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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.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, FEBRUARY 12, 1951</u>			
Monday Feb. 12	SPRING COLLECTION AT LUNCHEON SHOW	SAKS FIFTH AVENUE	PARK LANE HOTEL BALLROOM
12:30 P.M. Luncheon	Saks Fifth Avenue will present a Spring Collection by Jo Copeland of Pattullo. Press by invitation. Public by reservation; contact: Mr. Chris, PL. 5-4100, Ext. 21. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 330.		
Beginning Monday Feb. 12	OPENING OF SUMMER COLLECTION Sam Friedlander will present his Summer collection daily at 10:30 A.M. and 2:30 P.M. Contact: PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
Beginning Monday Feb. 12	OPENING OF SUMMER SPORTSWEAR COLLECTION "Something New Under The Sun"--Wilroy will present the Summer line of sportswear at informal daily showings. Presentation to the press from 2:00 P.M. to 4:00 P.M. daily. Contact: Selma Rich, LO. 5-0436.	WILROY SPORTSWEAR, INC.	1350 BROADWAY SHOWROOM-804A
Tuesday Feb. 13 9:30 A.M. Breakfast	PRESS & TRADE PREVIEW: SUMMER COLLECTION Janice Milan will present the Summer collection, designed by Mr. Sidney, at a breakfast preview for the press and trade. By invitation only. Contact: Barbara Fields, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Tuesday Feb. 13 11:00 A.M.	OPENING OF SUMMER COLLECTION Presentation of B. H. Wragge Summer collection. (<u>Note Change of Time</u>). By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday Feb. 13 12:15 P.M. Luncheon	TWENTIETH ANNIVERSARY LUNCHEON CELEBRATION The Fashion Group will celebrate its Twentieth Anniversary at a luncheon. Speaker: Dorothy Shaver, president, Lord & Taylor, whose subject will be "Department Stores--Crossroads of Community Life". Chairman: Eleanor W. Howard. Price (tax and tip included): \$4.00 for members; \$4.50 for guests (members may bring guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
Tuesday Feb. 13 1:00 P.M. Luncheon	TALL GALS FASHIONS AT LUNCHEON SHOWING "The Importance Of Being Tall"--presentation of Peg Newton's Spring and Summer wardrobe collection for tall gals during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Peg Newton Publicity: Donna Cannon, PL. 3-7072. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	PEG NEWTON	RITZ-CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 13 1:00 P.M. Luncheon	"FUN WITH FASHIONS" LUNCHEON SHOWING	ST. MARYS AT-HOME FASHIONS	ST. MORITZ HOTEL BURGUNDY ROOM
	St. Marys will present Spring and Summer washable fashions for at home wear in negligees, housecoats, and television clothes. Lingerie by Mme. Tewi for Dutchess Underwear Corporation. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-5800. St. Marys Publicity: Florence Brobeck, MU. 8-8197. St. Moritz Fashion Director: Alberta Kelley, JU. 6-1764. St. Moritz Publicity: Kurt Hofmann Assoc., PL. 3-7676.		
Tuesday Feb. 13 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW	JOHN FREDERICS	SHERRY'S-300 PARK SHERRY ROOM
	"Headline News"--John Frederics will present millinery fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. John Frederics Publicity: Lily Davis, PL. 3-1010. Sherry Fashion Director and Publ.: Rosamund Hanscom, PL. 3-0200.		
Tuesday Feb. 13 2:00 P.M.- 5:00 P.M.	"SEEDS OF FASHION" PRESS PREVIEW	THE COSTUME INSTITUTE	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
	Preview of exhibit "Seeds Of Fashion"--tracing The Costume Institute in action during its five years at The Metropolitan Museum. Open to public: Friday, Feb. 16. Contact: Lillian Green, TR, 9-5500.		
Tuesday Feb. 13 2:30 P.M.	OPENING OF SUMMER COLLECTION	SPORTSMAKER	1384 BROADWAY SHOWROOM-11TH FLOOR
	Irving Lein and Samuel Keusch announce the opening of Sportsmaker with showings of two Summer collections of bathing suits, beachwear and play-clothes. The designer collection is by Brigance. Daily showings at 2:30 P.M. and by appointment. Contact: BR. 9-1723.		
Beginning Tuesday Feb. 13	OPENING OF SUMMER COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM-5TH FLOOR
	Presentation of Talmack's Summer collection of dresses and suits, designed by Helen Clifford, at 1:00 P.M. and 4:00 P.M. daily. Contact: Cassie McMahon, BR. 9-1195.		
Beginning Tuesday Feb. 13	OPENING OF SUMMER DRESS COLLECTION	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Opening of the Varden Dress and Varden Petite collection for Summer at 1:00 P.M. and 4:00 P.M. daily. Publicity: Ann Pester, PE. 6-5460.		
Wednesday Feb. 14 12:45 P.M. Luncheon	VALENTINE'S DAY LUNCHEON FASHION SHOW	DESIGNERS; AND SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
	A group of designers and specialty shops will present a special fashion show for Valentine's Day during luncheon. (This show is a repeat of the charity luncheon show held on Tuesday, Feb. 13 at 1:15 P.M.). Press by invitation. Public by reservation; contact: Francois, TE, 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Feb. 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Arnold Constable will present a Spring showing of fashions with contemporary colors. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Arnold Constable Publicity: MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 14 2:30 P.M.	SHOWING OF SPRING FASHIONS	MARTIN'S (BROOKLYN)	5TH FLOOR
	Martin's Spring fashions for juniors, misses and women. Press invited. Open to public. Publicity: Rita Dobbins, TR. 5-3100.		

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.

Wednesday Feb. 14	<u>MAINBOCHER</u> At 3:00 P.M.	6 EAST 57TH ST. PUBL.: ELEANOR LAMBERT	MU. 8-2130
Thursday March 1	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE. PUBL.: FLORENCE NEFF	PL. 3-7300
Monday March 5	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST. PUBL.: RUTH WALTZ	CI. 7-7200
Monday March 5	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. PUBL.: RASPONI ASSOC.	TE. 8-8171
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. PUBL.: CAROLYN HAIGHT (Designed by Sophie)	PL. 3-4000
Wednesday March 7	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE. PUBL.: SOPHIE SHONNARD	EL. 5-6800

Wednesday Feb. 14 3:15 P.M.	PRESS PREVIEW OF SUMMER COLLECTION	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
	Preview for the press of Miguel Dorian's Summer collection of dresses for daytime, cocktail and evening. Trade showings <u>Thurs., Feb. 15, and Fri., Feb. 16 at 3:15 P.M.</u> By invitation. Publ.: Pauline Greene, MU. 7-8297.		

Beginning Wednesday Feb. 14	OPENING OF SUMMER COLLECTION	TRIGERE, INC.	29 WEST 57TH STREET SHOWROOM
	Presentation of Pauline Trigere's Summer collection, beginning <u>Wednesday, Feb. 14, at 4:00 P.M.; and at 10:00 A.M. and 4:00 P.M. on Thursday, Feb. 15 and Friday, Feb. 16.</u> By appointment only. Contact: Cecille Gordon, PL. 3-6778.		

Thursday Feb. 15 10:30 A.M.	SPRING FASHIONS AT OPENING FOR PRESS	OHRBACH'S	3RD FLOOR GREY ROOM
	The press will be invited to a presentation by Ohrbach's of the Spring collection of suits and coats at the formal opening of the Grey Room. By invitation only. Publicity: Mark Klauser, SP. 7-9000.		

Thursday Feb. 15 1:00 P.M. Luncheon	SHOWING OF SPRING MILLINERY AT LUNCHEON	EVE TARTAR (750 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
	"Spring Threshold"—Eve Tartar will present a collection of millinery for Spring during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Tartar Contact: TR. 9-3355. Plaza Fashion Director: Mary Alice Rice, GI. 6-1790.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 15 2:30 P.M.	SUMMER FASHIONS AT PRESS PREVIEW Lilly Dache will present millinery and complete costumes for Summer to the press. (<u>Note Change of Date</u>). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET SALON
Thursday Feb. 15 4:30 P.M. Cocktails	SUMMER FASHIONS AT COCKTAIL PREVIEW "Come And See What We're Brewing"--the press will be invited to the House of Lord's "Job-Warming" cocktail party for designer Natalie Renke, and a showing of Summer sportswear fashions. By invitation only. Publicity: Claire A. Wolff, LO. 4-7230.	LORD'S SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM-14TH FLOOR
Thursday Feb. 15	OPENING OF SUMMER COLLECTION Presentation of the Ceil Chapman Summer collection at 10:30 A.M. and 2:30 P.M. on <u>Thursday, Feb. 15</u> and <u>Friday, Feb. 16</u> ; showings at 2:30 P.M. daily, beginning <u>Monday, Feb. 19</u> . Publicity: Alto Schifrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Beginning Saturday Feb. 17- Feb. 24	NATIONAL SEW AND SAVE WEEK Thirteenth Annual "Sew and Save" Week, with magazine, newspaper and radio publicity; store advertising, and window displays featuring fabrics, patterns and notions. Window display contest with \$2000 in cash prizes. Publicity: George Pounder, LE. 2-4455.	NATIONAL NEEDLCRAFT BUREAU, INC.	THROUGHOUT THE COUNTRY
Beginning Monday Feb. 19- March 16 9:00 A.M.- 12:00 Noon	PREVIEW OF EDITORIAL AND ADVERTISED FASHIONS Charm, "Magazine For Women Who Work," will present a preview of editorial and advertised fashions from the May "Two Weeks With Pay" issue, at daily showings, February 19 through March 16, from 9:00 A.M. to 12:00 Noon, in the Charm Showroom, 1384 Broadway. For afternoon appointments, contact: Promotion Dept., MU. 3-8910. Publicity: Addie Weinerman, MU. 3-8910.	CHARM MAGAZINE	1384 BROADWAY-CHARM SHOWROOM-20TH FLOOR
Monday Feb. 19 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Saks Fifth Avenue will present Spring fashions, designed by Maurice Rentner. Press by invitation. Public by reservation; contact: Mr. Chris, PL. 5-4100, Ext. 21. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 330.	SAKS FIFTH AVENUE	PARK LANE HOTEL BALLROOM
Monday Feb. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING MILLINERY Presentation of Spring hats by Russeks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director and Show Commentator: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
Beginning Monday Feb. 19	OPENING OF SUMMER SEPARATES COLLECTION Miss Doreen will present her Summer collection of blouses and evening coordinates in cool Summer fabrics and designs. Continuous daily showings for press and trade. Contact: WI. 7-0064. Publicity: Thal Spitzer, LO. 5-2674.	DOREEN ORIGINALS, INC.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 19	SHOWING OF LATE SPRING AND SUMMER COLLECTION Sonia Gowns will present late Spring and Summer custom originals collection of daytime ensembles, cocktail and evening costumes. Continuous daily showings. Contact: PL. 3-8242. Publ.: Thal Spitzer, LO. 5-2674.	SONIA GOWNS, INC.	25 WEST 57TH STREET SALON
Tuesday Feb. 20 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING FASHIONS Semi-annual fashion show for the press by Bloomingdale's, presenting their ready-to-wear Green Room fashions for Spring. Show promptly at 10:00 A.M. By invitation only. Publicity: Dervin O'Brien, EL. 5-5900.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Tuesday Feb. 20 3:00 P.M. Cocktails	SUMMER FASHIONS AT COCKTAIL PARTY Plattr Country Wear, Inc. will celebrate the opening of their new showroom with cocktails and a fashion show. The new summer collection of coordinated separates, designed by Greta Plattr, will be shown to fashion press and trade. By invitation. Continuous daily showings thereafter. Publicity: Sherry Royce, CH. 4-5030.	PLATTR COUNTRY WEAR, INC.	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Wednesday Feb. 21 12:45 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON "Breath Of Spring"--special showing of Philip Hulitar's Spring gown collection at a benefit luncheon for the Memorial Cancer Center Unit. Furs--Gunther Jaeckel. Hats--Aranka. Jewels--Harry Winston. Price: \$3.25, with rummage. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Philip Hulitar Publicity: Mollie Baldwin, MU. 4-1822. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MEMORIAL CANCER CENTER UNIT	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 21 1:00 P.M. Luncheon	SHOWING OF ADELE SIMPSON FASHIONS De Pinna will present Adele Simpson fashions for Spring during luncheon. 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.	DE PINNA	WALDORF-ASTORIA SERT ROOM
Friday Feb. 23 6:00 P.M.	SHOWING OF FLEXEE FOUNDATION FASHIONS Namm's will show Easter fashions with Flexee Foundations. (<u>Note Change of Date and Time</u>). Press invited. Open to public. Publ.: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR
Monday Feb. 26 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Saks Fifth Avenue will present a Spring collection designed by Nettie Rosenstein. Press by invitation. Public by reservation; contact: Mr. Chris, PL. 5-4100, Ext. 21. Saks Fifth Ave. Publ.: PL. 3-4000, Ext. 330.	SAKS FIFTH AVENUE	PARK LANE HOTEL BALLROOM
Cancelled Feb. 27	PRESS PREVIEW BY DAN RIVER MILLS, ORIGINALLY SCHEDULED FOR FEB. 15 AND THEN POSTPONED TO TUES., FEB. 27, AT 10:00 A.M., HAS BEEN CANCELLED.		
Tuesday Feb. 27 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM COLLECTION Callot Soeurs will present the custom collection for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Callot Soeurs Publ. Mary Marsh, PL. 7-5810. Ritz-Carlton Fashion Publ.: Marion Morrison, MU. 8-3000.	CALLOT SOEURS	RITZ-CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 28 12:45 P.M. Luncheon	SPRING SUITS & COATS AT LUNCHEON SHOWING Seymour Fox will present a collection of his suits and coats for Spring. Jewelry--Coro. Scarves--Glentex. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Seymour Fox, Coro, Glentex Publ.: Ann R. Silver Associates, MU. 7-8654. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	FOX AND CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 28 1:00 P.M. Luncheon	FRENCH MILLINERY AT LUNCHEON SHOW "Quelle Est L'Originale"--showing Spring millinery from Paris and Saks 34th St. copies. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Saks 34th Street Publicity: Frances Eisner, LA. 4-7000, Ext. 445. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 28 2:30 P.M.	PRESS PREVIEW: SPRING READY-TO-WEAR FASHIONS Presentation for the press of ready-to-wear fashions for Spring by Jay Thorpe. By invitation only. Publicity: Elaine Kanners, JU. 6-1000, Ext. 104.	JAY THORPE	4TH FLOOR
Wednesday Feb. 28 2:30 P.M.	SPRING MILLINERY FASHION SHOWING Presentation by Martin's of a collection of Spring millinery. Press invited. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
Thursday March 1 1:00 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON Rosette Pennington will present fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Fashion Show Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM
March 1	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR THE PRESS AT 5:30 P.M. (See Pg. 3)		
Friday March 2 2:30 P.M.	PRESS PREVIEW OF FRENCH MILLINERY Gimbels will present a private press preview of American reproductions of French millinery originals from Simone Cange, Janette Colombier, Jacques Fath, Gilbert Orcel, Maud Roser and Paulette. By invitation only. Show will be repeated for the public on Monday, March 5, at 2:30 P.M. and 6:00 P.M. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR AUDITORIUM
Saturday March 3 10:30 A.M.	SHOWING OF SPRING FASHIONS FOR TEENS Martin's will present Spring fashions for teen-agers. Press invited. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
March 5	MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 11:00 A.M. (See Pg. 3).		
March 5	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 3).		
Beginning Monday March 5- March 10	INTERNATIONAL FLOWER SHOW Theme: "Gardens For Town & Country." Included will be a Fragrance Foundation display, designed by Tom Lee. Publicity: Korbel and Colwell, PL. 9-7340.	HORTICULTURAL SOCIETY AND N. Y. FLORISTS	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 5- March 11	SEVENTH ANNUAL ANTIQUES SHOW 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 Scalaramandre Museum of Textiles, showing fabrics from 50 famous American homes. Beginning Monday, March 5 at 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.	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN EXPOSITION HALL
Beginning Monday March 5- March 16	ANNUAL AMERICAN TOY FAIR 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, beginning Monday, March 5 through March 16. Over 1200 exhibitors will present samples of a wide variety of toys. Publicity: Ruth Millard, OR. 5-1141.	TOY MANUFACTURERS OF THE U.S.A.	HOTEL NEW YORKER & HOTEL McALPIN
March 6	HENRI BENDEL'S CUSTOM COLLECTION FOR THE PRESS AT 10:30 A.M. (See Pg. 3).		
Tuesday March 6 12:15 P.M. Luncheon	PARIS REPORT AT LUNCHEON MEETING The Fashion Group will present its Paris Report at a luncheon meeting. More details later. Price (including tax and tip): \$4.50 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
March 6	SAKS FIFTH AVENUE CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Pg. 3).		
Tuesday March 6- March 7	SEMI-ANNUAL LEATHER SHOW 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.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS
Wednesday March 7 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring collection to the press at Gunther Jaeckel. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR
Wednesday March 7 12:45 P.M. Luncheon	"FASCINATION & FLOWERS" LUNCHEON FASHION SHOW Presentation of Spring fashions by Else Fritz, coordinated with floral table settings by Patricia Roberts, at a benefit luncheon show. Rummage required for admission. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Else Fritz Contact: EL. 5-5038. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 7 1:00 P.M.	SHOWING OF SPRING FASHIONS AT LUNCHEON 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 Publ.: Elena Turner, MU. 8-2000, Ext. 126. Waldorf Fashion Publ. Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. 3).		
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 Rayon & Cotton Corporation, distributors of Lanella, a Swiss fabric. By invitation only. Publicity: Edith Dunn Boyle of Anderson & Cairns, Inc., PL. 3-5200.		
Thursday March 8 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOWING	LADDIE NORTHRIDGE	HOTEL PLAZA PERSIAN ROOM
	Laddie Northridge will show a collection of Spring millinery at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Northridge Publicity: Donna Cannon, PL. 3-7072. Show Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday March 8 3:00 P.M. Cocktails	PRESS PREVIEW: SPRING CUSTOM-ORDER FASHIONS	FARQUHARSON & WHEELOCK	23 WEST 57TH STREET SALON
	Spring collection of custom-made gowns for daytime and evening wear will be presented by Farquharson and Wheelock to the press. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.		
Thursday March 8 4:00 P.M. Cocktails	FASHION SHOW OF DOLLS	ALEXANDER DOLL CO.	200 FIFTH AVENUE SHOWROOM
	"Fashion Show of Dolls" and presentation of the Fashion Academy Gold Medal Award to Madame Alexander of Alexander Doll Company at a cocktail party for the press. By invitation only. Publicity: Claire A. Wolff, LO. 4-7230		
Saturday March 10 11:00 A.M.	SHOWING OF TEEN FASHIONS	NAMM'S	2ND FLOOR
	Namm's will present a showing of teen fashions for Easter, in cooperation with "Seventeen Magazine". Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.		
Monday March 12 2:00 P.M.	SHOWING OF PARIS IMPORTS & COPIES	RUSSEKS FIFTH AVENUE	3RD FLOOR
	Russeks will show a collection of Paris imports and adaptations of the fashions. Press invited. Open to public. Publ.: Miriam Lenzen, WI. 7-1900.		
Tuesday March 13 4:30 P.M.	PRESS SHOWING OF SPRING LINGERIE	DUTCHESS LINGERIE CORP.	350 FIFTH AVENUE SUITE 630
	Dutchess Lingerie Corporation will invite the newspaper fashion editors to a special showing of Madame Tewi's Spring collection, now available in leading N. Y. stores. By invitation only. Publicity: Alice Steindler, LO. 5-2780.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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--Madame Gella. 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 Easter millinery collection will be presented during luncheon by Milgrim. 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
Monday March 19 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Luncheon showing of Stein & Blaine's custom-order collection, coordinated with furs. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE	HOTEL PLAZA PERSIAN ROOM
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. For reservations; contact: Mrs. A. P. Matusow, JE. 8-4460. 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 stores to be announced; 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 Publ.: 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 Fur fashions for late Spring and early Summer. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ, INC.	WALDORF-ASTORIA SERT ROOM
Wednesday March 28 4:00 P.M.	"INSPIRATIONAL PREVIEW" FABRIC FASHION SHOW Velvet, corduroy and velveteen showing by Crompton-Richmond. Imported fashions: Hardie Amies of London; and Alwynn, Pierre Balmain, Jean Desses, Jacques Fath, Gres, Jacques Griffe, Hermes, Jeanne Lanvin, Manguin, Jean Patou, Robert Piguet and Schiaparelli, of Paris. American fashions: 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

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

- Friday TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2
Feb. 9 Ilka Chase's "Fashion Magic" program will feature Jo Copeland's Spring
3:30 P.M. fashions, designed for Pattullo. Publicity: Helen Brattrud, PL. 5-2000.
- Saturday OPENING: "BILLY BUDD" BILTMORE THEATRE, 261 WEST 47TH STREET
Feb. 10 Chandler Cowles and Anthony B. Farrell will present a dramatization of
Herman Melville's story. (Note Change of Date.) Stars: Dennis King,
featuring Torin Thatcher. Director: Norris Houghton. Setting: Paul
Morrison. Costumes: Ruth Morley. Publicity: G. & D. Ross, BR. 9-5906.
- Monday RADIO: NEW FASHION PROGRAM STATION WFDR-FM
Feb. 12 Station WFDR-FM will inaugurate a new series of radio programs to be broad-
casted on Mondays, Wednesdays, and Fridays, at 7:00 P.M. to 7:30 P.M. Mis-
tress of ceremonies: Shirley Goodman, who will present this service for
fashion industries through personalities, telling the story of industry
as part of community life. Contact: Shirley Goodman, OR. 5-3307.
7:00 P.M. Publicity: Hartley Samuel, Station WFDR, JU. 2-1190.
- Week THIRD WEEK'S PROGRAM: D'OYLY CARTE CO. ST. JAMES THEATRE, 246 W. 44TH ST.
Of The D'Oyly Carte Company of London will present "The Gondoliers" on Feb.
Feb. 12 12, 13 and 14; and "Iolanthe" on Feb. 15, 16 and 17. Publicity: Sam
Stratton, LU. 2-5050, or CI. 6-9500.
- Week FIFTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Of Program: Mon. Eve., Feb. 12: Verdi's IL TROVATORE. Tues. Eve., Feb. 13:
Feb. 12 Strauss' DIE FLEDERMAUS. Wed. Eve., Feb. 14: Gounod's FAUST. Thurs. Mat.,
Feb. 15: Wagner's GOETTERDAEMMERUNG. Fri. Eve., Feb. 16: Verdi's IL
TROVATORE. Sat. Mat., Feb. 17: Wagner's GOETTERDAEMMERUNG. Sat. Eve.,
Feb. 17: Verdi's LA TRAVIATA. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday OPENING: "THE KING OF FRIDAY'S MEN" PLAYHOUSE THEATRE, 137 W. 48TH ST.
Feb. 14 Michael Grace will present the Irish comedy by Michael J. Molloy, starring
Walter Macken, Rex O'Malley and Frederic Tozere. Director: John Burrell.
Settings, Costumes and Lighting: Stewart Chaney. Publicity: Marian
Byram and Phyllis Perlman, CI. 5-9151.
- Thursday OPENING: THE SMALL HOURS NATIONAL THEATRE, 208 W. 41ST ST.
Feb. 15 Max Gordon will present a new comedy written by George S. Kaufman and
Leueen MacGrath. Stars: Dorothy Stickney and Paul McGrath. Director:
George S. Kaufman. Settings: Donald Oenslager. Costumes: Alice Gibson.
Publicity: Nat Dorfman, LO. 3-0858.
- Thursday PREMIERE: "PAYMENT ON DEMAND" RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.
Feb. 15 RKO Radio Pictures distribution of Jack H. Skirball and Bruce Manning pre-
sentation of story of a marriage and its break-up, told in retrospect.
Stars: Bette Davis and Barry Sullivan. Producer: Jack H. Skirball. Dir-
ector: Curtis Bernhardt. Bette Davis' Gowns: Edith Head. Publicity: Don
Prince, CO. 5-6500.
- Monday OPENING: "RAZZLE DAZZLE" ARENA THEATRE, 234 WEST 47TH ST.
Feb. 19 Madeline Capp and Greer Johnson, in association with David Heilweil and
Derrick Lynn-Thomas, will present the first musical revue in-the-round.
Stars: Pat Carroll, Lee Goodman, Kate Friedlich. Director: Edward Reveaux.
Setting and Costumes: William Riva. (Note Change of Date.) Publicity:
Richard Denenholz, PL. 7-0186.