Classified Ads


ROOMS




1



U.S. move may save embargo


## Vote recounts necessary for results

## Senate contests still undecided

| gita |  |
| :---: | :---: |
| contests remained undecided yesterday. Some may hang in | (eatem |
|  | meting of the state car |
| votes. |  |
|  |  |
| tions in Okkiama, North Oakota, Nevada and New |  |
| Hampshire and the gover- | voies over Demorat John |
|  |  |
|  |  |
| cleary selued | ation |
| Lodayin atatec |  |
| in | emocrat fraty eidid over |
|  |  |
|  | lose |
|  |  |
| grounds of ireemarit | ${ }_{\text {count }}$ was Laxalt 79.50, Reid |
| Tulsa County, which | Returns still were being |
| Edmondson carried th |  |
| Of the state by 18 |  |
|  |  |
| The North pakata Sen | d Democratic Gov |
|  |  |
|  |  |
|  | 为 |
| 20, |  |
| Ows foom whilis. lose |  |
|  |  |
| Som Apm |  |
|  |  |



## Madison Ave. rejecting sex

| Women used in advertising are gaining a few wrinkles and losing a few curves. <br> There's been a change in commercials, no doubt about il," said Rex Bennett, assistant professor of marketing at the University 1 of Colorado at Colorado Springs. <br> orado at Colorado Springs. <br> young, and women as sex objects or decoration portrayal." <br> He said glamour gals gradually are being work in an office than a kitchen. <br> Bennett and James D. Culley of the University of Delaware have completed a study on "Women in Mass Media Advertising." Bennett said the study revealed that women found in television and magazine advertisements are showing less sex appeal, a few extra years of age and often can be found working at a job outside the home. "That isn't to say that <br> 'That isn't to say that women aren't being | used as sex objects in some of the ads." Ben- nett said. "They are. But it's not nearly as prevalent as it once was. <br> Bennett said he, Culley and a few students WBS for two weeks in January, monitoring WCAU in Philadelphia during the prime evening hours. <br> The researchers also studied advertisements in a number of periodicals and compared them with similar studies in 1970 and 1971. <br> "The earlier study showed that about onethird of the women were shoun either as a sex object or mere decoration in the ad- vertisement," Bennett said. "Our study showed that only about 5 per cent of the women were portrayed in such a role now. <br> Bennett said the advertising media now are "portraying a more typical type of woman in their advertising. They're using the more |
| :---: | :---: |
|  |  |

STUDENTS FOR MAST EXTEND THEIR APPRECIATION TO ALL VOTERS AND WORKERS FOR THEIR SUPPORT AND WITH A SPECIAL THANKS TO PAZ


