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fashion calendar

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

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

1951



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.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

WEEK BEGINNING MONDAY, MARCH 5, 1951

Just Issued	1951 FALL COLOR CARD FOR WOMEN'S SHOES	THE TEXTILE COLOR CARD ASSOCIATION	200 MADISON AVENUE
	Nine colors for suede, and fifteen colors for smooth leathers are listed on the 1951 Fall Color Card for Women's Shoes, just issued by The Textile Color Card Association. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.		

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.

Monday March 5	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Tuesday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday March 6	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT	PL. 3-4000
Wednesday March 7	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD	EL. 5-6800
Monday March 12	<u>HATTIE CARNegie</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: ELEANOR LAMBERT	MU. 8-2130
Thursday March 15	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Note Change of Date).	PUBL.: RASPOLI ASSOC.	TE. 8-8171

Postponed March 5	ELIZABETH ARDEN'S CUSTOM SHOWING FOR PRESS, ORIGINALLY SCHEDULED FOR MON., MARCH 5 AT 3:00 P.M. HAS BEEN POSTPONED TO MARCH 15, AT 3 P.M. (See above)			
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Monday March 5- March 6	NATIONAL PRESS WEEK IN DALLAS	DALLAS FASHION CENTER	DALLAS TEXAS
	The Dallas Fashion Center will invite more than 100 newspaper fashion editors to their First National Press Week. Fourteen leading Dallas manufacturers will present Summer fashions. Attendance by invitation only. Contact: Alma Cunningham, Chamber of Commerce Building, 1101 Commerce Street, Dallas, Texas.		

Monday March 5- March 9	INFORMAL MODELING OF SPRING MILLINERY	ABRAHAM & STRAUS	STREET FLOOR & RESTAURANT-4TH FLOOR
	Abraham & Straus will have informal modeling of Spring hats to introduce their Millinery Jubilee. Open to public. Publicity: Frances Bemis, Feature Events, Dept., TR. 5-7200.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 5-	INTERNATIONAL FLOWER SHOW	HORTICULTURAL SOCIETY AND N.Y. FLORISTS	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
March 10	Theme of the thirty-fifth International Flower Show will be "Gardens For Town and Country". The exhibit will include a display by the Fragrance Foundation, designed by Tom Lee, depicting the history of the fragrance industry. Opening March 5 at 12:00 Noon; daily thereafter from 10:00 A.M. to 10:30 P.M. Admission: \$1.50. Publ.: Korbel and Colwell, PL. 9-7340.		
Beginning Monday March 5-	SEVENTH ANNUAL ANTIQUES SHOW	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN EXPOSITION HALL
March 11	The seventh annual National Antiques Show will include a display of antique-through-modern examples of lingerie, hosiery and millinery fashions from the collection of Charles Lederman; also displays of modern and antique jewelry. The lobby will be decorated by Scalamandre Museum of Textiles, showing fabrics used in 10 famous American homes. Beginning Monday, March 5 from 1:00 P.M. to 11:00 P.M. daily; concluding Sunday, March 11, from 1:00 P.M. to 7:00 P.M. Admission: \$1.50 (tax included). Publicity: Walter Kaner Associates, PE. 6-0380.		
Beginning Monday March 5-	ANNUAL AMERICAN TOY FAIR	TOY MANUFACTURERS OF THE U.S.A.	HOTEL NEW YORKER & HOTEL McALPIN
March 16	The forty-eighth annual American Toy Fair will be held at the Hotels New Yorker and McAlpin; also the permanent showrooms at 200 Fifth Avenue, and 1107 Broadway. Publicity: Ruth Millard, OR. 5-1141.		
March 6	HENRI BENDEL'S CUSTOM COLLECTION FOR THE PRESS AT 10:30 A.M. (See Pg. 1).		
Postponed March 6	FASHION GROUP'S "PARIS REPORT" LUNCHEON, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 6 AT 12:15 P.M., HAS BEEN POSTPONED TO THURS., MARCH 15 (See Pg. 6).		
Tuesday March 6 2:00 P.M.	SHOWING OF FRENCH IMPORTS TO TRADE	RUTH RAMOS, INC. (15 EAST 66TH STREET)	HOTEL ASTOR COLLEGE HALL
	Ruth Ramos will present her collection of French imports of dresses, suits, coats and sportswear to the trade on March 6 at 2:00 P.M. Showings thereafter on <u>March 7th, 8th, 9th, 13th and 14th</u> , at 2:00 P.M., by appointment. Contact: William Ramos, RE. 4-1233.		
March 6	SAKS FIFTH AVENUE CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Pg. 1).		
Tuesday March 6 4:00 P.M. Champagne	PREVIEW: ANNA LICHT SUMMER COLLECTION	PAUL ADLER ORIGINALS	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
	Anna Licht, newly affiliated with Paul Adler Originals, Inc., will invite the press to a champagne party and preview of her Summer collection of town, beach and country fashions. (This preview was originally scheduled for Wednesday, Feb. 28 at 4:00 P.M. in Anna Licht's showroom, 171 West 57th St.) Anna Licht Publicity: Cannon and Miles, PL. 3-7072. Paul Adler Contact: WI. 7-0152.		
Beginning Tuesday March 6	SHOWING OF FRENCH & CUSTOM COLLECTIONS	VILLA-ZIGMUND & CO.	18 EAST 50TH STREET SALON
	Presentation of imported French couturier collections and custom made fashions for Spring and Summer at daily showings for the press and trade. Contact: Ada Villa or Victor A. Pincus, PL. 8-2014.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 6-	SEMI-ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS
March 7	Thirty-eighth semi-annual leather show, with 90 booth spaces displaying new leathers and colors for Fall and Winter (1951-1952). Contact: Tanners' Council, BE. 3-0494.		
Wednesday March 7 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR
	Adrian will present his Spring collection to the press at Gunther Jaeckel. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday March 7 12:45 P.M. Luncheon	"FASCINATION & FLOWERS" LUNCHEON FASHION SHOW	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
	Presentation of Spring fashions by Else Fritz, coordinated with floral table settings by Patricia Roberts, at a benefit luncheon show. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday March 7 1:00 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON	DE PINNA	WALDORF-ASTORIA SERT ROOM
	De Pinna will present fashions from the Spring collection of Mollie Parnis. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. De Pinna Publicity: Elena Turner, MU. 8-2000, Ext. 126. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday March 7 2:30 P.M.	SEMI-ANNUAL SHOE STYLE CONFERENCE	NATIONAL SHOE RETAILERS ASS'N	WALDORF-ASTORIA STARLIGHT ROOF
	A committee of magazine fashion editors will present costumes for country, city, late day, and evening wear, with emphasis on fabrics, colors and silhouettes which may influence Fall and Winter shoe design. Chairman: Nancy White, fashion director of "Good Housekeeping". For free tickets, contact: Nat'l Shoe Retailers Ass'n., 274 Madison Ave., MU. 6-7520.		
March 7	BONWIT TELLER'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 1).		
Wednesday March 7 4:00 P.M.	FASHION SHOW OF LANELLA FABRICS	RAYON & COTTON CORPORATION	HOTEL PIERRE ROOF GARDEN
	Year 'round all-purpose fashions for men, women and children will be presented to the press and trade by the Rayon & Cotton Corporation, distributors of Lanella, a Swiss fabric. Commentator: Eloise McElhone. By invitation only. Publ.: Edith Dunn Boyle of Anderson & Cairns, Inc., PL.3-5200.		
Thursday March 8 9:30 A.M. Coffee	PRESS PREVIEW OF NEW MODELTEX STOCKING	GULF STREAM PRODUCTS CORPORATION	385 FIFTH AVENUE SUITE 1009
	The press will be invited to a preview of the Modeltex "Fabulous 100", a new fine gauge nylon stocking manufactured by Gulf Stream Products Corporation. By invitation only. Publicity: Helen B. Ames, MU. 6-0073.		
Thursday March 8 10:30 A.M.	PRESS SHOWING AT REOPENING OF SHOP	OHRBACH'S	2ND FLOOR SEPARATES SHOP
	Ohrbach's will present a showing for the press at the reopening of their Separates Shop. Fashion Coordinator: Jill Everhart. By invitation only. Publicity: Mark Klauser, SP. 7-9000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 13 11:45 A.M. Cocktails 12:15 P.M. Luncheon	CUTEX LUNCHEON AND PRESS CONFERENCE Northam Warren Corporation, makers of Cutex nail polish, will invite the press to a luncheon and press conference. Cocktails at 11:45 A.M.; luncheon at 12:15 P.M. (<u>Note Change of Date and Time</u>). By invitation only. Publicity: Dolly Whitehead, J.M. Mathes, Inc., I.E. 2-7450.	NORTHAM WARREN CORP.	HOTEL PIERRE ROOF
Tuesday March 13 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Jonai will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Contact: PL. 5-3500. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday March 13 4:30 P.M.	PRESS SHOWING OF SPRING LINGERIE Dutchess Underwear Corporation will invite the newspaper fashion editors to a special showing of Madame Tewi's Spring collection, available in leading stores. By invitation. Publ.: Alice Steindler, LO. 5-2780.	DUTCHESS UNDERWEAR CORP.	350 FIFTH AVENUE SUITE 630
Wednesday March 14 10:00 A.M.	PRESS PREVIEW OF FRENCH COLLECTION Henri Bendel will present French fashions to the press. By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	3RD FLOOR
Wednesday March 14 11:30 A.M.	FURS & FUR FORECAST FOR PRESS Esther Dorothy will present her Spring-Summer collection, with a forecast of Fall furs. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET
Wednesday March 14 12:45 P.M. Luncheon	SPRING FASHION SHOW DURING LUNCHEON "Feminine Charm"--Boue Soeurs will present a showing of Spring gowns. Hats--Mme. Lucienne. Furs--Phil Gottlieb-Sattler. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Boue Soeurs Contact: PL. 3-8270. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BOUE SOEURS (9 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday March 14 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Milgrim will present Easter millinery. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday March 14 2:30 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION Opening of Mme. E. Garnett's Spring and Summer custom-order collection. For press and public. By invitation. Contact: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Wednesday March 14 2:30 P.M.	SPRING COLLECTION OF CUSTOM-MADE FASHIONS A special presentation to the customers of B. Weinstein's custom-made collection and Paris imports for Spring, including dresses, suits, coats and furs. Commentator: Maggi McNellis. By invitation only. Publicity: Irene Staub of C. J. Herrick Associates, LA. 4-9310.	B. WEINSTEIN	7 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 14 7:30 P.M. Cocktails	SHOWING OF FALL PATTERN FASHIONS Marcus-Grubere, Inc., a pattern-designing firm, will present Fall and Winter fashions for 1951. Press invited. Trade attendance by subscription only. Contact: LO. 4-0542.	MARCUS-GRUBERE, INC. (1407 BROADWAY)	WALDORF-ASTORIA JADE ROOM
March 15	FEDERAL INCOME TAX DUE (Thursday).		
Thursday March 15 9:15 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Macy's will present a press showing of fashions for Spring. Showing promptly at 9:30 A.M. By invitation only. This will be repeated on Monday, March 19 and Tuesday, March 20 at 2:30 P.M. in Macy's Little Shop on the 3rd Floor, for customers, by ticket only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	13TH FLOOR EXECUTIVE DINING RM
Thursday March 15 12:15 P.M. Luncheon	PARIS REPORT AT LUNCHEON MEETING The Fashion Group will present its Paris Report at the Members' Monthly Luncheon Meeting. (<u>Note Change of Date</u>). Bettina Ballard, fashion editor of "Vogue", will report on French Spring collections. Highlights of the collections will be shown. Commentator: Betty Downey, fashion editor of "Glamour". Program Chairmen: Eleanor W. Howard and Gwen Randolph. Price (including tax and tip): \$4.50 for members. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday March 15 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Mimi Tuthill will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Publicity, Commentator, Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL (50 EAST 50TH ST.)	HOTEL PLAZA TERRACE ROOM
March 15 3:00 P.M.	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (<u>Note Change of Date</u>). (See Pg. 1).		
Thursday March 15 4:00 P.M. Cocktails	FABRIC AND FASHION FORUM FOR 1951 "Parents'" magazine's fabric and fashion forum, with a forecast for Fall 1951. Mrs. Beryl Tucker, fashion editor of "Parents'", will analyze children's wear fashions. By invitation only for apparel and accessory manufacturers. Contact: Monroe Michels, MU. 5-4400.	PARENTS' INSTITUTE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday March 15 4:30 P.M. Cocktails	PRESS PREVIEW: EASTER MILLINERY Presentation to the press of Mme. Dieu's custom-made hats for Easter. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MME. DIEU	110 EAST 70TH STREET
Friday March 16 12:00 Noon- 1:00 P.M. Luncheon	PRESS SHOWING OF SHOE COLLECTION The press will be invited to a showing of the Delman collection of Spring and Summer shoes, featuring trends for the future, and to meet Roger Vivier Paris designer for Delman. The showing will take place in the Delman Suite, 15 - G Madison Hotel. Luncheon at 1:00 P.M. in the Green Room. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN	MADISON HOTEL 15 EAST 58TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 16 9:30 P.M.; March 17 3:00 P.M.	FIRST INTERNATIONAL FASHION REVUE The Philadelphia Fashion Group will stage the First International Fashion Revue at Chalfonte-Haddon Hall, Atlantic City, N.J. on March 16 at 9:30 P.M., and March 17 at 3:00 P.M. For the benefit of the Fashion Wing of the Philadelphia Museum of Art. Staging and Commentary: Vyvyan Donner. By invitation only. Publ.: Dorothy Daub, Strawbridge & Clothier, Phila.	THE PHILADELPHIA FASHION GROUP, INC.	CHALFONTE-HADDON HALL ATLANTIC CITY, N.J.
March 18	PALM SUNDAY.		
Wednesday March 21 1:00 P.M. Luncheon	FRENCH COLLECTION AT LUNCHEON SHOW Russeks will present their collection of Paris fashions during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM

EASTER SUNDAY ACTIVITIES IN NEW YORK CITY

Sunday March 25	EASTER PARADE ON NBC TELEVISION	SANSON HOSIERY MILLS	NBT-TV CHANNEL 4
12:00 Noon- 1:00 P.M.	Faye Emerson and Skitch Henderson will describe Easter fashions worn by the paraders, and interview celebrities, from NBC's mobile unit in the Rockefeller Center's Promenade. During the program professional models will display the newest Sanson "Picturesque Hosiery, coordinated with Spring ready-to-wear. Publicity for Sanson Hosiery: Margo Myers, Steve Hannagan Associates, PL. 5-2900. NBC-TV Publicity: Alan Kalmus, CI. 7-8300.		
Sunday March 25	FIFTH AVENUE EASTER PARADE ON TELEVISION	BULOVA WATCH CO.; WAMSUTTA MILLS	CBS-TV CHANNEL 2
12:00 Noon- 2:00 P.M.	Ilka Chase, John Daly, Eva Gabor and Steve Allen will commentate the Easter parade, starting from St. Patrick's Cathedral and proceeding up Fifth Avenue to the Plaza Hotel. CBS Publicity: Ben Talbot, PL. 5-2000.		
Sunday March 25	ANNUAL EASTER SUNDAY "BRACER BREAKFAST"	MADISON HOTEL (15 EAST 58TH STREET)	CAFE MADISON MAIN DINING ROOM
12:00 Noon- 2:00 P.M.	The annual Easter Sunday "bracer breakfast" with N.Y. millinery personalities presenting prizes to women attending the breakfast. Price:\$2.50. Cafe Madison Contact: Claire Muller, EL. 5-5000.		
Sunday March 25	LUNCHEON SHOWING OF EASTER FASHIONS	LILLY DACHE	HOTEL PIERRE COTILLION ROOM
1:30 P.M. Luncheon	Lilly Dache will present millinery coordinated with suits and jewels at a special Easter luncheon showing. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Lilly Dache Publ.: Eleanor Lambert, MU. 8-2130. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Sunday March 25	"PARDE OF CHAPEAUX" EASTER LUNCHEON	SAKS FIFTH AVENUE	SHERRY-NETHERLAND CHANTECLAIR ROOM
1:30 P.M. Luncheon	Saks Fifth Avenue will present a collection of custom millinery for Spring designed by Tatiana du Plessix. The show will be held in the Chanteclair and Carnaval Rooms. Fresh flowers will be flown from France by Pan American Airways. Price: \$5.00. For reservations; contact: Carmino Veddas, EL. 5-2800. Sherry-Netherland Publ.: Fifi Booth, EL. 5-2800.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 26 9:15 A.M. Breakfast	"MADE OF COTTON" FABRIC FASHION SHOW Macy's will present a showing of fashions made of cotton fabrics, with the 1951 Maid of Cotton modeling one of the styles. Show promptly at 9:30 A.M. By invitation only. Show will be repeated on March 26, 27, 28, and 30 at 11:00 A.M., 2:00 P.M. and 4:00 P.M.; also, March 29 at 2:00 P.M., 4:00 P.M. and 7:00 P.M., in Macy's Fabric Center on the 6th Floor. Open to public. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	13TH FLOOR EXECUTIVE DINING RM
Monday March 26 1:00 P.M. Luncheon	SHOWING OF PARIS ORIGINALS & COPIES Presentation of Paris originals by Desses, Fath, Gres, Griffe, Piguet, and others--with Gimbel's adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. This showing will be repeated on <u>Monday, March 26 at 6:00 P.M.</u> ; <u>Tuesday, March 27, and Wednesday, March 28 at 2:30 P.M.</u> at Gimbel's 3rd Floor "Fashion Row". Publicity: Charline Sutton, or Gay Stearns, LO. 5-1500, Ext. 600.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Monday March 26 3:00 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING Sydell-Marie-Yates will present a benefit showing of Spring and early Summer custom order suits, dresses, cocktail, dinner, evening and bridal gowns. By invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Monday March 26 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW Annual all-star benefit show and fashion revue with fashions from 36 leading N.Y. manufacturers. Show Director and Commentator: Ann Loweth, Wm. Loweth Company. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Wednesday March 28 12:00 Noon Luncheon	"LACE IS FASHION" BENEFIT SHOWING The Lace Institute will present lace fashions in dresses, lingerie and accessories at a benefit luncheon for the Women's Auxiliary of the Flower and Fifth Avenue Hospital. Commentator: Maggi McNellis. Price: \$15.00. Tavern-On-The-Green Publicity: Laura Moser, SC. 4-8100. The Lace Institute Publicity: Gladys Steiner, MU. 9-1630.	THE LACE INSTITUTE	TAVERN-ON-THE-GREEN 67 & CENTRAL PK. W.
Wednesday March 28 12:45 P.M. Luncheon	"FRESH FASHIONS--FRESH FACES" LUNCHEON SHOW Special showing of Dan River fabrics in teen-age fashions from B. Altman & Co.; and Pond's make-up for young girls. Skol "Sun-Time" Bag--Roger Van S. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Dan River Publicity: Peg O. Bender, BR. 9-7802. Pond's and Skol Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000, Ext. 305. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	DAN RIVER MILLS; & POND'S EXTRACT CO.	HOTEL PIERRE COTILLION ROOM
Wednesday March 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Furs for late Spring and early Summer by Aronowicz; also by Castillo and other Paris couturiers. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Aronowicz Contact: Annette Meyer, PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ, INC.	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 28 4:00 P.M.	"INSPIRATIONAL PREVIEW" FABRIC FASHION SHOW Velvet, corduroy and velveteen fashion show in fabrics by Crompton-Richmond. Imported fashions: Hardie Amies of London; and Alwynn, Pierre Balmain, Jean Desses, Jacques Fath, Gres, Jacques Griffé, Hermès, Jeanne Lanvin, Manguin, Jean Patou, Robert Piguet and Schiaparelli, of Paris. American fashions by Fira Benenson, Lilly Dache, Howard Greer, Philip Hulitar, Irene of Hollywood, John Frederics, Don Loper, Marusia, Elizabeth Phelps. By invitation only. Publicity: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM
Saturday March 31 3:00 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING Sydell-Marie-Yates will present a benefit showing of Spring and early Summer custom-order suits, dresses, cocktail, dinner and evening gowns; also a bridal procession. By invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday April 2- April 5	INTERNATIONAL BEAUTY SHOW FOR 1951 Annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. On Wednesday, April 4, at 8:30 P.M., there will be a fashion presentation of furs, evening gowns, jewelry, millinery, sports and daytime dresses. Tickets: \$1.20-\$3.80. Contact: International Beauty Show, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW	MANHATTAN CENTER 8TH AVE. & 34TH ST.
Wednesday April 4 1:00 P.M. Luncheon	JACQUES FATH SPRING COLLECTION AT LUNCHEON Lord & Taylor will present the Jacques Fath collection designed in America for Joseph Halpert. Hats--Mr. John. Gloves--Shalimar. Jewelry--David Webb. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Lord & Taylor Publicity: Gloria Carr, WI. 7-3300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	LORD AND TAYLOR	WALDORF-ASTORIA SERT ROOM
Beginning Sunday April 8- April 11	RAINWEAR CONVENTION AND EXHIBIT FOR TRADE The N.Y. Raincoat Manufacturers' Association will present exhibits by members of the association and suppliers of the rainwear industry, during the four-day convention. Publicity: Jack Berman, MU. 9-1546.	N. Y. RAINCOAT MFRS. ASSOCIATION	HOTEL NEW YORKER 7TH & 8TH FLOORS
Beginning Monday April 9- April 20	ADVANCE FALL SHOE SHOWINGS The Guild of Better Shoe Manufacturers will show their Fall collections, from April 9 through April 20. Members are: Beleganti, Newton Elkin, Fox Shoe Co., Andrew Geller, Jerro, Marino, I. Miller, Palter DeLiso, M. Wolf, Zuckerman & Fox. During this period, the press will be invited to see a composite display of highlights from the shoe collections in the Guild's office, Shelburne Hotel, Lexington Avenue and 37th Street. By appointment only. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & GUILD OFFICE
Wednesday April 11 1:00 P.M. Luncheon	SHOWING OF NEW TROUSSEAU COLLECTION Raymond Marinelli will present his Spring and Summer trousseau collection of afternoon, cocktail, dinner and evening gowns at a luncheon show. Press by invitation, Public by reservation; contact: Teddy, EL. 5-3000. Marinelli Contact: PL. 7-2177. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RAYMOND MARINELLI, INC. (37 WEST 47TH STREET)	WALDORF-ASTORIA SERT ROOM

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

- Week Of March 5 EIGHTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST. Program: Mon. Eve., March 5: Rossini's IL BARBIERE DI SIVIGLIA. Tues. Eve., March 6: Beethoven's FIDELIO. Wed. Eve., March 7: Mascagni's CAVALIERIA RUSTICANA and Leoncavallo's PAGLIACCI. Thurs. Eve., March 8: Wagner's TRISTAN UND ISOLDE. Fri. Mat., March 9: Verdi's IL TROVATORE. Fri. Eve., March 9: Strauss' DIE FLEDERMAUS. Sat. Mat., March 10: Beethoven's FIDELIO. Sat. Eve., March 10: Puccini's LA BOHEME. Publ.: Margaret Carson, PE.6-1200.
- Tuesday March 6 PREMIERE: "FOURTEEN HOURS" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET Twentieth Century-Fox' movie of suspense in which a young boy contemplates suicide by jumping from the ledge of a building. Stars: Paul Douglas, Richard Basehart, Barbara Bel Geddes and Debra Paget. Producer: Sol C. Siegel. Director: Henry Hathaway. Costumes: Edward Stevenson. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Wednesday March 7 3:30 P.M. TELEVISION: "MEET YOUR COVER GIRL" CBS-TV CHANNEL 2 Robbin Chandler will interview Dorothy Korby, and present blouse fashions from Miss Korby's collection. Publicity: Helen Brattrud, PL. 5-2000.
- Wednesday March 7 OPENING: "THE AUTUMN GARDEN" CORONET THEATRE, 230 WEST 49TH STREET Kermit Bloomgarden will present Lillian Hellman's new play, starring Frederic March, Florence Eldridge, Jane Wyatt, Ethel Griffies and Kent Smith. Director: Harold Clurman. Setting and Lighting: Howard Bay. Costumes: Anna Hill Johnstone. Publicity: Richard Maney, WI. 7-6939.
- Thursday March 8 PREMIERE: "ROYAL WEDDING" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH MGM will present a Technicolor musical romance starring Fred Astaire, Jane Powell, Peter Lawford and Sarah Churchill. Producer: Arthur Freed. Director: Stanley Donen. Music: Burton Lane. Lyrics: Alan Jay Lerner. Dances: Nick Castle. Costumes: Helen Rose. For the 19th consecutive year, Radio City Music Hall will present on stage the pageant "Glory of Easter" produced by Leon Leonidoff, with settings by James Stewart Morcum and costumes by Frank Spencer. The second part of the stage show will be "Follow the Rainbow" featuring Spring and Summer fashions from leading American designers. Fashion Publicity: Eleanor Lambert, MU. 8-2130. MGM Publicity: Herbert Crooker, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.
- Thursday March 8 OPENING: "THE MOON IS BLUE" HENRY MILLER THEATRE, 124 WEST 43RD ST. Aldrich and Myers will present F. Hugh Herbert's new comedy. Stars: Barbara Bel Geddes, Donald Cook and Barry Nelson. Director: Otto Preminger. Scenery and Costumes: Stewart Chaney. Publ.: Richard Maney, WI. 7-6939.
- Saturday March 10 OPENING: "ROMEO AND JULIET" BROADHURST THEATRE, 235 WEST 44TH ST. Dwight Deere Wiman's presentation of William Shakespeare's play, starring Olivia de Havilland with Jack Hawkins. Director: Peter Glenville. Sets and Costumes: Oliver Messel. Publicity: Willard Keefe, CI. 6-7492.
- Wednesday March 14 OPENING: "SPRINGTIME FOR HENRY" GOLDEN THEATRE, 252 WEST 45TH STREET Harald Bromley and George Brandt, in association with Richard Doscher, will present a revival of the Benn W. Levy comedy. Stars: Edward Everett Horton, Haila Stoddard, Hugh Wakefield and Ursula Howells. Director: Harald Bromley. Setting: H.A. Condell. Costumes: David Ffolkes. Publicity: Sam Friedman, PL. 7-4380.