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Why Ernie Jones Leads A Band EDITOR'S NOTE: "Plymouth Through Bifacals" by Fred De Lano usually appears in the Plymouth Mail & Observer, but we thought readers in other towns might enjoy this piece as well as the concert Thursday at 8 in Kellogg Park there.

#### By FRED DELANO

A YEAR OR TWO behind me in my student days at the University of Michigan was a dedicated,

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Roberta A. Wieder, daughter of Mr. and Mrs. Charles C. Wieder of 28761 Aranel, Far-mington, is participating in Western Michigan Universi-ty's Summer Ensemble Theaproduction of "A Day in Death of Joe Egg" to be reformed on campus July 23-

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In WMU Play

THERE SEEMS little doubt that Ernest Jones is a man for all seasons: a music lover who has directed professional symphonies; civic leader, writer, and in other words of a national magazine "an authentic and articulate voice raised in behalf of adver-

thentic and articulate voice raised in behalf of advertising."

Jones is off acclaimed as one of the most original thinkers in a "create-or-die" business. He still is a working ad man, despite his lofty title, and participates actively in the planning and creation of his agency's product in all its forms.

A thriefal day may begin with a conference in

agency's product in all its forms.

A typical day may begin with a conference in the M-J-A headquarters near his Bloomfield Hills home, switch to a staff meeting in New York and even then wind up in a planning session in Los Angeles. The agency's European office also is a regular select of early

But Thursday, as if he had nothing but time on his hands. Erine will get away from it all by wielding a baton in Plymouth. For those few moments he won't have to worry about a newspaper ad campaign for Pontiac, a 3-M television commercial or any of a myriad other matters, but only of the blending of horns and reeds and percussion section of a band in Kellogg Park.

OUR PATHS first crossed as fellow members of the Michigan band and recrossed many times over in the Student Publications Building when we both were on the staff of the Daily. Among our co-workers were Horace Gilmore, now a circuit judge; Tom Kleene, automotive editor of the Free Press, Tom Groehn, press relations chief for General Motors, and Bill Reed, commissioner of the Big 10. Believe me, they were fun days.

For all of his success in the world of advertising, Jones never has lost his passion for music-particularly band music-and for every halfback recruited by others for the mighty Wolverines I daresay Ernie has helped steer a budding All-American musician Ann Arborward.

## Swimming Classes

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rom 9 a.m. until 2 p.m.; at tentley and Franklin from oon until 4 p.m. The instruction includes all categories-elementary, begin-ner and advanced. Those inter-ested may call each school for more details.

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driving personality who obviously had the makings of greatness in whatever line of endeavor he would choose. The intervening years have proved the accuracy of that assessment, and it will be a delight to have him in Plymouth Commorrow.

Oddly, however, Ernie Jones is not coming here in his recognized hard-earned status as one of themost highly regarded spokesmen of the American advertising industry. Rather, he will be here as guest conductor of the Plymouth Community Band, which I must conclude is one of his ways to escapt from daily business pressures which most of us would find unbearable.

Ernie joined the advertising firm of MacManus, John & Adams in 1939 as a bright young man who had prepped on the Michigan Daily, and by 1955 he was the company's president. Since 1968 he has been chairman of the board.

In that position, his is the final word in spending an average half-million dollars for advertising space and time each working day, Of the 90-odd U.S. organizations with annual sales of a billion dollars or more, I are represented by Jones and his staff at M-J-A.

Yet, Thursday evening at 8 in Kellogg Park, as Jones accepts the baton from Bandmaster James Griffith to direct our town band in the "Light Cavalry Overture," you wouldn't know without being told in advance that your polite applause is for one of the true business glants of our era.

\*\*THERE SEEMS little doubt that Ernest Jones is a man for his professional success. Jones are his wife and advertising and avertising ansociations and is an active particinam arketing methods. He has held numerous posts to have him davertising associations and is an active particinam arketing methods. He has held numerous posts to have the fact and avertising associations and is an active particinam arketing methods. He has held numerous posts are his wife particinam arketing methods. He has held numerous posts are his wife particinam arketing methods. He has held numerous posts are his wife or his community has are his wife to him develouing an averal that we've bee



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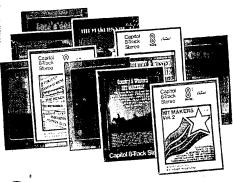


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