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fashion calendar

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

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 8, 1950</u>			
Monday May 8 5:00 P.M.	SHOW TRAIN FASHION PRESENTATION A presentation of "Country Club Costumes" for Summer wear will be shown to passengers traveling on the "South Pacific" Show Train from New Haven to New York. Gowns--Raymond Marinelli. Shoes--I. Miller. Gloves--Wear Right. Cosmetics--Mary Chess. Hair styles--Guro. Press by invitation. Fashion Show Coordinator and Publicity: Donna Cannon, PL. 5-0484.	NEW YORK, NEW HAVEN & HARTFORD RAILROAD	ENROUTE-NEW HAVEN TO NEW YORK
Tuesday May 9 11:00 A.M.	PREVIEW OF FALL MILLINERY COLLECTION Preview of advance Fall millinery fashions and a house-warming by Abbe-Rose Hat Corp., a new firm. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	ABBE-ROSE HAT CORP.	19 WEST 57TH STREET SALON
Tuesday May 9 4:00 P.M.- 6:00 P.M. Tea	"JUVENILE JURY": FALL BELTED FASHIONS The Belt Association will present new Fall belted back-to-school fashions for children, age 5 to 13. Manufacturers showing include: Danco Mfg. Co.; Derby Sportswear; G., H. & E. Freyberg; Jewel Togs; Little Charmer Blouses; Little Countess Coats; Lortogs; Joseph Love, Inc.; New York Girl Coat Co.; Paramount Children's Dress Co., Inc.; Reisman-Rothman Corp.; Ro-Lynn Frocks, Inc.; and Superb Togs. By invitation only. Publicity: Claire Wolff, LO. 4-7230.	THE BELT ASS'N., INC.	WALDORF-ASTORIA ASTOR GALLERY
Tuesday May 9 11:00 P.M. Dinner; Dance	"SOIREE DES FLEURS"; BENEFIT DINNER DANCE "Soiree des Fleurs", a benefit dinner-dance for the Hospitalized Veterans' Music Service. Showing of furs by Maximilian with society women as models. By invitation only. Show Coordinator and Publ.: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday May 10 12:45 P.M. Luncheon	LUNCHEON FASHION PRESENTATION "Personally Yours"--a showing of Summer fashions. Cocktail and afternoon dresses--Madame Josephine. Knit-wear--Helene Washburn. Sportswear--Bernath & Co. Hats--Carene Hats. Jewelry--Jolie Gabor. Hair styles--Guro. Fashion Coordinator: Rosalyn Bader. 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 May 10 1:00 P.M. Luncheon	"WEEKEND COMPANIONS"-- LUNCHEON FASHION SHOW Summer fashions for town and country wear will be presented by Russeks during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publ.: Miriam Lenzen, WI. 7-1900. Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 10 4:00 P.M. Cocktails	PREVIEW OF FALL BLOUSES AND SPORTSWEAR Judy Kent will present the Fall collection of back-to-school coordinates of blouses and sportswear for tots to teenagers, at a cocktail party for press and trade. By invitation only. Publicity: Gladys Steiner, MU. 9-1630.	JUDY KENT, INC. (1370 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Thursday May 11 10:30 A.M.	PRESS PREVIEW OF WOMEN'S FASHIONS A showing of women's Summer fashions in sizes 38 and larger, for town and country wear, modeled by women for whom they were designed. Attendance by invitation only. Publicity: Paula Golden, Bert Nevins, Inc. WI. 7-9715.	ROAMAN'S DEPT. STORE	20 WEST 39TH STREET
Thursday May 11 1:00 P.M. Luncheon	"CARIEE HOLIDAY"-- LUNCHEON FASHION SHOW A presentation of Summer fashions during luncheon. Dresses--Anna Miller; Eta & Ann Sadowsky; Martini Designed. Furs--Bernham-Stein. Handmade blouses--Helitzer Bros. Cottons--Jerry Parnis; Jacquelyn Ross. Junior Travel Suits--Peggy Diament. Junior Cottons--Betty Barclay. Sportswear--del Mar. Luggage--Dale. Sandals--Pie-Shells by Liglon, Inc. Hats--Mary Goodfellow; Stetson. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director and Coordinator: Mary Alice Rice, CI. 6-1790. Commentary and Publicity: Mildred Kaldor, MU. 9-5420.	NEW YORK DESIGNERS	HOTEL PLAZA TERRACE ROOM
Thursday May 11 5:30 P.M.	SUMMER FASHIONS AT BEACH SHOP OPENING A showing of bathing suits, beachwear and accessories. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR BEACH SHOP
Friday May 12 4:30 P.M.	FASHION SHOW FOR MAYOR'S CONFERENCE N.Y. Dress Institute fashion show for the U.S. Conference of Mayors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Saturday May 13 2:45 P.M.- 3:45 P.M. Luncheon	PRESENTATION OF CUSTOM COLLECTION AT LUNCHEON Sydell-Marie-Yates will present their Spring and Summer collection of custom-order suits, cocktail dresses, dinner and evening gowns to the guests of Brooklyn Ladies' Auxiliary of Hebrew Kindergarten and Infants Home. Furs--Sol Schulman Co. Hats--Lenesta. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
May 14	MOTHER'S DAY (Sunday). Contact: Irving K. Edwards, CH. 4-3900.		
Monday May 15 10:30 A.M.	PREVIEW AND OPENING OF HAWAIIAN SHOP Gimbels will open its Hawaiian shop with a preview for the press of misses, children's and men's fashions made for Gimbels in Honolulu. Attendance by invitation. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	2ND FLOOR HAWAIIAN SHOP
Monday May 15 10:30 A.M.	PRESS PREVIEW OF FASHIONS FOR GOLF The first special event of Armed Forces Week will be a golfing exhibition by women from the four armed services. The Carol Crawford "Golfer" will be introduced to the press. By invitation only. Publicity: Sukie Rand, Saul Krieg Associates, LU. 2-1815.	CAROL CRAWFORD, INC.	GOVERNOR'S ISLAND FT. JAY GOLF COURSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 15 12:30 P.M. Luncheon	PRESS PREVIEW: FALL AND WINTER GLOVES Kayser will present a press showing of gloves during luncheon. By invitation only. Publicity: Helen Gardner, Cecil & 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, sponsored by Nat'l Ass'n of Shoe Chain Stores and New England Shoe and Leather Ass'n. Sets and staging: Chester Gash, Merchandising Arts, Inc. By ticket only. 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
Monday May 15 4:00 P.M. Cocktails	PREVIEW OF FALL COATS AND SUITS Press showing of Sam Silberstein's coats and suits for Fall 1950. Attendance by invitation only. Publicity: Laura Benham, RE. 7-8230.	SAM SILBERSTEIN CORP.	512 SEVENTH AVENUE SHOWROOM-3RD FLOOR
May 15	NATIONAL IRISH LINEN WEEK. CONTACT: ELEANOR ROWLANDS, LE. 2-9292.		
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
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 Shoe 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 ASTOR GALLERY
Wednesday May 17 11:00 A.M. Luncheon	PRESS PREVIEW: "BRIEF" COATS AND SUITS Peggy Diamant will present her Fall collection of coats and suits in junior and "brief" sizes to the press. Luncheon after the show. By invitation only. Resident buyers' preview on <u>Thursday, May 18</u> , at 11:00 A.M., to be followed by luncheon. Trade opening <u>Friday, May 19</u> at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.	PEGGY DIAMENT, INC.	512 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Wednesday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION MEETING Subject: "Home Furnishings Have Become A Fast Track--Do you REALLY Know What Is Going On Today?" Speaker: Charles W. Wood, Divisional Merchandise Manager of the Home Furnishings Association. Chairman: Melva Chesrown. Price (including tax and tip): \$3.50 for members; \$3.75 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 17 2:30 P.M.- 3:30 P.M. Luncheon	BENEFIT SHOW OF CUSTOM FASHIONS Sydell-Marie-Yates will present their Spring and Summer collection of custom-order suits, cocktail dresses, dinner and evening gowns for benefit of Sophie Ginsberg Chapter of H.I.A.S. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday May 17 4:00 P.M. Cocktails	PREVIEW: ADVANCE FALL COLLECTION Arnold and Fox will present the Advance Fall collection of daytime, cocktail and evening dresses, designed by Miguel Dorian, at a cocktail preview for the press. Attendance by invitation only. Contact: Pauline Greene, Lawrence Esmond Advertising Corp., MU. 2-8298.	ARNOLD & FOX, INC. (530 SEVENTH AVE.)	400 PARK AVENUE MR. DORIAN'S HOME
Thursday May 18 10:00 A.M.	ANNUAL MEETING OF FRAGRANCE FOUNDATION The Fragrance Foundation will have a meeting for members; also non-members, including manufacturers; essential oil companies; suppliers; and press of the fragrance industry. Discussion of what this organization has accom- plished since it was incorporated last June. By invitation. Contact: Miriam Gibson French, Fragrance Foundation, PL. 7-2817.	THE FRAGRANCE FOUNDATION, INC.	WALDORF-ASTORIA BASILDON ROOM
Thursday May 18 12:45 P.M. Luncheon	SHOWING OF MILITARY UNIFORMS AT LUNCHEON A special cavalcade of Armed Services Uniforms, showing changes made over the years, will be presented in cooperation with the Army, Navy, Air Force and Marine Corps. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Public Relations for the Armed Forces: Lt. Col. Roswell P. Rosengren or Lt. Lenora Cofer, RE. 2-9100, Ext. 794. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	THE ARMED FORCES	HOTEL PIERRE COTILLION ROOM
Thursday May 18 2:00 P.M. And 5:30 P.M. Cocktails	VELVETEEN & CORDUROY FALL FASHION SHOW The Merrimack Manufacturing Company will present velveteen, corduroy and rayon blends in daytime, sports, evening and hostess fashions for Fall. Designed by: Elizabeth Arden-Castillo; Louella Ballerino; Fira Benenson; Brigance; L. Brogan; Oleg Cassini; Ceil Chapman; Jane Derby; Ruth Fair; Anne Fogarty; Howard Greer; Edith Head; Jeri Holmes; Helen de Huene; Merry Hull; Joel; De De Johnson; Judy n' Jill; Kane-Weill; Tina Leser; I. Magnin & Co.; 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 2:30 P.M.	SHOWING OF BEACHWEAR AND COTTONS FOR SUMMER Martin's will present a collection of Summer cottons and beachwear. Press by invitation. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR BEACHWEAR SHOP
Thursday May 18 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Annual fashion show by students in the Dept. of Costume Design & Construc- tion of Parsons School of Design. Admission: \$1.20, afternoon, \$2.40, evening. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 9:30 A.M. Breakfast	PRESS SHOWING OF FALL SPORTSWEAR A press breakfast and presentation of the Arrowhead Playclothes, Inc. Fall collection. Trade preview at 3:30 P.M., Tuesday, May 23, to be followed by cocktails. By invitation only. Daily showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: Margaret Shelley, LA. 4-0111.	ARROWHEAD PLAYCLOTHES	550 SEVENTH AVENUE SHOWROOM--2ND FLOOR
Tuesday May 23 9:30 A.M. Breakfast	PRESS SHOWING OF FALL LINGERIE The semi-annual press preview of William Carter Company's Fall collection of lingerie for juniors and women. Attendance by invitation only. Publicity: Helen D. Leaf, BBDO, EL. 5-5800.	THE WILLIAM CARTER CO. (NEEDHAM HEIGHTS, MASS.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday May 23 10:00 A.M.	PRESS SHOWING: FALL COATS AND SUITS Press presentation of Seymour Fox's Fall collection of coats and suits. Attendance by invitation only. Daily trade showings, beginning <u>Tuesday, June 6</u> , at 10:00 A.M. to 12:00 Noon; 2:00 P.M. to 4:00 P.M., by appointment. Publicity: Ann R. Silver Associates, MU. 7-8654.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday May 23 11:00 A.M. And 2:00 P.M.	OPENING: FALL DRESS AND SUIT COLLECTION A presentation to the press and trade of Henry Rosenfeld's new collection of Fall suits and dresses. Attendance by invitation only. Daily trade showings thereafter at 11:00 A.M. and 2:00 P.M. Contact: LO. 5-0400.	HENRY ROSENFIELD, INC.	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Tuesday May 23 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW 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. (<u>Note Change of Date</u>). Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. David Crystal Publicity: Liz Daly, LA. 4-7760. Waldorf-Astoria Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	DAVID CRYSTAL	WALDORF-ASTORIA SERT ROOM
Tuesday May 23 4:00 P.M. Cocktails	PRESS PREVIEW: FALL DRESS COLLECTION Penart will present a Fall collection of misses dresses, designed by Margi Snyder, at a cocktail party for the press. Attendance by invitation only. Publicity: Gladys Steiner, MU. 9-1630.	PENART FASHIONS	1400 BROADWAY SHOWROOM-30TH FLOOR
Wednesday May 24 11:00 A.M. Luncheon	PREVIEW OF FALL BLOUSE COLLECTION Press showing of Helitzer blouses and a new collection of separates for Fall at 11:00 A.M., followed by luncheon. Trade showing at 3:30 P.M., followed by cocktails. Attendance by invitation only. (<u>Note Change of Date</u>). Showings daily thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	HELITZER BROS. & CO.	525 SEVENTH AVENUE SHOWROOM--14TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 24 3:30 P.M. Cocktails 4:30 P.M. Show	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's semi-annual press preview of their Fall fashions. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (<u>Trade showings at McMullen showroom, 475 Fifth Avenue, beginning Thursday May 25, at 10:30 A.M. and 2:00 P.M.</u>). Publicity: Isabella Crawford, MU. 3-9560.	THE McMULLEN CO. (475 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday May 25 11:00 A.M. Aperitif	PRESS PREVIEW: NEW FALL COLLECTION Carl of New York will return to manufacturing with his Fall collection of junior coats and suits. Attendance by invitation only. <u>On Friday, May 26, at 11:00 A.M.</u> he will present the collection to fashion coordinators of resident buying offices, resident buyers, and publicity directors of retail stores. Trade opening will be announced later. Publicity: Ruth Hammer Associates, EL. 5-7108.	CARL OF NEW YORK	230 WEST 38TH STREET SHOWROOM-17TH FLOOR
Thursday May 25 3:00 P.M.	PREVIEW OF FALL COLLECTION FOR PRESS Press showing of the Varden Petite Fall suit and dress collection. Attendance by invitation only. Publicity: Ann Pester, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
May 30	MEMORIAL DAY (Tuesday)--Legal Holiday.		
Wednesday May 31 11:00 A.M. Luncheon	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION A press preview of the del Mar Sportswear collection for Fall at 11:00 A.M., followed by box luncheon. Preview for resident buyers at 11:00 A.M., <u>Thursday, June 1</u> , followed by box luncheon. Attendance by invitation only. (<u>Note Change of Date.</u>) Continuous showings daily thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	DEL MAR SPORTSWEAR, LTD.	498 SEVENTH AVENUE SHOWROOM--8TH FLOOR
Thursday June 1 4:00 P.M. Cocktails	FALL COLLECTION FOR RESIDENT BUYERS The David Crystal Fall collection will be presented at a cocktail preview for N.Y. resident buyers. By invitation only. Daily trade showings thereafter at 10:30 A.M. and 2:30 P.M. Publ.: Liz Daly, LA. 4-7760.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Thursday June 1 4:00 P.M. Cocktails	FUR FASHIONS AT PRESS PREVIEW Leo Ritter will present his Fall fur collection at a cocktail preview for the press. By invitation only. Publ.: Ruth Hammer Associates, EL. 5-7108.	RITTER BROTHERS	HOTEL PLAZA WHITE & GOLD SUITE
Friday June 2 11:00 A.M.	PRESS PREVIEW: FALL FASHIONS B. H. Wragge will present Fall sportswear fashions at a preview for the press. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 2 2:30 P.M.	PRESS SHOWING OF FALL COATS & SUITS A presentation to the press of the Fall collection of coats and suits by Custom-Craft. Attendance by invitation only. Trade openings, beginning <u>Tuesday, June 6</u> at 10:30 A.M. and 2:30 P.M. with daily showings thereafter, by appointment. Publicity: Adele Strassfield, PE. 6-1277.	CUSTOM-CRAFT CLOTHES	110 WEST 40TH STREET SHOWROOM-20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 5 12:15 P.M. Luncheon	PRESS PREVIEW: FALL AND WINTER FURS Maximilian will present the Fall and Winter fur collection to the press. Showing promptly at 1:00 P.M. Attendance by invitation, which must be presented at the door. Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN	20 WEST 57TH ST. SALON
Monday June 5 2:30 P.M.	PRESS SHOWING OF COUTURE FURS Presentation of Fredrica's Fall and Winter collection of precious furs designed by Arthur Schwartz, and including a new group of Fredrica Casuals. Attendance by invitation only. Trade opening on <u>Tuesday, June 6</u> , at 2:30 P.M. Showings daily thereafter at 2:30 P.M., by appointment. Publicity: Peg Wilson, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 5 5:00 P.M.	JACQUES FATH AMERICAN COLLECTION Premiere showing for the press and trade of the Jacques Fath Fall collection of dresses, designed in America exclusively for Joseph Halpert. By invitation only. On <u>Tuesday, June 6 at 10:30 A.M.</u> , (in showroom), the regular Joseph Halpert Fall collection will be shown. By invitation only. Daily showings thereafter at 10:30 A.M. and 2:30 P.M., by appointment. Contact: Sam Moskowitz or Dorothy Wise, WI. 7-7400.	JOSEPH HALPERT, INC.	WALDORF-ASTORIA JADE ROOM
Monday June 5 And June 6 9:00 P.M. Supper; Dance	1950-1951 FUR FASHION SHOW Fur fashions for the coming year will be shown by 100 wholesale fur designer and manufacturer members of the Associated Fur Manufacturers, to buyers and press at supper and dance. Buyers by reservation; contact: Associated Fur Mfr's., Inc., 101 W. 30th St., PE. 6-4858. Press by invitation. Publicity Director: Eleanor Lambert, MU. 8-2130.	ASSOCIATED FUR MANUFACTURERS, INC.	WALDORF-ASTORIA GRAND BALLROOM
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 FOGA 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. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHIONS ORIGINATORS' GUILD OF AMERICA GRABOIS, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. CHARLES LANG, INC. DAVID LEVINE CO. NATHAN-STRONG, INC.	INDIVIDUAL NEW YORK SHOWROOMS PAUL PARNE CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. ADELE SIMPSON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 6 12:00 Noon	PREVIEW OF FALL COLLECTION The Fall collection of Diminutives, Inc., will be presented to the press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
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 <u>for buyers only</u> . Attendance by invitation. (Press show at later date.) Publ. 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.
Tuesday June 6 4:00 P.M. Champagne	CUSTOM FURS BY RALPH MARANO Russeks' annual Champagne Party for the press with a presentation of Ralph Marano's custom fur collection. By invitation only. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
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 G. 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, suits and dresses; junior fashions; original designs; children's clothes from 2 to 6 and 7 to 12. Commentator: Alma Kitchell. Showing promptly at 5:00 P.M. By invitation only. Publicity: Grace Turner, Director, Women's Dept., Win Nathanson & Assoc., 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. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 8 10:30 A.M. Cocktails	PREVIEW OF FALL COLLECTION A preview for the press and trade of the Fall collection of Martini Designed fashions by Sylvan Rich. Attendance by invitation only. Daily showings thereafter at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FL.
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
Monday June 12 4:30 P.M. Cocktails	PREMIERE NEW YORK SHOWING Howard Shoup of Beverly Hills, California, formerly affiliated with M-G-M studios, will present his Fall collection of afternoon and evening clothes (to wholesale from \$49.50 to \$250.00) at his first N.Y. showing for the press and trade. Attendance by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	HOWARD SHOUP (BEVERLY HILLS)	HOTEL PLAZA BAROQUE SUITE
Tuesday June 13 11:30 A.M. Cocktails	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
Tuesday June 13 4:00 P.M. Tea	SHOWING OF ADVANCE FALL MILLINERY The Millinery Creators Guild will present Autumn hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tête; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats--Garfunkel Makers. For press and trade, by invitation only. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
Tuesday June 13 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF FALL AND WINTER WOOLENS Presentation of Fall and Winter woolens by Warren of Stafford at a cocktail party for the press. Attendance by invitation only. Contact: Clara Mellen, BR. 9-9692.	WARREN OF STAFFORD (450 SEVENTH AVENUE)	ST. REGIS HOTEL PENTHOUSE
Tuesday June 13 6:30 P.M. Cocktails & Dinner	FIFTH ANNUAL RAINWEAR FASHION PRESENTATION The New York Raincoat Manufacturers' Association will present the fifth annual fashion show at a dinner for the rainwear industry, buyers and the press. Attendance by invitation only. Publicity: Bea Baris, Jack Berman Co., Inc., MU. 9-1546.	N.Y. RAINCOAT MFRS. ASSOCIATION	WALDORF-ASTORIA GRAND BALLROOM
Thursday June 15 5:00 P.M. Cocktails; Buffet	SEMI-ANNUAL FABRICS AND FASHION CLINIC Miron's semi-annual Merchandise and Fashion Clinic to introduce the Fall fabrics collection. Buffet supper at 7:00 P.M. will follow the show. Attendance by invitation only, <u>for Miron's franchised piece</u> <u>goods stores and fabric press.</u> Publicity: Mrs. Eleanor W. Howard, Promotion Director, LE. 2-8340.	MIRON MILLS, INC. (51 MADISON AVENUE)	TOOTS SHOR'S 51 WEST 51ST ST.

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

- Week Of May 7 THIRD WEEK: BALLET THEATRE CENTER THEATRE, 6TH AVE. & 49TH ST.
Third week's program: Sun. Mat., May 7: LES PATINEURS; PETER AND THE WOLF;
PAS DE DEUX; NIMBUS. Sun. Eve., May 7: LES SYLPHIDES; FALL RIVER LEGEND;
HELEN OF TROY. Tues. Eve., May 9: GISELLE; JUDGMENT OF PARIS; NIMBUS.
Wed. Eve., May 10: INTERPLAY; BILLY THE KID; UNDERTOW; FANCY FREE. Thurs.
Eve., May 11: DESIGNS WITH STRINGS; FALL RIVER LEGEND; PAS DE DEUX; HELEN
OF TROY. Fri. Eve., May 12: THEME AND VARIATIONS; CAPRICHOS; PILLAR OF
FIRE; LA FILLE MAL GARDEE. Sat. Mat., May 13: LES SYLPHIDES; BILLY THE
KID; LA FILLE MAL GARDEE. Sat. Eve., May 13: ROMEO AND JULIET; JUEX;
JARDIN AUX LILAS; INTERPLAY. Publicity: William Fields, CI. 5-7390.
- Beginning Monday May 8 4:30 P.M. TELEVISION: "VANITY FAIR" WCBS-TV, CHANNEL 2
Program for Dorothy Doan's "Vanity Fair" television show. Mon., May 8:
Mr. and Mrs. Norman J. Lawrence will show the Lawrence of London all-
weather topcoats. Wed., May 10: A square dance, Donald Durlacher calling
the sets, featuring Spool Cotton's easy-to-make casual skirts. Fri., May
12: An instructor from the Art Students League of the Y.W.C.A. will
fashion costume jewelry from a stick of silver, and show how it can be
made at home. Publicity: Helen Brattrud, PL. 5-2000.
- Week Of May 8 SECOND WEEK: "CARNEGIE POPS" CARNEGIE HALL, 7TH AVE. & 57TH ST.
Second week's program: Mon., May 8: Paul Makovsky, violinist, playing the
Mendelssohn Violin Concerto. Tues., May 9: Victor Herbert's Music. Wed.,
May 10: Music conducted by Franco Autori; violin concerto by Oscar Shumsky.
Thurs., May 11: Soloist, Marie Powers, contralto. Fri., May 12: Viennese
program, Edna Phillips, soprano soloist. Sat., May 13: Piano duet, Stan
Freeman and Cy Walter. Publicity: Janet Goossens, CI. 7-7460.
- Beginning Tuesday May 9 12:00 Noon-1:00 P.M. TELEVISION: "JUST FOR YOU" WNBT-TV, CHANNEL 4
Anne Pringle and Carl Caruso will interview personalities in the fashion
world. Tues., May 9: Emily Wilkens will discuss marriage and a career.
Wed., May 10: Mme. Tovar, Swedish hair stylist, will show her new budget
priced hair switch and ways it may be worn. Publ.: Babs Doniger, PL. 3-1742.
- Thursday May 11 OPENING: "THE LIAR" BROADHURST THEATRE, 44TH ST. W. OF B'WAY
Dorothy Willard and Thomas Hammond will present a musical comedy, based
on the Carlo Goldoni classic, written about 1760. Director: Norris
Houghton. Stars: William Eythe and Melville Cooper. Book: Edward Eager
and Alfred Drake. Lyrics: Edward Eager. Music: John Mundy. Scenery:
Donald Oenslager. Costumes: Motley. Publicity: Sam Friedman, PL. 7-4380.
- Thursday May 11 PREMIERE: "CHAMPAGNE FOR CAESAR" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
United Artists release of Harry M. Popkin's comedy about an erudite
gentleman who deplores the radio and television quiz shows. Stars:
Ronald Colman, Celeste Holm and Vincent Price. Producer: George Moskov.
Director: Richard Whorf. Wardrobe: Maria Donovan. Publicity: Tess
Michaels, CI. 5-6000.
- Tuesday May 16 PREMIERE: "THE JACKIE ROBINSON STORY" (Movie) ASTOR THEATRE, B'WAY & 45TH
Eagle Lion presents the Jackie Robinson story. Stars: Jackie Robinson
and Ruby Dee. Costumes: Maria Donovan. Producer: Mort Briskin.
Director: Alfred E. Green. Publicity: Ruth Cosgrove, PL. 7-1600.