



ERNIE JONES

# He Always Makes Time For Civic Projects

Now meet Ernie Jones: slender, personable and dedicated to the proposition that each day has 30 working hours.

As Ernie Jones he is chairman of the Birmingham-Bloomfield-Franklin campaign of the United Foundation.

As Ernest A. Jones he is president of MacManus, John & Adams, Inc. and at 40 the youngest chief officer of a major advertising agency.

Nominally his headquarters is in Bloomfield Hills, but on any given day he may be found hard at work in any one of the agency's branch offices from New York to Los Angeles.

**JONES SUCCEEDED** James R. Adams to the presidency when Adams stepped up to the board chairmanship last December. Since that time Jones has traveled more than 50,000 miles in behalf of clients of the agency which now is ranked 22 among the several thousand accredited American agencies.

Planes, trains, teletypes and phones do their utmost to make his self-conceived dream of a 30-hour day come reasonably true. And with this extra margin of time he is never too busy to take on civic projects and stay with them until accomplished. And accomplished they always are, for Jones is a most persuasive man.

IF YOU READ newspapers or magazines, glance at billboards,

look at television or listen to radio, the chances are very good that you have already met Ernie Jones in an indirect manner.

For each year he supervises the spending of some \$40 million in behalf of such blue chip accounts as the Cadillac and Pontiac divisions of General Motors, Dow Chemical Co., Bendix Aviation, Hartmann Luggage and a host of others.

From automobiles to bicycle brakes, from kitchen appliances to food wraps, shaving cream, cigarettes, breakfast food, or even a bottle of wine in the pantry . . . few homes are without at least one product Jones has helped put there.

**HOW DID** this come about? Jones did it the hard way. One day, 17 years ago, fresh out of the University of Michigan, he walked in cold on W.A.P. John, now chairman-emeritus of M J & A, and asked for a job.

He got it and during the years

since he has worked at virtually every position in the company: package-carrier, copywriter, account executive on Pontiac and Dow, head of the New York office, creator of the prize-winning MEDIC show on video and the highly successful campaign introducing Saran Wrap.

Assigned to New York to open an office there five years ago, Jones started with one room, no telephone and a television billing of one spot announcement for a mattress company.

**TODAY,** MacManus, John & Adams occupies two floors of a Madison Avenue skyscraper, has an adequate number of telephones and last year billed more than \$10 million in television alone.

Jones has lived in Bloomfield for nearly twenty years and now occupies a rambling century-old house in Cranbrook road with his wife, Marian, and their five children.

Both he and Mrs. Jones are natives of Jamestown, New York.

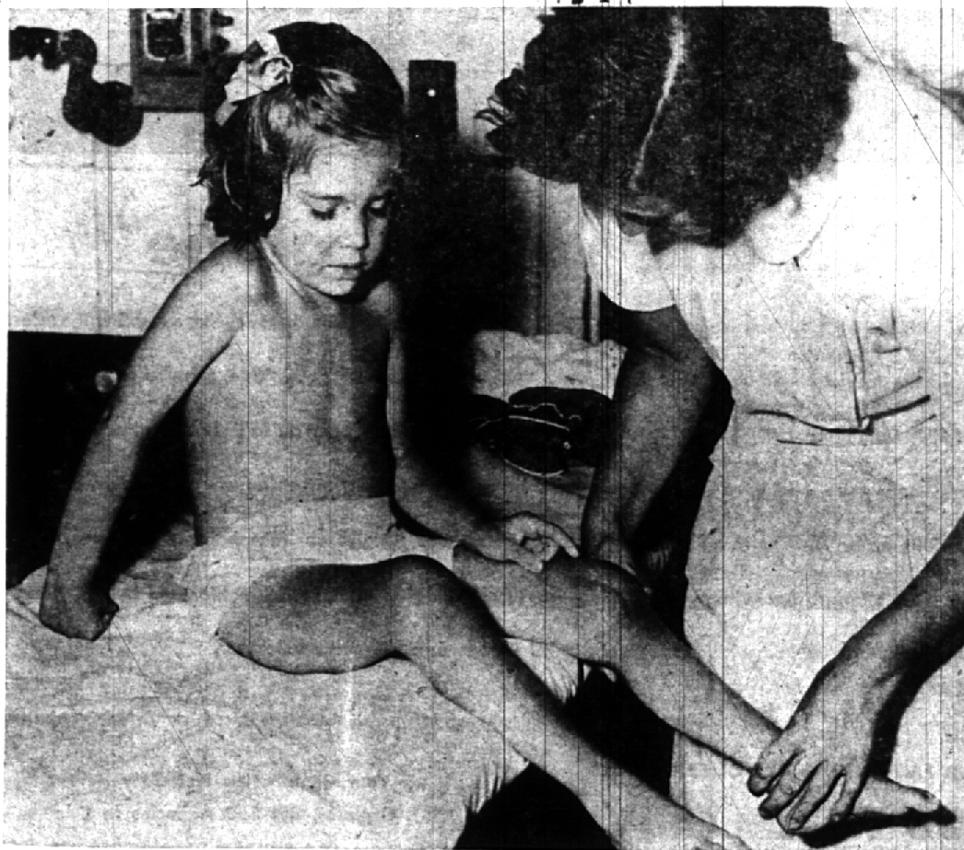
## Camp Fire Girls

More than 2,000 girls from the Birmingham - Bloomfield - Franklin area enjoyed camp life this summer as part of the program of the Detroit Council of Camp Fire Girls, a Torch Drive agency.

Give your fair share . . . give once for all!



—Michigan Chapter, Arthritis and Rheumatism Foundation



she's got the most popular disease in town . . . arthritis!

. . . and she's praying for the day when she'll be rid of it! The painful and crippling effects of rheumatic diseases grip over 10 million Americans . . . in every age group! But it never destroys their hope for the day of recovery. Your United Foundation contribution helps support

150 agencies, including the Michigan Arthritis and Rheumatism Foundation. Your dollars help this organization carry on vital research that will lead to complete recovery for millions of arthritis victims. So give your fair share . . . give once for all!



She'll Never Ballet . . . But She Could Dance!

1956 TORCH DRIVE

United Foundation of Metropolitan Detroit

# WILSON PONTIAC-CADILLAC, INC.

1350 N. Woodward Ave.

MI 4-1930