

PUBLISHED WEEKLY • 10TH YEAR OF PUBLICATION

X 5/1/50

fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

WEEK OF

may



S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

september

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

february

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

march

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

april

S	M	T	W	T	F	S
			1			
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

june

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

july

S	M	T	W	T	F	S
			2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

august

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
27	28	29	30			

september

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

october

S	M	T	W	T	F	S
			1	2	3	4
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

november

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

december

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

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, APRIL 28, 1950</u>			
Saturday April 29 1:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON	FOR NAT'L CHILDREN'S CARDIAC HOME	HOTEL PIERRE COTILLION ROOM
A fashion show by specialty shops will be presented for the benefit of the Manhattan Chapter of the National Children's Cardiac Home. Gowns--Bess McDowell. Hats--Lilly-Ann. Furs--Spears. Handknits--Helene Washburn. Scarves--Vera. Bathing Suits--LeDebut. Fashion Coordinator: Rosalyn Bader. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.			
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.		
<u>WEEK BEGINNING MONDAY, MAY 1, 1950</u>			
Monday May 1 11:00 A.M.	PRESS PREVIEW OF EMBROIDERY EXHIBITION	NAT'L HAND EMBROIDERY & NOVELTY MFR'S ASS'N	HOTEL STATLER CONFERENCE RM. 3
Advance press showing of more than 150 different types of embroidered trimmings being exhibited by the National Hand Embroidery and Novelty Manufacturers Association. Included will be beading and spangled embroideries, passementerie braids, and nail head novelties for Fall and Winter. Local trade showing: <u>Monday, May 1</u> and <u>Tuesday, May 2</u> from 12:00 Noon to 8:00 P.M.; for garment designers and out-of-town trade: <u>Tuesday, May 2</u> from 9:00 A.M. to 12:00 Noon; for association members: <u>Wednesday, May 3</u> from 9:00 A.M. to 5:00 P.M. Attendance by invitation only. Contact: Albert Gilman, Exec. Sec'y, LO. 3-6846.			
May 1	MAY DAY AND CHILD HEALTH DAY. (Monday).		
Monday May 1 4:30 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW SHOE COLLECTION	SCHWARTZ & BENJAMIN	WALDORF-ASTORIA ASTOR GALLERY
A fashion preview to celebrate the premiere presentation of the new Fall "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.			
Beginning Monday May 1- May 6	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
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.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 12:30 P.M. Luncheon	SHOWING OF FASHIONS AT BENEFIT LUNCHEON A benefit luncheon for the Vacation Camp and Dormitory For The Blind. Dresses--David's 53rd St. Suits--Alex Hirsch. Accessories--Belle Amie. Hair styles--Berthold. Jewelry--Jolie Gabor. Make-up--Saul Meth. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	FOR VACATION CAMP & DORMITORY FOR BLIND	HOTEL PIERRE COTILLION ROOM
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. Hats--John Frederics. 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 12:45 P.M. Luncheon	LUNCHEON FASHION PRESENTATION "People Are Talking About"--showing of fashions from specialty shops. Suits--British Tweeds, Inc. Shirts--Donat & Co. Hair styles--Werner of Switzerland. Jewelry--Richelieu. Public Relations: Richard Bernstein, PL. 8-1703. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW "The Free Moving Elegance of Summer Fashions"--a presentation of Summer fashions. Press by invitation. Public by reservation; contact: "Albert" headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf-Astoria Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday May 3 2:30 P.M.- 3:30 P.M. Luncheon	SHOWING OF CUSTOM- ORDER COLLECTION Sydell-Marie-Yates will present their custom collection of Spring and Summer suits, cocktail dresses, dinner and evening gowns to the guests of the B'nai B'rith Women of the F.D.R. Chapter in Forest Hills. Furs--Sol Schulman Co. Hats--Dorothy Gordon. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	RITZ-CARLTON HOTEL BALLROOM

<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
Thursday May 4 2:30 P.M.	LECTURE SERIES ON SEWING TECHNIQUES The second in a series of 13 weekly sewing lectures conducted by Lucille Rivers, authority on sewing techniques. Open to public. Lucille Rivers Contact: Peg Rivers, WA. 9-4783. Altman Publicity: Etta Daub, MU.9-7000.	B. ALTMAN & COMPANY	5TH FLOOR FABRIC DEPARTMENT
Friday May 5 9:30 A.M. Breakfast	SUMMER FASHIONS FOR THE "FULLER FIGURE" Lane Bryant will present Summer fashions for women with "fuller figures" at a showing for the press. Attendance by invitation only. Contact: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT, INC.	5TH AVE. & 40TH ST. 10TH FLOOR
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 RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L.I.
Saturday May 6 12:30 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON The N.Y.U. Beta Chapter and alumnae of Lambda Gamma Phi sorority will hold a benefit luncheon for the National Foundation for Infantile Paralysis. Showing of Summer fashions by Ceil Chapman, Jo Copeland, David Crystal. Commentator: Eileen O'Connell, radio and television personality. An auction of millinery will be held following the show with hats designed by John Frederics, G. Howard Hodge, Laddie Northridge and Milgrim. Jewelry--Majeska pearls from La Tausca. Press by invitation. Public by reservation. Tickets: \$5.00; contact: Harriet Funk, 30 West 190 St., N.Y. 63, FO. 7-2324. Nat'l Foundation Publ.: William Reidy, TE. 8-8700.	LAMBDA GAMMA PHI BETTA CHAPTER, NYU	HOTEL PLAZA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 9 11:00 A.M.	PREVIEW OF FALL MILLINERY COLLECTION Preview of advance Fall millinery fashions and a house-warming by Abbe-Rose Hat Corp., a new firm. (<u>Note Change of Date.</u>) Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	ABBE-ROSE HAT CORP.	19 WEST 57TH STREET SALON
Tuesday May 9 4:00 P.M.- 6:00 P.M.	"JUVENILE JURY": FALL BELTED FASHIONS The Belt Association will present 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. Freyberg; 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. 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 for town and country wear 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
Thursday May 11 10:00 A.M.	PRESS PREVIEW OF WOMEN'S FASHIONS Showing of women's fashions by Roaman's, with clothes modeled by mothers from the five boroughs of Greater New York, and New Jersey. Attendance by invitation only. Publicity: Bert Nevins, Inc., WI. 7-9715.	ROAMAN'S DEPT. STORE	20 WEST 39TH STREET
Thursday May 11 1:00 P.M. Luncheon	"CARIBE HOLIDAY"-- LUNCHEON FASHION SHOW A presentation of Summer fashions during luncheon. Dresses--Anna Miller; Eta & Ann Sadowsky; Martini Designed. Furs--Bernham-Stein. Handmade blouses--Helitzer Bros. Cottons--Jerry Parnis; Jacquelyn Ross. Junior Travel Suits--Peggy Diamant. Junior Cottons--Betty Barclay. Sportswear--del Mar. Luggage--Dale. Sandals--Pie-Shells by Liglon, Inc. Hats--Mary Goodfellow; Stetson. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director and Coordinator: Mary Alice Rice, CI. 6-1790. Commentary and Publicity: Mildred Kaldor, MU. 9-5420.	NEW YORK DESIGNERS	HOTEL PLAZA TERRACE ROOM
Friday May 12 4:30 P.M.	FASHION SHOW FOR MAYOR'S CONFERENCE The N.Y. Dress Institute will present a fashion show for the U. S. Conference of Mayors. 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.		-4-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. Contact: Eleanor Rowlands or Lucy Brown, 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
Wednesday May 17 11:00 A.M. Luncheon	PRESS PREVIEW: "BRIEF" COATS AND SUITS Peggy Diament will present her Fall collection of coats and suits in junior and "brief" sizes to the press on Wed., May 17. Luncheon after the show. By invitation only. (<u>Note Change Of Date</u>). Resident buyers' preview on Thursday, May 18, at 11:00 A.M., to be followed by luncheon. Trade opening Friday, May 19 at 10:30 A.M. Daily showings thereafter 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, INC.	512 SEVENTH AVENUE SHOWROOM-9TH FLOOR

<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
Thursday May 18 10:00 A.M.	ANNUAL MEETING OF FRAGRANCE FOUNDATION The Fragrance Foundation will have a meeting for members; also non-members, including manufacturers; essential oil companies; suppliers; and press of the fragrance industry. There will be a discussion of what this organization has accomplished since it was incorporated last June. Attendance by invitation. Contact: Miriam Gibson French, Fragrance Foundation, PL. 7-2817.	THE FRAGRANCE FOUNDATION, INC.	WALDORF-ASTORIA BASILDON 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 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 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 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
Saturday May 20 1:00 P.M. Luncheon	PRESENTATION OF SUMMER FASHIONS AT BENEFIT The Flatbush Chapter of the Women's Division of the National Cancer Foundation will present a benefit luncheon show. Summer fashions by Nettie Rosenstein and Frances Sider. Hats--John Frederics. Commentator: Charlotte Manson, radio and television personality. Tickets: \$6.50. Contact: National Cancer Foundation, 101 Fifth Avenue, GR. 3-0963. Publicity: Charlotte Armstrong, Lester L. Wolff Agency, MU. 9-1440.	NATIONAL CANCER FOUNDATION	HOTEL PLAZA 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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 23 9:30 A.M. Breakfast	PRESS SHOWING OF FALL SPORTSWEAR A press breakfast and presentation of the Arrowhead Playclothes, Inc. Fall collection. Trade preview at 3:30 P.M., Tuesday, May 23, to be followed by cocktails. Attendance by invitation only. Daily showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: Margaret Shelley, LA. 4-0111.	ARROWHEAD PLAYCLOTHES INCORPORATED	550 SEVENTH AVENUE SHOWROOM--2ND FLOOR
Tuesday May 23 10:00 A.M.	PRESS SHOWING: FALL COATS AND SUITS Press presentation of Seymour Fox's Fall collection of coats and suits. Attendance by invitation only. Daily trade showings, beginning <u>Tuesday, June 6</u> , at 10:00 A.M. to 12:00 Noon; 2:00 P.M. to 4:00 P.M., by appointment. Publicity: Ann R. Silver Associates, MU. 7-8654.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday May 23 4:00 P.M. Cocktails	PRESS PREVIEW: FALL DRESS COLLECTION Penart will present a Fall collection of misses dresses, designed by Margi Snyder, at a cocktail party for the press. Attendance by invitation only. Publicity: Gladys Steiner, MU. 9-1630.	PENART FASHIONS	1400 BROADWAY SHOWROOM-30TH FLOOR
Wednesday May 24 11:00 A.M. Luncheon	PREVIEW OF FALL BLOUSE COLLECTION Press showing of Helitzer blouses and a new collection of separates for Fall at 11:00 A.M., followed by luncheon. Trade showing at 3:30 P.M., followed by cocktails. Attendance by invitation only. (<u>Note Change of Date</u>). Showings daily thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	HELITZER BROS. & CO.	525 SEVENTH AVENUE SHOWROOM--14TH FL.
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
Wednesday May 24 3:30 P.M. Cocktails 4:30 P.M. Show	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's semi-annual press preview of their Fall fashions. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (<u>Trade showings at McMullen showroom, 475 Fifth Avenue, beginning Thursday May 25, at 10:30 A.M. and 2:00 P.M.</u>). Publicity: Isabella Crawford, MU. 3-9560.	THE McMULLEN CO. (475 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
May 30	MEMORIAL DAY (Tuesday)--Legal Holiday.		
Wednesday May 31 11:00 A.M. Luncheon	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION A press preview of the del Mar Sportswear collection for Fall at 11:00 A.M., followed by box luncheon. Preview for resident buyers at 11:00 A.M., <u>Thursday, June 1</u> , followed by box luncheon. Attendance by invitation only. (<u>Note Change of Date</u>) Continuous showings daily thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	DEL MAR SPORTSWEAR, LTD.	498 SEVENTH AVENUE SHOWROOM--8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 1 4:00 P.M.- 6:00 P.M. Cocktails	FUR FASHIONS AT PRESS PREVIEW Leo Ritter will present his Fall fur collection at a cocktail preview for the press. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	RITTER BROTHERS	HOTEL PLAZA WHITE & GOLD SUITE
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. Trade openings, beginning <u>Tuesday, June 6</u> at 10:30 A.M. and 2:30 P.M. with daily showings thereafter, by appointment. Publicity: Adele Strassfield, PE. 6-1277.	CUSTOM-CRAFT CLOTHES	110 WEST 40TH STREET SHOWROOM-20TH FLOOR
Sunday June 4- June 15	FALL JUVENILE STYLE OPENINGS Individual manufacturers throughout the country will exhibit their lines of Fall fashions for boys and girls, from infant's size to 16 years. Press by invitation. Contact: Max Levy, LA. 4-0840.	METROPOLITAN JUVENILES STYLE MART, INC.	HOTEL NEW YORKER 5TH, 6TH, 7TH FLS.

Week Of	OPENING OF FALL SPORTSWEAR LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
June 5	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.		

Beginning Monday June 5	OPENING OF FOGA FALL COLLECTIONS The FOGA 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:	FASHIONS ORIGINATORS' GUILD OF AMERICA LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAFRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	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.
-------------------------------	---	--	---

Tuesday June 6 12:00 Noon	PREVIEW OF FALL COLLECTION The Fall collection of Diminutives, Inc., will be presented to the press and trade at 12:00 Noon. Attendance by invitation only. Showings daily thereafter at 12:00 Noon. Publicity: Mildred Kaldor, MU. 9-5420.	DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
---------------------------------	---	-------------------	---

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 for buyers only. 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
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
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 AVE.)	HOTEL ASTOR GRAND BALLROOM
Thursday June 8 10:30 A.M.	PREVIEW OF FALL COLLECTION A preview for the press and trade of the Fall collection of Martini Designed fashions by Sylvan Rich. Attendance by invitation only. Daily showings thereafter at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR

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

- Saturday April 29 PREMIERE: "D. O. A." (Movie) CRITERION THEATRE, B'WAY & 45TH ST. United Artists release of a murder film in which the victim, slowly dying of a rare poison, seeks the man who will eventually cause his death. Stars: Edmond O'Brien and Pamela Britton with Luther Adler. Producer: Leo C. Popkin. Director: Rudolph Mate. Costumes: Maria Donovan. Publicity: Tess Michaels, CI. 5-6000.
- Week Of April 30 SECOND WEEK: BALLET THEATRE CENTER THEATRE, 6TH AVE. & 49TH ST. Second week's program: Sun. Mat., April 30: DESIGNS WITH STRINGS; BILLY THE KID; LA FILLE MAL GARDEE. Sun. Eve., April 30: THEME AND VARIATIONS; CAPRICHOS; PILLAR OF FIRE; FANCY FREE. Tues. Eve., May 2: ROMEO AND JULIET; JEUX; PAS DE QUATRE; THEME AND VARIATIONS. Wed. Eve., May 3: INTERPLAY; NIMBUS; PRINCESS AURORA. Thurs. Eve., May 4: BILLY THE KID; JARDIN AUX LILAS; PAS DE DEUX; LES PATINEURS. Fri. Eve., May 5: DESIGNS WITH STRINGS; UNDERTOW; JEUX; FANCY FREE. Sat. Mat., May 6: ROMEO AND JULIET; PAS DE QUATRE; PRINCESS AURORA. Sat. Eve., May 6: SWAN LAKE; NIMBUS; CAPRICHOS; GALA PERFORMANCE. Tickets: \$1.20-\$3.00. Publicity: William Fields, CI. 5-7390.
- Beginning Monday May 1 3:45 P.M.- 4:00 P.M. TELEVISION PREMIERE: "SEWING IS FUN" WCBS-TV, CHANNEL 2 Lucille Rivers, sewing authority, will give a 13-week televised home sewing course on Mondays, Wednesdays and Fridays. The program will feature sewing instructions, and Miss Rivers' own tips and short cuts. Fashions from Advance Pattern Company; fabrics, Arthur Bier & Company's "ABC" cottons, and Schwarzenbach Huber Company's silks; buttons, B. Blumenthal & Co.; Pfaff sewing machines; Philbeck pinking shears. Contact: Peg Rivers, WA. 9-4783. CBS Publicity: Helen Brattrud, PL. 5-2000.
- Beginning Tuesday May 2 10:00 A.M.- 11:00 A.M. TELEVISION: "KATHI NORRIS SHOW" 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. (Note Change Of Title). 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. Director: Robert Lewis. Book and Lyrics: Alan Jay Lerner. Choreography: Agnes deMille. Music: Frederick Loewe. Scenery: Oliver Smith. Costumes: David Ffolkes. Tickets: \$1.20 to \$3.00. Publicity: Wolfe Kaufman, LU. 2-3466.
- Beginning Wednesday May 3 8:30 P.M. "CARNEGIE POPS" CARNEGIE HALL, 7TH AVE. & 57TH ST. Music Sponsors Foundation, Inc. will present a series of concerts six nights a week during the month of May. First week's program: Wed., May 3: Songs from "South Pacific". Thurs., May 4: Latin-American music. Fri., May 5: Music dedicated to George Gershwin. Sat., May 6: All-Tchaikovsky program. Mon., May 8: Paul Makovsky, violinist. Tues., May 9: Victor Herbert's music. Musical Director: Enrico Leide. Tickets: \$1.20-\$3.00. Publicity: Janet Goossens, CI. 7-7460.