

Money Still Talks
Montreal (NC) — A check for \$250, made out in Latin, was among the donations sent to Paul-Emile Cardinal Leger of Montreal for his work among the poor.

Thru The Looking Glass

Mala Rubinstein, Party Hostess

By LOUISE WILSON

Louise Wilson is heard twelve times weekly on Station WHAM: 9:10 and 9:25 A.M. Monday through Friday; 9:30 A.M. and 12:30 P.M. Saturday.

Slightly taller than her famous aunt but reminiscent of the same dark beauty, Mala Rubinstein stood in the receiving line at a pre-theatre party I attended earlier this month in New York City. Mala wore a gold silk, loose-fitting gown, mid-knee hemline, gold tinted tions and gold kid pumps. She looked absolutely lovely and greeted all her guests warmly and charmingly.

The party was held at the Rubinstein little theatre and was a truly gay and lively affair. The cutest, long-tailed monkey sat on the shoulder of a real organ-grinder. A hot-dog stand dispensed the usual, expected fare which was gobbled hungrily and appreciatively by guests during the cocktail hour.

The buffet was most attractively set with waiters serving copious quantities of delicious beef, stroganoff, shrimp, creole with rice and peas, green salad, minitature French pastries and a fruit bowl filled with luscious, fat strawberries.

Jack Biley, long associated with Helena Rubinstein (formerly of this city but now of Wayland, Mass.) sat at our right. Fashion and beauty editors from Detroit and New York completed the congenial foursome.

Mala Rubinstein passing by was heard to say, "Color-is the right of every woman of every age. The new pastel fabrics are so marvelous. They do wonders for any woman." Just then, a fashion and beauty show began on stage that commanded and warranted the willing attention of all.

We were treated to a hand-some showing of cosmetic colors in faces, fabrics and fashions. A well-known fabric hosiery had been inspired by Helena Rubinstein makeup to create a spring collection of woollens in cosmetic colors. This is a definite FIRST in fashion.

Seventeen American designers had taken their cue and chosen Anglo fabrics for terrific trend-setting clothes. They were modeled in a most exciting rainbow of color ever to span the fashion scene.

The most impressive was a group of daytime and evening clothes in Rubinstein's Radiant Peach Illumination foundation and powder shade. The fabrics themselves suggested a powdery texture with peach overtones.

Originals designed an exquisite double-breasted coat with a front yoke and high welt pockets which met with great favor at the showing. So did Donald Brooks' radiant peach packet with an overblouse of lipstick pink and a skirt in coffee tones.

A radiant peach suit by Oscar de la Renta of Jane Derby was accented with a sleeveless shell blouse. Geoffrey Beene also created a design in radiant peach with a unique accent of tender brown piping. And always the fashions were coordinated in makeup worn by the models in the shades which were the actual inspiration for the entire series.

Illumination lipstick colors include a range of shades in peach, pink, coral and red. They lent a bright excitement to the preview.

The vivid red shade called Red Persimmon was duplicated by Pauline Trigere in a hand-somely tailored double-breasted coat. (It's rumored that Mala Rubinstein considers Trigere one of her favorite designers. We do, too — but we're not lucky enough to have a single Trigere in our personal wardrobe.)

Whisper pink, a more delicate pink, with a touch of blue, inspired Arthur Jablow's three-piece gabardine suit designed for David Kidd.

Rubinstein's eye shadow shade, Tender Turquoise, was seen in a double-breasted A-line coat of Laird-Knox. A face-flattering Natural Blush was featured by Larry Aldrich in a double-faced twill suit. All of them fashion right shades for spring including the warm rosy tints!

All in all, it was quite a party and a very great show. It represents an intriguing new chapter in the ever-changing, ever-exciting annals of fashion and an historic first for the house of Helena Rubinstein. This was the first time a cosmetic house has inspired a fashion trend.

While the fashions we saw in early January are just beginning to appear in shops throughout the country, the lipstick colors, eye shadow shades, blush hues and power tones we saw featured at Mala Rubinstein's party for fashion and beauty editors are already available in our upstate area.

Ladies HAT Party

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MALA RUBINSTEIN

At Our House Executives at Home

By MARY TINLEY DALY

A simple but effective test of a man's executive ability has recently been devised by one management consultant firm.

It consists of seating the candidate before a desk containing a basket brimming over with incoming letters, telephone messages and telegrams. He is told he has exactly one hour to dispose of these before taking off on a business trip.

The way he tackles the pile—what he delegates to subordinates, and what he puts off until his return—are then evaluated by expert management consultants.

'Tis a test conducive to raising blood pressure and increasing nervousness of the executive testee, but one which is pretty much old hat to his wife.

Party Day

Substitute "dinner party" for "trip," a humming household plus party preparations for the basket of letters, telephone messages and telegrams, and you know what we mean.

Every woman, on the final day of a dinner party finds her "basket" brimming with things to be done. Instead of being static, though, such as X number of letters and telephone messages, her "to be done's" constantly shift.

According to the perfect hostess guidelines laid down in women's pages and magazines, you plan ahead, almost like a miniature Gemini flight.

Your house is cleaned two, perhaps three days ahead, leaving nothing but "final dusting, arrangement of flowers, etc." on Party Day. Same goes for polishing silver, do-up of linens, washing of seldom-used good dishes, etc.

Menu has been planned and marketed to the final olive and the toothpicks for the hot hors d'oeuvres, etc. well ahead of time. All the pre-cooking, and freezing, is finished.

Also, you know exactly what you're going to wear: something glamorous enough for a party, practical and old enough not to be ruined in last-minute kitchen chores. (Sleeveless dresses are great for this, with high heels to be donned at the last minute as you slip off the "mother's comforts" and kick

them behind the refrigerator at the first ring of the doorbell).

Day before the party, you're set, absolutely set—except for the ecteteras. These are your "basket," the fast shuffle to indicate your administrative ability or its lack.

Morning of the party, somebody comes down with "the bug," the dog catches it, in canine form, somebody opens the refrigerator door and out dumps the carton of whipped cream—when you thought marketing was all done. (This is occasion for "delegation to subordinates").

Bachelor Guest

A bachelor—the bon vivant bachelor—calls up with an awful cold: "Really dreadful, gold, Mary. What should I do?"

You know what you'd like to tell him to do, but you swallow that answer and prescribe aspirin, tell him to take it easy and, if he can make it by seven, come along. And you think, there is the gal you've promised to introduce him to, the gal who bought a new dress for the occasion.

Bachelors and their delicate conditions!

That throws the whole table out of kilter, but what matter now? You've made a list of the ecteteras, but there isn't even time to consult it. The fast shuffle is on.

You call the M.D. for victim of the bug, the vet for canine problem, the drugstore for both. You wish you had time to see your friendly neighborhood psychiatrist for personal consultation.

Come afternoon—and snow. It's the white stuff that will make spring green and your front steps immediately impossible.

What does a female executive-trustee do? Just goes ahead, revamping as she goes. The basket of to-be-dones? Some are finalized, others remain in the never-never land.

One hour to establish executive ability? Hah!

Any would-be executive could easily take lessons from his wife.

Retreats in Puerto Rico Gain in Popularity

Redemptorist Father Raymond Boesch was recently appointed to Notre Dame Retreat House on Alexander St.

A native of New York City, Father Boesch comes to Rochester directly from Puerto Rico where he was stationed for 19 years. While in Puerto Rico he was active in the Retreat Movement.

At an informal talk to the Retreatants recently, he said that there was a tremendous demand by the people and the clergy of Puerto Rico for more laymen's retreats and more retreat houses.

Within the last five years, two new retreat houses have been built, and two other buildings were converted into retreat house, one of which will eventually cost over one million dollars. At one of the retreat houses there is a waiting list of over 8000 men.

Father Boesch initiated a Retreat League among the luxury hotel employees. Of the 800 employees at the Caribe-Hilton in San Juan, 650 were members of the Retreat League. Besides being encouraged to make an annual week-end of retreat, they have a monthly afternoon of recollection in the main dining room, The Club Caribe.

There are not only retreats for men on same economic and social level but also for men on

"Mink" Marvels



852

Fogarty-Randle



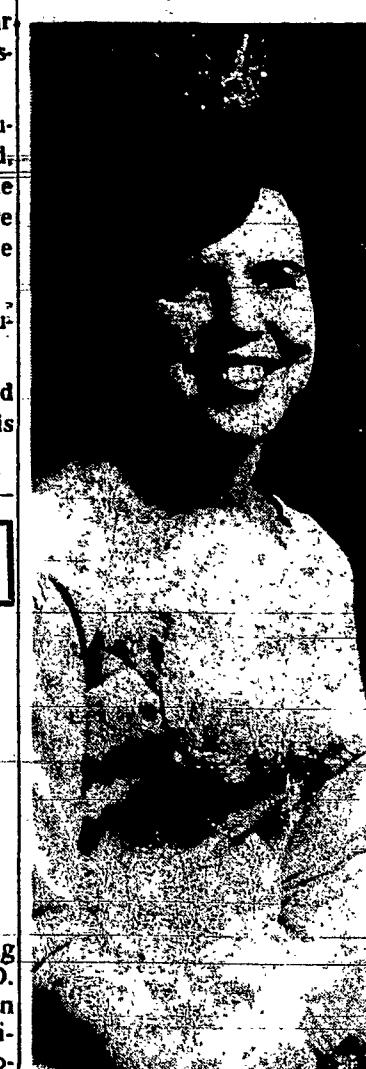
MRS. GERALD FOGARTY

Miss Veronica Ann Randle, daughter of Mr. and Mrs. William S. Randle, 31 Elaine Drive, and Gerald Joseph Fogarty, son of Mr. and Mrs. Raymond O. Fogarty, 145 Wooden St., were married Jan. 15 in Good Shepherd Church, Henrietta.

Father John W. LeVeque officiated.

Miss Rosemary Randle was her sister's maid of honor. Best man was Donald McGowan.

Petralis-Camardo



MRS. VINCENT PETRALIS

Miss Sharon Ann Camardo, daughter of Mrs. Domenica Camardo, 112 Warner St., and Vincent Petralis, son of Charles Petralis, 71 Warner St., were married Saturday, Jan. 22 in Holy Apostles Church, Rochester.

Monsignor J. Emmett Murphy officiated.

Miss Loretta Petralis was maid of honor and Gary White was best man.

Luscious, face-flattering and cozy! Wear these hats with sport, dress outfits.

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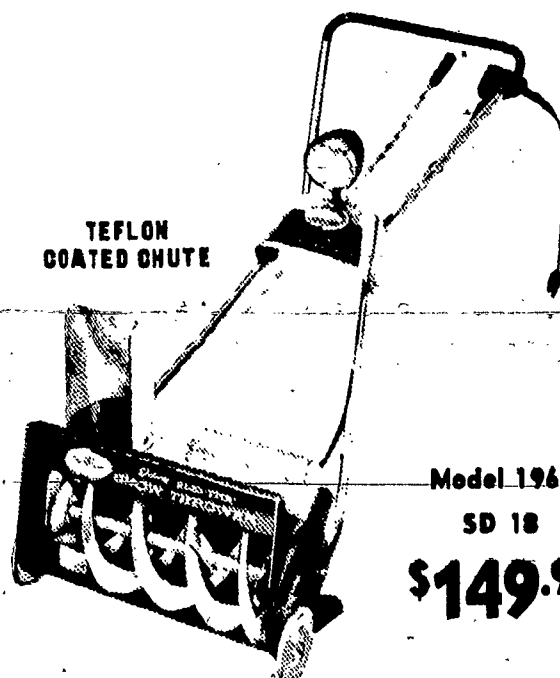


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