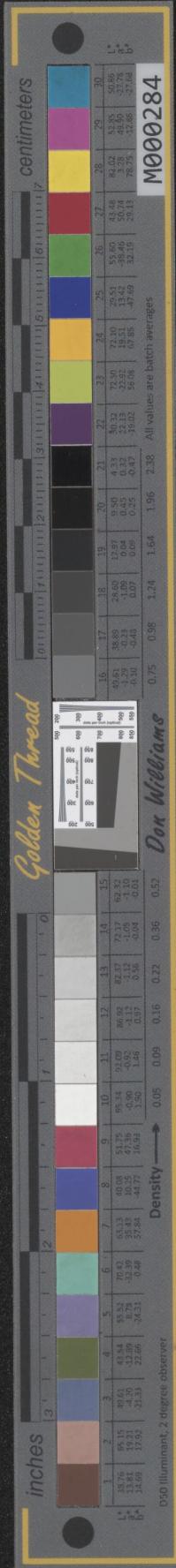


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fashion calendar

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

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

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FASHION CALENDAR

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

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|---|---|---|
| <u>WEEK ENDING FRIDAY, JANUARY 13, 1950</u> | | | |
| Now Going On | SHOWING OF NEW DESIGNS IN BUTTONS La Mode presents new designs in buttons for Spring and Summer fashions. Contact: Midge Wilson, WI. 7-5700. Publicity: Sophie Goode, TR. 9-4364. | B. BLUMENTHAL & CO. | 1372 BROADWAY SHOWROOM-8TH FLOOR |
| Friday Jan. 13 8:00 A.M. Breakfast | EMBROIDERY FASHIONS FOR VISITING PRESS "Tots 'n Teens Trimmed with Schiffli"--embroidered fashions for the young set will be shown to the out-of-town editors. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285. | SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU | LONGCHAMPS B'WAY & 41ST STREET |
| Friday Jan. 13 10:30 A.M. | PRESS PREVIEW OF SPRING MILLINERY Jack McConnell will present his Spring millinery collection to the press and trade. Attendance by invitation only. Contact: PL. 3-0786. | JACK McCONNELL | 41 WEST 57TH STREET SALON |
| Friday Jan. 13 12:00 Noon Luncheon | LUNCHEON SHOWING FOR VISITING PRESS Kane-Weill will invite the out-of-town press to a luncheon and showing of Spring fashions, designed by Natalie Renke. Attendance by invitation only. Contact: Lloyd Weill, LO. 5-3041. | KANE-WEILL | 498 SEVENTH AVENUE SHOWROOM-22ND FLOOR |
| Friday Jan. 13 1:00 P.M. Luncheon | FASHION ACADEMY AWARD PRESENTATION Preview of Spring and Summer fashions by Jonathan Logan, Fashion Academy Award Winner For 1950. Show staged by Billie Gould. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Publicity: Fashion Production Associates, Ann Goodrich, MU. 8-1700. | JONATHAN LOGAN | WALDORF-ASTORIA SERT ROOM |
| Friday Jan. 13 4:00 P.M. High Tea | COSTUME JEWELRY SHOWING FOR PRESS The first press showing of Halbe creations in costume jewelry. This Advance Spring collection will be presented in their new showroom. By invitation only. Publicity: Viola Shefer, PL. 3-3173. | JEWELS BY HALBE | 411 FIFTH AVENUE SHOWROOM-6TH FLOOR |
| Friday Jan. 13 5:00 P.M. Cocktails | COSTUMES & MILLINERY FOR VISITING PRESS Showing of Lilly Dache's Spring costume and millinery collection. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | LILLY DACHE | 78 EAST 56TH STREET PENTHOUSE |
| Friday Jan. 13 6:15 P.M. Cocktails | SURREALISTIC JEWELS BY SALVADOR DALI Salvador Dali will be present at a showing of his surrealistic jewels and a cocktail party for the out-of-town and local editors. Attendance by invitation only. Publicity: Rasponi Associates, TE. 8-8171. | RASPONI ASSOCIATES | JEAN TENNYSON'S STUDIO--113 W. 57TH |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Friday Jan. 13 8:30 P.M. | OPERA PARTY FOR VISITING EDITORS | JEWELRY INDUSTRY COUNCIL | MET. OPERA HOUSE B'WAY & 39TH STREET |
| | The Jewelry Industry Council will be host to the visiting editors at the Metropolitan Opera's performance of "La Boheme", followed by Champagne Party. By invitation only. Contact: Martha Percilla, LO. 4-3585. | | |
| Cancelled Jan. 14 | THE ANNA MILLER SPRING SHOWING FOR THE VISITING PRESS, ORIGINALLY SCHEDULED FOR SAT., JAN. 14 AT 10:00 A.M., HAS BEEN CANCELLED. | | |
| Saturday Jan. 14 12:30 P.M. Luncheon | SPRING ACCESSORY SHOW FOR VISITING EDITORS | COOPERATING DESIGNERS | SAVOY PLAZA CRYSTAL ROOM |
| | A "Capsuled Version of Spring Accessory Fashions" will be presented to the out-of-town press. Hats--Mary Goodfellow. Bags--Pichel. Shoes--Newton Elkin. Gowns--Eta and Ann Sadowsky. Pichel Publicity: Donna Cannon, EL. 5-2600. Newton Elkin Publicity: Elizabeth Mackintosh, TE. 8-7147. Fashion Show Publicity: Mildred Kaldor, MU. 9-5420. | | |
| Saturday Jan. 14 2:00 P.M.- 3:00 P.M. | SHOWING OF CUSTOM- ORDER COLLECTION | SYDELL (666 FIFTH AVENUE) | WALDORF-ASTORIA GRAND BALLROOM |
| | Sydell will present her Mid-Winter and Early Spring collection of custom-order suits, cocktail dresses, dinner and evening clothes to the guests of the N.Y. Philanthropic League. Contact: EL. 5-8729. | | |
| Saturday Jan. 14 2:30 P.M. Champagne | SPRING JEWELRY AT CHAMPAGNE PARTY | TRIFARI, KRUSSMAN & FISHEL | 16 EAST 40TH STREET SHOWROOM-4TH FLOOR |
| | Trifari, Krussman & Fishel will invite the out-of-town editors and local press to a Silver Anniversary champagne party and showing of Spring fashion jewelry. By invitation only. Publ.: Dorothy Lansing, PL. 9-7598. | | |
| Saturday Jan. 14 4:00 P.M. Champagne | FRENCH RIVIERA FILM AT CHAMPAGNE PARTY | AIR FRANCE | 683 FIFTH AVENUE LOUNGE |
| | Air France will present a champagne showing of "Flight To The French Riviera" to the out-of-town and local press. By invitation only. Publicity: Ellis Reed, PL. 9-7000. | | |
| Saturday Jan. 14 5:00 P.M. Cocktails | COCKTAIL PARTY FOR VISITING EDITORS | HELENA RUBINSTEIN | 625 PARK AVENUE (HOME) |
| | Mme. Helena Rubinstein will invite the out-of-town editors to a cocktail party at her home. By invitation only. Publicity: Amy Blaisdell, EL. 5-2100. | | |

WEEK BEGINNING MONDAY, JANUARY 16, 1950

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| Monday Jan. 16 9:15 A.M. Breakfast | PRESS SHOWING OF POSEES BRAS | TEXTRON, INC. | HOTEL VANDERBILT PARK & 34TH-RM. 119 |
| | Preview of new bras by Posees (subsidiary of Textron, Inc.), with presentation of special ensembles based on the Posees, designed by Tewi, Inc.; Kiviette Gowns; Martini Frocks; Sydell; and Textron Blouses. By invitation only. Trade showings on Jan. 16 and 17 at 3:00 P.M.; Jan. 18 at 10:30 A.M.; 3:00 P.M. Publ.: Tricia Brohan, Yolen, Ross, Salzman, JU. 6-4300. | | |
| Monday Jan. 16 11:30 A.M. | SHOWING OF NEW SCARFS AND FABRICS | BROOKE CADWALLADER | 724 FIFTH AVENUE SHOWROOM |
| | Brooke Cadwallader will present a showing of his Spring and Summer scarfs and fabrics to the local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Monday Jan. 16 5:00 P.M.- 7:00 P.M. Cocktails | PREVIEW OF NEW BRASSIERE FASHIONS The Maiden Form Brassiere Co. will have a fashion show and cocktail party for the press and trade to introduce style innovations for 1950. Maiden Form Brassieres will be shown with the new Spring fashions for which they have been designed. Settings: Merchandising Arts. Attendance by invitation only. Commentator and Fashion Show Director: Kay Daly. Publicity: Laurel Cutler, William H. Weintraub & Co., Inc., CI. 7-4282. | MAIDEN FORM BRASSIERE CO. | HOTEL PIERRE COTILLION ROOM |
| Monday Jan. 16- Jan. 20 | CORSET & BRASSIERE SPRING MARKET WEEK The Spring Market Week of the Corset and Brassiere Exhibitors Guild will be held at the Hotel McAlpin. Contact: Jed Sylbert, MU. 2-1593. | CORSET & BRASSIERE EXHIBITORS' GUILD, INC. | HOTEL McALPIN B'WAY & 34TH STREET |
| Beginning Monday Jan. 16- Jan. 28 | ORIGINAL DESIGNS FOR SKI CLOTHES Exhibit of ski wear color sketches, created by students at Traphagen. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY AT 52ND STREET |
| Tuesday Jan. 17 11:00 A.M. | "FIGURE TALK": SHOWING OF FOUNDATION FASHIONS The Warner Brothers Co. will present its annual Spring showing of foundation fashions for the trade and press. "Figure Talk" will be supervised and commentated by Anne Ketcham, Warner's Publicity Director. Attendance by invitation only. Publicity: Anne Ketcham, MU. 3-1194. | THE WARNER BROS. CO. | HOTEL ASTOR GRAND BALLROOM |
| Wednesday Jan. 18 12:45 P.M. Luncheon | "THE NEW YEAR HAS GONE TO OUR HEAD" Luncheon fashion show featuring jewels by Trifari; hair styles by Sky House (36 Central Park West); gloves by Wear-Right. Star Time Guest of Honor: Mildred Natwick, young Broadway actress of character roles. Door prize: 2 tickets to "Samson and Delilah" motion picture. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Trifari Publicity: Dorothy Lansing, PL. 9-7598. Pierre Fashion Director. Commentator: Nola Luxford, TE. 8-8000. | TRIFARI, KRUSSMAN & FISHEL; & SKY HOUSE | HOTEL PIERRE COTILLION ROOM |
| Wednesday Jan. 18 4:00 P.M. Cocktails | FASHIONS AND FABRICS SHOWING Presentation of Spring costumes created by leading designers in John Walther fabrics. Showing at 4:30 P.M. For press and trade, by invitation only. Contact: Elena Turner, LO. 4-8090. | JOHN WALTHER FABRICS, INC. | HAMPSHIRE HOUSE COTTAGE |
| Wednesday Jan. 18 4:30 P.M. Cocktails | MEN'S SHIRTS AND SWIM TRUNKS The Cisco Company will introduce their Duke Kahanamoku line of men's shirts and swim trunks in Hawaiian designed fabrics, at a Kahanamoku Party. Commentator: Allan Prescott. Attendance by invitation only. Publicity: Evelyn Wade, George N. Kahn Co., BR. 9-6950. | CISCO COMPANY (16 EAST 34TH ST.) | STORK CLUB 3 EAST 53RD STREET |
| Thursday Jan. 19 1:00 P.M. Luncheon | "SPRING TONIC" LUNCHEON SHOW Russeks will present "Spring Tonic"--navy and white Spring fashions, including dresses, suits, hats, and furs during luncheon. (Note Change of Date). Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publ. Office: Virginia Strub, EL. 5-3000. | RUSSEKS FIFTH AVENUE | WALDORF-ASTORIA SERT ROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday Jan. 19 4:00 P.M. Cocktails | PREVIEW OF DENIMS AND COTTON SHEERS Reeves Brothers will present Barnyard Denims, cotton sheers and Byrd Cloth Reeveroy; also cotton cords from the Summer collections of leading designers. Attendance by invitation only. Fashion show direction: Rosemary Sheehan, CI. 7-8060. | REEVES BROTHERS, INC. | RAINBOW ROOM 30 ROCKEFELLER PLAZA |
| Thursday Jan. 19 4:00 P.M. Tea | SPRING FABRICS AND FASHIONS FOR 1950 Presentation of Simplicity's fashions for 1950 in Spring fabrics. Attendance by invitation only. Publicity: Kathryn Wilson, OR. 9-3700. | SIMPLICITY PATTERN CO. | HOTEL ROOSEVELT MEZZANINE |
| Friday Jan. 20 1:00 P.M. Luncheon | RESORT COLLECTION WITH SUPERFLASH BOUSE Gimbels will present the Superflash collection of Resort and Summer clothes, highlighting Textron's Superflash blouse, newest design for camera enthusiasts. An award luncheon for the best amateur photographer will be given by Sylvania Electric Products, Inc.; celebrities from the photography world will attend. Staged by Billie Gould. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Gimbels Publ.: Terry Mayer, LO. 5-1500, Ext. 600. Publicity: Fashion Production Associates, Ann Goodrich, MU. 8-1700. | GIMBELS | WALDORF-ASTORIA SERT ROOM |
| Saturday Jan. 21- Jan. 28 | NATIONAL CROCHET WEEK AND CONTESTS National Crochet Week will be observed in department, variety and chain stores throughout the country. A Window Display Contest and a Nationwide Crochet Contest will be conducted in conjunction with the event. Publicity: George Pounder, LE. 2-4455. | NATIONAL NEEDLECRAFT BUREAU, INC. | THROUGHOUT THE COUNTRY |
| Monday Jan. 23- 3:00 P.M. Cocktails | PRESS SHOWING OF SPRING MILLINERY Braagaard will present his Spring millinery collection at a showing for press and trade. Attendance by invitation only. Contact: PL. 3-0353. | BRAAGAARD, INC. | 10 EAST 56TH STREET SALON |
| Beginning Monday Jan. 23 | LONDON HAUTE COUTURE OPENINGS <u>Monday, Jan. 23:</u> Hardy Amies, Ltd.; Mattli. <u>Tuesday, Jan. 24:</u> Molyneux, Michael Sherrard; Norman Hartnell. <u>Wednesday, Jan. 25:</u> Victor Steibel; Charles Creed, Ltd. <u>Thursday, Jan. 26:</u> Peter Russell, Ltd. <u>Friday, Jan. 27:</u> Digby Morton, Ltd.; Worth (London) Ltd. Admission is by invitation only. Cards are issued by the Member Houses, to whom application should be made. Contact: Lillian Hyder, Incorporated Society of London Fashion Designers, 193 Regent Street, London, WI. | INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS | LONDON, ENGLAND |
| Tuesday Jan. 24 11:00 A.M. | PRESS PREVIEW OF SUMMER COLLECTION Press preview of the Summer collection designed by Clifford for del Mar Sportswear. Show will be followed by luncheon at 12:00 Noon. Trade shows Jan. 25 and Jan. 26. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420. | CLIFFORD OF DEL MAR SPORTSWEAR | 498 SEVENTH AVENUE SHOWROOM |
| Tuesday Jan. 24 3:30 P.M. Cocktails | PRESS PREVIEW OF COTTON COLLECTION "Cotton Futures"--Showing of new cotton fashions by Jerry Parnis. By invitation. Publ.: Mildred Kaldor, MU. 9-5420. | JERRY PARNIS | 530 SEVENTH AVENUE SHOWROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday Jan. 25 11:30 A.M. Luncheon | SPRING RAINWEAR FASHION SHOW Lawrence of London will open their new showroom with a presentation of Spring rainwear fashions. Buffet luncheon at 11:30 A.M.; show at 2:30 P.M. By invitation only. Contact: Norman J. Lawrence, CH. 3-8116. | LAWRENCE OF LONDON | 239 WEST 39TH STREET SHOWROOM — 11TH FL. |
| Wednesday Jan. 25 12:45 P.M. Luncheon | LUNCHEON FASHION PRESENTATION Margi of A. Goodman will present her daytime and cocktail dresses; Lass O'Scotland will show knitted ensembles; lingerie by Saab. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | A. GOODMAN & CO.; LASS O'SCOTLAND | HOTEL PIERRE COTILLION ROOM |
| Wednesday Jan. 25 1:00 P.M. Luncheon | SPRING MILLINERY AT LUNCHEON SHOW "Hatty, Hatty, Hatty Talk", a quick look at the Peg Fischer look for the Spring season. Gloves from Dawnelle. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Peg Fischer Publ.: Rosemary Sheehan, CI. 7-8060. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | PEG FISCHER | WALDORF-ASTORIA SERT ROOM |
| Beginning Wednesday Jan. 25 | OPENING OF SUMMER COLLECTION The McMullen Company will present their Summer collection at 10:30 A.M. and 2:00 P.M. daily. Publicity: Bella Crawford, MU. 3-9560. | THE McMULLEN CO. | 475 FIFTH AVENUE SHOWROOM |
| Beginning Sunday Jan. 29- Feb. 1 | SPRING AND SUMMER MARKET WEEK Opening of Miami Fashion Council's Spring and Summer Market Week. Fashion show on Sunday, Jan. 29 at 2:30 P.M., Venetian Hotel, Miami. Publicity: Ann Rabin, LO. 9-5474. | MIAMI FASHION COUNCIL | VENETIAN HOTEL MIAMI, FLORIDA |
| Beginning Monday Jan. 30 | SHOWING OF SPRING AND SUMMER LINES The St. Louis Fashion Creators will show their Spring and Summer lines of dresses, sportswear, suits, coats and lingerie; the millinery manufacturers will show early Spring lines. A fashion show will be presented to the American Retailers' Association on Monday, February 6, at the Chase Hotel, St. Louis, under the direction of "Seventeen" magazine. Contact: St. Louis Fashion Creators, St. Louis, Missouri. | ST. LOUIS FASHION CREATORS | HOTEL STATLER ST. LOUIS, MISSOURI |
| Tuesday Jan. 31 12:15 P.M. Luncheon | "MARCH OF DIMES" FASHION SHOW Sixth annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Reservations: \$50.00 per person for "ringside" tables; \$25.00 per person for other tables. Contact: Kay Weatherly, Nat'l Foundation, 120 Broadway, BE. 3-0500. Publicity: Eleanor Lambert, MU. 8-2130. | NEW YORK DRESS INSTITUTE | WALDORF-ASTORIA GRAND BALLROOM |
| Wednesday Feb. 1 11:00 A.M. Aperitif | PRESS PREVIEW OF SUMMER COLLECTION Designer Bonnie Cashin of Adler & Adler will present her Summer collection to the press. Attendance by invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108. | ADLER & ADLER | 550 SEVENTH AVENUE SHOWROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday Feb. 1 12:45 P.M. Luncheon | SPRING COLLECTION OF READY-TO-WEAR Elizabeth Arden will show her Spring collection of ready-to-wear originals, designed by Castillo, at a benefit luncheon for Memorial Hospital Cancer Center Unit. There will be rummage donations for resale at the Stuyvesant Square Thrift Shop. Jewels from Cartier. Door Prize: 2 tickets for the February 20 performance of "South Pacific." Press by invitation. Public by reservation (plus rummage); contact: Francois, TE. 8-8000. Elizabeth Arden Publicity: Rasponi Associates: TE. 8-8171. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | | MEMORIAL HOSPITAL MEDICAL HOTEL PIERRE SOCIAL SERVICE COMMITTEE COTILLION ROOM |
| Wednesday Feb. 1 1:00 P.M. Luncheon | SPRING DRESSES AT LUNCHEON SHOW Saks 34th will present misses' daytime dresses for Spring at a luncheon show. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Publicity for Saks 34th: Frances Eisner, LA.4-7000, Ext. 445. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | SAKS 34TH STREET | WALDORF-ASTORIA SERT ROOM |
| Beginning Wednesday Feb. 1 | SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are scheduled as follows: | CHAMBRE SYNDICALE DE LA COUTURE DE PARIS | PARIS, FRANCE |
| | | | Feb. 1: Gres. Feb. 2: Christian Dior, Alex Maguy, Madeleine Vramant. Feb. 3: Mad Carpentier, Madeleine De Rach, Jacques Fath, Jeanne Lafaurie, Germaine Lecomte, Manguin, Nina Ricci. Feb. 4: Marcelle Dormoy, Charles Montaigne, Schiaparelli. Feb. 5: Jean Desses. Contact: P. Caldagues, #102 Rue Faubourg, St. Honore, Paris. |
| | | | Raymond Barbes Patow |
| Thursday Feb. 2 12:15 P.M. Luncheon | ACCESSORIES DIVISION LUNCHEON MEETING Subject: "It Is News Because" . . . "We'll Tell You Why, And How, In A Fashion Show". Report and commentary by Marjorie Schlesinger, accessory stylist, Macy's; and chairman of Fashion Group's Accessories Division. In addition, there will be last minute accessories news by cable from Paris and London. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (one per member). Contact: The Fashion Group, CI.7-3940. | THE FASHION GROUP, INC. HOTEL BILTMORE (9 ROCKEFELLER PLAZA) BALLROOM | |
| Beginning Sunday Feb. 5- Feb. 10 | NATIONAL SHOW OF SPRING WASH APPAREL The National Spring Wash Apparel Show for 1950 will be held at the Palmer House during the week of February 5 through February 10. Annual fashion show will be staged in the Grand Ballroom of the Palmer House on Wednesday evening, Feb. 8. Contact: Glenn G. Hayes, executive director, Nat'l Wash Apparel Show, Room 751, 210 W. Adams St., Chicago. | WASH APPAREL INDUSTRY | PALMER HOUSE CHICAGO, ILLINOIS |
| Beginning Monday Feb. 6 | OPENING OF SUMMER LINES Summer Sportswear Guild collections will open on the following dates: Feb. 6: SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. Feb. 7: ADLER & ADLER, INC.; KANE-WEILL. Feb. 8: DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL ROSENBLUM CO. Feb. 9: CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG CO. Contact individual manufacturers. | THE SPORTSWEAR GUILD | MANUFACTURERS' SHOWROOMS |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Feb. 7 3:30 P.M. Cocktails | SWISS FABRIC FASHION SHOW Presentation of fashions in luxury cottons from Switzerland. Costumes from Summer collections of leading designers of daytime and evening dresses, sportswear, blouses, bridal wear, accessories, children's wear. Attendance by invitation only. Contact: Swiss Fabric Group, OR. 9-2750. | SWISS FABRIC GROUP | RITZ-CARLTON HOTEL BALLROOM |
| Wednesday Feb. 8 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Arnold Constable will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lou Hutchison, MU. 5-2300. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | ARNOLD CONSTABLE | WALDORF-ASTORIA SERT ROOM |
| Thursday Feb. 9 9:15 A.M. Breakfast | SUMMER FASHIONS BY LEADING DESIGNERS Folker Fabrics Corp. present Summer fashions by leading designers in new nylon-rayon sheer "Lovecharm" fabrics. Attendance by invitation only. Publicity: Stella Epstein, PE. 6-0530. | FOLKER FABRICS CORP. | HAMPSHIRE HOUSE COTTAGE |
| Beginning Monday Feb. 13 | FOGA TO SHOW SUMMER LINES The FOGA Spring collection will be shown, beginning Monday, Feb. 13. Individual opening dates will be announced later. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS | FASHION ORIGINATORS: GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. CHARLES LANG, INC. DAVID LEVINE CO. NATHAN-STRONG, INC. PAUL PARNE CORP. PARNIS-LIVINGSTON, INC. | MANUFACTURERS: SHOWROOMS BEN REIG, INC. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. ADELE SIMPSON, INC. HERBERT SONDEHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC. |
| | Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945. | | |
| Tuesday Feb. 14 4:00 P.M. Tea | SUMMER FASHIONS BY EMILY WILKENS Emily Wilkens will present day, play and formal Summer fashions "for America's juniors," her first collection sponsored by Reich-Goldfarb, at a Valentine tea for press and trade in the Tapestry Room of the Park Lane. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | REICH-GOLDFARB & CO. (530 SEVENTH AVENUE) | PARK LANE HOTEL PARK AVE. & 48TH ST. |
| Wednesday Feb. 15 10:00 A.M. And 4:30 P.M. | FASHION PREVIEW OF MAY ISSUE Charm Magazine will present a fashion preview of their May vacation issue, "Two Weeks With Pay". Morning breakfast showing at 10:00 A.M.; afternoon cocktail show at 4:30 P.M. For Charm tie-in stores, by invitation only. Publicity: Eloise Ray, MU. 3-8910. | CHARM MAGAZINE | HOTEL PLAZA BALLROOM |
| Thursday Feb. 16 3:00 P.M.- 4:00 P.M. | SHOWING OF CUSTOM- ORDER COLLECTION Sydell will present her Spring and Summer collection of custom-order suits and dresses to the guests of the Israel Maritime League. Hats by Lenesta. Contact: EL. 5-8729. | SYDELL (666 FIFTH AVENUE) | RITZ-CARLTON MAIN BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|---|-----------------------------------|----------------------------------|
| Beginning Saturday Feb. 18- Feb. 25 | NATIONAL SEW AND SAVE WEEK 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. | NATIONAL NEEDLECRAFT BUREAU, INC. | THROUGHOUT THE COUNTRY |
| Feb. 22 | WASHINGTON'S BIRTHDAY (Wednesday, Legal Holiday). | | |
| Wednesday March 1 9:30 A.M. Breakfast | PRESS PREVIEW OF SPRING FASHIONS 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. | BLOOMINGDALE'S | LEXINGTON AVENUE AND 59TH STREET |
| Wednesday March 1 1:00 P.M. Luncheon | FUR FASHIONS AT LUNCHEON SHOW Ritter Brothers will present Spring fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Ritter Bros. Publ.: Ruth Hammer Assoc., EL. 5-7108. Ted Saucier Publ. Office: Virginia Strub, EL. 5-3000. | RITTER BROTHERS | WALDORF-ASTORIA SERT ROOM |
| Thursday March 2 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW 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, PL. 9-3000. | DE PINNA | HOTEL PLAZA TERRACE ROOM |
| Friday March 3 4:00 P.M.- 5:00 P.M. Cocktails | FABRIC AND FASHION FORUM Parents' Magazine will forecast colors, fabrics, and styles for 1950 Fall season at a forum. For apparel and accessory manufacturers and stylists, by invitation only. Contact: Mr. Monroe Michels, MU. 5-4400. | PARENTS' INSTITUTE, INC. | RITZ CARLTON GRAND BALLROOM |
| Wednesday March 8 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Milgrim will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000. | MILGRIM | WALDORF-ASTORIA SERT ROOM |
| Wednesday March 8 2:30 P.M. | SPRING FASHION PRESENTATION Showing of Spring fashions for juniors, misses and women. Open to public. Publicity: Rita Dobbins, TR. 5-3100. | MARTIN'S (BROOKLYN) | 3RD FLOOR |
| Saturday March 11 11:00 A.M. | SPRING FASHIONS FOR TEENAGERS Martin's will present Spring teenage fashions at an 11:00 A.M. Show, on the 5th floor. Open to public. Publicity: Rita Dobbins, TR. 5-3100. | MARTIN'S (BROOKLYN) | 5TH FLOOR |

MUSIC...MOVIES...THEATRE

- Friday Jan. 13 PREMIERE: "WHIRLPOOL" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Twentieth Century-Fox presents a suspense film about a psychiatrist's wife, who becomes involved with a hypnotist. Stars: Gene Tierney, Richard Conte, Jose Ferrer, and Charles Bickford. Producer and Director: Otto Preminger. Wardrobe Director: Charles Le Maire. Gene Tierney's costumes designed by: Oleg Cassini. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Week Of Jan. 16 NINTH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY AND 39TH STREET Ninth week's program of the Metropolitan Opera: Mon. Eve., Jan. 16: Verdi's RIGOLETTO; Wed. Eve., Jan. 18: Wagner's LOHENGRIN; Thurs. Eve., Jan. 19: Puccini's MANON LESCAUT; Fri. Eve., Jan. 20: Wagner's DIE MEISTER-SINGER; Sat. Mat., Jan. 21: Puccini's TOSCA; Sat. Eve., Jan. 21: Bizet's CARMEN. Publicity: Margaret Carson, PE. 6-1200.
- Monday Jan. 16 8:30 P.M. PREMIERE: "ANGELS OF THE STREETS" (Movie) PARIS THEATRE, 4 WEST 58TH ST. American premiere of the French drama of convent life, depicting inner conflicts of young novices embarking upon disciplined religious teachings. Screenplay by Father Bruckberger and Jean Giraudoux. Director: Robert Bresson. Stars: Renee Faure, Jany Holt, Sylvie and Mila Parely. Entire receipts of Premiere for five French relief charities. Tickets: \$5.00; thereafter, 85¢ to \$1.50. Publicity: Lillian Gerard, PL. 5-3760.
- Wednesday Jan. 18 OPENING: "THE ENCHANTED" LYCEUM THEATRE, 45TH E. OF B'WAY David Lowe and Richard Davidson present Maurice Valency's adaptation of the Jean Giradoux play. Cast includes Leueen McGrath, Malcolm Keen, Una O'Connor and Charles Halton. Director: George S. Kaufman. Settings: Robert Edmond Jones. Publicity: Karl Bernstein, CI. 6-0427.
- Wednesday Jan. 18 PREMIERE: "AMBUSH" (Movie) CAPITOL THEATRE, B'WAY & 51 ST. MGM'S Western film set in New Mexico, is a story of a battle between the troopers of a Western fort and marauding Apache Indians. Stars: Robert Taylor, John Hodiak and Arlene Dahl. Producer: Armand Deutsch. Director: Sam Wood. Publicity: Herbert Crooker, LU. 2-2000.
- Thursday Jan. 19 OPENING: "ALIVE AND KICKING" WINTER GARDEN, B'WAY & 50TH STREET Katzell and Golden present a musical revue by Hoagy Carmichael, Paul Frances Webster, Irma Jurist, Sonny Burke and others; sketches by Milton Berle, Henry Morgan, Joseph Stein and Arthur Ross. Cast includes Lenore Lonergan and Jack Cole. Director: Robert H. Gordon. Settings and costumes: Raoul Pene du Bois, Publ.: G. & D. Ross, BR. 9-5906.
- Thursday Jan. 19 PREMIERE "MY FOOLISH HEART" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH Samuel Goldwyn Productions, Inc. presents a pre-war romantic story about a young dipsomaniac mother and an illegitimate child. Stars: Dana Andrews and Susan Hayward. Producer: Samuel Goldwyn. Director: Mark Robson. Costumes: Edith Head; Junior Accent and Beautime Formals have made adaptations of dresses shown in this film. Publ.: Lynn Farnol, PL. 7-7900.
- Thursday Jan. 19 OPENING: "THE MAN" FULTON THEATRE, 46TH ST. W. OF B'WAY Kermit Bloomgarden presents a new play by Mel Dinelli, with Dorothy Gish, Don Hammer, and Peggy Ann Garner. Director: Martin Ritt. Settings and Lighting: Jo Mielziner. Costumes: Julia Sze. Publicity: James Proctor. VA. 6-5084.