

Solitary life

Advertisers: Don't ignore single male householders

United Press International
NEW YORK — Single men are more domestic than in days yore, but still a long way from cumbing to fears of yellow xy build-up or ring-around-collar.
 So says Judith Langer, an union researcher who interviewed single men in search of their attitudes on home and housework.
 Advertisers should pay more attention to the single male householder, said Langer, who noted that nine million American men live without female partners to share domestic chores — nearly twice as many as a decade ago.
 "What's interesting and different is people aren't waiting for

marriage to take their homes seriously," she said. The men, she added, "sounded a lot like women in many ways."
 One big difference, however, was that male householders had little sense of domestic guilt, Langer claimed.
 "Women are still struggling with a lot of guilt, trying to live up to mother's standards — the perfect household, spotless floor, full meals even if you're eating in front of the television," she said. "For men that's just not an issue."
 Men tend to approach household chores from "the other direction," moving from total noninvolvement to a sense of pride in their homes, she said. "They don't worry if the house-

cleaning's perfect, but a lot of men these days do want to look respectable."
To lure men to try new items advertisers should stress sampling, in-store demonstrations and trial-size packages rather than price-cutting, since men are far less likely than women to switch brands to save money.
 Langer says she personally

doesn't approve "of using guilt as an advertising tactic" for either sex. But less idealistic advertisers had better accept the fact, she said, that "whiter than white wash isn't an issue for men."
 To get her data, Langer interviewed groups of men, age 21-55, in Boston, Chicago, Nashville and Los Angeles. They included both divorced and never-married men of various ages and income levels.
 "It's not intended as a statistical study," she said, describing the interviews as an "in-depth approach to find out a little more about people's feelings, and buying patterns."
 While male householders are getting used to the idea that

"real men do laundry, real men cook," they are still somewhat ill at ease and self-conscious about domestic tasks they never have tackled before, she said. "Most women know how to sew on a button. A lot of 35-year-old men are confronting this for the first time."
 Some advertisers, the Langer report said, "exclude men completely." A detergent tailored for "fine washables" works as well on ski wear as fluffy sweaters. But men may miss the message that the brand was meant for them since the commercials "always show women's undergarments," she said.
 Male shoppers are habit-bound, Langer suggested. "Some even continue to buy

their ex-wives' brand long after the divorce." To lure men to try new items, she said, advertisers should stress sampling, in-store demonstrations and trial-size packages rather than price-cutting, since men are far less likely than women to switch brands to save money.
 "Many men said they were uncomfortable in supermarkets, which they perceived to be hectic, crowded, confusing places frequented by women who resent their intruding," the report

said. "Most also were reluctant to ask where things were located for fear of seeming 'dumb.'"
 Since men tend to dislike food shopping, they were inclined to visit only a single store on a shopping trip, favoring convenience stores and easily located brands, she said.
 To combat that, Langer recommended bold advertising, dramatic packaging that is easy to read, and in-store promotions that clearly identify brands.

Singles' food costs double family's

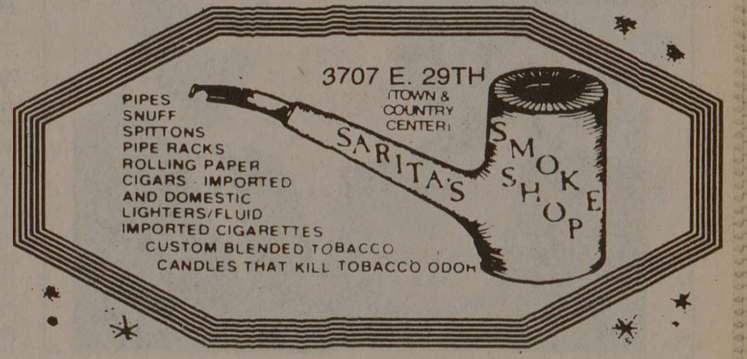
United Press International
NEW YORK — People who live alone have good reason to complain about their high cost of living.
 A recent research report indicates they pay almost twice as much per capita for food as larger households: \$30.67 per capita per week, compared with \$16.83. These figures represent the average weekly food costs of one person and four-person family from 1977-1982.
 The report for the Newspaper Advertising Bureau, Inc., indicates inconvenience and lack of motivation are more to blame than lack of shopping sophis-

tication, carelessness or a spend-thrift mentality.
 Part of the problem probably is food waste, said Stuart Tolley, NAB's vice president for research. Most food is packaged for larger households who are still the food stores' best customers.
 "Packaging in small quantities costs more, when it is available," Tolley said. "It is also likely the one-person households have higher rates of food spoilage, since they must often buy in larger quantities than they can use for a single meal."
 He suggests food industry and food advertisers pay more

attention to singles' needs and wants — since they now represent the fastest growing type of household in the United States.
 Between 1955 and 1980, the number of one-person households in the United States grew 263 percent, while the total number of households increased only 72 percent.
 In the past decade alone, the number of one-person households grew by 64 percent, the bureau report said.
 Singles are not just the young and never-married. The 558 main telephone interviews conducted for the bureau by Hayes, Nedved and Associates of

Sewickley, Pa., included adult food shoppers of all ages and the divorced and widowed. About 50 interviews were completed in 11 metropolitan areas across the United States: Atlanta, Boston, Chicago, Detroit, Jacksonville, Fla., Kansas City, Mo., Los Angeles-Long Beach, New Orleans, New York, Philadelphia and San Francisco.
 Census figures show the New York area is No. 1 in singles households — 1.062 million out of a total 3.504 million households.
 The Los Angeles-Long Beach

area is second, with 742,839 singles households and the Chicago area is third, with 604,303.



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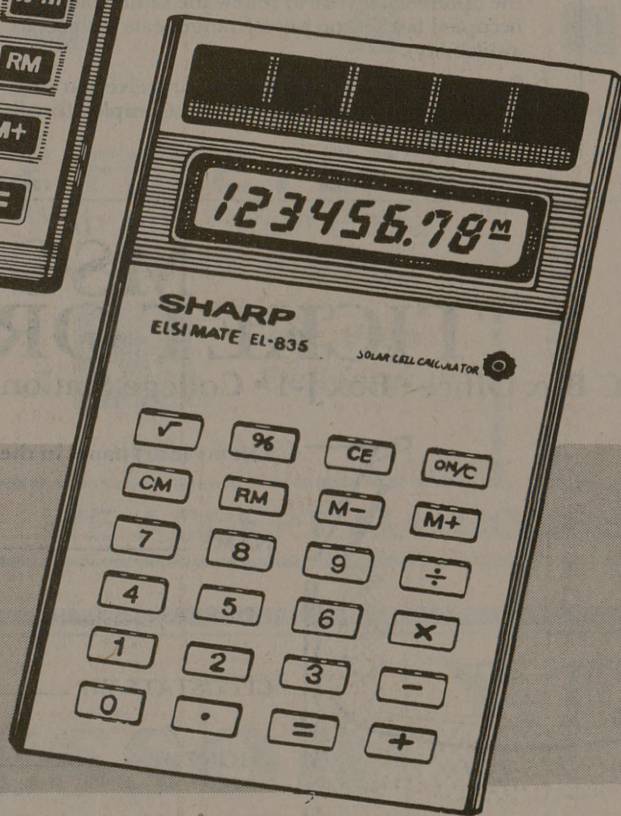
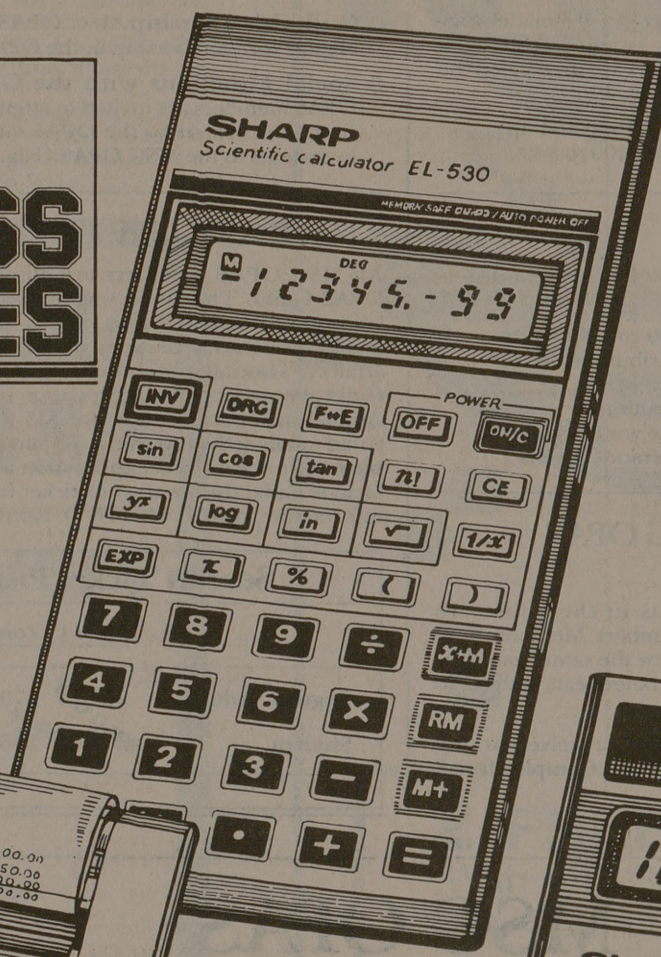
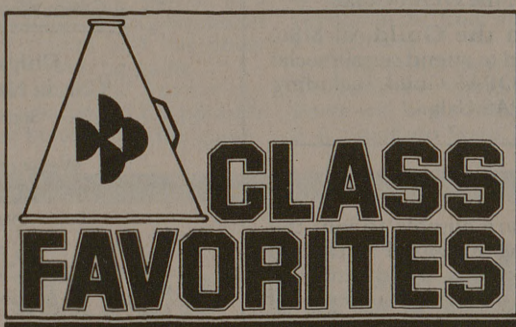
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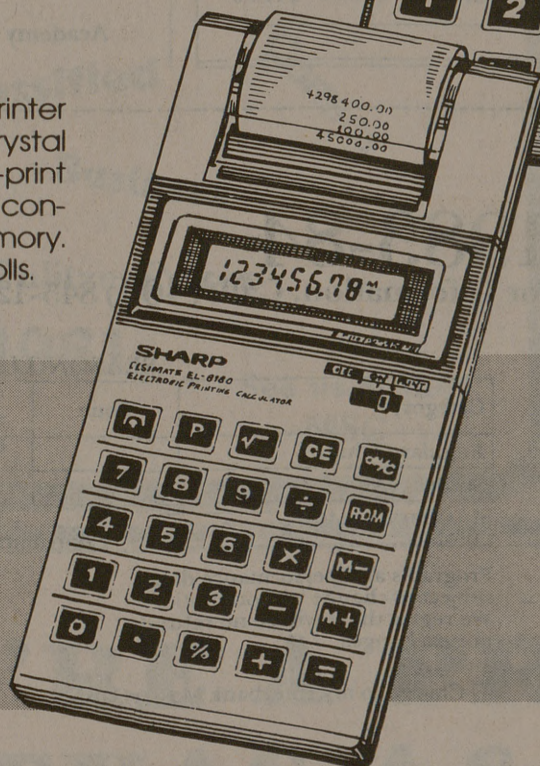
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