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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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february

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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, FEBRUARY 13, 1950</u>			
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
Monday Feb. 13 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Sam Friedlander will present his Summer collection, designed by Sara Ripault, on Mon. Feb. 13 at 2:30 P.M. By invitation only. Daily showings at 2:30 P.M., Tues. Feb. 14 through Fri. Feb. 17. Contact: PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM-25TH FL.
Beginning Monday Feb. 13	FOGA TO SHOW SUMMER LINES Summer openings by members of Fashion Originators' Guild of America: <u>MONDAY, FEBRUARY 13</u>	FASHION ORIGINATORS' GUILD OF AMERICA, INC. <u>TUESDAY, FEBRUARY 14</u>	MANUFACTURERS' SHOWROOMS Hansen Bang, Inc. Deitsch, Wersba & Coppola, Inc. Ed Gerrick, Inc. A. Goodman & Co., Inc. Horwitz & Duberman, Inc. International Dress Co., Inc. Nathan-Strong, Inc. Paul Parnes Corp. Rudolf Gowns Adele Simpson, Inc. Herbert Sondheim, Inc.
<u>WEDNESDAY, FEBRUARY 15</u>			
	Larry L. Aldrich Co., Inc. Ben J. Gam, Inc. Frank Starr, Inc.		Ben Barrack, Inc. Fred Greenberg Dress Co. Joseph Halpert, Inc. Junior League Frocks, Inc. Charles Lang, Inc. David Levine Co. Parnis-Livingston, Inc. Hannah Troy, Inc.
<u>THURSDAY, FEBRUARY 16</u>			
	<u>NOW SHOWING:</u> Capri Frocks, Inc. 10:30 A.M. & 2:30 P.M. Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945.	William Bass Dress Co. Grabois Martin Simon, Inc. Suzanne-Augustine, Inc.	
Monday Feb. 13 12:45 P.M. Luncheon	PRESENTATION OF SPRING FASHIONS Gunther Jaeckel will present a collection of Spring fashions to the wives of the members of the American Academy of Orthopedic Surgeons. By invitation only. Gunther Jaeckel Contact: Georgine Thompson, PL. 5-7000. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000.	GUNTHER JAECKEL	HOTEL PIERRE BALLROOM
Beginning Monday Feb. 13- Feb. 17	OPENING OF SUMMER COLLECTION Cirone will present her Summer collection of sportswear and playclothes at continuous daily showings. Contact: Cirone, RH. 4-4603.	CIRONE (783 MADISON AVE.)	HOTEL McALPIN SHOWROOM-3RD FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 13 9:00 P.M. Supper	"CINDERELLA BALL" FOR HEART CAMPAIGN The 1950 drive of the N.Y. Heart Association opens officially with a Cinderella Ball, featuring the first public showing of Walt Disney's new full-length technicolor film "Cinderella". The entertainment includes a perfume pantomime of modern fashions presented by the sponsors of the Ball: Coty, Helena Rubinstein, Elizabeth Arden, Faberge and D'Orsay, with outstanding designers contributing creations. Also, a stage presentation of Cinderella danced by Tony and Sally de Marco; and a Cinderella Slipper contest, with winner to receive a shoe wardrobe from Delman. Chairman: Mrs. Paul Ames; Honorary Chairman; Mrs. Arthur Baer. Coordinator of entertainment: Alice Hughes. Scenic Designers: Cecil Beaton and Leon Leonidoff. Music: Gene Krupa. Tickets: \$25.00 per person. Contact: Robert Lodge, MU. 8-1400. Publicity: Betty Law, Frank Law Associates, MU. 3-4000.	N.Y. HEART ASSOCIATION	HOTEL PLAZA GRAND BALLROOM
Feb. 13	SEVENTY-FOURTH ANNUAL DOG SHOW, MADISON SQ. GARDEN. (Feb. 13-Feb. 14).		
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 "Romance Fashions" at a wedding breakfast, dedicated to the second bride. Cultured pearls -- La Tausca. Footwear--Capezio. Flowers--Kathryn Churchill. Door prize: Custom-made gown (\$250.00) 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 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION B. H. Wragge will present his Summer sportswear collection to the press on Tues., Feb. 14 at 11:00 A.M. Attendance by invitation only. Daily showings thereafter at 10:30 A.M. and 2:30 P.M., by invitation. Contact: Molly Porter, WI. 7-4968.	B. H. WRAGGE CORP.	550 SEVENTH AVENUE SHOWROOM-9TH 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; contact: 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. Produced and accessorized by Roberta Miles. Attendance by invitation only. Contact: Helen Rothman, MU. 5-4500.	I. J. FOX	393 FIFTH AVENUE EMPIRE SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 14 4:00 P.M. Tea	SUMMER FASHIONS BY EMILY WILKENS	REICH-GOLDFARB & CO. (530 SEVENTH AVENUE)	PARK LANE HOTEL PARK AVE. & 48TH ST.
	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.		
Tuesday Feb. 14 4:30 P.M. Cocktails	OPENING OF BEAUTY SALON	WAYNE FORREST	56 WEST 57TH STREET SALON
	Wayne Forrest, formerly with Elizabeth Arden, will invite beauty editors to the opening of his new salon. By invitation only. Publicity: Claire A. Wolff, LO. 4-7230.		
Wednesday Feb. 15 11:00 A.M.	PRESENTATION OF SUMMER FASHIONS	LA FONTAINE, INC.	8 EAST 62ND STREET SALON
	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. Publicity: Mary Marsh, PL. 9-2675.		
Wednesday Feb. 15 1:00 P.M. Luncheon	"MR. & MRS. FASHION" SHOW DURING LUNCHEON	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
	"Spring Styles In The Spotlight"--presenting fashions for husband and wife. Her wardrobe: Sportswear and Negligees--Florence Lustig. Gowns--daVinci of Young & Robbins. Hats--Jeannette Patou, styled by Wanda Therese. Hair styles--Town & Country. Furs--Merl. His wardrobe: Suits--De Rogatis Bros. Shirts--Troy Shirtmakers Guild. Sportswear--Alfred of N.Y. Ties--B.W. Mayer, Ltd. Robes--Staffordwear. Shoes--Wright Arch Preserver. Hats--Borsalino. Show Coordinator: Richard Bernstein. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Feb. 15 3:00 P.M.	PREVIEW: JACQUES FATH SPRING COLLECTION	LORD & TAYLOR	3RD FLOOR DRESS SALON
	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.		
Wednesday Feb. 15 4:30 P.M. Cocktails	FASHION PREVIEW OF MAY ISSUE	CHARM MAGAZINE	HOTEL PLAZA BALLROOM
	Charm Magazine will present a fashion preview of their May vacation issue, "Two Weeks With Pay". Show at 4:30 P.M. For Charm tie-in stores, by invitation only. Publicity: Eloise Ray, MU. 3-8910.		
Beginning Wednesday Feb. 15	SUMMER COLLECTION BY TED SHORE	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM-19TH FLOOR
	Showing for the trade and press, at 10:30 A.M. and 1:00 P.M., of Summer line of afternoon, dinner and evening gowns, designed by Ted Shore, in a variety of new fabrics. Contact: Marion Auley, LA. 4-7690.		
Postponed Feb. 16	OPENING OF OHRBACH'S NEW "SEPARATES" SHOP, ORIGINALLY SCHEDULED FOR THURS. FEB. 16 AT 10:30 A.M., HAS BEEN POSTPONED TO THURS., MARCH 9. (See Pg. 9).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 16 11:30 A.M.	CUSTOM MILLINERY SHOWING FOR PRESS Bonwit Teller will present a press preview of Spring custom millinery, designed by Mme. Andree. Attendance by invitation only. Publicity: Carolyn Haight, EL. 5-6800.	BONWIT TELLER	9TH FLOOR CUSTOM-MADE SALON
Postponed Feb. 16	PRESS PREVIEW OF GOTHAM HOSIERY, ORIGINALLY SCHEDULED FOR THURSDAY, FEB. 16 AT 12:30 P.M., HAS BEEN POSTPONED UNTIL MON. FEB. 27. (See Pg. 7)		
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. 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 Spring and Summer collection of custom-order suits, cocktail dresses, dinner and evening gowns to guests of Israel Maritime League. Hats from Lenesta. Furs from Van Syl. Contact: EL. 5-8729.	SYDELL (666 FIFTH AVENUE)	RITZ-CARLTON HOTEL MAIN BALLROOM
Thursday Feb. 16 3:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF "SONOTONE" HATS Sonotone will present a press showing of hats designed to conceal hearing aids. Show at 3:30 P.M. Attendance by invitation only. Publicity: Eleanor Ryan, Wain & Baruch, PL. 9-6840.	SONOTONE STYLE SALON	WALDORF-ASTORIA PERROQUET SUITE
Friday Feb. 17 12:00 Noon Buffet Luncheon	MIDSUMMER SHOWING FOR THE PRESS Pauline Trigere's Midsummer group will be presented to the press at 12:00 Noon on Friday, Feb. 17. Attendance by invitation only. Trade showings, on Friday, Feb. 17 at 4:00 P.M.; and Monday, Feb. 20 at 2:30 P.M. By appointment only. Contact: Robert Trigere, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SALON
Saturday Feb. 18 11:00 A.M.	SHOWING OF FASHIONS FOR TEEN-AGERS Altman's will present a preview of Cinderella slippers and Spring fashions for teen-agers. Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	2ND FLOOR
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
Monday Feb. 20 10:30 A.M.	PREMIERE SHOWING OF "BOUTIQUE" FASHIONS Press preview and special premiere of Landa's Summer collection, Sam Friedlander's new division of "Boutique" (budget) dresses, to wholesale from \$12.75 to \$16.75. Showings at 10:30 A.M. on Tues., Feb. 21; Thurs. Feb. 23; and Fri., Feb. 24. By invitation. Contact: PE. 6-2663.	LANDA FASHIONS LTD.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 20 1:00 P.M. Luncheon	SHOWING OF SPRING & SUMMER MILLINERY "Lyricism-1950"--a presentation of Spring and Summer millinery by Mago Hayes, featuring new coiffures created by Guro. Makeup and perfume from Harriet Hubbard Ayer. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Guro Publicity: Edgar Peck, Lycett-Peck Associates, MU. 7-6395. Contact: Jacqueline Gillet, MU. 8-4040. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MAGO HAYES	HOTEL PLAZA PERSIAN ROOM
Monday Feb. 20 4:00 P.M.- 7:00 P.M.	INFORMAL HAT SHOW AT OPENING OF NEW SALON Aranka will present an informal preview of Spring hats at the opening of the new salon. By invitation only. Publicity: Ann Rountree, PL. 9-2388.	ARANKA, INC.	410 PARK AVENUE SALON
Beginning Tuesday Feb. 21- Feb. 24 9:30 A.M.; 4:00 P.M.	PREVIEWS: FALL COLOR & STYLE DEVELOPMENTS Allied Kid Company will present the following shows: <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.; Dept. Store Fashion Coordinators at 4:00 P.M. Contact: Helene O'Hara, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM
Tuesday Feb. 21 9:45 A.M. Coffee	PRESS PREVIEW OF JEANNE TETE HATS Gunther Jaeckel will present the Spring and Summer collection of millinery by Jeanne Tete. Attendance by invitation only. Contact: Georgine Thompson, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET MAIN FLOOR

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.

Tuesday Feb. 21	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	MU. 8-2130
Monday Feb. 27	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVENUE (Designed by "Lepole")	CONTACT: SOPHIE SHONNARD	EL. 5-6800
Wednesday March 1	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	CONTACT: SANNA BRODY	PL. 5-2600
Thursday March 2	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVENUE	PUBL.: FLORENCE NEFF	PL. 3-7300
Monday March 6	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Tuesday March 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday March 8	<u>SAKS FIFTH AVE.</u> At 10:30 A.M.	611 FIFTH AVENUE	PUBL.: MILDRED LIPPITT	PL. 3-4000
Thursday March 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M. (Designed by Castillo)	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC.	TE. 8-8171

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Cancelled Feb. 21	ALLEN GRANT'S FUR FASHION SHOW, ORIGINALLY SCHEDULED FOR TUES., FEB. 21, AT 1:00 P.M. LUNCHEON, RITZ-CARLTON HOTEL, HAS BEEN CANCELLED.		
Tuesday Feb. 21 1:00 P.M. Luncheon	"FASHIONS FOR FORTY" AT LUNCHEON SHOW B. Altman will present a preview of fashions for town, country, resort, at-home and bridal clothes for women over forty. Guest celebrities from Hollywood and Broadway will attend. Commentator: Billie Gould. Guest Mistress of Ceremonies: Edyth Thornton McLeod, author of the book, "Beauty After Forty". (<u>Note change of date and place</u>). Produced by Fashion Production Associates: Ann Goodrich, MU. 8-1700. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000. Altman Publ.: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	RITZ-CARLTON HOTEL OVAL ROOM
Feb. 22	WASHINGTON'S BIRTHDAY (Wednesday, Legal Holiday).		
Feb. 22	ASH WEDNESDAY....Beginning of Lent.		
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
Thursday Feb. 23 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW 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.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 23 3:00 P.M.	PREVIEW: FIRAH BENENSON SPRING COLLECTION "Ours Alone"--Lord and Taylor will present Fira Benenson's Spring collec- tion to press and customers. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON
Thursday Feb. 23 4:00 P.M. Cocktails	PRESS SHOWING OF SUMMER COLLECTION Philip Hulitar will present his Summer collection of afternoon dresses, cocktail and evening gowns to the press. Attendance by invitation only. Daily showings for the trade. Publicity: Molly Appleby, PL. 9-8630.	PHILIP HULITAR	11 WEST 46TH STREET SHOWROOM-4TH FLOOR
Thursday Feb. 23 5:00 P.M. Cocktails	"CHERRY BOUNCE" PRESS PARTY 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.	DOROTHY GRAY, LTD.	FRED ASTAIRE STUDIOS 487 PARK AVENUE
Monday Feb. 27 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Summer collection of custom-order fashions to the press. (<u>Note change of date</u>). Special showing for customers on Tuesday, Feb. 28 at 11:00 A.M. and 3:00 P.M. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 27 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. (Note change of date). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GOTHAM HOSIERY CO.	HOTEL PIERRE BALLROOM
Monday Feb. 27 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Baroness Radvanszky will present her Spring custom millinery collection during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Radvanszky Publicity: Maud G. Moody-Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BARONESS RADVANSZKY (867 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
Feb. 27	BONWIT TELLER'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 5).		
Beginning Monday Feb. 27- March 2	INTERNATIONAL BEAUTY SHOW FOR 1950 Annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. A hair and hat fashion show will be featured to demonstrate the coordination of new hair styles and hat fashions. Tickets: \$1.20-\$3.80. Contact: Joseph Byrne, Managing Director, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW	HOTEL COMMODORE LEX. AVE. & 42ND ST.
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	5TH FLOOR
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
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
March 1	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 5).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 2 9:00 A.M.	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, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
March 2	BERGDORF GOODMAN'S CUSTOM SHOWING FOR THE PRESS AT 5:30 P.M. (See Pg. 5).		
Friday March 3 3:30 P.M.- 4:30 P.M. Cocktails	FABRIC AND FASHION FORUM FOR 1950 Parents' Magazine fabric and fashion forum, with a forecast of colors, fabrics, styles for Fall. 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
March 6	MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 11:00 A.M. (See Pg. 5).		
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
March 7	HENRI BENDEL'S CUSTOM COLLECTION FOR THE PRESS AT 10:30 A.M. (See Pg. 5).		
Tuesday March 7 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring custom-order collection to the press at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON - 3RD FLOOR
Tuesday March 7- March 8	SEMI-ANNUAL LEATHER SHOW "Leather Sells Shoes"--thirty-sixth semi-annual leather show, with 90 tanning concerns displaying a wide variety of leather finishes and treatments in new colors for Fall and Winter (1950-1951). Contact: Tanners' Council, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA	WALDORF-ASTORIA FOUR BALLROOMS
March 8	SAKS FIFTH AVENUE'S CUSTOM COLLECTION BY SOPHIE AT 10:30 A.M. (See Pg. 5).		
Wednesday March 8 12:45 P.M. Luncheon	PRESENTATION OF SPRING AND SUMMER FASHIONS "Beauty, Harmony and Charm"--fashions for Spring and Summer will be presented during Star-Time at the Pierre luncheon show. Gowns--Charles Feeley. Hats--Maretta Feeley. Furs--Georges Kaplan. Shoes--Nancy Haggerty. Bathing suits--Priscilla Wohl. Hair styles--Jean deChant. 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Thursday March 9 10:30 A.M.	PRESS SHOWING AT OPENING OF NEW SHOP Ohrbach's will present an informal showing for the press at the opening of the new Separates Shop. Fashion Coordinator: Jill Everhart. (Note change of Date.) Attendance by invitation. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	2ND FLOOR SEPARATES SHOP
March 9	ELIZABETH ARDEN--CASTILLO CUSTOM SHOWING FOR PRESS AT 3:00 P.M. (See Pg.5)		
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
Monday March 13 1:00 P.M. Luncheon	SHOWING OF FASHIONS AT LUNCHEON SHOW La Fontaine presents custom-made Spring collection of casual afternoon and evening dresses during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. La Fontaine Publicity: Mary Marsh, PL. 9-2675. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LA FONTAINE INC.	HOTEL PLAZA PERSIAN ROOM
Wednesday March 15 12:15 P.M. Luncheon	PARIS REPORT AT LUNCHEON MEETING Luncheon meeting, with a report on the newest Paris fashions by Jessica Daves, editor of "Vogue" magazine. More details later. Price: \$4.25 for members; \$4.75 for guests (one to each member). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
March 20- March 25	THIRTY-FOURTH INTERNATIONAL FLOWER SHOW AT GRAND CENTRAL PALACE, BEGINNING MONDAY, MARCH 20-MARCH 25. Publ.: Korbel & Colwell, PL. 9-7340.		
Thursday March 23 9:15 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Macy's will present a press showing of fashions for Spring. Show promptly at 9:30 A.M. By invitation only. Publ.: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

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

- Friday Feb. 10 TELEVISION: "VANITY FAIR" CBS - TV, CHANNEL 2
Virginia Carter, director of Macy's dressmaking center, will demonstrate how to make Spring accessories with one yard of white pique. Publicity: Helen Brattrud, PL. 5-2000.
- Monday Feb. 13 PREMIERE: "THE ASTONISHED HEART" (Movie) PARK AVE. THEATRE, PARK & 59TH ST. Universal-International release of the J. Arthur Rank film, an original screenplay by Noel Coward, about an eminent psychiatrist who is able to solve everyone's problems but his own. Stars: Noel Coward, Celia Johnson and Margaret Leighton. Producer: Antony Darnborough. Co-Directors: Terence Fisher and Antony Darnborough. Wardrobe Supervisors: Dorothy Edwards and Bob Rayner. Premiere performance for benefit of Mary MacArthur Memorial Fund for the National Foundation for Infantile Paralysis. Universal-International Publicity: Lowell Benedict, PL. 9-8000.
- Week Of Feb. 13 THIRTEENTH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY & 39TH STREET
Mon. Eve., Feb. 13: Wagner's LOHENGRIN. Wed. Eve., Feb. 15: Puccini's MANON LESCAUT. Thurs. Eve., Feb. 16: Moussorgsky's KHOVANCHINA. Fri. Eve., Feb. 17: Mozart's DON GIOVANNI. Sat. Mat., Feb. 18: Puccini's MADAMA BUTTERFLY. Sat. Eve.: Verdi's AIDA. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday Feb. 15 OPENING: "COME BACK, LITTLE SHEBA" BOOTH THEATRE, 45TH ST. W. OF B'WAY
The Theatre Guild will present a play by William Inge, starring Shirley Booth, Sidney Blackmer and Joan Lorring. Director: Daniel Mann. Setting and Lighting: Howard Bay. Costumes: Lucille Little. Production Supervisors: Lawrence Langner and Theresa Helburn. Publicity: Richard Maney, WI. 7-6939.
- Wednesday Feb. 15
11:00 A.M.-
12:00 Noon TELEVISION: KATHI NORRIS, "YOUR TELEVISION SHOPPER" WABD-TV, CHANNEL 5
Kathi Norris will interview Mrs. Georgette Soper, designer for Fantasy Lingerie, on new blouse-slips for Spring; and a fabric, "crepelon", with qualities of nylon and looks and feel of crepe. Publicity: Babs Donniger, PL. 3-1742.
- Feb. 18-
Feb. 26 N.Y.'S THIRTEENTH NATIONAL SPORTSMEN'S SHOW AT GRAND CENTRAL PALACE.
Contact: Jim Hurley, Campbell-Fairbanks Exposition, Inc., PL. 8-1269.
- Monday Feb. 20 RE-OPENING: "THE DEVIL'S DISCIPLE" ROYALE THEATRE, 45TH ST. W. OF B'WAY
Aldrich & Myers and Julius Fleischmann present the George Bernard Shaw play, recently produced by the N.Y. City Theatre Co. Co-stars: Maurice Evans, Marsha Hunt, Victory Jory and Dennis King. Staged by Margaret Webster. Settings: Peter Wolf. Costume Director: Emeline Roche. Publicity: Sol Jacobson, LU. 2-4993.
- Beginning Tuesday Feb. 21
Feb. 26 OPENING: N.Y. CITY BALLET COMPANY, CITY CENTER, 131 WEST 55TH STREET
First week's program of the Winter season, which will run for four weeks only. Tues. Eve., Feb. 21: THE GUESTS, FIREBIRD, SYMPHONY IN C. Wed. Eve., Feb. 22: SYMPHONIE CONCERTANTE, DIVERTIMENTO, ORPHEUS, BOURREE FANTASQUE. Thurs. Eve., Feb. 23: MOTHER GOOSE SUITE, PRODIGAL SON, SYMPHONY IN C. Fri. Eve., Feb. 24: JINX, DIVERTIMENTO, THE DUEL, FIREBIRD. Sat. Eve., Feb. 25: SERENADE, THE GUESTS, THE DUEL, BOURREE FANTASQUE, Sun. Eve., Feb. 26: CONCERTO BAROCCO, AGE OF ANXIETY, SYMPHONY IN C. Artistic Director: George Balanchine. Musical Director: Leon Barzin. Tickets (including tax): \$1.50-\$3.00. Publ.: Philip Bloom, CH. 4-5185.