



Review Photo by Steve Rubiolo

AT THE HELM OF THE CALIFORNIA SPRING GARDEN SHOW PRODUCTION
... Kimi Fuji, chairman, Mrs. Joseph Madeiros, member of the show board, confer in gardens of Mount Eden Nursery

Social Calendar Blossoms For State Garden Show

by Lillian

Fleur, fiore, flor or blummen—any way you say it, flowers mean spring the world over.

And spring in the East Bay means the annual California Spring Garden Show, this year running from April 30 through May 9.

The show, which remains an unexcelled classic throughout the nation, this year will be built around a "Gardens of the World" theme in Oakland Exposition Building.

The extravaganza of blossoms will include displays of flower arrangements, models of landscape architecture, as well as examples of gardens — the latter category entered by 40 contestants.

Heading the floral panorama is a Hayward woman, Kimiko Fuji, who takes the helm as president of the board of directors.

Laughingly dismissing her job as "signing checks and appearing at dinners," she provides the liaison between the board and staff and oversees the myriad of details necessary for the pageant.

Flowers usually associated with each country will be on display in

the 1200-square-foot or smaller plots. "For example," Miss Fuji explained, "tulips probably will be used in the Holland display and chrysanthemums in the oriental gardens, but there will be little effort to try to show a typical garden of the country. Japan and England are really the only countries

dence Hospital Women's Guild.

Mailing more than 2,000 invitations for the annual gala is only one of the hostessing duties shared by the two auxiliaries, who will staff the event with a corps of volunteers.

The first day of the public showing, May 1, is designated as Garden Club Day.

Eagerly awaited by thousands of California garden enthusiasts, the show will be the featured attraction for busloads of club members arriving from Northern California as well as flights of flower fans from as far away as Los Angeles and Phoenix, Ariz.

Of special interest to the feminine gardeners will be the flower arranging contest. Trying to avoid the bane of exhibitions — drooping displays — the arrangements will be changed every three days, providing a constant show of fresh and unusual treatments of flowers.

On sale, with benefits going to the John F. Kennedy Memorial Library Fund, will be the recently developed JFK rose. It was developed by the Jackson and Perkins Company of Pleasanton.

A second display, of prime interest to amateur landscape artists will be the entries of college student architects, who

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famous for 'typical gardens.' "

The plots, 23 inside and 27 outside, will complement the overall design created by well-known Bay Area landscape architect John Vogley.

Launching the week-long exposition will be Preview Night, one of the area's major social functions and charity benefits for branches of Children's Hospital of the East Bay and Provi-

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START WITH Y

Helena Rubinstein

The Legacy of A Woman Who Cared

by Joy Miller
AP Women's Editor

Helena Rubinstein is gone, but the legacy she leaves will last as long as beauty is important to women.

For half a century the doughty little Polish-born cosmetician who died Thursday at 94—with a complexion that would have made a woman half her age envious — had wielded a mighty influence.

Today millions of women feel downright naked without lipstick. Hundreds of thousands would rather go dancing without shoes than eyeshadow. And it's the rare woman who doesn't have some kind of beauty ritual for preserving a youthful skin.

But in 1915 when Helena

Rubinstein came to New York she found that a dusting of chalk-white powder was all the respectable lady wore. If a woman painted, she was obviously loose. Moral or not, few women over 25 could boast of complexions that weren't dry and chapped from the effects of weather and the lack of a good lubricating face cream.

As Miss Rubinstein often recalled to associates: "When I came here and saw those complexions I said to myself that America would be the place where I would spend the rest of my life."

She opened a salon, patterned after the thriving enterprises she had pioneered in Australia and Europe. Her early customers slipped secretly through the door,

consulted her in hushed tones and could never imagine, even for friends, what was causing their skin to bloom.

Undaunted by the silence of her success, she launched a campaign to put beauty care on a scientific basis, because if it was medical it was obviously moral.

Within two years her exclusive salons were opening in America's larger cities and women she had personally

trained were giving individualized treatments and selling her products. When department stores begged for her cosmetics she started the huge wholesale business of today.

"No two women are alike," she once said, "and each one must study her own problems to learn how to deal with them. When it comes to beauty, I learn something new myself every day."

Best Way To Dine... A Luncheon Sellout

by Ernestine Wiseman

Before luncheon guests were seated at East Bay Lawyers Wives spring social-fashion show on Thursday, it was evident tables would be packed in spacious halls of Sequoyah Country Club.

As is common procedure with most women's groups, the party committee had "oversold" reservations because there are always a few last minute cancellations. Not so with "Caribbean Cruise."

Major attraction of course, were the haute couture clothes suitable for vacationing in a Jamaican playland or for

wear at the May 8 Kate and Advocate Ball the women have calendared. As always too, the day had its unplanned rewards . . . the delighted acceptance of pre-show calypso musicians George Alexander, Eddie Duran (from Hungry i) and Charlie White . . . the quick change artistry of Mrs. Robert Byers of Castro Valley, the commentator, who dined attired in a smart, three-piece knit skirt, shell and sweater top of hot pink, then stepped behind the mike in a crisp blue-black and white ensemble of dots on white blouse and reverse pattern on the skirt, topped by a pert straw bowler . . . the interesting wall decor of brightly plumed birds and palms showing, what can be done with paper, scissors and imagination . . . the amused ripple of laughter that greeted the announcement "bridge tables will be set up at the ball if you'd rather



ON THE porch of Sequoyah Country Club, Mrs. Herbert Ekstam, left, and Mrs. Richard Bigelow, a Castro Valley duo at the Lawyers Wives fashion show-luncheon.

Review Photo

FLOWER EXHIBIT TIME

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will bring models of their planned gardens to the show.

Another special "day" is planned for May 4. Themed "PALS' Night," the festivities will honor legislators and their wives who will be arriving from Sacramento to view the flower gala.

Pan American consuls from San Francisco will be guests of honor on May 5 which will feature a champagne supper being planned in the ballroom. The following day, May 6, is being set aside tentatively as Peace Officers Day, honoring the law enforcement officers of the state.

Yearbooks for the sale once again will be offered by members of the hospital branches, with Mrs. Donald Ellis of Hilltop taking the editor's post. Assisting her will be Mrs. Jim Everett of Mayten as advertising manager; Mrs. John Roberts, branch public relations director and Robert Larson, secretary-manager of the show, technical adviser.