Civic and business activist to retire

"As far as I'm concerned, the conducting of a great advertising agency is not unlike the conducting of a great or-chestra," said Greets A. (Ernie) Jones chestra, said Greets A. (Ernie) Jones chestra, said Greets A. (Ernie) Jones should know because he's served as chairman of the worldwide executive committee for the Bioomfield Hills firm and has also rubbed el-bows with some of the worldwide executive committee for the Bioomfield Hills firm and has also rubbed el-bows with some of the worldwide executive committee for the Bioomfield Hills firm and has also rubbed el-bows with some of the world's greatest musiclans, gaining international recognition as a conductor.

His retirement was announced March 31 by Hal Bay, chairman and chief executive officer of DMAM. But Jones does not expect to disappear from the lirm he spent 44 years with

chief executive officer of DM&M. But Jones does not expect to disappear from the firm he spent 44 years with. He plans to serve as a consultant for the company in the years ahead.
"I'm very proud of this business and I've spent a lifetime at it," he said. He noted that when he started working with the original firm of MacManus, John and Adams back in 1939, the company had one office in Detroit, 50 employees and \$6\$ million in total billings to clients for the year. "I'm very proud of this business and I've apent a lifetime at it." he said, the noted that when he started working with the original firm of MacManus, John and Adams back in 1939, the company had one office in Detroit, 60 employees and \$6 million in total billings to clients for the year.

SINCE THEN, the firm has grown to become the world's 12th largest agency with 46 offices in 27 countries. Its billings have risen to \$1.1 billion and it has a staff of 3,800 employees. Although the company recently shifted its N.Y. near Lake Chautauqua. He spent

headquarters from Bloomfield Hills to Manhattan, Jones said the move would not change DM&M's commitment to the area or its level of employees. Jones uses his experience as a con-ductor as a metaphor for what he has does as shirts.

Joine uses his experience as a Conductor as a metaphor for what he has done as chairman.

You have to have good musicians in the orchestra, or otherwise, I'm just up the cortestra of the mean around, he had been as a conductor of the company. It's a combination for great circupath, the same as an orchestra, and it has to be put together with great care, loving, tender care.

Jones has held virtually every top executive position at the company, helping to build a roster of clients which has included Pontue Motor Division, Cadillac, Whirlpool Corp. Florist's Transworld Delivery Association, GM Parts Division, General Tire and Rubber and the National Bank of Detroit.

his early years learning to play the trumpet and remembers performing 'The Stars and Stripes Forever' under the direction of John Philip Sousa.

He took up conducting at the age of 14, a skill which would later lead him to conduct orchestras such as the Detroit Symphony, the Oakway Symphony, the Miami Beach Symphony, Scandinavian Symphony and the Vienna Chamber Orchestra.

AN AUTOMOBILE accident in his youth resulted in a windfall of \$500 which enabled Jones to go to collage.
"In 1933, there wasn't any monoy, certainly not in Jamestown, New York," he said. His mother Anna insisted the money be set aside for his education.

York, he said, his mouner Anna insisted the money be set aside for his education.

Jones considered majoring in music, his lirst love, at the University of Michigan, but ended up majoring in economics after considering the difficulties of making it as a musician.

U-M conductor William D. Revellis made him band manager, beginning a lifelong friendship. He was also employed at that time as business manager for the Michigan Dally, where he was first introduced to the advertising word.

Jones was put in charge of raising money for the university band and he staged a successful varaity night performance at Hill Auditorium. The event has aline become known as Band-O-Rama.

"Band-O-Hama".

WHEN SOME "big shooters" from New York to do a network show on the band and glee club, Jones was suggested, by radio and speech professor Waldo Abbott, as a student they could work with. (One of the fellows who happened to be in the radio and speech class with Jones was Mike Wallace, now a reporter for the "60 Minutes" news program and a lifelong friend.)
"The guys from NBC approached me and I was pretty impressed. So I sald sure. I'd help. Well, I helped out alright, right at mid-year during examinations. Boy, I worked like hell on that thing." But as it turned out, the extra effort extra effort.

But as it turned out, the extra effort was worth it for Jones. On the opening night of the million-dollar show, Jones met W.A.P. John, of the advertising firm of MacManus, John and Adams. The advertising firm and Pontiac Mo-tors were sponsoring the show and John took an interest in Jones' work.

THAT NIGHT, he remembers, WA.P. John came up to him and said: Kid. Wa.P. John came up to him and said: Kid. Wa.P. John came up to him and said: Kid. Wa.P. John came up to the said: Kid. But when Jones graduated in 1938, the promised job wan't there. "I called Mr. John and he said; Kid. I can't give you a job because I'm laying people off."

Instead, Jones went to work for the

Polish Daily News for a year. Although he was making \$400 a month at the newspaper, he decided to accept a job offer in 1939 from John for \$125 a month because he wanted to break into

month because he wanted to break into advertising.

1939 proved to be a milestone year for Jones. Not only did he start his career in advertising, but he also married Martian Wellman. The couple moved from their Detroit apariment to Birnlingham in 1942. They moved around the area for three years before being sent to New York for a brief period to open a new office. Eventually, they settled back Road, where they raised five children.

they raised five children.

IT WAS SOME TIME after beginning his career in advertising before Jones became interested again in conducting music. He said that he was hesitant to get involved as a conductor at first because of his responsibilities. Eventually, however, he was approached by Leonard B. Smith of the Detroit Concert Band and asked if he would try his hand at conducting. That was 25 years ago, and he has been at it ever since, conducting numerous orchestras in places such as Carnegle Hail, Meadowbrook, the Michigan Stadium in Ann Arbor, and before the Royal College of Music in London. Among his friends and acquaintances are Eugene Ormandy, Isaac Stern and Victor Borge.

"I'm going to be very involved in conducting fin retirement," he said. "I've got more engagements than I can handle.

AS IN MISIC. Jones rose in stature.

handle."

AS IN MUSIC, Jones rose in stature in the filed of advertising. He became president of the company in 1955 at the age of 19 and chief executive officer in 1956. By 1968, he was chairman of the board and assisted in the merger with the D'Arcy Agency of St. Louis in 1971, He became chairman of the new company in 1972; chairman international in 1976; and chairman of the executive committee in 1979.

Although Jones has seen many advertising campaigns come and go at the firm, his job has been primarily that of an organization and the firm, his job has been primarily that of the company in the said. He noted that the increased complexities of the business world have led to a greater emphasis on organization, research and marketing skills, in addition to creativity. "It still takes writing geniuses. But

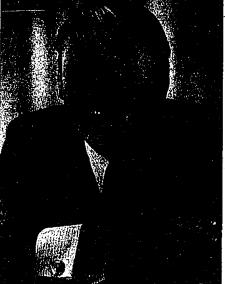
search and marketing skills, in addition to creativity.

"It still takes writing geniuses. But at the same time, while it still takes someone lending that creative touch, it has to be much more organized.
"You have to be pointed in the right direction with better marketing and research as won're not simple, you

wheels with an idea. Then the creative juices can flow."

FREE

We'll show you ways to save



While working his way to the top at D'Arcy MacManus & Masius, Jones also established himself as an internationally recognized conductor.







CITY OF FARMINGTON PLANNING COMMISSION NOTICE OF PUBLIC HEARING

The PLANNING COMMISSION of the City of Farmington, Oakland County, Michigan, will most at \$20 p.m. on Monday, May 9, 1943, in Countil Chambers, 23400 Liberty Street, Farmington, Michigan, to bear all interested persons on the request of Bancy Partins for a Special Exception Permit to operate a Day Care Courte and Nursery School at the Salem United Charch of Christ, 2343 Oakland Street, within an New York of Christ, 2434 Oakland Street, within an R-I Readlocatil Interior, its necessariance with provisions of Chapter 39, Article 7, Section 549 of the City of Fartingsine Code. A Charter Street, within an Charter Street, and place, or missis, writing openment to the Office of the City Chert force to the Wallet Hearting. And other information concerning the above is available.

Camp Charlevoix conducts reunion

A Camp Charlevolx Reunion will be hold in Charlevolx, Mich., the weekend of August 5-7. More then 6,000 boys from 6 to 16 attended the private camp during its 46 years of operation, com-ing from all states and territories of the United States as well as several focular countries.

the United States as well as several foreign countries. Reunion activities scheduled include receptions, a catered picnic, a luncheon croise around Lake Charlevolx, a banquet, entertainment and other events. Further details and a reunion registration kit may be obtained from Donald Bacon at the TUAR Co., P.O. Box 384, Flint 48501 or by calling him at (313) 744-4050.

The summer of 1971 was the last season in which Camp Charlevolx operated. It was a rustic facility built almost entirely of pine logs cut in the area and driven in large log rafis the full length of Lake Charlevolx, which is near the northwestern tip of the Lower

Peninsula of Michigan. Favorite activities at the camp included Western riding, sailing, canoeing, swimming, archery, riffery, nature studies, athletics, water skiing and crafts. An annual rodeo, Indian tribal ceremonies, and riding the said of t

water sking and crafts. An annual rodee, Indian tribal ceremonles, and riding, sailing and canoeing trips also
were featured.
The staff set camps was recruited.
The staff set froughout the United
States and Included many reknowned
athletes including All-American football stars and Olympians. The camp
was rated among the top three in the
country for its facilities, program and
staff.

Many residents or former residents
of the Farmington area attended Camp
Charlevolx, served as counselors or
staff members, or both. Among the
names of families from Farmington
thus represented were Edwards, Sinks,
Burling, Hodson, Duke, Eckhold, Emmert, Haughey, Welday and others.

00) 4 PROVIDENCE HOSPITAL AMBULATORY CARE CENTER 39500 West Ten Mile Road, Novi, Michigan 48050 471-0300 COMMUNITY SERVICE: A COMMITMENT 20% - 40% on your total monthly utilities - conserving electricity, gas & water all year round. 24 HOUR EMERGENCY CARE CENTER 471-0300 PEDIATRICS John Romanik, M.D. 478-8040 Manny Agah, M.D. Yani Calmidis M.D. Jerome Finck, M.D. Donna Opre, M.D. INTERNAL MEDICINE James Livermore, M.D.

478-8044 ALLERGY

Robert E. Weinstein, M.D., P.C. 478-8044

FAMILY DENTISTRY

Alan Kessler, D.D.S., P.C. Mark Angelocci, D.D.S. 471-0345 ORTHODONTICS Donald M. Wayne, D.D.S., M.S. MYOFUNCTIONAL THERAPY Donna Mathiak, R.M.T. 471-0345

> ORTHOPEDICS Jerry H. Rosenberg, M.D. 471-2890

CLINICAL LABORATORY DIAGNOSTIC RADIOLOGY DIAGNOSTIC ULTRASOUND

CITY OF FARMINGTON HILLS SUMMARY OF PROCEEDINGS REGULAR PUBLIC HEARING April 18, 1983

Mayor Hughes reened the Public Hearing meeting of the City Council of the City of Farmington Hills on April 18, 1983 at 7:30 P.M. Members present were Burwell, Dolan, Hughes, Lange, Scoreen, Williams and Wolf, Others present City Manger Savaga, Assistant City Manager Costick, City Clerk Calrma, City Attorney Leech and City Educace Council 1988.

City Planper Coates.

Council requested Zoning Map Amendment C82-295 (ZR 2-1-83) to rezone land at 18390 Grass River from RC-3 and B-1 to RP-2.

Zoning Map Amendment C83-296 (ZR 1-1-43) was introduced to rezone land in Section 18 between Browned Road and 18 Mile Road and West of Enterprise Court from IRO and G8-1 to RA-1 and P-1.

Council introduced Zoning Map Amendment C83-297 (ZR 4-3-83) to rezone west portion of Lots 13 and 14 of Hillside Subdivision from RA-1 to P-1 located at 12 Mile and Middlebell Roads.

Middlebelt Roads., Council adopted Resolution approving Ciuster Housing Site Pian and Open Space Plan for Lots 4, 5 and 6 of Ellistics Subdivision in Section 11 on west side of Middle-bett corts of 13 Mile Road.

odeced Zoning Text Amendment C32-VV emercing Section 1921 Acceleration and Praxing Lanes.

reduced Zoning Text Amendment CSE-VV emercing Section 1974 Acceleration and Faming Laises, spread Resolutions & and *for read improvement on Hage Street from Junction, SAD-C-1772.

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FARMINGTON PUBLIC SCHOOLS

bearing on the proposed operations budget for the 1983-84 school year of the from Public School District will be held Thousday, May 2, 1933, at 7369 PM int all Offices of the School District will be held Thousday, May 2, 1933, at 7369 PM int all Offices of the School District, 25300 Shiayansaon, Farmington, Michigani, Wide bedget are available for review at the Board of Education Contral at each administratory school of the school district, and at the public Ulterates

The Cambrai Caffoos of the district are open each weaking, Monday Signs 196 A.M. to Caff 78. The first internation call 477-1800.