

Redheads have image problems — findings

AP — If bloods have more fun, what then do redheads have?

"Image problems," says a University of Northern Iowa marketing professor.

Dennis Clayton, UNI associate professor of marketing, and former UNI faculty member Micoe R.C. Maughan recently published their research on this topic in several publications.

Clayton, a strawberry blond with a flaming red mustache, has found there is a definite red-head-vs.-blond stereotype, with redheads perceived as having lower status and red-headed males at the bottom of the list.

The redheaded male is usually seen as effeminate, weak and home-body, Clayton said.

"I was not surprised with the results we had for redheaded females," Clayton said. "The redheaded female is perceived as the executive big, rather no-nonsense, but not very attractive."

Clayton equally noticed the differences with her as a target person, was introduced to a group of students as a professor and to students as a professor and as a janitor.

Thirty minutes later, the students were asked to recall the physical characteristics of the person.

BOTH GROUPS remembered Clayton's height within two-tenths of an inch of his actual height. However, 62 percent of the "professor" group remembered him as a blond; only 15 percent recalled him as a redhead. In the "janitor" group, only

10 percent remembered him as a blond and 60 percent remembered him as a redhead.

The results of this study were sufficiently interesting — or disturbing — to spur Clayton and colleague Maughan on to further research.

They designed a questionnaire using the Osgood Semantic Differential scale to evaluate hair color with regard to 24 concepts such as clown, sickness, janitor, feminine, doctor, professor and fool.

In all cases, 100 students, all mid-level-class Caucasians from Western universities, participated in the study recently published in the journal Psychological Reports.

Clayton added that he and Maughan have conducted a number of other research projects with the same consistent results.

figure."

He cited Howdy Doody, Red Skelton, Red Buttons, even Ronald McDonald as examples.

"The red-haired female is perceived as the executive or professional type, not very feminine and slightly aggressive," he continued.

"But if a woman wants to be seen as humorous, she may dye her hair red. Lucille Ball and Carol Burnett are examples."

In other studies, Clayton has found that brown-haired people are perceived as average but with positive traits and the most intelligent. Black-haired people are considered to be either ethnic or wealthy.

"We found out that advertisers follow these stereotypes rather closely," Clayton said. "Gold and fur many times are displayed with a dark-haired model."

Students say Change curriculum, add sex education

AP — A survey released by the state Board of Education shows that Michigan high school students give their schools passing grades but complain their curriculum needs changing.

The survey of 5,148 10th and 12th graders conducted in November by the board's Project Outreach and released last week also shows the students favor sex education and support school-based health clinics.

Although the news has been full of school violence in some cities, most students don't see discipline as a major problem in their school. But they worry about peer pressure, drug abuse, getting good grades and staying in school.

Asked to list the biggest worries facing high school students, 62 percent mentioned peer pressure or the need to belong. Their second concern was drug abuse, at 40 percent, while violence in school drew only an 18 percent response.

"We did take some heart in that

the majority (of students) didn't think discipline was a problem," said Ned Hubbell, director of Project Outreach.

BUT BARBARA Roberts Mason, president of the state board, noted the survey was conducted through the board's Project Outreach and released last week also shows the students favor sex education and support school-based health clinics.

Student responses to queries about their schools were less enthusiastic than answers given to similar questions last year by Michigan adults, Hubbell said. And Mason promised officials would pay attention to the survey.

"It's really telling us what stu-

dents believe," she said. "When the state board establishes its policies, procedures and goals we take it into account."

The survey, which carries an error rate of 3 percentage points, indicated a need for students for a greater variety of classes, better college preparation, more computer instruction, upgraded textbooks and sex education.

Eighty-six percent said high schools should include sex education in classes, while 77 percent said sex education should be provided in junior high. But they split evenly on whether sex education should be provided in elementary school.

While students overwhelmingly

supported school-based health clinics, only 49 percent said they should dispense contraceptive devices.

OTHER SURVEY results showed:

- High school students strongly support competency testing in reading and math as a requirement for graduation.
- Students said pupils are to blame for any discipline problems. Adults blamed themselves for their children's discipline problems in last year's survey.
- Sixty-eight percent said they want to continue their education after high school, but the survey indicated few know how to obtain financial aid.

Labor force falling

AP — Public and private businesses are discovering that as the baby boom generation gets older, the work pool is getting shallower.

Employers are finding there aren't enough young people to replace the aging baby-boomers. And enterprises ranging from fast-food chains to highway programs are beginning to feel the crunch.

Roads need repairs. But in some states, officials say the original engineers have hit retirement age, and there are too few young engineers to replace them.

McDonald's, the fast-food chain that gives many teenagers their first jobs, now is seeking senior citizens.

And consultants who are paid to assess the status of the nation's workforce predict that some jobs soon will be eliminated in favor of automation.

"We are, for the first time in history, looking at lower growth in the labor force," said William Ashley, a consultant for United Airlines.

"There will be growth but it will fall below the 1 percent level."

"Now it's a matter of what we are going to do when the baby bust hits."

Temple Beth El is:



A learning experience.

Leading takes many forms at Temple Beth El. It might be single parents finding out what it takes to succeed with a spouse. Or religious Education for kids with disabilities. It's training programs for Senior citizens, support programs for the handicapped, self-help groups for inter-married couples and religious training from pre-school through High School.

Temple Beth El is more than a building and bath services.

We're a good place to learn and to grow.

We're a good place to belong to.

Temple Beth El

We want to belong to your family.


Telephone: 14-4444 Birmingham

For information, including literature, membership can be called 116 Mischman 851-1100

O&E Classifieds work!

FIGHT HEART DISEASE, KIDNEY DISEASE AND BLINDNESS.

Support the American Diabetes Association.



Girl Scouts.

Buy Girl Scout Cookies.

Treat Yourself Twice!

Help Your Local Girl Scouts.

Enjoy Delicious Taste.

WERE FIGHTING FOR YOUR LIFE



American Heart Association of Michigan

GET OUT OF THE DARK.

The Consumer Information Catalog will enlighten you with vital information on consumer products. Many are free and all are helpful. Get your free copy by writing:

Consumer Information Center Dept. 10, P.O. Box, California 91009 U.S. General Services Administration

CITY OF FARMINGTON HILLS
31555 W. ELEVEN MILE ROAD
FARMINGTON HILLS, MICHIGAN 48118

NOTICE OF PUBLIC HEARING
MONDAY, MARCH 23, 1987
7:30 P.M.

CHAPTER 20, ARTICLE II
SECTION 20.140 OF THE CITY CODE.

The Council of the City of Farmington Hills will hold a Public Hearing requesting:

Norman P. Silverstein
1900 Buell Building
Detroit, MI 48226
The Estate of Goldie Levinstein
21 Seward
Detroit, MI 48202

Shown on records to have an interest in property located at 31206 Freedom Road, Farmington Hills, MI 48118. The said property is located on the East side of the said road, between the said road and the said road, and is more or less as shown on the said plat.

William Costick
City Manager

Public March 1987

CITY OF FARMINGTON HILLS
31555 W. Eleven Mile Road
Farmington Hills, MI 48118

CHAPTER 20, ARTICLE II
SECTION 20.140 OF THE CITY CODE
NOTICE OF PUBLIC HEARING
Monday, March 23, 1987
7:30 P.M.

The Council of the City of Farmington Hills will hold a Public Hearing requesting:

Sears, Roebuck and Co. Inc.
Chicago, Illinois 60606
George W. Krasinski
21758 Whittington
Farmington Hills, MI 48024
Ronald Shuman
21758 Whittington
Farmington Hills, MI 48024
Frank Richard Slowik
19336 Sawyer
Detroit, MI 48226
Francis Slowik
19336 Sawyer
Detroit, MI 48226
Fred Garon, Attorney at Law
139 Cadillac Square, Suite 800
Detroit, MI 48226
County of Oakland
Pontiac, MI 48053

Shown on records to have an interest in property located at 21758 Whittington, Farmington Hills, Michigan, 48118. The said property is located on the East side of the said road, between the said road and the said road, and is more or less as shown on the said plat.

William Costick
City Manager

Public March 1987

CITY OF FARMINGTON
COUNCIL PROCEEDINGS
(Summary)

A regular meeting of the Farmington City Council was called to order by Mayor Hartsock at 8:30 p.m. on March 9, 1987, in Council Chamber, 23000 Liberty Street, Farmington, Michigan.

PRESENT: Campbell, Hartsock, Richardson, Tupper, Yoder.

OFFICIALS: PRESIDENT: City Manager Decker. Director: Billing, Director: Lauboff, City Attorney Kelly, City Assessor Saller, City Clerk Busbey.

Minutes of the previous meeting were approved as written.

Minutes of other boards were received and/or filed.

Council received a letter from the Managing Director of the Oakland County Road Commission seeking support for legislation to improve road improvement funding.

Council approved the request of the South Farmington Baseball League for an optional day parade permit for Saturday, May 9, 1987.

Council approved the request of the Farmington Area Jaycees to host their Annual Easter Egg Hunt in Shawwassee Park on Saturday, April 4, 1987.

Council designated the week of March 15-21, 1987, as KELLY WEEK.

The proposed request for a Class A Liquor License at 33500 Grand River was tabled until a future date.

Council received and filed the City Manager's report on the renewal of Class C Liquor License for 1987.

Council approved an engineering contract with Orchard, Hiltz & McClement, Inc., for the proposed construction on Farmington, Shawwassee and Power Roads.

Council approved the proposed Scenic/Environmental Project "Escapement in the Park" tentatively planned for September 11 thru 13, 1987.

Council deferred reviewing the proposed purchase of a dump truck until the expected proposal is received.

The City Assessor reported to Council on the proposed assessment revenues for 1987.

Miscellaneous comments were heard.

Council received the following reports:

- Financial Reports: General Fund and 47th District Court, seven months ended January 31, 1987.
- Public Safety Annual Report, December 1986.

Monthly rates were approved for payment.

Meeting adjourned at 9:45 p.m.

WILLIAM S. HARTSOCK, Mayor
JOSEPHINE M. BUSHEY, City Clerk

Public March 1987

CITY OF FARMINGTON HILLS
SUMMARY OF PROCEEDINGS
REGULAR CITY COUNCIL MEETING
MARCH 9, 1987

Mayor Marks opened the regular meeting of the Farmington Hills City Council on March 9, 1987 at 7:30 p.m. Members present: Altabek, Dolan, Dudley, Marks, Sever, and Wolf. Absent: Soronen. Others present: City Manager Costick, City Clerk Reynolds, City Attorney Bibeau, and Planning Consultant Costes.

Special presentation and report was presented to Council by Historic District Commission.

Open House Parties Ordinance (Section 60.45 of the Penal Code) was referred to staff for possible amendment relative to parental liability for teenage parties at hotels/motels or other rental units.

Minutes of February 17, 1987 were approved as submitted and minutes of February 23, 1987 were approved as amended.

Mayor declared week of March 15-21, 1987 as Kelly Week in honor of Kelly Services.

Council adopted Resolution No. 3, to proceed with paving of Goldsmith Road in Section 33, and Resolution No. 4, Notice of Intent to Issue Bonds. Establishing date for cost bearing (Resolution No. 4) was deferred until after bids have been taken and reviewed.

Council ENACTED Ordinance C-13-87, Zoning Request 12-2-84, to amend Article VIII, Special Purpose Districts. The amendment will add SP-4 District to the Zoning Ordinance that will permit residential use or, as an option, centers for elderly care and health services. Summary was approved for publication.

City policy regarding appointments to Boards and Commissions was amended by removing date of April 1, 1987, at which time members of more than one board or commission were to make a choice as to which board or commission they would prefer to remain a member of. Staff was directed to prepare language which would add to policy that at the earliest expiration of one of the terms held by a member of a board or commission, a decision can be made at that time as to which board he or she will remain a member of, which will act as a resignation from the other board(s) or commission(s).

Date of April 20, 1987 was established for Public Hearing for Vacation of portion of Ravine Road in Section 3.

Resolution of Council was adopted, pursuant to Act No. 281 of Public Acts of 1986, to include certain Chrysler Motors Corporation property in a Local Development Finance Authority District by the City of Auburn Hills (transferring \$0 or more full-time jobs to Auburn Hills).

Council adjourned adjustment of local supplement for 47th District Court Judges salaries until March 23, 1987 meeting.

Contract for installation of traffic signal at intersection of Nine Mile and Gill Roads was awarded to Harlan Electric Company, in amount of \$5,533.50.

City Manager was authorized to issue purchase order for Copperwood Subdivision in Section 7 was approved (Plat No. 7-1986), contingent upon establishment of escrow accounts of \$31,297 and \$2,400 for improvement of open space and four cul-de-sac islands.

City Manager was authorized to issue following purchase orders for procurement of annual Department of Public Works Supplies:

- Suburban Transport, Inc. for annual gravel supply in amount of \$70,545.
- Spartan Concrete, Inc. for annual concrete supply in amount of \$40,840.
- Jensen Co. for annual culvert supply in amount of \$5,742.25.
- American Highway Sign Corp. for annual supply of aluminum sign blanks in amount of \$5,805.45.
- U.S. Standard Sign Co. for annual supply of street and road sign posts in amount of \$4,750.
- Alax Materials Corp. for annual supply of asphalt material in amount of \$17,479.
- Paper, Calumet & Co. for annual supply of truck and grader blades in amount of \$19,448.

City Manager was authorized to issue purchase order to G.M.C. Truck and Bus Group, Pontiac, in amount of \$49,000, for 10 yard dump truck for D.P.W.

City Manager was authorized to issue purchase order to Curtis Wilson Company, in amount of \$4,000, for computer software for Fire Department.

Annual Fire Department Report was presented to Council.

Council INTRODUCED revision to City Code, relative to Gutter and Downspout Ordinances.

Council determined to hold executive session following meeting to discuss pending litigation.

Meeting adjourned at 10:45 p.m.

REN MARKS, Mayor
JOAN REYNOLDS, City Clerk

Public March 1987