

X 3/27/50

fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

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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, MARCH 24, 1950</u>			
Friday March 24	PRESS PREVIEW OF NEW HOSIERY STYLE	ARTCRAFT HOSIERY, INC.	STORK CLUB 3 EAST 53RD STREET
4:00 P.M.- 6:00 P.M. Cocktails	Artcraft's new hosiery fashion "Zebrette" will be introduced to the press at a cocktail party. Attendance by invitation only. Publicity: Vic Friedman, News Alliance, CI. 6-5047.		
Saturday March 25	"ONCE UPON A SPRINGTIME"	ABRAHAM & STRAUS	SPECIAL EVENTS CENTER - 8TH FLOOR
11:00 A.M.	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	JUNIOR MISS FASHIONS AT BENEFIT LUNCHEON	EDITH BECTON STUDIOS (131 RIVERSIDE DRIVE)	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	The Star Dust classes of the Becton School of Dramatic Art will present children's and junior miss Spring and Summer fashions, at a luncheon show for the benefit of the N.Y. Heart Association and the Association for Help to Retarded Children. Fashions 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.		
Saturday March 25	"JUNIOR FASHION MATINEE" SHOWING	GIMBELS	4TH FLOOR JUNIOR DEPARTMENT
2:30 P.M.	Pre-Easter showing of Gimbels fashions for juniors, including coats, suits, dresses, separates, and formals. Press invited. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
<u>WEEK BEGINNING MONDAY, MARCH 27, 1950</u>			
Monday March 27	MILLINERY SHOWING BY KENETH HOPKINS	RUSSEKS FIFTH AVENUE	5TH FLOOR MILLINERY DEPARTMENT
10:00 A.M.	Russeks will present a press showing of Spring and Summer hats by Kenneth Hopkins of Beverly Hills. Attendance by invitation. Publicity: Miriam Lenzen, WI. 7-1900.		
Monday March 27	"HEADLINES IN SPRING" MILLINERY SHOWING	MILGRIM	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 27 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF ACCESSORIES MADE OF CARPETING "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; Nicole de Paris; Laddie Northridge; Cesar Rubio; and Eve Tartar. Also, presentation of fashions for 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.	CARPET INSTITUTE	ST. REGIS HOTEL ROOF
Beginning Monday March 27	SUMMER COTTON AND NYLON COLLECTION St. Marys collection of new cotton and nylon Summer-at-home fashions will be shown daily to press and trade. Press contact: Florence Brobeck, GR. 3-4119. Trade contact: Stuart Abbott, MU. 3-6394.	ST. MARYS ROBES, INC.	200 MADISON AVENUE SHOWROOM-2ND FLOOR
Tuesday March 28 11:00 A.M.	PRESS PREVIEW: HATS BY ROBERT GALER A collection of Spring and Summer millinery by Robert Galer of Jay Thorpe will be shown to the press. 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	SHOWING OF SPRING & SUMMER FASHIONS Jonai will show a collection of Spring and Summer day and evening fashions during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Contact: PL. 5-3500. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC.	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday March 28 3:00 P.M.- 4:00 P.M.	SPRING AND SUMMER CUSTOM COLLECTION Sydell-Marie-Yates will present their Spring and Summer collection of custom-order suits, cocktail dresses, dinner and evening gowns to the guests of the Sunshine League for Orphan Children. Hats--Dorothy Gordon. Furs--Harry Trencher. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
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 at a Sherry Party for 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 Showing by the American Guild of Fashion Designers, a group of wholesale, retail, and custom-order designers. Hairstyles--Guro. Dresses--Peg Newton. Suits--Nick Giglio. Gloves--Hilde Wagner. Umbrellas--John E. Knox. Millinery--Mme. Germaine, Mabel Jacobson, Nancy Howard, Miss Lucky, John Hill, Harry Kase. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Fashion Designers Publ.: Lycett-Peck, MU. 7-6295. Pierre Fashion Dir.-Comm., Nola Luxford, TE. 8-8000.	AMERICAN GUILD OF FASHION DESIGNERS	HOTEL PIERRE COTILLION ROOM
Postponed March 29	FUR FASHION SHOW BY DEIN-BACHER, ORIGINALLY SCHEDULED FOR WED., MARCH 29 AT 1:00 P.M., HAS BEEN POSTPONED TO WED., APRIL 26. (See Pg. 7).		-2-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. Three experimental films will be presented: "Ballet Mecanique" (1924); "Le Chien Andaloy" (1929); "Carmen 1933". Tickets: \$2.50. Contact: Society of N.Y. Dress Designers, IA. 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
Thursday March 30 5:45 P.M.- 7:45 P.M.	WEEKLY THURSDAY FASHION SHOW AT A & S Abraham & Straus will present the second of their Thursday night fashion shows in the restaurant. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS BROOKLYN	4TH FLOOR RESTAURANT
Thursday March 30 6:00 P.M.	JUNIOR FASHIONS FOR SPRING AND SUMMER "Younger Than Springtime"--a presentation of Spring and Summer fashions celebrating the 18th birthday of the Junior Miss Department of Oppenheim Collins in N.Y. Repeat performance at Oppenheim Collins, Brooklyn on Saturday, April 1, at 12:00 Noon. Open to public. Publicity: Jane Brenner, WI. 7-8200, Ext. 130.	OPPENHEIM COLLINS	2ND FLOOR JUNIOR MISS DEPT.
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, Food and Travel. 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
April 2	PALM SUNDAY.		
April 2	PASSOVER (April 2-April 9).		
April 2	HOLY WEEK (April 2-April 9).		
Postponed April 4	THE READY-TO-WEAR DIVISION LUNCHEON MEETING OF THE FASHION GROUP, ORIG- INALLY SCHEDULED FOR TUESDAY, APRIL 4, AT 12:15 P.M., HAS BEEN POSTPONED). <u>("New Date Will Be Announced Next Week")</u>		
Wednesday April 5 11:00 A.M.	FORECAST OF FUR FASHIONS FOR PRESS Esther Dorothy will present a "Fur Forecast" to the press. (<u>Note Change of Date</u>). Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY, INC.	68 EAST 56TH STREET SHOP

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 5 1:00 P.M. Luncheon	LATE SPRING AND SUMMER FASHIONS AT LUNCHEON	CLAIRE McCARDELL	WALDORF-ASTORIA SERT ROOM
	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. Waldorf Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.		
Wednesday April 5 1:00 P.M. Luncheon	JEWELRY COLLECTION BY PIERRE BALMAIN	HOUSE OF HELLER	BERKSHIRE HOTEL 21 EAST 52-Room 204
	The House of Heller will present a press preview of the first American jewelry designed by Pierre Balmain. This will be an addition to the regular La Tausca costume jewelry collection. Pierre Balmain will be present to introduce this new jewelry. Attendance by invitation only. Publicity: Marion Eason, or Ruth Lerner, OR. 9-3350.		
Thursday April 6 3:00 P.M.	SPRING & SUMMER JUNIOR FASHIONS	LORD AND TAYLOR	"YOUNG NEW YORKER SHOP"--6TH FLOOR
	A showing of Spring and Summer junior fashions will be presented by Lord & Taylor in the "Young New Yorker Shop". Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.		
April 7	GOOD FRIDAY.		

EASTER SUNDAY ACTIVITIES IN NEW YORK CITY

Sunday April 9 12:00 Noon Luncheon	"EASTER PARADE" OF MILLINERY FASHIONS	LILLY DACHE	HOTEL PIERRE COTILLION ROOM
	An Easter luncheon and fashion show, presenting Easter hats by Lilly Dache. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. Lilly Dache Publicity: Eleanor Lambert, MU. 8-2130.		
Sunday April 9 12:00 Noon- 5:00 P.M. Breakfast	ANNUAL EASTER SUNDAY BRACER BREAKFAST	MADISON HOTEL (15 EAST 58TH ST.)	CAFE MADISON MAIN DINING ROOM
	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.		
Sunday April 9 12:30 P.M. Luncheon	"APRIL VIOLET" LUNCHEON AND FASHION SHOW	YARDLEY OF LONDON; & BARONESS RADVANSZKY	SHERRY-NETHERLAND: CHANTECLAIR ROOM
	The Sherry-Netherland will invite the public to an Easter "April Violet" luncheon and fashion show in the Chanteclair and Carnaval 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 Publ.: Maud G. Moody-Mildred Kaldor, MU. 9-5420. Sherry-Netherland Publ.: Adele Brown, or Dorothy Wentworth King, VO. 5-2800.		
Sunday April 9 2:00 P.M.& 5:00 P.M.	EASTER SHOWING OF SPRING MILLINERY	WALTER FLORELL	HOTEL PLAZA RENDEZVOUS ROOM
	"Fabulous Hats" by Walter Florell. For reservation: PL. 9-3000, Ext. 5. Publicity: Rasponi Associates, TE. 8-8171.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 10 12:00 Noon Luncheon	PRESENTATION OF "DAY-TIME DRAMA" COLLECTION A collection of McKettrick-Williams Spring and Summer dresses named after leading ladies in radio serials. Attendance by invitation only. Publicity: Frances Lane, PE. 6-6525.	McKETTRICK-WILLIAMS	STORK CLUB THE NEW ROOM
Monday April 10 8:30 P.M. Dinner & Dance	BAL DES CHAPEAUX-- "SUMMER HAT SYMPHONY" The Associate Board of the Philharmonic-Symphony of N.Y. and the Junior Committee of the Auxiliary Board, in cooperation with the millinery industry and the men's hat industry, will present a "Symphony of Summer Hats"--by leading N.Y. milliners and manufacturers of women's and men's hats. Proceeds for benefit of the Student Ticket Endowment Fund (to provide opportunity for musical education to public school and college students of Greater New York). Price: \$15.00 (including dinner and entertainment). For reservations, contact: Burden Littel Bureau, 114 E. 62nd St., TE. 8-6272. Millinery Fashion Bureau Publ.: Mary Kelley, LU. 2-2250. Publ. for men's hats: Mr. E. A. Korchnoy, Pres., Hat Research Foundation, MU. 7-7276. Publ. for Bal Des Chapeaux: Rasponi Associates, TE. 8-8171.	PHILHARMONIC-SYMPHONY OF NEW YORK	WALDORF-ASTORIA STARLIGHT ROOF
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
Tuesday April 11 2:15 P.M.- 3:15 P.M.	SPRING AND SUMMER CUSTOM COLLECTION Sydell-Marie-Yates will present their Spring and Summer collection of custom order suits, cocktail dresses, dinner and evening gowns to guests of Sisterhood of East Midwood Jewish Center. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	RITZ-CARLTON HOTEL BALLROOM
Tuesday April 11 2:30 P.M.	SUMMER FASHIONS BY HENRY ROSENFIELD Henry Rosenfeld will present his Summer fashions at Russeks. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Wednesday April 12 12:45 P.M. Luncheon	SHOWING OF FURS FOR SPRING & SUMMER A collection of specially designed Spring and Summer furs by Aronowicz will be shown during luncheon. Press by invitation. 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
Postponed April 12	CEIL CHAPMAN'S SPRING FASHION SHOW, ORIGINALLY SCHEDULED FOR WED., APRIL 12 AT 1:00 P.M. AT WALDORF-ASTORIA HAS BEEN POSTPONED TO WED., MAY 31.		
Thursday April 13 11:00 A.M.; 3:00 P.M.; 6:00 P.M.	NEW FASHIONS AND ROOM SETTINGS "Color Schemes Personally Yours"--Abraham & Straus will present room settings and fashions for the redhead, brunette, blonde, brownette, and silver-haired women. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS	6TH & 7TH FLOORS FURNITURE FLOORS

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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: \$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 Orphans. Production supervised by Eleanor Lambert. 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" fashions, featuring a collection of late Spring and Summer fashions. Attendance by invitation only. Publicity: Sanna Brody, PL. 5-2600.	HATTIE CARNEGIE	PARK LANE HOTEL PETIT SALON
Wednesday April 19 12:45 P.M. Luncheon	SHOWING OF FASHIONS WITH INTERIOR DESIGNS "Designed For Living"--interior decorators will present designs, representing two modern, one traditional French, and one traditional English, with coordinated fashions by leading designers. Interiors by Nancy McClelland; Joseph Mullen; Robsjohn-Gibbings, Inc.; and fashions by Adrian; Omar Kiam; others. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	INTERIOR DECORATORS & 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. Waldorf Publicity: Laura C. Wood in Paul Stewart's office, 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 20 1:00 P.M. Luncheon	LACE DRESS FASHIONS AT LUNCHEON SHOW Phillippa Macdonald will present her collection of Spring and Summer lace dress fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Macdonald Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
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. Production supervised by Eleanor Lambert. Contact: Mme. Vassili Dendramis, Greek Embassy, Washington, D. C.	BENEFIT OF FUND FOR WAR ORPHANS OF GREECE	WALDORF-ASTORIA STARLIGHT ROOF
Cancelled April 24	THE AMERICAN DESIGNERS' BALL FOR CANCER WELFARE FUND, ORIGINALLY SCHEDULED FOR MONDAY, APRIL 24, AT 10:30 P.M., HAS BEEN CANCELLED.		
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 Reg. Armory. Contact: Arthur Tarshis, LU. 2-4627; or Carl Reichman, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
Wednesday April 26 12:45 P.M. Luncheon	"ANOTHER LOVE STORY IN FLOWERS"--FASHION SHOW Luncheon fashion show, featuring flowers by Kathryn Churchill. Bridal gowns: Jay Thorpe. Diamonds: Cartier. Mary Martin's "White Orchid" Fragrance by Renee Thornton. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Kathryn Churchill Publicity: Mary Elizabeth Fiske, MU. 3-5433. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	KATHRYN CHURCHILL	HOTEL PIERRE COTILLION ROOM
Wednesday April 26 1:00 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fur fashions during luncheon. (<u>Note Change Of Date</u>). Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Waldorf-Astoria PUBL.:Laura G. Wood in Paul Stewart's, EL. 5-3000	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday April 26- April 27	TWO-DAY FOUNDATION GARMENT CLINIC The Formfit Company, will hold a two-day clinic for merchandise and advertising managers; executives of retail stores and buyers accompanying the executives; also the N.Y. press. Discussions will be held on the clinical approach to modern retailing, especially pertaining to foundation garments. Sessions will be held, Wed. April 26 from 9:30 A.M. to 5:00 P.M.; and Thurs., April 27 from 9:30 A.M. to 1:00 P.M. Luncheon will be served both days; and a dinner will follow the Wednesday session. Reservations: Stanley Dicker, WI. 7-3400. Contact: Formfit Company, 400 So. Peoria Street, Chicago, Ill.	FORMFIT COMPANY	HOTEL PLAZA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 27 1:00 P.M. Luncheon	"LATEST SHOE STORY" AT LUNCHEON SHOW J. & J. Slater will present a comprehensive showing of the latest fabrics and styles for new Spring and Summer shoe fashions. Press by invitation. Public by reservation, PL. 9-3000, Ext. 276. Slater contact: Larry J. Horan, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
Beginning Monday May 1- May 6	ANNUAL NATIONAL COTTON WEEK National Cotton Week--promotions of cotton apparel, piece goods and home furnishings. Contact: Paul M. Jones, WO. 4-2521.	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
Tuesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING 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.	THE FASHION GROUP, INC.	HOTEL BILTMORE BALLROOM
Wednesday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will show Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Publicity: Laura C. Wood in Paul Stewart's office, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Tuesday May 9 4:00 P.M.- 6:00 P.M. Tea	"JUVENILE JURY" FASHION SHOW The Belt Association will sponsor a show emphasizing new Fall belted back-to-school fashions for children, sizes 5 to 13, at a tea for the press. Attendance by invitation only. Publ.: Claire Wolff, LO. 4-7230.	THE BELT ASS'N, INC.	WALDORF-ASTORIA ASTOR GALLERY
Wednesday May 10 1:00 P.M. Luncheon	PRESENTATION OF SUMMER FASHIONS AT LUNCHEON Summer fashions will be presented by Russeks during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Publicity: Laura C. Wood in Paul Stewart's office, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Beginning Monday May 15- May 20	NATIONAL IRISH LINEN WEEK The Irish Linen Guild will inaugurate an annual program National Irish Linen Week, to promote linen merchandise. Contact: Eleanor Rowlands or Lucy Brown, Rowlands Assoc., LE. 2-9292.	THE IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
Tuesday May 16 12:30 P.M. Luncheon	PREVIEW: FALL & WINTER BACK-TO-SCHOOL LINGERIE M. C. Schrank Co. will invite the press and trade to a preview of Fall and Winter back-to-school lingerie fashions. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4281.	M. C. SCHRANK CO. (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday May 18 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Exhibit of fashion designs and annual fashion show will be given by students of the Dept. of Costume Designs. Admission: \$1.20, afternoon; \$2.40, evening. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM

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

Friday
March 24

PREMIERE: "BARRICADE" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
 Warner Bros. presents a Technicolor film about a prison-like mining camp,
 which is run by a brutish man who dictates to the miners ruthlessly.
 Stars: Dane Clark, Raymond Massey and Ruth Roman. Producer: Saul Elkins.
 Director: Peter Godfrey. Publicity: Eve Siegel, CI. 6-1000.

Monday
March 27

OPENING: "THE WISTERIA TREES" MARTIN BECK THEATRE, 45TH W. OF 8TH AVE.
 Joshua Logan presents his version of "The Cherry Orchard", set in New
 Orleans in 1880. Cast includes Helen Hayes, Walter Abel, Ken Smith and
 Peggy Conklin. Director: Joshua Logan. Settings: Jo Mielziner. Cos-
 tumes: Lucinda Ballard. Publicity: Leo Freedman, CH. 4-7250.

Beginning
Wednesday
March 29-
March 31
4:30 P.M.-
5:00 P.M.

TELEVISION: "VANITY FAIR" WCBS-TV, CHANNEL 2
 Television fashion programs on WCBS. Wed., March 29: Miriam Lenzen,
 publicity director of Russek's Fifth Avenue, will present the "Spring
 Coat Story" women's coats scaled to size. Thurs., March 30: "How To Do",
 a demonstration of sewing instructions, and tips on making lingerie.
Fri., March 31: Designer Emily Wilkens will present her fashions for
 Juniors. Publicity: Helen Brattrud, PL. 5-2000.

Thursday
March 30

PREMIERE: "THE DAUGHTER OF ROSIE O'GRADY" (Movie) MUSIC HALL, 50 & 6TH AVE.
 Warner Bros. Technicolor musical comedy romance filmed in the atmosphere
 of N.Y.'s show business in the 1880's. Stars: June Haver and Gordon
 MacRae. Producer: William Jacobs. Director: David Butler. Wardrobe:
 Travilla and Marjorie Best. Warner Bros. Publicity: Eve Siegel,
 CI. 6-1000. For the 18th consecutive year, Radio City Music Hall will
 present on the stage the "Glory of Easter", accompanied by "Springtide".
 Settings: Bruno Maine. Music Hall Publicity: Fred L. Lynch, CI. 6-4600.

*"Follow
the Rainbow"* *Frank
Spencer*
Producer ~~Sam Goldfarb~~ James Stewart ~~musicum~~

Week
Of
March 30

SECOND WEEK: N.Y. CITY OPERA CO. CITY CENTER, 131 W. 55TH STREET
 Program for second week: Thurs. Eve., March 30: Offenbach's TALES OF
 HOFFMANN. Fri. Eve., March 31: Puccini's MADAMA BUTTERFLY. Sat. Eve.,
April 1: Puccini's TOSCA. Sun. Mat., April 2: Mascagni's CAVALIERIA
 RUSTICANA; Leoncavallo's PAGLIACCI. Sun. Eve., April 2: Prokofieff's
 THE LOVE FOR THREE ORANGES. Publicity: Margaret Hartigan, JU. 6-2828.

Friday
March 31

PREMIERE: "CHEAPER BY THE DOZEN" (Movie) ROXY THEATRE, 7TH AVE.&50TH ST.
 Twentieth Century-Fox presents the Technicolor film based on the best-
 seller book about life in the Gilbreth family and the raising of twelve
 children. Stars: Clifton Webb, Jeanne Crain and Myrna Loy. Producer:
 Lamar Trott. Director: Walter Lang. Wardrobe: Charles LeMaire and
 Edward Stevenson. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Week
Of
April 3

HOLY WEEK PROGRAM, METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH
 Special performance of popular operas will be given at the Metropolitan
 Opera during Holy Week: Tues. Mat., April 4: Verdi's AIDA. Tues. Eve.,
April 4: Puccini's TOSCA. Wed. Eve., April 5: Wagner's PARSIFAL.
Thurs. Eve., April 6: Verdi's LA TRAVIATA. Fri. Mat., April 7: Wagner's
 PARSIFAL. Sat. Mat., April 8: Puccini's MADAMA BUTTERFLY. Sat. Eve.,
April 8: Verdi's RIGOLETTO. Publicity: Margaret Carson, PE. 6-1200.

Beginning
Wednesday
April 5-
May 7

OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
 Ringling Bros. and Barnum & Bailey Circus present the annual circus show
 daily, at 2:15 P.M. and 8:30 P.M. Tickets: \$1.50-\$6.00 (including tax).
 Publicity: Roland Butler, CI. 6-6600.