

PUBLISHED WEEKLY • 10TH YEAR OF PUBLICATION

* 4/17/50

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, APRIL 17, 1950</u>			
Monday April 17 2:30 P.M.- 3:30 P.M.	SPRING AND SUMMER CUSTOM COLLECTION Sydell-Marie-Yates will present their Spring and Summer Collection of custom-order suits, cocktail dresses, dinner and evening gowns to the guests of the Rodeph Sholom Temple Sisterhood. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	RITZ-CARLTON HOTEL BALLROOM
Monday April 17 4:00 P.M. Cocktails	"SUMMER FORECAST" AT PRESS PREVIEW Hattie Carnegie will present her "Blue Room" fashions, featuring a collection of late Spring and Summer ready-to-wear fashions. Attendance by invitation only. Publicity: Sanna Brody, PL. 5-2600.	HATTIE CARNegie	PARK LANE HOTEL PETIT SALON
Tuesday April 18 12:15 P.M. Luncheon	ARTHUR GODFREY AS GUEST SPEAKER Arthur Godfrey, television and radio personality, will be guest speaker at the final luncheon of the season for the Advertising Women of N.Y. Price: \$3.75. Contact: Mabel Blake, 1233 Sixth Ave., CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR B'WAY & 44TH ST.
Tuesday April 18 1:00 P.M. Luncheon	EVENING FASHIONS AT LUNCHEON PRESENTATION Jane Engel will present "Clothes To Dance In" by Nite-Club Frocks, Inc. Commentator: Billie Gould. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Publicity: Ann Goodrich, Fashion Productions, MU. 8-1700. Ritz Publicity: Marion Morrison, MU. 8-3000.	JANE ENGEL (1025 MARISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday April 18 2:00 P.M.- 4:30 P.M.	EXHIBITION OF TWENTIETH-CENTURY GLASS A retrospective exhibition showing the development of glass design in Europe and America during the past fifty years. Open to public, Fri., April 21. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM OF ART	FIFTH AVENUE & 82ND STREET
Wednesday April 19 9:30 A.M. Breakfast	SHOWING TO PRESS OF SUMMER FASHIONS Sara Penoyer will present Summer fashions by Nelly Don at a "Skyline Breakfast" for the press. Showing at 10:00 A.M. Attendance by invitation only. Contact: Hilda Fitzgerald, LO. 5-4762.	NELLY DON OF MISSOURI	EMPIRE STATE BLDG. SHOWROOM-SUITE 5708
Wednesday April 19 12:00 Noon Luncheon	AMERICAN DESIGN AWARDS LUNCHEON Lord and Taylor will present the Thirteenth Annual American Design Awards Luncheon, honoring "four persons, all citizens of the world, whose creative genius and personal striving have raised the level of life for all peoples." Each award is \$1,000. Price of tickets: \$4.50; contact: Mrs. Beverly Wolfe, WI. 7-3300, Ext. 425. Public Relations: Rea Lubar, WI. 7-3300, Ext. 420.	LORD AND TAYLOR	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Postponed April 19	THE FABRICS DIVISION LUNCHEON MEETING OF THE FASHION GROUP, ORIGINALLY SCHEDULED FOR WED., APRIL 19 AT 12:15 P.M., HAS BEEN POSTPONED TO THURS., APRIL 27, AT 12:15 P.M. LUNCHEON. (See Page 4).		
Wednesday April 19 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON	SCHIAPARELLI, NEW YORK	WALDORF-ASTORIA WEDGWOOD ROOM
	A benefit luncheon and fashion show of Summer suits will be presented by Schiaparelli, N.Y. for the Hebrew National Orphan Home at Tuckahoe, N.Y. In addition, there will be lace fashions in sports, afternoon and evening wear by several designers. Hats--Mr. John. Furs--Allen Grant. Commentator: Billie Gould. Schiaparelli Publicity: Ruth Hammer Associates, EL. 5-7108. Publicity for show: Ann Goodrich, Fashion Productions, MU.8-1700. Waldorf-Astoria Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.		
Wednesday April 19 12:45 P.M. Luncheon	"GOWNS & BACKGROUNDS"-- LUNCHEON PRESENTATION	INTERIOR DECORATORS & FASHION DESIGNERS	HOTEL PIERRE GRAND BALLROOM
	Interior settings will be integrated with fashions for various occasions at a luncheon show. One traditional French, one Regency, one modern, and one contemporary interior by Melanie Kahane, Nancy McClelland, Bertha Schaefer, and C. Eugene Stephenson. Fashions--Ceil Chapman, Omar Kiam of Ben Reig, Clare Potter, and Pauline Trigere. Coordinator: Harry D. Anderson, editor of "Interior Decoration and Design". Luncheon for the benefit of eight charities. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Tickets: \$3.25 (plus rummage). Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday April 19 1:00 P.M. Luncheon	"SUMMER ICE" FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	Russeks will present coats, suits, dresses and sportswear in frosty pink, lime and yellow shades for Spring and Summer. Gloves from Dawnelle. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.		
Wednesday April 19 5:00 P.M.- 8:00 P.M. Cocktails	INTRODUCTION OF NEW SPRING FRAGRANCE	HARRIET HUBBARD AYER	HOTEL PIERRE ROOF GARDEN
	Harriet Hubbard Ayer will introduce "Sweet William", a new Spring fragrance, at a cocktail party and fashion show for the press and trade. Presentation of specially designed negligees by Raymodes. Attendance by invitation only. Publicity: Mary Brown, MU. 8-4040.		
Thursday April 20 10:30 A.M. And 3:30 P.M.	PRESENTATION OF FALL SPORTSWEAR COLLECTION	KORET OF CALIFORNIA	GOTHAM HOTEL PRIVATE SUITE
	Koret of California will present Stephanie Koret's Fall sportswear and separates collection. Director of showing and publicity for Koret of California: Al Citron. Attendance by invitation only. Contact: Alice White, Abbott Kimball, PL. 3-9600.		
Thursday April 20 12:00 Noon; 3:00 P.M.; 6:00 P.M.	SHOWING OF SPRING AND SUMMER FASHIONS	SAKS 34TH STREET	4TH FLOOR TALLY-HO SHOP
	Presentation of McKettrick-Williams' Spring and Summer dresses at Saks 34th. Three showings: 12:00 Noon; 3:00 P.M.; 6:00 P.M. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 20 12:15 P.M. Luncheon	CAVALCADE OF GREEK FASHIONS IN NEW YORK Cavalcade of Greek Fashions, showing fashions from 1000 B.C. to those of modern Athens, all assembled by Muriel King, Fashion and Design Specialist of the ECA Mission to Greece. Show for the benefit of Queen Fredericka's Fund for the War Orphans of Greece. Production supervised by Eleanor Lambert. Tickets: \$10.00 Presentation in other cities on the following dates: <u>Boston</u> --April 27; <u>San Francisco</u> --May 8; <u>Berkley</u> --May 11; <u>Dallas</u> --May 18. Contact: Mrs. Leonidas G. Calvocoressi, Hotel Plaza, PL. 9-3000, Ext. 422.	BENEFIT FOR FUND FOR WAR ORPHANS OF GREECE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday April 20 1:00 P.M. Luncheon	LACE DRESS FASHIONS AT LUNCHEON SHOW Phillippa Macdonald will present her collection of Spring and Summer lace dress fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Macdonald Publicity and Plaza Fashion Director-Commentator: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday April 20 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW FOR CALHOUN SCHOOL Jay Thorpe will present their Spring and Summer junior and teen-age clothes from the "Young Sophisticates Shop" for the Calhoun School "Mother and Daughter" luncheon. By invitation only. Publicity: Sally Park, JU. 6-1000, Ext. 104.	JAY THORPE	WALDORF-ASTORIA WEDGWOOD ROOM
Cancelled April 22	THE MEXICAN SPRING FESTIVAL FASHION SHOW BY THE N.Y. DRESS INSTITUTE, SCHEDULED FOR APRIL 22-APRIL 30 IN MEXICO CITY, HAS BEEN CANCELLED.		
Monday April 24 2:30 P.M. And 6:00 P.M.	CASUAL CLOTHES FOR SPRING AND SUMMER Gimbels will present casual clothes for juniors, misses and women. Showings at 2:30 P.M. and 6:00 P.M. Press invited. Open to public Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR AUDITORIUM
Tuesday April 25 2:30 P.M.	PRESS PREVIEW OF FALL RAINWEAR A press showing of Fall rainwear fashions by Lawrence of London, featuring velveteen, corduroy, and alpaca-lined coats; also, storm coats and reversibles for back-to-school wear. Attendance by invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH ST. SHOWROOM-11TH FL.
Tuesday April 25 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF DECORATOR FABRICS Preview of imported home furnishings, including handloomed and screen-printed decorator fabrics; chenille rugs; bone china; earthenware; and cutlery. Attendance by invitation only. Public Relations: Virginia Jewel, Patrick Dolan & Associates, PL. 9-6277.	HAMBRO HOUSE OF DESIGN	17 EAST 54TH ST. SHOWROOM
Beginning Tuesday April 25- April 26	ANNUAL KNITTED OUTERWEAR SESSION The National Knitted Outerwear Association will hold its thirty-second annual convention at the Waldorf-Astoria, in conjunction with the Knitting & Allied Crafts Exposition at the 71st Regiment Armory. Contact: Arthur Tarshis, LU. 2-4627; or Carl Reichman, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 26 10:00 A.M.; 4:00 P.M.	PRESS SHOWING OF NEW FABRICS Burlington Mills will present to the press an exhibition of fabrics made from new fibers. A collection of original designs will be shown: <u>At 10:00 A.M. for daily trade and consumer press; at 4:00 P.M. for fashion and home furnishings magazines.</u> Attendance by invitation only. Publicity: Grace C. Dimelow, LO. 4-5000.	BURLINGTON MILLS	EMPIRE STATE BUILDING 4TH FLOOR
Wednesday April 26 12:45 P.M. Luncheon	"ANOTHER LOVE STORY IN FLOWERS"--FASHION SHOW Kathryn Churchill will present "Another Love Story in Flowers", showing two styles of weddings with appropriate flowers. Fashions by Jay Thorpe. Diamonds by Cartier. Mary Martin's "White Orchid" Fragrance by Renee Thornton. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Kathryn Churchill Publicity: Mary Elizabeth Fisk, MU.3-5433. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	KATHRYN CHURCHILL (34 WEST 28TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday April 26 1:00 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Waldorf-Astoria Publicity: Laura C. Wood in Paul Stewart's Office: EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday April 26- April 27	TWO-DAY FOUNDATION GARMENT CLINIC The Formfit Company will conduct a two-day clinic for merchandise and advertising managers; executives of retail stores, buyers, and press. Discussions on the clinical approach to modern retailing, especially concerning foundation garments. Reservations: Stanley Dicker, WI. 7-3460. Contact: Formfit Company, 400 So. Peoria Street, Chicago.	FORMFIT COMPANY	HOTEL PLAZA
Thursday April 27 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING Subject: "How To Tell And Sell--The Fall Fabric Story". Speakers: Nina Kyle, Merchandise Director, "Glamour" Magazine; Ida C. McNeil, Fashion Director, Davison-Paxon, Atlanta, Georgia. Also, an exhibit of Fall fabrics, arranged by Tom Lee of Tom Lee, Ltd. Chairman of Fabrics Division: Keene Lamborn. Price (including tax and tip): \$4.00 for members. (<u>For Members only</u>). (<u>Note Change of Date</u>). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday April 27 12:45 P.M. Luncheon	"THROUGH THE YEARS" SHOW FOR COLLEGE CLUB A pageant of fashions in honor of the seventy-fifth anniversary of the founding of Wellesley College, with a special showing of fashions by Kathleen (118 E. 60th St.). By reservation only; contact: Francois, TE. 8-8000. Pierre Fashion Director Commentator: Nola Luxford, TE. 8-8000.	NEW YORK WELLESLEY CLUB	HOTEL PIERRE GRAND BALLROOM
Thursday April 27 1:00 P.M. Luncheon	"LATEST SHOE STORY" AT LUNCHEON SHOW J. & J. Slater will present a showing of the newest Spring and Summer shoe fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Slater Contact: Larry J. Horan, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 30	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Sunday). (Move Clocks Ahead One Hour).		
Sunday April 30	NATIONAL BABY WEEK (April 30-May 6). Contact: Earnshaw Publications, 71 West 35th Street, WI. 7-9804.		
May 1	MAY DAY AND CHILD HEALTH DAY. (Monday).		
Beginning Monday	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
May 1- May 6	Theme: "Enjoy That Cotton Fresh Feeling"--The National Cotton Council will sponsor National Cotton Week, with extensive merchandising plans and promotions of cotton apparel, piece goods and home furnishings, Contact: Paul M. Jones, WO. 4-2521.		
Tuesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. HOTEL BILTMORE (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Cosmetics Division of The Fashion Group will hold a luncheon meeting. More details later. Chairman of Cosmetics Division: Beatrice Castle. Price (including tax and tip): \$3.50 for members; \$3.75 for guests. Contact: The Fashion Group, CI. 7-3940.		
Cancelled May 2	THE ST. LOUIS FASHION CREATORS LUNCHEON SHOWING OF SUMMER FASHIONS, ORIGINALLY SCHEDULED FOR TUES., MAY 2, AT 1:00 P.M., HAS BEEN CANCELLED.		
Tuesday May 2 4:00 P.M.	SHOWING OF SUMMER FASHIONS FOR JUNIORS	JAY THORPE	2ND FLOOR--"YOUNG SOPHISTICATES SHOP"
	Jay Thorpe will present Summer fashions for juniors to the students of Marmount School and Marymount College. Attendance by invitation only. Commentator and Contact: Sally Park, JU. 6-1000, Ext. 104.		
Wednesday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Arnold Constable will show Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.		
Thursday May 4 9:00 A.M.	SHOWING OF FALL SHOE COLLECTION FOR PRESS	JOYCE, INC.	EMPIRE STATE BLDG. SUITE 7401
	Press preview of the Joyce collection of shoes for Fall. Attendance by invitation only. Contact: Mary Thacker, Consultants, Inc., 210 West 7th Street, Los Angeles, California.		
Thursday May 4 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ROSETTE PENNINGTON (20 EAST 56TH STREET)	HOTEL PLAZA TERRACE ROOM
	Showing of Summer fashions by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday May 4 1:00 P.M. Luncheon	COTTON FASHIONS AT BENEFIT LUNCHEON	ED GERRICK	TAVERN-ON-THE-GREEN CENT. PK.W. & 67TH
	"Fashions In Cotton"--Ed Gerrick will present Summer fashions during a benefit luncheon. Tickets: \$5.00; contact: SC. 4-8100. Ed Gerrick Publicity: Donna Cannon, PL. 9-2675.		

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Saturday May 6 12:00 Noon Luncheon	SHOWING OF SUMMER FASHIONS AT BENEFIT Margaret Newman will present her Summer sportswear and dress fashions at a benefit luncheon. Hats--John Frederics. Price of tickets: \$3.75. Contact: SC. 4-8100. Margaret Newman Publicity: Ann Rabin, LO. 9-5474.	MARGARET NEWMAN, INC.	TAVERN-ON-THE-GREEN CENT. PK. W. & 67TH
May 6	OPENING OF BELMONT RACE TRACK (Saturday). Publ.: Robert Kelley, PL.8-1700.		
May 8	V-E DAY--END OF WORLD WAR II IN EUROPE, 1945.		
Tuesday May 9 4:00 P.M.- 6:00 P.M. Tea	"JUVENILE JURY": FALL BELTED FASHIONS The Belt Association will present a showing of new Fall belted back-to-school fashions for children, sizes 5 to 13, at a tea for the press. Attendance by invitation only. Publ.: Claire Wolff, LO. 4-7230.	THE BELT ASS'N, INC.	WALDORF-ASTORIA ASTOR GALLERY
Wednesday May 10 1:00 P.M. Luncheon	PRESENTATION OF SUMMER FASHIONS AT LUNCHEON Summer fashions will be presented by Russeks during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Sunday May 14	MOTHER'S DAY (Sunday). Contact: Irving K. Edwards, National Committee on the Observance of Mother's Day, 393 Seventh Avenue, CH. 4-3900.		
Monday May 15 12:30 P.M. Luncheon	PRESS PREVIEW: FALL AND WINTER GLOVES Kayser will present a press showing of gloves during luncheon. Attendance by invitation only. Publicity: Helen Gardner, Ceil & Presbrey, PL. 5-8200.	JULIUS KAYSER & CO.	RITZ-CARLTON HOTEL CARLTON SUITE
Monday May 15 2:00 P.M.	SHOWING OF FALL VOLUME SHOE FASHIONS Preview for press and trade of popular priced Fall 1950 shoe fashions, coordinated with Fall ready-to-wear and accessories. Sponsored by the National Association of Shoe Chain Stores and the New England Shoe and Leather Association during Market Week, May 15-May 20. Sets and staging by Chester Gash, Merchandising Arts, Inc. Admission by ticket only. Fashion Director and Publicity: Sylvie Hamilton, Fashion Mating, PE. 6-0583. For tickets, contact: Edward Atkins, MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Beginning Monday May 15- May 20	NATIONAL IRISH LINEN WEEK The Irish Linen Guild will inaugurate an annual program--National Irish Linen Week, to promote linen merchandise. Contact: Eleanor Rowlands or Lucy Brown, Rowlands Assoc., LE. 2-9292.	THE IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
Tuesday May 16 12:30 P.M. Luncheon	PREVIEW: FALL & WINTER BACK-TO-SCHOOL LINGERIE M. C. Schrank Co. will invite the press and trade to a preview of Fall and Winter back-to-school lingerie fashions. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4281.	M.C. SCHRANK CO. (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 16 3:00 P.M.	PRESS PREVIEW: FALL SHOE COLLECTION Mr. Albert H. Bogutz, president of the Newton Elkin Shoe Co., will invite the press to a preview of their Advance Fall Show Collection. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	NEWTON ELKIN SHOE CO.	SHERRY-NETHERLAND CHANTECLAIR ROOM
Tuesday May 16- May 18	ANNUAL TOILET GOODS CONVENTION Fifteenth Annual Birthday and Convention of The Toilet Goods Association, with discussions on legislation, packaging, marketing, advertising, and technical progress. Price of tickets: \$8.50 per day; or, \$22.50 for three days (luncheons included). Contact: Mr. A. R. Ludlow, Jr., 1100 Adams Street, Hoboken, N.J. Publicity: Toilet Goods Ass'n., CO. 5-5443.	TOILET GOODS ASS'N. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA
Wednesday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION MEETING The Home Furnishings Division of The Fashion Group will hold a luncheon meeting. More details later. Price will be announced later. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday May 18 2:00 P.M. And 5:30 P.M. Cocktails	VELVETEEN & CORDUROY FALL FASHION SHOW The Merrimack Manufacturing Company will present their velveteen, corduroy and rayon blends in daytime, sports, evening and hostess fashions for Fall. Designed by: Louella Ballerino, Fira Benenson, Brigance, L. Brogan, Oleg Cassini, Elizabeth Arden-Castillo, Ceil Chapman, Jane Derby, Ruth Fair, Anne Fogarty, Howard Greer, Edith Head, Jeri Holmes, Merry Hull, Joel, De De Johnson, Judy n' Jill, Kane-Weill, Tina Leser, I. Magnin & Company, Philip Mangone, Addie Masters, Justin McCarty, Monte-Sano & Pruzan, Nardis Sportswear, Neiman-Marcus, Clare Potter, Raelson, Ben Wallace, Joseph Whitehead, Emily Wilkens. Commentator: Maggi McNellis. For press and retailers at 2:00 P.M.; manufacturers at 5:30 P.M. By invitation only. Contact: Mildred E. Pfeifer, Robert B. Grady Co., AL. 4-3660.	MERRIMACK MFG. CO. (1450 BROADWAY)	WALDORF-ASTORIA STARLIGHT ROOF
Thursday May 18 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Exhibit of fashion designs and annual fashion show by Parsons' students of the Dept. of Costume Designs. Admission: \$1.20, afternoon; \$2.40, evening. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
May 20- May 27	NATIONAL FOOT HEALTH WEEK. Contact: National Foot Health Council, Phoenix Building, Rockland, Mass.		
Monday May 22 3:30 P.M. Cocktails	BETTY BARCLAY FALL COLLECTION The Betty Barclay Fall Collection for Linsk will be presented at a fashion show and cocktail reception for the press and trade. Show at 4:00 P.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LINSK OF NEW YORK PHILA., & CALIFORNIA	HOTEL PLAZA BALLROOM
Tuesday May 23 11:00 A.M. Luncheon	SHOWING OF FALL SPORTSWEAR COLLECTION Press preview of the del Mar Fall sportswear collection at 11:00 A.M., followed by luncheon at 12:00 Noon. Trade showings on Wed., May 24 and Thurs., May 25 at 11:00 A.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	del MAR SPORTSWEAR, LTD.	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 24 1:00 P.M. Luncheon	SHOWING OF SUMMER FASHIONS Presentation of Summer fashions by David Crystal including Haymaker sportswear; Izod of London fashions for women; Izod of London men's leisure shirts. These will be available at Saks 5th Ave., N.Y. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. David Crystal Publicity: Liz Daly, LA. 4-7760. Waldorf-Astoria Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.	DAVID CRYSTAL	WALDORF-ASTORIA SERT ROOM
May 30	MEMORIAL DAY (Tuesday -- Legal Holiday).		
Friday June 2 11:00 A.M.	PRESS PREVIEW: FALL FASHIONS B. H. Wragge will present Fall fashions at a preview for the press. Attendance by invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Week Of June 5	OPENING OF FALL SPORTSWEAR LINES Members of the Sportswear Guild include: ADLER & ADLER, INC.; DAVIDOW; DAVID M. GOODSTEIN, INC.; KANE-WEILL; MUTUAL-ROSENBLUM CO.; CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG CO.; SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. Contact: individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Beginning Monday June 5	OPENING OF FOGA FALL COLLECTIONS The FOCA Collections for Fall will be shown for a two-week period with the majority of the member firms presenting their lines during the first week. Guild members include: LARRY L. ALDRICH CO. GRABOIS, INC. PAUL PARNE CORP. HANSEN BANG, INC. FRED GREENBERG DRESS CO. PARNIS-LIVINGSTON BEN BARRACK, INC. JOSEPH HALPERT, INC. BEN REIG, INC. WILLIAM BASS DRESS CO. HORWITZ & DUBERMAN, INC. RUDOLF GOWNS CAPRI FROCKS, INC. INTERNATIONAL DRESS CO. MARTIN SIMON, INC. DEITSCH, WERSBA & COPPOLA JUNIOR LEAGUE FROCKS ADELE SIMPSON, INC. ELFREDA, INC. NAT KAPLAN, INC. HEREERT SONDEHEIM BEN J. GAM, INC. CHARLES LANG, INC. FRANK STARR, INC. ED GERRICK, INC. DAVID LEVINE CO. SUZANNE-AUGUSTINE A. GOODMAN & CO., INC. NATHAN-STRONG, INC. HANNAH TROY, INC. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHIONS ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
Tuesday June 6 12:30 P.M. Luncheon	THIRTEENTH ANNUAL GRADUATION LUNCHEON Awarding of certificates to graduates, and sixth annual presentation of "Mehitabel", the Tobe-Coburn Alumnae Award at the thirteenth annual graduation luncheon. Attendance by invitation only. Contact: Mrs. Esther Andrews, TR. 9-4644.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 6 2:30 P.M.	PREVIEW OF FALL FASHIONS FOR JUNIORS Emily Wilkens, sponsored by Reich-Goldfarb Inc., will present Fall fashions "For America's Juniors", at a preview for buyers only. Attendance by invitation. (Press show at a later date.) Publicity for Emily Wilkens: Eleanor Lambert, MU. 8-2130. Contact: Reich-Goldfarb, WI. 7-5374.	EMILY WILKENS (530 SEVENTH AVENUE)	PARK LANE HOTEL PARK AVE. & 48TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 6 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE A fashion show will be held to preview "Glamour" Magazine's September 1950 Career issue, and to announce the winners of the "Glamour" Survey, "Ten Girls With Taste". Press by invitation. Tickets will be limited to "Glamour" tie-in stores and buying offices. Contact: Nina Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR	HOTEL PIERRE GRAND BALLROOM
Wednesday June 7 9:30 A.M. And 2:30 P.M.	FOURTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle" will present its 14th Annual College Clinic, a preview of fashions from the August College issue. By invitation only for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Prom. Dir., MU. 3-8910.	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
Wednesday June 7 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Semi-annual luncheon showing by the Millinery Designers' League, with a presentation of advance Fall hats. Press by invitation. Price of tickets will be announced later. Publicity: Maud Moody, LE. 2-4049.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday June 7 4:00 P.M.- 7:00 P.M. Cocktails	NATIONAL SEWING CONTEST FASHION SHOW FOR PRESS Prize-winning home-sewn garments, entered in the tenth annual National Sewing Contest, will be presented at a fashion show for the press. Presentation of coats and suits; tailored dresses; dressy dresses; junior fashions made by entrants under 20; original designs; children's clothes from 2 to 6 and 7 to 12. Fashion designers and editors will act as judges. Commentator: Alma Kitchell. Cocktails at 4:00 P.M.; showing promptly at 5:00 P.M. Attendance by invitation only. Publicity: Grace Turner, Director, Women's Department, Win Nathanson & Associates, MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 8 10:00 A.M.	"FLICKER FASHIONS"-- ANNUAL CLINIC The 1950 Parents' Magazine Fall Fashion Clinic, with a showing of mid-century Fall Fashions for Infants, Children, Girls, Sub-Teens and Boys. Director: Mrs. Beryl Tucker, Fashion Editor. For retail buyers, resident buying offices, merchandise managers, and fashion advertising agencies. Tickets: \$5.00 (includes "Clinic Notebook"). Contact: Monroe E. Michels, Promotion Manager, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL ASTOR GRAND BALLROOM
Thursday June 8 3:30 P.M. Cocktails	PRESS SHOWING: FALL FOUNDATION GARMENTS Preview of Fall foundation garments by Artistic Foundations--Flexees. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Tuesday June 13 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Press showing of original design custom furs by Bernham-Stein at 11:30 A.M., to be followed by a Champagne Buffet Luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	BERNHAM-STEIN FURS	660 FIFTH AVENUE SALON
June 19- June 24	NATIONAL SWIM FOR HEALTH WEEK. Theme: Learn To Swim. Contact: Martin Stern, National Swim for Health Association, 60 E. 42nd St., VA. 6-0543.		

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

- Week Of April 16 SECOND WEEK: BALLET RUSSE DE MONTE CARLO, MET OPERA HOUSE, B'WAY & 39TH Sun. Eve., April 16: SWAN LAKE; THE NUTCRACKER; SCHEHERAZADE. Tues. Eve., April 18: BALLET IMPERIAL; ROMEO ET JULIETTE; CIRQUE DE DEUX; GAITE PARISIENNE. Wed. Eve., April 19: GISELLE; MADRONOS; PRINCE IGOR. Thurs. Eve., April 20: THE MUTE WIFE; LES ELFES; ROMEO ET JULIETTE; RAYMONDA. Fri. Eve., April 21: COPPELIA; MORT DU CYGNE; PRINCE IGOR. Sat. Mat., April 22: SWAN LAKE; THE NUTCRACKER; SCHEHERAZADE. Sat. Eve., April 22: GISELLE; MORT DU CYGNE; PACQUITA; GRADUATION BALL. Sun. Mat., April 23: LES ELFES; MORT DU CYGNE; MADRONOS; GAITE PARISIENNE. Publicity: Willard Keefe, CI. 7-5911.
- Week Of April 16 FIFTH WEEK: N. Y. CITY OPERA COMPANY CITY CENTER, 131 W. 55TH STREET Sun. Mat., April 16: Puccini's MADAMA BUTTERLY. Sun. Eve., April 16: Strauss' DER ROSENKAVALIER. Tues. Eve., April 18: Puccini's TURANDOT. Wed. Eve., April 19: Prokofieff's THE LOVE FOR THREE ORANGES. Thurs. Eve., April 20: Puccini's TURANDOT. Fri. Eve., April 21: Bizet's CARMEN. Sat. Mat., April 22: Prokofieff's THE LOVE FOR THREE ORANGES. Sat. Eve., April 22: Mascagni's CAVALLERIA RUSTICANA; Leoncavallo's PAGLIACCI. Publicity: Margaret Hartigan, JU. 6-2828.
- Beginning Wednesday April 19- May 6 KATHERINE DUNHAM DANCE-MUSICAL BROADWAY THEATRE, B'WAY & 53RD ST. "Rapsodie Caribe"--S. Hurok presents Katherine Dunham and company in her latest dance-musical featuring "La Bamba"; "Afrique"; "Jazz in 5 Movements". Tickets: \$1.20-\$3.60. Publ.: Barry Hyams, PL. 9-6000.
- Saturday April 22 OPENING OF PALISADES AMUSEMENT PARK JERSEY SIDE OF HUDSON RIVER Publicity: Max Rosey, Bert Nevins, Inc., WI. 7-9715.
- Monday April 24 OPENING: "PETER PAN" IMPERIAL THEATRE, 45TH ST. W. OF B'WAY Peter Lawrence and R.L. Stevens present a new version of the James M. Barrie fantasy about a young boy who can't grow up, and who runs away from pain and death. Stars: Jean Arthur and Boris Karloff. Director: John Burrell. Music and lyrics: Leonard Bernstein. Settings: Ralph Alswang. Costumes: Motley. Publicity: William Fields, CI. 5-7930.
- Thursday April 27 OPENING: "TICKETS, PLEASE!" CORONET THEATRE, 49TH ST. W. OF B'WAY Arthur Klein will present Grace and Paul Hartman in a new intimate revue with Jack Albertson, Dorothy Jarnac, Patricia Bright, Tommy Wonder, Roger Price, Bill Norvas and The Upstarts. Director: Mervyn Nelson. Choreography: Joan Mann. Settings: Ralph Alswang. Costumes: Peggy Morrison. Publicity: Karl Bernstein, CI. 6-0427.
- Thursday April 27 PREMIERE: "NO SAD SONGS FOR ME" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50 Columbia Pictures Corp. presents a film about a young wife who, facing death from cancer, teaches another woman to take her place as wife and mother. Stars: Margaret Sullavan, Wendell Corey and Viveca Lindfors. Producer: Buddy Adler. Director: Rudolph Mate. Gowns: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- *Friday April 14 12:30 P.M.- 1:00 P.M. PREMIERE OF MACY TELEVISION PROGRAM WOR-TV CHANNEL 9 "It's Smart To Be Thrifty"--Macy's entry into television with a special half-hour Wednesday and Friday daytime shopping series, featuring Macy's buyers and interviews with celebrities. Barbara Welles will conduct the program from Macy's new 8th floor studio. Guest for first program Gene Lockhart of "Death of A Salesman". Publ.: Jack Findlay, WOR-TV, LO. 4-8000. * (Out of Date Order).