

# Redheads have image problems — findings

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

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

Denne Clayton, UNI associate professor of marketing, and former UNI faculty member Michel R.C. Maughan recently published their research on this topic in several publica-

cations.

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 perceived males at the bottom of the list.

The redheaded male is usually seen as effeminate, weak and homey, Clayton said.

"I was not surprised with the results we find for redheaded females," Clayton said. "The redhaired male is perceived as the executive type, rather non-nonsense, but not very attractive."

Clayton actually noticed the difference with her as a target person, was introduced to a group of students as a law professor and to another group of students 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. Maughan designed a questionnaire using the Goodwill Industrial Differential Scale to measure a person's regard for regard to 24 concepts such as clown, sickness, janitor, feminine, doctor, professor and fool.

In all, some 100 students, all middle-class Caucasians from Western universities, participated. In the study recently published in the *Journal of Psychological Reports*.

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

"THE BLONDE female is considered as the most familiar type in the world," Clayton said. "We found that blondes, both male and female, are considered successful, rich, happy and very attractive, but not the most complex or brilliant. Consider Marilyn Monroe and Steve Canyon."

"With redheads, we found a definite difference by sex. The redheaded male is seen as a timid, feminine and almost a clown-type

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 attractive, she may dye her hair red. Lucille Ball and Carol Burnett are examples."

In other words, 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 many times are displayed with a dark-haired model."

**BUT REDHEADS** need not despair.

"Red hair comes in and out of fashion. It is most popular during times of romance and renaissance. It is quite popular right now, in fact."

"Besides, there have been in all ages those who have simply loved red hair, persons of talent like Michelangelo and Steve Canyon."

"With redheads, we found a definite difference by sex. The redheaded male is seen as a timid,

## 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 5,145 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 state 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, 52 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 an error rate of 3 percentage points, included retests by students for a greater variety of classes, better college preparation, more computer instruction, graded textbooks and sex education.

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, we take it into account."

The width survey, which carries an error rate of 3 percentage points, included retests by students for a greater variety of classes, better college preparation, more computer instruction, graded textbooks and sex education.

Eighty-three percent said high school should include sex education in classes, while 77 percent said sex education should be provided in junior high. By then, it 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.

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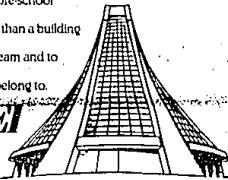
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AP — Public and private businesses are discovering that as the baby boom generation gets older, the work pool is getting shallower.

Employers are finding there aren't enough younger people to replace the aging baby-boomers. And companies ranging from fast-food chains to day-care programs are beginning to take notice.

Jobs 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 are we going to do when the baby bust hits?"

There's no nationwide crisis yet, the experts say. The oldest baby boomers have just turned 40, and the youngest are only 34.

But companies need to prepare for intense competition, not just to recruit the best and brightest, but also for the average workers.

In businesses that rely on cheap, teen-age labor, the bite is being felt.

McDonald's has launched an advertising campaign to hire retirees, not just teens.

Executives say companies must be prepared to hire from the group labeled "unemployable." These include people who can't read well or do simple math calculations, or have no executive handling money.

The "unemployable" will look worse as even basic jobs become more tied to technology, some executives fear.

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### CITY OF FARMINGTON HILLS 31555 W. ELEVEN MILE ROAD FARMINGTON HILLS, MICHIGAN 48336

#### 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  
10000 Maitland  
Detroit, MI 48220  
The Estate of Goldie Levinstein  
et al  
Detroit, MI 48220

WILLIAM COSTICK  
City Manager

Shown on 6 records to have an interest in property located at 31206 Freedom Road, Farmington Hills, MI Lot 146 Supervisor's Plat Eight Mile Grand River Acres No. Sidwell 22-23-105-001, to appear before the Council to show cause why buildings or structures reported to be "DANGEROUS BUILDINGS" shot not be demolished in accordance with the City of Farmington Hills Code Chapter 20, Article II, Section 20.140 of the City Code.

WILLIAM COSTICK  
City Manager

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#### 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:

Steve, Rockwell and Co. Inc.  
Chicago, Illinois 60600  
George Kacynski  
21755 Whittington  
Farmington Hills, MI 48336

Ronald Shuman  
21755 Whittington  
Farmington Hills, MI 48336

Frank Richard Sliwka  
19338 Sawyer  
Detroit, MI 48236  
Michael Sliwka  
19338 Sawyer  
Detroit, MI 48236

Freel Garon, Attorney at Law  
139 Cadillac Square, Suite 800  
Detroit, MI 48226

County of Oakland  
Pontiac, MI 48053

WILLIAM COSTICK  
City Manager

shown on 6 records to have an interest in property located at 21755 Whittington, Farmington Hills, Michigan, Sidwell 22-23-176-006, to appear before the Council to show why buildings or structures reported to be "DANGEROUS STRUCTURES" should not be demolished in accordance with the City of Farmington Hills Code, Chapter 20, Article II, Section 20.140 of the City Code.

WILLIAM COSTICK  
City Manager

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WILLIAM COSTICK  
City Manager

### CITY OF FARMINGTON HILLS COUNCIL PROCEEDINGS (Summary)

A regular meeting of the Farmington Hills Council was called to order by Mayor Hartsock at 8:30 p.m. on March 3, 1987, in Council Chambers, 23400 Liberty Street, Farmington Hills.

**PRESENT:** Campbell, Hartsock, Richardson, Tupper, Voter.

**ABSENT:** Present: City Manager, Deardorff, Director Billing, Director Library, City Clerk, City Attorney, City Clerk Bushey.

Minutes of the previous meeting were approved as written.

Minutes of other boards were received and filed.

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

Council approved the request of the South Farmington Baseball League for an opening 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 Shawnee Park on Saturday, April 4, 1987.

The proponent's request for a Class C Liquor License at \$2200 Grand River was denied with a motion to adjourn.

Council approved an engineering contract with Orchard, Hills & McClellan, Inc., for the proposed construction on Farmington, Shawnee and Power Roads.

Council approved the proposed Sesquicentennial Project "Encampment in the Park" tentatively planned for September 11 through 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.

Unrelated comments were heard.

Council received the following reports:

Financial Report: General Fund and 47th District Court, seven months ended January 31, 1987.

Public Safety Annual Report, December 1986.

Monthly bills were approved for payment.

Meeting adjourned at 9:45 p.m.

WILLIAM S. HARTSOCK, Mayor

JOSEPHINE M. BUSHEY, City Clerk

Public March 12, 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: Aliziech, Dolan, Dudley, Marks, Sever, and Wolf. Absent: Soronen. Others present: City Manager Costick, City Clerk Reynolds, City Attorney Bileau, and Planning Consultant Coates.

Special presentation and report were presented to Council. Historic District Open House Ordinance (Article 80.435 of the Penal Code) was referred to staff for possible amendment relative to parental liability for license parties at hotels/motels or other rental units.

Minutes of February 17, 1987 were approved as submitted and minutes of February 22, 1987 were approved as amended.

Declaratory week of March 15-22, 1987 as Kelly Week in honor of Kelly Service.

Council adopted Resolution No. 3, to proceed with paving of Goldsmith Road in Section 33, and Resolution No. 6, Notice of Intent to Lease Roads. Establishing date for cost bearing (Resolution No. 4) was deferred until after bids have been taken and reviewed.

Open House Ordinance G-18-97, Zoning Request 12-2-84, is moved Article VIII, Special Purpose Districts. The amendment will add 5th & 6th District to the Zoning Ordinance that will permit residential uses 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 removal of date of April 1, 1987, at which time members of more than one board and commission could be chosen from within the community.

They would prefer to remain a member of Staff or directed to another 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).

Resolution of Content 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 50 or more full-time jobs to Auburn Hills).

Council approved a local supplement of 47th District Court judges salaries until March 31, 1987.

Contract for installation of traffic signal at intersection of Nine Mile and Gill Roads was awarded to Marlan Electric Company, in amount of \$15,812.30.

Final Preliminary Plat and Open Space Plan for Copperwood Subdivision in Section 7 was approved (Plat No. 7-1986), contingent upon establishment of a minimum of \$1,297 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 \$70,045.

Spartan Concrete, Inc. for annual concrete supply in amount of \$40,840.

James Co. for annual culvert supply in amount of \$3,749.25.

Architectural Design Corp. for annual supply of aluminum sign blanks in amount of \$3,805.45.

U.S. Standard Sign Co. for annual supply of street and road sign posts in amount of \$4,750.

Ajax Materials, Inc. for annual supply of asphalt material in amount of \$17,479.

Paper, Calmenson & Co. for annual supply of truck and grader blades in amount of \$19,445.

City Manager was authorized to issue purchase order to G.M.C. Truck and Bus Group, Pontiac, in amount of \$89,000, for 10 yard chump truck for D.F.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 revised to City Code, relative to Gutter and Downspout Ordinance.

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

Meeting adjourned at 10:45 p.m.

BRON MARKS, Mayor

JEAN REYNOLDS, City Clerk

Public March 12, 1987