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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 1

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may

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FASHION CALENDAR

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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 6, 1950</u>			
Now Showing	OPENING OF SPRING JEWELRY COLLECTION	CASTLECLIFF, INC.	366 FIFTH AVENUE SHOWROOM-5TH FLOOR
	Opening of Spring and Summer collection of Castlecliff and Castlemark costume jewelry. Publicity: Carol Jaynes, WI. 7-0943.		
Now Showing	OPENING OF SPRING JEWELRY COLLECTION	CORO, INC.	47 WEST 34TH STREET SHOWROOM
	Opening of the Spring 1950 line of Coro Jewelry. For appointment, contact: Ann R. Silver Associates, MU. 7-8654.		
Now Showing	OPENING OF SPRING SCARF COLLECTION	GLENSDER SCARF CORP.	417 FIFTH AVENUE SHOWROOM
	Opening of Spring 1950 line of Glentex scarfs. For appointment, contact: Ann R. Silver Associates, MU. 7-8654.		
Now Showing	SPRING OPENING OF JEWELRY COLLECTION	JEWELS BY HALBE	411 FIFTH AVENUE SHOWROOM-6TH FLOOR
	Opening of Spring costume jewelry collection by Halbe. Publicity: Viola Shefer, PL. 3-3173.		
Now Showing	OPENING OF SPRING JEWELRY LINE	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
	Opening of Spring line of fashion jewelry. By appointment. Contact: Dorothy Lansing, PL. 9-7598, or Alice Kahn, OR. 9-0220.		
Now Showing	SPRING SHOWINGS OF NURSES' UNIFORMS	WHITE SWAN UNIFORMS, INC.	1350 BROADWAY SHOWROOM
	Spring line of nurses' uniforms, featuring the Swanfold 5-way collar. For N.Y. and visiting press and trade. Publicity: Frances K. Carter, Max Rogel & Associates, Mitchell 3-8737.		
Friday Jan. 6	PREVIEW OF WINTER VACATION FASHIONS	BERGDORF GOODMAN	4TH FLOOR
10:30 A.M.	Bergdorf Goodman will present Winter vacation fashions to the press. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.		
Friday Jan. 6	PRESS PREVIEW OF SPRING MILLINERY	LENESTA	15 EAST 53RD STREET SALON
12:00 Noon Luncheon	Lenesta will present her Spring millinery collection to the N.Y. fashion editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Friday Jan. 6	PALM BEACH FASHIONS AT NEW COUTURE SALON	CALLOT SOEURS	42 EAST 57TH STREET HAUTE-COUTURE SALON
4:00 P.M. Cocktails	Reception and cocktails at the opening of Callot Soeurs' Haute-Couture Salon, and a presentation of their Palm Beach collection. Attendance by invitation only. Publicity: Mary Marsh, PL. 9-2675.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, JANUARY 8, 1950</u>			
Week Of Jan. 8	FOURTEENTH NATIONAL PRESS WEEK	N.Y. DRESS INSTITUTE	NEW YORK CITY
	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.		
Sunday Jan. 8 11:00 A.M. Breakfast	SHOE DISPLAY FOR VISITING EDITORS	NATIONAL SHOE INSTITUTE	RITZ CARLTON HOTEL CARLTON SUITE, 4TH FL. 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.
Sunday Jan. 8 3:00 P.M.- 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS	SALLY VICTOR	18 EAST 53RD STREET SALON 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.
Sunday Jan. 8 4:00 P.M.- 6:00 P.M.	SPRING FASHIONS FOR VISITING PRESS	MARIA KRUM	41 WEST 56TH STREET SALON Brief showing of Maria Krum's Spring fashions at a tea for the out-of-town editors. By invitation only. Publ.: Elizabeth Maher Assoc., EL.5-4248.
Sunday Jan. 8 4:30 P.M.- 8:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING EDITORS	FLORENCE REICHMAN	44 EAST 67TH STREET (HOME) 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 5:30 P.M. Buffet Supper	BUFFET SUPPER FOR VISITING PRESS	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET 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 invitation only. Publicity: Adelia Bird Ellis, CI.5-8448.
Sunday Jan. 8 9:30 P.M. Champagne	CHAMPAGNE PARTY FOR VISITING EDITORS	WALTER FLORELL	29 EAST 53RD STREET SALON 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 8:00 A.M.- 9:00 A.M.	"RIBBON FAIR" FOR THE PRESS	RIBBON GUILD, INC.	HOTEL PIERRE CAFE Informal "Ribbon Fair" with booths on accessories, dress fashions, millinery, novelties, bags, babies, home ideas. Exhibit will continue until 10:30 A.M. for local press. Attendance by invitation only. Contact: Drucella Lowrie, Fashion Director, LO. 3-0853.
Monday Jan. 9 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY	MR. JOHN, INC.	53 EAST 57TH STREET SALON Mr. John will present his Spring Millinery collection to the N.Y. fashion editors. 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	SPRING SHOE FASHIONS FOR VISITING PRESS	DELMAN, INC.	SHERRY-NETHERLAND GOLD SUITE
12:00 Noon- 1:00 P.M.	Delman will present a preview of Spring fashions to out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Jan. 9	"MEN OF YOUR CHOICE" LUNCHEON AND SHOW	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
12:15 P.M. Luncheon	Richard Hudnut will entertain the visiting and local press at a luncheon and show directed by Ann Delafield. Editors are now voting for the men they most admire, from a list submitted by Richard Hudnut; and those most popular with the press will be guests at the luncheon. There will also be a panel of well-known men to tell how they want the "Woman of Tomorrow" to look. Attendance by invitation only. Contact: Marion Hammon, WA.4-7700.		
Monday Jan. 9	DESIGNERS' "Rhapsodie" 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. Show will include fashions by Peg Newton, Elsa Nystrom, Bernard Az Guro, 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	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.		
Monday Jan. 9	"ACCESSO-PLAN" ACCESSORIES SHOW	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
5:00 P.M. Cocktails	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. Show	5:30 P.M. Publicity: Ann R. Silver Associates, MU. 7-8654.		
Monday Jan. 9	FASHION SHOW FOR VISITING EDITORS	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
8:00 P.M.	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: Fred Schey, LA. 4-6968.		
Monday Jan. 9- Jan. 10	SECOND ANNUAL HOSIERY EXPOSITION	HOSIERY INDUSTRY WEEKLY; & MERCHANDISING	WALDORF-ASTORIA GRAND BALLROOM
	"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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 9-	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
Beginning Monday Jan. 13			
Beginning Monday Jan. 9	SHOWING OF "SPRING MODES" IN JEWELRY Karu Fifth Avenue will present their "Spring Modes" in costume jewelry at daily showings for press and buyers. Publ.: Thal Spitzer, LO. 5-2674.	KAUFMAN-RUDERMAN CO.	411 FIFTH AVENUE SHOWROOM
Beginning Monday Jan. 9	SHOWINGS OF SEPARATES COLLECTION Doreen Blouse Co. will present a collection of "separates"--blouses and skirts for daytime and evening wear, designed by Miss Doreen. Continuous showings for press and buyers. Contact: MU. 8-3280. Publicity: Thal Spitzer, LO. 5-2674.	DOREEN BLOUSE CO., INC.	25 WEST 57TH STREET SHOWROOM
Week Of Jan. 9	SPRING SHOWINGS OF INFORMAL FROCKS Spring showings of Joyce Hubrite (regular sizes); Demi-Tasse (half-sizes); and Brief Measure, new line for the 5'4" and under. Publicity: Frances K. Carter, Max Rogel & Associates, Mitchell 3-8737.	HUBRITE INFORMAL FROCKS, INC.	1350 BROADWAY SHOWROOM
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. Wedding Gift Registry and Home Furnishings Session on Tues., Jan. 10; Fashion Session on Wed., Jan. 11. For retailers. Contact: Alice Rydell, MU. 2-1490.	THE BRIDE'S MAGAZINE	RITZ CARLTON HOTEL
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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, including couture designs in lingerie, blouses and baby clothes. Attendance 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. Gloves from Dawnelle. 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. Publicity: 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: \$20.00. Contact: Mr. Albert Lewin, LA. 4-6350. Press invited to the show at 9:30 P.M. Contact: Marion Ostroff or Ayrnne Bermont, LA. 4-6350.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA BALLROOM
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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	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	1 WEST 57TH STREET SALON
Wednesday Jan. 11 11:30 A.M. Luncheon	FASHION SHOW FOR OUT-OF-TOWN EDITORS Horwitz & Duberman will present their Judy 'n Jill Spring collection to the visiting press. By invitation only. Publ.: Eleanor Lambert, MU.8-2130.	HORWITZ & DUBERMAN, INC.	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
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 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 Dir.: 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. 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	1 WEST 57TH STREET SALON
Wednesday Jan. 11 5:00 P.M.	PRESS PREVIEW OF SPRING MILLINERY Showing of Laddie Northridge's Spring millinery to the out-of-town press. 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., followed by entertainment. Gloves from Dawnelle. By invitation only. Publicity: Mary Kelley, LU.2-2250.	MILLINERY FASHION BUREAU	HOTEL ASTOR ROOF

<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 Neglige Association, for manufacturers, retailers 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
Wednesday Jan. 11 7:00 P.M. Dinner	SEVENTH ANNUAL TOBE AWARD Presentation of the Seventh Annual Award For Distinguised Contribution To American Retailing. A crystal plaque will be awarded to the winner, who will be honored for his cumulative accomplishments; his industrial statesmanship; his conception of the broader aspects of retailing; and his contribution to American business. By invitation only. Contact: Beatrice Cannon, CH. 4-1219.	TOBE & ASSOCIATES	ST. REGIS HOTEL ROOF
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 FREDERICCS, INC.	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. Publicity: 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	78 EAST 56TH STREET PENTHOUSE
Thursday Jan. 12 3:30 P.M.- 6:00 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 and local 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
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 ST. SALON
Thursday Jan. 12 5:30 P.M.	JUDGING OF "SKI QUEEN" CONTEST Contestants between the ages of 18 and 35 who reside in any one of the five boroughs, will be judged for posture, personality, general appearance. Judges include: John Robert Powers, model authority; Nancy Thompson, fashion editor, N.Y. Journal-American; and others. The winner will receive a one-week vacation at Eastern Slope Inn, North Conway, N.H. Open to public. Publicity: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS	SPECIAL EVENTS CTR. 8TH FLOOR
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 ST.
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 AVE. SHOWROOM--22ND FL.
Friday Jan. 13 1:00 P.M. Luncheon	FASHION ACADEMY AWARD PRESENTATION Preview of Spring and Summer fashions by Jonathan Logan, Fashion Academy Award Winner For 1950. Award presentation by Emil Hartman, director of Fashion Academy. Show staged by Billie Gould. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Publicity: Fashion Production Associates, Ann Goodrich, MU. 8-1700.	JONATHAN LOGAN	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 13 4:00 P.M. High Tea	COSTUME JEWELRY SHOWING FOR PRESS  The first press showing of Halbe creations in costume jewelry. This Advance Spring collection will be shown in their new showroom. 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 6:15 P.M. Cocktails	SURREALISTIC JEWELS BY SALVADOR DALI  Salvador Dali will be present at a showing of his surrealistic jewels and a cocktail party for the out-of-town editors. Attendance by invitation only. Publicity: Rasponi Associates, TE. 8-8171.	RASPONI ASSOCIATES	JEAN TENNYSON'S STUDIO--113 W. 57TH
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
Cancelled Jan. 14	THE ANNA MILLER SPRING SHOWING FOR THE VISITING PRESS, ORIGINALLY SCHEDULED FOR SAT., JAN. 14 AT 10:00 A.M., HAS BEEN CANCELLED.		
Saturday Jan. 14 12:30 P.M. Luncheon	SPRING ACCESSORY SHOW FOR VISITING EDITORS  A "Capsuled Version of Spring Accessory Fashions" will be presented to the out-of-town press. Hats--Mary Goodfellow. Bags--Pichel. Shoes--Newton Elkin. Attendance by invitation only. Pichel Publicity: Donna Cannon, EL. 5-2600. Newton Elkin Publicity: Elizabeth Mackintosh, TE. 8-7147. Fashion Show Publicity: Mildred Kaldor, MU. 9-5420.	COOPERATING DESIGNERS	SAVOY PLAZA CRYSTAL ROOM
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 AVENUE)	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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. By invitation only. Publicity: Amy Blaisdell, EL.5-2100.	HELENA RUBINSTEIN	625 PARK AVENUE (HOME)
Jan. 16	CORSET AND BRASSIERE SPRING MARKET WEEK. (Jan. 16 - Jan. 20)		
Monday Jan. 16 9:15 A.M. Breakfast	PRESS SHOWING OF POSEES BRAS Preview of new bras by Posees (subsidiary of Textron, Inc.), with presentation of special ensembles based on the Posees; designed by Tewi, Inc.; Kiviette Gowns; Martini Frocks; Sydell; and Textron Blouses. By invitation only. Publ.: Tricia Brohan, Yolen, Ross & Salzman, Inc., JU.6-4300.	TEXTRON, INC.	HOTEL VANDERBILT PARK & 34TH-RM. 119
Monday Jan. 16 11:30 A.M.	SHOWING OF NEW SCARFS AND FABRICS Brooke Cadwallader will present a showing of his Spring and Summer collection of scarfs and fabrics to the local and out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
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
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. "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
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Wednesday Feb. 1 11:00 A.M. Aperitif	PRESS PREVIEW OF SUMMER COLLECTION Designer Bonnie Cashin of Adler & Adler will present her Summer collection to the press. Attendance by invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM
Wednesday Feb. 1 1:00 P.M. Luncheon	SPRING DRESSES AT LUNCHEON SHOW Saks 34th will present misses' spring dresses at a luncheon show. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Publicity for Saks 34th: Frances Eisner, LA. 4-7000, Ext. 445. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA SERT ROOM
Tuesday Feb. 7 3:30 P.M. Cocktails	SWISS FABRIC SHOW OF LUXURY COTTONS Costumes from Summer collections of leading designers of daytime and evening dresses, sportswear, blouses, bridal wear, accessories, children's wear. Attendance by invitation only. Contact: Swiss Fabric Group, OR. 9-2750.	SWISS FABRIC GROUP	RITZ CARLTON HOTEL BALLROOM

THEATRE PAGE WILL BE RESUMED IN NEXT ISSUE.  
SPACE UNAVAILABLE THIS WEEK.