Growing Markets Aim Pitch at Teenagers

America's unpredictable teen- short-term sales billings. agers, with their sometimes in comprehensible language and behavior patterns, are looming ever larger in the eyes of mar-keting men in such industries as food, fashion, cosmetics, and

The teenagers' language and mores are only of secondary importance to these businessmen; it's the youngsters' fattening wallets and pocketbooks they're concerned with. The post-war birth explosion will, in 1963, boost the numbers of that have not only enhanced the corporate image on a provide of the corporate image of the corporate image on a provide of the corporate image of the corporate image on a provide of the corporate image o

age annual income at \$550 cur-rently.

ers of such obviously teenage products as cold drinks and up their advertising and promotion barrage. Competition from heretofore "adult products" also is quickening. One example: portable radios. Another is coffee (for older teensages), which according to one of water colors of Bert

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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 wangle it from "the folks."

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

IT'S NOT ONLY the marketers of such obviously teenage products as cold drinks and skin creams that are stepping includes the classics of Wadsworth and Shakespeare as well as the modern poetry of T. S. Eliot and Ogden Nash. The foreward speaks of a revival of interest in art and literature in America, reflected in greet-

ducts" 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 lothing and such spread like

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

The third book, "Greetings, ANOTHER HALLMARK vol-

Dearie!" is a collection of the most popular of the humorous contemporary greeting cards is million.— a 10-year growth rate of 79 per cent.

This massive infusion of popularity of the most decade.

POPULATION EXPLOSION

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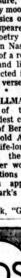
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The West has been won, the cattle rustlers have disappeared-and with them, the tough, frontier marshal and his deputy-the 11 o'clock stage no longer arrives from Tombstone and quick-draw frontiersmen have stopped setting up driinks in the Last Chance

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

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 Hollwood, 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 dont 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 Wal-

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







Sanitary Napkins Anatomical Shape -Shape - for 3 to 1.00

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