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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 BEGINNING MONDAY, APRIL 24, 1950</u>			
Monday April 24 2:30 P.M.	CASUAL CLOTHES FOR SPRING AND SUMMER Gimbels will present California fashions for juniors, misses and women, designed by De De Johnson and Julie Lynn Charlot. Press invited. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR AUDITORIUM
Monday April 24 2:30 P.M.- 3:30 P.M. Luncheon	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. Furs--Kahn & Rolnick. Hats: Rose Saphire. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday April 25 2:30 P.M.	PRESS PREVIEW OF FALL RAINWEAR A press showing of Fall rainwear fashions by Lawrence of London, featuring velveteen, corduroy, and alpaca-lined coats; also, storm coats and reversibles for back-to-school wear. Attendance by invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR
Tuesday April 25 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF DECORATOR FABRICS Preview of imported home furnishings, including handloomed and screen-printed fabrics. Attendance by invitation. Public Relations: Virginia Jewel, Patrick Dolan & Associates, PL. 9-6277.	HAMBRO HOUSE OF DESIGN	17 EAST 54TH STREET SHOWROOM
Tuesday April 25 4:30 P.M.- 6:30 P.M. Cocktails	"BLUE GRASS" PARTY FOR THE PRESS "It's Blue Grass Time Again"--Elizabeth Arden's annual "Blue Grass" cocktail party for the press. Attendance by invitation only. Publicity: Lois Gifford, PL. 3-3410; or Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	RITZ-CARLTON HOTEL CRYSTAL ROOM
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 Regiment Armory. Contact: Arthur Tarshis, LU. 2-4627; or Carl Reichman, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
Wednesday April 26 10:00 A.M.; 4:00 P.M.	PRESS SHOWING OF NEW FABRICS Burlington Mills will present to the press an exhibition of fabrics made from new fibers. A collection of original designs will be shown: <u>At 10:00 A.M. for daily trade and consumer press; at 4:00 P.M. for fashion and home furnishings magazines.</u> Attendance by invitation only. Publicity: Grace C. Dimelow, LO. 4-5000.	BURLINGTON MILLS	EMPIRE STATE BUILDING 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 26 12:45 P.M. Luncheon	"ANOTHER LOVE STORY IN FLOWERS"--FASHION SHOW	KATHRYN CHURCHILL (34 WEST 28TH STREET)	HOTEL PIERRE COTILLION ROOM
	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.		
Wednesday April 26 1:00 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
	"Fur Fashions For 1950"--Dein-Bacher will present a new collection of original fur designs 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: Madeleine Riordan in Paul Stewart's Office: EL. 5-3000.		
Wednesday April 26 2:30 P.M.- 3:30 P.M. Luncheon	CUSTOM COLLECTION AT BENEFIT LUNCHEON	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	HOTEL PIERRE GRAND BALLROOM
	Sydele-Marie-Yates will present their custom collection of Spring and Summer suits, cocktail dresses, dinner and evening gowns. Hats--Dorothy Gordon. Contact: EL. 5-8729.		
Beginning Wednesday April 26- April 27	TWO-DAY FOUNDATION GARMENT CLINIC	FORMFIT COMPANY	HOTEL PLAZA
	The Formfit Company will conduct a two-day clinic for merchandise and advertising managers; executives of retail stores, buyers, and press. Discussions on the clinical approach to modern retailing, especially concerning foundation garments. Reservations: Stanley Dicker, WI.7-3460. Contact: Formfit Company, 400 So. Peoria Street, Chicago.		
Thursday April 27	OPENING OF YONKERS RACE TRACK FOR HARNESS RACING.		
	Contact: Evelyn Lavin, Al Paul Lefton Agency, VA. 6-4340.		
Thursday April 27 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	Subject: "How To Tell And Sell--The Fall Fabric Story". Speakers: Nina Kyle, Merchandise Director, "Glamour" Magazine; Ida C. McNeil, Fashion Director, Davison-Paxon, Atlanta, Georgia. Also, an exhibit of Fall fabrics, arranged by Tom Lee of Tom Lee, Ltd. Chmn. of Fabrics Division: Keene Lamborn. Price (including tax and tip): \$4.00. (For Members Only). Contact: The Fashion Group, CI. 7-3940.		
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
	Showing of Spring and Summer shoe fashions by J. & J. Slater. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Slater Contact: L.J. Horan, PL. 9-4305. Plaza Fashion Dir.: Mary Alice Rice CI. 6-1790.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 27 2:30 P.M.	SHOWING OF FRENCH HAND KNIT FASHIONS Presentation of knit fashions by Laines du Tingouin (Penguin Yarns), de- signed by famous French designers. These fashions can be made at home. Settings by Air France. Press invited. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR AUDITORIUM
April 30	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Sunday). (Move Clocks Ahead One Hour).		
Sunday April 30	NATIONAL BABY WEEK (April 30-May 6). Contact: Earnshaw Publications, 71 West 35th Street, WI. 7-9804.		
May 1	MAY DAY AND CHILD HEALTH DAY. (Monday).		
Monday May 1 4:30 P.M.- 7:00 P.M.	PREVIEW OF NEW SHOE COLLECTION A fashion preview to celebrate the premiere presentation of the new "Customcraft Originals" shoe collection by Schwartz & Benjamin at a cocktail party for the magazine editors and trade. Attendance by invitation only. Contact: Eva Cutler, MU. 8-4873.	SCHWARTZ & BENJAMIN	WALDORF-ASTORIA ASTOR GALLERY
Beginning Monday May 1- May 6	ANNUAL NATIONAL COTTON WEEK Theme: "Enjoy That Cotton Fresh Feeling"--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.	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
Tuesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING Subject of the Cosmetics Division Luncheon Meeting: "Our Future Cosmetic Salesman--Television". Speakers: Milton H. Biow, Pres., The Biow Co., Inc. and Commander Mortimer W. Loewi, Director, Du Mont Television. Chairman of Cosmetics Division: Beatrice Castle. Price (including tax and tip): \$3.50 for members; \$3.75 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday May 2 12:45 P.M. Luncheon	"AN AMERICAN IN PARIS" FASHIONS AT LUNCHEON Hope Skillman will present "An American In Paris", a review of Summer travel cottons selected from the collections of leading American designers and available in N.Y. stores. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Hope Skillman Publicity: Dorothy Johnson, CH. 4-8110. Ritz Carlton Publicity: Marion Morrison, MU. 8-3000.	HOPE SKILLMAN	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday May 2 4:00 P.M.	SHOWING OF SUMMER FASHIONS FOR JUNIORS Jay Thorpe will present Summer fashions for juniors. By invitation only. Commentator and Contact: Sally Park, JU. 6-1000, Ext. 104.	JAY THORPE	2ND FLOOR--"YOUNG SOPHISTICATES SHOP"
Wednesday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW 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: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 4 9:00 A.M.	SHOWING OF FALL SHOE COLLECTION FOR PRESS Press preview of the Joyce collection of shoes for Fall. Attendance by invitation only. Contact: Mary Thacker, Consultants, Inc., 210 West 7th Street, Los Angeles, California.	JOYCE, INC.	EMPIRE STATE BLDG. SUITE 7401
Thursday May 4 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Summer fashions by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON (20 EAST 56TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday May 4 1:00 P.M. Luncheon	COTTON FASHIONS AT BENEFIT LUNCHEON "Fashions In Cotton"--Ed Gerrick will present Summer fashions during a benefit luncheon. Tickets: \$5.00; for reservations, contact: Mrs. Joroff, GE. 8-7025. Ed Gerrick Publicity: Donna Cannon, PL. 5-0484.	ED GERRICK, INC.	TAVERN-ON-THE-GREEN CENT.PK. W. & 67TH
Saturday May 6 12:00 Noon Luncheon	SHOWING OF SUMMER FASHIONS AT BENEFIT Margaret Newman will present her Summer sportswear and dress fashions at a benefit luncheon. Hats--John Frederics. Price of tickets: \$3.75. Contact: SC. 4-8100. Margaret Newman Publicity: Ann Rabin, LO. 9-5474.	MARGARET NEWMAN, INC.	TAVERN-ON-THE-GREEN CENT.PK. W. & 67TH
Saturday May 6 12:30 P.M. Luncheon	FASHION SHOW AT RACE TRACK OPENING Saks Fifth Avenue will present fashions for the races at a showing on the opening day of the Belmont Race Track. Press by invitation. Publicity for Saks Fifth Avenue: Margot Stratton, PL. 3-4000. Publ. for Belmont: Charlotte Byrum or Lily Van Amerigen, News Contacts, Inc., CO. 5-3166.	SAKS FIFTH AVENUE	BELMONT CLUB HOUSE BELMONT PARK, L.I.
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, 5 to 13, at a tea for the press. Manufacturers exhibiting include: Danco Mfg. Co.; Derby Sportswear; G.H. & E. Freydberg; Little Charmer Blouses; Little Countess Coats; Lortogs; Joseph Love, Inc.; New York Girl Coat Co.; Paramount Children's Dress Co., Inc.; Reisman-Rothman Corp.; Ro-Lynn Frocks, Inc.; I. Schneierson & Sons, Inc.; and Superb Togs. Attendance by invitation only. Publicity: 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: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday May 10 4:00 P.M. Cocktails	PREVIEW OF FALL BLOUSES AND SPORTSWEAR Judy Kent will present the Fall collection of back-to-school coordinates of blouses and sportswear for tots to teenagers, at a cocktail party for the press and trade. By invitation only. Publ.: Gladys Steiner, MU. 9-1630.	JUDY KENT, INC. (1370 BROADWAY)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 12 4:30 P.M.	FASHION SHOW FOR MAYORS' CONFERENCE The N.Y. Dress Institute will present a fashion show for the U.S. Conference of Mayors (May 11 through May 13). Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Sunday May 14	MOTHER'S DAY. Theme: "There's Nobody Like Mom". Contact: Irving K. Edwards, Nat'l Committee on the Observance of Mother's Day, CH. 4-3900.		
Monday May 15 12:30 P.M. Luncheon	PRESS PREVIEW: FALL AND WINTER GLOVES Kayser will present a press showing of gloves during luncheon. By invitation only. Publicity: Helen Gardner, Cecil & Presbrey, PL. 5-8200.	JULIUS KAYSER & CO.	RITZ-CARLTON HOTEL CARLTON SUITE
Monday May 15 2:00 P.M.	SHOWING OF FALL VOLUME SHOE FASHIONS Preview for press and trade of popular priced Fall 1950 shoe fashions, coordinated with Fall ready-to-wear and accessories. Sponsored by the National Association of Shoe Chain Stores and the New England Shoe and Leather Association during Market Week, May 15-May 20. Sets and staging by Chester Gash, Merchandising Arts, Inc. Admission by tickets only. Fashion Director and Publicity: Sylvie Hamilton, Fashion Mating, PE. 6-0583. For tickets, contact: Edward Atkins, MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Monday May 15 4:00 P.M. Cocktails	PREVIEW OF FALL COATS AND SUITS Press showing of Sam Silberstein's coats and suits for Fall 1950. Attendance by invitation only. Publicity: Laura Benham, RE. 7-8230.	SAM SILBERSTEIN CORP.	512 SEVENTH AVENUE SHOWROOM-3RD FLOOR
Beginning Monday May 15- May 20	NATIONAL IRISH LINEN WEEK The Irish Linen Guild will inaugurate an annual program--National Irish Linen Week, to promote linen merchandise. Contact: Eleanor Rowlands or Lucy Brown, Rowlands Assoc., LE. 2-9292.	THE IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
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
Tuesday May 16 3:00 P.M.	PRESS PREVIEW: FALL SHOE COLLECTION Mr. Albert H. Bogutz, president of the Newton Elkin Shoe Co., will invite the press to a preview of their Advance Fall Shoe Collection. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	NEWTON ELKIN SHOE CO.	SHERRY-NETHERLAND CHANTECLAIR ROOM
Tuesday May 16- May 18	ANNUAL TOILET GOODS CONVENTION Fifteenth Annual Birthday and Convention of The Toilet Goods Association, with discussions on legislation, packaging, marketing, advertising, and technical progress. Price of tickets: \$8.50 per day; or, \$22.50 for three days (luncheons included). Contact: Mr. A. R. Ludlow, Jr., 1100 Adams Street, Hoboken, N.J. Publicity: Toilet Goods Ass'n., CO. 5-5443.	TOILET GOODS ASS'N. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION MEETING The Home Furnishings Division of The Fashion Group will hold a luncheon meeting. Chmn.: Melva Chesrown. Price and details later. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday May 17 3:00 P.M.	PREVIEW OF FALL MILLINERY COLLECTION Preview of advance Fall millinery fashions and a house-warming by Abbe-Rose Hat Corp., a new firm. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	ABBE-ROSE HAT CORP.	19 WEST 57TH STREET SALON
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 Benenson; Brigance; L. Brogan; Oleg Cassini; Elizabeth Arden-Castillo; Ceil Chapman; Jane Derby; Ruth Fair; Anne Fogarty; Howard Greer; Edith Head; Jeri Holmes; Helen de Huene; Merry Hull, Joel; De De Johnson; Judy n' Jill; Kane-Weill; Tina Leser; I. Magnin & Co.; Philip Mangone; Addie Masters; Justin McCarty; Monte-Sano & Pruzan; Nardis Sportswear; Neiman-Marcus; Clare Potter; Raelson; Ben Wallace; Joseph Whitehead; Emily Wilkens. Commentator: Maggi McNellis. For press and retailers at 2:00 P.M.; manufacturers at 5:30 P.M. By invitation only. Contact: Mildred E. Pfeifer, Robert B. Grady Company, 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 Annual fashion show by students in the Dept. of Costume Design & Construction of Parsons School of Design. Admission: \$1.20, afternoon, \$2.40, evening. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
May 20- May 27	NATIONAL FOOT HEALTH WEEK. Contact: National Foot Health Council, Phoenix Building, Rockland, Mass.		
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
Monday May 22	SHOWING OF FALL FASHIONS BY ST. LOUIS FASHION CREATORS--ST. LOUIS, MO. Contact: Joan Gardner, Promotion Director, 915 Olive St., St. Louis, Mo.		
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. 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
Tuesday May 23 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Penart will present a Fall collection of misses dresses, designed by Margi Synder. By invitation only. Publicity: Gladys Steiner, MU. 9-1630.	PENART FASHIONS	1400 BROADWAY SHOWROOM--30TH FL.

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Wednesday May 24 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Presentation of Summer fashions by David Crystal, including Haymaker sportswear; Izod of London fashions for women; Izod of London men's leisure shirts. These will be available at Saks 5th Ave., N.Y. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. David Crystal Publicity: Liz Daly, LA. 4-7760. Waldorf-Astoria Publicity: Madeleine Riordan in Paul Stewart's Office, EL.5-3000.	DAVID CRYSTAL	WALDORF-ASTORIA SERT ROOM
May 30	MEMORIAL DAY (Tuesday)--Legal Holiday.		
Thursday June 1 11:00 A.M. Luncheon	PRESS PREVIEW: FALL SUITS AND COATS Presentation of Peggy Diament's Fall collection of junior coats and suits to the press. Luncheon after the show. Preview for resident buyers on Friday, June 2, at 11:00 A.M. Attendance by invitation. Trade opening on Wednesday, June 7 at 10:30 A.M. Daily showings thereafter by appointment at 10:30 A.M.; 1:30 P.M.; 3:30 P.M.; and 4:30 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	PEGGY DIAMENT	512 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 2 11:00 A.M.	PRESS PREVIEW: FALL FASHIONS B. H. Wragge will present Fall sportswear fashions at a preview for the press. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 2 2:30 P.M.	PRESS SHOWING OF FALL COATS & SUITS A presentation to the press of the Fall collection of coats and suits by Custom-Craft. Attendance by invitation only. Showings to the trade on Tuesday, June 6 and Wednesday, June 7 at 11:00 A.M., by appointment. Publicity: Adele Strassfield, PE. 6-1277.	CUSTOM-CRAFT CLOTHES	110 WEST 40TH ST. SHOWROOM-20TH FLOOR
Monday June 5 12:00 Noon Luncheon	PREVIEW OF FALL BLOUSE COLLECTION Press showing of Helitzer blouses and separates for Fall at 12:00 Noon, to be followed by luncheon. Cocktail preview for the trade at 4:00 P.M. Attendance by invitation. Publicity: Mildred Kaldor, MU. 9-5420.	HELITZER BROS. & CO.	525 SEVENTH AVENUE SHOWROOM-13TH FLOOR
Beginning Monday June 5	OPENING OF FOCA FALL COLLECTIONS The FOCA Collections for Fall will be shown for a two-week period with the majority of the member firms presenting their lines during the first week. Guild members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO. INC. Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.	FASHIONS ORIGINATORS: GUILD OF AMERICA GRABOIS, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. CHARLES LANG, INC. DAVID LEVINE CO. NATHAN-STRONG, INC.	INDIVIDUAL NEW YORK SHOWROOMS PAUL PARNE CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. ADELE SIMPSON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of June 5	OPENING OF FALL SPORTSWEAR LINES Members of the Sportswear Guild include: ADLER & ADLER, INC.; DAVIDOW; DAVID M. GOODSTEIN, INC.; KANE-WEILL; MUTUAL-ROSENBLUM CO.; CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG CO.; SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Tuesday June 6 12:00 Noon Luncheon	PREVIEW: FALL COLLECTION FOR PRESS AND TRADE The Fall collection of Martini Diminutives by Sylvan Rich will be presented to the press and trade. By invitation only. Daily trade showings beginning Wednesday, June 7, at 10:30 A.M. and 12:00 Noon. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DIMINUTIVES	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Tuesday June 6 2:30 P.M.	PREVIEW OF FALL FASHIONS FOR JUNIORS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present Fall fashions "For America's Juniors", at a preview <u>for buyers only</u> . Attendance by invitation. (Press show at later date.) Publ. for Emily Wilkens: Eleanor Lambert, MU. 8-2130. Contact: Reich-Goldfarb, WI. 7-5374.	EMILY WILKENS (530 SEVENTH AVENUE)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Tuesday June 6 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE A fashion show will be held to preview "Glamour" Magazine's September 1950 Career issue, and to announce the winners of the "Glamour" Survey, "Ten Girls With Taste". Press by invitation. Tickets will be limited to "Glamour" tie-in stores and buying offices. Contact: Nina Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR	HOTEL PIERRE GRAND BALLROOM
Tuesday June 6- June 7	SHOWING OF FALL FASHIONS IN TORONTO Contact: Mr. I. Fram, Executive-Director, Dress Mfrs. Guild, Toronto.	DRESS MANUFACTURERS GUILD OF TORONTO	KING EDWARD HOTEL TORONTO, CANADA
Wednesday June 7 9:30 A.M. And 2:30 P.M.	FOURTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle" will present its 14th Annual College Clinic, a preview of fashions from the August College issue. By invitation only, for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Prom. Dir., MU. 3-8910.	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
Wednesday June 7 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Semi-annual luncheon showing by the Millinery Designers' League, with a presentation of advance Fall hats. Press by invitation. Price of tickets will be announced later. Publicity: Maud G. Moody, LE. 2-4049.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday June 7 4:00 P.M.- 7:00 P.M. Cocktails	NATIONAL SEWING CONTEST FASHION SHOW FOR PRESS Prize-winning home-sewn garments, entered in the tenth annual National Sewing Contest, will be presented at a fashion show for the press. Presentation of coats, suits and dresses; junior fashions made by entrants under 20; original designs; children's clothes from 2 to 6 and 7 to 12. Fashion designers and editors will act as judges. Commentator: Alma Kitchell. Cocktails at 4:00 P.M.; showing promptly at 5:00 P.M. Attendance by invitation only. Publicity: Grace Turner, Director, Women's Dept., Win Nathanson & Associates, MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 8 10:00 A.M.	"FLICKER FASHIONS"-- ANNUAL CLINIC The 1950 Parents' Magazine Fall Fashion Clinic, with a showing of mid-century Fall Fashions for Infants, Children, Girls, Sub-Teens and Boys. Director: Mrs. Beryl Tucker, Fashion Editor. For retail buyers, resident buying offices, merchandise managers, and fashion advertising agencies. Tickets: \$5.00 (includes "Clinic Notebook"). Contact: Monroe E. Michels, Promotion Manager, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL ASTOR GRAND BALLROOM
Thursday June 8 10:30 A.M.	PRESS TRADE REVIEW OF FALL COLLECTION Presentation of the Fall collection of Martini Designed fashions by Sylvan Rich. Attendance by invitation only. Daily showings, beginning Friday June 9, at 10:30 A.M. and 12:00 Noon. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Thursday June 8 3:30 P.M. Cocktails	PRESS SHOWING: FALL FOUNDATION GARMENTS Preview of Fall foundation garments by Artistic Foundations--Flexees. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Tuesday June 13 10:30 A.M.; 2:30 P.M.; 4:30 P.M.	FALL COLLECTION FOR PRESS AND TRADE Kiviette will present her Fall collection of afternoon, evening and formal fashions to the press and trade. Daily showings, thereafter, at 10:30 A.M. and 2:30 P.M. Attendance by invitation only. Publicity: Roberta D. Miles, PL. 9-2675.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET SHOWROOM-3RD FLOOR
Tuesday June 13 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Press showing of original design custom furs by Bernham-Stein at 11:30A.M., to be followed by a Champagne Buffet Luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	BERNHAM-STEIN FURS	660 FIFTH AVENUE SALON
Tuesday June 13 4:00 P.M. Tea	SHOWING OF ADVANCE FALL MILLINERY The Millinery Creators Guild will present Autumn hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats--Garfunkel Makers. For press and trade, by invitation only. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
Tuesday June 13 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF FALL AND WINTER WOOLENS Presentation of Fall and Winter woolens by Warren of Stafford at a cocktail party for the press. Attendance by invitation only. Contact: Clara Mellen, BR. 9-9692.	WARREN OF STAFFORD (450 SEVENTH AVENUE)	ST. REGIS HOTEL PENTHOUSE
Tuesday June 13 6:30 P.M. Cocktails & Dinner	FIFTH ANNUAL RAINWEAR FASHION PRESENTATION The New York Raincoat Manufacturers' Association will present the fifth annual fashion show at a dinner for the rainwear industry, buyers and the press. Attendance by invitation only. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546,	N.Y. RAINCOAT MFRS. ASSOCIATION	WALDORF-ASTORIA GRAND BALLROOM

MOVIES...TELEVISION...THEATRE

- Monday April 24 OPENING: "PETER PAN" IMPERIAL THEATRE, 45TH ST. W. OF B'WAY 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. Music and lyrics: Leonard Bernstein. Settings: Ralph Alswang. Costumes: Motley. Publicity: William Fields, CI. 5-7930.
- Wednesday April 26 8:30 P.M. PREMIERE: "THE BIG LIFT" (Movie) RIVOLI THEATRE, B'WAY & 49TH ST. Twentieth Century-Fox motion picture based on the story behind the Berlin airlift. Stars: Montgomery Clift and Paul Douglas. Producer: William Perlberg. Costumes: Bobbie Brox. Premieres for benefit of Daily Mirror Youth Welfare Fund. Tickets: \$1.50 to \$5.00. Publicity for 20th Century-Fox: Elizabeth Eisenhart, CO. 5-3320.
- Wednesday April 26 OPENING: "A PHOENIX TOO FREQUENT"; "FREIGHT", FULTON THEA., 46 W. OF B'WAY Steven H. Scheuer and Bernard Carson present two one-act plays in Grecian costume. Christopher Fry's "A Phoenix Too Frequent" with Nina Foch, Richard Derr and Vicki Cummings. "Freight", a drama by Kenneth White, with Dots Johnson, Maxwell Glanville and Glen Charles Gordon. Both productions directed by: John O'Shaughnessy. Scenery and Costumes by: Jack Landau. Publicity: Phil Bloom, CH. 4-5185.
- Thursday April 27 OPENING: "TICKETS, PLEASE!" CORONET THEATRE, 49TH ST. W. OF B'WAY Arthur Klein will present Grace and Paul Hartman in a new intimate revue. Director: Mervyn Nelson. Choreography: Joan Mann. Settings: Ralph Alswang. Costumes: Peggy Morrison. Publicity: Karl Bernstein, CI. 6-0427.
- Thursday April 27 PREMIERE: "NO SAD SONGS FOR ME" (Movie) MUSIC HALL, 6TH AVE. & 50TH Columbia Pictures' film about a young wife who, facing death from cancer, teaches another woman to take her place as wife and mother. Stars: Margaret Sullavan, Wendell Corey and Viveca Lindfors. Prod.: Buddy Adler. Dir.: Rudolph Mate. Gowns: Jean Louis. Publ.: Hortense Schorr, CI. 5-5000.
- Thursday April 27 PREMIERE: "CONSPIRATOR" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST. MGM presents a romantic movie about a traitor and his love for an unsuspecting girl. Stars: Robert Taylor and Elizabeth Taylor. Producer: Arthur Hornblow, Jr. Director: Victor Saville. Wardrobe: Helen Rose. Publicity: Herbert Crooker, JU. 2-2000.
- Friday April 28 4:30 P.M. TELEVISION: "VANITY FAIR" WCBS-TV, CHANNEL 2 Adele Simpson will present, with commentaries, her Summer fashions to the television audience of Dorothy Doan's "Vanity Fair" program. Publicity: Helen Brattrud, PL. 5-2000.
- Beginning Tuesday May 2 10:00 A.M.- 11:00 A.M. TELEVISION: "YOUR TELEVISION SHOPPER" WNBT-TV, CHANNEL 4 Kathi Norris' daily show for shoppers (formerly on Dumont station) will be televised on WNBT. Fashions and accessories from Saks 34th Street will be shown on the first half hour. Guest: Arthur See, director of promotion and publicity for Saks 34th. On the second half hour, other participating sponsors will show their products. Publicity: Babs Doniger, PL. 3-1742.
- Tuesday May 2 REOPENING: "BRIGADOON" CITY CENTER, 131 W. 55TH STREET Cheryl Crawford will present The Critics Prize musical, for three weeks only. Publicity: Wolf Kaufman, LU. 2-3466.