

# Consumers more educated about tactics in advertising

By SUZIE MARKS

Television viewers demand more from media advertisers than they did 20 years ago. They complain about hazy comparison test advertisements and object to ads for hemorrhoid and degenerative 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, WPLG 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 any-

more, 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 station. The number of news stories a client 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 get-

ting 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.

## Custom Drapery Sale



### HOLIDAY SPECIAL! SALE INCLUDES:

- Over Drapes
- Antique Satins (In Assorted Colors)
- Kirisch Rod
- Under Drape Sheers (In White/Off White)
- Kirisch Rod
- And Installation

72" Rod Size (up to 68" length).....149<sup>50</sup>  
 96" Rod Size (up to 88" length).....164<sup>50</sup>  
 120" Rod Size (up to 88" length).....179<sup>50</sup>

FOR FAST SERVICE AND SHOP AT HOME SERVICE 525-1461

ABC DRAPERIES

29541 Mason, Livonia

## Insulate Now!

every day you wait means money through the roof

Save on your gas bills

Our insulation applicators do an expert job, fast. No mess, no bother. You'll save money and get more comfort.

For an estimate on insulating your home, call 453-0250

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per 1000 sq.ft. ceiling area 6" thickness Price good thru 1-31-79

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OWENS CORNING FIBERGLAS

## Save energy

Don't be misled into thinking using your fireplace will save on gas or fuel oil. Most fireplaces actually suck more heat out of the house and up the chimney than they generate.



# Holiday Helpers

GIFT IDEAS FROM STEPHEN-BRUCE THAT WILL PUT A TWINKLE IN HIS EYE AND A SMILE ON YOUR FACE.

Specialty selected fashions for the man in your life at prices that will put a smile on your face. You'll be impressed with the fine fabrics and smart stylings we have to offer. Stop by our store...we're in the holiday spirit and the spirit of saving you money.

SELECTED GROUPS OF DESIGNER NAMES-ASSORTED STYLES

**SWEATERS 50% OFF**  
 REGULARLY \$16.00-\$50.00

SELECTED GROUPS-DESIGNER NAMES-REGULAR \$14.00-\$35.00

**SPORTSHIRTS 20-50% OFF**

SELECTED GROUPS-SOLIDIS & PATTERNS-REGULAR \$100-\$195.00

**SPORTCOATS 20-50% OFF**

SELECTED GROUPS-ASSORTED STYLES & COLORS-REGULAR \$110-\$210

**TOPCOATS 20% OFF**  
 SUBURBAN COATS  
 LEATHER COATS



STEPHEN BRUCE LTD

Newburgh Plaza (6 Mile at Newburgh Rd.) Livonia-464-0766  
 Holiday Hours: SUNDAY 10-5 (Christmas Eve) MON.-SAT. 10-9

## Ski patrol volunteers needed

The Oakland County Parks and Recreation Commission is seeking volunteers for a Nordic ski patrol during the 1978-79 cross country ski season at Independence Oaks County Park.

Among the requirements for the positions include intermediate or advanced cross country skier with competence in turns, stops and glides;

possess a multi-media card or advanced first aid and emergency care; have own ski equipment; willing to ski one weekend per month; \$22 for annual dues which covers insurance.

Those persons interested in being a member of the patrol are asked to call Ray Delasko, park supervisor at 625-0877.

## HOME SPECIALS

\$497

REG. 7.95  
 7 PIECE WOOD HANDLE SCREWDRIVER SET



DREMEL MOTO TOOL KIT

REG. 49.95  
**34<sup>97</sup>**  
 Popular kit for craftsmen  
 Drills, grinds, cuts, carves and sands  
 Accessories included

Prices Cash 'n Carry

Sale Ends 12-23-78

**H.A. SMITH**  
 Lumber & Supplies  
 (Your HWY Link to V.I.C.)  
 28575 Grand River (near 8 Mile)  
 474-6610 or 535-8440  
 MONDAY-FRIDAY 7-5:30 SATURDAY 7-4:30

## Jeron Shoes Semi-Annual Sale! 20% - 50% OFF

On A Great Group of Famous Brand Shoes for Men & Women

**WOMENS** 1100 PRS AVAILABLE  
 • BASS  
 • BARETRAPS  
 • CAPEZIO  
 • DEXTER  
 • HUSH PUPPIES  
 • RED CROSS  
 • CARESSA  
 • SOCIALITE  
 • COBBIE  
 • PLUS MANY MORE  
**\$1090 to \$2690**  
 REGULAR TO \$45.00

**MENS** 550 PRS AVAILABLE  
 • BASS  
 • CLARK  
 • DEXTER  
 • FREEMAN  
 • HUSH PUPPIES  
 • JARMAN  
 • STREETCARS  
**\$1290 to \$3690**  
 REGULAR TO \$54.00

**BOOTS** ENTIRE INVENTORY MEN'S & WOMEN'S WINTER BOOTS  
 • BASS  
 • DEXTER  
 • CLARK  
 • COBBIE  
 • JOYCE  
 • SANDLER  
**20% OFF**  
**\$3290 to \$3990**  
 REG. TO \$55.00

WHERE SERVICE COMES FIRST  
**Jeron Shoes**  
 FARMINGTON GRAND PINE AT ORCHARD LAKE RD. 474-7710  
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# Bavarian Village

has everything for skiers- And We Mean Everything!

Choose from Michigan's largest selection of ski equipment and coordinated skiwear

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- WARM-UPS
- BIBS
- HATS
- VESTS
- GOGGLES
- GLASSES
- SWEATERS
- GLOVES
- SOCKS
- UNDERWEAR
- JACKETS
- CROSS COUNTRY
- RACING GEAR
- SUITS
- PACKAGE SETS
- DOWN
- DOWN MITTS
- T-NECKS
- SKIS
- LOCKS

OPEN EVENINGS 'TIL 9 INCLUDING SATURDAYS

# Bavarian Village

Michigan's Largest Ski & Skiwear Selection

FLORHAMPTON HILLS (1000 N. HARRIS LANE) FLORHAMPTON  
 LATHRUP VILLAGE (10000 W. LATHRUP AVE.) LATHRUP VILLAGE  
 LIVONIA/RED FORD (12111 TELEGRAPH AT SCHOOL CTR.) LIVONIA  
 MT. CLEMENS (10000 W. GRANDVIEW RD. 6 MI. S. W. OF MOUNTAIN VIEW) MT. CLEMENS  
 LEASE/OAKWOOD (10000 W. GRANDVIEW RD. 6 MI. S. W. OF MOUNTAIN VIEW) OAKWOOD  
 ANN ARBOR (1000 W. WASHINGTON WEST OF I-94) ANN ARBOR  
 AMERICAN EXPRESS