

PUBLISHED WEEKLY • 10TH YEAR OF PUBLICATION

# 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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february

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november

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december

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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, FEBRUARY 17, 1950</u>    |  |                                      |   |
| Friday<br>Feb. 17                               | MIDSUMMER SHOWING<br>FOR THE PRESS   | TRIGERE, INC.                        | 29 WEST 57TH STREET<br>SALON              |
| 12:00 Noon<br>Buffet<br>Luncheon                | Pauline Trigere's Midsummer group will be presented to the press at 12:00 Noon on Friday, Feb. 17. Attendance by invitation only. Trade showings, on Friday, Feb. 17 at 4:00 P.M.; and Monday, Feb. 20 at 2:30 P.M. By appointment only. Contact: Robert Trigere, PL. 3-6778.          |                                      |   |
| Saturday<br>Feb. 18                             | SHOWING OF FASHIONS<br>FOR TEEN-AGERS  | B. ALTMAN & CO.                      | 2ND FLOOR                                 |
| 11:00 A.M.                                      | Altman's will present a preview of Cinderella slippers and Spring fashions for teen-agers. Open to public. Publicity: Etta Daub, MU. 9-7000.   |                                      |   |
| Beginning<br>Saturday<br>Feb. 18-<br>Feb. 25    | NATIONAL SEW<br>AND SAVE WEEK  | NATIONAL NEEDLECRAFT<br>BUREAU, INC. | THROUGHOUT<br>THE COUNTRY                 |
|   | Twelfth Annual "Sew and Save" Week, with magazine, newspaper and radio publicity; store advertising and window displays will feature fabrics, patterns and notions. Window display contest with \$1500 in cash prizes. Publicity: George Pounder, LE. 2-4455.                          |                                      |   |
| <u>WEEK BEGINNING MONDAY, FEBRUARY 20, 1950</u> |  |                                      |   |
| Now<br>Going<br>On                              | SHOWINGS OF<br>SUMMER COLLECTION   | HARVEY BERIN LTD.                    | 530 SEVENTH AVENUE<br>SHOWROOM-7TH FLOOR  |
|   | Harvey Berin presents his Summer collection at 1:00 P.M. and 4:00 P.M. daily. By reservation only. Contact: Evelyn Mandl, PE. 6-0206.  |                                      |   |
| Monday<br>Feb. 20                               | PREMIERE SHOWING OF<br>"BOUTIQUE" FASHIONS   | LANDA FASHIONS LTD.                  | 530 SEVENTH AVENUE<br>SHOWROOM-25TH FLOOR |
| 10:30 A.M.                                      | Press preview and special premiere of Landa's Summer collection, Sam Friedlander's new division of "Boutique" (budget) dresses, to wholesale from \$12.75 to \$16.75. Showings at 10:30 A.M. on Tues., Feb. 21; Thurs. Feb. 23; and Fri., Feb. 24. By invitation. Contact: PE. 6-2663. |                                      |   |
| Cancelled<br>Feb. 20                            | MAGO HAYES' SHOWING OF SPRING & SUMMER MILLINERY, ORIGINALLY SCHEDULED FOR MONDAY, FEB. 20, AT 1:00 P.M. LUNCHEON, HAS BEEN CANCELLED.   |                                      |   |
| Postponed<br>Feb. 20                            | ARANKA'S HAT SHOW AT OPENING OF NEW SALON, ORIGINALLY SCHEDULED FOR MON., FEB. 20, HAS BEEN POSTPONED TO TUES., MARCH 7, AT 4:00 P.M. (See Page 7)   |                                      |   |
| Monday<br>Feb. 20                               | MILLINERY PREVIEW--<br>OPENING OF NEW SHOP   | MONICA BASEL                         | 340 EAST 74TH STREET<br>SALON             |
| 4:00 P.M.-<br>6:00 P.M.<br>Cocktails            | Monica Basel will present a preview of her Spring millinery to the press at the opening of her new custom-order shop. Attendance by invitation only. Contact: Helen Barnes, GR. 3-4859.  |                                      |   |

| <u>DATE</u>  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>             | <u>WHERE</u>                              |
|--|---|-----------------------------|---|
| Beginning Monday Feb. 20-<br>Feb. 25                             | EXHIBIT OF COLONIAL COSTUMES<br>An exhibition of costumes and style plates of fashions from the era of George Washington. Open to public. Contact: Dorothy Tyroler, CO.5-2077.  | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY<br>AT 52ND STREET           |
| Beginning Monday Feb. 20-<br>March 1                             | OPENING OF SUMMER COLLECTION<br>Vera Maxwell will present her Summer collection of suits and coats at 10:30 A.M. and 2:30 P.M. daily in her new showroom. Contact: Martha Swigart, MU. 9-0759.  | VERA MAXWELL, INC.          | 530 SEVENTH AVENUE<br>SHOWROOM-26TH FLOOR |
| Beginning Tuesday Feb. 21-<br>Feb. 24<br>9:30 A.M.;<br>4:00 P.M. | PREVIEWS: FALL COLOR & STYLE DEVELOPMENTS<br>Allied Kid Company's Fall and Winter 1950-51 color and style developments in glazed and suede kid, colt, and fancy leathers, will be presented at the following showings: <u>Tues., Feb. 21</u> --Fashion Press at 9:30 A.M.; Hosiery Stylists at 4:00 P.M. <u>Thurs., Feb. 23</u> --Shoe Stylists at 9:30 A.M.; Fabric Stylists at 4:00 P.M. <u>Fri., Feb. 24</u> --Buying Office Fashion Coordinators at 9:30 A.M.; Department Store Fashion Coordinators at 4:00 P.M. Contact: Helene O'Hara, MU. 6-1623. | ALLIED KID COMPANY          | 419 FOURTH AVENUE<br>SHOWROOM             |
| Tuesday Feb. 21<br>9:45 A.M.<br>Coffee                           | PRESS PREVIEW OF JEANNE TETE HATS<br>Gunther Jaeckel will present the Spring and Summer collection of millinery by Jeanne Tete. Attendance by invitation only. Contact: Georgine Thompson, PL. 5-7000.  | GUNTHER JAECKEL             | 10 EAST 57TH STREET<br>MAIN FLOOR         |

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

|                      |   |  |                          |            |
|----------------------|---|--|--------------------------|------------|
| Feb. 21<br>Tuesday   | <u>MAINBOCHER</u><br>At 11:00 A.M.            | 6 EAST 57TH ST.                            | PUBL.: ELEANOR LAMBERT   | MU. 8-2130 |
| Monday<br>Feb. 27    | <u>BONWIT TELLER</u><br>At 3:00 P.M.          | 721 FIFTH AVENUE<br>(Designed by "Lepole") | CONTACT: SOPHIE SHONNARD | EL. 5-6800 |
| Wednesday<br>March 1 | <u>HATTIE CARNEGIE</u><br>At 3:00 P.M.        | 42 EAST 49TH ST.                           | CONTACT: SANNA BRODY     | PL. 5-2600 |
| Thursday<br>March 2  | <u>BERGDORF GOODMAN</u><br>At 5:30 P.M.       | 754 FIFTH AVENUE                           | PUBL.: FLORENCE NEFF     | PL. 3-7300 |
| Monday<br>March 6    | <u>MILGRIM</u><br>At 11:00 A.M.<br><i>230</i> | 6 EAST 57TH ST.                            | PUBL.: RUTH WALTZ        | CI. 7-7200 |
| Tuesday<br>March 7   | <u>HENRI BENDEL</u><br>At 10:30 A.M.          | 10 WEST 57TH ST.                           | PUBL.: FRANCES ANDERSON  | CI. 7-1100 |
| Wednesday<br>March 8 | <u>SAKS FIFTH AVE.</u><br>At 10:30 A.M.       | 611 FIFTH AVENUE                           | PUBL.: MILDRED LIPPITT   | PL. 3-4000 |
| Thursday<br>March 9  | <u>ELIZABETH ARDEN</u><br>At 3:00 P.M.        | 691 FIFTH AVENUE<br>(Designed by Castillo) | PUBL.: RASPOLI ASSOC.    | TE. 8-8171 |

| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                              | <u>WHERE</u>                              |
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| Tuesday<br>Feb. 21<br>1:00 P.M.<br>Luncheon   | "FASHIONS FOR FORTY"<br>AT LUNCHEON SHOW<br>B. Altman will present a preview of fashions for town, country, resort, at-home and bridal clothes for women over forty. Guest celebrities from Hollywood and Broadway will attend. Commentator: Billie Gould. Guest Mistress of Ceremonies: Edyth Thornton McLeod, author of the book, "Beauty After Forty". ( <u>Note change of date and place</u> ). Produced by Fashion Production Associates: Ann Goodrich, MU. 8-1700. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Altman Publ.: Etta Daub, MU. 9-7000. Ritz-Carlton Fashion Publ.: Marion Morrison, MU. 8-3000.   | B. ALTMAN & CO.                              | RITZ-CARLTON HOTEL<br>OVAL ROOM           |
| Feb. 22                                       | WASHINGTON'S BIRTHDAY (Wednesday, Legal Holiday).   |  |   |
| Feb. 22                                       | ASH WEDNESDAY....Beginning of Lent.   |  |   |
| Thursday<br>Feb. 23<br>9:30 A.M.<br>Breakfast | PRESS SHOWING OF<br>SPRING FASHIONS<br>Knize will present the Spring collection of tailored suits and coats to the press. Attendance by invitation only. Contact: Miss Noni, PL. 3-2987.  | KNIZE, INC.                                  | 24 EAST 56TH STREET<br>SALON              |
| Thursday<br>Feb. 23<br>12:30 P.M.<br>Luncheon | SHOWING OF NEW UNIFORM<br>FOR ARMY SERVICE WOMEN<br>The Secretary of the Army will present a premiere showing of the new uniform for Army Service Women, to be introduced by designer, Hattie Carnegie. These new Summer and Winter uniforms for women of the Army Nurse Corps, the Women's Army Corps, and the Women's Medical Specialist Corps will be available for optional off-duty wear by early 1951. Committee of civilian women who worked with the designer on research and review of fabrics, colors and designs include: Dorothy Shaver, Chmn.; Edna Woolman Chase, Eleanor Lambert, Mary Brooks Picken, Carmel Snow, and Tobe. Luncheon will follow the show. Attendance by invitation only. Contact: RE. 2-9100, Ext. 8136. | DEPARTMENT OF THE ARMY                       | FT.JAY OFFICERS CLUB<br>GOVERNOR'S ISLAND |
| Thursday<br>Feb. 23<br>12:30 P.M.<br>Luncheon | LUNCHEON MEETING OF<br>DESIGNERS' GROUP<br>The Society of N.Y. Dress Designers will have a luncheon meeting for members and guests. Subject: "Importance of Inspiration, And How To Use It." Guest Speaker: Jessica Daves, Ed. of "Vogue Magazine." Contact: LA.4-7950.   | SOCIETY OF NEW YORK<br>DRESS DESIGNERS, INC. | HOTEL PLAZA                               |
| Thursday<br>Feb. 23<br>1:00 P.M.<br>Luncheon  | "BLACK AND WHITE<br>IS FASHION RIGHT"<br>Russeks Fifth Avenue will present Spring fashions during luncheon. Press by invitation. 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<br>TERRACE ROOM               |
| Thursday<br>Feb. 23<br>3:00 P.M.              | PREVIEW: FIRAH BENENSON<br>SPRING COLLECTION<br>"Ours Alone"--Lord & Taylor will present Fira Benenson's Spring collection to press and customers. By invitation only. Publ.: Gloria Carr, WI. 7-3300.  | LORD & TAYLOR                                | 3RD FLOOR<br>DRESS SALON                  |
| Thursday<br>Feb. 23<br>4:00 P.M.<br>Cocktails | PRESS SHOWING OF<br>SUMMER COLLECTION<br>Philip Hulitar will present his Summer collection of dresses and gowns to the press. By invitation only. Publicity: Molly Appleby, PL. 9-8630.   | PHILIP HULITAR                               | 11 WEST 46TH STREET<br>SHOWROOM-4TH FLOOR |

| <u>DATE</u>   | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                             | <u>WHERE</u>                                       |
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| Thursday<br>Feb. 23<br>4:00 P.M.<br>Cocktails<br><i>✓</i> | SECOND ANNIVERSARY<br>PARTY FOR PRESS<br>The Necchi Sewing Machine Sales Corp. will invite the press and trade to view the Necchi sewing machine, imported from Italy. It has a needle which performs the tasks of sewing on buttons and doing fancy embroidery stitches. Attendance by invitation only. Contact: Mrs. Jeane Spencer, WA. 4-7604.                | NECCHI SEWING MACHINE<br>SALES CORPORATION  | HOTEL PIERRE<br>TEAKWOOD ROOM<br><i>164 W 25th</i> |
| Thursday<br>Feb. 23<br>5:00 P.M.<br>Cocktails             | "CHERRY BOUNCE"<br>PRESS PARTY<br>Dorothy Gray will entertain the press at a "Cherry Bounce" party, and preview of "The Cherry Bounce", a new dance inspired by the Dorothy Gray "Cherry Bounce" makeup. Fred Astaire dance instructors will entertain and teach guests the new dance. Attendance by invitation only.<br>Publicity: Marie McDonough, PL. 5-6109. | DOROTHY GRAY, LTD.                          | FRED ASTAIRE STUDIOS<br>487 PARK AVENUE            |
| Friday<br>Feb. 24<br>2:30 P.M.                            | INTRODUCTION OF "BREEZ-EES"<br>NEW STYLE NIGHTGOWNS<br>Press showing by Tewi, introducing her new and patented design "Breez-ees", to replace the traditional nightgown. Attendance by invitation only.<br>Contact: Alice O. Steindler, PL. 3-0859.  | TEWI LINGERIE, INC.                         | 9 EAST 48TH STREET<br>SHOWROOM-6TH FLOOR           |
| Beginning<br>Friday<br>Feb. 24                            | EXHIBIT OF ART FROM<br>THE VIENNA COLLECTION<br>Exhibition of more than 300 masterpieces of European art, including paintings, renaissance bronzes, goldsmith's work, ivories, arms and armour, and tapestries, lent by the Austrian Government. Admission (tax included): 50¢. Publicity: Lillian Green, TR. 9-5500.  | METROPOLITAN MUSEUM<br>OF ART               | 5TH AVE. & 82ND ST.                                |
| Beginning<br>Sunday<br>Feb. 26-<br>March 2                | MIAMI SUMMER<br>OPENINGS IN N.Y.<br>Members of the Miami Fashion Council will present their Summer collections at Hotel New Yorker. Publicity: Ann Rabin, LO. 9-5474.  | MIAMI FASHION COUNCIL                       | HOTEL NEW YORKER<br>9TH FLOOR                      |
| Monday<br>Feb. 27<br>11:00 A.M.                           | PRESS SHOWING OF<br>CUSTOM COLLECTION<br>Oldric Royce will present his Summer collection of custom-order fashions to the press. Special showing for customers on Tuesday, Feb. 28 at 11:00 A.M.; and Wednesday, March 1, at 3:00 P.M. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.  | OLDRIC ROYCE                                | 16 EAST 52ND STREET<br>SALON                       |
| Monday<br>Feb. 27<br>12:30 P.M.<br>Luncheon               | PRESS PREVIEW: NEW<br>HOSEIERY FASHIONS<br>Gotham Hosiery will present Spring stocking fashions and new developments in hosiery to the press at a luncheon show. (Note change of date.) By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.  | GOTHAM HOSEIERY CO.                         | HOTEL PIERRE<br>BALLROOM                           |
| Monday<br>Feb. 27<br>1:00 P.M.<br>Luncheon                | SPRING MILLINERY<br>AT LUNCHEON SHOW<br>Baroness Radvanszky will present her Spring custom millinery collection during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Radvanszky Publicity: Maud G. Moody-Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.                                 | BARONESS RADVANSZKY<br>(867 MADISON AVENUE) | HOTEL PLAZA<br>PERSIAN ROOM                        |

| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                         | <u>WHERE</u>                         |
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| Feb. 27                                      | BONWIT TELLER'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 2).  |   |                                      |
| Beginning Monday                             | INTERNATIONAL BEAUTY SHOW FOR 1950  | INTERNATIONAL BEAUTY TRADE SHOW         | HOTEL COMMODORE LEX. AVE. & 42ND ST. |
| Feb. 27-                                     | Annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. A hair and hat fashion show will be featured to demonstrate the coordination of new hair styles and hat fashions. Jewelry from Barclay. Tickets: \$1.20-\$3.80. Contact: Joseph Byrne, Managing Director, MU. 2-4382.   |   |                                      |
| March 2                                      |   |   |                                      |
| Tuesday Feb. 28 10:30 A.M.                   | PRESS PREVIEW OF BRIDAL FASHIONS  | SAKS FIFTH AVENUE                       | 5TH FLOOR                            |
|  | Saks Fifth Avenue will present a collection of fashions for the bride. Attendance by invitation only. Publicity: Mildred Lippitt, PL. 3-4000.   |   |                                      |
| Tuesday Feb. 28 1:00 P.M.                    | SPRING AND SUMMER FASHIONS AT LUNCHEON  | SONIA-GOWNS CORP. (15 EAST 56TH ST.)    | RITZ-CARLTON HOTEL OVAL ROOM         |
| Luncheon                                     | "Fashions For You"--Sonia-Gowns will present a collection of Spring and Summer custom-made gowns during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Sonia Contact & Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.   |   |                                      |
| Beginning Tuesday Feb. 28- March 9 2:30 P.M. | NEW FOURTH FLOOR FASHION SHOW SERIES  | JAY THORPE                              | 24 WEST 57TH STREET 4TH FLOOR        |
|  | Jay Thorpe will open its new fourth floor with a series of designer fashion shows for private customers. The floor will consist of custom millinery, Jay Thorpe original and designer dresses. The following Spring collections will be shown: Feb. 28-- <u>Oleg Cassini</u> (exclusive with Jay Thorpe in N.Y.C.); March 1-- <u>Countess Alexander</u> (exclusive with Jay Thorpe in N.Y.C.); March 2-- <u>Pauline Trigere</u> ; March 7-- <u>Maurice Rentner</u> ; March 9-- <u>Nettie Rosenstein</u> . Press invited. Open to public. Contact: Ruth Hammer Associates, Inc., EL. 5-7108. |   |                                      |
| Tuesday Feb. 28 4:00 P.M.                    | PREVIEW: SOAP ASSORTMENT AND NEW CONTAINER  | ALLEN B. WRISLEY CO. (347 FIFTH AVENUE) | STORK CLUB 3 EAST 53RD STREET        |
| Cocktails                                    | Press preview of Wrisley's new soap assortment with its special container. The many family uses will be dramatized by Sue Hasting's Marionettes. By invitation only. Publ.: Emily S. Nathan or Helen Erskine, PL. 3-4690.   |   |                                      |
| Wednesday March 1 9:30 A.M. Breakfast        | PRESS PREVIEW OF SPRING FASHIONS  | BLOOMINGDALE'S                          | LEXINGTON AVENUE AND 59TH STREET     |
|  | Semi-annual fashion show for the press by Bloomingdale's, presenting their Green Room fashions for Spring. Showing at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, EL. 5-5900.  |   |                                      |
| Wednesday March 1 1:00 P.M.                  | FUR FASHIONS AT LUNCHEON SHOW   | RITTER BROTHERS                         | WALDORF-ASTORIA SERT ROOM            |
| Luncheon                                     | Ritter Brothers will present Spring fur fashions, designed by Leo Ritter, during luncheon. Hats from Sally Victor. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Ritter Bros. Publicity: Ruth Hammer Assoc. EL. 5-7108. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.  |   |                                      |
| March 1                                      | HATTIE CARNEGIE'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 2).   |   |                                      |

| <u>DATE</u>   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                              | <u>WHERE</u>                                |
|---|---|--|---|
| Wednesday<br>March 1<br>4:30 P.M.<br>Cocktails            | PRESS PREVIEW OF<br>COUTURIER DOLLS<br><br>The Cameo Doll Company will present a new line of couturier dolls and fashions, designed by Jane Prendiville. Attendance by invitation only. Contact: Blanche Udren, OR. 5-6000, Ext. 60.  | CAMEO DOLL COMPANY<br>(55 WEST 13TH STREET)  | PLACE TO BE<br>ANNOUNCED                    |
| Wednesday<br>March 1<br>8:30 P.M.                         | "STIMULI FOR DESIGN"<br>LECTURE SERIES<br><br>The Society of N.Y. Dress Designers will invite designers, fashion and fabric stylists to three Wednesday evening lectures. Subject of first lecture: "Creative Ideas In Modern Art--A Treasure Of Ideas And Sources"-- a survey of colors and forms in modern art and design, illustrated with color slides. Lecturer: A.L. Chanin of the Museum of Modern Art. Two short films will be presented: "The New York Hat, 1912"; "Goodness Gracious 1914". Tickets: \$2.00 per lecture. Contact: Soc. of N.Y. Dress Designers, LA. 4-7950. | SOCIETY OF NEW YORK<br>DRESS DESIGNERS, INC. | MUSEUM OF MODERN ART<br>11 WEST 53RD STREET |
| Thursday<br>March 2<br>9:00 A.M.                          | PRESS PREVIEW: JOYCE<br>SPRING & SUMMER SHOES<br><br>Joyce will present a collection of Spring and Summer shoe styles to the newspaper and syndicate press. Attendance by invitation only. Altman Publ.: Etta Daub, MU. 9-7000. Joyce Publ.: Mary Marsh, PL. 9-2675.  | JOYCE, INC.;<br>B. ALTMAN & CO.              | FLOOR TO BE<br>ANNOUNCED                    |
| Thursday<br>March 2<br>1:00 P.M.<br>Luncheon              | SPRING FASHIONS<br>AT LUNCHEON SHOW<br><br>Presentation of De Pinna's Spectator Sports, Town and Young Modern fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. De Pinna Publicity: Dorothy Coburn, MU. 8-2000, Ext. 52. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.   | DE PINNA                                     | HOTEL PLAZA<br>TERRACE ROOM                 |
| March 2   | BERGDORF GOODMAN'S CUSTOM SHOWING FOR THE PRESS AT 5:30 P.M. (See Pg.2).  |  |   |
| Friday<br>March 3<br>3:30 P.M.-<br>4:30 P.M.<br>Cocktails | FABRIC AND FASHION<br>FORUM FOR 1950<br><br>Parents' Magazine fabric and fashion forum, with a forecast of colors, fabrics, styles for Fall. By invitation only, for apparel and accessory manufacturers and stylists. Contact: Mr. Monroe Michels, MU. 5-4400.   | PARENTS' INSTITUTE, INC.                     | RITZ-CARLTON HOTEL<br>GRAND BALLROOM        |
| Monday<br>March 6-<br>March 17                            | FORTY-SEVENTH ANNUAL<br>AMERICAN TOY FAIR<br><br>Preview for the trade of complete line of toys, games and hobby materials, with over 1200 exhibitors displaying 100,000 varieties of American-made playthings. Permanent displays at 200 Fifth Ave., (headquarters of Toy Mfrs. of U.S.); and at 1107 B'way. Publ.: Ruth Millard, OR. 5-1141.  | TOY MANUFACTURERS<br>OF THE U.S.A.           | HOTEL McALPIN; &<br>HOTEL NEW YORKER        |
| March 6   | MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 11:00 A.M. (See Pg. 2).  |  |   |
| Monday<br>March 6<br>1:00 P.M.<br>Luncheon                | SUMMER COLLECTION<br>AT BENEFIT LUNCHEON<br><br>Claire McCarell will present her Summer collection at a benefit luncheon for the Memorial Hospital Day Nursery. Hats--Mr. John. Jewelry--Coro. Gloves--Wear Right. Bags--Coblenz. Guest Star: Kyle McDonnell. For reservations, contact: Mrs. Elliot Lee, TR. 9-3000, Ext. 235. Tickets: (including tax and tip): \$5.00. Savoy-Plaza Fashion Director: Donna Cannon, PL. 5-0484.   | CLAIRE McCARELL OF<br>TOWNLEY FROCKS, INC.   | SAVOY-PLAZA HOTEL<br>GOLD ROOM              |

| <u>DATE</u>   | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                | <u>WHERE</u>                             |
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| Monday<br>March 6<br>3:00 P.M.                                      | PREVIEW: SPRING AND SUMMER CUSTOM FASHIONS<br>Callot Soeurs will present a collection of custom-order afternoon and evening dresses, coats, suits. By invitation only. Publicity: Mary Marsh, PL. 9-2675.  | CALLOT SOEURS                  | 42 EAST 57TH STREET<br>SALON             |
| March 6-<br>March 11  | SEMI-ANNUAL MILLINERY WEEK IN PHILADELPHIA, WITH PRESS PREVIEW ON THURS., MARCH 2. Contact: Philadelphia Millinery Council, Philadelphia, Pa.  |                                |  |
| March 7   | HENRI BENDEL'S CUSTOM COLLECTION FOR THE PRESS AT 10:30 A.M. (See Page 2).   |                                |  |
| Tuesday<br>March 7<br>10:30 A.M.                                    | ADRIAN COLLECTION AT PRESS SHOWING<br>Adrian will present his Spring custom -order collection to the press at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.   | ADRIAN AT<br>GUNTHER JAECKEL   | 10 EAST 57TH STREET<br>SALON - 3RD FLOOR |
| Tuesday<br>March 7<br>4:00 P.M.-<br>7:00 P.M.                       | INFORMAL HAT SHOW AT OPENING OF NEW SALON<br>Aranka will present an informal preview of Spring hats at the opening of the new salon. ( <u>Note change of date</u> ). By invitation only. Publicity: Ann Rountree, PL. 9-2388.  | ARANKA, INC.                   | 410 PARK AVENUE<br>SALON                 |
| Tuesday<br>March 7-<br>March 8                                      | SEMI-ANNUAL LEATHER SHOW<br>"Leather Sells Shoes"--thirty-sixth semi-annual leather show, with 90 tanning concerns displaying a wide variety of leather finishes and treatments in new colors for Fall and Winter (1950-1951). Contact: Tanners' Council, BE. 3-0494.  | TANNERS' COUNCIL<br>OF AMERICA | WALDORF-ASTORIA<br>FOUR BALLROOMS        |
| March 8   | SAKS FIFTH AVENUE'S CUSTOM COLLECTION BY SOPHIE AT 10:30 A.M. (See Pg. 2).   |                                |  |
| Wednesday<br>March 8<br>12:45 P.M.<br>Luncheon                      | PRESENTATION OF SPRING AND SUMMER FASHIONS<br>"Beauty, Harmony and Charm"--fashions for Spring and Summer will be presented during luncheon show. Gowns--Charles Feeley. Hats--Maretta Feeley. Furs--Georges Kaplan. Shoes--Nancy Haggerty. Bathing suits --Priscilla Wohl. Hair styles--Jean deChant. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | SPECIALTY SHOPS                | HOTEL PIERRE<br>COTILLION ROOM           |
| Cancelled<br>March 8  | MILGRIM'S SPRING FASHION SHOW, ORIGINALLY SCHEDULED FOR WED., MARCH 8 AT 1:00 P.M. WALDORF-ASTORIA LUNCHEON, HAS BEEN CANCELLED.   |                                |  |
| Wednesday<br>March 8<br>2:30 P.M.                                   | SPRING FASHION PRESENTATION<br>Showing of Spring fashions for juniors, misses and women. Open to public. Publicity: Rita Dobbins, TR. 5-3100.  | MARTIN'S<br>(BROOKLYN)         | 3RD FLOOR                                |
| Wednesday<br>March 8<br>4:15 P.M.<br>Cocktails<br>5:00 P.M.<br>Show | INTRODUCTION OF "LANELLA" FABRIC<br>Presentation of new Swiss imported "Lanella" fabric, to the press, fashion coordinators, buyers and manufacturers, at a cocktail party. Show will include fashions for men, women and children. Showing promptly at 5:00 P.M. By invitation only. Publicity: Doris A. Weston, OR. 9-2966.  | RAYON & COTTON CORP.           | HOTEL ROOSEVELT<br>HENDRIK HUDSON ROOM   |

| <u>DATE</u>                                     | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                  | <u>WHERE</u>                                |
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| Thursday<br>March 9<br>10:30 A.M.               | PRESS SHOWING OF<br>OPENING OF NEW SHOP<br>Ohrbach's will present an informal showing for the press at the opening of the new Separates Shop. Fashion Coordinator: Jill Everhart. (Note change of Date.) Attendance by invitation. Publicity: Mark Klauser, SP. 7-9000.  | OHRBACH'S  | 2ND FLOOR<br>SEPARATES SHOP                 |
| Thursday<br>March 9<br>1:00 P.M.<br>Luncheon    | SPRING FASHIONS<br>AT LUNCHEON SHOW<br>Rosette Pennington will present Spring and early Summer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.   | ROSETTE PENNINGTON                               | HOTEL PLAZA<br>PERSIAN ROOM                 |
| March 9   | ELIZABETH ARDEN--CASTILLO CUSTOM SHOWING FOR PRESS AT 3:00 P.M. (See Pg. 2).   |  |   |
| Friday<br>March 10<br>1:00 P.M.<br>Luncheon     | TABLE DECOR & FASHIONS<br>AT BENEFIT LUNCHEON<br>Premiere showing of table settings, by Carole Stupell, integrated with fashion for each occasion, designed by Ceil Chapman, from morning through night. Hats--John Frederics. Men's fashions--B.H. Wragge. Benefit for the School Settlement Association, Inc. Tickets: (including tax and tip) \$7.50 per person, available at Carole Stupell, 507 Madison Ave. or, Hotel Pierre, Nola Luxford. Carole Stupell Publicity: Carson-Ruff Associates, MU. 2-2055. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | CAROLE STUPELL, LTD.;<br>CEIL CHAPMAN            | HOTEL PIERRE<br>BALLROOM                    |
| Saturday<br>March 11<br>11:00 A.M.              | SPRING FASHIONS<br>FOR TEENAGERS<br>Martin's will present Spring teenage fashions. Open to public. Publicity: Rita Dobbins, TR. 5-3100.  | MARTIN'S<br>(BROOKLYN)                           | 5TH FLOOR                                   |
| Monday<br>March 13<br>1:00 P.M.<br>Luncheon     | SHOWING OF FASHIONS<br>AT LUNCHEON SHOW<br>La Fontaine presents custom-made Spring collection of casual afternoon and evening dresses during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. La Fontaine Publicity: Mary Marsh, PL. 9-2675. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.  | LA FONTAINE, INC.                                | HOTEL PLAZA<br>PERSIAN ROOM                 |
| Wednesday<br>March 15<br>12:15 P.M.<br>Luncheon | PARIS REPORT AT<br>LUNCHEON MEETING<br>Luncheon meeting, with a report on the newest Paris fashions by Jessica Daves, editor of "Vogue" magazine. More details later. Price \$4.25 for members; \$4.75 for guests (one to each member). Contact: The Fashion Group, CI. 7-3940.  | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL ASTOR<br>BALLROOM                     |
| Wednesday<br>March 15<br>8:30 P.M.              | "STIMULI FOR DESIGN"--<br>SECOND IN LECTURE SERIES<br>Subject: "Looking Backward To Tomorrow-1850-1900", illustrated with color slides of changes in viewpoints of modern art. Lecturer: A. L. Chanin, Museum of Modern Art. Three short films will be shown: "The Whirl of Life 1914"; "Our Dancing Daughters"(1928), "The Tango". Tickets: \$2.00 per lecture. Contact: Soc. of N.Y. Dress Designers, LA. 4-7950.  | SOCIETY OF NEW YORK<br>DRESS DESIGNERS, INC.     | MUSEUM OF MODERN ART<br>11 WEST 53RD STREET |
| March 15  | FEDERAL INCOME TAX DUE (Wednesday).  |  |   |

| <u>DATE</u>            | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                                | <u>WHERE</u>                              |
|------------------------|--|--|---|
| March 17               | ST. PATRICK'S DAY (Friday).  |  |   |
| Beginning Monday       | INTERNATIONAL FLOWER SHOW  | HORTICULTURAL SOCIETY OF N.Y.; & N.Y. FLORISTS | GRAND CENTRAL PALACE LEX. AVE. & 46TH ST. |
| March 20-<br>March 25  | 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, daily 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.  |  |   |
| March 20               | FIRST DAY OF SPRING (Monday).  |  |   |
| Wednesday              | LUNCHEON SHOWING   | THE TAILORED WOMAN                             | WALDORF-ASTORIA                           |
| March 22               | OF SPRING FASHIONS   |  | SERT ROOM                                 |
| 1:00 P.M.<br>Luncheon  | Spring fashions will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation, contact: "Albert", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity: Virginia Strub, EL. 5-3000.   |  |   |
| Thursday               | PRESS PREVIEW OF   | MACY'S NEW YORK                                | 13TH FLOOR                                |
| March 23               | SPRING FASHIONS  |  | EXEC. DINING ROOM                         |
| 9:15 A.M.<br>Breakfast | Macy's will present a press showing of fashions for Spring. Show promptly at 9:30 A.M. By invitation only. Publ.: Helen Law, CH.4-2000, Ext. 2431.   |  |   |
| Wednesday              | SUMMER FUR FASHIONS  | DEIN-BACHER OF                                 | WALDORF-ASTORIA                           |
| March 29               | DURING LUNCHEON  | THE WALDORF                                    | SERT ROOM                                 |
| 1:00 P.M.<br>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: Virginia Strub, EL. 5-3000.   |  |   |
| Wednesday              | FASHIONS FOR SPRING  | RUSSEKS FIFTH AVENUE                           | WALDORF-ASTORIA                           |
| April 5                | DURING LUNCHEON  |  | SERT ROOM                                 |
| 1:00 P.M.<br>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: Virginia Strub, EL. 5-3000.   |  |   |
| Beginning Monday       | "LACE FESTIVAL"--<br>SPRING 1950   | THE LACE INSTITUTE                             | THROUGHOUT<br>THE COUNTRY                 |
| April 10-<br>April 16  | "Lace Festival" week, sponsored by The Lace Institute, manufacturers of laces and importers of foreign laces, will be featured by department stores and women's specialty shops; also, newspapers and magazines, will devote space to "Lace Is Fashion" theme in their April issues. Manufacturers of women's apparel will feature laces for all possible uses. Publicity: Gladys Steiner, MU. 9-1630. |  |   |
| Thursday               | FABRICS DIVISION   | THE FASHION GROUP, INC.                        | HOTEL BILMORE                             |
| April 13               | LUNCHEON MEETING   | (9 ROCKEFELLER PLAZA)                          | BALLROOM                                  |
| 12:15 P.M.<br>Luncheon | 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.   |  |   |

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

- Friday Feb. 17 PREMIERE: "WHEN WILLIE COMES MARCHING HOME" (Movie) ROXY, 7TH AVE. & 50TH Twentieth Century-Fox comedy involving a small-town war hero who becomes the "black sheep" of his outfit. Stars: Dan Dailey, Corinne Calvet and Colleen Townsend. Producer: Fred Kohlmar. Director: John Ford. Wardrobe Directors: Charles Le Maire, William Travilla. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Week Of Feb. 20 FOURTEENTH WEEK, METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY & 39TH ST. Mon. Eve., Feb. 20: Puccini's LA BOHEME. Wed. Eve., Feb. 22: Puccini's GIANNI SCHICCHI, Strauss' SALOME. Thurs. Eve., Feb. 23: Strauss' DER ROSENKAVALIER. Fri. Eve., Feb. 24: Verdi's LA TRAVIATA. Sat. Mat., Feb. 25: Moussorgsky's KHOVANCHINA. Sat. Eve.: Donizetti's L'ELISIR D'AMORE. Sun. Eve., Feb. 26: Gounod's FAUST. Publicity: Margaret Carson, PE. 6-1200.
- Tuesday Feb. 21 TELEVISION: KATHI NORRIS, "YOUR TELEVISION SHOPPER" WABD-TV, CHANNEL 5 In observance of National Sew and Save Week, Janet Tanner will show some 11:00 A.M.- economical short cuts in keeping clothes in condition and will demonstrate 12:00 Noon the versatile Necchi Sewing Machine. Publ.: Babs Doniger, PL. 3-1742.
- Tuesday Feb. 21 RE-OPENING: "THE DEVIL'S DISCIPLE" ROYALE THEATRE, 45TH ST. W. OF B'WAY Aldrich & Myers and Julius Fleischmann present the George Bernard Shaw play, co-starring Maurice Evans, Marsha Hunt, Victory Jory and Dennis King. Staged by Margaret Webster. Settings: Peter Wolf. Costume Director: Emeline Roche. Publicity: Sol Jacobson, LU. 2-4993.
- Beginning Tuesday Feb. 21 OPENING: N.Y. CITY BALLET COMPANY CITY CENTER, 131 WEST 55TH STREET Tues. Eve., Feb. 21: THE GUESTS, FIREBIRD, SYMPHONY IN C. Wed. Eve., Feb. 22: SYMPHONIE CONCERTANTE, DIVERTIMENTO, ORPHEUS, BOURREE FANTASQUE. Thurs. Eve., Feb. 23: MOTHER GOOSE SUITE, PRODIGAL SON, SYMPHONY IN C. Fri. Eve., Feb. 24: JINX, DIVERTIMENTO, THE DUEL, FIREBIRD. Sat. Eve., Feb. 25: SERENADE, THE GUESTS, THE DUEL, BOURREE FANTASQUE, Sun. Eve., Feb. 26: CONCERTO BAROCCO, AGE OF ANXIETY, SYMPHONY IN C. Publicity: Philip Bloom, CH. 4-5185.
- Tuesday Feb. 21 PREMIERE: "THREE CAME HOME" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET Twentieth Century-Fox release, presented by Darryl F. Zanuck; a true story of the privations suffered by American prisoner-of-war held by the Japanese in a Borneo camp. Stars: Claudette Colbert, Patric Knowles. Producer: Nunnally Johnson. Director: Jean Negulesco. Wardrobe Director: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Wednesday Feb. 22 OPENING: "THE BIRD CAGE" CORT THEATRE, 49TH ST. W. OF B'WAY Walter Fried and Lars Norgenson present Melvyn Douglas in a new play by Arthur Laurents. Director: Harold Clurman. Setting: Boris Aronson. Costumes: Ben Edwards. Publicity: Gerald Goode, PL. 9-3351.
- Wednesday Feb. 22 PREMIERE: "CINDERELLA" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH ST. Walt Disney's Animated Feature Production, distributed by RKO Radio Pictures, Inc., is based on the original classic fairy legend by Charles Perrault. Color by Technicolor. Production Supervision: Ben Sharpsteen. Directors: Wilfred Jackson, Hamilton Luske, Clyde Geronimi. Publicity: Charles Levy, JU. 6-3442.