

Brotherly advice

Looking well leads to feeling well

By Shirley Ross Iden
staff writer

Chanel No. 5, Opium, or Halston, whatever your special scent may be doing more for you than you even realized.

The psychology of fragrances, according to experts, is that a smell will bring back a more than any stimulus.

Noted psychologist and media personality Joyce Brothers made that point during a recent visit to the metro area.

The blonde, who is one of the 10 most influential and admired women in America according to the UPI and Gallup polls, is speaking out these days for the Cosmetic, Toiletary and Fragrance Association.

Brothers is documenting and publicizing the social, psychological and health benefits of being well put together in wardrobe and grooming.

For instance, she contends that when one gives a speech, people will remember what you say longer if you are well and appropriately dressed.

And studies show when you feel good about yourself, you'll treat people better.

HAVING been taken seriously for decades, Brothers' message is expected to have an impact on American women who are dressing for the marketplace more than ever.

"Being well dressed doesn't mean being expensively dressed," she said. "The value of expensive clothing is only in your sense of feeling good and you can look well for little money."

"The importance is how to put things together and then being able to forget it and do your job."

Author of seven books, radio and television star, daily newspaper columnist, Brothers is a good person to ask about the work place since she first went to work as a pre-teen herself.

"I started work at age 12 as a counselor at a camp for problem children, kids older than I. They were 14-year-olds in trouble with the law for fire setting, mugging, rape, stealing and what have you."

"I knew I had to handle that situation and I knew if I did I could handle anything after that."

Brothers also started her own ballet school at age 14. With 10 years of dance experience, she believed she could teach.



BROTHERS taught the children free of charge for six months with the understanding the parents would pay after that. "I gave them dance, interspersed with elaborate story-telling that was unusual in that pre-TV era."

"When the six months were up, I stopped my story at a crucial point and all these kids begged their parents to continue their lessons."

By age 15, Brothers was tackling college and though she was successful she doesn't suggest the practice. "You miss too much socially at such a young age," she said.

Brothers is a graduate of Cornell University and earned her Ph.D. in psychology at Columbia. She has taught at Hunter College and Columbia and frequently lectures at colleges and universities.

Her first national acclaim came when she appeared on the \$84,000 Question TV show. Although the show ended in scandal, it propelled the already well prepared psychologist to instant fame.

Today, in a single week, the soft-spoken scientist reaches more people than Sigmund Freud did in a lifetime via radio, television, and newspapers.

MARRIED to a physician for 37 years, she is the mother of one daughter, Lisa. Marriage and a career never posed a problem for her.

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— Joyce Brothers

since her own mother practiced law with her dad until she retired recently.

Brothers said the message of looking good to feel good is one she has articulated for many years.

"Grooming aids can even the score for some of us and make life a little fairer," she said. "In a seminar for women with cancer, I saw recently how much the wigs and the cosmet-

ics did for their self-esteem."

The vast majority of women wear make-up for themselves and not to please others, she said. "We find that just eight percent make-up for men and 92 percent for their own well being."

Brothers admits that on weekends, when she and her husband, Milton, retreat to their upstate New York farm, she simply combs her hair, puts on lipstick, and wears a hat for sun protection.

"We go there simply to relax," she said. "I may weed the corn, put in artichokes or cover the asparagus, a real change of pace."

BROTHERS visit to the metropolitan area was the opener of a low key tour of 10 cities. "We made Detroit first this time, but it's a series of visits to the top 10 media markets."

"This is nothing like a book tour where the pace is demanding and tough," she said.

Brothers pointed out that while it's important to stress good grooming and dressing, dressing inappropriately can hinder a career.

"Someone who always wears low cut clothing at the office just isn't going to be taken seriously," she said.

"We're making too much fuss about feeling young. What's important is to look the best you can for your age."



John Fekaris



Limperis Zervos

'Youth of the Year' awards given to 2

John Fekaris, son of Mr. and Mrs. Steve Fekaris of Farmington Hills, and Limperis P. Zervos, son of Mr. and Mrs. Peter E. Zervos of Bloomfield Hills, were recently presented with the Holy Cross Greek Orthodox Church "Youth of the Year" award for 1986 by the Rev. S. J. Anthony.

He was assisted by Helen Yakub, president of Holy Cross Ladies' Auxiliary, and William Skoures, president of the parish council of Holy Cross.

The award was established by the Ladies' Auxiliary of Holy Cross in Farmington Hills 13 years ago and is given annually to the young person

who has made the most outstanding growth and development in Christian character.

Both of the young people have served as officers of the Jr. Greek Orthodox Youth of America Chapter of Holy Cross.

Fekaris is a 1986 graduate of North Farmington High School. He will attend Michigan State University in the fall, majoring in engineering.

Zervos is a 1986 graduate of Bloomfield Hills' Lahser High School. He will attend Wayne State University in the fall, majoring in electrical engineering.

Wide spacing indicates inwardness

Dear Ms. Green:

I was wondering if you could analyze my handwriting for me. I have been reading your column for quite a while and find it very interesting.

I was wondering if persons in the same family tend to have similar handwriting. I find that my mother and I write almost identically.

Thank you for your time.

J.T.,
Garden City

Dear J.T.:

It is true that sometimes members of the same family have similar handwritings. This usually indicates that they share certain personality traits. However, both handwritings must be compared to determine similarities and differences. In addition to letter formations, spacing, margins, pressure and many other considerations must be taken into account.

Your wide word and line spacing, when considered with the total picture of your handwriting, addresses the reserve between yourself and others. You need your time and space.

Only a chosen few people are admitted to your circle of close friends. To them you are loyal, but also possessive. Activities that do not require many participants probably hold most appeal.

Although you would like to socialize and be included with those who are part of the "in crowd," feelings of insecurity seem to hold you back.

Also at this time you appear to be harboring critical feelings toward the male influence in your life, even



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though you may not be actively hostile.

Why not take some time to explore your feelings in depth. Talk them out with your clergy person or counselor. Then let the past remain in the past. And approach each new day with hope, joy and optimism.

It seems quite possible that you

have not had enough positive reinforcement in the past. But you are a unique young woman. You have organizational skills and take on only those involvements you can readily complete. Most of your goals are practical and easily attainable, but do not represent a high level of motivation. Your mind is fluent and can

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Employers count experience

A new survey of corporate CEOs and presidents on the subject of executive recruiting and hiring practices reveals job experience and expertise are the two most important attributes desired in candidates for high-level positions.

The study also showed that the two most common failings of senior-level candidates during the job interview were that they talked too much, or they had poor communication skills.

The survey, commissioned by Elwell & Associates Inc., an Ann Arbor-based executive-search firm, polled CEOs and senior executives of Michigan and Ohio corporations.

Executives in the service industry valued experience more highly than their counterparts in manufacturing, where related job experience was the most important attribute in high-level-position candidates.

Other key attributes cited for candidates, in order of importance, are education, communication skills, ca-

capacity for hard work, integrity, and adaptability to company culture. Frequently mentioned deficiencies, in addition to poor communication skills, were a lack of knowledge about the company, and insufficient qualifications for the position.

According to Richard Elwell, president of Elwell & Associates, "Most employers know what kind of person they want for the job, but are often frustrated because they can't find that person."

"The position may require skills that are scarce, or the competition is stiff for qualified people," said Elwell. "Candidates who are not well qualified, or those who cannot present themselves well, will never get through the search process and to the interview stage."

"Executives seeking high-level positions must realize that in addition to expertise in their profession, they must be able to communicate effectively to be successful."

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