas Monohan, Jr.
Julius Ilku
Charles Baer
Albert Steger
Maxim Janowski

HARPS

Elyze Yockey
Ruth Dean Clark

FLUTES

Albert Tipton
Irvin Gilman
Clement Barone

Alvin Score
Harold Laudenslager
Ernest Cramer
James Waring
Walter Maddox
Robert Barnes
Herold R. Klein
David Kaplan
Roy Bengtsson

VIOLAS

Nathan Gordon
Guyton Amato
Meyer Shapiro
Eugenia Staszewski
David Ireland
Taras Hubicki
Walter Evich
Darrel Barnes
Anton Patti
Philip A. Porbe

VIOLONCELLOS

Italo Babini
Thaddeus Markiewicz
Edward Korkigian

PICCOLO

Clement Barone

OBOES

Arno Mariotti
Ronald Odmark
Harold Hall

ENGLISH HORN

Robert L. Cowart

CLARINETS

Paul Schaller
William Griss
Vincent Melidon
Oliver Green

BASS CLARINET

Oliver Green

E. FLAT CLARINET

Vincent Melidon

BASSOONS

Charles Sirard
William Kaplan
Lyell Lindsey

CONTRA BASSOON

Lyell Lindsey

ORCHESTRA PERSONNEL (Continued)

FRENCH HORNS

Arthur Krehbiel
Charles Weaver
Keith Vernon
Willard Darling
Eduard Sauve

TRUMPETS

James Tamburini
Gordon Smith

Alvin Belknap

Donald Haas

TROMBONES

Allen Chase
Joseph Skrzynski
Elmer Janes
James Waring

TUBA

Oscar La Gasse

TIMPANI

Salvatore Rabbio

PERCUSSION

Robert Pangborn
Jack Ledingham
Raymond Makowski

PIANO

Mischa Kottler

ORGAN

Frederick Marriott

CELESTE

Arthur Bachmann

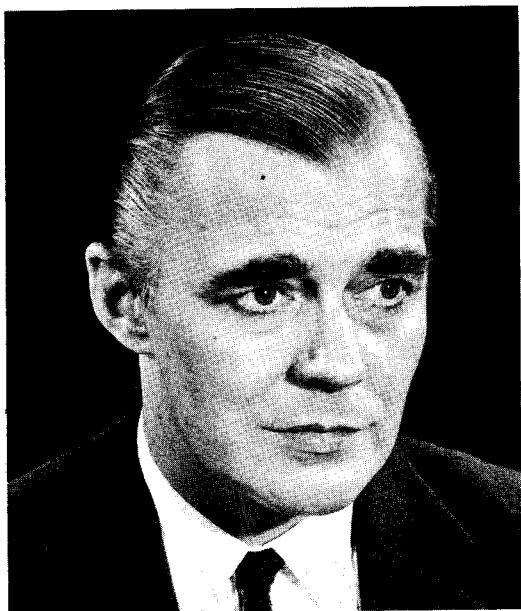
LIBRARIAN

Albert Steger

PERSONNEL MANAGER

Zinovi Bistritzky

SIXTEN EHRLING



From the moment Sixten Ehrling strides out from the wings to take command of his Orchestra, there is something distinctly Scandanavian about his bearing, demeanor, and conducting. But the music he makes is international. The excitement of the maestro's performances with The Detroit Symphony Orchestra has captured audiences and critics here and abroad since he came permanently to Detroit from Sweden in December of 1963. Ehrling's tremendous physical vitality is immediately apparent. He has been called persuasive, precise, authoritative, dramatic and inspired. Henry S. Humphreys, critic for *The Cincinnati Enquirer*, wrote "Ehrling hurls Thunderbolts . . . Detroit is fortunate in bringing him from Stockholm to the Motor Capital. A master musician whose influence on American music is certain to be profound."

THIS IS
THE SHAPE
OF THINGS
TO COME
IN
BANKING

Community
National Bank

OAKLAND UNIVERSITY

... dynamic and growing



Built in 1962 with a \$1.5 million grant from the Kresge Foundation, the Kresge Library is the dominant architectural feature of the Oakland University campus.

In its brief but impressive history, Oakland University has moved quickly from a carefully considered plan to a dynamic and growing university. Established in 1957 when Mr. and Mrs. Alfred G. Wilson gave their 1400-acre Meadow Brook Farms estate and two million dollars for buildings, Oakland University opened its doors to its first class of 570 students in the fall of 1959. Last fall, only six years later, enrollment had more than tripled, to reach 1812.

During this period the campus facilities have been expanded from two original buildings to a complex of twelve major buildings, with three more under construction.

Although its growth has been rapid, the University has successfully maintained the quality of its liberal arts centered curriculum. Its students pursue studies in the various fields of liberal arts and sciences, or professional training in teacher education, business administration, or engineering. One of the country's first institutions to put its entire academic program on year-round operation, Oakland University operates on the three-semester plan.

At the classbreak, students emerge from the Science Building, which provides modern facilities for biology, chemistry, engineering science, mathematics and physics.



IN TRANSITION

In this its sixth year, Oakland University is entering a period of transition from a small liberal arts college to a middle-sized university. Next fall at least 2300 students are expected, and that number will continue to increase sharply each year—surpassing 5,000 by 1969. To better serve its students under these changing conditions, the University has altered its administrative structure, replacing the Divisions of Humanities, Science and Engineering, and Social Science with a College of Arts and Sciences, Schools of Education, Engineering, Business and Economics, and The Performing Arts.

Although the Schools of Business and Economics and The Performing Arts will not be implemented immediately, they are indicative of the University's plans to expand those areas of study in the near future. The new structure is regarded as the best means of preserving the emphasis on a quality undergraduate program while providing for the growth and development of the professional programs.

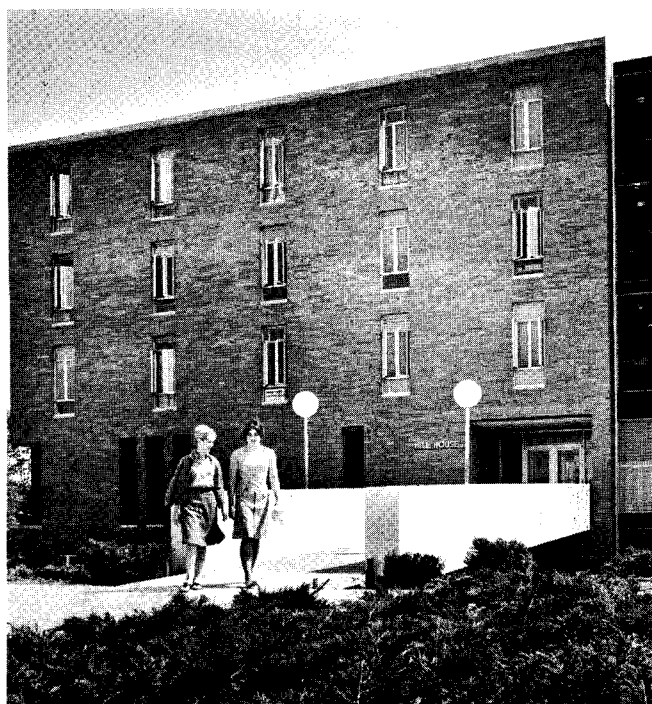
OUTSTANDING FACULTY

The key to the outstanding reputation already earned by this young institution is its faculty. Relatively young, they have come from the country's major institutions. Eighty percent have earned doctorates, and they regard the teaching of young men and women as an exciting challenge and are constantly exploring new approaches to that important task.

In addition to its primary mission of providing the best possible learning experiences for its regularly enrolled students, Oakland University has always recognized its responsibility to serve the community and is doing so on an ever-expanding scale. The Division of Continuing Education provides a wide variety of professional and cultural non-credit courses for adults and organizes and hosts conferences and institutes which directly benefit the community and its residents. The new Mott Center for Community Affairs, established this year by a grant from the Mott Foundation, has already launched programs of area-wide concern.

BOARD OF TRUSTEES

Originally known as Michigan State University Oakland (Oakland is governed by the same Board of Trustees as Michigan State University at East Lansing), the University changed its name to Oakland University in February, 1963, two months before graduating its first senior class. The move was made in order to help establish its own identity. The administrative and legal relationship with Michigan State University, complementary to both institutions, remains unchanged. While Oakland University is responsible to the Board of Trustees at Michigan State University, it operates as an autonomous educational unit.



Hill House, occupied in the fall of 1964, is "home" for 200 Oakland University coeds.

OAKLAND UNIVERSITY FOUNDATION

Oakland University is assisted in its development by the Oakland University Foundation. Its membership includes leading citizens of southern Michigan who have been asked to serve on this advisory board. The body had a leading role in shaping the outlines and philosophy of the institution and is active in fund-raising and other efforts that benefit the University. A committee within the Foundation annually stages the Meadow Brook Ball to benefit the Scholarship Fund.

SCHOLARSHIP COMMITTEE

During the past year more than 250 Oakland University students received financial assistance from funds raised for this purpose by the Oakland University Scholarship Committee. The committee is made up of approximately 150 women in Macomb and Oakland Counties who engage in a variety of fund-raising activities throughout the year to build up an annual scholarship fund of approximately \$100,000. This past year's projects have included the Macomb Town Hall, lecture series, the Tribute Fund, the sale of advertising for the official Meadow Brook Music Festival program, and operation of the Scholar Shop. Opened last year at the Festival site, the Scholar Shop is now operated on a regular basis. It is located in the lower level of the Oakland Center except during the Festival, when it is moved to its new quarters in the Trumbull Terrace. The Macomb County group has expanded its series to include a Warren Town Hall.

Continuing Education

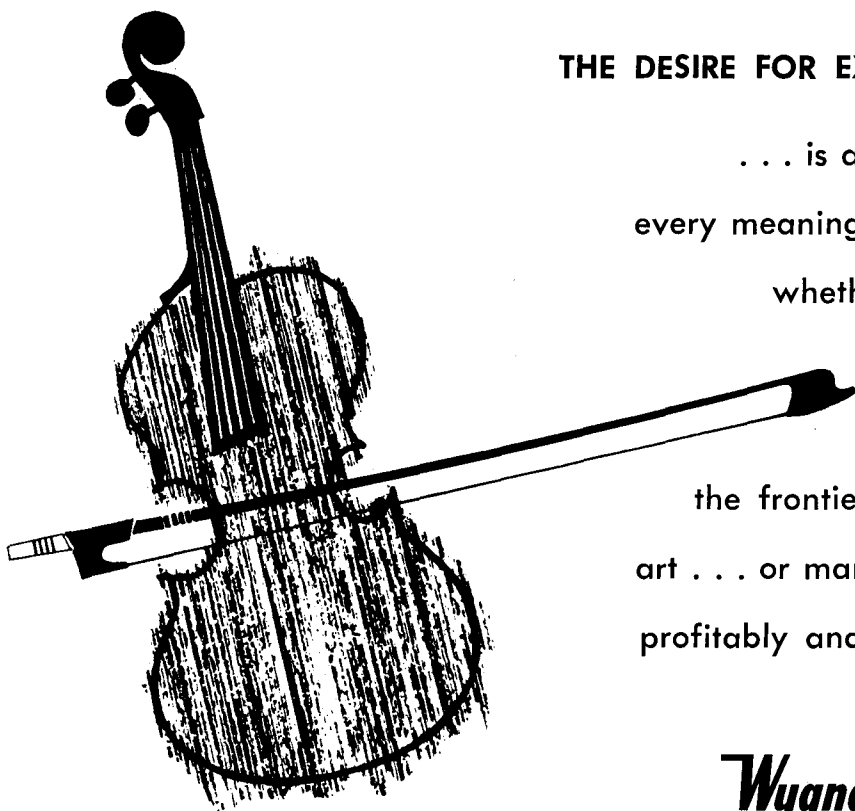
Through the Division of Continuing Education, OAKLAND UNIVERSITY offers many courses, conferences, forums and special events open to adults of the community. These vary from business and professional development courses to liberal arts colloquia in ethics and social psychology; from conferences for creative writers to those for life insurance agency managers; from a lecture series previewing Shakespearean plays at Stratford to a lecture series on managerial budgeting.

Scheduled for the fall term, which starts the week of September 27, are 140 non-credit courses; a testing and counseling program for mature women; the fourth annual Writers' Conference on the craftsmanship of creative writing on Saturday, October 16; and a conference for parents of pre-school children on Saturday, November 6.

In addition to non-credit courses and University conferences, the Division of Continuing Education

directs the Mott Center for Community Affairs; the Continuum Center for Women, scheduled to open in the fall; and the Pre-College Study Center, teaching study skills to college-bound students. Three departments which relate to Oakland seniors and alumni as they leave the campus to become adults of the community are also under the Division. These departments include the Placement Office, which helps seniors find career employment and acts as an occupational counseling center for undergraduates at all levels. The Alumni Relations Department keeps alumni and the University in contact through publication of the *OU Alumni News*, through an annual reunion and through the alumni fund drive. The Alumni Education Department counsels former students toward sequential, planned programs of lifelong learning.

Anyone wishing his name added to the Continuing Education mailing list for course catalogs, conference programs, the Continuum Center for Women, or the Pre-College Study Center is invited to call 338-7211, Ext. 2171.



THE DESIRE FOR EXCELLENCE

... is an intrinsic part of
every meaningful endeavor ...
whether it be creating
fine music ...
pioneering
the frontiers of science and
art ... or managing a business
profitably and ethically.

Wyandotte Chemicals
CORPORATION

INDEX TO ADVERTISERS

All of the following advertisers appear in the second annual Meadow Brook Music Festival Program

A

AC Spark Plug Division	102
Agency—D. P. Brothier & Company	
AMT Corporation	104
Agency—Zimmer, Keller & Calvert, Inc.	
Acme Manufacturing Company	17
Agency—Watkins-Rogers, Inc.	
Alvin's of Pontiac	114
American Brakeblok Division	113
Agency—Carr Liggett Advertising, Inc.	
American Metal Products Company	72
Agency—MacManus, John & Adams, Inc.	
American Motors Corporation	96
Agency—Geyer, Morey, Ballard, Inc.	
Ask Mr. Foster Travel Service, Inc.	106
Austin-Norvell Agency, Inc.	102
Autolite Division	67
Agency—Batten, Barton, Durstine & Osborn, Inc.	
Automotive News (Slocum Publishing Company)	117
Averill Press	10
Avon Broach & Production Company	122

B

Batten, Barton, Durstine & Osborn, Inc.	71
Agency—Batten, Barton, Durstine & Osborn, Inc.	
Bedell's Restaurant	121
The Bee Line	114
Mr. & Mrs. Walter J. Bemb	106
The Bendix Corporation	75
Agency—MacManus, John & Adams, Inc.	
Birmingham-Bloomfield Bank	105
Birmingham Federal Savings & Loan Assn.	122
Birmingham House Motel	106
Bird and Griffith	114
Bloomfield Fashion Shop	112
Bohn Aluminum & Brass Company	108
Agency—Gray & Kilgore, Inc.	
Bordine's Greenhouse & Nursery	108
F. J. Boutell Driveaway Co., Inc.	116
Breech Enterprises, Inc.	112
D. P. Brothier & Company	25
Agency—D. P. Brothier & Company	
The Budd Company	33
Agency—The Aitkin-Kynett Co.	
Buick Motor Division	7
Agency—McCann-Erickson, Inc.	
Burke Lumber Co., Inc.	107
Burroughs Corporation	109
Agency—Campbell Ewald Company	

C

Calbi Music Company	111
Campbell Ewald Company	48
Agency—Campbell Ewald Company	
Cadillac Motor Car Division	80
Agency—MacManus, John & Adams, Inc.	
Chevrolet Motor Division	Inside Front Cover
Agency—Campbell Ewald Company	
Chief Pontiac Federal Credit Union	119
Chrysler Corporation	64
Agency—Young & Rubicam, Inc.	
Chrysler Corporation Parts Division	83
Agency—N. W. Ayer & Son, Incorporated	
Chrysler Division (Chrysler)	15
Agency—Young & Rubicam, Inc.	
Chrysler Division (Imperial)	2
Agency—Young & Rubicam, Inc.	
Clohecy Pontiac	59
Agency—Stone and Simons Advertising, Inc.	
Coca Cola Bottling Co. of Pontiac	60
Agency—McCann-Erickson, Inc.	
Community National Bank	62
Agency—Bennett & Robinson, Inc.	

Control Data Corporation	116
Cowles Magazine, Inc. (Look)	32
Agency—McCann-Erickson, Inc.	
Cross Company	44
Agency—Bobertz & Bair, Inc.	
Curtis Publishing Company (Saturday Evening Post)	47
Agency—Batten, Barton, Durstine & Osborn, Inc.	

D

Detroit Ball Bearing Co.	79
Agency—Burke Bartlett Co., Inc.	
Detroit Gasket & Manufacturing Co.	46
Detroit Insurance Agency	111
Agency—Gray & Kilgore, Inc.	
Devon Gables	108
Dickinson's	116
Dodge Division	22
Agency—Batten, Barton, Durstine & Osborn, Inc.	
Donelson-Johns Funeral Home	115

E

Eaton Manufacturing Automotive Group	37
Agency—Meldrum & Fewsmith, Inc.	
Equitable Life Assurance Society of U. S.	108

F

Federal-Mogul Corporation	19
Agency—MacManus, John & Adams, Inc.	
Firestone Tire & Rubber Co.	41
Agency—Campbell Ewald Company	
Fisher Body Division	16
Agency—Kudner Agency, Inc.	
First Federal Savings of Detroit	112
Flora Mae	120
Floyd Foren Chevrolet, Inc.	108
Ford Motor Company	92
Agency—Kenyon & Eckhardt, Inc.	
Ford Motor Company (Thunderbird)	84
Agency—J. Walter Thompson Company	
J. A. Fredman, Inc.	56
Furs by Robert	122
Agency—Simons-Michelson, Inc.	

G

GMC Truck & Coach Division	26
Agency—McCann-Erickson, Inc.	
Gail and Rice, Inc.	110
Agency—Roy Clark, Incorporated	
Gaukler Moving and Storage Co.	68
General Electric Company	43
Metallurgical Products Dept.	
Agency—Ross Roy, Inc.	
General Motors Corporation	39
Agency—Campbell Ewald Company	
General Tire & Rubber Company	45
Agency—D'Arcy Advertising Company	
Geon's Hair Fashions	111
The B. F. Goodrich Company	35
Agency—Griswold-Eshleman Co.	
The Goodyear Tire & Rubber Company	1
Agency—Young & Rubicam, Inc.	
Great Lakes Steel Corporation	36
Agency—Campbell Ewald Company	
Mr. & Mrs. Leslie H. Green	42
Grinnell Brothers	88
Gwynn's	104

H

Hartford Roofing & Siding	108
Jack W. Haupt Pontiac Sales	121
Doris Hayes Dress Shop	106
Hazel Park Racing Association	122
Agency—J. F. Trenkle Advertising, Inc.	

INDEX TO ADVERTISERS

(Continued)

Higbie Manufacturing Company	121
George Higgins	115
Holley Carburetor Company	128
Agency—Ad Mark Company	
Holiday Card Shops	120
Houdaille Industries	123
Robert J. Huber	110
Huston Hardware	117

I

IBM Corporation	53
-----------------	----

J

Jacobson's	100
The Jam Handy Organization	50
Jax Kar Wash	110
Agency—Simons-Michelson Co.	
Howard Johnson's Restaurant	114
Julie, Inc.	117

K

Kay Baum, Inc.	110
Kelsey-Hayes Company	87
Agency—Zimmer, Keller & Calvert, Inc.	
Kenyon & Eckhardt, Inc.	127
Agency—Kenyon & Eckhardt, Inc.	
L. B. King Co.	123
Agency—Charles M. Hargrave Associates	
Kingsley Inn Hotel	6
Koebel Diamond Tool Co.	115
Agency—Roy Clark, Incorporated	

L

Lakes' Jewelers	102
Lawyers Title Insurance Corporation	111
Libbey-Owens-Ford Glass Company	91
Lincoln-Mercury Division	Inside Back Cover
Agency—Kenyon & Eckhardt, Inc.	
Lisbeth Birmingham	123
Look Magazine	32
Agency—McCann-Erickson, Inc.	

M

MacManus, John & Adams, Inc.	76
Agency—MacManus, John & Adams, Inc.	
McCann-Erickson, Inc.	20
Agency—McCann-Erickson, Inc.	
McLouth Steel Corporation	34
Agency—Young & Rubicam, Inc.	
Merchants Fur Company	120
Mezey Agency, Inc.	100
Michigan School Service, Inc.	109
Milgrim, Inc.	109
Mitzelfeld's	122
Fred W. Moote Electrical Co., Inc.	116
Morris Music	113
Moseley's-Detroit, Inc.	105
Benjamin Muskovitz Company	122

N

NBC	21
National Twist Drill & Tool Co.	124
H. R. Nichol Insurance, Inc.	113

O

C. S. Ohm Manufacturing Company	113
Oldsmobile Division	57
Agency—D. P. Brothier & Company	

P

Palmer Moving & Storage Co.	106
Pearce Floral Company	112
Pepsi Cola Bottling Company of Michigan	31
Agency—Batten, Barton, Durstine & Osborn, Inc.	
Plymouth Division	11
Agency—N. W. Ayer & Son, Inc.	
R. L. Polk & Co.	107

Pontiac Motor Division	Back Cover
Agency—MacManus, John & Adams, Inc.	
Pontiac Travel Service	100
F. J. Poole Company	113

R

Redmond's Jewelers	112
Jim Robbins Company	114
Robinson Bros. Realty	121
Agency—Wagner Advertising	

Rochester Gear, Inc.	110
Rockwell Standard Corporation	27
Agency—Campbell Ewald Company	
Rollins Furs	115
Agency—Riedel Advertising	
Ross Roy, Inc.	104
Agency—Ross Roy, Inc.	

S

Saturday Evening Post	47
Agency—Batten, Barton, Durstine & Osborn, Inc.	
The Scholar Shop	14
R. P. Scherer Corporation	101
Agency—Zimmer, Keller & Calvert, Inc.	
Schurrer Construction Co.	110
Service Glass Company, Inc.	116
Shalla Chevrolet, Inc.	112
Agency—Russ Green Associates, Inc.	
Shelton Pontiac-Buick, Inc.	114
A. Z. Shmina & Sons Co.	118
Slocum Publishing Co. (Automotive News)	117
George Wellington Smith	100
Stagecraft Corporation	105
Agency—Bodge-Eade, Incorporated	
Stewart-Glenn Company	123

T

Ted's, Inc.	119
Ternstedt Division	29
Agency—D. P. Brothier & Company	
Thatcher-Patterson, Inc.	106
Thompson Ramo Wooldridge, Inc.	95
Agency—Fuller, Smith & Ross, Inc.	

U

United Motors Service Division	51
Agency—Campbell Ewald Company	
U. S. Rubber Tire Company	4 and 5
Agency—Doyle, Dane, Bernbach, Inc.	

W

WJR Division	18
Agency—Campbell Ewald Company	
The WWJ Stations	28
Agency—W. B. Doner and Company	
WXYZ-TV	98
Agency—Ron Stone & Company	
Waite's Department Store	107
Hiram Walker, Inc.	40
Agency—C. J. LaRoche & Company	
Charles W. Warren & Co.	24
Watling Lerchen & Co.	118
Agency—Rossi and Company	
Jervis B. Webb Company	101
Wesch Cleaners	117
Wiggs Gifts	120
Agency—Norman P. Townsend Color Advertising	
Wilson Pontiac Cadillac, Inc.	119
Winter Brothers Company	124
Wright Kay & Co.	107
Wyandotte Chemicals Corporation	103

Y

Young & Rubicam, Inc.	63
Agency—Young & Rubicam, Inc.	
The Youngstown Sheet and Tube Company	8