

PUBLISHED WEEKLY 10TH YEAR OF PUBLICATION

X 4/3/50

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>	
<u>WEEK ENDING FRIDAY, MARCH 31, 1950</u>				
Just Published	FALL COLOR CARD FOR WOMEN'S GLOVES	THE TEXTILE COLOR CARD ASSOCIATION	200 MADISON AVENUE	
	Thirteen colors are portrayed in the 1950 Fall Glove Card, just issued by The Textile Color Card Association. Included colors will be: Maple Brown, Cinnabar, Claret Red, Teak Brown, Continental Green, Slate Grey, Admiral Blue, Playred, Rico Green, Dancing Pink, Pink Frost, Shadowite, and Country Beige. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.			
April 1	APRIL FOOL'S DAY (Saturday); NATIONAL LAUGH WEEK (April 1-April 8).			
April 2	PALM SUNDAY.			
April 2	PASSOVER (April 2-April 9).			
Week Of April 2	HOLY WEEK (April 2-April 9). No regular luncheon fashion shows have been scheduled at the following hotels during Holy Week: Pierre, Plaza, Ritz-Carlton.			
<u>WEEK BEGINNING MONDAY, APRIL 3, 1950</u>				
Monday April 3 4:00 P.M. Cocktails	COCKTAIL PARTY FOR M. PIERRE BALMAIN	YOUNG & RUBICAM, INC.	TWENTY-ONE CLUB 21 WEST 52ND ST. Young & Rubicam will invite the trade press to a cocktail party for M. Pierre Balmain, who will report on some of the latest fashion news. Attendance by invitation only. Publ.: Mary Elizabeth Talmadge, MU. 9-5000.	
Postponed April 4	THE READY-TO-WEAR DIVISION LUNCHEON MEETING OF THE FASHION GROUP, ORIGINALLY SCHEDULED FOR TUESDAY, APRIL 4, AT 12:15 P.M., HAS BEEN POSTPONED. (New date is Wednesday, June 14, at 12:15 P.M.--Hotel Astor, Ballroom.)			
Wednesday April 5 11:00 A.M.	FORECAST FOR FUR FASHIONS FOR PRESS	ESTHER DOROTHY, INC.	68 EAST 56TH STREET SHOP Esther Dorothy will present a "Fur Forecast" to the press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	
Wednesday April 5 12:30 P.M. Luncheon	FIFTH ANNUAL "BRAND NAMES DAY"	37 BRAND NAMES FOUNDATION (129 WEST 57TH STREET)	WALDORF-ASTORIA PERROQUET SUITE The "retailer of the year", James H. Calvert, president of Joske's of San Antonio, Texas, will be honored in recognition of brand merchandise promotion through newspaper advertising. Principal speakers: Louis B. Mayer, M-G-M; and Dr. Robert A. Millikan, California Institute of Technology. Tickets for luncheon and afternoon session: \$10.00. Contact: Nathan Keats, Brand Names Foundation, CI. 5-8118.	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 5 1:00 P.M. Luncheon	LATE SPRING AND SUMMER FASHIONS AT LUNCHEON Claire McCardell will present her late Spring and Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Claire McCardell Contact: Joan Pawlick, LO. 4-2155. Waldorf Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.	CLAIRE McCARDELL	WALDORF-ASTORIA SERT ROOM
Wednesday April 5 1:00 P.M. Luncheon	JEWELRY COLLECTION BY PIERRE BALMAIN The House of Heller will present a press preview of the first American jewelry designed by Pierre Balmain. This is an addition to the regular La Tausca costume jewelry collection. Pierre Balmain will be present to introduce the new jewelry. Attendance by invitation only. Publicity: Marion Eason, or Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER	BERKSHIRE HOTEL 21 EAST 52ND-RM. 204
Thursday April 6 10:30 A.M. Coffee	PRESS MEETING WITH BERLIN COUTURIER First N.Y. press meeting with Wolfgang Noecker, a leading Berlin couturier, now designing for Jon Ciel, manufacturer of afternoon and evening dresses. Contact: Sukie Rand, Saul Krieg Associates, LU. 2-1815.	JON CIEL	HEADQUARTERS REST. 108 WEST 49TH ST.
Thursday April 6 3:00 P.M.	SPRING & SUMMER JUNIOR FASHIONS A showing of Spring and Summer junior fashions will be presented by Lord & Taylor in the "Young New Yorker Shop". Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD AND TAYLOR	"YOUNG NEW YORKER SHOP"--6TH FLOOR
April 7	GOOD FRIDAY.		

EASTER SUNDAY ACTIVITIES IN NEW YORK CITY

Sunday April 9 12:00 Noon Luncheon	AN "EASTER PARADE" OF FASHIONS An Easter luncheon and fashion show, presenting Easter hats and costumes by Lilly Dache. Public by reservation; contact: Francois, TE. 8-8000. Lilly Dache Publicity: Eleanor Lambert, MU. 8-2130. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LILLY DACHE	HOTEL PIERRE COTILLION ROOM
Sunday April 9 12:00 Noon- 5:00 P.M. Breakfast	ANNUAL EASTER SUNDAY BRACER BREAKFAST The annual Easter Sunday bracer breakfast with leading N.Y. milliners presenting prizes to women attending the breakfast. Price: \$2.50. Cafe Madison Contact: Gail Benedict, EL. 5-5000.	MADISON HOTEL (15 EAST 58TH ST.)	CAFE MADISON MAIN DINING ROOM
Sunday April 9 12:30 P.M. Luncheon	"APRIL VIOLET" LUNCHEON AND MILLINERY SHOWING Easter "April Violet" luncheon and fashion show with English violets flown to America by Pan American Airlines; "April Violet" perfume by Yardley of London; and millinery fashions by Baroness Radvanszky. For reservations; contact: Carmino Veddas, VO. 5-2800, Ext. 77. Price \$5.00. Yardley Publicity: Nancy Fair, CI. 6-0200. Radvanszky Publ.: Maud G. Moody-Mildred Kaldor, MU. 9-5420. Sherry-Netherland Publ.: Adele Brown, or Dorothy Wentworth King, VO. 5-2800.	YARDLEY OF LONDON; & BARONESS RADVANSZKY	SHERRY-NETHERLAND CHANTECLAIR ROOM

(Easter Activities Continued on Following Page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
EASTER SUNDAY ACTIVITIES IN NEW YORK (Continued)			
Sunday April 9 1:00 P.M. Brunch	"ON THE AVENUE"--A PARADE OF FASHIONS An Easter Parade of fashions will include clothes from Rose Lash, Alex Hirsch, Eva Newman, Salon Dolar and H. John Northman. Publicity and Coordination: Richard Bernstein, PL. 8-1703. Public by reservation; contact: Oscar, EL. 5-2600, Ext. 203. Savoy Plaza Fashion Director: Donna Cannon, EL. 5-2600.	FASHION DESIGNERS	SAVOY PLAZA-CAFE LOUNGE & SAVOY ROOM
Sunday April 9 2:00 P.M. And 5:00 P.M.	EASTER SHOWING OF SPRING MILLINERY "Fabulous Hats" by Walter Florell will be presented at 2:00 P.M. and 5:00 P.M. at the Hotel Plaza. Violets for the show will be flown from England by the British Overseas Airlines. Public by reservation; contact: PL. 9-3000, Ext. 272. Publicity for show: Rasponi Associates, TE.8-8171. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WALTER FLORELL	HOTEL PLAZA RENDEZVOUS ROOM
Sunday April 9 4:30 P.M.- 6:00 P.M. Tea	ANNUAL EASTER CONCERT WITH CHORISTERS The Paulist Choristers, a surplice choir of men and boys led by Father Joseph R. Foley, will present a program of Easter chorales, following a half-hour of music by Mischa Borr and his Ensemble. Price: \$1.25. For reservations; contact: Mrs. Gale, EL. 5-3000. Waldorf-Astoria Publicity: Paul Stewart, EL. 5-3000.	WALDORF-ASTORIA	TERRACE COURT PARK AVENUE FOYER
Monday April 10 12:00 Noon Luncheon	PRESENTATION OF "DAY-TIME DRAMA" COLLECTION A collection of McKettrick-Williams Spring and Summer dresses named after leading ladies in radio serials. Attendance by invitation only. Publicity: Frances Lane, PE. 6-6525.	McKETTRICK-WILLIAMS	STORK CLUB THE NEW ROOM
Monday April 10 2:00 P.M.- 5:00 P.M.	PREVIEW FOR PRESS: PICTURES OF NEW YORK "Stranger In Manhattan"--a special exhibition covering over 400 years of New York as a tourist center, including illustrated versions of visitors' accounts, pictorial representations of the City by foreign artists, and events held in honor of distinguished guests. Private preview for museum members and guests on Tuesday, April 11 from 3:00 P.M. to 7:00 P.M. Open to public, Wednesday, April 12. Publicity: Jerome Smith, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVENUE & 103RD STREET
Monday April 10 8:30 P.M. Dinner & Dance	BAL DES CHAPEAUX-- "SUMMER HAT SYMPHONY" The Associate Board of the Philharmonic-Symphony of N.Y. and the Junior Committee of the Auxiliary Board, in cooperation with the millinery industry and the men's hat industry, will present a "Symphony of Summer Hats" by leading N.Y. milliners and manufacturers of women's and men's hats. Proceeds for benefit of the Student Ticket Endowment Fund (to provide opportunity for musical education to public school and college students of Greater New York). Price: \$15.00 (including dinner and entertainment). For reservations, contact: Burden Littel Bureau, 114 E. 62nd St., TE. 8-6272. Millinery Fashion Bureau Publ.: Mary Kelley, LU. 2-2250. Publ. for men's hats: Mr. E.A. Korchnoy, Pres., Hat Research Foundation, MU. 7-7276. Publ. for Bal Des Chapeaux: Rasponi Assoc., TE. 8-8171.	PHILHARMONIC-SYMPHONY OF NEW YORK	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 10- April 16	"LACE FESTIVAL"-- SPRING 1950 "April Is The Month Of The Lace Festival", sponsored by The Lace Institute, manufacturers and importers of laces. Publ.: Gladys Steiner, MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Tuesday April 11 12:30 P.M. Luncheon	PRESS SHOWING OF WINGBACK EARRINGS Presentation to the press of a new collection of Wingback earrings for Spring. Luncheon at 12:30 P.M.; <u>showing promptly at 1:30 P.M.</u> Attendance by invitation only. Publicity: Kay Wister, OR. 9-4263.	WINGBACK COMPANY	STORK CLUB 3 EAST 53RD STREET
Tuesday April 11 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Designers will include: Gowns--Mort Mogel, Hats--Alice and Suzanne. Shoes--Nancy Haggerty. Bathing Suits--Priscilla Wohl. Coiffures--Jerome. Fashion Show Coordinator and Publicity: Rosalyn Bader, EL. 5-4263. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	CUSTOM-MADE DESIGNERS	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday April 11 2:15 P.M.- 3:15 P.M.	SPRING AND SUMMER CUSTOM COLLECTION Sydell-Marie-Yates will present their Spring and Summer collection of custom-order suits, cocktail dresses, dinner and evening gowns to guests of Sisterhood of East Midwood Jewish Center. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	RITZ-CARLTON HOTEL BALLROOM
Tuesday April 11 2:30 P.M.	SUMMER FASHIONS BY HENRY ROSENFELD Henry Rosenfeld will present his Summer fashions at Russeks. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Wednesday April 12 12:45 P.M. Luncheon	SHOWING OF FURS FOR SPRING & SUMMER A collection of Spring and Summer furs by Aronowicz will be presented during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Aronowicz Publicity: Ann Goodrich, Fashion Production Associates, MU. 8-1700. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARONOWICZ, INC. (19 WEST 57TH STREET)	HOTEL PIERRE COTILLION ROOM
Thursday April 13 11:00 A.M.; 3:00 P.M.; 6:00 P.M.	NEW FASHIONS AND ROOM SETTINGS "Color Schemes Personally Yours"--Abraham & Straus will present room settings and fashions for the redhead, brunette, blonde, brownette, and silver-haired woman. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS	6TH & 7TH FLOORS FURNITURE FLOORS
Postponed April 13	THE FABRICS DIVISION LUNCHEON MEETING OF THE FASHION GROUP, ORIGINALLY SCHEDULED FOR THURSDAY, APRIL 13 AT 12:15 P.M., HAS BEEN POSTPONED TO WEDNESDAY, APRIL 19, AT 12:15 P.M. LUNCHEON. (See Page 5).		
Thursday April 13 1:00 P.M. Luncheon	"SUMMER STORY" AT LUNCHEON SHOW A presentation of early Summer and Missummer fashions by Saks 34th Street during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks 34th Publicity: Frances Eisner, LA. 4-7000, Ext. 445. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	SAKS 34TH STREET	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 13 12:30 P.M. Luncheon	CAVALCADE OF GREEK FASHIONS IN WASHINGTON Premiere showing in Washington, D.C. of costumes representing Greek fashions since 3000 B.C., many loaned by the Athens Museum; and also a presentation of 75 gowns by fashion designers of modern Athens. All of the fashions are in fabrics currently produced by Greek textile designers, and have been assembled by Muriel King, Fashion and Design Specialist of the ECA Mission to Greece. Chairman for Cavalcade: Mrs. Henry F. Grady, wife of the American Ambassador to Greece. Guest of Honor: Mrs. Harry S. Truman. The Cavalcade of Greek Fashions is scheduled to tour the country on the following dates: <u>New York City</u> --April 20; <u>Boston</u> --April 27 or April 29; <u>San Francisco</u> --May 8; <u>Berkeley</u> --May 11; <u>Dallas</u> --May 18. All proceeds from these showings for the Queen Fredericka Fund for Orphans. Contact: Mme. Vassili Dendramis, Greek Embassy, Washington, D.C.	BENEFIT OF FUND FOR WAR ORPHANS OF GREECE	MAYFLOWER HOTEL WASHINGTON, D.C.
Saturday April 15 2:30 P.M. Luncheon	SUMMER HAIR STYLES & FASHIONS AT BENEFIT "Summer Fantasy"--hair styles for Summer with coordinated fashions at a benefit luncheon for National Home For Jewish Children At Denver. Commentator, Coordinator and Publicity: Gail, LE. 4-1260.	RAYMOND HAIRDRESSERS (26 WEST 58TH STREET)	WALDORF-ASTORIA MAIN BALLROOM
Monday April 17 4:00 P.M. Cocktails	"SUMMER FORECAST" AT PRESS PREVIEW Hattie Carnegie will present her "Blue Room" fashions, featuring a collection of late Spring and Summer fashions. Attendance by invitation only. Publicity: Sanna Brody, PL. 5-2600.	HATTIE CARNegie	PARK LANE HOTEL PETIT SALON
Wednesday April 19 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "How To Tell And Sell--The Fall Fabric Story" will be the subject of the luncheon meeting of the Fabrics Division. There will also be an exhibit of Fall fabrics. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. (<u>Note Change of Date</u>). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday April 19 12:45 P.M. Luncheon	"GOWNS & BACKGROUNDS" SPECIAL LUNCHEON SHOW "Gowns and Backgrounds"--interior settings will be integrated with fashions for various occasions. One traditional French, one Regency, one modern, and one contemporary interior will be decorated by Nancy McClelland, Bertha Schaefer, Melanie Kahane and C. Eugene Stevenson. Fashions contributed by Omar Kiam of Ben Reig, Clare Potter, Elizabeth Arden--Castillo, and Bill Blass of Anna Miller. Press by invitation. Public by reservation; contact Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	INTERIOR DECORATORS & FASHION DESIGNERS	HOTEL PIERRE GRAND BALLROOM
Wednesday April 19 1:00 P.M. Luncheon	FASHIONS FOR SPRING DURING LUNCHEON Russeks will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 19 5:00 P.M. Cocktails	INTRODUCTION OF NEW SPRING FRAGRANCE Harriet Hubbard Ayer will introduce a new Spring fragrance at a cocktail party for the press. By invitation only. Publ.: Mary Brown, MU. 8-4040.	HARRIET HUBBARD AYER	HOTEL PIERRE ROOF GARDEN
Thursday April 20 1:00 P.M. Luncheon	LACE DRESS FASHIONS AT LUNCHEON SHOW Phillippa Macdonald will present her collection of Spring and Summer lace dress fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Macdonald Publicity and Plaza Fashion Director-Commentator: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday April 20 1:00 P.M. Luncheon	CAVALCADE OF GREEK FASHIONS IN NEW YORK The Cavalcade of Greek fashions (presented in Washington, D.C. on April 13--see Page 5), showing fashions from 3000 B.C. to those of modern Athens, all assembled by Muriel King, Fashion and Design Specialist of the ECA Mission to Greece. Show for the benefit of Queen Fredericka's Fund for the War Orphans of Greece. Production supervised by Eleanor Lambert. Contact: Mrs. S. Coumantaros, Hotel Plaza, PL.9-3000, Ext. 420.	BENEFIT OF FUND FOR WAR ORPHANS OF GREECE	WALDORF-ASTORIA STARLIGHT ROOF
Saturday April 22- April 30	FASHION SHOWS AT MEXICAN FESTIVAL Fashion shows by leading American designers will be presented at the Mexican National Spring Festival in Mexico City, each evening from April 22 through April 30. (Festival begins April 15). Showing will consist of about 60 costumes by leading designers in the wholesale and custom fields. Staged by Lester Gaba. Publicity: Eleanor Lambert, MU. 8-2130.	N.Y. DRESS INSTITUTE	MEXICO CITY HOTEL DEL PRADO
Cancelled April 24	THE AMERICAN DESIGNERS' BALL FOR CANCER WELFARE FUND, ORIGINALLY SCHEDULED FOR MONDAY, APRIL 24, AT 10:30 P.M., HAS BEEN CANCELLED.		
Beginning Tuesday April 25- April 26	ANNUAL KNITTED OUTERWEAR SESSION The National Knitted Outerwear Association will hold its thirty-second annual convention at the Waldorf-Astoria, in conjunction with the Knitting & Allied Crafts Exposition at the 71st Reg. Armory. Contact: Arthur Tarshis, LU. 2-4627; or Carl Reichman, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
Wednesday April 26 12:45 P.M. Luncheon	"ANOTHER LOVE STORY IN FLOWERS"--FASHION SHOW Kathryn Churchill will present "Another Love Story in Flowers", showing two styles of weddings with appropriate flowers. Fashions by Jay Thorpe. Diamonds by Cartier. Mary Martin's "White Orchid" Fragrance by Renee Thornton. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Kathryn Churchill Publicity: Mary Elizabeth Fisk, MU.3-5433. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	KATHRYN CHURCHILL (34 WEST 28TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday April 26 1:00 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Waldorf-Astoria Publicity: Laura C. Wood in Paul Stewart's Office: EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday	TWO-DAY FOUNDATION GARMENT CLINIC	FORMFIT COMPANY	HOTEL PLAZA
April 26- April 27	The Formfit Company will conduct a two-day clinic for merchandise and advertising managers; executives of retail stores and buyers accompanying the executives; and the N.Y. press. Discussions will be held on the clinical approach to modern retailing, especially pertaining to foundation garments. Sessions on Wed., April 26 from 9:30 A.M. to 5:00 P.M.; and Thurs., April 27 from 9:30 A.M. to 1:00 P.M. Reservations: Stanley Dicker, WI. 7-3460. Contact: Formfit Company, 400 So. Peoria Street, Chicago, Ill.		
Thursday April 27 12:45 P.M. Luncheon	"THROUGH THE YEARS" SHOW FOR COLLEGE CLUB	NEW YORK WELLESLEY CLUB	HOTEL PIERRE GRAND BALLROOM
	A pageant of fashions in honor of the seventy-fifth anniversary of the founding of Wellesley College with a special showing of fashions by Kathleen (118 E. 60th St.). By reservation only; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator; Nola Luxford, TE. 8-8000.		
Thursday April 27 1:00 P.M. Luncheon	"LATEST SHOE STORY" AT LUNCHEON SHOW	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
	J. & J. Slater will present a comprehensive showing of the latest fabrics and styles for new Spring and Summer shoe fashions. Press by invitation. Public by reservation, PL. 9-3000, Ext. 272. Slater contact: Larry J. Horan, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Sunday April 30	NATIONAL BABY WEEK (April 30-May 6). Contact: Earnshaw Publications, 71 West 35th Street, WI. 7-9804.		
Beginning Monday May 1- May 6	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
	The National Cotton Council will sponsor National Cotton Week with extensive merchandising plans and promotions of cotton apparel, piece goods and home furnishings. Contact: Paul M. Jones, WO. 4-2521.		
Tuesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Cosmetics Division of The Fashion Group will hold a luncheon meeting and brief show. More details later. Price (including tax and tip): \$3.50 for members; \$3.75 for guests. Contact: The Fashion Group, CI. 7-3940.		
Tuesday May 2 1:00 P.M. Luncheon	YOUNG FASHIONS FOR SUMMER AT LUNCHEON	ST. LOUIS FASHION CREATORS	RITZ-CARLTON HOTEL OVAL ROOM
	The St. Louis Fashion Creators will present a collection of Summer 1950 fashions, spotlighting young clothes, designed by creators for young Americans. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Publicity for St. Louis Fashion Creators: Joan Gardner, 915 Olive Street, St. Louis 1, Missouri. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.		
Wednesday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Arnold Constable will show Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 9 4:00 P.M.- 6:00 P.M. Tea	"JUVENILE JURY": FALL BELTED FASHIONS The Belt Association will present a showing of new Fall belted back-to-school fashions for children, sizes 5 to 13, at a tea for the press. Attendance by invitation only. Publ.: Claire Wolff, LO. 4-7230.	THE BELT ASS'N, INC.	WALDORF-ASTORIA ASTOR GALLERY
Wednesday May 10 1:00 P.M. Luncheon	PRESENTATION OF SUMMER FASHIONS AT LUNCHEON Summer fashions will be presented by Russeks during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Sunday May 14	MOTHER'S DAY. Contact: Irving K. Edwards, National Committee on the Observance of Mother's Day, 393 Seventh Avenue, CH. 4-3900.		
Tuesday May 16 12:30 P.M. Luncheon	PREVIEW: FALL & WINTER BACK-TO-SCHOOL LINGERIE M. C. Schrank Co. will invite the press and trade to a preview of Fall and Winter back-to-school lingerie fashions. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4281.	M.C. SCHRANK CO. (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday May 18 2:00 P.M. And 5:30 P.M. Cocktails	VELVETEEN & CORDUROY FALL FASHION SHOW The Merrimack Manufacturing Company will present their velveteen, corduroy and rayon blends in daytime, sports, evening and hostess fashions for Fall. Designed by: Louella Ballerino, Fira Benerson, Brigance, L. Brogan, Oleg Cassini, Elizabeth Arden-Castillo, Ceil Chapman, Jane Derby, Ruth Fair, Anne Fogarty, Howard Greer, Edith Head, Jeri Holmes, Merry Hull, Joel, De De Johnson, Judy n' Jill, Kane-Weill, Tina Leser, I. Magnin & Company, Philip Mangone, Addie Masters, Justin McCarty, Monte-Sano & Pruzan, Nardis Sportswear, Neiman-Marcus, Clare Potter, Raelson, Ben Wallace, Joseph Whitehead. Commentator: Maggi McNellis. Showing for press and retailers at 2:00 P.M.; manufacturers at 5:30 P.M. Attendance by invitation only. Contact: Mildred E. Pfeifer, Robert B. Grady Co., AL. 4-3660.	MERRIMACK MFG. CO. (1450 BROADWAY)	WALDORF-ASTORIA STARLIGHT ROOF
Thursday May 18 3:30 P.M. 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Exhibit of fashion designs and annual fashion show by Parsons' students of the Dept. of Costume Designs. Admission: \$1.20, afternoon; \$2.40, evening. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
Monday May 22 3:30 P.M. Cocktails	BETTY BARCLAY FALL COLLECTION The Betty Barclay Fall Collection for Linsk will be presented at a fashion show and cocktail reception for the press and trade. Show at 4:00 P.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LINSK OF NEW YORK, PHILA., & CALIFORNIA	HOTEL PLAZA BALLROOM
Tuesday May 23 11:00 A.M. Luncheon	SHOWING OF FALL SPORTSWEAR COLLECTION Press preview of the del Mar Fall sportswear collection at 11:00 A.M., followed by luncheon at 12:00 Noon. Trade showings on Wed., May 24 and Thurs., May 25 at 11:00 A.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	DEL MAR SPORTSWEAR, LTD.	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR

MUSIC...MOVIES...THEATRE...TELEVISION

- Monday TELEVISION: "VANITY FAIR" WCBS-TV, CHANNEL 2
 April 3- Showing of fashion on WCBS-TV program. Monday, April 3: Sally Victor
 April 7 will present and commentate on a collection of her Spring hats. Wednesday,
 4:30 P.M.- April 5: Bert Bacharach, men's fashion editor of "Colliers" will comment
 5:00 P.M. on Spring suits for men. Gwen Randolph, fashion editor of "Today's Woman",
 will give style notes on moderate-priced millinery for women. Friday,
 April 7: Dorothy Lansing will present Trifari jewelry to accessorize the
 Easter outfit. Publicity: Helen Brattrud, PL. 5-2000.
- Beginning OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
 Wednesday Ringling Bros. and Barnum & Bailey Circus present the annual circus show
 April 5- daily, at 2:15 P.M. and 8:30 P.M. Tickets: \$1.50-\$6.00 (including tax).
 May 7 Publicity: Roland Butler, CI. 6-6600.
- Thursday OPENING: "CRY OF THE PEACOCK" MANSFIELD THEATRE, 47TH W. OF B'WAY
 April 6 James Colligan and Donald Medford will present the Cecil Robson adapta-
 tion of the Jean Anouilh play, a comedy of sex and tragedy of love.
 Cast includes: Oscar Karlweis, Lily Darvas, Marta Linden, Raymond Lovell
 and Philip Tonge. Director: Martin Ritt. Settings and Costumes: Cecil
 Beaton. Publicity: Sam Friedman, PL. 7-4380.
- Week THIRD WEEK: N.Y. CITY OPERA CO. CITY CENTER, 131 W. 55TH STREET
 Of Program for third week: Thurs. Eve., April 6: Puccini's TURANDOT. Fri.
 April 6 Eve., April 7: Strauss' DER ROSENKAVALIER. Sat. Eve., April 8: Verdi's
 LA TRAVIATA. Sun. Mat., April 9: Bizet's CARMEN. Sun. Eve.: Mozart's
 DON GIOVANNI. Publicity: Margaret Hartigan, JU. 6-2828.
- Saturday PREMIERE: "THE REFORMER AND THE REDHEAD" (Movie) CAPITOL, BROADWAY & 51ST.
 April 8 MGM's romantic comedy about a young candidate for mayor, anxious to re-
 form the city. Stars: June Allyson, Dick Powell and David Wayne. Pro-
 ducers and Directors: Norman Panama and Melvin Frank. Costumes: Helen
 Rose. Publicity: Herbert Crooker, JU. 2-2000.
- Week OPENING: BALLET RUSSE DE MONTE CARLO, MET. OPERA HOUSE, B'WAY & 39TH ST.
 Of The Ballet Foundation presents the Ballet Russe de Monte Carlo's Spring
 April 9 season program for three consecutive weeks. First week's program: Sun.
 Eve., April 9: GISELLE; MADRONOS; GRADUATION BALL. Tues. Eve., April 11:
 LES SYLPHIDES; THE MUTE WIFE; MORT DU CYGNE; GRADUATION BALL. Wed. Eve.,
 April 12: LES SYLPHIDES; PAS DE DEUX; PRINCE IGOR; BIRTHDAY. Thurs. Eve.,
 April 13: SWAN LAKE; THE NUTCRACKER; SCHERHERAZADE. Fri. Eve., April 14:
 BALLET IMPERIAL; MORT DU CYGNE; PAQUITA; GRADUATION BALL. Sat. Mat., April
 15: COPPELIA; MORT DU CYGNE; GRADUATION BALL. Sat. Eve.: LES SYLPHIDES;
 MORT DU CYGNE; THE MUTE WIFE; GAITE PARISIENNE. Publicity: Willard
 Keefe, CI. 7-5911.
- Wednesday OPENING: "WITH A SILK THREAD" LYCEUM THEATRE, 45TH ST. EAST OF B'WAY
 April 12 Irving K. Davis presents Elsa Shelley's play about an adult appraisal of
 infidelity in marriage. Stars: Claire Luce, Philip Huston and Phil Arthur.
 Director: Joe Leon. Scenery, Lighting and Costumes: Watson Barrett.
 Publicity: Maurice Turet, LO. 4-8579.
- Monday OPENING: "PETER PAN" IMPERIAL THEATRE, 45TH ST. W. OF B'WAY
 April 24 Peter Lawrence and R.L. Stevens present a new version of the James M.
 Barrie fantasy. Stars: Jean Arthur and Boris Karloff. Director: John
 Burrell. Costumes: Motley. Publ.: William Fields, CI. 5-7930.