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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, MARCH 20, 1950</u>			
Monday March 20 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Farquharson and Wheelock will present Spring fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Farquharson & Wheelock Publicity-Commentator; and Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELOCK	HOTEL PLAZA PERSIAN ROOM
Monday March 20 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW Annual all-star benefit show and fashion revue, will include many types of apparel, furs and accessories. Participating in fashion show will be: Larry L. Aldrich; Barbara Costume Co.; Herman Beispel; Anthony Blotta; Bruno; Capri Frocks; Carmel Bros.; Hattie Carnegie; Deitsch; Wersba & Coppola; Jane Derby; Christian Dior; Elfreda; Foxy; Ben J. Gam; Joseph Halpert; Harriette Harra; George Jablow; Kiviette; Maria Krum; Lalli-Borgos; Philip Mangone; Vera Maxwell; Milgrim; Ann Miller; Milmont; Monte Sano & Pruzan; Nathanson; Paul Parnes; Patullo Modes; Ben Reig; Maurice Rentner; Nettie Rosenstein; Rudolf Gowns; Ann Sadowsky; Adele Simpson; and Trigere. Furs--Fredrica. Handbags--Joseph and Koret. Jewelry--Marcel Boucher, Carnegie, Michael Paul. Millinery--Lilly Dache, Walter Florell and Mr. John. The all-star show will feature celebrities of radio, stage and screen. Tickets: \$1.50 to \$12.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Monday March 20- March 21	FOURTH NATIONAL PRINT ANNUAL An exhibition of 227 prints, representing all contemporary graphic arts media. Press preview on Monday and Tuesday, March 21 and March 22 from 10:00 A.M. to 5:00 P.M. Open to public, March 22 through May 21. Contact: NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN, N.Y.
Beginning Monday March 20- March 25	INTERNATIONAL FLOWER SHOW Theme of the Thirty-Fourth International Flower Show will be "Small Home Plantings", including 252 main classes for amateur and professional growers. Opening Mon., March 20 at 12:00 Noon; thereafter 10:00 A.M. to 10:30 P.M. Admission (tax included): \$1.50 for adults; 75¢ for children. Publicity: Korbel and Colwell, PL. 9-7340.	HORTICULTURAL SOCIETY OF N.Y.; & N.Y. FLORISTS	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
March 20	FIRST DAY OF SPRING (Monday)....(11:36 P.M.).		
Tuesday March 21 11:00 A.M.	SHOWING OF READY- TO-WEAR ORIGINALS Bergdorf Goodman will present a press showing of Spring ready-to-wear originals, in addition to fashions by Irene of Hollywood. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 21 2:30 P.M.- 3:30 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION A presentation of Spring and Summer custom-order collection of suits, cocktail dresses, dinner and evening gowns by Sydell--Marie-Yates for the guests of the Rachael Bernstein League. Hats--Talbert. Furs-- M. Weinstein. Contact: EL. 5-8729.	SYDELL--MARIE YATES (666 FIFTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
Tuesday March 21 7:15 P.M.	"FUNDAMENTALS OF PUBLICITY" COURSE Third in series of two-hour sessions--discussion of "News Publicity... Dissemination In Magazines." Discussion leader: Milton M. Enger, Director of Public Relations, Yaletown Manufacturing Co. Guest speaker: Matthew J. Murphy, Associate Editor, "Factory Managing and Maintenance," published by McGraw-Hill Co. Enrollment Fee: \$10.00. Contact: Publicity Club, Hotel Shelton, PL. 5-4000; or, Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE.&49TH ST.
Wednesday March 22 11:00 A.M.	PRESS SHOWING OF SHOE FASHIONS Showing of Delman and Delmanette Spring shoe successes and a preview of the Summer shoe collection for the press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN (745 FIFTH AVENUE)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Wednesday March 22 12:45 P.M. Luncheon	SPRING AND SUMMER FASHION AT LUNCHEON Spring and Summer fashions for all occasions will be shown during luncheon. Custom gowns--Bess McDowell Originals. Custom suits--Angelo Spano. Hats--Lily-Anne Originals, Inc. Suede Coats--Phil Sills. Custom bathing suits--Agnes Malone. Furs--Joseph Camins. Hair styles--Albert. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday March 22 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS "Spring Looks" will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation, contact: "Albert", head- waiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Wednesday March 22 2:30 P.M.	PREVIEW: SALYMIC FASHIONS FOR SPRING Milgrim will present Salymil's Spring collection to press and customers. By invitation only. Publicity: Ruth Waltz, CI. 7-7200.	MILGRIM	4TH FLOOR
Thursday March 23 9:15 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Macy's press showing of fashions for Spring during breakfast. Show promptly at 9:30 A.M. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday March 23 1:00 P.M. Luncheon	"SHEER DELIGHT" SPRING FASHIONS Russeks will present Spring fashions during luncheon. Press by invita- tion. Public by reservation; contact: PL. 9-3000, Ext. 276. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 23 4:00 P.M.	VELVET, CORDUROY AND VELVETEEN FASHION SHOW	CROMPTON-RICHMOND CO.	RITZ-CARLTON HOTEL GRAND BALLROOM
	Second collection of Haute Couture fashions by Crompton-Richmond Co., with models in velvet, corduroy and velveteen from fifteen Paris couturiers; one, London; and twelve American custom designers. Imported fashions by Hardy Amies of London; and Pierre Balmain, Carven, Jean Desses, Christian Dior, Jacques Fath, Gres, Jacques Griffe, Jacques Heim, Hermes, Manguin, Marnier, Molyneux, Patou, Robert Piquet, and Schiaparelli, of Paris. American designers: Elizabeth Arden-Castillo, Fira Benenson, Hattie Carnegie, Oleg Cassini, Lilly Dache, Howard Greer, Edith Head, Mr. John, Don Loper, Barbara Barondess MacLean, Elizabeth Phelps, and Valentina. Attendance by invitation only. Crompton-Richmond Contact: Murrow McCurnin, LO. 4-2900. Publicity: Laura Benham, RE. 7-8230.		
Saturday March 25 11:00 A.M.	"ONCE UPON A SPRINGTIME"	ABRAHAM & STRAUS	SPECIAL EVENTS CENTER-8TH FL.
	A presentation of Spring fashions for "Pig-Tailers" and "Twixt-Teens" by Abraham & Straus. Press invited. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 664.		
Saturday March 25 1:00 P.M. Luncheon	JUNIOR MISS FASHIONS AT BENEFIT LUNCHEON	THE EDITH BECTON STUDIOS HOTEL PLAZA (131 RIVERSIDE DRIVE)	TERRACE ROOM
	The Star Dust classes of the Becton School of Dramatic Art will present children's and junior miss Spring and Summer dresses, sports clothes, suits, scarves, belts, bags and costume jewelry fashions at a luncheon show for the benefit of the N.Y. Heart Association and the Association for Help to Retarded Children. Clothes will be auctioned after the show. Fashions will be contributed by Berk Co.; Jack Borgenicht; Callahan and Cohen; Ceil Chapman; Filcol; Gotham; Judy 'n Jill by Horwitz & Duberman; K. & S. Co.; Kay Arnold; Jonathan Logan; Rainbow Dress; Carolyn Schnurer; Sherbrook; Touraine & Co.; and Youth Guild. Children's underwear--Acme. Footwear--Capezio. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Price: (including tax and tip): \$3.00 for children; \$4.00 for adults. Contact: EN. 2-7140.		
Monday March 27 1:00 P.M. Luncheon	"HEADLINES IN SPRING" MILLINERY SHOWING	MILGRIM	HOTEL PLAZA TERRACE ROOM
	Milgrim's Spring and Summer hats will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Fashion Director, Mary Alice Rice, CI. 6-1790.		
Monday March 27 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF ACCESSORIES MADE OF CARPETING	CARPET INSTITUTE	ST. REGIS HOTEL ROOF
	"The New Rug-ed Look"--the Carpet Institute will present accessories for women and men made from wool carpeting. Hats by Anita Andra; Braagaard; Hattie Carnegie; Cavanagh; Chanda; Robert Dudley; Emme; Peg Fischer; Walter Florell; Mary Goodfellow; Mr. John; Lenesta; Nichole de Paris; Laddie Northridge; Cesar Rubio; and Eve Tartar. Also, fashions for dogs will be shown. Guests: Stars of stage, screen and radio and fourteen breeds of champion and show dogs. Show for benefit of N.Y.C. Cerebral Palsy Campaign. Tickets: \$5.00 Press by invitation. Contact: Elizabeth D. Catlin of Fred Eldean Organization, EL. 5-7651.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 28 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY A collection of Spring millinery by Robert Galer will be shown to the press by Jay Thorpe. Attendance by invitation only. Publicity: Elaine Kanners, JU. 6-1000, Ext. 104.	JAY THORPE	4TH FLOOR MILLINERY SALON
Tuesday March 28 1:00 P.M. Luncheon	PRESENTATION OF SPRING FASHIONS Jonai will show a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Contact: PL. 5-3000. Ritz-Carlton Fashion Publ.: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday March 29 10:30 A.M.	PRESS SHOWING OF CUSTOM FASHIONS Marie Tina will present her Spring and Summer custom-order originals of casual afternoon and evening dresses to the press. Attendance by invitation only. Publicity: Mary Marsh, PL. 9-2675.	MARIE TINA	17 EAST 48TH STREET 5TH FLOOR
Wednesday March 29 12:45 P.M. Luncheon	"DESIGNED FOR BEAUTY" LUNCHEON FASHION SHOW Fashion show, by the American Guild of Fashion Designers, a group of wholesale, retail and custom-order designers, during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. American Guild of Fashion Designers Publicity: Edgar Peck, Lycett-Peck, MU. 7-6295. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	AMERICAN GUILD OF FASHION DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday March 29 1:00 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday March 29 8:30 P.M.	"STIMULI FOR DESIGN"-- THIRD IN LECTURE SERIES Subject: "Looking Backward To Tomorrow....1900-1950"--an illustrated talk on cubism and abstract art; surrealism and fantasy. Tickets: \$2.50. Contact: Society of New York Dress Designers, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	MUSEUM OF MODERN ART 11 WEST 53RD STREET
Thursday March 30 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of Stein & Blaine originals and interpretations of Paris creations during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE	HOTEL PLAZA TERRACE ROOM
Friday March 31	"SILHOUETTE" MAGAZINE PUBLICATION DATE D. S. Publishing Co., Inc., will introduce a new magazine, "Silhouette", to be published as a "shopping guide", covering the volume market. There will be "Top To Toe" fashion editorials and such special features as Women in the News, Entertainment. Editor: Shirley Goodman. Published bi-monthly for the first three issues, and monthly thereafter. Price: 25¢ per copy; \$1.50 for yearly subscription. Contact: Shirley Alpert, CI. 5-8425.	D. S. PUBLISHING CO. (30 ROCKEFELLER PLAZA)	NEWSSTANDS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 2	PALM SUNDAY.		
April 2	PASSOVER (April 2-April 9).		
April 2	HOLY WEEK (April 2-April 9).		
Tuesday April 4 11:00 A.M.	FORECAST OF FUR FASHIONS FOR PRESS Esther Dorothy will present a "Fur Forecast" to the press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY, INC.	68 EAST 56TH STREET SHOP
Tuesday April 4 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING The Ready-To-Wear Division of The Fashion Group will have a luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday April 5 1:00 P.M. Luncheon	LATE SPRING AND SUMMER FASHIONS AT LUNCHEON Claire McCardell will present her late Spring and Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Claire McCardell Contact: Joan Pawlick, LO. 4-2155. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	CLAIRE McCARDELL	WALDORF-ASTORIA SERT ROOM
April 6	HOLY THURSDAY.		
April 7	GOOD FRIDAY.		

EASTER SUNDAY ACTIVITIES IN NEW YORK CITY

Sunday April 9 12:00 Noon Luncheon	"EASTER PARADE" OF MILLINERY FASHIONS An Easter luncheon and fashion show, presenting Easter hat fashions, specially designed for the occasion by Lilly Dache. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. Lilly Dache Publ.: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	HOTEL PIERRE COTILLION ROOM
Sunday April 9 12:00 Noon- 5:00 P.M. Breakfast	ANNUAL EASTER SUNDAY BRACER BREAKFAST The annual Easter Sunday bracer breakfast with leading N.Y. milliners presenting prizes to women attending the breakfast. Public by reservation; contact: Alfred, EL. 5-5000. Price: \$2.50 (plus cabaret tax). Cafe Madison Contact: Gail Benedict, EL. 5-5000.	MADISON HOTEL (15 EAST 58TH ST.)	CAFE MADISON MAIN DINING ROOM
Sunday April 9 12:30 P.M. Luncheon	"APRIL VIOLET" LUNCHEON AND FASHION SHOW The Sherry-Netherland will invite the public to an Easter "April Violet" luncheon and fashion show in the Chanteclair and Carnival Rooms. English violets will be flown to America by Pan American Airlines; "April Violet" perfume by Yardley of London; and millinery fashions by Baroness Radvanszky. For reservations; contact: Carmino Veddas, VO. 5-2800, Ext. 77. Price \$5.00. Yardley Publicity: Nancy Fair, CI. 6-0200. Radvanszky Publicity: Maud G. Moody-Mildred Kaldor, MU. 9-5420. Sherry-Netherland Publicity: Adele Brown, or Dorothy Wentworth King, VO. 5-2800.	YARDLEY OF LONDON; & BARONESS RADVANSZKY	SHERRY-NETHERLAND CHANTECLAIR ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 10- April 16	"LACE FESTIVAL"-- SPRING 1950 "April Is The Month Of The Lace Festival", sponsored by The Lace Institute, manufacturers and importers of laces. Publ.: Gladys Steiner, MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Wednesday April 12 12:45 P.M. Luncheon	SHOWING OF FUR FASHIONS AT LUNCHEON Furs by Aronowicz will be shown during luncheon. Public by reservation; contact: Francois, TE. 8-8000. Aronowicz Publicity: Ann Goodrich, Fashion Production Associates, MU. 8-1700. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARONOWICZ, INC. (19 WEST 57TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday April 12 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Ceil Chapman will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Contact at Ceil Chapman: Alto Schifrine, LA. 4-5800. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	CEIL CHAPMAN	WALDORF-ASTORIA SERT ROOM
Thursday April 13 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will present an exhibit of Fall fabrics at the luncheon meeting of the Fabrics Division. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday April 13 1:00 P.M. Luncheon	"SUMMER STORY" AT LUNCHEON SHOW A presentation of early Summer and Midsummer dress fashions by Saks 34th Street during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Saks 34th Publicity: Frances Eisner, LA. 4-7000, Ext. 445. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS 34TH STREET	HOTEL PLAZA TERRACE ROOM
Thursday April 13	CAVALCADE OF GREEK FASHIONS IN WASHINGTON Premiere showing in Washington, D. C. of costumes representing Greek fashions since 3000 B.C., many loaned by the Athens Museum; and also a presentation of 75 gowns by fashion designers of modern Athens. All of the fashions are in fabrics currently produced by Greek textile designers, as an outgrowth of the Marshall Plan, and have been assembled by Muriel King, Fashion and Design Specialist of the ECA Mission to Greece. Chairman for the Cavalcade of Greek Fashions: Mrs. Henry F. Grady, wife of the American Ambassador to Greece. Guest of Honor: Mrs. Harry S. Truman. All proceeds from these showings will be for the Queen Frederika Fund for Orphaned Children. Contact: Mme. Vassili Dendramis, Greek Embassy, Washington, D. C.	BENEFIT OF FUND FOR WAR ORPHANS OF GREECE	MAYFLOWER HOTEL WASHINGTON, D.C.
Monday April 17 4:00 P.M. Cocktails	"SUMMER FORECAST" AT PRESS PREVIEW Hattie Carnegie will present her "Blue Room" ready-to-wear collection of Summer fashions. Attendance by invitation only. Publicity: Sanna Brody, PL. 5-2600.	HATTIE CARNEGIE	PARK LANE HOTEL 299 PARK AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 19 12:45 P.M. Luncheon	SHOWING OF INTERIOR DESIGNS WITH FASHIONS "Design For Living"--four decorators will present interior designs, representing two modern, one traditional French, and one traditional English, with correlated fashions by leading designers. More details later. Press by invitation. Public by reservation; contact: Francois, TE.8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	INTERIOR DECORATORS & LEADING FASHION DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday April 19 1:00 P.M. Luncheon	FASHIONS FOR SPRING DURING LUNCHEON Russeks will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday April 19 5:00 P.M.- 8:00 P.M. Cocktails	INTRODUCTION OF NEW SPRING FRAGRANCE Harriet Hubbard Ayer will introduce a new Spring fragrance at a cocktail party for the press. Attendance by invitation only. Publicity: Mary Brown, MU. 8-4040.	HARRIET HUBBARD AYER	HOTEL PIERRE ROOF GARDEN
Thursday April 20 1:00 P.M. Luncheon	CAVALCADE OF GREEK FASHIONS IN NEW YORK The Cavalcade of Greek fashions (presented in Washington, D.C. on April 13--see Page 6) will be shown at the Waldorf-Astoria on April 20. Fashions from 3000 B.C. to those of modern Athens will be shown, 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. Contact: Mme. Vassili Dendramis, Greek Embassy, Washington, D.C.	BENEFIT OF FUND FOR WAR ORPHANS OF GREECE	WALDORF-ASTORIA STARLIGHT ROOF
Monday April 24 10:30 P.M.	AMERICAN DESIGNERS' BALL FOR CANCER WELFARE FUND Over one hundred leading designers, representatives of thirteen fashion categories, will predict styles for 1951. An "Anatole" trophy will be awarded for the most outstanding design in each field of apparel. Honorary Chairman: Mrs. Wendell Willkie. Chairman: Fashion and Design Committee: Princess Cathleen Obolensky. Apparel Committee Chairmen: Couturiers--Sophie of Saks Fifth Avenue. Coats and suits--Jo Copeland of Pattullo Modes. Hats--Mr. John. Shoes--David Evins. Furs--Maximilian. Playtogs--Kenn Barr. Sportswear--Carolyn Schnurer. Handbags--Richard Koret. Lingerie--Thea Tewi. Jewelry--Michael Chernow, La Tausca, Trifari. Dresses--Maurice Rentner. Junior Miss--Jack Horwitz, of Horwitz & Duberman. Members of the N.Y. fashion press will be honorary guests. Tickets: \$25.00, available at Cancer Welfare Fund, Inc., 350 Fifth Avenue, LO. 4-2740, or, American Designers' Ball Comm. Headquarters, Hotel Plaza, Suite 1746, PL. 9-3000. Contact: Dorothy Waring of Mr. M. Gilman, LO. 4-2740.	AMERICAN DESIGNERS' BALL COMM. FOR CANCER FUND	WALDORF-ASTORIA GRAND BALLROOM
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, Expositions for Trades, Inc., 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 12:45 P.M. Luncheon	"LOVE STORY IN FLOWERS" AT LUNCHEON	KATHRYN CHURCHILL; & JAY THORPE	HOTEL PIERRE COTILLION ROOM
	Luncheon fashion show, featuring flowers by Kathryn Churchill and bridal party fashions by Jay Thorpe. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Kathryn Churchill Contact: MU. 3-5433. Jay Thorpe Publicity: Elaine Kanners, JU. 6-1000, Ext. 104. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Beginning Monday May 1- May 6	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
	National Cotton Week--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 BALLROOM
	The Cosmetics Division of The Fashion Group will hold a luncheon meeting and brief show. More details later. Price (including tax and tip): \$3.50 for members; \$3.75 for guests. Contact: The Fashion Group, CI. 7-3940.		
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. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Tuesday May 9 4:00 P.M.- 6:00 P.M. Tea	"JUVENILE JURY" FASHION SHOW	THE BELT ASS'N, INC.	WALDORF-ASTORIA ASTOR GALLERY
	The Belt Association will sponsor a show emphasizing new Fall belts on 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.		
Wednesday May 10 1:00 P.M. Luncheon	PRESENTATION OF SUMMER FASHIONS AT LUNCHEON	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	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. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Beginning Monday May 15- May 20	NATIONAL IRISH LINEN WEEK	THE IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
	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.		
Tuesday May 16 12:30 P.M. Luncheon	PREVIEW: FALL & WINTER BACK-TO-SCHOOL LINGERIE	M. C. SCHRANK CO. (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	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.		
Thursday May 18 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
	Exhibit of fashion designs and annual fashion show will be given by students of the Dept. of Costume Designs. Admission: \$1.20, afternoon; \$2.40, evening. Contact: Elizabeth Wenig, PL. 8-2943.		

MUSIC...MOVIES...THEATRE

- Friday March 17 PREMIERE: "UNDER MY SKIN" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Twentieth Century-Fox film based on a story by Ernest Hemingway about an unscrupulous jockey, barred from American tracks, who rides in France and Italy. Stars: John Garfield, Micheline Prelle and Luther Adler. Producer: Casey Robinson. Director: Jean Nebulesco. Wardrobe: Charles LeMaire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Monday March 20 8:30 P.M. PREMIERE: "THE WALLS OF MALAPAGA" (Movie) PARIS THEATRE, 4 WEST 58TH ST. Premiere of film, distributed by Films International of America, the Franco-Italian production about a young French stowaway who stops in the strange port of Malapaga in Genoa, Italy, where he meets a waitress and her small daughter. Producer: Alfredo Guarini. Director: Rene Clement. Stars: Isa Miranda, Jean Gabin, and Vera Talchi. By invitation only. Publicity: Lillian Gerard, PL. 5-3760.
- Week Of March 20 FINAL WEEK, METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST. Eighteenth and final week's program for this season at the Metropolitan Opera House: Mon. Eve., March 20: Mozart's DON GIOVANNI. Tues. Eve., March 21: Wagner's PARSIFAL. Wed. Eve., March 22: Puccini's MADAMA BUTTERFLY. Thurs. Eve., March 23: Gounod's FAUST. Fri. Eve., March 24: Moussorgsky's KHOVANCHINA. Sat. Mat., March 25: Puccini's LA BOHEME. Sat. Eve., March 25: Verdi's AIDA. Publ.: Margaret Carson, PE. 6-1200.
- Tuesday March 21 8:45 P.M. OPENING: "ONE MAN SHOW" CARNEGIE HALL, 7TH AVE. & 57TH ST. Eddie Cantor will make a personal appearance for one evening in a two-hour panorama of his varied 40-year career in show business. Tickets: \$1.80-\$3.60 (including tax). Publicity: G. & D. Ross, BR. 9-5906.
- Thursday March 23 OPENING: "GREAT TO BE ALIVE" WINTER GARDEN, B'WAY & 50TH ST. Vinton Freedley, Anderson Lawler and Russell Markert will present a song and dance comedy, set in an old Colonial house, and involving blithe spirits with modern merry mortals. Cast includes: Vivienne Segal, Stuart Erwin, Valerie Bettis, Mark Dawson, Martha Wright and Bambi Linn. Director: Mary Hunter. Settings and costumes: Stewart Chaney. Publicity: Karl Bernstein, CI. 6-0427.
- Week Of March 24 OPENING: N.Y. CITY OPERA CO. SPRING SEASON CITY CENTER, 131 W. 55TH ST. The N.Y. City Opera Company will open its thirteenth season with a schedule of thirty-three performances. First week's program: Fri. Eve., March 24: Prokofieff's THE LOVE FOR THREE ORANGES. Sat. Eve., March 25: Puccini's LA BOHEME. Sun. Mat., March 26: Mozart's THE MARRIAGE OF FIGARO. Sun. Eve., March 26: Verdi's LA TRAVIATA. Artistic and Music Director: Laszlo Halasz. Stage Directors: Vladimir Rosing and Leopold Sachse. Choreographer: Charles Weidman. Tickets (including tax): \$1.50-\$3.00. Publicity: Margaret Hartigan, HA. 9-6289 or JU. 6-2828.
- Saturday March 25 PREMIERE: "THE YELLOW CAB MAN" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST. Metro-Goldwyn-Mayer comedy film about a zany inventor of safety devices who becomes an insurance company's number one bad risk as a Yellow Cab driver. Stars: Red Skelton, Walter Slezak, Gloria De Haven, Edward Arnold, James Gleason. Producer: Richard Goldstone. Director: Jack Donohue. Publicity: Herbert Crooker, JU. 2-2000.