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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 ENDING FRIDAY, JANUARY 27, 1950</u>			
Friday Jan. 27	NEWSSTAND DATE: "FLAIR" MAGAZINE	COWLES MAGAZINE, INC.	488 MADISON AVENUE & NEWSSTANDS
"Flair", new monthly magazine, will be released by Cowles Magazines, Inc., publishers of "Look" and "Quick", with tie-ins by more than 100 retail stores throughout the country. There will be features on art, literature, travel, entertainment, fashion, decor and food; with use of an unconventional variety of paper stocks and printing processes with odd-size page inserts. The staff includes: Fleur Cowles, Editor; George Davis, Managing Editor; Louis-Marie Eude, Art Director; Arnold Gingrich, General Manager; Margaret Thompson Biddle, Paris Editor. Price: Single copy, 50¢; year's subscription, \$5.00. Contact: "Flair", 488 Madison Avenue, MU. 2-8730.			
Now Going On	SHOWING OF SPRING AND SUMMER FASHIONS	DONALD DRESS INC.	530 SEVENTH AVENUE SHOWROOM
Donald Dress presents Spring and Summer collection of dusk-to-dawn designs. Daily showings at 10:30 A.M., 1:30 P.M., 2:00 P.M. and 4:00 P.M. Contact: Chester T. Herzog, LO. 5-0525.			
Now Going On	PRESENTATION OF SPRING & SUMMER GOWNS	JACK HERZOG & BRO., INC.	530 SEVENTH AVENUE SHOWROOM
Spring and Summer cocktail, dinner and formal gowns by Jack Herzog. Three showings daily: 10:30 A.M., 1:30 P.M. and 4:00 P.M. Contact: Minnie Borden, LO. 5-0525.			
<u>WEEK BEGINNING MONDAY, JANUARY 30, 1950</u>			
Monday Jan. 30 11:00 A.M. Luncheon	PREVIEW OF SUMMER PLAYCLOTHES	ARROWHEAD PLAYCLOTHES	550 SEVENTH AVENUE SHOWROOM
Arrowhead will present their Summer playclothes to the press and trade. This will be a joint press and trade show; <u>there will be no special afternoon trade presentation as previously announced</u> . Show will be followed by luncheon at 12:00 Noon. By invitation only. Contact: LA. 4-0111.			
Monday Jan. 30 4:00 P.M.	OPENING OF SUMMER COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
David Crystal will present a showing for N.Y. resident buyers on Monday, Jan. 30 at 4:00 P.M., with daily showings thereafter at 10:30 A.M. and 2:30 P.M. The Haymaker sportswear line and Izod of London men's leisure shirts are now being shown. Izod of London's complete Summer line will open on Monday, Feb. 6. Contact: Liz Daly, LA. 4-7760.			
Beginning Monday Jan. 30- Feb. 4	EXHIBIT OF ITALIAN RENAISSANCE COSTUMES	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Exhibition of fashion plates with costumes from the Italian Renaissance period. Open to public. Contact: Dorothy Tyrolier, CO. 5-2077.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 31 12:15 P.M.	"MARCH OF DIMES" FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	"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 fashion show by 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; Schmuck Frances Sider; Adele Simpson; Herbert Sondheim; Pauline Trigere; Isset 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. <i>STOP</i>		original Blades Purl Parnes Dardon
	X Special scenes sponsored by Burlington Mills and Galey & Lord. Celebrities of stage, screen and society as guest commentators and models. Script: 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. Publ.: Eleanor Lambert, MU. 8-2130.		
Wednesday Feb. 1 11:00 A.M. Aperitif	PRESS PREVIEW OF SUMMER COLLECTION	ADLER & ADLER	550 SEVENTH AVE. SHOWROOM
	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.		
Wednesday Feb. 1 12:45 P.M. Luncheon	SPRING COLLECTION OF READY-TO-WEAR	ELIZABETH ARDEN- CASTILLO	HOTEL PIERRE COTILLION ROOM
	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. Jewels from Cartier. 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.		
Wednesday Feb. 1 1:00 P.M. Luncheon	SPRING DRESSES AT LUNCHEON SHOW	SAKS 34TH STREET	WALDORF-ASTORIA SERT ROOM
	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 Publ. Office: Virginia Strub, EL. 5-3000.		
Wednesday Feb. 1 3:00 P.M. Cocktails	PRESS SHOWING OF SPRING MILLINERY	BRAAGAARD, INC.	10 EAST 56TH ST. SALON
	Braagaard will present his Spring millinery collection at a showing for press and trade. Attendance by invitation only. Contact: PL. 3-0353.		
Wednesday Feb. 1 4:00 P.M. Cocktails	PRESS SHOWING OF SUMMER DRESSES	ED GERRICK, INC.	550 SEVENTH AVE. SHOWROOM-7TH FLOOR
	Ed Gerrick will present Summer cotton fashions in misses' and women's sizes, to the press at a cocktail party. Private trade showing 4:00 P.M. on Thursday, Feb. 2. Attendance by invitation only. Publicity: Donna Cannon, PL. 5-0484.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday Feb. 1	SCHEDULE OF PARIS COUTURE OPENINGS 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, Hahn, Lecomte, Paquin, Rochas; <u>Feb. 4:</u> Ruff, Schiaparelli; <u>Feb. 5:</u> Deses; <u>Feb. 6:</u> Baillie, Geroy, Griffe, Lanvin; <u>Feb. 7:</u> Levon; <u>Feb. 9:</u> a la Pensee; <u>Feb. 14:</u> Nino.	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS, FRANCE ✓
Thursday Feb. 2 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING 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.	THE FASHION GROUP, INC. HOTEL BILTMORE (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Friday Feb. 3 11:00 A.M.- 1:00 P.M.	PRESS PREVIEW: SPRING SHOE COLLECTION Press showing of Spring shoe collection, with exclusive models especially designed for Saks Fifth Avenue in their own workroom. Attendance by invitation only. Shoe Publicity: Grace de Mun, PL. 3-4000, Ext. 661.	SAKS FIFTH AVENUE	5TH FLOOR
Friday Feb. 3 4:00 P.M. Cocktails	PRESS SHOWING: VINYL PLASTIC "MOTH-TOL" "Death of a Moth"--the Protex Co. and U.S. Testing Co. will introduce the new vinyl plastic "Moth-Tol" for moth protection in closets and drawers. By invitation only. Publ.: Evelyn Wade, George N. Kahn Co., BR. 9-6950.	PROTEX MANUFACTURING CO. HOTEL NEW YORKER (347 FIFTH AVENUE)	HOTEL NEW YORKER
Beginning Monday Feb. 6 10:30 A.M.	OPENING OF SUMMER COLLECTION Carolyn Schnurer will present her Summer collection daily at 10:30 A.M.; and 12:30 P.M. (box luncheon). Contact: Lee Walker, CH. 4-8446.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Beginning Monday Feb. 6	OPENING OF SUMMER LINES 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.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Tuesday Feb. 7 8:30 A.M. Breakfast	PREVIEW OF SUMMER FASHIONS Ro-Nel will present the Summer collection of junior and teen-age street wear and sport fashions to the trade and press. Jewelry from Barclay. Attendance by invitation only. Publicity: Joan Leib, WI. 7-7258.	RO-NEL OF CALIFORNIA	LONGCHAMPS B'WAY & 41ST STREET
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday	OPENING OF SUMMER LINES	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1384 BROADWAY SHOWROOM-24TH FLOOR
Feb. 7 10:30 A.M.; 2:30 P.M.	Presentation of two new Summer collections of "Seasiders"--bathing suits, playclothes, sun dresses and tube shirts--complete Summer wardrobes, designed by Frances Sider. Contact: LO. 4-3323.		
Tuesday Feb. 7 3:30 P.M. Cocktails	SWISS FABRIC FASHION SHOW Presentation of fashions in luxury cottons from Switzerland, sponsored by importers of Swiss fabrics and the Swiss producers. Costumes from Summer collections of 30 leading manufacturers of daytime and evening dresses, spectator 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
Beginning Tuesday Feb. 7	OPENING OF SUMMER COLLECTION Janice Milan will present her Summer collection, designed by Mildred Orrick. Daily showings at 1:15 P.M. and 4:00 P.M. Contact: LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Beginning Tuesday Feb. 7	OPENING OF SUMMER COLLECTION Margaret Newman will present her collection of sports, afternoon and evening dresses with a complete line of playclothes. Continuous showing daily. Publicity: Ann Rabin, LO. 9-5474, or LA. 4-4278.	MARGARET NEWMAN	525 SEVENTH AVENUE PENTHOUSE SHOWROOM
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
Wednesday Feb. 8 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Presentation of Varden's Summer collection to the press. By invitation only. Publicity: Ann Pester, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
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. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM
Thursday Feb. 9 1:00 P.M. Luncheon	"RESORT BOUND": SPRING AND SUMMER COLLECTION Stern's will present Spring and Summer dresses by McKettrick-Williams in cooperation with American Airlines, giving "tips to fashion-wise travelers." Press by invitation. Public by reservation; contact: Dee Hales, VO. 5-2800, Ext. 2. Stern Publ.: Madlyn Grimes, LO. 5-6000. Publ.: Ann Goodrich, Fashion Production Associates, MU. 8-1700.	STERN BROTHERS	SHERRY NETHERLAND CARNAVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 13 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING MILLINERY	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
	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.		

Monday Feb. 13 2:30 P.M.	PRESS PREVIEW: SUMMER COLLECTION	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
	Sam Friedlander presents his Summer collection, designed by Sara Ripault, to the press on Mon. Feb. 13 at 2:30 P.M. By invitation only. Daily showings at 2:30 P.M., beginning Tues. Feb. 14 through Fri. Feb. 17. Contact: PE. 6-2663.		

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

Feb. 14 VALENTINE'S DAY (Tuesday).

Tuesday Feb. 14 10:00 A.M. Breakfast	PRESS SHOW: FASHIONS FOR SECOND WEDDING	RAYMOND MARINELLI, INC. (37 WEST 47TH STREET)	HOTEL GOTHAM BALLROOM-3RD FLOOR
	Premiere press showing of Raymond's "Romance Fashions" at a wedding breakfast, dedicated to the second bride. Cultured pearls from La Tausca. Footwear: Capezio. Door prize: Custom-made gown by Raymond. Commentator: Mary Wells Ridley. Attendance by invitation. Contact: Jane Franklin, Allied Syndicates, PL. 9-6411.		

Tuesday Feb. 14 1:00 P.M. Luncheon	"TALL GALS' FANCY" LUNCHEON FASHION SHOW	PEG NEWTON	RITZ-CARLTON HOTEL OVAL ROOM
	Peg Newton will present a Spring and Summer wardrobe collection for tall gals during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Peg Newton Publicity: Donna Cannon, PL. 5-0484. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.		

Tuesday Feb. 14 1:00 P.M. Luncheon	VALENTINE'S DAY PREVIEW OF NEW SPRING DESIGNS	MIMI PEARCE (23 EAST 67TH ST.)	TAVERN-ON-THE-GREEN CENT. PK. W. & 67TH ST.
	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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. Produced and 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
Wednesday Feb. 15 11:00 A.M.	PRESENTATION OF SUMMER FASHIONS La Fontaine will present a collection of casual afternoon and evening dresses, designed by Juanita de Garzon, to the press and trade. Attendance by invitation only. Continuous showings daily thereafter. Publicity: Mary Marsh, PL. 9-2675.	LA FONTAINE, INC.	8 EAST 62ND STREET SALON
Wednesday Feb. 15 3:00 P.M.	PREVIEW: JACQUES FATH SPRING COLLECTION Lord and Taylor will present the Jacques Fath Spring collection, made in America for Joseph Halpert, at showing for customers and the N.Y. press. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON
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 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "Gentlemen Prefer"--a presentation of Spring millinery by Eve Tartar during luncheon. (Debut of new showroom, at 750 Madison Avenue). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Eve Tartar Contact: TR. 9-3355. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EVE TARTAR (750 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
Thursday Feb. 16 2:30 P.M.- 3:30 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION Sydell will present her Spring and Summer collection of custom-order suits, cocktail dresses, dinner and evening gowns to the guests of the Israel Maritime League. 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 Tuesday Feb. 21-	PREVIEWS: FALL COLOR & STYLE DEVELOPMENTS	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM
Feb. 24 9:30 A.M.; 4:00 P.M.	Allied Kid Company's Fall and Winter 1950-51 color and style developments in glazed and suede kid, colt, and fancy leathers, will be presented at the following showings: <u>Tues., Feb. 21</u> --Fashion Press at 9:30 A.M.; Hosiery Stylists at 4:00 P.M. <u>Thurs., Feb. 23</u> --Shoe Stylists at 9:30 A.M.; Fabric Stylists at 4:00 P.M. <u>Fri., Feb. 24</u> --Buying Office Fashion Coordinators at 9:30 A.M.; Department Store Fashion Coordinators at 4:00 P.M. Contact: Helene O'Hara, MU. 6-1623.		
Thursday Feb. 23 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING FASHIONS	KNIZE, INC.	24 EAST 56TH STREET SALON
	Knize will present the Spring collection of tailored suits and coats to the press. Attendance by invitation only. Contact: Miss Noni, PL. 3-2987.		
Thursday Feb. 23 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Russeks Fifth Avenue will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Feb. 23 5:00 P.M. Cocktails	"CHERRY BOUNCE" PRESS PARTY	DOROTHY GRAY, LTD.	FRED ASTAIRE STUDIOS 487 PARK AVENUE
	Dorothy Gray will entertain the press at a "Cherry Bounce" party, and preview of "The Cherry Bounce", a new dance inspired by the Dorothy Gray "Cherry Bounce" makeup. Fred Astaire dance instructors will entertain and teach guests the new dance. Attendance by invitation only. Publicity: Marie McDonough, PL. 5-6109.		

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.

Monday Feb. 27	<u>BONWIT TELLER</u>	721 FIFTH AVENUE At 3:00 P.M. (Designed by "Lepole")	CONTACT: SOPHIE SHONNARD, EL. 5-6800
Wednesday March 1	<u>HATTIE CARNEGIE</u>	42 EAST 49TH ST. At 3:00 P.M.	PUBL.: SANNA BRODY PL. 5-2600
Thursday March 2	<u>BERGDORF GOODMAN</u>	754 FIFTH AVE. At 5:30 P.M.	PUBL.: FLORENCE NEFF PL. 3-7300
Monday March 6	<u>MILGRIM</u>	6 EAST 57TH ST. At 11:00 A.M.	PUBL.: RUTH WALTZ CI. 7-7200
Tuesday March 7	<u>HENRI BENDEL</u>	10 WEST 57TH ST. At 10:30 A.M.	PUBL.: FRANCES ANDERSON CI. 7-1100
Wednesday March 8	<u>SAKS FIFTH AVE.</u>	611 FIFTH AVE. At 10:30 A.M.	PUBL.: MILDRED LIPPITT PL. 3-4000
Thursday March 9	<u>ELIZABETH ARDEN</u>	691 FIFTH AVE. At 3:00 P.M. (Designed by Castillo)	PUBL.: RASPONI ASSOC. TE. 8-8171

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Beginning Tuesday Feb. 28- March 9 2:30 P.M.	NEW FOURTH FLOOR FASHION SHOW SERIES Jay Thorpe will open its new fourth floor with a series of designer fashion shows for private customers. The floor will consist of custom millinery, Jay Thorpe original and designer dresses. The following Spring collections will be shown: Feb. 28-- <u>Oleg Cassini</u> (exclusive with Jay Thorpe in N.Y.C.); March 1-- <u>Countess Alexander</u> (exclusive with Jay Thorpe in N.Y.C.); March 2-- <u>Pauline Trigere</u> ; March 7-- <u>Maurice Rentner</u> ; March 9-- <u>Nettie Rosenstein</u> . Press invited. Open to public. Contact: Ruth Hammer Associates, Inc., EL. 5-7108.	JAY THORPE	24 WEST 57TH STREET 4TH FLOOR
Tuesday Feb. 28 3:00 P.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Summer collection of custom-order fashions to the press. (Note Change of Time). By invitation only. Publicity: Mary Marsh, PL. 9-2675.	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
Thursday March 2 9:30 A.M. Breakfast	PRESS PREVIEW: JOYCE SPRING & SUMMER SHOES Joyce will present a collection of Spring and Summer shoe styles to the newspaper and syndicate press. Attendance by invitation only. Altman Publ.: Etta Daub, MU. 9-7000. Joyce Publ.: Mary Marsh, PL. 9-2675.	JOYCE, INC.; B. ALTMAN & CO.	FLOOR TO BE ANNOUNCED
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 fabric and fashion forum, with a forecast of colors, fabrics, and styles for Fall 1950. By invitation only, for apparel and accessory manufacturers and stylists. Contact: Mr. Monroe Michels, MU. 5-4400.	PARENTS' INSTITUTE, INC. RITZ-CARLTON HOTEL GRAND BALLROOM	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 6 3:00 P.M.	PREVIEW: SPRING AND SUMMER CUSTOM FASHIONS Callot Soeurs will present a collection of custom-order afternoon and evening dresses, coats, suits. By invitation only. Publicity: Mary Marsh, PL. 9-2675.	CALLOT SOEURS	42 EAST 57TH STREET SALON
Tuesday March 7- March 8	SEMI-ANNUAL LEATHER SHOW Thirty-sixth semi-annual leather show, with 89 booth spaces displaying new leathers and colors for Fall and Winter (1950-51). 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 during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Milgrim Publicity: 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
Wednesday March 8 4:15 P.M. Cocktails 5:00 P.M. Show	INTRODUCTION OF "LANELLA" FABRIC Presentation of new Swiss imported "Lanella" fabric, to the press, fashion coordinators, buyers and manufacturers, at a cocktail party. Show will include fashions for men, women and children. Showing promptly at 5:00 P.M. By invitation only. Publicity: Doris A. Weston, OR. 9-2968.	RAYON & COTTON CORP.	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
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

- Sunday ANTA ALBUM ZIEGFELD THEATRE, 6TH AVENUE & 54TH STREET
Jan. 29 The third annual benefit for the American National Theatre and Academy will include over 600 top stars from the stage, screen and television. Tickets: \$12.00 to \$100.00. Publicity: Bill Doll, MU. 7-6310.
- Monday CONCERT: FRANKLIN D. ROOSEVELT MEMORIAL, GRAND BALLROOM, WALDORF-ASTORIA
Jan. 30 The fifth annual Franklin D. Roosevelt Birthday Memorial Concert commemorating the 68th anniversary of the late President's birthday, for the benefit of The National Foundation For Infantile Paralysis. The dedication, written by Winston S. Churchill, will be read by Basil Rathbone. Master of Ceremonies: Deems Taylor. For reservations; contact: F.D.R. Birthday Memorial Committee, 9 Rockefeller Plaza, Suite 1533, New York 20, CO. 5-7460.
- Monday PREMIERE "GIGI" (Movie) PARIS THEATRE, 4 WEST 58TH STREET
Jan. 30 Spalter International Films, Inc. release of a French comedy, dealing with the morals of the 1900's. Stars: Daniele Delorme, Gaby Morlay, Yvonne de Bray and Franck Villard. Producer: Claude Dolbert. Director: Jacqueline Audry. By invitation only. Publicity: Lillian Gerard, PL. 5-3760.
- Week ELEVENTH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY & 39TH STREET
Of Eleventh week's program of the Metropolitan Opera: Mon. Eve..Jan. 30: Puccini's MADAMA BUTTERFLY. Wed. Eve., Feb. 1: Verdi's RIGOLETTO. Thurs. Eve..Feb. 2: Wagner's LOHENGRIN. Fri. Eve..Feb. 3: Mozart's DON GIOVANNI. Sat. Mat..Feb. 4: Bizet's CARMEN. Sat. Eve..Feb. 4: Strauss' DER ROSENKAVALIER. Publicity: Margaret Carson, PE. 6-1200.
- Tuesday OPENING: "MR. BARRY'S ETCHINGS" 48TH ST. THEATRE, 48TH ST. E. OF B'WAY
Jan. 31 Brock Pemberton presents a comedy, starring Lee Tracy. Directors: Brock Pemberton and Margaret Perry. Setting: John Root. Costumes: Margaret Pemberton. Publ.: Tom Kilpatrick, LO. 5-0550.
- Wednesday PREMIERE: "THE THIRD MAN" (Movie) VICTORIA THEATRE, B'WAY & 46TH STREET
Feb. 1 Selznick Releasing Organization presents English prize-winning film for the benefit of the Lighthouse of the N.Y. Association for the Blind. Stars: Joseph Cotten, Valli, Orson Welles and Trevor Howard. Producer and Director: Carol Reed. Publicity: Nick Mamula or Aileen St. John Brenon, EL. 5-5323.
- Wednesday OPENING: "THE INNOCENTS" PLAYHOUSE THEATRE, 48TH ST. E. OF B'WAY
Feb. 1 Peter Cookson presents a play based on Henry James' novel, "The Turn Of The Screw". Cast: Beatrice Straight, Isobel Elsom, Iris Mann and David Cole. Director: Peter Glenville. Setting and Lighting: Jo Mielziner. Costumes: Motley. Publicity: Harry Forwood, LO. 3-6259.
- Wednesday PREMIERE: "KEY TO THE CITY" (Movie) LOEW'S STATE THEATRE, B'WAY & 45TH ST.
Feb. 1 MGM presents a romantic comedy involving a young couple who meet at a Mayors' Convention. Stars: Clark Gable, Loretta Young and Frank Morgan. Producer: Z. Wayne Griffin. Director: George Sidney. Costumes: Irene. Publicity: Herbert Crooker, LU. 2-2000.
- Thursday OPENING: "ARMS AND THE GIRL" 46TH STREET THEATRE, 46TH ST. W. OF B'WAY
Feb. 2 The Theatre Guild, in association with Anthony B. Farrell, presents a musical. Stars: Nanette Fabray, Georges Guetary, John Conte, Pearl Bailey. Lyrics: Dorothy Fields. Music: Morton Gould. Production director: Rouben Mamoulian. Dances: Michael Kidd. Settings: Horace Armistead. Costumes: Audre. Publ.: Joseph Heidt, CO. 5-6180.