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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>
WEEK BEGINNING SUNDAY, APRIL 9, 1950			
EASTER SUNDAY ACTIVITIES IN NEW YORK CITY			
Sunday April 9 11:30 A.M.- 1:00 P.M.	EASTER FASHION PARADE TO BE TELEVISED Kathi Norris, Dennis James and Sydney Smith will cover the N.Y. Easter Parade on Fifth Avenue, commenting on new fashions worn by many celebrities. Contact Du Mont, MU. 8-2600.	DU MONT TELEVISION <i>515 Madison Ave</i>	WABD-TV CHANNEL 5
Sunday April 9 11:45 A.M.- 1:45 P.M.	EASTER FASHIONS ON TELEVISION CBS television stars, Dorothy Doan and Kyle MacDonnell will team with Igor Cassini (Cholly Knickerbocker), John Daly and Gil Fates and comment on the Fifth Avenue Easter parade, highlighting the Plaza at 59th St. and the Rockefeller Center court opposite St. Patrick's Cathedral. Tableaux will depict scenes and costumes of past years; a "little folks" style show; and short interviews with the Central Park "cabbies". WCBS Publicity: Ben Talbot, PL. 5-2000.	SPONSORED BY UNITED FRUIT COMPANY	WCBS-TV CHANNEL 2
Sunday April 9 12:00 Noon Luncheon	"EASTER PARADE" OF MILLINERY FASHIONS Easter luncheon and fashion show, presenting Easter costumes and hats especially designed by Lilly Dache. A committee of radio artists and newspaper columnists will select attractive hats worn by guests, and will award prizes. Price: \$6.00. Public by reservation; contact: Francois, TE. 8-8000. Publicity for Lilly Dache: Eleanor Lambert, MU. 8-2130. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000.	LILLY DACHE	HOTEL PIERRE COTILLION ROOM
Sunday April 9 12:00 Noon- 2:00 P.M.	EASTER PARADE ON NBC-TELEVISION Maggi McNellis and Ben Grauer, at NBC's mobile unit location on Fifth Avenue between the British and French buildings in Rockefeller Center, will interview celebrities and describe the Easter fashions worn by paraders. Throughout the program, professional models will display the newest fashions in Sanson ("Picturesque") Hosiery, coordinated with Spring ready-to-wear. Publicity for Sanson Hosiery: Jane Gray, WI. 7-8171. NBC Publicity: Alan Kalmus, CI. 7-8300.	SPONSORED BY SANSOON HOSIERY MILLS	WNBT-TV CHANNEL 4
Sunday April 9 12:00 Noon- 5:00 P.M. Breakfast	ANNUAL EASTER SUNDAY BRACER BREAKFAST Easter Sunday bracer breakfast, with leading N.Y. milliners presenting prizes for the best-looking women's hats. Price: \$2.50. Cafe Madison Contact: Gail Benedict, EL. 5-5000.	MADISON HOTEL (15 EAST 58TH ST.)	CAFE MADISON MAIN DINING ROOM

(Easter Activities Continued on Following Page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
EASTER SUNDAY ACTIVITIES IN NEW YORK (Continued)			
Sunday April 9 12:30 P.M. Luncheon	"APRIL VIOLET" LUNCHEON AND MILLINERY SHOWING Easter "April Violet" luncheon and fashion show, with English violets 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.	YARDLEY OF LONDON; & BARONESS RADVANSZKY	SHERRY-NETHERLAND CHANTECLAIR ROOM
Sunday April 9 1:00 P.M. Brunch	"ON THE AVENUE"--A PARADE OF FASHIONS Easter Parade of fashions by Rose Lash, Alex Hirsch, Eva Newman, Salon Dolar and H. John Northman. Publicity and Coordination: Richard Bernstein, PL. 8-1703. Public by reservation; contact: Oscar, EL. 5-2600, Ext. 203. Savoy Plaza Fashion Director: Donna Cannon, EL. 5-2600.	FASHION DESIGNERS	SAVOY PLAZA-CAFE LOUNGE & SAVOY ROOM
Sunday April 9 1:00 P.M. Brunch	EASTER SUNDAY BENEFIT BRUNCH Presentation of fur fashions by Allen Grant during Easter Sunday brunch for benefit of St. Elizabeth's Hospital. Hats--John Frederics. Fashion Commentator: Billie Gould. For reservations, contact: La Rue, EL. 5-6374. Publ. and Production: Ann Goodrich, Fashion Production Assoc., MU. 8-1700.	BENEFIT: ST. ELIZABETH'S LA RUE RESTAURANT HOSPITAL	45 EAST 58TH ST.
Sunday April 9 2:00 P.M. And 5:00 P.M. No	EASTER SHOWING OF SPRING MILLINERY "Fabulous Hats" by Walter Florell will be presented at 2:00 P.M. and 5:00 P.M. at the Hotel Plaza. Violets for the show will be flown from England by the British Overseas Airlines. Public by reservation; contact: PL. 9-3000, Ext. 272. Publicity for show: Rasponi Associates, TE. 8-8171. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WALTER FLORELL	HOTEL PLAZA RENDEZVOUS ROOM
Sunday April 9 4:30 P.M.- 6:00 P.M. Tea OK	ANNUAL EASTER CONCERT WITH CHORISTERS The Paulist Choristers, a surplice choir of men and boys led by Father Joseph R. Foley, will present a program of Easter chorales, following a half-hour of music by Mischa Borr and his Ensemble. Price: \$1.25. For reservations; contact: Mrs. Gale, EL. 5-3000. Waldorf-Astoria Publicity: Paul Stewart, EL. 5-3000.	WALDORF-ASTORIA	TERRACE COURT PARK AVENUE FOYER
Sunday April 9 9:00 P.M.- 10:00 P.M. call	RADIO: "THE TRIUMPHANT HOUR" Special Easter program will be presented for the fourth successive year with celebrities of radio, stage and screen. Narrator: Pedro de Cordoba. Publicity: Maria Caterine, PE. 6-9600.	MUTUAL BROADCASTING SYSTEM	STATION WOR 710 ON DIAL
Monday April 10 12:00 Noon	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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. Also, a showing of hats worn through the ages. 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 Assoc., TE. 8-8171.	PHILHARMONIC-SYMPHONY OF NEW YORK	WALDORF-ASTORIA STARLIGHT ROOF
Monday April 10- April 15	SPRING FIESTA & FASHION FETE IN NEW ORLEANS The Fashion Group of New Orleans will hold a Fashion Fete to raise funds for the Civic Museum. Hope Skillman, Toni Owen, De De Johnson, Carolyn Schnurer, Fred Cole, and Ben Sommers of Capezio will be presented with awards for "outstanding contribution to fashion and sportswear." Contact: Lillian Bigman, Hotel Roosevelt, New Orleans.	BENEFIT CIVIC MUSEUM OF NEW ORLEANS	NEW ORLEANS, LOUISIANA
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 12:30 P.M. Luncheon	PRESS SHOWING OF WINGBACK EARRINGS Presentation to the press of a new collection of Wingback earrings for Spring. Luncheon at 12:30 P.M.; <u>showing promptly at 1:30 P.M.</u> Attendance by invitation only. Publicity: Kay Wister, OR. 9-4263.	WINGBACK COMPANY	STORK CLUB 3 EAST 53RD STREET
Tuesday April 11 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Designers will include: Gowns--Mort Mogel, Hats--Alice and Suzanne. Shoes--Nancy Haggerty. Bathing Suits--Priscilla Wohl. Coiffures--Jerome. Fashion Show Coordinator and Publicity: Rosalyn Bader, EL. 5-4263. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	CUSTOM-MADE DESIGNERS	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday April 11 2:00 P.M.	SUMMER FASHIONS BY HENRY ROSENFELD "Sheer-Aides"--Henry Rosenfeld will present his Summer fashions at Russeks, showing "how to look cool in a heat wave". Press invited. Open to public. ( <u>Note Change of Time</u> ). Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
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 and East Midwood Jewish Center. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	RITZ-CARLTON HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 12 12:30 P.M. Luncheon	JACQUES FATH AMERICAN COLLECTION AT BENEFIT Joseph Halpert will present the Jacques Fath American collection for Spring and Summer at a benefit luncheon for Beth-El Sisterhood of Great Neck, L.I. Tickets: \$15.00. Contact: Mrs. Gilman, WI. 7-7400.	JOSEPH HALPERT, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 12 12:45 P.M. Luncheon	SHOWING OF FURS FOR SPRING & SUMMER "A New World In Furs"--collection of Spring and Summer furs by Aronowicz will be presented 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
Wednesday April 12 3:45 P.M. Tea	SHOWING OF FASHIONS FOR BUSINESS GIRLS Jay Thorpe will present Spring and Summer junior fashions for the business girl at a tea for the students of Katharine Gibbs School. By invitation only. Commentator and Contact: Sally Park, JU. 6-1000, Ext. 104.	JAY THORPE	2ND FLOOR--"YOUNG SOPHISTICATES SHOP"
Wednesday April 12- April 13	PRESS PREVIEW OF FABRIC COLLECTION The press will be shown collection in du Pont's Rayon Reception Room, of over 100,000 foreign fabrics, assembled during 25 years, now catalogued and being made available to textile trade for study. <u>Attendance by</u> <u>appointment only.</u> Contact: Blanche Gaillard, LO. 3-6400, Ext. 375.	DU PONT COMPANY	EMPIRE STATE BLDG. 11TH FLOOR
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 woman. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS	6TH & 7TH FLOORS FURNITURE FLOORS
Thursday April 13 12:30 P.M. Luncheon	CAVALCADE OF GREEK FASHIONS IN WASHINGTON Premiere showing in Washington, D.C. of costumes representing Greek fashions since 1000 B.C., many loaned by the Athens Museum; and also a presentation of 50 gowns by fashion designers of modern Athens. All of the fashions are in fabrics currently produced by Greek textile designers, and have been assembled by Muriel King, Fashion and Design Specialist of the ECA Mission to Greece. Chairman for Cavalcade: Mrs. Henry F. Grady, wife of the American Ambassador to Greece. Guest of Honor: Mrs. Harry S. Truman. The Cavalcade of Greek Fashions is scheduled to tour the country on the following dates: <u>New York City</u> --April 20; <u>Boston</u> --April 27 or April 29; <u>San Francisco</u> --May 8; <u>Berkeley</u> --May 11; <u>Dallas</u> --May 18. All proceeds for Queen Fredericka Fund for Orphans. Contact: Mme. Vassili Dendramis, Greek Embassy, Washington, D.C.	BENEFIT OF FUND FOR WAR ORPHANS OF GREECE	MAYFLOWER HOTEL WASHINGTON, D.C.
Thursday April 13 1:00 P.M. Luncheon	"THE SUMMER STORY" AT LUNCHEON SHOW Presentation of early Summer and Midsummer fashions by Saks 34th Street during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 13 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF SCOTTISH WOOLLENS Gardiner-Lennox will introduce to the fashion press their advance collection of Gardiner Cashmere, Sheltie, and Crepe Tweed fabrics, to be seen later in Fall coats, suits, and dresses by top designers; also, Lennox Cashmere sweaters. This will mark the opening of their new showrooms in New York. Guests will include British diplomats and textile experts. By invitation only. Publicity: Virginia Jewel, Patrick Dolan & Associates, PL. 9-6277.	GARDINER-LENNOX SCOTTISH WOOLLENS, INC.	200 FIFTH AVENUE SUITE 1418-19
Thursday April 13 5:00 P.M. Champagne	SHOWING OF SPRING FASHIONS ABOARD LINER Best & Co. will present "Clear Sailing Ahead With Rhea" (Rhea Mfg. Co.) at a champagne party aboard the S.S. Santa Rosa of the Grace Lines, Pier 58, North River, Corner of 17th Street. Showing promptly at 5:00 P.M. Attendance by invitation only. Commentator: Billie Gould. Best & Co. Publicity: Anne Kelly, PL. 9-2000. Publicity: Ann Goodrich, Fashion Productions, MU. 8-1700.	BEST & COMPANY	S.S. SANTA ROSA PIER 58, NORTH RIVER
Monday April 17 2:30 P.M.- 3:30 P.M.	SPRING AND SUMMER CUSTOM COLLECTION Sydell-Marie-Yates will present their Spring and Summer Collection of custom-order suits, cocktail dresses, dinner and evening gowns to the guests of the Rodeph Sholom Temple Sisterhood. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	RITZ-CARLTON HOTEL BALLROOM
Monday April 17 4:00 P.M. Cocktails	"SUMMER FORECAST" AT PRESS PREVIEW Hattie Carnegie will present her "Blue Room" fashions, featuring a collection of late Spring and Summer ready-to-wear fashions. Attendance by invitation only. Publicity: Sanna Brody, PL. 5-2600.	HATTIE CARNegie	PARK LANE HOTEL PETIT SALON
Wednesday April 19 12:00 Noon Luncheon	AMERICAN DESIGN AWARDS LUNCHEON Lord and Taylor will present the Thirteenth Annual American Design Awards Luncheon, honoring "four persons, all citizens of the world, whose creative genius and personal striving have raised the level of life for all peoples." Each award is \$1,000. Price of tickets: \$4.50; contact: Mrs. Beverly Wolfe, WI. 7-3300, Ext. 425. Public Relations: Rea Lubar, WI. 7-3300, Ext. 420.	LORD AND TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Postponed April 19	THE FABRICS DIVISION LUNCHEON MEETING OF THE FASHION GROUP, ORIGINALLY SCHEDULED FOR WED., APRIL 19 AT 12:15 P.M., HAS BEEN POSTPONED TO THURS., APRIL 27, AT 12:15 P.M. LUNCHEON. (See Page 7).		
Wednesday April 19 12:45 P.M. Luncheon	"GOWNS & BACKGROUNDS"-- LUNCHEON PRESENTATION Interior settings will be integrated with fashions for various occasions at a luncheon show. One traditional French, one Regency, one modern, and one contemporary interior by Melanie Kahane, Nancy McClelland, Bertha Schaefer, and C. Eugene Stephenson. Fashions--Ceil Chapman, Omar Kiam of Ben Reig, Clare Potter, and Pauline Trigere. Coordinator: Harry C. Anderson, editor of "Interior Decoration and Design". 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 GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 19 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON  Russeks will present suits, dresses, and sportswear in pink and yellow for Spring and Summer. Gloves from Dawnelle. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf-Astoria 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. Cocktails	INTRODUCTION OF NEW SPRING FRAGRANCE  Harriet Hubbard Ayer will introduce a new Spring fragrance at a cocktail party for the press. By invitation only. Publ.: Mary Brown, MU. 8-4040.	HARRIET HUBBARD AYER	HOTEL PIERRE ROOF GARDEN
Thursday April 20 10:30 A.M. And 3:30 P.M.	PRESENTATION OF FALL SPORTSWEAR COLLECTION  Koret of California will present Stephanie Koret's Fall sportswear and separates collection. Director of showing and publicity for Koret of California: Al Citron. Attendance by invitation only. Contact: Alice White, Abbott Kimball, PL. 3-9600.	KORET OF CALIFORNIA	GOTHAM HOTEL PRIVATE SUITE
Thursday April 20 12:00 Noon; 3:00 P.M.; 6:00 P.M.	SHOWING OF SPRING AND SUMMER FASHIONS  Presentation of McKettrick-Williams' Spring and Summer dresses at Saks 34th. Three showings: 12:00 Noon; 3:00 P.M.; 6:00 P.M. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS 34TH STREET	4TH FLOOR TALLY-HO SHOP
Thursday April 20 12:15 P.M. Luncheon	CAVALCADE OF GREEK FASHIONS IN NEW YORK  Cavalcade of Greek Fashions (presented in Washington, D.C. on Thursday April 13--see Page 4), showing fashions from 1000 B.C. to those of modern Athens, all assembled by Muriel King, Fashion and Design Specialist of the ECA Mission to Greece. Show for the benefit of Queen Fredericka's Fund for the War Orphans of Greece. Production supervised by Eleanor Lambert. Tickets: \$10.00. Contact: Mrs. Leonidas G. Calvocoressi, Hotel Plaza, PL. 9-3000, Ext. 422.	BENEFIT OF FUND FOR WAR ORPHANS OF GREECE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday April 20 1:00 P.M. Luncheon	LACE DRESS FASHIONS AT LUNCHEON SHOW  Phillippa Macdonald will present her collection of Spring and Summer lace dress fashions during luncheon. Press by invitation. Public by reserva- tion; contact: PL. 9-3000, Ext. 272. Macdonald Publicity and Plaza Fashion Director-Commentator: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday April 20 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW FOR CALHOUN SCHOOL  Jay Thorpe will present their Spring and Summer junior and teen-age clothes from the "Young Sophisticates Shop" for the Calhoun School "Mother and Daughter" luncheon. By invitation only. Publicity: Sally Park, JU. 6-1000, Ext. 104.	JAY THORPE	WALDORF-ASTORIA WEDGWOOD ROOM
Saturday April 22- April 30	FASHION SHOWS AT MEXICAN FESTIVAL  Fashions by leading American designers will be presented at the Mexican National Spring Festival, each evening from April 22 through April 30. Publicity: Eleanor Lambert, MU. 8-2130.	N.Y. DRESS INSTITUTE	MEXICO CITY HOTEL DEL PRADO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 24 2:30 P.M. And 6:00 P.M.	CASUAL CLOTHES FOR SPRING AND SUMMER Gimbels will present casual clothes for juniors, misses and women. Showings at 2:30 P.M. and 6:00 P.M. Press invited. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR AUDITORIUM
Tuesday April 25 2:30 P.M.	PRESS PREVIEW OF FALL RAINWEAR A press showing of Fall rainwear fashions by Lawrence of London, featuring velveteen, corduroy, and alpaca-lined coats; also, storm coats and reversibles for back-to-school wear. Attendance by invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR
Beginning Tuesday April 25- April 26	ANNUAL KNITTED OUTERWEAR SESSION The National Knitted Outerwear Association will hold its thirty-second annual convention at the Waldorf-Astoria, in conjunction with the Knitting & Allied Crafts Exposition at the 71st Regiment Armory. Contact: Arthur Tarshis, LU. 2-4627; or Carl Reichman, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
Wednesday April 26 12:45 P.M. Luncheon	"ANOTHER LOVE STORY IN FLOWERS"--FASHION SHOW Kathryn Churchill will present "Another Love Story in Flowers", showing two styles of weddings with appropriate flowers. Fashions by Jay Thorpe. Diamonds by Cartier. Mary Martin's "White Orchid" Fragrance by Renee Thornton. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Kathryn Churchill Publicity: Mary Elizabeth Fisk, MU. 3-5433. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	KATHRYN CHURCHILL (34 WEST 28TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday April 26 1:00 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Waldorf-Astoria Publicity: Laura C. Wood in Paul Stewart's Office: EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday April 26- April 27	TWO-DAY FOUNDATION GARMENT CLINIC The Formfit Company will conduct a two-day clinic for merchandise and advertising managers; executives of retail stores, buyers, and press. Discussions on the clinical approach to modern retailing, especially concerning foundation garments. Sessions on Wednesday, April 26 from 9:30 A.M. to 5:00 P.M.; and Thursday, April 27 from 9:30 A.M. to 1:00 P.M. Reservations: Stanley Dicker, WI. 7-3460. Contact: Formfit Company, 400 So. Peoria Street, Chicago.	FORMFIT COMPANY	HOTEL PLAZA
Thursday April 27 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING Subject: "How To Tell And Sell--The Fall Fabric Story". Also, an exhibit of Fall fabrics, arranged by Tom Lee of Tom Lee, Ltd. Speakers: Nina Kyle, Merchandise Director, "Glamour" Magazine; Ida C. McNeil, Fashion Director, Davison-Paxon, Atlanta, Georgia. Chairman of Fabrics Division: Keene Lamborn. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. ( <u>Note Change of Date</u> ). 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>
Thursday April 27 12:45 P.M. Luncheon	"THROUGH THE YEARS" SHOW FOR COLLEGE CLUB  A pageant of fashions in honor of the seventy-fifth anniversary of the founding of Wellesley College with a special showing of fashions by Kathleen (118 E. 60th St.). By reservation only; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000..	NEW YORK WELLESLEY CLUB	HOTEL PIERRE GRAND BALLROOM
Thursday April 27 1:00 P.M. Luncheon	"LATEST SHOE STORY" AT LUNCHEON SHOW  J. & J. Slater will present a showing of the latest fabrics and styles for new Spring and Summer shoe fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Slater contact: Larry J. Horan, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
April 30	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Sunday). (Move Clocks Ahead One Hour).		
Sunday April 30	NATIONAL BABY WEEK (April 30-May 6). Contact: Earnshaw Publications, 71 West 35th Street, WI. 7-9804.		
Beginning Monday May 1- May 6	ANNUAL NATIONAL COTTON WEEK  Theme: "Enjoy That Cotton Fresh Feeling"--The National Cotton Council will sponsor National Cotton Week, with extensive merchandising plans and promotions of cotton apparel, piece goods and home furnishings. Contact: Paul M. Jones, WO. 4-2521.	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. More details later. Chairman of Cosmetics Division: Beatrice Castle. Price (including tax and tip): \$3.50 for members; \$3.75 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday May 2 1:00 P.M. Luncheon	YOUNG FASHIONS FOR SUMMER AT LUNCHEON  The St. Louis Fashion Creators will present a collection of Summer 1950 fashions, spotlighting young clothes, designed by creators for young Americans. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Publicity for St. Louis Fashion Creators: Joan Gardner, 915 Olive Street, St. Louis 1, Missouri. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	ST. LOUIS FASHION CREATORS	RITZ-CARLTON HOTEL OVAL ROOM
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
May 6	OPENING OF BELMONT RACE TRACK (Saturday). Publ.: Robert Kelley, PL.8-1700.		
Tuesday May 9 4:00 P.M.- 6:00 P.M. Tea	"JUVENILE JURY": FALL BELTED FASHIONS  The Belt Association will present a showing of new Fall belted back-to-school fashions for children, sizes 5 to 13, at a tea for the press. Attendance by invitation only. Publ.: Claire Wolff, LO. 4-7230.	THE BELT ASS'N, INC.	WALDORF-ASTORIA ASTOR GALLERY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. Waldorf Publicity: Laura C. Wood in Paul Stewart's Office, EL. 5-3000.		
May 14	MOTHER'S DAY (Sunday).		
Monday May 15 2:00 P.M.	SHOWING OF FALL VOLUME SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALROOM
	Preview for press and trade of popular priced Fall 1950 shoe fashions, coordinated with Fall ready-to-wear and accessories. Sponsored by the National Association of Shoe Chain Stores and the New England Shoe and Leather Association during Market Week, May 15-May 20. Sets and staging by Chester Gash, Merchandising Arts, Inc. Admission by ticket only. Fashion Director and Publicity: Sylvie Hamilton, Fashion Mating, PE. 6-0583. For tickets contact: Edward Atkins, MU. 2-8705.		
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.		
Tuesday May 16 3:00 P.M.	PRESS PREVIEW: FALL SHOE COLLECTION	NEWTON ELKIN SHOE CO.	SHERRY-NETHERLAND CHANTECLAIR ROOM
	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.		
Thursday May 18 2:00 P.M. And 5:30 P.M. Cocktails	VELVETEEN & CORDUROY FALL FASHION SHOW	MERRIMACK MFG. CO. (1450 BROADWAY)	WALDORF-ASTORIA STARLIGHT ROOF
	The Merrimack Manufacturing Company will present their velveteen, corduroy and rayon blends in daytime, sports, evening and hostess fashions for Fall. Designed by: Louella Ballerino, Fira Benenson, Brigance, L. Brogan, Oleg Cassini, Elizabeth Arden-Castillo, Ceil Chapman, Jane Derby, Ruth Fair, Anne Fogarty, Howard Greer, Edith Head, Jeri Holmes, Merry Hull, Joel, De De Johnson, Judy n' Jill, Kane-Weill, Tina Leser, I. Magnin & Company, Philip Mangone, Addie Masters, Justin McCarty, Monte-Sano & Pruzan, Nardis Sportswear, Neiman-Marcus, Clare Potter, Raelson, Ben Wallace, Joseph Whitehead. Commentator: Maggi McNellis. Showing for press and retailers at 2:00 P.M.; manufacturers at 5:30 P.M. Attendance by invitation only. Contact: Mildred E. Pfeifer, Robert B. Grady Co., AL. 4-3660.		
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 by Parsons' students of the Dept. of Costume Designs. Admission: \$1.20, afternoon; \$2.40, evening. Contact: Elizabeth Wenig, PL. 8-2943.		
Monday May 22 3:30 P.M. Cocktails	BETTY BARCLAY FALL COLLECTION	LINSK OF NEW YORK, PHILA., & CALIFORNIA	HOTEL PLAZA BALLROOM
	A presentation of the Betty Barclay Fall Collection for the press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		

MUSIC...MOVIES...THEATRE

- Sunday  
April 9  
8:30 P.M.
- FOURTH ANNUAL ANTOINETTE PERRY AWARDS, WALDORF-ASTORIA, GRAND BALLROOM  
The American Theatre Wing's fourth annual Antoinette Perry Awards dinner, with medals presented by Helen Hayes to winners in 15 creative categories Entertainment by theatre celebrities. Price: \$10.00. For reservations, contact: League of N.Y. Theatres, 234 West 44th St., CH. 4-1400. Publicity: Isadora Bennett, PL. 7-3184.
- Week  
Of  
April 9
- OPENING: BALLET RUSSE DE MONTE CARLO, MET. OPERA HOUSE, B'WAY & 39TH ST.  
The Ballet Foundation presents three weeks of Ballet. First week: Sun. Eve., April 9: GISELLE; MADRONOS; GRADUATION BALL. Tues. Eve., April 11: LES SYLPHIDES; THE MUTE WIFE; MORT DU CYGNE; GRADUATION BALL. Wed. Eve., April 12: LES SYLPHIDES; PAS DE DEUX; PRINCE IGOR; BIRTHDAY. Thurs. Eve., April 13: SWAN LAKE; THE NUTCRACKER; SCHEHERAZADE. Fri. Eve., April 14: BALLET IMPERIAL; MORT DU CYGNE; PAQUITA; GRADUATION BALL. Sat. Mat., April 15: COPPELIA; MORT DU CYGNE; GRADUATION BALL. Sat. Eve. April 15: LES SYLPHIDES; MORT DU CYGNE; THE MUTE WIFE; GAITE PARISIENNE. Tickets: \$1.20 to \$3.60. Publicity: Willard Keefe, CI. 7-5911.
- Monday  
April 10
- PREMIERE: "GUILTY OF TREASON" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH ST.  
An Eagle Lion Films release about the trial of Cardinal Mindszenty in Budapest. Stars: Paul Kelly, Bonita Granville, Richard Derr and Charles Bickford as Cardinal Mindszenty. Producers: Jack Wrather-Robert Golden. Director: Felix Feist. Publicity: Ruth Cosgrove, PL. 7-1600.
- Wednesday  
April 12
- OPENING: "WITH A SILK THREAD" LYCEUM THEATRE, 45TH ST. E. OF B'WAY  
Irving K. Davis presents the Elsa Shelley play about an adult appraisal of infidelity in marriage. Cast includes: Claire Luce, Philip Huston and Phil Arthur. Director: Joe Leon. Scenery, Lighting and Costumes: Watson Barrett. Publicity: Maurice Turet, LO. 4-8579.
- Wednesday  
April 12
- PREMIERE: "RIDING HIGH" (Movie) PARAMOUNT THEATRE, B'WAY AND 43RD ST.  
Paramount Pictures release of film about a young man who refuses to give up his love for racing horses to marry a millionaire's daughter. Stars: Bing Crosby, Coleen Gray and Charles Bickford. Producer and Director: Frank Capra. Costumes: Edith Head. Publicity: Rex Taylor, BR. 9-8700.
- Week  
Of  
April 12
- FOURTH WEEK: N.Y. CITY OPERA COMPANY CITY CENTER, 131 W. 55th ST.  
Program for fourth week: Wed. Eve., April 12: Puccini's TURANDOT. Thurs. Eve., April 13: Mozart's THE MARRIAGE OF FIGARO. Fri. Eve., April 14: Puccini's LA BOHEME. Sat. Mat., April 15: Prokofieff's THE LOVE FOR THREE ORANGES. Sat. Eve.: Puccini's TOSCA. Sun. Mat., April 16: Puccini's MADAMA BUTTERFLY. Sun. Eve.: Strauss' DER ROSENKAVALIER. Publicity: Margaret Hartigan, JU. 6-2828.
- Beginning  
Wednesday  
April 19-  
May 6
- KATHERINE DUNHAM DANCE-MUSICAL BROADWAY THEATRE, B'WAY & 53RD STREET  
S. Hurok presents Katherine Dunham and her company in her latest dance-musical featuring "La Bamba"; "Afrique"; "Jazz in 5 Movements", and others. Tickets: \$1.20-\$3.60. Publicity: Barry Hyams, PL. 9-6000.
- Monday  
April 24
- OPENING: "PETER PAN" IMPERIAL THEATRE, 45TH ST. W. OF B'WAY  
Peter Lawrence & R. L. Stevens present a new version of the James M. Barrie fantasy. Stars: Jean Arthur and Boris Karloff. Director: John Burrell. Settings: Ralph Alswang. Costumes: Motley. Music and Lyrics by Leonard Bernstein. Publicity: William Fields, CI. 5-7930.