

City Rezones Land For Office Building

A 4.5-acre parcel of land — the proposed site of a new Mitsuo Yamasaki and Associates office — was rezoned Monday night by the Troy City Commission.

The renowned architectural firm plans to build on Big Beaver, between Livorno and the Chrysler Freeway (I-75).

Yamasaki, now located on the second floor of the Stevens Building in Birmingham, said the building will be one story, cover about 16,000 square feet in area and provide space for about 100 employees.

Goldwater Films Scheduled in B'ham

Color films featuring Republican presidential candidate Barry Goldwater and his runningmate, William Miller, will be featured in the ranch room of the Community House on Friday.

The film, with two showings slated at 8 p.m. and 9 p.m., discusses fiscal policy and other current topics.

Robert Huber, Republican candidate for state senator from the 10th district, and other candidates will be on hand to hear the public's views on what is needed in Michigan. Anyone may attend.

John

(Continued from 1-A)

man qualities but for his unique skills which helped the industry attain its present position.

"Many will speak of his enormous energy, his dedication to advertising, his flashing talents both as a creative administrator—but to me and a multitude of others I believe WAP will be remembered for his immense capacity for friendship and, on that rare virtue, I think our sense of loss and shock finally will focus."

SERVICES FOR MR. JOHN, who died in St. Joseph Mercy Hospital following a short illness, took place Tuesday in St. James Episcopal Church, arrangements made by Bell Chapel of the William R. Hamilton Co.

Mr. John, who was 69, retired in 1955 as chairman of the board of the international advertising agency which he founded in 1934 with the late T. E. MacManus and James R. Adams. His retirement had been chairman of the company's Advisory Committee.

He was graduated from the University of Michigan with a bachelor's degree in 1916, married Hildegard Hagerman, who survives, and in 1947 left his first job in the advertising department of Dodge Motor Co. to serve with the AEF in France.

When the war ended he returned to Detroit and began polishing the creative skills which not only were to make him one of the most widely known of advertising writers but also to win him admission to the editorial pages of such publications as the Saturday Evening Post.

AFTER WRITING for the Brooke-Smith & French agency in Detroit, Mr. John became vice president of the Dunlap-Ward Agency, Cleveland, then returned to Detroit as a vice president of Campbell-Ewald Co. Here he wrote the announcement advertising for the first Pontiac automobile, then a Campbell-Ewald account, and was supervisor of that agency's Chevrolet account. Here also he met another young copywriter, Jim Adams, in May, 1934, in the depths of the great depression they founded John-Adams, Inc., based on little else than their combined enthusiasm. Soon they merged with MacManus, Inc., the company of an already established advertising legend, T. F. MacManus.

First account of the merger was a \$10,000 portion of the Dow Chemical Company's advertising budget bestowed upon WAP by his college friend, the late Dr. Willard Dow. Shortly thereafter Cadillac was attracted to M&A and the partners were given a chance at the Pontiac business.

Despite the depression the new agency was on its way with the Dow, Pontiac and Cadillac accounts. That the partners built well is evidenced by the fact that M&A today is a \$70 million business with 90 accounts—including the original three.

IN 1936 MR. JOHN became president of the agency. A few years later he suffered a massive coronary, conquered it and told how in a Saturday Evening Post article "I Have a Heart on My Heart." Magazine executives have said it has been reprinted oftener than any other Post article.

In 1955, Mr. John retired as chairman of the M&A board, but maintained an office in the agency's Bloomfield Hills headquarters. Although his principle loyalty in the automotive field was to General Motors, particularly the Cadillac and Pontiac divisions, his friendships cut across the entire automotive picture, and in number perhaps were not exceeded or matched by any presently practicing advertising man. His deepest interest was in the development of young men in advertising and many of the agency's present executive staff were first interested in advertising by Mr. John. Other beneficiaries of his training are

with major manufacturing corporations and agencies throughout the world.

A KINDLY, GENTLE MAN despite his immense drive with a charming stammer when aroused. Mr. John's interests in semi-retirement ranged from raising orchids to professional football—he was an original director and investor in the Detroit Lions — to keeping knowledgeable in the most modern aspects of advertising.

Mr. John was a member of the Michigan Authors' Association, Sigma Delta Chi, professional Journalism Fraternity, Michigan Academy of Science Arts & Letters, and a vestryman for many years of St. James Episcopal Church, Birmingham. Among his clubs were Bloomfield Hills Country Club and the Old Club.

In addition to his wife he is survived by two sons, Colin H. and Jeremy, and a daughter, Mrs. Richard Morgan, all of Birmingham. The family asks that contributions be made to the Michigan Heart Fund in lieu of flowers.

Kenning

(Continued from 1-A)

A GRADUATE of the University of Minnesota with a degree in civil engineering and business administration, Kenning has been connected with the City of Birmingham since 1951.

His first job was as assistant superintendent of the DPW. He was promoted to DPW superintendent in 1953 and he has managed the duties of assistant city manager and director of personnel in 1956.

Presently Berkeley residents, Kenning and his wife, Shirley, have three sons: James, Steven and Thomas. He is active in the Faith Baptist Church, Royal Oak, and the Boy Scouts.

A HUSKY six-footer, he has been described by some as "looking a little like Gregory Peck." A former Birmingham mayor called Kenning an idealist and in his method of operation.

Before entering the field of municipal government, he worked four years as a job engineer on large construction projects dealing with sewer, water and power plants. He was employed by the Bass Construction Co. of Troy.

He served as Birmingham Michigan Week chairman in 1961 and previously handled the celebration's Government Day program.

A FORMER president of the Birmingham Rotary Club, Kenning is a member of the American Society of Civil Engineers, American Society for Personnel Administration, National Congress of Parents and Teachers and the Birmingham YMCA.

In addition to attending all commission meetings, he is a member of the Birmingham Recreation Board and represents the City at many meetings of the Oakland County Water and Incinerator authorities.

Boy, Boot Statue Heralds New Shop

By MARY ELLEN MEAD Staff Writer

Insignia for a shop which will open Saturday in Bloomfield Hills is the statue of a chubby nine or 10-year-old boy depicted gravely inspecting a stream of water that spurts incessantly from the toe of one of his boots.

Cap perched jauntily on his head, pants pulled high on his four-foot figure, one hand jammed into his pocket, the boy holds the boot before him while his bare foot is planted firmly on a rock.

NOBODY KNOWS the origin of the statue, but Dee (Mrs. Ned) Heinzelberg of Birmingham was able to purchase one of just 10 still existing in the United States. She is using it in the courtyard of the Fox and Hoan's Building to draw attention to her new specialty shop called, logically enough, "Boy and Boot."

Ordinance, Resolution Defined to Officials

By LARRY EVOE City Editor

Birmingham city commissioners have accepted the administration's definition of the differences between ordinances and resolutions but some members of the commission still expressed concern over the problem.

In a two-page letter to the commission, Robert S. Kenning, assistant city manager, explained the administration's views of the differences.

"The City Charter states that resolutions shall include official action in form of a motion," Kenning said. The resolution format is normally used for administrative directives, appointments to various boards, or the formal adoption of commission policies.

"It would appear that the use of resolutions in the City of Birmingham not only conforms to that expressed in the Charter but also to the definition in Webster's dictionary," Kenning said.

WEBSTER defines a resolution as a "formal expression of opinion or will of an assembly adopted by vote."

Kenning said ordinances have a more specific definition. "The Charter requires some specific procedure to be followed in order for action by the commission to be considered as an ordinance," he said.

The steps include: After final approval by the commission, the ordinance becomes effective only upon publication in a local newspaper.

The ordinance in its entirety must be recorded in the city clerk's ordinance book.

a foundry in Germany, Belgium, France or Italy. Exports in New York City, Brussels, Belgium and Berlin have been unable to unearth any clue to the sculptor, much less the model.

ONE POSSIBILITY is that it was sculptured by a Central European residing in Italy, this opinion resulting from the fact that, although most art authorities feel it is of German, French or Belgian origin, a replica of the statue in Stockholm, Sweden, is based on a figure seen in Italy.

In any event, Bloomfield can now claim the little boy as its own. "Boy and Boot" will feature antiques, custom linens, lamps, framing, oil paintings, water colors, the china, children's boutique, blouses, Liberty of London scarfs and items formerly carried by Birmingham League for the Handicapped. It is open evenings.

Ordinance, Resolution Defined to Officials

There is a definite format which must be followed in the setting up of an ordinance document.

A violation of the ordinance is normally redressed by legal penalties.

In addition, Kenning said these are actions under Michigan state law that must be accomplished by an ordinance rather than by a resolution.

CONCERN OVER the problem was brought to the attention of the commission by the Birmingham-Bloomfield League of Women Voters last week. The LWV had asked for an explanation of the differences.

The LWV is expected to take a stand shortly on the commission prepared proposition concerning initiative and referendum that will appear in the April ballot.

The proposition excludes commission resolutions from its wording.

Mrs. Mary Bowden, LWV president, said no comment on the administration report Monday night.

Commissioner David F. Breck said he felt the administration "did not go far enough" in its report.

HE SAID the fact that a resolution was a statement of intent was not made clear.

Mayor Charles W. Renfrew said he believed the next step was up to the LWV.

"They should send us a communication either accepting the report or asking for more clarification," Renfrew said.

Census Bureau Starts Survey

For the first time, questions about 2.2 million boys and girls 3 to 14 years old had dropped out of high school sometime during the 1962-63 school year.

Previous full surveys gathered information on the number of children and adults 5 to 34 years of age enrolled in school, but because of the great increase of children in schools below the first grade level, this month's survey will cover persons 3 to 34 years.

LAST YEAR'S survey revealed that 2.2 million boys and girls 3 to 14 years old, or 54 per cent of all children this age, were enrolled in kindergarten; also, that about 220,000 young people 14 to 24 years old had dropped out of high school sometime during the 1962-63 school year.

A number of families in the next Population Survey also will be asked about their plans to purchase cars, houses, and major household appliances during the next few months.

Similar questions on consumer buying intentions are included in the survey four times a year.

Sample households will be interviewed locally and in 356 other selected areas of the country during the week of October 18. Census Bureau interviewers who will visit families in this area this month include: Carol Burry, Southfield; and Mary Heck, Franklin.



Sean (Pat) Monk, CMW Frank Curtis, CMW (Oakland County's only two Certified Master Watchmakers, H.I.A.)

After completing repair on English tall-case Clock belonging to Mrs. Winston Ely, 6870 Commerce Road, Orchard Lake. Date of clock is 1682 — one of the oldest of its kind in existence.

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Opposite Post Office
Watchmakers Clockmakers Jewelers
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Color and Sports Go Together!

See... Hear FOOTBALL in Your Easy Chair!

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COME IN AND SEE WHAT A DIFFERENCE COLOR MAKES! IT'S NEXT BEST TO BEING THERE—AND IT'S MORE COMFORTABLE!

Color carries full year parts warranty and 3 months free service.

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breathes great luxury every-where for town or country, fall '64. Our suede 7/8 length coat is collared in natural Canadian lynx. Chestnut brown, 6-16.

Jacqueline Shops
Telegraph at Maple Birmingham Open Friday Eve.
9 Mile at Coolidge Oak Park Open Thurs., Fri., Sat. Eve.

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stay away from Best Carpet because you think they might be expensive!

Good carpet from a good store costs less than you think

For example...
Tight loop acrilan... by Lees, Dense, tough pile in lovely colors. The quality will attract you. **7⁹⁵**

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Whatever your budget Best has a carpet for you. Wouldn't you rather buy from BEST?

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An original keyed to your personality is yours when you choose St. Charles' Colors, design, appliances, custom features, finishes, all blended to your taste. Visit our showrooms and see the model kitchens on display. There's no obligation.

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Telegraph Road at Square Lake Road
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Be a wise shopper! Check your needs and plan to buy now at these mad, mad, mad low prices!

Mohair **CARDIGAN** Reg. \$12.98 NOW \$8.99
Madras **PERTS** Reg. \$10.98 NOW \$7.99 Now **9-30 SPECIAL!** \$20.00 Perch. Top Bulky, Wool Sweaters **6.99**

CHECK OUR 49c and 99c SPECIAL TABLES

NADON'S in Miracle Mile

Men's Reg. \$6.99 **SPORT SHIRTS** Long Short Sleeve
Midnight Madness Special Only \$4.49

Boys' Racing **SKI JACKETS** Midnight Madness Special Only \$11.88

for Men and Boys in Miracle Mile

Motorola CLOCK RADIO Full Feature For This Special Event **\$19.95**

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