

Growing Markets Aim Pitch at Teenagers

By REYNOLDS KNIGHT
America's unpredictable teenagers, with their sometimes incomprehensible language and behavior patterns, are loomed ever larger in the eyes of marketing men in such industries as food, fashion, cosmetics, and inexpensive jewelry.

The teenagers' language and mores are only of secondary importance to these businessmen; it's the youngsters' fawning wallets and pocketbooks they're concerned with. The post-war birth explosion will, in 1963, boost the numbers of 12-to-20 youths to almost 20 million consumers. The older segment of this group is showing increasing ability to either earn sizeable pin money or wrangle it from "the folks."

One estimate puts their average annual income at \$550 currently.

IT'S NOT ONLY the marketers of such obviously teenage products as cold drinks and skin creams that are stepping up their advertising and promotion barrage. Competition from heretofore "adult products" also is quickening. One example: portable radios. Another is coffee (for older teenagers), which according to one research study is viewed by the young as a symbol of adulthood.

Makers of novelty products (the kids' term is "kookie") also are constantly on the watch for a new fad. Although short-lived, teenage fads in clothing and such spread like

wildfire and can bring massive short-term sales billings.

'IMAGE' BOOKS — Annual reports, employ magazines and new-product brochures have long been recognized as effective, if somewhat limited methods of "telling the company story" to the American public. Recently, however, some far-sighted business firms have embarked on more ambitious publishing ventures that have not only enhanced the corporate image on a broad scale, but proved financially rewarding as well.

A case in point is Hallmark Cards, Inc., which, with Doubleday & Co., has published three books since 1960. The first is an anthology entitled "Poetry for Pleasure," a book of verse for every mood which includes the classics of Wordsworth and Shakespeare as well as the modern poetry of T. S. Eliot and Ogden Nash. The forward speaks of a revival of interest in art and literature in America, reflected in greeting card art and verse.

ANOTHER HALLMARK volume, "Flowers of the Holy Land," is a modest collection of water colors of Bertha Vester, an 83-year-old American woman whose life-long work with children of the Middle East has won her world acclaim. Reproductions of some of her paintings appear on some of Hallmark's religious greeting cards.

The third book, "Greetings,

Dearie!" is a collection of the most popular of the humorous contemporary greeting cards published in the past decade.

POPULATION EXPLOSION — Those concerned with this country's oft-mentioned population explosion and its effects on both government and business are finding an intriguing case of study in Florida, the "exploding" state in the nation.

In 1950 Florida's 2.8 million people gave it 20th place in the U.S. in terms of popula-

tion. But by 1960 the Sunshine State stood 10th with nearly 5 million — a 10-year growth rate of 79 per cent.

This massive infusion of people brought new money, payrolls and business, as well as new demands for state and city services.

IN FLORIDA, perhaps the most marked influence has been felt by agriculture. Farmers have been doing their utmost to feed 2.2 million more mouths but, while gaining, they haven't caught up.

According to the Nutrena feed division of Cargill, Inc., which recently opened a new animal feed plant in Tampa, egg production in Florida increased from 364 million eggs in 1950 to 1.15 billion in 1961, and cash receipts from \$14 million to \$35 million to \$63.5 million. Despite such spectacular increases, however, Florida still depends on "imports" of beef, pork, eggs and some milk, Nutrena reports.

THINGS TO COME — Touching up of unsightly nicks and

scratches in white enameled or porcelain household fixtures such as sinks will be easier thanks to a new glazing product being marketed by an Ohio firm. . . . Newest in "gimmicky" cereals: pre-sweetened oat morsels shaped in numbers from zero to nine and named "Countdown". . . . Exhausted flashlight batteries, usually thrown away, now can be recharged using a device that plugs into the household electrical current; the maker claims it can extend battery life up to 15 times normal.

HOUSE HUNTING — Prospective buyers of existing or "used" houses can expect as favorable a market for this kind of real estate as has existed for nearly a decade. Not that the pattern is national — but in many of the densely populated areas asking prices have dipped as much as 10 per cent. Some real estate men say the recent upsurge in apartment building is responsible, having created, in effect, a surplus of dwelling units. At the same time, many house hunters are holding

back on outright purchase because of the international situation.

BITS O' BUSINESS — Car sales have continued at boom levels into 1963's second month; figures just developed show volume in the first 10 days of February up almost 12 per cent above the same 1962 period. . . . The number of Americans owning stocks in publicly-held businesses is expected to rise from the current 17 million to 25 million by 1970.

Hair Care Needs and Aids

AT Sav-on

Beauty Salon SHAMPOO with EGG
Leaves all types of hair bright, shiny and easy to manage. Adds body. **Reg. 99c ea. Pints 2:1.00**

ELECTRIC Hair Curling Iron
"Curl-A-Wave" — hair curler with 3 interchangeable rollers to curl size and styles you want. Safe, instant, even heat. **2.69**

Brush & Comb Set
Double Duty "Jewellite" by PRO — alternating rows of natural bristle and round end nylon, nylon comb. Packed in attractive gift box. **Reg. 3.98 3.49**

Brush Curlers w/Pins
Pak of 10 curlers and 20 quickie pins. Sweeps up short ends. **Reg. 89c 69c**

2-Sided Mirror
4 1/2" in diameter — One side plain, other magnified. **Reg. 89c 69c**

Stretch Hair Bands
"Show-Off" — Made of 100% pure nylon. Choice of assorted pastel colors. **29c**

Round the Neck Mirror
4 1/2" diameter. One side plain, other magnified. Adjustable for distance from face. Ideal for putting on make-up or other beauty aids. **89c**

Head Scarfs
Large size, all-weather scarfs in assorted colorful prints or solid colors. Hand rolled hem. **Reg. 99c 2:88c**

Magnetic Rollers w/Clips
Pak of 12 rollers with 12 hair clips. Gives professional results. **Reg. 69c 69c**

Magic Turban
Lu Wane — Keeps your hair-do . . . as you sleep, bathe, drive, work or play. No fasteners. **Reg. 89c 69c**

Fancy Head Scarf
"Breezelette" — Goes well with casual dress or evening dress. Ass't colors. **89c**

Dresser Mirror
4 1/2" diameter, decorated back, assorted colors. **49c**

"Just Wonderful" Spray Hair Set
For exquisite hair care & control. No lacquer, not sticky. 14 oz. can **1.33**

Milk of Magnesia PHILLIPS' — Gentle laxative. Choice of reg. or mint. 12 oz. **53c**

Formula 44 Cough Mixture with extra strength. 3 1/2 oz. **Reg. 99c 69c**

Amber Mouth Wash — For daily mouth care. **49c**

Polident Denture Cleanser
Cleans false teeth without brushing. **Reg. 99c 18 1/2 oz. Economy Size 69c**

Denalan Denture Cleanser
Cleans false teeth without brushing. 3 oz. **39c**

Sonokot GRANULES
Exceptionally palatable. Can be taken plain or mixed. 8 oz. **2.98**

Fever Thermometer
Hospital accuracy. Special safety bulb. Case included. **59c**

Saccharin
SAV-ON — 1/4 grain, non-nutritive artificial sweetener. 1,000 Tabs **23c**

Scissors & Notions for Sewing

Imported Scissors
Finest quality scissors available at these money saving SAV-ON prices. Made of drop forged steel with nickel plating.

- Barber Shears . . . 1.49
- 7" Trimmer . . . 1.49
- Thinning Shears 1.49
- 6" Sewing Scissors 1.49
- Dressmaker . . . 1.49
- Bandage Scissors 1.19

Sewing Thread (White or Black)
J. & P. Coats — Choice of #40-#50 or #60 . . . 125 yard spools. **Reg. 19c 6: 69c**

Eyelet Plier Kit
Complete with pliers and 300 aluminum eyelets in assorted colors & white. **1.59**

"Fix-So" Fabric Mender
Mends all fabrics, leaves no stitch marks. Use on leather, paper, canvas, etc. 1 1/4 oz. **Reg. 99c 49c**

Deluxe Needles
CLINTON — Assorted needles with large extra smooth eyes, polished points. **Pak of 50 23c**

Shoulder Strap Holders
Deluxe — Card of two pair. **Reg. 25c 19c**

Confidets by SCOTT
Sanitary Napkins — Box of 12 True Anatomical Shape — for the greatest comfort. **Reg. 45c 3-1.00**

Vaginal Foam EMKO With Applicator **1.49**

Kleenart's Sanitary Brief
W/zipless nylon fasteners. **1.29**

ORTHO-GYNOL Vaginal Jelly Large Size **2.25**

ORTHO-CREME Vaginal Cream Large Size **2.25**

Tampax No Belts — Pins — Pads. Box of 40 **Reg. 1.99 1.29**

Biorette Disposable Pads
A refreshing toilette. . . . Box of 12 **85c**

COETS with FREE Bath Sponge **Reg. 99c Box 100 89c**

Normorms Antiseptic Vaginal Suppositories. Box of 12 **Reg. 1.50 1.23**

HEXOL Germicide For bathroom, feminine hygiene. **Reg. 89c 12 oz. 69c**

K-Y Sterile Lubricant
A mild lubricating water-soluble jelly. Large 4 oz. size. **Reg. 85c 2:1.00**

IVORY SOAP PRODUCTS

- Ivory Soap Large Size . . . 2:31c
- IVORY FLAKES Giant . . . 79c
- Medium Size . . . 4:33c
- IVORY SNOW Giant . . . 79c
- Personal Size . . . 4:27c
- IVORY LIQUID Giant . . . 65c

AD PRICES PREVAIL March 3rd-6th Sunday through Wednesday

RED CROSS IS ALWAYS THERE WITH YOUR HELP

Sav-on

5020 W. 190th St., Torrance
3 Blocks W. of Hawthorne Blvd.

DRUG STORES

OPEN 9 AM-10 PM . . . 7 DAYS A WEEK

TV CANDIDS

by Terrence O'Flaherty

The West has been won, the cattle rustlers have disappeared—and with them, the tough, frontier marshal and his deputy—the 11 o'clock stage no longer arrives from Tombstone and quick-draw frontiersmen have stopped setting up drinks in the Last Chance Saloon.

But there is one place where the West is still wild, where the deer and the antelope play, where seldom is heard a discouraging word and the skies are not cloudy all day—and that is in the Marlboro cigarette ads.

Last week Hollywood sent out a frantic call for males between the ages of 35 and 45 who can smoke, wear Levis and look convincing in a cowboy hat. The tragic truth soon leaked out: they're running out of cowboys for the Marlboro commercials!

A bright young woman named Pat Harris, whose headquarters are in Hollywood, is searching for a new cowboy. This is not unusual for Miss Harris who has cast over 400 television commercials and whose "little black book" contains the names, addresses and measurements of some of the world's most beautiful men and women—the elite corps of smiling, sleek, confident, and carefully-groomed humans who are happily engaged in the lucrative business of selling things to an ad-conscious American public that will buy almost anything as long as it is called "new," "fresh" or appeals to the opposite sex.

Miss Harris' search for a fresh virility symbol led her back to the West Coast last week after several fruitless days in Denver.

"While there I discovered an awful thing," said Miss Harris. "Real cowboys don't look like cowboys at all! They are short and stocky instead of tall and lean. They wear the wrong kind of hats, too, so we use our own. Even worse, some of them don't smoke."

She found a dozen virile non-cowboys who were worth shooting in a test film. During the filming I learned that this one commercial can bring upwards of \$5000 to the guy who fills the bill—in return for several days posing silently in spectacular outdoor scenery, lighting cigarettes and looking available.

The average TV commercial pays a top model \$95 a day in shooting time. (If you are an established star or athlete shaving a peach in a locker room you may get more.) When the commercial is shown on the network the first time, the model receives \$95, the second time \$80, the third showing \$70, and for the fourth through the 12th, \$55. For the 13th through 21st time it is reshown, he gets \$40.

After 13 weeks if the same commercial is still running it starts a new cycle all over again beginning at \$95. At this rate some of the busiest models in Hollywood TV commercials make as high as \$100,000 a year when they get several commercials in rotation.

A spokesman for the Flair Agency which handles such models told me that most of the Hollywood cowboy types are already associated with a certain brand of tobacco and cannot accept another cigarette commercial for at least 18 months. (I'm sure the average viewer can't tell one from another and for all he knows or cares the models could be Marjorie Main and Wallace Beery.)

The masculinization of the Marlboro product is one of the success stories of the ad world.

Beauty Gloves
"White-a-Sleep" — Cotton gloves protect linens after applying cream or lotion to your hands. Aids absorption. **Reg. 39c 29c**

Jonny Mop
Disposable Toilet Mop — Kit contains plastic handle, plastic dispenser filled with 10 flush-away pads. Hands don't touch water. **Reg. 1.19 98c**

Pixall LINT REMOVER
Your Personal Valet — Rolls away all lint from clothes, suede, furniture with complete ease. **69c**

X-Tra-Key
Magnetic Key Holder — 59c Value Permanent magnet holds securely on any steel surface. Don't be locked out. **49c**

Auto Certificate Holder
Choice of styles. Each one complies with the state laws. Assorted colors to match car interior. **Reg. 35c 29c**

Medical Support Nylon Hosiery
"Charmon" — Contains no rubber, aids circulation. All sizes available. Seams or Seamless. **Reg. 3.95 2.95**

White Envelopes
Household Helper — Gummed, white legal size. Box of 50 **Reg. 39c 29c**

Royal Woolyn COLD WATER SOAP
12 oz. Granules or 8 oz. Liquid. **2: 1.00**

LOOSE LEAF NOTE BOOK Filler Paper
3-Hole, side punched. 300 Sheet Paks **2: 1.00**

Cocktail Peanuts PLANTER'S
Lightly Salted 7 1/2 oz. **3: 88c**

Flash Bulbs
BOND — Guaranteed to flash or we will replace 2 for 1. #5 **12 Bulbs 98c**

Home Permanent NUTRI-TONIC
Choice of Regular, Gentle or Super **Reg. 2.00 1.39**

Transistor Batteries
9 Volt Size Hours of performance in each battery. **4 FOR 1.00**