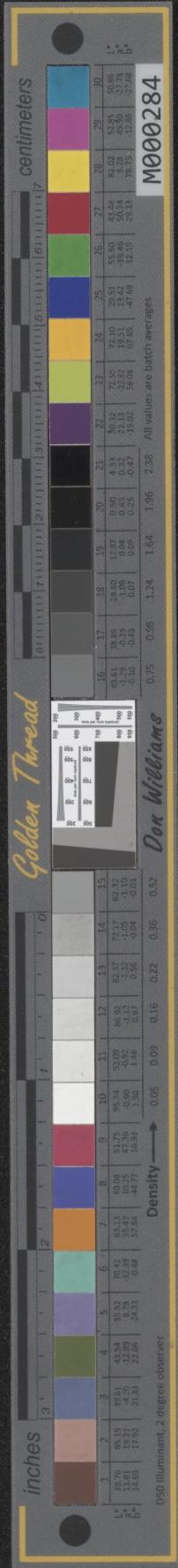


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january

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fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

march

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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, JANUARY 20, 1950</u> | | | |
| Friday Jan. 20 1:00 P.M. Luncheon | RESORT COLLECTION WITH SUPERFLASH BLOUSE Gimbels will present the Superflash collection of Resort and Summer clothes, highlighting Textron's Superflash blouse, newest design for camera enthusiasts. An award luncheon for the best amateur photographer will be given by Sylvania Electric Products, Inc.; celebrities from the photography world will attend. Staged by Billie Gould. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Gimbels Publ.: Terry Mayer, LO. 5-1500, Ext. 600. Publicity: Fashion Production Associates, Ann Goodrich, MU. 8-1700. | GIMBELS | WALDORF-ASTORIA SERT ROOM |
| <u>WEEK BEGINNING MONDAY, JANUARY 23, 1950</u> | | | |
| Postponed Jan. 23 | BRAAGAARD'S PRESS SHOWING OF SPRING MILLINERY, ORIGINALLY SCHEDULED FOR MON. JAN. 23, HAS BEEN POSTPONED UNTIL WED., FEB. 1, AT 3:00 P.M. (See P.3). | NATIONAL NEEDLECRAFT BUREAU, INC. | THROUGHOUT THE COUNTRY |
| Beginning Monday Jan. 23 | LONDON HAUTE COUTURE OPENINGS Monday, Jan. 23: Hardy Amies, Ltd.; Mattli. Tuesday, Jan. 24: Molyneux; Michael Sherrard; Norman Hartnell. Wednesday, Jan. 25: Victor Steibel; Charles Creed, Ltd. Thursday, Jan. 26: Peter Russell, Ltd. Friday, Jan. 27: Digby Morton, Ltd.; Worth (London) Ltd. Admission is by invitation only. Contact: Lillian Hyder, Incorporated Society of London Fashion Designers, 193 Regent Street, London, W.I. | INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS | LONDON ENGLAND |
| Beginning Monday Jan. 23 | SHOWINGS OF DINNER GOWNS & "TWO-SOMES" Dorine Liebert presents her Spring collection of dinner-at-home gowns. Also, her Spring and Summer "two-somes"--separates and blouses for day, cocktail and evening wear. Contact: Miss Berk, EL. 5-2577. | DORINE LIEBERT | 15 EAST 53RD STREET SHOWROOM |
| Beginning Monday Jan. 23- Jan. 28 | EXHIBIT OF COTTONS FOR RESORT WEAR Exhibition of casual dresses for Resort wear, designed and made in colorful cotton fabrics by students at Traphagen. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY AT 52ND STREET |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Jan. 24 11:00 A.M. | PRESS PREVIEW OF SUMMER COLLECTION | CLIFFORD OF DEL MAR SPORTSWEAR | 498 SEVENTH AVENUE SHOWROOM |
| | Press preview of the Summer collection designed by Clifford for del Mar Sportswear. Show will be followed by luncheon at 12:00 Noon. Luncheon shows for the trade on Wednesday, Jan. 25 and Thursday, Jan. 26. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | | |
| Tuesday Jan. 24 3:30 P.M. Cocktails | PRESS PREVIEW OF COTTON COLLECTION "Cotton Futures"--press showing of new cotton fashions by Jerry Parnis. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | JERRY PARNIS | 530 SEVENTH AVENUE SHOWROOM |
| Wednesday Jan. 25 11:30 A.M. Luncheon | SPRING RAINWEAR FASHION SHOW Lawrence of London will open their new showroom with a presentation of Spring rainwear fashions. Buffet luncheon at 11:30 A.M.; show at 2:30 P.M. By invitation only. Contact: Norman J. Lawrence, CH. 3-8116. | LAWRENCE OF LONDON | 239 WEST 39TH STREET SHOWROOM -- 11TH FL. |
| Wednesday Jan. 25 12:45 P.M. Luncheon | LUNCHEON FASHION PRESENTATION Margi, designer for A. Goodman, will present daytime and cocktail dresses; Lass O'Scotland will show knitted ensembles; lingerie by Saab. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | A. GOODMAN & CO.; LASS O'SCOTLAND | HOTEL PIERRE COTILLION ROOM |
| Wednesday Jan. 25 1:00 P.M. Luncheon | SPRING MILLINERY AT LUNCHEON SHOW "Hatty, Hatty, Hatty Talk", a quick look at the Peg Fischer look for the Spring season. Gloves from Dawnelle. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | PEG FISCHER | WALDORF ASTORIA SERT ROOM |
| Beginning Wednesday Jan. 25 | OPENING OF SUMMER COLLECTION The McMullen Company will present their Summer collection at 10:30 A.M. and 2:00 P.M. daily. Publicity: Bella Crawford, MU. 3-9560. | THE McMULLEN CO. | 475 FIFTH AVENUE SHOWROOM |
| Beginning Sunday Jan. 29- Feb. 1 | SPRING AND SUMMER MARKET WEEK Opening of Miami Fashion Council's Spring and Summer Market Week. Fashion show on Sunday, Jan. 29 at 2:30 P.M., Venetian Hotel, Miami. Publicity: Ann Rabin, LO. 9-5474 or LA. 4-4278. | MIAMI FASHION COUNCIL | VENETIAN HOTEL MIAMI, FLORIDA |
| Monday Jan. 30 11:00 A.M. Luncheon | PRESS PREVIEW OF SUMMER PLAYCLOTHES Arrowhead will present their Summer playclothes to the press. Show will be followed by luncheon at 12:00 Noon. Special trade showing at 4:00 P.M. Attendance by invitation only. Contact: LA. 4-0111. | ARROWHEAD PLAYCLOTHES | 550 SEVENTH AVENUE SHOWROOM |
| Beginning Monday Jan. 30 | SHOWING OF SPRING AND SUMMER LINES The St. Louis Fashion Creators will show their Spring and Summer lines; also, the millinery manufacturers will show Spring lines. Contact: St. Louis Fashion Creators, St. Louis, Missouri. | ST. LOUIS FASHION CREATORS | HOTEL STATLER ST. LOUIS, MISSOURI |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Jan. 31 12:15 P.M. Luncheon | "MARCH OF DIMES" FASHION SHOW "Mid-Century Fashion Show"--sixth annual "March of Dimes" show, "Scenes of Spring", presented for the benefit of the National Foundation for Infantile Paralysis, with fashions from the N.Y. Dress Institute Couture Group. Fashions from Hansen Bang; Anthony Blotta, Brigance of Charles Nudelman; Capri Originals; Hattie Carnegie; Ceil Chapman; Jane Derby; Christian Dior; Jacques Fath; Joseph Halpert; Tina Leser of Edwin H. Foreman; Claire McCardell; Philip Mangone; Monte-Sano and Pruzan; Mollie Parnis; Pattullo-Jo Copeland; Ben Reig; Maurice Rentner; Nettie Rosenstein; Frances Sider; Adele Simpson; Herbert Sondheim; Pauline Trigere; Joset Walker of David M. Goodstein; Emily Wilkens. Also, Henri Bendel; Bergdorf Goodman; Bonwit Teller; Castillo of Elizabeth Arden; Lilly Dache; Charles James; Milgrim; Carrie Munn; Sophie of Saks Fifth Avenue; Valentina. Special scenes sponsored by Burlington Mills and Galey & Lord. Celebrities of stage, screen and society will act as guest commentators and models. Script by Inez Robb. Staged by Lester Gaba. Reservations: \$50.00 per person for "runway" tables; \$25.00 per person for other tables; \$10.00 per person for second tier (no luncheon). Contact: Kay Weatherly, Nat'l Foundation, 120 Broadway, BE. 3-0500. Publicity: Eleanor Lambert, MU. 8-2130. | NEW YORK DRESS INSTITUTE | WALDORF-ASTORIA GRAND BALLROOM |
| Wednesday Feb. 1 11:00 A.M. Aperitif | PRESS PREVIEW OF SUMMER COLLECTION Designer Bonnie Cashin of Adler & Adler will present her Summer collection to the press. Attendance by invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108. | ADLER & ADLER | 550 SEVENTH AVENUE SHOWROOM |
| Wednesday Feb. 1 12:45 P.M. Luncheon | SPRING COLLECTION OF READY-TO-WEAR Elizabeth Arden will show the Spring collection of ready-to-wear originals, designed by Castillo, at a benefit luncheon for Memorial Hospital Cancer Center Unit. There will be rummage donations for resale at the Stuyvesant Square Thrift Shop. Jewels from Cartier. Door Prize: 2 tickets for the February 20 performance of "South Pacific". Press by invitation. Public by reservation (plus rummage); contact: Francois, TE. 8-8000. Elizabeth Arden Publicity: Rasponi Associates, TE. 8-8171. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | ELIZABETH ARDEN- CASTILLO | HOTEL PIERRE COTILLION ROOM |
| Wednesday Feb. 1 1:00 P.M. Luncheon | SPRING DRESSES AT LUNCHEON SHOW Saks 34th will present misses' daytime dresses for Spring at a luncheon show. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Publicity for Saks 34th: Frances Eisner, LA. 4-7000, Ext. 455. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | SAKS 34TH STREET | WALDORF-ASTORIA SERT ROOM |
| Wednesday Feb. 1 3:00 P.M. Cocktails | PRESS SHOWING OF SPRING MILLINERY Braagaard will present his Spring millinery collection at a showing for press and trade. (Note Change of Date). Attendance by invitation only. Contact: PL. 3-0353. | BRAAGAARD, INC. | 10 EAST 56TH STREET SALON |
| Wednesday Feb. 1 4:00 P.M. Cocktails | PRESS SHOWING OF SUMMER DRESSES Press showing of Summer cottons. By invitation. Publ.: Donna Cannon, PL. 5-0484. | ED GERRICK, INC. | 550 SEVENTH AVENUE SHOWROOM-7TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Wednesday Feb. 1 | SCHEDULE OF PARIS COUTURE OPENINGS | CHAMBRE SYNDICALE DE LA COUTURE DE PARIS | PARIS, FRANCE |
| | Couture showings in Paris are scheduled as follows: <u>Feb. 1</u> : Balmain, Maguy, Patou, Thomas, Vramant; <u>Feb. 2</u> : Carven, deRauch, Piguet; <u>Feb. 3</u> : Chaumont, Dior, Fath, Heim, Lecomte, Paquin, Rochas; <u>Feb. 4</u> : Rouff, Schiaparelli; <u>Feb. 5</u> : Desses; <u>Feb. 6</u> : Baillie, Geroy, Griffé, Lanvin; <u>Feb. 7</u> : Levon; <u>Feb. 9</u> : a la Pensee; <u>Feb. 14</u> : Nino. Contact: P. Caldagues, #102 Rue Faubourg, St. Honore, Paris. | | |
| Thursday Feb. 2 12:15 P.M. Luncheon | ACCESSORIES DIVISION LUNCHEON MEETING | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |
| | Subject: "It Is News Because" . . . "We'll Tell You Why, And How, In A Fashion Show". Report and commentary by Marjorie Schlesinger, accessory stylist, Macy's; and chairman of Fashion Group's Accessories Division. In addition, there will be last minute accessories news by cable from Paris and London. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. | | |
| Beginning Sunday Feb. 5- Feb. 10 | NATIONAL SHOW OF SPRING WASH APPAREL | WASH APPAREL INDUSTRY | PALMER HOUSE CHICAGO, ILLINOIS |
| | The National Spring Wash Apparel Show for 1950 will be held at the Palmer House during the week of February 5 through February 10. Annual fashion show will be staged in the Grand Ballroom of the Palmer House on Wednesday evening, Feb. 8. Contact: Glenn G. Hayes, executive director, National Wash Apparel Show, Room 751, 210 W. Adams St., Chicago. | | |
| Beginning Monday Feb. 6 10:30 A.M.; 12:30 P.M. | OPENING OF SUMMER COLLECTION | CAROLYN SCHNURER | 1410 BROADWAY SHOWROOM-23RD FLOOR |
| | Carolyn Schnurer will present her Summer collection daily at 10:30 A.M.; and 12:30 P.M. (box luncheon). For luncheon reservation, contact: Lee Walker, CH. 4-8446. | | |
| Beginning Monday Feb. 6 | OPENING OF SUMMER LINES | THE SPORTSWEAR GUILD | MANUFACTURERS' SHOWROOMS |
| | Summer Sportswear Guild collections will open on the following dates: <u>Feb. 6</u> : SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. <u>Feb. 7</u> : ADLER & ADLER, INC.; KANE-WEILL. <u>Feb. 8</u> : DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL ROSENBLUM CO. <u>Feb. 9</u> : CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG CO. | | |
| Contact individual manufacturers. | | | |
| Tuesday Feb. 7 8:30 A.M. Breakfast | PREVIEW OF SUMMER FASHIONS | RO-NEL OF CALIFORNIA | LONGCHAMPS B'WAY & 41ST STREET |
| | Ro-Nel will present the Summer collection of junior and teen-age street wear and sport fashions to the trade and press. Attendance by invitation only. Publicity: Joan Leib, WI. 7-7258. | | |
| Beginning Tuesday Feb. 7 10:30 A.M.; 2:30 P.M. | OPENING OF SUMMER LINES | FRANCES SIDER, INC.; SUNCLOTES, INC. | 1384 BROADWAY SHOWROOM-24TH FLOOR |
| | Presentation of two new Summer collections of "Seasiders"--bathing suits, playclothes, sun dresses and tube shirts--complete Summer wardrobes, designed by Frances Sider. Showings daily at 10:30 A.M. and 2:30 P.M. Contact: LO. 4-3323. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Feb. 7 11:00 A.M. | PREVIEW OF MARUSIA'S SPRING COLLECTION Saks Fifth Avenue will present a press preview of the Spring collection, designed by Marusia, exclusively for Saks Fifth Avenue. Attendance by invitation only. Publicity: Mildred Lippitt, PL. 3-4000. | SAKS FIFTH AVENUE | 5TH FLOOR |
| Tuesday Feb. 7 3:30 P.M. Cocktails | SWISS FABRIC FASHION SHOW Presentation of fashions in luxury cottons from Switzerland. Costumes from Summer collections of leading designers of daytime and evening dresses, sportswear, blouses, bridal wear, accessories, children's wear. Attendance by invitation only. Contact: Swiss Fabric Group, OR. 9-2750. | SWISS FABRIC GROUP | RITZ-CARLTON HOTEL BALLROOM |
| Wednesday Feb. 8 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Arnold Constable will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lou Hutchison, MU. 5-2300. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | ARNOLD CONSTABLE | WALDORF-ASTORIA SERT ROOM |
| Thursday Feb. 9 9:15 A.M. Breakfast | SUMMER FASHIONS BY LEADING DESIGNERS Folker Fabrics Corp. present Summer fashions by leading designers in new nylon-rayon sheer "Lovecharm" fabrics. Attendance by invitation only. Publicity: Stella Epstein, PE. 6-0530. | FOLKER FABRICS CORP. | HAMPSHIRE HOUSE COTTAGE |
| Thursday Feb. 9 11:00 A.M. Luncheon | PRESS PREVIEW OF SUMMER COLLECTION Adele Simpson will present her Summer collection to the press. Basket luncheon will be served after the show. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | ADELE SIMPSON | 530 SEVENTH AVENUE SHOWROOM |
| Monday Feb. 13 12:00 Noon Luncheon | PRESS PREVIEW OF SPRING MILLINERY Saks Fifth Avenue will invite the press to a preview of the Spring custom millinery collection, designed by Tatiana du Plessix. Attendance strictly by invitation. Publicity: Mildred Lippitt, PL. 3-4000. | SAKS FIFTH AVENUE | ST. REGIS HOTEL PRIVATE SUITE |

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| Beginning Monday Feb. 13 | FOGA TO SHOW SUMMER LINES The FOGA Spring collection will be shown, beginning Monday, Feb. 13. Individual opening dates will be announced later. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS | FASHION ORIGINATORS' GUILD OF AMERICA, 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. PAUL PARNE CORP. PARNIS-LIVINGSTON, INC. | MANUFACTURERS' SHOWROOMS BEN REIG, INC. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. ADELE SIMPSON, INC. HERBERT SONDEHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC. |
| Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945. | | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Feb. 14 | VALENTINE'S DAY (Tuesday). | | |
| Tuesday Feb. 14 10:00 A.M. Breakfast | PRESS SHOW: FASHIONS FOR SECOND WEDDING Premiere press showing of Raymond's fashions at a wedding breakfast, dedicated to the second bride. Cultured pearls from La Tausca. Door prize: Custom-made gown by Raymond. Commentator: Mary Wells Ridley. Attendance by invitation. Contact: Jane Franklin, Allied Syndicates, PL. 9-6411. | RAYMOND MARINELLI, INC. (37 WEST 47TH STREET) | HOTEL GOTHAM BALLROOM-3RD FLOOR |
| Tuesday Feb. 14 1:00 P.M. Luncheon | "TALL GALS' FANCY" LUNCHEON FASHION SHOW Peg Newton will present a Spring and Summer wardrobe collection for tall gals during luncheon. Press by invitation. Public by reservation; con- tact: MU. 8-3000, Ext. 6. Peg Newton Publicity: Donna Cannon, PL.5-0484. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000. | PEG NEWTON | RITZ-CARLTON HOTEL OVAL ROOM |
| Tuesday Feb. 14 1:00 P.M. Luncheon | VALENTINE'S DAY PREVIEW OF NEW SPRING DESIGNS Mimi Pearce will present her new Spring designs in hand-knit originals. Press by invitation. Public by reservation; contact: SC. 4-8100. Mimi Pearce Publicity: Cayton-Klempner, PL. 9-3408. | MIMI PEARCE (23 EAST 67TH ST.) | TAVERN-ON-THE-GREEN CENT.PK.W.& 67TH ST. |
| Tuesday Feb. 14 3:00 P.M. Cocktails | PRESS PREVIEW: FURS, CLOTH COATS & SUITS Presentation to the fashion press of the I. J. Fox Spring collection of furs, cloth coats and suits, featuring originals and adaptations. Accessorized by Roberta Miles. Attendance by invitation only. Contact: Helen Rothman, MU. 5-4500. | I. J. FOX | 393 FIFTH AVENUE EMPIRE SALON |
| Tuesday Feb. 14 4:00 P.M. Tea | SUMMER FASHIONS BY EMILY WILKENS Emily Wilkens will present day, play, date and formal Summer fashions "for America's juniors," her first collection sponsored by Reich-Goldfarb, at a Valentine tea for press and trade in the Tapestry Room of the Park Lane. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | REICH-GOLDFARB & CO. (530 SEVENTH AVENUE) | PARK LANE HOTEL PARK AVE. & 48TH ST. |
| Wednesday Feb. 15 10:00 A.M. And 4:30 P.M. | FASHION PREVIEW OF MAY ISSUE Charm Magazine will present a fashion preview of their May vacation issue, "Two Weeks With Pay". Morning breakfast showing at 10:00 A.M.; afternoon cocktail show at 4:30 P.M. For Charm tie-in stores, by invitation only. Publicity: Eloise Ray, MU. 3-8910. | CHARM MAGAZINE | HOTEL PLAZA BALLROOM |
| Thursday Feb. 16 12:30 P.M. Luncheon | PRESS PREVIEW: NEW HOSIERY FASHIONS Gotham Hosiery will present Spring stocking fashions and new developments in hosiery to the press at a luncheon show. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | GOTHAM HOSIERY CO. | HOTEL PIERRE BALLROOM |
| Thursday Feb. 16 3:00 P.M.- 4:00 P.M. | SHOWING OF CUSTOM- ORDER COLLECTION Sydell will present her Spring and Summer collection of custom-order suits and dresses. Hats from Lenesta. Contact: EL. 5-8729. | SYDELL (666 FIFTH AVENUE) | RITZ-CARLTON HOTEL MAIN BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|---|-----------------------------------|----------------------------------|
| Beginning Saturday Feb. 18- Feb. 25 | NATIONAL SEW AND SAVE WEEK Twelfth Annual "Sew and Save" Week, with magazine, newspaper and radio publicity; store advertising, and window displays will feature fabrics, patterns and notions. Window display contest with \$1500 in cash prizes. Publicity: George Pounder, LE. 2-4455. | NATIONAL NEEDLECRAFT BUREAU, INC. | THROUGHOUT THE COUNTRY |
| Feb. 22 | WASHINGTON'S BIRTHDAY (Wednesday, Legal Holiday). | | |
| Thursday Feb. 23 9:30 A.M. Breakfast | PRESS SHOWING OF SPRING FASHIONS Knize will present the Spring collection of tailored suits and coats to the press. Attendance by invitation only. Contact: Miss Noni, PL. 3-2987. | KNIZE, INC. | 24 EAST 56TH STREET SALON |
| Tuesday Feb. 28 10:30 A.M. | PRESS PREVIEW OF BRIDAL FASHIONS Saks Fifth Avenue will present a collection of fashions for the bride. Attendance by invitation only. Publicity: Mildred Lippitt, PL. 3-4000. | SAKS FIFTH AVENUE | FLOOR TO BE ANNOUNCED |
| Tuesday Feb. 28 11:00 A.M. | PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Summer collection of custom-order fashions to the press. By invitation only. Contact: Frances Riker, PL. 3-9185. | OLDRIC ROYCE | 16 EAST 52ND STREET SALON |
| Wednesday March 1 9:30 A.M. Breakfast | PRESS PREVIEW OF SPRING FASHIONS Semi-annual fashion show for the press by Bloomingdale's, presenting their Green Room fashions for Spring. Showing at 10:00 A.M. Attendance by invitation only. Publicity : Dervin O'Brien, EL. 5-5900.. | BLOOMINGDALE'S | LEXINGTON AVENUE AND 59TH STREET |
| Wednesday March 1 1:00 P.M. Luncheon | FUR FASHIONS AT LUNCHEON SHOW Ritter Brothers will present Spring fur fashions, designed by Leo Ritter, during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Ritter Bros. Publ.: Ruth Hammer Assoc. EL. 5-7108. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | RITTER BROTHERS | WALDORF-ASTORIA SERT ROOM |

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

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| Wednesday March 1 | HATTIE CARNEGIE At 3:00 P.M. | 42 EAST 49TH ST. | PUBL.: SANNA BRODY | PL. 5-2600 |
| Thursday March 2 | BERGDORF-GOODMAN At 5:30 P.M. | 754 FIFTH AVE. | PUBL.: FLORENCE NEFF | PL. 3-7300 |
| Monday March 6 | MILGRIM At 11:00 A.M. | 6 EAST 57TH ST. | PUBL.: RUTH WALTZ | CI. 7-7200 |
| Tuesday March 7 | HENRI BENDEL At 10:30 A.M. | 10 WEST 57TH ST. | PUBL.: FRANCES ANDERSON | CI. 7-1100 |
| Wednesday March 8 | SAKS FIFTH AVENUE At 10:30 A.M. | 611 FIFTH AVE. | PUBL.: MILDRED LIPPITT | PL. 3-4000 |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|---|--------------------------------|--------------------------------------|
| Thursday March 2 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Presentation of De Pinna's Spectator Sports, Town and Young Modern fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. De Pinna Publicity: Dorothy Coburn, MU. 8-2000, Ext. 52. Hotel Plaza Fashion Director: Mary Alice Rice, PL. 9-3000. | DE PINNA | HOTEL PLAZA TERRACE ROOM |
| Friday March 3 4:00 P.M.- 5:00 P.M. Cocktails | FABRIC AND FASHION FORUM FOR 1950 Parents' Magazine will forecast colors, fabrics, and styles for 1950 Fall season at a forum. For apparel and accessory manufacturers and stylists, by invitation only. Contact: Mr. Monroe Michels, MU. 5-4400. | PARENTS' INSTITUTE, INC. | RITZ-CARLTON HOTEL GRAND BALLROOM |
| Tuesday March 7- March 8 | SEMI-ANNUAL LEATHER SHOW Thirty-sixth semi-annual leather show, with 89 booth spaces allotted to members of the Tanners' Council who will participate. Display of new leathers and colors to be sold during the Fall and Winter seasons of 1950. Contact: Tanners' Council, BE. 3-0494. | TANNERS' COUNCIL OF AMERICA | WALDORF-ASTORIA FOUR BALLROOMS |
| Wednesday March 8 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Milgrim will present Spring fashions. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Milgrim Publ.: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | MILGRIM | WALDORF-ASTORIA SERT ROOM |
| Wednesday March 8 2:30 P.M. | SPRING FASHION PRESENTATION Showing of Spring fashions for juniors, misses and women. Open to public. Publicity: Rita Dobbins, TR. 5-3100. | MARTIN'S (BROOKLYN) | 3RD FLOOR |
| Saturday March 11 11:00 A.M. | SPRING FASHIONS FOR TEENAGERS Martin's will present Spring teenage fashions. Open to public. Publicity: Rita Dobbins, TR. 5-3100. | MARTIN'S (BROOKLYN) | 5TH FLOOR |
| Wednesday March 15 1:00 P.M. Luncheon | MILLINERY FASHIONS AT LUNCHEON SHOW Aranka will present Spring millinery during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Aranka Contact: PL. 8-2966. Ted Saucier Publ. Office: Virginia Strub, EL. 5-3000. | ARANKA | WALDORF-ASTORIA SERT ROOM |
| Wednesday March 22 1:00 P.M. Luncheon | LUNCHEON SHOWING OF SPRING FASHIONS Spring fashions will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation, contact: "Albert", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity: Virginia Strub, EL. 5-3000. | THE TAILORED WOMAN | WALDORF-ASTORIA SERT ROOM |
| Wednesday March 29 1:00 P.M. Luncheon | SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | DEIN-BACHER OF THE WALDORF | WALDORF-ASTORIA SERT ROOM |

MUSIC...MOVIES...THEATRE

- Friday Jan. 20 OPENING: "DANCE ME A SONG" ROYALE THEATRE, 45TH ST. W. OF B'WAY
Dwight Deere Wiman in association with Robert Ross presents a musical revue. Cast includes Joan McCracken, Ann Thomas, Marion Lorne. Director: James Shelton. Choreography: Robert Sidney. Settings and Lighting: Jo Mielziner. Costumes: Irene Sharaff. Publicity: Tom Weatherly, CO. 5-7640.
- Friday Jan. 20 PREMIERE: "THE HASTY HEART" (Movie) STRAND THEATRE, B'WAY AND 47TH ST.
Warner Bros. presents a film about a Scottish soldier destined to die in an army hospital, who refuses any sympathy or friendship from his fellow men. Stars: Ronald Regan, Patricia Neal and Richard Todd. Producers: Howard Lindsay and Russel Crouse. Director: Vincent Sherman. Wardrobe: Peggy Henderson. Publicity: Eve Siegel, CI. 6-1000.
- Jan. 20 SONJA HENIE, AT MADISON SQUARE GARDEN, Publ.: Lillian Jenkins, CO. 5-6800.
- Saturday Jan. 21 OPENING: "THE COCKTAIL PARTY" HENRY MILLER THEATRE, 124 W. 43RD ST.
Gilbert Miller, by arrangement with Sherek Players, Ltd., presents T. S. Eliot's new comedy with a cast of London players, including Alex Guinness, Cathleen Nesbitt and Robert Flemng. Director: E. Martin Browne. Publicity: Richard Maney, WI. 7-6939.
- Jan. 22 MARTHA GRAHAM, AT 46TH ST. THEATRE. Publ.: Isadora Bennett, PL. 7-7447.
- Week Of Jan. 23 TENTH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY & 39TH STREET
Tenth week's program of the Metropolitan Opera: Mon. Eve., Jan. 23: Donizetti's L'ELISIR D'AMORE. Tues. Eve., Jan. 24: Verdi's LA TRAVIATA. Wed. Eve., Jan. 25: Gounod's FAUST. Thurs. Eve., Jan. 26: Puccini's GIANNI SCHICCHI and Strauss' SALOME. Fri. Eve., Jan. 27: Saint-Saens' SAMSON ET DALILA. Sat. Mat., Jan. 28: Verdi's SIMON BOCCANEGRRA. Sat. Eve., Jan. 28: Mozart's LE NOZZE DI FIGARO. Sun. Eve., Jan. 29: Verdi's AIDA. Publicity: Margaret Carson, PE. 6-1200.
- Monday Jan. 23 OPENING: "DESIGN FOR A STAINED GLASS WINDOW" MANSFIELD, 47TH W. OF B'WAY
Jack Segasture, in association with OBS Productions, presents Martha Scott in a new drama about the persecution of Catholics in Elizabethan England. Director: Ella Gerber. Scenery, Costumes and Lighting: Stewart Chaney. Publicity: Philip Bloom, CH. 4-5185.
- Tuesday Jan. 24 OPENING: "THE HAPPY TIME" PLYMOUTH THEATRE, 45TH W. OF B'WAY
Richard Rodgers and Oscar Hammerstein 2nd present a new comedy by Samuel Taylor. Director: Robert Lewis. Scenery and Costumes: Aline Bernstein. Publicity: Michel Mok, CI. 6-7889.
- Wednesday Jan. 25 OPENING: "THE DEVIL'S DISCIPLE" CITY CENTER, 131 WEST 55TH STREET
Margaret Webster's production of the G.B. Shaw play with Maurice Evans, Dennis King and Victor Jory. Production Executive: George Schaefer. Settings and Lighting: Peter Wolf. Costumes: Emeline Roche. Publicity: Marian Graham, MU. 8-3847.
- Wednesday Jan. 25 OPENING: "AS YOU LIKE IT" CORT THEATRE, 48TH ST. E. OF B'WAY
The Theatre Guild presents the Shakespearean comedy with Katherine Hepburn, William Prince and Ernest Thesiger. Director: Michael Bentall. Scenery and Costumes: James Bailey. Production Supervisors: Theresa Helburn and Lawrence Langner. Publicity: Joseph Heidt, CO. 5-6180.