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tions, and the boys, students at Bloomfield Hills Junior High, who have modeled since they were babies, do part-time modeling for fashion and auto advertisements.

But the Keneyals' form of modeling differs from the popular fashion show notion.

"IT'S A MEAT and potatoes business for us," said Marty. And Ardis agrees. "Fashion modeling consumes too much time, pays too little, requires too much patience and demands too many preparations," she said.

Although Ardis and Marty have done fashion modeling, both prefer the advertising type of modeling which has dominated their work for the last several years. Such modeling deals with a product or service.

"I've run the gamut in this type of modeling," said Ardis, who has plugged everything from cars, chemicals, appliances, toys and galoshes to milk, soup, candy and beer.

Ardis recalls one of her first TV commercials for a cigaret company in which she was required to puff away even though she doesn't smoke. "The trick," she said, "is to make it look like you know what it's all about."

SPOKEN LINES or narration is another distinction the Keneyals make between fashion and commercial modeling.

"Lines take you out of the modeling class and you're considered talent," said Ardis.

As Marty put it, "You can

stand next to a product and look good, but to say something about it makes you talent. The more you move and talk, the more you're considered talent."

"I'm more of a spokeswoman than a model," said Ardis, "and I like to think of myself as an actress."

A member of the Screen Actors Guild, she has made several commercial films. Ardis admits she would like to break into theater work.

As for Marty, he "abhors the word modeling." "It may be corny," he said, "but I insist that the kids refer to the profession as picture taking. That's actually what it is," said Marty.

WHETHER the profession is called modeling, acting, or even picture-taking, keeping in condition is as important as having an extensive wardrobe.

"Going on a reducing binge every now and then is the extent of my conditioning," said Ardis.

And there are plenty reminders from directors, photographers and others when a model begins to stray from the slim-trim path. Reminders from everyone, except other models.

"They won't mention that you're gaining weight at the time, but once you've lost it, comments like 'you're getting thin honey,' you must have lost 10 or 12 pounds," follow to let you know you were heavy," said Ardis.

But even with the pressures, Ardis loves the spirit and work of her profession.

MEETING and working with new and interesting people, some

### Spring Sweaters A Well-Knit Group

The trend in sweaters is in the direction of lightweight porous knits.

New spring-summer knit outerwear includes mesh-like knits of wool, wool blended with test-tube fibers, or of 100 per cent man-made fibers in designs that have less of the bulky look and yet are far from flat.

OF COURSE, there are exceptions, such as the classic crewneck shetland pull-overs preferred by college men and alumni who go all-out for the traditional natural-shoulder look. But, even some of those fellows can't resist the mohair knits in their sleeveless pull-over and vest styles.

Striped sweaters that first appeared in horizontal versions as a campus favorite, are seen in a big variety. Verticals are the newest. These include blazer stripes, boat stripes, ticking stripes, candy stripes and multi-color Continental stripes.

of whom have been Tony Martin, Cyd Charisse, Edward Horton, John Forsythe and Michael O'Shea, creates an exciting change of pace from household duties.

"I've never gotten over the excitement of being part of a production," she said.

And what does Ardis do in her spare time when she isn't traveling to various parts of the country or keeping studio appointments? Her eyes shifted to the box-cluttered rooms of the Keneyals' quaint farmhouse,

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