

Ernest Jones Assails 'One-Eyed' Advertising

Ernest A. Jones, Cranbrook road, Bloomfield Hills, president of the MacManus, John & Adams advertising agency, lambasted "one-eyed advertising" and other "pickpocket" practices of his industry in an address last week before the Pittsburgh Council of the American Association of Advertising Agencies.

Jones, whose Bloomfield Hills agency has an annual billing of \$4,000,000 for such clients as Cadillac, Pontiac, The Dow Chemical Co. and Minnesota Mining and Manufacturing Co., singled out for criticism "pickpocket" practices, "gimmick boys" and advertising that imitates the shirt model wearing an eye-patch.

"If 90 per cent of all one-eyed advertising were believed, not a thing would happen. Because it never started out to cause anything to happen."

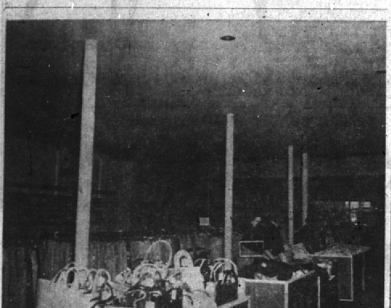
JONES declared that the perfect advertisement, in his opinion is one that is not talked about but is acted upon.

"Advertising properly prepared should be as persuasive and yet as unidentified — both before and after taking — as vodka in a Martini," he said. "The greatest compliment that we can pay to advertising is to have people unaware that it has influenced them at all."

Jones also turned his verbal guns on television, declaring that it was effective in advertising package goods but not nearly as effective in selling hard goods such as automobiles.

"WE SERIOUSLY doubt that television is the fundamental medium if you have a substantial product to sell," he said. "In the movement of package goods, television is excellent in our experience. In the sale of durable goods, we question it as a 'prime' medium."

In his attack on "pickpocket pickpocket," Jones said: "Now the Better Business Bureau has moved in on these midnight bandits. But the damage has been done, and more confidence of the American public in advertising has been chipped away. This is real one-eyed advertising, with a 21-inch eye and a two-inch brain."



A PORTION of the interior of the new Kay Baum store which opened in Birmingham last week. The store features the latest in fixtures and merchandise display. Kay Baum, located in Birmingham since 1937, will hold grand opening in the new store, April 5. The building has Kay Baum, office and lounge facilities on the second floor and a full-length basement.

If you ask me!

it's Dutch Boy every time!

MASONRY STUCCO

FOR A 4-WAY BETTER PAINT JOB... Paint it with

Gold CRAFTCO
Bond CEMENT PAINT

- 1 coat covers
- sets up faster
- hardens, more durable finish
- longer-lasting beauty

GREEN'S OF BIRMINGHAM

240 S. Woodward Phone MI 4-9034

We Give Gold Bell Gift Stamps

BUSINESS BRIEFS



A. HOWARD MAEDEL

Frontier Agency Names Maedel

A. Howard Maedel, 752 Overhill road, Bloomfield village, has been named president of the Frontier Agency, Inc., Detroit.

Maedel, a veteran of 27 years in the general insurance business in Detroit, formerly was a partner in the Johnson-Maedel Co.

TV RENTALS
BY WEEK OR LONGER

17" OR LARGER SCREEN

Guaranteed TV Service

SMART RADIO and TV SERVICE

17 Years in Birmingham

Midwest 4-0344

Stem Appointed Engineering Head

Smith, Hinchman and Grylls, Detroit architects-engineers, today announced the appointment of Russell F. Stem, 32831 Norchester, Southfield township, as head of the mechanical engineering department.

Stem, 36, was assistant department head. He has been with Smith, Hinchman and Grylls for nine years and for 23 months was project engineer for his firm on the Oak Ridge atomic project.

Meldrum & Fewsmith Add to Local Staff

Two additions to the Birmingham staff of Meldrum and Fewsmith, advertising agency, 155 N. Woodward avenue, have been announced by Andrew Meldrum, general manager.

Miss Betty Deligouri, formerly an art director at McManus, John and Adams, and William McCann, previously advertising manager for New Idea Farm Machinery Co., have joined Meldrum and Fewsmith.

Landsberg Near Top in Insurance Sales

Leon H. Landsberg, 5357 Cambridge Place, Birmingham, ranked 11th among the Connecticut Mutual Life Insurance Co.'s 900 representatives throughout the country last month in volume of new life insurance written.

Landsberg is associated with the Charles E. Stumb agency of Detroit.

COUNTER TOP MATERIALS
FOR REPLACEMENT OR NEW INSTALLATION
FREE ESTIMATES

- FORMICA
- VINYL
- LINOLEUM

T. E. HOGAN CO.
2845 Woodward Ave.
3 Blocks South of 12 Mile
LI 4-3300 Open Fri.—9 p.m.

• GROSSE POINTE • BIRMINGHAM • DEARBORN • GROSSE POINTE •

Reflections for Spring

PATENT & BLUE CALF SHOES FOR SMALL FRY

Clyde E. Hornung

April 5, 1956 THE BIRMINGHAM ECCENTRIC Page 3

TUFFIES OUT OF THE WEST

World's Finest Boys' Cowboy Pants

These are the finest blue jeans made, and the most comfortable to wear. Authentic western style. Exceptional quality 10 oz. Sanforized denim. Double knees except sizes 16 to 22.

ALL SIZES 1 TO 22
Regulars, Slims, Huskies

\$2.98 EVERYWHERE IN U.S.A.

UNCONDITIONALLY GUARANTEED
Fine Weave Blue

MULHOLLAND'S
MEN'S & BOYS' DEPARTMENT

CALYPSO Slim Skirt \$5.95

Trinidad Sash or Head Band \$1.95

Trinidad Boatneck Blouse \$3.95

Calypso Bermuda Shorts \$4.50

Trinidad V-Neck Blouse \$5.95

Trinidad Full Skirt \$6.95

Calypso Topover Blouse \$5.95

Calypso Capri Pants \$5.95

CASUAL CLOTHES WITH A WEST INDIAN FEELING
DESIGNED BY STEPHANIE KORET

Delightfully styled... wonderfully practical... are these separates with a youthful carefree air.

You'll take them on vacation, you'll wear them every day and love each minute.

West Indian in theme as well as color, the plain fabric is called Calypso... the print is Trinidad. Both are machine washable and absolutely press-free.

(Trinidad is created for Koret of California by Regulated Fabrics Inc.)

These styles will be advertised in *Seventeen* Magazine

The F. J. MULHOLLAND Co.
223 NORTH WOODWARD AVE.

Store Hours: 9:00 a.m. to 5:30 p.m. Open Friday Evenings