

# Suburban Life

Loralne McClish editor/477-5450



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(F10)

## In her parents' footsteps Veteran newspaper woman can't stop dispensing publicity

By Loralne McClish  
staff writer

**J**ERRY WENDT'S home newspaper office is the transplant office of the Toledo Blade. The veteran newspaper woman works at the desk and the layout table and is surrounded by the paneled walls with beveled glass that was salvaged from renovations of the Ohio newspaper.

"And in true newspaper style, the bar is right next door," Wendt said of the adjacent recreation room filled with mementos of her career that began at the Detroit News before she got her degree from Wayne State University.

"It never entered my mind to do anything else but start a career in journalism. I think I was 19 years old before I knew there was anybody else in the world but newspaper people. My father (Richard Hoy) worked for the News. And before him there were generations — back to the Revolutionary War times — of writers and preachers in our family.

"I guess the most famous was Robert Travers," she said of the author of "Anatomy of a Murder."

A close-up look at the walls filled with awards, news clippings and news photos tells the story of her career.

"I was always a little star-struck. I always rushed to get the interview with the celebrities that were in town," she said pointing to dozens of photos that she appeared in or were signed by a gamut that ran from Rose Kennedy to Lana Turner, from Bert Reynolds to Tiny Tim.

AS WENDT adopted her father's profession, she simultaneously adopted her mother's penchant for volunteer work and that volunteer work was more often than not serving as publicity chairman.

"I work for four organizations (as a volunteer) now, but Goodwill (industries) is on the top of the list. It certainly takes up most of my time. I gave up the job of publicity chairman this year after being at it for so long, and I'm afraid I'm looking over my successor's shoulders. I can't help it. I am just very dedicated to helping the handicapped help themselves," she said.

"My mother (Margaret Hoy) was a charter member of Junior Group Goodwill when it was called the Goodwill Woman's Association. That charter group was composed of a lot of newspapermen's wives so it has a lot of meaning for me. And now with Goodwill's new Literacy Program for its clients — one more facet in helping the handicapped help themselves — I'm more dedicated than ever to see that the Antiques Show and Sale for this year gets all the publicity it deserves," she said.

Wendt won her first award for writing when she was serving as a scribe for her Camp Fire Girls group, and has picked up her share

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— Jerry Wendt

of awards along the way, but the one most meaningful to her is the one awarded her by National Goodwill Industries, given for "outstanding publicity."

Wendt won the award for helping Goodwill "get rid of its old clothes, old furniture image," she said. "There is only one Goodwill resale shop in the entire metro area now and the main reason that its there is to train the handicapped in retailing. Recycling clothes and furniture is secondary," she said.

"Our entire thrust (in Junior Group Goodwill) is to make money to help train our clients for jobs and it is the Antiques Show and Sale that brings in the money for the bulk of our budget."

"This year Goodwill placed 388 people in jobs which means 388 people were taken off the welfare rolls in Detroit, and I like to think I helped," she said.

WENDT SAID her favorite newspaper job was writing a column and wrote one for every paper she worked for.

Her first year at the Farmington Observer she wrote a column called "Farmington Socially Speaking." This was at the time Paul Chandler owned the paper and Wendt did double duty on the campaign trail while Chandler and George Romney were riding the same circuit vying for state offices. It was Wendt's first time out as a political writer which culminated with Chandler's winning a seat in the Senate and Romney winning the race for governor.

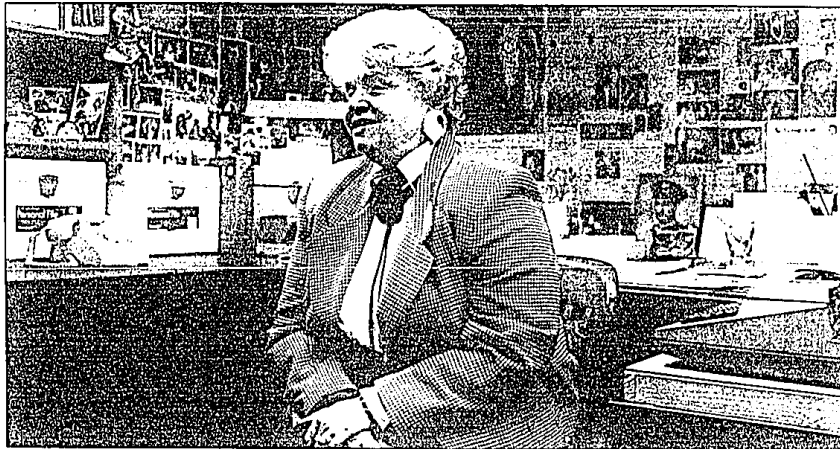
Wendt called it "Pretty heady stuff."

Her column was called "The Distaff Side" when she worked as editor for Woman's World.

While she was at the Dearborn Guide she wrote "Potpourri" and was the paper's Lively Arts editor. At the Dearborn Press she wrote "Here's Jerry," her longest running column.

"I started doing publicity for Goodwill in 1982 and have observed the steady growth of the organization from the inside. It's a long way from refinishing furniture and distributing old clothes to enabling so many to become independent citizens," she said.

"The enthusiasm of our volunteers is boundless and I know it's because we can always see the wonderful results that come of what time and effort we put in for fund-raising."



RANDY BORST/staff photographer

Jerry Wendt works in the office of her Farmington Hills home, surrounded by the mementoes of her long and successful career as a newspaperwoman.

## Detroit area's longest-running antique show enters 42nd year

The Goodwill Antiques Show, staged by Junior Group of Goodwill to benefit Goodwill Industries of Great Detroit, runs Friday through Sunday, Nov. 17-19 in the Michigan State Fairgrounds, Woodward and Eight Mile Road.

Show hours are 11 a.m. to 9 p.m. Friday; 11 a.m. to 6 p.m. Saturday; and 11 a.m. to 5 p.m. Sunday. Admission is \$5 at the door, or \$3.50 for seniors and those who are with groups of 15 or more.

The metro area's longest running antique show has kept the same format since its onset.

Fifty outstanding dealers from throughout the U.S. will be exhibiting 18th and 19th century American and English furniture, toys, jewelry, paintings, maps, prints, quilts, clocks, dolls, pewter, tin silver, glass, crystal, spatterware, Staffordshire, Shaker furniture, Oriental rugs, snuff boxes and nautical accessories.

The Goodwill Booth will be

**The antiques show is the mainstay fund-raiser of the Junior Group and is what amounts to 12 months of total commitment by all members of the group.**

stocked with the best of furs, furniture, collectibles and paintings that have been donated to Goodwill in the past year.

The Country Store will be stocked with gifts and decorations created by, and homemade foods prepared by, members of the Junior Group. The group is noted for its candies, dilly beans, peaches, jellies, pickles and baked goods.

Door prizes are always baskets of the homemade preserves and goodies. This year there will be a quilt raf-

fle, hand stitched by Mildred Harwell, and a silent auction of exceptional items.

The cafe is open throughout show and sale hours offering light lunches, suppers, coffee and desserts.

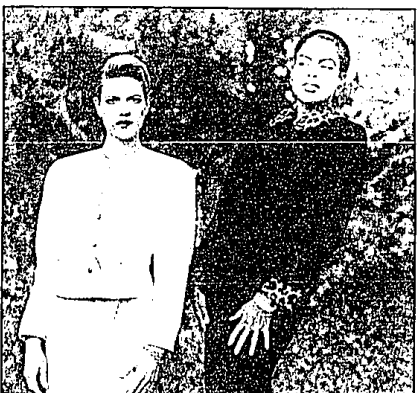
THE ANTIQUES Show is the mainstay fund-raiser of the Junior Group and is what amounts to 12 months of total commitment by all members of the group.

The Junior Group transforms the Michigan State Fairgrounds building into a festive backdrop for the display of the antique dealers who come to display their finest pieces.

Diane Webb, a resident of Farmington Hills, is a co-chairman of the show this year.

The mission of Goodwill Industries is to help people with physical, mental and social disabilities achieve greater independence and self-esteem through training and work experience to improve their ability to become more self-reliant and self-supporting.

The Junior Group is the women's auxiliary, founded in 1933, to assist physically and mentally disabled adults who are clients of Goodwill Industries. Members do this with personal one-on-one kind of activities and they do this by contributing financial aid for building, maintenance, the purchase of equipment for sheltered workshops, for job training of several kinds, and for on-going administrative activities.



Sophisticated suit styles in white and black reveal the deft touch of designer George Simonton whose collection will be debuted by Bettina's of Southfield for the Lung Association benefit.

By Shirlee Rose Ison  
staff writer

Lights, action, color and elegant fashion will combine in an explosive extravaganza benefiting the American Lung Association on Nov. 15.

"Fantasia," sponsored by ALASEM at the Hyatt Regency Hotel in Dearborn will support a number of programs and services which keep the Lung Association office in Southfield buzzing around the year.

Today, when it sometimes seems as if each day brings an appeal from a disease fighting agency, it's difficult to imagine society without them.

Yet the first such organization — The American Lung Association — is only 85-years-old.

Founded as the Society for the Study and Prevention of Tuberculosis, the association was established by a group of laymen and physicians who wanted to spread the word about a rest cure for tuberculosis.

It was an uphill battle with TB then the nation's leading killer, known as the White Plague.

THE FIRST U.S. Christmas seals raised much needed money.

In the 1980s, more than \$10 million contributed annually fights emphysema, bronchitis, asthma and other chronic lung disease as well as smoking and outdoor pollution.

ALASEM presently is involved with free community service programs.

These include: detection, prevention and treatment of all respiratory diseases; "Klick the Habit" smoking cessation programs; medical education; promotion of non-smoker's rights; school health programs for elementary grade children; Camp Sun Deer, a free camp for kids with severe asthma, and more.

Breathers Club provides support, fellowship and information to tele-county residents who suffer from pulmonary disease.

Individuals meet with others who share similar problems.

Fashion headliner for the evening will be Bettina's on Northwestern Highway in Southfield showing fashions by George Simonton, lately emerging as a top flight New York fashion designer.

Area fashion merchants contributing to "Fantasia" include John Darakjian Jewelers on Northwestern Highway, Southfield, whose diamonds, gold, pearls and other gemstones will be the source of light and sparkle for the show.

LEAH MARKS, fashion impresario, has produced a show designed to illuminate the high style Simonton fashions with special effects and choreography.

"Innovative design and the creativity of the participating merchants will make this an outstanding production," Marks said.

Fashion selections will be from Kolin's Clothing of Southfield, Brick-

er-Tunis Furs of West Bloomfield and Lone Pine Vision Clinic.

Also participating will be Walter Herz Interiors, Tamara Institute de Beaute, and Mario Max Salon.

"Fantasia" will open at 5 p.m. with cocktails and two hours of boutique table shopping.

Ten of the area's finest psyches will be available to give clients a look into the future.

Dinner is planned for 7 p.m. and the collection will be shown at 8 p.m.

An exciting auction will follow the show offering very special pieces as well as travel awards and accessories.

At the highlight of the evening, the winner of one week use of a Cadillac Allente will be announced. The car is being donated by GM's Cadillac Division, a corporate sponsor of the evening.

Tickets are \$35 each and are available by calling the American Lung Association at 539-8100. They can be bought at the show for \$40.

## 'Fantasia'

### Show illuminates charity, design