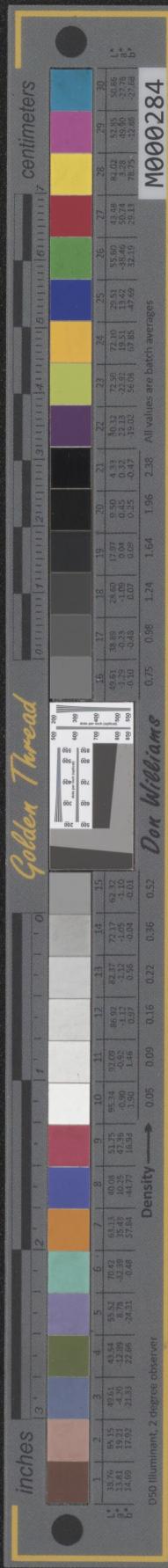


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fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1950

WEEK OF

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.

 * OUR SINCERE THANKS FOR YOUR HOLIDAY GREETINGS *
 * AND BEST WISHES FOR A VERY HAPPY NEW YEAR. *
 * THE EDITORS *

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 2, 1950</u>			
Jan. 2	LEGAL HOLIDAY (Monday).		
Tuesday	PRESS PREVIEW OF	WALTER FLORELL	29 EAST 53RD STREET
Jan. 3	SPRING MILLINERY		SALON
11:00 A.M.	Presentation of Walter Florell's Spring millinery to the local fashion		
Luncheon	press. Show will be followed by luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday	SPRING MILLINERY SHOW	EMME	26 EAST 56TH STREET
Jan. 4	AT NEW SALON		SALON
9:15 A.M.	Emme will present her collection of Spring millinery to the local fashion		
Breakfast	press at the opening of her new salon. Showing at 9:30 A.M. By invita- tion only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday	SPRING MILLINERY	MARY GOODFELLOW	600 MADISON AVENUE
Jan. 4	SHOWING FOR PRESS		SALON
12:00 Noon	Preview of Spring millinery collection by Mary Goodfellow at a luncheon		
Luncheon	showing for the N.Y. fashion editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday	PRESS PREVIEW OF	GIMBELS	2ND FLOOR
Jan. 4	RESORT FASHIONS		FASHION OFFICE
2:30 P.M.	"Going Places..Southward"--Gimbels will present a press showing of Resort		
	fashions. By invitation only. Public showing on Thursday, Jan. 5 at		
	6:00 P.M., on 3rd floor. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Thursday	SPRING HAT SHOW	SALLY VICTOR	18 EAST 53RD STREET
Jan. 5	FOR THE PRESS		SALON
10:00 A.M.	Showing of Sally Victor's Spring Millinery collection to the local fashion		
Breakfast	editors. By invitation only. Contact: Mildred Josephs, PL. 3-7450.		
Thursday	MILLINERY DIVISION	THE FASHION GROUP, INC.	HOTEL BILTMORE
Jan. 5	LUNCHEON MEETING	(9 ROCKEFELLER PLAZA)	BALLROOM
12:15 P.M.	The Fashion Group will have a Millinery Division luncheon meeting.		
Luncheon	Subject: "1950 Turns To Trimming--If It's Untrimmed, It's Old Hat!" About twenty leading milliners and six uptown retail stores will present Spring hats. Commentator: Maud G. Moody, millinery editor, Women's Wear Daily. Speaker: Mr. Lou E. Davis, Director of Better Millinery and Custom-Made Millinery, Saks Fifth Avenue. Chmn. of Millinery Div.: Dorothy Nash. Price (including tax and tip): \$4.00 for members. \$4.50 for guests (one per member). Contact: The Fashion Group, Inc., CI. 7-3940.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 5 2:00 P.M.- 4:30 P.M.	PRESS PREVIEW: "ADAM IN THE LOOKING GLASS" "Does Adam Dress for Eve, Or Does Eve Dress Adam?"---an exhibition of men's fashions from the 14th Century to tomorrow. The exhibit will include new fashions for men, specially designed by twelve outstanding women designers. Members' Private Preview: Thursday, January 12 from 8:00 P.M. to 11:00 P.M. Exhibit will be open to public, beginning Friday, January 13. Executive Director of Costume Institute: Polaire Weissman. Publicity for Metropolitan Museum: Lillian Green, RH. 4-7690, Ext. 380.	COSTUME INSTITUTE OF METROPOLITAN MUSEUM	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
Thursday Jan. 5 4:00 P.M. Cocktails	SPRING AND SUMMER FOUNDATION LINE The House of Flexees will present a press preview of its Spring and Summer line of Foundation garments. Attendance by invitation only. Publicity: Bee Bradshaw, MU. 9-2100.	ARTISTIC FOUNDATIONS-- "FLEXEES"	417 FIFTH AVENUE SHOWROOM
Thursday Jan. 5 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY SPRING COLLECTION Linsk of Philadelphia and California will present the Betty Barclay Spring collection to the press and trade at a cocktail party. Settings: Merchandising Arts. By invitation only. Contact: Mildred Kaldor, MU. 9-5420.	LINSK OF PHILADELPHIA AND CALIFORNIA	HOTEL PIERRE ROOF
Friday Jan. 6 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING MILLINERY Lenesta will present her Spring millinery collection to the N.Y. fashion editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA (7)	15 EAST 53RD STREET SALON
Friday Jan. 6 2:00 P.M.- 5:00 P.M.	OPEN HOUSE PRESS PARTY Open House party to celebrate opening of new bridal manufacturing company of Madam Herma Creations, Inc. By invitation only. Publicity: Ken R. Williams, Stanley-Guerin Co., MU. 6-1152.	MADAM HERMA CREATIONS, INC.	215 WEST 40TH ST.
Friday Jan. 6 4:00 P.M. Cocktails	PALM BEACH FASHIONS AT NEW COUTURE SALON Reception and cocktails at the opening of Callot Soeurs' new couture salon, and a presentation of their Palm Beach collection. Attendance by invitation only. Publicity: Mary Marsh, PL. 9-2675.	CALLOT SOEURS	42 EAST 57TH STREET SALON
Week Of Jan. 8	FOURTEENTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the U.S. and Canada will be in N.Y. during the week of January 8 for the Fourteenth National Press Week. Strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	N.Y. DRESS INSTITUTE	NEW YORK CITY
Sunday Jan. 8 11:00 A.M. Breakfast	SHOE DISPLAY FOR VISITING EDITORS The out-of-town editors are invited to see the new Spring trends in shoes for men, women and children. Contact: Alice Dowd, J. Walter Thompson Co., MU. 3-2000, Ext. 304.	NATIONAL SHOE INSTITUTE	RITZ CARLTON HOTEL CARLTON SUITE, 4TH FL.
Sunday Jan. 8 3:00 P.M.- 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Sally Victor will present her semi-annual millinery fashion show to the out-of-town press at an informal cocktail party. Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 8	SPRING FASHIONS FOR VISITING PRESS	MARIA KRUM	41 WEST 56TH STREET SALON
4:00 P.M. 6:00 P.M. Tea	Brief showing of Maria Krum's Spring fashions at a tea for the out-of-town and local editors. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.		
Sunday Jan. 8	COCKTAIL PARTY FOR VISITING EDITORS	FLORENCE REICHMAN	44 EAST 67TH STREET (HOME)
4:30 P.M. 8:00 P.M. Cocktails	Florence Reichman will invite the out-of-town editors to an open-house cocktail party and informal showing of her Spring millinery. Attendance by invitation only. Contact: Florence Reichman, RH. 4-0290.		
Sunday Jan. 8	BUFFET SUPPER FOR VISITING PRESS	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET
5:30 P.M. Buffet Supper	Forstmann will be host at a cocktail party and buffet supper for the out- of-town press at the Hotel Carlyle, Victorian Suite. Attendance by invita- tion only. Publicity: Adelia Bird Ellis, CI. 5-8448.		
Sunday Jan. 8	CHAMPAGNE PARTY FOR VISITING EDITORS	WALTER FLORELL	29 EAST 53RD STREET SALON
9:30 P.M. Champagne	Walter Florell will invite the out-of-town press to a champagne party and showing of his Spring millinery. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday Jan. 9	PRESS PREVIEW OF SPRING MILLINERY	MR. JOHN, INC.	53 EAST 57TH STREET SALON
11:00 A.M.	Mr. John will present his Spring Millinery collection to the N.Y. fashion editors. (Note change of time). Attendance by invitation only. Contact: Jane Darby or Peter Brandon, MU. 8-4906.		
Monday Jan. 9	PRESS LUNCHEON AND SHOW	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
12:15 P.M. Luncheon	Richard Hudnut will invite the out-of-town and local press to luncheon, and a show directed by Ann Delafield. Attendance by invitation only. Contact: Marion Hammon, WA. 4-7708.		
Monday Jan. 9	DESIGNERS' "RHYTHM" LUNCHEON SHOW	AMERICAN GUILD OF FASHION DESIGNERS	HOTEL PIERRE COTILLION ROOM
12:45 P.M. Luncheon	The American Guild of Fashion Designers, Inc., organized last June, will have their first fashion show. The show will include fashions by Peg Newton, Elsa Nystrom, Bernard Az Guro and others. Tickets: \$10.00. For reservations, contact: LE. 2-8324. Publicity: Edgar E. Peck, Lycett- Peck Assoc., MU. 7-6295. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Monday Jan. 9	SPRING SHOWING FOR VISITING PRESS	CAPRI ORIGINALS, INC.	1372 BROADWAY SHOWROOM-5TH FLOOR
3:00 P.M.	Capri will present their Spring and Resort collection to the out-of-town editors. Attendance by invitation only. Publ.: Elsie Brandt, WI. 7-7430.		
Monday Jan. 9	MILLINERY SHOWING FOR VISITING PRESS	MR. JOHN, INC.	53 EAST 57TH STREET SALON
4:00 P.M.	Showing for the out-of-town editors of Mr. John's Spring millinery. By invitation only. Contact: Jane Darby or Peter Brandon, MU. 8-4906.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 9 5:00 P.M. Cocktails 5:30 P.M. Show	"ACCESSO-PLAN" ACCESSORIES SHOW Semi-annual accessories show of new Coro jewelry and Glentex scarfs, for local and out-of-town press, giving fashion highlights of the Spring into Summer season. By invitation only. Cocktails at 5:00 P.M. Show at 5:30 P.M. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
Monday Jan. 9 8:00 P.M.	FASHION SHOW FOR VISITING EDITORS Maurice Rentner will present his Spring collection to the out-of-town fashion press promptly at 8:00 P.M. Refreshments will be served after the show. By invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday Jan. 9- Jan. 10	SECOND ANNUAL HOSEIERY EXPOSITION "Hosiery Industry Weekly" and "Hosiery Merchandising" will sponsor the Fourth Annual Hosiery Forum for retailers, buyers and merchandisers of hosiery. The Second Annual Hosiery Exposition will include about 65 exhibitors, with showings from 2:00 P.M. to 11:00 P.M. on first day; 12:00 Noon to 5:00 P.M. on second day. Forum contact: Olive Graham, MU. 5-0375; Exposition contact: Robert T. Kenworthy, LE. 2-5441.	HOSEIERY INDUSTRY WEEKLY; & MERCHANDISING	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday Jan. 9- Jan. 13	THIRTY-NINTH ANNUAL CONVENTION "Keep the Goods Moving" is the general theme of the NRDGA Convention for 1950. Registration fees: \$5.00 per person; \$25.00 per firm (any number of representatives). Contact: NRDGA, 100 West 31st St., CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N.	HOTEL STATLER
Tuesday Jan. 10 8:00 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Irene of New York will present Spring hats to the out-of-town press at a breakfast showing. By invitation only. Publ.: Nona James, CH. 4-7658.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday Jan. 10 9:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing trends, problems and developments. Virginia Pope, fashion editor of the N.Y. Times, will again direct the clinic. By invitation only. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday Jan. 10 12:15 P.M. Luncheon	PRESS SHOWING OF SPRING COLLECTION Paul Parnes will present his Spring collection of dresses and suits to the visiting editors. Luncheon will follow the show. Attendance by invitation only. Publicity: Gladys Steiner, MU. 9-1630.	PAUL PARNE	498 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 10- Jan. 11 2:00 P.M.- 5:00 P.M.	FIFTEENTH BRIDAL BUSINESS CLINIC Bride's House, Inc., publishers of The Bride's Magazine and The Bride's Reference Book announce a two-day Bridal Business Clinic in the Crystal Gardens and Grand Ballroom of the Ritz Carlton Hotel. Wedding Gift Registry and Home Furnishings Session on Tues., Jan. 10; Fashion Session on Wed., Jan. 11 -- both followed by cocktails. Attendance by retailers. Contact: Alice Rydell, Dir. of Merchandising Service, MU. 2-1490.	THE BRIDE'S MAGAZINE	RITZ CARLTON HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 10 2:30 P.M.	FIFTH ANNUAL BRIDAL CLINIC Annual clinic for bridal consultants, bridal dress buyers, trousseau buyers, publicity, display and merchandise managers of Mademoiselle's tie-in stores across the country. Attendance by invitation. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADEMOISELLE	HOTEL ROOSEVELT GRAND BALLROOM
Tuesday Jan. 10 2:30 P.M. Cocktails	SPRING MILLINERY FASHION SHOW Showing of Parisian-patterned millinery with their interpretations; and also ready-to-wear hats. By invitation only. Contact: PL. 3-2940.	CECILE GERTRUDE KRETZ	25 WEST 57TH STREET SALON
Tuesday Jan. 10 3:30 P.M.- 6:00 P.M.	COSTUME JEWELRY SHOWING FOR PRESS Presentation of Castlecliff and Castlemark costume jewelry at an informal showing for out-of-town and local press. By invitation only. Publicity: Carol Jaynes, WI. 7-0943.	CASTLECLIFF, INC.	366 FIFTH AVENUE SHOWROOM - 5TH FL.
Tuesday Jan. 10 4:00 P.M. Cocktails	SHOWING OF FASHIONS IN VERNEY FABRICS "Hawaii" will be the theme of a complete showing of beach, lounge and play clothes in Verney prints, designed in Hawaii by Hawaiian artists. Attendance by invitation only. Fashion Director: Adele Benjamin, BR. 9-7300. Publicity: John Hallaren, CH. 4-7580.	VERNEY CORPORATION	HOTEL PLAZA TERRACE ROOM
Tuesday Jan. 10 4:00 P.M.- 6:00 P.M.	FASHIONS IN WOMEN'S WATCHES "Wardrobe in Watches", the latest in designs and fashions in watches for women, will be presented by the Watchmakers of Switzerland, (Federation Suisse des Associations de Fabricants d'Horlogerie) to the N.Y. and out-of-town fashion press. By invitation only. Sponsored by Foote, Cone and Belding International. Contact: Elizabeth Maher Assoc., EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	PARK LANE TAPESTRY ROOM
Tuesday Jan. 10 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES Preview for the out-of-town and local fashion press of the Yolande collection of handmades for Spring. By invitation only. Publicity: Ida Miller, Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
Tuesday Jan. 10 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Reservations: Dinner and Show, \$20.00 (including tax); Mezzanine: show only, \$10.00 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publ.: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Tuesday Jan. 10 8:00 P.M. Dinner 9:30 P.M. Show	ANNUAL FASHION SHOWING OF DAYTIME DRESSES "Fashions for Day and Play" will be the theme of the Sixteenth Annual Show, with a presentation of fashions by sixty of the National Brand of Daytime Dress manufacturers. Tickets for dinner and show: \$20.00. Contact: Mr. Albert Lewin, LA. 4-6350. The out-of-town and local press will be invited to the show at 9:30 P.M. Fashion Show Director: Bonnie Donahue. Contact: Marion Ostroff or Ayrnne Bermont, LA. 4-6350.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 11 8:00 A.M. Breakfast	NECKWEAR SHOW FOR VISITING PRESS Showing of new neckwear for Spring to the out-of-town press. By invitation only. Publicity: Dora Miller, LO. 3-4285.	NAT'L WOMEN'S NECKWEAR AND SCARF ASSOCIATION	LONGCHAMPS B'WAY & 41ST STREET
Wednesday Jan. 11 9:30 A.M.	SPRING MILLINERY SHOW FOR LOCAL PRESS Irene of New York will present her new collection of Spring millinery to the N.Y. fashion press. By invitation only. Publ.: Nona James, CH. 4-7658.	IRENE OF NEW YORK (9)	16 EAST 52ND STREET SALON
Wednesday Jan. 11 11:00 A.M.	SPRING MILLINERY PREVIEW FOR PRESS Presentation for buyers and the N.Y. press of Laddie Northridge's Spring millinery collection. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE (10)	1 WEST 57TH STREET SALON
Wednesday Jan. 11 12:00 Noon Luncheon	FASHION SHOW FOR VISITING PRESS Preview of Varden's Spring suits and dresses for the out-of-town editors. Attendance by invitation only. Publicity: Ann Pester, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Wednesday Jan. 11 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING "Opening The Curtain On Spring"--Margaret Newman will present her Spring collection of sports, afternoon and evening fashions during luncheon. Press by invitation. Public by reservation; contact: Mr. Oscar, EL. 5-2600, Ext. 203. Margaret Newman Publicity: Ann Rabin, LO. 9-5474. Savoy Plaza Fashion Director: Donna Cannon, EL. 5-2600.	MARGARET NEWMAN ORIGINALS	SAVOY PLAZA GOLD ROOM
Wednesday Jan. 11 2:30 P.M.	FASHION TRENDS FOR SPRING AND SUMMER Presentation of juniors', misses' and women's fashion trends for Spring and Summer 1950. Open to public to public. Publicity: Etta Daub, MU. 9-7000	B. ALTMAN & CO.	3RD FLOOR
Wednesday Jan. 11 4:00 P.M. Cocktails	LOCAL PRESS SHOWING OF NEW BRASSIERES Presentation of Spring line of brassieres, designed by Edith Lances. Attendance by invitation only. Publicity: Gladys Steiner, MU. 9-1630.	EDITH LANCES	31 EAST 31ST STREET SHOWROOM
Wednesday Jan. 11 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Florence Reichman will present a showing of her Spring millinery to press and trade. By invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN (11)	1 WEST 57TH STREET SALON
Wednesday Jan. 11 5:00 P.M.	PRESS PREVIEW OF SPRING MILLINERY Showing of Laddie Northridge's Spring millinery collection to the out-of-town press. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 11 6:00 P.M. Cocktails Dinner	HAT FASHIONS FOR LOCAL & VISITING PRESS The Millinery Fashion Bureau will invite the out-of-town and local editors to a cocktail party at 6:00 P.M., with dinner at 7:00 P.M. Showing of Spring hat fashions by leading milliners at 8:00 P.M. By invitation only. Publicity: Mary Kelley, LU. 2-2250.	MILLINERY FASHION (12) BUREAU	PLACE TO BE ANNOUNCED

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 11 7:00 P.M. Dinner	SPRING LINGERIE & NEGLIGEE SHOWING Dinner and fashion show, sponsored by the Lingerie Manufacturers Association and the Negligee Manufacturers Association, for manufacturers, retailiers and press. Show at 8:30 P.M. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LINGERIE & NEGLIGEE MANUFACTURERS ASS'N.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 12 8:00 A.M. Breakfast	PATENT LEATHER SHOW FOR VISITING PRESS "Patent Preferred"--patent leather accessories and ready-to-wear will be presented to press. By invitation only. Contact: Philip Klarnet, Patent Leather Bureau, LA. 4-1398. Publicity: Dora Miller, LO. 3-4285.	PATENT LEATHER BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Thursday Jan. 12 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. Fred Frederics of John Frederics, Inc., will present his Spring millinery collection to the N.Y. press. Attendance by invitation only. Contact: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC. (13)	29 EAST 48TH STREET SALON
Thursday Jan. 12 12:00 Noon Luncheon	YOUNG SPORTSWEAR SHOW FOR VISITING PRESS Tilly Schanzer will present her "Mix 'n Match" Spring fashions to the out-of-town editors. By invitation only. Publ.: Dora Miller, LO. 3-4285.	TILLY SCHANZER	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Thursday Jan. 12 2:30 P.M.	PREVIEW OF SPRING COSTUMES AND MILLINERY Lilly Dache will present her Spring costumes and millinery to the N.Y. editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE (14)	78 EAST 56TH STREET PENTHOUSE
Thursday Jan. 12 3:00 P.M.- 5:30 P.M. Tea	SPRING AND ADVANCE SUMMER SHOE FASHIONS Spring and Advance Summer shoe fashions will be presented at an informal showing for the out-of-town press. By invitation only. Publicity: Grace Hill, at I. Miller, ST. 4-7800.	I. MILLER	WALDORF-ASTORIA PERROQUET SUITE
Thursday Jan. 12 3:30 P.M.- 5:00 P.M. Cocktails	SHOWING OF NEW LINGERIE & HOSIERY Showing of the new Luxite Lingerie collection and a new slant on hosiery by Holeproof. Settings by Merchandising Arts. For local and visiting press and trade, by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	LUXITE LINGERIE- HOLEPROOF HOSIERY	ST. REGIS HOTEL ROOF
Thursday Jan. 12 4:30 P.M. Cocktails	LATEST SUNTAN STORY FOR EDITORS Cocktail party for beauty editors by Skol, and a discussion of the latest scientific information about the effect of light rays on the skin. By invitation only. Publ.: Marcella Holmes, J. Walter Thompson, MU. 3-2000.	SKOL	PARK LANE PETIT SALON
Thursday Jan. 12 4:30 P.M. Cocktails 5:00 P.M. Show	"A FASHION PORTFOLIO" SEMI-ANNUAL SHOW The House of Heller will present its semi-annual fashion show, featuring the Spring collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. Commentator: Helen Faith Keane. Settings: Merchandising Arts. For local and visiting press and trade, by invitation only. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER (411 FIFTH AVENUE)	RITZ CARLTON HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 12 5:30 P.M.	MILLINERY SHOW FOR VISITING EDITORS Presentation of Spring millinery to the out-of-town press by Mr. Fred Frederics. Attendance by invitation only. Contact: Lily Davis, PL.3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Thursday Jan. 12 7:00 P.M. Informal Buffet	WHOLESALE COLLECTION FOR VISITING PRESS The Elizabeth Arden ready-to-wear Spring collection, designed by Castillo, will be presented to the out-of-town press at an informal buffet dinner. Attendance by invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Thursday Jan. 12 7:30 P.M. Dinner	FASHION SHOW AND DINNER FOR PRESS Sylvan Rich will invite the visiting editors to a dinner and showing of Martini Designed and Diminutives for Spring. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	PLACE TO BE ANNOUNCED
Friday Jan. 13 8:00 A.M. Breakfast	EMBROIDERY FASHIONS FOR VISITING PRESS "Tots 'n Teens Trimmed with Schiffli"--embroidered fashions for the young set will be shown to the out-of-town editors. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Friday Jan. 13 12:00 Noon Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Kane-Weill will invite the out-of-town press to a luncheon and showing of Spring fashions, designed by Natalie Renke. Attendance by invitation only. Contact: Lloyd Weill, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Friday Jan. 13 4:00 P.M. High Tea	COSTUME JEWELRY SHOWING FOR PRESS The first press showing of Halbe creations in costume jewelry, simultaneously with the formal opening of their new showroom at 411 Fifth Avenue. Out-of-town, as well as New York editors will be invited to view the Spring 1950 collection at a High Tea. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JEWELS BY HALBE	411 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Friday Jan. 13 5:00 P.M. Cocktails	COSTUMES & MILLINERY FOR VISITING PRESS Showing for the out-of-town editors of Lilly Dache's Spring costume and millinery collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Friday Jan. 13 8:30 P.M.	OPERA PARTY FOR VISITING EDITORS The Jewelry Industry Council will be host to the visiting editors at the evening performance of the Metropolitan Opera. Attendance by invitation only. Contact: Martha Percilla, Fashion Director, LO. 4-3585.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Saturday Jan. 14 10:00 A.M. Coffee	SPRING SHOWING FOR VISITING PRESS Anna Miller will invite the out-of-town editors to a showing of the Spring and Advance Summer collection, designed by Earl Luick. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 14 2:00 P.M.- 3:00 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION Sydell will present her Mid-Winter and Early Spring collection of custom-order suits, cocktail dresses, dinner and evening clothes to the guests of the N.Y. Philanthropic League. Contact: EL. 5-8729.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Saturday Jan. 14 2:30 P.M. Champagne	SPRING JEWELRY AT CHAMPAGNE PARTY Trifari, Krussman & Fishel will invite the out-of-town editors and local press to a Silver Anniversary champagne party and showing of Spring fashion jewelry. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Saturday Jan. 14 4:00 P.M. Champagne	FRENCH RIVIERA FILM AT CHAMPAGNE PARTY Air France will present a champagne showing of "Flight To The French Riviera" to the out-of-town press. By invitation only. Publicity: Ellis Reed, PL. 9-7000.	AIR FRANCE	683 FIFTH AVENUE LOUNGE
Saturday Jan. 14 5:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING EDITORS Mme. Helena Rubinstein will invite the out-of-town editors to a cocktail party at her home. Attendance by invitation only. Publicity: Amy Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN	625 PARK AVENUE (HOME)
Monday Jan. 16 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW BRASSIERE FASHIONS The Maiden Form Brassiere Co. will have a fashion show and cocktail party for the press and trade to introduce style innovations for 1950. Maiden Form Brassieres will be shown with the new Spring fashions for which they have been designed. Settings: Merchandising Arts. Attendance by invitation only. Commentator and Fashion Show Director: Kay Daly. Publicity: Laurel Cutler, William H. Weintraub & Co., Inc., CI. 7-4282.	MAIDEN FORM BRASSIERE CO.	HOTEL PIERRE COTILLION ROOM
Monday Jan. 16- Jan. 20	CORSET & BRASSIERE SPRING MARKET WEEK The Spring Market Week of the Corset and Brassiere Exhibitors Guild will be held at the Hotel McAlpin. Contact: Jed Sylbert, 220 Fifth Avenue, MU. 2-1593.	CORSET & BRASSIERE EXHIBITORS' GUILD, INC.	HOTEL McALPIN B'WAY & 34TH STREET
Beginning Monday Jan. 16	PARIS OPENINGS: SPRING MILLINERY Openings of Paris milliners' collections are scheduled as follows: <u>Jan. 16:</u> Maud Roser; <u>Jan. 24:</u> Genevieve Bernard, Simone Cange, Suzy; <u>Jan. 25:</u> Lemmonier; <u>Jan. 26:</u> St. Cyr; <u>Jan. 27:</u> Francoise Ray; <u>Jan. 30:</u> Blanchot, Rose Valois; <u>Jan. 31:</u> Legroux; <u>Feb. 1:</u> Orcel.	INDIVIDUAL PARIS MILLINERY DESIGNERS	PARIS, FRANCE
Tuesday Jan. 17 11:00 A.M.	"FIGURE TALK"; SHOWING OF FOUNDATION FASHIONS The Warner Brothers Co. will present its annual Spring showing of foundation fashions for the trade and press. John Field, president of Warner Bros., will forecast business trends for 1950. "Figure Talk" will be supervised and commentated by Anne Ketcham, Warner's Publicity Director. Attendance by invitation only. Publicity: Anne Ketcham, MU. 3-1194.	THE WARNER BROS. CO.	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 18 1:00 P.M. Luncheon	SPRING SUITS AT LUNCHEON SHOW Russeks will present new Spring suits 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: Virginia Strub, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Jan. 18 4:00 P.M. Cocktails	FASHIONS AND FABRICS SHOWING Presentation of Spring costumes created by leading designers in John Walther fabrics. Showing at 4:30 P.M. For press and trade, by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 18 4:30 P.M.- 6:30 P.M. Cocktails	MEN'S SHIRTS AND SWIM TRUNKS The Cisco Company will introduce their Duke Kahanamoku line of men's shirts and swim trunks in Hawaiian designed fabrics at a Kahanamoku Party. Commentator: Allan Prescott. Attendance by invitation only. Publicity: Evelyn Wade, George N. Kahn Co., BR. 9-6950.	CISCO COMPANY (16 EAST 34TH ST.)	STORK CLUB 3 EAST 53RD STREET
Thursday Jan. 19 4:00 P.M. Cocktails	PREVIEW OF DENIMS AND COTTON SHEERS Reeves Brothers will present Barnyard Denims, cotton sheers and Byrd Cloth Reeveroy; also cotton cords from the Summer collections of leading designers. Attendance by invitation only. Fashion show direction: Rosemary Sheehan, CI. 7-8060.	REEVES BROTHERS, INC.	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Tuesday Jan. 24 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION 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. (Note Change of Dates). By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	CLIFFORD OF DEL MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 24 3:30 P.M. Cocktails	PRESS PREVIEW OF COTTON COLLECTION "Cotton Futures"--Showing of new cotton fashions by Jerry Parnis. Attendance by invitation. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
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. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Peg Fischer Publ.: Rosemary Sheehan, CI. 7-8060. Ted Saucier Publ. Office: Virginia Strub, EL. 5-3000.	PEG FISCHER	WALDORF-ASTORIA SERT ROOM
Tuesday Jan. 31 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Sixth annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Reservations: \$50.00 per person for "ringside" tables; \$25.00 per person for other tables. Contact: Kay Weatherby, Nat'l Foundation, 120 Broadway, BE. 3-0500. Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

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

- Friday Dec. 30 PREMIERE: "SANDS OF IWO JIMA" (Movie) BRANDT'S MAYFAIR THEATRE, 7TH AVE. & 47 Republic Productions film saga of the Marine Corps landing at Iwo Jima, 1943. The cast, headed by John Wayne, John Agar and Forrest Tucker, includes Gen. Howland M. (Howlin' Mad) Smith and the three survivors of the original sextet who raised the flag on Mt. Suribachi. Producer: Edmund Grainger. Director: Allan Dwan. Publ.: Evelyn Koleman, CO. 5-2500.
- Sunday Jan. 1 OPERA TELEVISION THEATRE CBS-TV, CHANNEL 2
5:00 P.M.-6:15 P.M. Premiere performance of the Opera Television Theatre will be Bizet's "Carmen". The cast will include Gladys Swarthout, Robert Merrill, and Robert Rounseveille. Narrator: Lawrence Tibbett. The Theatre is under the managing directorship of Henry Souvaine. Artistic Director: Lawrence Tibbett. Musical Director: Walter Ducloux. Stage settings: Richard Rychtarik. Contact: Edith Behrens, PL. 5-2000.
- Week Of Jan. 2 SEVENTH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY & 39TH STREET Seventh week's program of the Metropolitan Opera: Mon. Eve., Jan. 2: Wagner's TRISTAN UND ISOLDE; Wed. Eve., Jan. 4: Mozart's LE NOZZE DI FIGARO; Thurs. Eve., Jan. 5: Verdi's AIDA; Fri. Eve., Jan. 6: Verdi's RIGOLETTO; Sat. Mat., Jan. 7: Wagner's LOHENGRIN; Sat. Eve., Jan. 7: Verdi's LA TRAVIATA; Sun. Eve., Jan. 8: Saint-Saens' SAMSON ET DALILA. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday Jan. 4 OPENING: "THE PARAGON" GOLDEN THEATRE, 45TH ST. W. OF BROADWAY The Messrs. Shubert present a new play by Roland and Michael Pertwee with John Loder, Carol Goodner and June Lockhart. Director: Jerome Coray. Costumes and setting: Robert N. Robbins. Publ.: Sam Stratton, CI. 6-9500.
- Thursday Jan. 5 OPENING: "THE MEMBER OF THE WEDDING" EMPIRE THEATRE, B'WAY & 40TH ST. Robert Whitehead, Oliver Rea and Stanley Martineau present Carson McCullers' play, starring Ethel Waters with Julie Harris. Director: Harold Clurman. Settings, Costumes and Lighting: Lester Polakov. Publicity: Barry Hyams, PL. 9-6000.
- Wednesday Jan. 11- Jan. 22 OPENING: "THE CORN IS GREEN" CITY CENTER, 131 WEST 55TH STREET The second play by the N.Y.C. Theatre Company will be "The Corn Is Green" by Emlyn Williams, starring Eva Le Gallienne and Richard Waring. Production executive: George Schaefer. Settings and lighting: Peter Wolf. Costumes: Emeline Roche. Publicity: Marian Graham, MU. 8-3847.
- Thursday Jan. 12 OPENING: "HAPPY AS LARRY" CORONET THEATRE, 49TH ST. W. B'WAY Leonard Sillman presents Donagh McDonagh's comedy with music by Mischa and Wesley Portnoff. Burgess Meredith heads a large cast, which he directed. Choreography: Anna Sokolow. Musical Director: Franz Allers. Costumes and Scenery: Motley. Publicity: Philip Bloom, CH. 4-5185.
- Monday Jan. 16 OPENING: "THE ENCHANTED" LYCEUM THEATRE, 45TH ST. E. B'WAY David Lowe and Richard Davidson present Maurice Valency's adaptation of the Jean Giradoux play. Cast includes Leueen McGrath, Malcolm Keen, Una O'Connor and Charles Halton. Director: George S. Kaufman. Settings: Robert Edmond Jones. Publicity: Karl Bernstein, CI. 6-0427.
- Tuesday Jan. 17 OPENING: "ALIVE AND KICKING" WINTER GARDEN, B'WAY & 50TH ST. Katzell and Golden present a musical revue with Lenore Lonergan and Jack Cole. Director: Robert H. Gordon. Settings and costumes: Raoul Pene du Bois. Publ.: G. & D. Ross, BR. 9-5906.