



Farmington Observer

Suburban Life

(F1B)

Monday October 25 1976

Modeling

Career demands more than a pretty face

By LORRAINE MULISH

A new modeling school, modeling and casting agency and modeling agency have moved into Farmington Hills in offices in the second floor of 2020 Orchard Lake. Cindy Guenther and Richard Rock are in the three-level modeling, casting and modeling agency and casting on location as well as after being promoted on Detroit's *After Hours*.

Women in the modeling business must be more than just a pretty face, according to the female entrepreneurs. Cindy Guenther, 26, and Richard Rock, 24, are the founders of PJ Models.

The school, which began with 40 students, is growing because

it keeps us attuned to what's going on in the market place. We can keep up with what our clients are looking for and bring that to the market," she said.

Ms. Guenther, who won the 1975 title of Miss Michigan World, was so sold on the contest and what it could do for the aspiring model, bought the Michigan franchise a few months ago. "I was working toward the next contest, age 26, for June of '77, and I had in mind casting jobs both locally and out of state and traveling with Kim Foley, a Miss World who won the 1976 state and national title of the contest. She is a PJ Model.

OF THIS FACET of her business, she said that the day when a pretty model did

nothing more than stand along side of a male model is gone.

She said, "while mentioning that the auto industry provides a good deal of the income for a PJ Model. Models are hired for work almost exclusively in Detroit. Competition is so great that the talk of, 'but ever girl who works in store promotion have to converse well,'" Ms. Guenther said.

Store promotion is one area the school is able to put the training students through. "We're out there to teach the basics. We're in the throes of contracting for that now, and many of our students will be able to earn their entire tuition working this Christmas season," Rock added.

As to the social graces, Rock added, "We can take before and after pictures of

The three photographs of Cindy Guenther illustrate her statement that versatility is one of the keys to becoming a professional model.

Ms. Guenther rattles off names such as Jackie Gordon, Doris Bucaro, Jodi Shatto and Marilyn Turner, who model modeling as a stepping stone to achieve another end. And she talks about those who won beauty contests as a start in what wound up as another career.

BEAUTY HELPS, but it isn't mandatory. Ms. Guenther says to earn a good living in modeling and "you can do that without winning a contest." The school puts emphasis on the social graces and teaching how to be versatile for a photographer.

Richard Rock, 24, is the other half of the duo as he puts out a dozen photos of herself, one bearing little resemblance to the other.

As to the social graces, Rock added, "We can take before and after pictures of

physical change, but there's a change of personality we can't do with a camera. I see a tremendous transformation in a girl's ability to deal with people and just overall confidence."

In the head of Rock points to a U.S. Department of Commerce report which states that women who have had any training in charm, poise or personality earn from \$20,000 more a month than those who didn't, yet have equal backgrounds and qualifications for any particular job.

IN ADDITION TO A 15-week modeling course, PJ Models offers a 10-week professional modeling course. PJ Models offer a six-week self-improvement workshop for women over the age of 25.

Classes are held down to 10 women so that in addition to a planned curriculum

there is room for individual attention and flexibility in case the class wants to zero in on one aspect of self-improvement.

Clothes, fabrics, make-up, skin care, hair styling, are all covered in the class but more important than that are the new ideas we give them to take home. As well as poise and social graces. Ms. Guenther said.

Rock said it is not unusual for him to be asked to create a photo session for a company which says, for example, "do something with our wares." He has created a class for an entire office personnel and once for all the females listed by a fairly large Michigan city.

PJ Models new phone number in Farmington is 457-5300.

Farmington Calendar

HUNTER SMELLY CELEB

Wednesday, Oct. 26. Hunter Smelly from 10 a.m. to 4 p.m. at the Farmington Hills Library. Admissions are advised to see the show. Call 345-2200 to receive the tickets.

BROOKS PATTERSON

Tuesday, Oct. 25. An Evening With Brooks Patterson, sponsored by the Brooks Patterson Committee at 7:30 p.m. in Farmington Library's downstairs room in Twelve Mile. No charge.

FRANKENMUTH

Wednesday, Oct. 27. Bus leaves the Farmington Community Center at 8:30 a.m. for a trip to Frankenmuth. Package price tickets include lunch, now on sale in the center.

PINE CONE BELLS

Wednesday, Oct. 27. Two-session workshop using bells made from pine cones for Christmas decorations with Mildred Webb in Farmington Community Center. \$10 a m. Registrations are being accepted now in the center.

SWEDISH STRAWCRAFT

Wednesday, Oct. 28. Workshop on the art of making straw ornaments for Christmas decorations with Mildred Webb in Farmington Community Center. \$10 a m. Registrations are being accepted now in the center.

BENEDICT ARNOLD TRAIL

Thursday, Oct. 29. Illustrated lecture tracing the trail Gen. Benedict Arnold took

from Michigan to Quebec while under the command of George Washington, sponsored by Northville Historical Society at 8 p.m. in the library in Mill Race, on Grasswood Street, Northville. Adults \$3.00, students \$1.00. Call 432-2200.

CHINA ART SHOWCASE

Thursday and Friday, Oct. 28-29. China Art Showcase, sponsored by Michigan China Painting Teacher's Association, featuring the work of 30 teachers in Bostford Inn Coach House from 10 a.m. to 9 p.m. each day.

HOLIDAY ENTERTAINING

Friday, Oct. 29. "Holiday Entertaining" with Geri Ruchter continues Fabulous Fridays series in Farmington Community Center. \$10 a m. Guests are invited to taste home d'oeuvres, buffet dinner, and party punches and take home recipe tickets at \$4 per person are on sale now in the center.

MUSICAL BELL

Friday, Oct. 29. Music box playing. Noel favorites are designed as a festive room in an all-day workshop taught by Betty Jackson in Farmington Community Center. Registrations are being accepted now in the center.

SKATE AND SKI SWAP

Friday and Saturday, Oct. 29-30. Sellers are invited to drop off skates, skis and ski equipment in Farmington High School from 8 a.m. to 4 p.m. Friday to go on sale from 10 a.m. to 4 p.m. Saturday. Call 432-2200.

Shawnee Condos of the sale set by the sponsors. Farmington Area Recreation Commission.

RUMMAGE SALE

Friday and Saturday, Oct. 29-30. Annual rummage sale sponsored by Farmington Musicals in First Methodist Church, 3212 Grand River, at Warner, from 9 a.m. to 2 p.m. Items contributed by more than 70 families to raise funds for musical scholarships. Baked goods sold in conjunction with the sale by the Clockers.

RUMMAGE SALE

Saturday, Oct. 30. Rummage sale sponsored by Farmington DeMolay Mothers, from 10 a.m. to 4 p.m. in First Presbyterian Church, 24163 Farmington Road, near Eleven Mile.

SERVE BOUTIQUE

Sunday, Oct. 31. SERVE Boutique offering handcrafted items from the developing countries of the world, open from 11:30 a.m. to 1 p.m. Sundays in First Presbyterian Church, 24163 Farmington Road, corner of Eleven Mile. Beginning Nov. 2, hours are 10 a.m. to 3 p.m. to noon on Tuesdays and Thursdays until Christmas. Sponsored by Women's Association of the church.

SANTA CLAUS WORKSHOP

Monday, Nov. 1. Workshop to create a Mrs. Santa Claus, plus patterns and directions to create unusual Christmas gifts at 12:30 p.m. in Farmington Community Center. Registration now being accepted in the center.

MEADOWBROOK HALL

Wednesday, Nov. 2. Bus leaves the Farmington Community Center for a tour and lunch in Meadow Brook Hall. Package price tickets now on sale in the center.

CHRISTMAS WISDOM

Wednesday, Nov. 2. Two-session workshop to create a Christmas figurine with decorated ceramic heads and hands, at 1:30 p.m. in Farmington Community Center. Registrations now being accepted in the center.



Dolls for benefit

Carmel Hall's elderly residents dressed 500 dolls for sale at a benefit scheduled Wednesday in Detroit Veteran's Memorial Hall, 151 W. Jefferson, to raise funds for improvements to the home for the elderly. Dolls and stuffed animals like the fellow being held by Sister Pauline, Carmel Hall's Medicare director, will be on sale from 10:30 a.m. to 3 p.m., and the day also will feature a celebrity luncheon. Mary Ward of Livonia is co-chairwoman for the event. Tickets for the luncheon, \$6.50 each, are available from Mary Kelly, 881-2838.



Auction boutique

Strips of colorful gingham, stuffed, then braided into wreaths, are being prepared now by Sue Rose and Hostess Norma, for the Farmington Welcome Wagon's upcoming Auction Boutique. About 140 items will go up for bid in Prince of Peace Lutheran Church, at Twelve Mile and Farmington Road, at 7:30 p.m. Nov. 11 for the fund raising event. Coffee and cookies are free and so is admission. (Staff photo by Harry Meulhe)

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