

Social World

Edna Cloyd, Editor

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Las Vecinas Presents Couturier Show

Las Vecinas Woman's Club will present a "California Couturier Collection" at its gala fashion luncheon set for Tuesday, March 22, in the Grand Ballroom at the Beverly-Hilton Hotel, with cocktails at 11:30 a.m. and luncheon at 12:30.

Rene Cowley, who has spent many years in fashion departments of popular stores, will be the commentator and fashion coordinator.

Ten top designers, using their own professional models, will show elegant new fashions for spring and summer including swim wear, ball gowns, coats, hats and furs as well as daytime dresses. Michael Anthony, Travilla, Lucy Ann and Fuhrman of Beverly Hills are a few of the designers participating. Men's fashions from Saks, will be modeled by a young actor.

Mrs. William Doty and Mrs. Hugh Sutherland are co-chairmen for the event.

Other committee chairmen include Mmes. Roy Menashe, D. V. Edwards, Frank E. Carroll, Lee Flanagan, F. E. Brannon, Charles K. Norman, M. W. Peterson, John E. Johnson and Donald L. Meyer.

Mrs. D. V. Edwards may be called for tickets.



EVERYTHING'S COMING UP ROSES

Roses in profusion will set the scene in the Grand Ballroom of the Beverly Hilton Hotel for Las Vecinas' "Everything's Coming Up Roses" Fashion Luncheon on the calendar for March 22. Working out the rose decor for presenting the couturier collection of latest fashions are, from left, Mmes. Edward D. Giever, Vernon C. Farnsworth, Roy E. Waddell and F. E. Brannon. Mrs. D. V. Edwards is handling ticket sales. (Press-Herald Photo)



TWIN NOTES IN FASHION

Huge styro-foam musical notes, emphasizing the theme "Twin Notes in Fashion" are being displayed by twins, James and John Brady, who will model in the show, as Mothers of Twins, from left, Mmes. Ralph Coolidge, Howa d de Castro and Harold Barker, look on. Sunair Home for Asthmatic Children will benefit from the fashion show. (Press-Herald Photo)

Scholarship Benefit

Shamrock Ball

South Bay Pharmaceutical Assn. and the Women's Auxiliary will stage their annual "Shamrock Ball" on Saturday evening, March 12, at the Airport Marina Hotel, 8601 Lincoln Blvd., Los Angeles.

A social hour is scheduled for 7:30 p.m. with dinner at 8:30. Dancing to music of the Henry Miranda orchestra will continue until 1 a.m.

Proceeds from the event will go to the Pharmacy Scholarship Fund to assist worthy students enrolled in the School of Pharmacy at USC. At the present time, two students are being sponsored.

Committee chairmen for the dinner-dance are Mmes. Harold Roache, Earl L. Alderson and C.P. Abler, dinner reservations; John Roach and Douglas Ingle, prizes and decorations; Jere Rowe, general chairman; Pete Aspen, reservations, and Derck Engelbert, publicity.



THE WEARIN' O' THE GREEN

With St. Pat's Day on the horizon, members of the Women's Auxiliary to the Pharmaceutical Assn. ready their display of green for the Shamrock Ball set for March 12. Mammoth green and white balls are being hung by Mrs. Derck Engelbert, assisted by, from left, Mmes. Douglas Ingle, Jack Fenske, supervising, and John Roache, ready with another ball. (Press-Herald Photo)



FIRST ANNUAL BENEFIT

An art exhibit, a profusion of spring flowers and bright new fashions will provide entertainment for members and guests attending the ORT (Organization for Rehabilitation through Training) "Arts and Flowers" benefit to be held Tuesday, March 15, at 11:30 a.m. at the Los Verdes Country Club. In a planning session, choosing sculpture and other arts for display are, from left, Mmes. Robert Plot, Louis Silverman, Martin Jacobs, Jordan Rhodes and Alvin Eisenberg. Proceeds will help ORT support apprenticeship centers and vocational high schools in 22 countries throughout the world. Mrs. Robert Plot is taking reservations. (Press-Herald Photo)

Gala Paris Theme for Fashion Benefit

Invitations are going out this month for the annual spring benefit "Passport to Fashion," sponsored by Las Madrecitas, South Bay Auxiliary to the Crippled Children's Guild of Orthopaedic Hospital.

The Parisian-themed event will be held at the Los Verdes Country Club on April 30.

Proceeds from the fashion affair will go toward Las Madrecitas' pledge of \$33,000 to provide a six-crib ward on the pediatric floor at the hospital.

Mrs. James Bowie and Mrs. Ralph Garland are serving as co-chairmen.

Music will be provided by Sidney Zaid and two local artists, David Matthews and Waldon James, will be working in a setting of the "left bank." Palos Verdes Community Arts Assn. will show a comprehensive art exhibit to create a feeling of the Louvre.

A collection of fashions by Ann Fogarty, Oleg Cassini, Charles Cooper, Georgette and Petina Knits will be shown by Fashion Consultant Marie Linder of Westwood.

Las Ninas de las Madrecitas, the auxiliary's sub-deb group, will be dressed in French avant-garde costumes to help with the hostessing.

Mrs. Jack Koehler may be called for reservations or further information.

Mothers Club Annual Event

Twin Styles Spark Show

"Twin Notes in Fashion" is the theme of the annual fashion show to be staged by the South Bay Mothers of Twins Club at the Plush Horse in Redondo Beach at 7 p.m. Monday, March 21. There will be two shows of fashion, one for the children from 3 to 8 followed by top fashions in 1966 for adults. Narrator for the show will be Mrs. Norva McKean.

The Sunair Home for Asthmatic Children is the club's current philanthropy and will benefit from the show. Mrs. Fred Casstevens of Torrance is serving as general chairman.

There will be two grand prizes awarded during the evening: 75 books of Blue Chip Stamps and a "Week-end for Two" at the Tropicana Hotel in Las Vegas. Mrs. John Mancuso, Gardena and Mrs. Selmer Peterson, Lawndale are ticket chairmen. Many other door prizes will be awarded during the show with Mrs. Jerry Griffith, Redondo Beach, serving as chairman.

Other chairmen busily engaged in plans for the annual show are Mmes. Cleve Kimmel, Torrance, table favors; Fred Casstevens, Torrance, publicity; Steve Sailors, Redondo, door prize; Ted Peters, Palos Verdes, dressing room help. Hostesses for the evening are Mmes. W. R. Campbell and Thomas Bannon, Torrance; and William Brodsky, San Pedro.

Fashions will be modeled by Mmes. Ron Strawn, Robert Jackson, Rolling Hills; Howard De Castro, Dave Wesson, Harold Barker, James Huserau, Jerry Steinbrecher, Ralph Coolidge, and Thomas Webb, Torrance; Jerry Griffith, Robert Antoine, Redondo Beach; and Mrs. Bill Clements, Manhattan Beach.

Hammond Organ Studios of the South Bay will furnish a musical background for the fashion promenade. Those wishing tickets for the show may contact Mrs. Dale Walker in Torrance.



YOU ARE INVITED

Las Madrecitas committee members are busy addressing invitations to be put in the mail soon for their annual Fashion Luncheon Benefit to be held April 30 at the Los Verdes Country Club. They are, from left, Mmes. Jack Koehler, Robert Stander, and Frank M. Watts. Guests will spend an illusionary afternoon in gay Patee as they view a parade of designer fashions and an art exhibit, proceeds to go to the Crippled Children's Guild of Orthopaedic Hospital. (Press-Herald Photo)