

PUBLISHED WEEKLY • 10TH YEAR OF PUBLICATION

X 2/27/50

fashion calendar

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, FEBRUARY 24, 1950</u> | | | |
| Friday Feb. 24 12:00 Noon | PRESS SHOWING OF MIDSUMMER COLLECTION Brief press showing of Midsummer collection by Mollie Parnis. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | MOLLIE PARNS | 530 SEVENTH AVENUE SHOWROOM--18TH FLOOR |
| <u>WEEK BEGINNING MONDAY, FEBRUARY 27, 1950</u> | | | |
| Beginning Friday Feb. 24 | EXHIBIT OF ART FROM THE VIENNA COLLECTION Exhibition of more than 300 masterpieces of European art, lent by Austrian Government. Admission: 50¢. Publicity: Lillian Green, TR. 9-5500. | METROPOLITAN MUSEUM OF ART | 5TH AVE. & 82ND ST. |
| 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. Special showings for customers on Tuesday, Feb. 28 and Wednesday, March 1, 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 |
| 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. Attendance 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 | HOTEL PLAZA PERSIAN ROOM |
| Monday Feb. 27 2:30 P.M.- 6:00 P.M. | PRESS PREVIEW: FRENCH AND ITALIAN ART Parsons School of Design will present an exhibition of watercolors and drawings done in France and Italy by members of the European Summer School. Press by invitation. Tickets: \$1.20 (for benefit of European Summer School). Exhibit open to public, Tuesday, Feb. 28 through Saturday, March 11. Contact: Mr. Dan Day Truex, PL. 8-2943. | PARSONS SCHOOL OF DESIGN | FERARGIL GALLERIES 63 EAST 57TH STREET |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS</u> | | | |
| <u>PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS</u> | | | |
| <u>OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.</u> | | | |
| Monday Feb. 27 | <u>BONWIT TELLER</u> At 3:00 P.M. | 721 FIFTH AVENUE CONTACT: SOPHIE SHONNARD (Designed by "Lepole") | 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 |
| Monday March 6 | <u>HENRI BENDEL</u> At 2:30 P.M. | 10 WEST 57TH ST. PUBL.: FRANCES ANDERSON <u>(Note Change of Date and Time)</u> | CI. 7-1100 |
| Wednesday March 8 | <u>SAKS FIFTH AVE.</u> At 10:30 A.M. | 611 FIFTH AVENUE PUBL.: GRACE de MUN | PL. 3-4000 |
| Thursday March 9 | <u>ELIZABETH ARDEN</u> At 3:00 P.M. | 691 FIFTH AVENUE PUBL.: RASPONI ASSOC. (Designed by Castillo) | TE. 8-8171 |

Beginning Monday Feb. 27-
"MIAMI COMES TO N.Y." SPRING MARKET WEEK
Eighteen members of the Miami Fashion Council will present their Spring and Summer collections at the Hotel New Yorker. Showings daily, 10:00 A.M. to 10:00 P.M. Publicity: Ann Rabin, LO. 9-5474.

Beginning Monday Feb. 27-
INTERNATIONAL BEAUTY SHOW FOR 1950 TRADE SHOW
Annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. There will be hair and hat fashion shows. Jewelry from Barclay. Tickets: \$1.20-\$3.80. Contact: Joseph Byrne, Managing Director, MU. 2-4382.

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TR 3-7000, 335
Tuesday Feb. 28 1:00 P.M.
SPRING AND SUMMER FASHIONS AT LUNCHEON SONIA-GOWNS CORP.
"Fashions For You"--Sonia-Gowns will present a collection of Spring and Summer custom-made gowns during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Sonia Contact & Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.

Tuesday Feb. 28-
NEW FOURTH FLOOR FASHION SHOW SERIES JAY THORPE
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--Oleg Cassini (exclusive with Jay Thorpe in N.Y.C.); March 1--Countess Alexander (exclusive with Jay Thorpe in N.Y.C.); March 2--Pauline Trigere; March 7--Maurice Rentner; March 9--Nettie Rosenstein. Press invited. Open to public. Contact: Ruth Hammer Associates, Inc., EL. 5-7108.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Feb. 28 2:30 P.M. | PRESS PREVIEW OF BRIDAL FASHIONS Saks Fifth Avenue will present a collection of fashions for the bride. (Note Change of Time). Attendance by invitation only. Publicity: Ann Mulcahy, PL. 3-4000, Ext. 7065. | SAKS FIFTH AVENUE | 5TH FLOOR |
| Tuesday Feb. 28 4:00 P.M. Cocktails | PREVIEW: SOAP ASSORTMENT AND NEW CONTAINER Press preview of Wrisley's new soap assortment with its special container. The many family uses will be dramatized by Sue Hasting's Marionettes. By invitation only. Publ.: Emily S. Nathan or Helen Erskine, PL. 3-4690. | ALLEN B. WRISLEY CO. (347 FIFTH AVENUE) | STORK CLUB 3 EAST 53RD STREET |
| 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 12:45 P.M. Luncheon | TELESCOPE OF FASHIONS FOR SPRING & SUMMER Else Fritz will present Spring and Summer ready-to-wear and custom-made suits, copies of French imports. Spring hairstyles by Guro. Hats--Mme. Francoise. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Guro Publicity: Edgar Peck, Lycett-Peck Associates, MU.7-6295. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | ELSE FRITZ & CO.; GURO | HOTEL PIERRE COTILLION ROOM |
| 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. Hats from Sally Victor. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Ritter Bros. Publicity: Ruth Hammer Assoc., EL. 5-7108. Ted Saucier Publicity Office: Laura C. Wood, 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.2). | | |
| Cancelled March 1 | CAMEO DOLL COMPANY'S PRESS PREVIEW OF COUTURIER DOLLS, ORIGINALLY SCHEDULED FOR WEDNESDAY, MARCH 1 AT 4:30 P.M., HAS BEEN CANCELLED. | | |
| Wednesday March 1 8:30 P.M. | "STIMULI FOR DESIGN" LECTURE SERIES The Society of N.Y. Dress Designers will invite designers, fashion and fabric stylists to three Wednesday evening lectures. Subject of first lecture: "Creative Ideas In Modern Art--A Treasure Of Ideas And Sources"-- a survey of colors and forms in modern art and design, illustrated with color slides. Lecturer: A.L. Chanin of the Museum of Modern Art. Two short films will be presented: "The New York Hat, 1912" with Mary Pickford and Lionel Barrymore; "Goodness Gracious 1914" with Clara Kimball Young and Sidney Drew. Tickets: \$6.00 subscription for three lectures, or \$2.50 each lecture. Contact: Society of N.Y. Dress Designers, LA. 4-7950. | SOCIETY OF NEW YORK DRESS DESIGNERS, INC. | MUSEUM OF MODERN ART 11 WEST 53RD STREET |
| Beginning Wednesday March 1 | FURS FOR SPRING AT PARIS OPENING Revillon--Paris, will present their collection of furs for Spring. Contact: Revillon, 40 Rue La Boetie, Paris, France. | REVILLON | 40 RUE LA BOETIE PARIS, FRANCE |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Wednesday March 1- March 18 | COSTUMES OF CHINA IN PAINTINGS AND DRAWINGS Exhibit of Chinese Historic Beauties by Diana Artemis Kan, and originals of the illustrations by Shirley Wang for "Venerable Ancestor" by Harry Hussey. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY AT 52ND STREET |
| Thursday March 2 9:00 A.M. | INFORMAL SHOWING OF SPRING & SUMMER SHOES Joyce will informally present a collection of Spring and Summer shoe styles to the newspaper and syndicate press and the employees of Altman's. Attendance strictly by invitation. Please use entrance on 34th Street. Altman Publicity: Etta Daub, MU. 9-7000. Joyce Publicity: Mary Marsh, PL. 9-2675. | JOYCE, INC.; B. ALTMAN & CO. | 2ND FLOOR |
| 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 Page 2). | | |
| Friday March 3 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. (<u>Note Change of Date</u>). By invitation only. Publicity: Mary Marsh, PL. 9-2675. | CALLOT SOEURS | 42 EAST 57TH STREET SALON |
| 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 fabrics, colors, silhouettes and Fall fashion trends for 1950. Mrs. Beryl Tucker, Fashion Editor of "Parents" Magazine, will analyze children's wear fashions. By invitation only, for apparel and accessory manufacturers. Contact: Mr. Monroe Michels, MU. 5-4400. | PARENTS' INSTITUTE, INC. | RITZ-CARLTON HOTEL GRAND BALLROOM |
| Beginning March 5- March 11 | SEMI-ANNUAL MILLINERY WEEK IN PHILADELPHIA Semi-annual millinery promotion, with Press preview on Thursday, March 2 at the Barclay Hotel. Guests of Honor: Walter Florell and Mary Goodfellow. Contact: Philadelphia Millinery Council, Philadelphia, Pennsylvania. | PHILADELPHIA MILLINERY COUNCIL | PHILADELPHIA, PENNSYLVANIA |
| March 6 | MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 2). | | |
| Monday March 6 1:00 P.M. Luncheon | SUMMER COLLECTION AT BENEFIT LUNCHEON Claire McCardell will present her Summer collection at a benefit luncheon for the Memorial Hospital Day Nursery. Hats--Mr. John. Jewelry--Coro. Gloves--Wear Right. Bags--Coblenz. Guest Star: Kyle McDonnell. For reservations, contact: Mrs. Elliot Lee, TR. 9-3000, Ext. 235. Tickets: (including tax and tip): \$5.00. Savoy-Plaza Fashion Director: Donna Cannon, PL. 5-0484. | CLAIRE McCARDELL OF TOWNLEY FROCKS, INC. | SAVOY-PLAZA HOTEL GOLD ROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Monday March 6 1:00 P.M. Luncheon | PREMIERE SHOWING OF HATS AT LUNCHEON "Spring Debut"--premiere collection of hats by Robert Paul will be shown during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Robert Paul Publicity and Commentator; and Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | ROBERT PAUL (751 MADISON AVENUE) | HOTEL PLAZA PERSIAN ROOM |
| March 6 2:30 P.M. | HENRI BENDEL'S CUSTOM SHOWING FOR PRESS AT 2:30 P.M. (<u>Note change of date and time</u>). (See Pg. 2). | | |
| Monday March 6 4:00 P.M. | PRESS SHOWING: SPRING & SUMMER GOWNS FOR 1950 Eulalie will present her second collection of made-to-order afternoon and evening dresses and wholesale Bridal gowns for Spring and Summer 1950. Attendance by invitation only. Contact: M'Lou Carroll, TR. 9-2160. | EULALIE | 131 EAST 70TH STREET SALON |
| Monday March 6 4:00 P.M.- 7:30 P.M. Cocktails | SHOWING OF NEW "FIRE" PEARLS Mr. Allen B. Gellman, president of Elgin American, will invite the press and trade to the first American showing of the new "Fire Pearls" in necklace fashions. Press show at 4:00 P.M. to 5:30 P.M. Trade show at 6:00 P.M. to 7:30 P.M. By invitation only. Contact: Elgin American, LA. 4-8610. | ELGIN AMERICAN | HAMPSHIRE HOUSE COTTAGE |
| Monday March 6- March 17 | FORTY-SEVENTH ANNUAL AMERICAN TOY FAIR Preview for the trade of complete line of toys, games and hobby materials, with over 1200 exhibitors displaying 100,000 varieties of American-made playthings. Permanent displays at 200 Fifth Ave., (headquarters of Toy Mfrs. of U.S.); and at 1107 B'way. Publ.: Ruth Millard, OR. 5-1141. | TOY MANUFACTURERS OF THE U.S.A. | HOTEL McALPIN; & HOTEL NEW YORKER |
| 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 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. Publ.: Ann Rountree, PL. 9-2388. | ARANKA, INC. | 410 PARK AVENUE SALON |
| Beginning Tuesday March 7 7:15 P.M. | "FUNDAMENTALS OF PUBLICITY" COURSE "Fundamentals Of Publicity"--series of 10 two-hour sessions every Tuesday evening at 7:15 P.M. Orientation lecture on Tuesday, March 7: "What Is Publicity"? Discussion leader: Henry Schapper, Chairman of Education Committee, Publicity Club. Speaker: Ellen Lind, Millinery Fashion Bureau. Enrollment Fee: \$10:00. Contact: Publicity Club, Hotel Shelton, PL.5-4000; or Ellen Lind, LU. 2-2250. | PUBLICITY CLUB OF NEW YORK, INC. | HOTEL SHELTON LEX. AVE. & 49TH ST. |
| Tuesday March 7- March 8 | SEMI-ANNUAL LEATHER SHOW "Leather Sells Shoes"--thirty-sixth semi-annual leather show, with 90 tanning concerns displaying 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 |

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| March 8 | SAKS FIFTH AVENUE'S CUSTOM COLLECTION BY SOPHIE AT 10:30 A.M. (See Pg. 2). | | |
| Wednesday March 8 12:45 P.M. Luncheon | PRESENTATION OF SPRING AND SUMMER FASHIONS "In Tune With Spring"--fashions for Spring and Summer will be presented during 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 |
| Wednesday March 8 1:00 P.M. Luncheon | SHOWING OF SUMMER TROUSSEAU COLLECTION Raymond Marinelli will present his Summer trousseau collection of afternoon, cocktail, dinner and evening gowns at a luncheon show. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Marinelli Publicity: Jane Franklin, Allied Syndicates, PL. 9-6411. Ted Saucier Publ. Office: Laura C. Wood, EL. 5-3000. | RAYMOND MARINELLI, INC. (37 WEST 47TH STREET) | 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. Fashions by: Odette Barsa, Mary Blair, Ceil Chapman, Dorothy Cox, David Crystal, Dorian-Macksoud, Kay Dunhill, Jack L. Honig, Madison Sportswear, Mayfield Lingerie, Claire McCardell, Mildred Orrick, Toni Owen, Peerless Robes & Sportswear, Charlotte Phelan, Rose of Nite Club Frocks, Carolyn Schnurer, Karen Stark, Janet Taylor, Joset Walker. Fashions from patterns by Simplicity Pattern Co. Men's Fashions--Royal Robes. Children's Fashions--Carmella Dagato of Jules Honig and Sturdiboy-I. Jablow & Co. Belts--Criterion. Footwear--Capezio. Gloves--Aris and Shalimar. Handbags--Roger Van S. Hosiery--Mojud. Jewelry--Agnew, Karu, Kramer, Marvella. Millinery--Mr. John and Madcaps. Children's Millinery--"Babs" Hats by Sable Bros. Scarves--Baar & Beards. Umbrellas--Uncle Sam's Umbrella Shop. Dog Ensembles--Walter B. Stevens & Son. Showing promptly at 5:00 P.M. Attendance by invitation only. Publicity: Doris A. Weston, Fashion Counselors, 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. Attendance by invitation. Publicity: Mark Klauser, SP. 7-9000. | OHRBACH'S SEPARATES SHOP | 2ND FLOOR SEPARATES SHOP |
| Thursday March 9 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Rosette Pennington will present Spring and early Summer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | ROSETTE PENNINGTON | HOTEL PLAZA PERSIAN ROOM |
| March 9 | ELIZABETH ARDEN--CASTILLO CUSTOM SHOWING FOR PRESS AT 3:00 P.M. (See Pg. 2). | | |

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| Friday March 10 1:00 P.M. Luncheon | TABLE DECOR & FASHIONS AT BENEFIT LUNCHEON Premiere showing of table settings by Carole Stupell, integrated with fashions for each occasion, designed by Ceil Chapman. Hats--John Frederics. Dresses--B.H. Wragge. Negligees--Tewi. Benefit for the School Settlement Association, Inc. Tickets: (including tax and tip): \$7.50 per person, available at Carole Stupell, 507 Madison Ave., or Hotel Pierre, Nola Luxford. Carole Stupell Publicity: Carson-Ruff Associates, MU. 2-2055. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | CAROLE STUPELL, LTD.; CEIL CHAPMAN | HOTEL PIERRE BALLROOM |
| 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 |
| Monday March 13 4:00 P.M. Cocktails | PRESS SHOWING OF SHOE COLLECTION Frank Bros. will present Mico Vallini's Spring and Summer shoe collection to the press. Attendance by invitation only. Publicity: Molly Appleby, PL. 9-8630. | FRANK BROTHERS | 9 EAST 57TH STREET STUDIO-6TH FLOOR |
| Wednesday March 15 12:15 P.M. Luncheon | MEMBERS' MONTHLY LUNCHEON MEETING Jessica Daves, editor of "Vogue", will report on the French collections. The Fashion Group will show a representative group of highlights from the Paris collections. Program chairman: Eleanor W. Howard. 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 |
| Wednesday March 15 12:45 P.M. Luncheon | PRESENTATION OF SUMMER GOWNS AT LUNCHEON "Summer Charm"--a presentation of Summer gowns by Baroness D'Etreillis of Maison Boue Soeurs. Hats--Madame Gella. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | MAISON BOUE SOEURS (9 EAST 54TH STREET) | HOTEL PIERRE COTILLION ROOM |
| Wednesday March 15 8:30 P.M. | "STIMULI FOR DESIGN"-- SECOND IN LECTURE SERIES Subject: "Looking Backward To Tomorrow-1850-1900", illustrated with color slides of changes in viewpoints of modern art. Three short films will be shown: "The Whirl of Life 1914" with Vernon and Irene Castle; "Our Dancing Daughters 1928" with Joan Crawford; "The Tango" with Rudolph Valentino. Tickets: \$2.50 per lecture. Contact: Society of N.Y. Dress Designers, LA. 4-7950. | SOCIETY OF NEW YORK DRESS DESIGNERS, INC. | MUSEUM OF MODERN ART 11 WEST 53RD STREET |
| March 15 | FEDERAL INCOME TAX DUE (Wednesday). | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday March 16 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW | RAZOOK'S, INC. (HOTEL PLAZA) | HOTEL PLAZA TERRACE ROOM |
| | Razook's will present a collection of Spring fashions including gowns, furs, millinery and accessories during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Razook's Contact: PL. 8-0207. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Monday March 20 1:00 P.M. Luncheon | FASHION SHOW DURING LUNCHEON | FARQUHARSON & WHEELOCK | HOTEL PLAZA PERSIAN ROOM |
| | Farquharson and Wheelock will present Spring fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Farquharson & Wheelock Publicity-Commentator; and Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Monday March 20 8:30 P.M. | FASHION REVUE AND ALL-STAR SHOW | ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET) | MADISON SQ. GARDEN 8TH AVE. & 49TH ST. |
| | Annual all-star benefit show and fashion revue, with celebrities of radio, stage and screen. Tickets: \$1.50 to \$12.50. Contact: CI. 5-7400. | | |
| Beginning Monday March 20- March 25 | INTERNATIONAL FLOWER SHOW | HORTICULTURAL SOCIETY OF N.Y.; & N.Y. FLORISTS | GRAND CENTRAL PALACE LEX. AVE. & 46TH ST. |
| | Theme of the Thirty-Fourth International Flower Show will be "Small Home Plantings", including 252 main classes for amateur and professional growers. Opening Mon., March 20 at 12:00 Noon, daily thereafter 10:00 A.M. to 10:30 P.M. Admission (tax included): \$1.50 for adults; 75¢ for children. Publicity: Korbel and Colwell, PL. 9-7340. | | |
| Wednesday March 22 1:00 P.M. Luncheon | LUNCHEON SHOWING OF SPRING FASHIONS | THE TAILORED WOMAN | WALDORF-ASTORIA SERT ROOM |
| | 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: Laura C. Wood, EL. 5-3000. | | |
| Wednesday March 22 2:30 P.M. | PREVIEW: SALYMI'L FASHION FOR SPRING | MILGRIM | 4TH FLOOR |
| | Milgrim will present Salymil's Spring collection to press and customers. By invitation only. Publicity: Ruth Waltz, CI. 7-7200. | | |
| Thursday March 23 9:15 A.M. Breakfast | PRESS PREVIEW OF SPRING FASHIONS | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| | 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. | | |
| Thursday March 23 4:00 P.M. | VELVET, CORDUROY & VELVETEEN FASHION SHOW | CROMPTON-RICHMOND CO. | RITZ-CARLTON HOTEL GRAND BALLROOM |
| | Second collection of Haute Couture fashions by Crompton-Richmond Co., with models in velvet, corduroy and velveteen from sixteen Paris couturiers; one, London; and eleven American custom designers. Imported fashions by Hardy Amies of London; and Pierre Balmain, Carven, Jean Desses, Christian Dior, Jacques Fath, Gres, Jacques Griffe, Jacques Heim, Hermes, Manguin, Marnier, Molyneux, Patou, Robert Piguet, and Schiaparelli, of Paris. U.S. designers: Elizabeth Arden-Castillo, Fira Benenson, Hattie Carnegie, Oleg Cassini, Lilly Dache, Howard Greer, Edith Head, Mr. John, Don Loper, Elizabeth Phelps, and Valentina. By invitation. Publ.: Murrow McCurnin, LO. 4-2900. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|--|--|------------------------------|
| Monday March 27 4:00 P.M.- 7:00 P.M. Cocktails | SHOWING OF ACCESSORIES MADE OF CARPETING "The New Rug-ed Look"--the Carpet Institute will present accessories for women and men made from wool carpeting, including hats created by New York's leading milliners. Also, fashions for dogs. Show for benefit of N.Y.C. Cerebral Palsy Campaign. Tickets: \$5.00. Contact: Fred Eldean Organization, EL. 5-7651. | CARPET INSTITUTE | ST. REGIS HOTEL ROOF |
| 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: Laura C. Wood, EL. 5-3000. | DEIN-BACHER OF THE WALDORF | WALDORF-ASTORIA SERT ROOM |
| April 1 | CANCER FUND MONTH (April 1-April 30). | | |
| April 2 | PALM SUNDAY | | |
| April 2 | PASSOVER--FIRST DAY (Sunday). | | |
| Tuesday April 4 12:15 P.M. Luncheon | READY-TO-WEAR DIVISION LUNCHEON MEETING The Ready-To-Wear Division of The Fashion Group will have a luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |
| Wednesday April 5 1:00 P.M. Luncheon | FASHIONS FOR SPRING DURING LUNCHEON Russeks will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000. | RUSSEKS FIFTH AVENUE | WALDORF-ASTORIA SERT ROOM |
| April 6 | HOLY THURSDAY. | | |
| April 7 | GOOD FRIDAY. | | |
| April 9 | EASTER SUNDAY. | | |
| Beginning Monday April 10- April 16 | "LACE FESTIVAL"-- SPRING 1950 "April Is The Month of The Lace Festival", sponsored by The Lace Institute, manufacturers of laces and importers of foreign laces. Publicity: Gladys Steiner, MU. 9-1630. | THE LACE INSTITUTE | THROUGHOUT THE COUNTRY |
| Thursday April 13 12:15 P.M. Luncheon | FABRICS DIVISION LUNCHEON MEETING The Fashion Group will present an exhibit of Fall fabrics at the luncheon meeting of the Fabrics Division. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |

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

- Week FIFTEENTH WEEK, METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY & 39TH ST.
Of Mon. Eve., Feb. 27: Wagner's DIE MEISTERSINGER. Tues. Eve., Feb. 28:
Feb. 27 Puccini's TOSCA. Wed. Eve., March 1: Verdi's SIMON BOCCANEGRAS.
Thurs. Eve., March 2: Mozart's LE NOZZE DI FIGARO. Fri. Mat., March 3:
Verdi's AIDA. Sat. Mat., March 4: Verdi's RIGOLETTO. Sat. Eve., March 4:
Wagner's LOHENGRIN. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday PREMIERE: "CAPTAIN CHINA" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
March 1 Paramount Pictures presents an adventure-romance film on the high seas.
Stars: John Payne, Gail Russell and Jeffrey Lynn. Producers: William Pine
and William Thomas. Director: Lewis R. Foster. Publicity: Rex Taylor,
BR. 9-8700.
- Thursday TELEVISION: KATHI NORRIS, "YOUR TELEVISION SHOPPER" WABD-TV, CHANNEL 5
March 2 Kathi Norris' guest will be Peg Fischer who will fashion an Easter bonnet
11:00 A.M.- with materials to match the cover of the Blue Bonnet margarine package.
12:00 Noon Publicity: Babs Doniger, PL. 3-1742.
- Thursday OPENING: "NOW I LAY ME DOWN TO SLEEP", BROADHURST THEATRE, 44TH W. OF B'WAY
March 2 Nancy Stern and George Nichols 3rd present Fredric March and Florence
Eldridge in a comedy by Elaine Ryan based on the novel by Ludwig Bemelmans.
Director: Hume Cronyn. Settings: Wolfgang Roth. Costumes: John Derro.
Lighting: Richard Bernstein. Publicity: Ben Washer, PL. 7-1874.
- Beginning N. Y. CITY BALLET COMPANY CITY CENTER, 131 WEST 55TH STREET
Thursday Thurs. Eve., March 2: SYMPHONIE CONCERTANTE, ILLUMINATIONS, FIREBIRD.
March 2- Fri. Eve., March 3: SERENADE, PAS DE DEUX ROMANTIQUE, PRODIGAL SON,
March 5 BOURREE FANTASQUE. Sat. Eve., March 4: JINK, AGE OF ANXIETY, SYMPHONY
IN C. Sun. Mat., March 5: MOTHER GOOSE SUITE, THE DUEL, DIVERTIMENTO,
FIREBIRD. Sun. Eve., March 5: THE GUESTS, PAS DE DEUX ROMANTIQUE,
ORPHEUS, BOURREE FANTASQUE. Publicity: Philip Bloom, CH. 4-5185.
- Friday PREMIERE: "MOTHER DIDN'T TELL ME" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
March 3 Twentieth Century-Fox presents a new comedy about a young married couple.
Stars Dorothy McGuire, William Lundigan and June Havoc. Producer: Cyril
Mockridge. Director: Claude Binyon. Wardrobe: Charles LeMaire and
William Travilla. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Wednesday OPENING: "THE CONSUL" BARRYMORE THEATRE, 47TH ST. W. OF B'WAY
March 15 Chandler Cowles and Efrem Zimbalist, Jr. present a new musical drama by
Gian-Carlo Menotti. Stars: Marie Powers and Patricia Neway. Director:
Gian-Carlo Menotti. Settings: Horace Armistead. Lighting: Jean Rosenthal.
Costumes: Grace Houston. Publicity: G. & D. Ross, BR. 9-5906.
- Thursday OPENING: "THE HEART OF THE MATTER" IMPERIAL THEATRE. 45TH ST. WEST OF B'WAY
March 16 Rogers & Hammerstein will present the Basil Dean-Graham Green play. Cast
includes Ian Hunter, Norah Howard, and Cherry Hardy. Director: Basil Dean-
Graham Green. Settings: Samuel Leve. Costumes: David Ffolkes. Publicity:
Michel Mok, CI. 6-7889.
- Wednesday OPENING: "THE WISTERIA TREES" MARTIN BECK THEATRE, 45TH W. OF 8TH AVE.
March 29 Joshua Logan presents his version of "The Cherry Orchard", set in New
Orleans in 1880. Cast includes Helen Hayes, Walter Abel, Ken Smith and
Peggy Conklin. Director: Joshua Logan. Settings: Jo Mielziner.
Costumes: Lucinda Ballard. Publicity: Leo Freedman, CH. 4-7250.