

# TV advertisers buckling down; viewers tougher

By SUZIE MARKS

Television viewers demand more from media advertisers than they did 20 years ago. They complain about hokey comparison test advertisements and object to ads for hemorrhoid and depilatory products.

According to Richard Freeman, vice-president and Midwest regional manager of Top Market Television, Inc. (TMT), consumers are more product-educated and won't tolerate the advertising tactics they did in previous years.

"Consumers read and research products more today than they did 20 years ago," he said. "Advertisers' promises must be more honest and forthright in order for the consumer to buy their products."

T.V. watchers are TMT's business. The firm studies consumer viewing patterns and is a subsidiary of the Washington Post Company, representing advertisers who want Post/Newsweek stations to tout their products.

Formed in 1975 and located in Troy, TMT is Post-Newsweek's national representative for WDIV (Channel 4) in Detroit, WFLD in Miami, WFSB in Hartford, Conn., and WJXT in Jacksonville, Fla.

IT USED TO be that the 18- to 25-year-old group was a substantial part of the consuming market. Not so anymore, according to Freeman.

"The 18- to 25-year-old age group isn't very responsive or able to buy products. So advertisers have switched to the 25- to 49-year-old age group for their primary demographic group," he said.

Car companies have also altered their demographic groups. Previously, their ads were aimed at 25- to 49-year-old men. Now they are trying to woo women in the same age group, Freeman said.

"Ads for specific cars such as the Cadillac are aimed at women, whereas Cadillac tries to get men 35 years old and up," he said.

For young prime time viewers, advertisers usually try to buy spots on

ABC, Freeman said, because it carries shows like Happy Days and Laverne and Shirley, which appeal to younger audiences.

Advertisers try to capture television viewers of all ages during prime time, Freeman said. This Christmas, however, several companies are taking advantage of feminism when trying to expand their target market.

For instance, Harvey's Bristol Creme is running a prime time spot featuring a woman telephoning a man, asking him if she can come over with a gift.

As the woman leaves her home, she explains that women never used to call men for dates. But now, since she is giving Harvey's Bristol Creme as a gift, calling a man is now, somehow, an acceptable practice.

Local news shows are attracting viewers, making advertising space on the program more attractive to Freeman's clients. The number of news stories a station carries and the personalities involved make the program sell, he said.

"THE ANCHOR PEOPLE are important, as are the number of local news stories covered. Reporters who are recognizable stars in their own right help carry the show," he said.

Freeman added that the high number of television sports shows are getting out of hand, causing an alienation of women viewers rather than an increase in total viewers.

He said sports shows, especially professional football games, will taper off in number.

"The networks will be more prudent with them in the future," he said. The number of television watchers in general may be declining, Freeman said, noting that more people are opting for movies or other recreational activities.

"But we still have some viewers who are worried about what program they are missing while they are out to dinner. Those are good candidates for buying the T.V. video tape recorders," he said.

## Registration opens for childbirth classes

Couples expecting babies after Feb. 15, 1979 may register for instructions in the Lamaze Method offered by the Childbirth Without Pain Education Association.

Classes emphasizing painless childbirth will be held at 15 locations including Southfield, Lathrup Village, Farmington and Westland. Early enrollment is recommended by calling 638-4200.

**HOLIDAY GIFT HEADQUARTERS**  
SPECIAL CHRISTMAS HOURS  
thru Dec. 23  
DAILY AND SAT. 10-9

**40% OFF**  
Selected Name Brand  
**SPORTSWEAR**  
and other  
Special SALE ITEMS!

Personal shopping service available  
**FREE GIFT WRAPPING**

**Noble's Suburban Shops**  
Affiliated with Potlatch Business Industries-Farmington  
34801 Grand River  
Westland Center 476-2340

OXFORD  
5 South Washington  
1-628-1557

**The Holiday Inn Of Southfield's New Year's Eve Celebration**  
Three Unique Ways To Bring In The New Year Party Time 9:30 p.m.-2:00 a.m.

The Jerry Roberts Orchestra  
"The Glen Miller Sound"  
\$80.00 per couple

"Michigan's First Revolving Restaurant" presents  
The Foot Loose Trio  
\$100.00 per couple

The Red Wing Restaurant presents  
The Paula Kristine Show  
\$80.00 per couple

All Three Parties include:  
Dinner (prepared just for you by our world famous chef, Alfred Winczer), open bar all evening, dancing, champagne toast at midnight, party favors, tax and gratuity. Also, open seating dinner reservations accepted in both restaurants at 5 p.m. and 7 p.m. only.

Party reservations must be pre-paid by December 29th.  
For Reservations Call 353-7700

**WISHTLY BOOKS**  
THE COMPLETE BOOKSTORE

The books listed below represent a consensus opinion of what is being recommended this week by the New York Times, Publishers Weekly and other national & local publications. In addition, many suggestions come from a highly respected group of book buyers, our customers.

**BEST SELLERS NON-FICTION**

1. A Distant Mirror: The Calamitous Fourteenth Century.....	\$15.95
2. Mommie Dearest.....	9.95
3. American Caesar.....	15.00
4. In Search of History.....	14.95
5. Paines.....	14.95
6. Grimes.....	17.50

**SPECIAL OF THE WEEK!**  
Complete Book of Running  
By James Fixx  
Reg. \$10.00  
**\$7.99**

**BEST SELLERS FICTION**

1. War & Remembrance.....	\$15.00
2. Chesapeake.....	12.95
3. Fools Die.....	12.50
4. Bright Flow the Rivers.....	10.95
5. Empty Copper Sea.....	8.95

**LOVE AND MARRIAGE**

1. How to Fall Out of Love.....	6.95
2. You are Somebody.....	7.95
3. Relationships.....	8.95
4. Sex with Love.....	3.95
5. Joy of Sex.....	6.95

**Fantasyland**

1. Beauty vs the Beast.....	7.95
2. Ariel.....	7.95
3. Views of Roger Dean.....	10.95
4. Mechanisms.....	7.95
5. Flash Gordon.....	9.95
6. I'll Be Home.....	9.95

**"HOW-TO" BOOKS**

1. Readers Digest Complete Do-It-Yourself Manual.....	17.95
2. Readers Digest Fix-It-Yourself.....	17.95
3. Motors Auto Repair Manual.....	14.95
4. Auto Repair Book.....	12.95
5. Home Repair Book.....	9.95

**AUTO WORLD**

1. Corvette.....	24.95
2. Schluumpf Obsession.....	15.95
3. Auto Ads.....	12.95
4. Veterans of the Road.....	10.00

**SPORTS**

1. Super Sundays I-XII.....	14.95
2. Jack Nicklaus On & Off the Fairway.....	12.95
3. Inner Game Tennis.....	8.95
4. Modern Seamanship.....	17.95
5. Sailing Cruising & Racing.....	15.00

**Kiddie's Corner**

1. Favorite Bedtime Stories.....	4.95
2. Super Dinosaur.....	9.95
3. Sesame Street Bedtime Storybook.....	3.95
4. Richard Scarry's Toy Book.....	2.95
5. Babar Packs His Trunk.....	2.95
6. Micky Mouse Birthday Book.....	3.50

**What's Cooking?**

1. Julia Child & Company.....	8.95
2. Vegetarian Epicure I.....	4.95
3. Vegetarian Epicure II.....	6.95
4. Pure & Simple.....	9.95
5. Best of French Cooking.....	17.95

**PONTIAC MALL 682-5920**  
TEL-TWELVE MALL 353-4949  
Visa & MasterCard Accepted  
Gift Wrapping at no charge

# The Spirit Of Christmas Present...

WITH SPIRITED HOLIDAY VALUES

We've selected some very handsome fashions for the man in your life for this holiday season. We have reduced the prices on this merchandise to make this time of spending a little more bearable. Stop in and see what Stephen-Bruce is all about...we're in the spirit.

## sport coats

Special groups of designer names and the emphasis is on style. Many colors and patterns to choose from. A perfect gift this Christmas.

REGULARLY \$100. to \$195.00

**20-50% OFF**  
ALTERATIONS AT COST

## Spt. shirts

SELECTED GROUPS - DESIGNER NAMES

REGULARLY \$14 to \$35.00 **20-50% OFF**



FROM STEPHEN-BRUCE LTD.

Specially selected groupings of outer wear and sweaters to keep him warm this season and at prices that'll warm your heart. You'll be impressed with the fine fabrics and impeccable styles. At Stephen-Bruce, we make you look good...and him great.

## Coats

BEAUTIFULLY SELECTED GROUPS

- TOP COATS
- SUBURBANS
- LEATHERS

FROM THE FINEST DESIGNER NAMES

**20% OFF**

REGULARLY \$110.00-\$210.00

## Sweaters

SELECTED GROUPS - ASST. STYLES-DESIGNER NAMES

REGULARLY \$16 to \$50.00 **50% OFF**

**STEPHEN BRUCE**

Newburgh Plaza (6 Mile at Newburgh Rd.) Livonia-464-0766

Holiday Hours: SUNDAY 12-5 MON.-SAT. 10-9