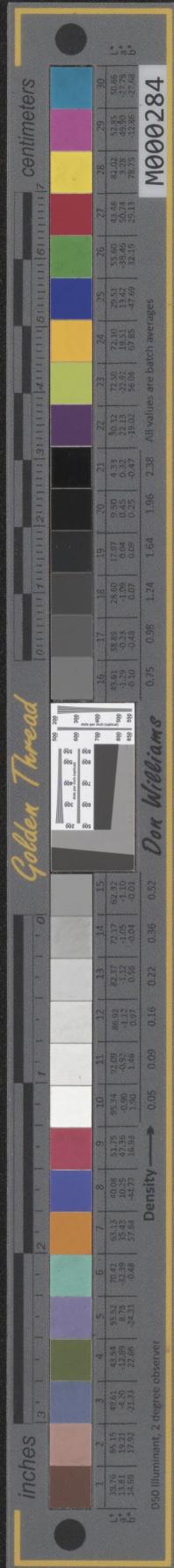


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fashion calendar

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

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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may

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february

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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.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

WEEK BEGINNING SUNDAY, MARCH 25, 1951

EASTER SUNDAY FASHION ACTIVITIES IN NEW YORK CITY

Sunday March 25	EASTER PARADE ON NBC TELEVISION	SANSON HOSIERY MILLS	NBT-TV CHANNEL 4
	12:00 Noon-Faye Emerson and Skitch Henderson will describe Easter fashions worn by 1:00 P.M. the paraders, interviewing 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-Ilka Chase, John Daly, Eva Gabor and Steve Allen will comment on the 2:00 P.M. Easter parade, 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-The annual Easter Sunday "bracer breakfast" with N.Y. millinery person- 2:00 P.M. alities 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
	12:00 Noon-Lilly Dache will present millinery, coordinated with suits and jewels, at 3:00 P.M. Easter luncheon showing. Panel of male judges will choose attractive and outstanding hats worn by feminine guests. Price: \$6.50; contact: Francois, TE. 8-8000. Lilly Dache Publicity: Eleanor Lambert, MU.8-2130. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Sunday March 25	FESTIVE EASTER HATS AT BENEFIT SHOWING	MILLINERY FASHION BUREAU	COQ ROUGE 65 EAST 56TH ST.
Luncheon	1:00 P.M. Easter millinery fashions at the first benefit for the Renaissance of the Italian Youth (an organization to rehabilitate youth of Italy). Hats from: Anita Andra, Beatrice-Martin, Braagaard, Hattie Carnegie, Chanda, Lilly Dache, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Mago Hayes, Irene of New York, Mr. John, John-Frederics, Lenesta, Laddie Northridge, Florence Reichman, Eve Tartar, Marion Valle, and Sally Victor. Furs: Vera Adrienne. Price: \$7.50; contact: Susan Faso, PL. 9-0850. Millinery Fashion Bureau Publicity: LO. 4-7800. Coq Rouge Publicity: Sheila Terry, TE. 8-4838.		

(Easter Fashion Activities Continued on Following Page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER SUNDAY FASHION ACTIVITIES IN NEW YORK CITY (Cont'd)</u>			
Sunday March 25 1:30 P.M. Luncheon	"PARADE OF CHAPEAUX" EASTER LUNCHEON	SAKS FIFTH AVENUE	SHERRY-NETHERLAND CHANTECLAIR ROOM
	Presentation of Saks Fifth Avenue's collection of custom millinery for Spring, designed by Tatiana du Plessix. The show will be held in the Chanteclair and Carnaval Rooms. Fresh flowers 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.		
Sunday March 25 2:00 P.M. Luncheon	PRESENTATION OF EASTER MILLINERY	WALTER FLORELL	HOTEL PLAZA RENDEZVOUS ROOM
	A special showing of Easter millinery by Walter Florell during luncheon. Press by invitation. Price: \$6.00; contact: PL. 9-3000, Ext. 272. Florell Publicity: Rasponi Associates, TE. 8-8171. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Sunday March 25 2:30 P.M. Luncheon	SHOWING OF EASTER MILLINERY AT LUNCHEON	JOHN-FREDERICS, INC.	SAVOY PLAZA SAVOY ROOM
	Mr. Fred Frederics of John-Frederics, Inc. will present a collection of Easter millinery at a luncheon showing in the Savoy Room and Cafe Lounge. Press by invitation. Price: \$5.00; contact: John Sienold, EL. 5-2600, Ext. 363. Show Director: Mary Alice Rice, CI. 6-1790. John-Frederics Publicity: Lily Davis, PL. 3-1010.		
Monday March 26 9:15 A.M. Breakfast	"MADE OF COTTON" FABRIC FASHION SHOW	MACY'S	13TH FLOOR EXECUTIVE DINING RM.
	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 <u>March 26, 27, 28, and 30</u> at <u>11:00 A.M., 2:00 P.M. and 4:00 P.M.</u> ; also, <u>March 29</u> at <u>2:00 P.M., 4:00 P.M. and 7:00 P.M.</u> , in Macy's Fabric Center on the 6th Floor. Open to public. Publicity: Helen Law, CH. 4-2000, Ext. 2431.		
Monday March 26 1:00 P.M. Luncheon	SHOWING OF PARIS ORIGINALS & COPIES	GIMBELS	HOTEL PLAZA TERRACE ROOM
	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. 6-7190. This showing will be repeated on <u>Monday, March 26 at 6:00 P.M.; 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.		
Monday March 26 3:00 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
	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.		
Monday March 26 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
	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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 27 1:00 P.M. Luncheon	"FASHIONS FOR MOPPETS" DURING BENEFIT LUNCHEON Presentation of Spring and Summer children's fashions by Fairy Frocks, with a collection of mother and daughter clothes, especially designed by Raissa Masket of Masket Brothers; Lotte of Drewyn; Miguel Dorian of Arnold and Fox; Benfatto and Kallman; Nelly de Grab; Alan Graham of Horwitz & Duberman, at a benefit luncheon for the N.Y. Foundling Hospital. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Fairy Frocks Publicity: Sidney Dee Bloeme, JU. 6-4490. Sherry Fashion Director: Rosamond Hanscom, PL. 3-0200.	FAIRY FROCKS (63 WEST 38TH ST.)	SHERRY'S-300 PARK AVE. SHERRY ROOM
Tuesday March 27 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: MARIONETTE ROOM FOR CHILDREN The press will be invited to a cocktail party and preview of Richard Hudnut's new Marionette Room For Children. Presentation of children's hair styles and fashions. By invitation only. Contact: Kay Jamesson, director, Richard Hudnut Salon, PL. 5-6170. Publ.: Marion Hammon, WA. 4-7700.	RICHARD HUDNUT	693 FIFTH AVENUE SALON
Wednesday March 28 10:00 A.M. (Press) Continuous (Trade)	SUMMER DRESSES AND DIAMOND DISPLAY Five million dollars worth of diamonds, including the Vanderbilt, the Styx (largest black diamond in the world), Jim Brady Collection and Austrian Crown Jewels, will be displayed at the Artel Showroom in conjunction with the opening of the Summer line of dresses from Artel--a girl's best friend. Continuous showings from March 28 through March 30. Publicity: Saul Krieg Associates, PL. 3-1543.	ARTEL DRESSES	1400 BROADWAY SHOWROOM-18TH FLOOR
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 McEllis. Price: \$15.00. For reservations; contact: Mrs. A. P. Matusow, JE. 8-4460, or Mrs. M. Sagarraga, TR. 7-5677. Tavern-On-The-Green Publicity: Laura Moser, SC. 4-8100. (The "Lace Festival" for 1951 will be publicized during the month of April throughout the country). The Lace Institute Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	THE LACE INSTITUTE	TAVERN-ON-THE-GREEN 67 & CENTRAL PK. W.
Wednesday March 28 12:30 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
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

<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 Griffe, Hermes, Jeanne Lanvin, Manguin, Jean Patou, Robert Piguet and Schiaparelli, of Paris. American fashions by Fira Benenson, Lilly Dache, Howard Greer, Philip Hulitar, John Frederics, Don Loper, Barbara Barondess Maclean, Marusia, Elizabeth Phelps. By invitation only. Publicity: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM
Thursday March 29 12:00 Noon Luncheon	"SEW AND SAVE WEEK" LUNCHEON The National Needlecraft Bureau will invite pattern, fabric and notion manufacturers who participated in the "Sew and Save Week" Contest (Feb. 17-Feb. 24) to a luncheon and selection of the winners of the window display contest. By invitation only. Contact: Herbert B. Osmer, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU	HOTEL COMMODORE WEST BALLROOM
Thursday March 29 5:30 P.M.	SPRING AND SUMMER COTTON BRIDAL FASHIONS Saks Fifth Avenue will present a special group of brides and bridesmaids dresses designed in cotton. Press by invitation. Public by reservation. Bridal showings thereafter <u>every Thursday at 5:30 P.M.</u> Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Thursday March 29 7:30 P.M.	FOURTH SESSION: PUBLICITY WORKSHOP Subject: "The Agency Operation". Speakers: Alice Dowd, J. Walter Thompson; and Ruth Goldberg, Soap & Glycerine Producers Association of America. They will discuss how a large advertising agency directs its publicity to women and how a trade association influences women's buying habits. Director: Ellen Lind. Fee: \$14.00 for remaining seven lectures; or \$2.50 for individual lecture. Contact: Henrietta Gilbert, MU. 8-1837.	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.
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
Saturday March 31- April 1	EASTERN DISTRICT ADVERTISING CONFERENCE Eastern District Conference of the Association of Women's Advertisers, from Boston to Washington, will be held at the Hotel Shoreham, Washington, D.C., March 31-April 1. Fee: \$15.00. Contact: Katherine L. Hanson, United Service Associates, Wardman-Park Hotel, Washington, D.C. For information contact: Helen Hobby, Advertising Federation of America, BR. 9-0430.	WOMEN'S ADVERTISING CLUBS	HOTEL SHOREHAM WASHINGTON, D. C.
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.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 3 10:00 A.M.	PRESS SHOWING OF SUMMER BAG COLLECTION "Bags By Josef" (Gold Seal Importers, Inc.)--presentation of new collection of domestic handbags and French and Italian imports at a "Summer Bag Festival" for the press. By invitation. Publ.: Viola Shefer, PL. 3-3173.	BAGS BY JOSEF (GOID SEAL IMPORTERS)	30 EAST 33RD STREET SHOWROOM-6TH FLOOR
Tuesday April 3 12:30 P.M. Luncheon	PREVIEW: FALL SEPARATES COLLECTION White Stag's "Round-Up" and Western "Chuck Wagon" luncheon, with a showing of their first Fall collection of separates, featuring the "White Stag Look." By invitation only. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MANUFACTURING CO.	BELMONT PLAZA MODERNE ROOM
Wednesday April 4 12:00 Noon Luncheon	BENEFIT LUNCHEON AND FASHION SHOW Sonia Gowns Spring and Summer custom original daytime ensembles and evening fashions will be presented at a benefit luncheon. Tickets: \$7.50; contact: Mia Grau, PL. 5-1127. Sonia Gowns Publ.: Thal Spitzer, LO. 5-2674.	SONIA GOWNS, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 4 12:30 P.M. Luncheon	JACQUES FATH SPRING COLLECTION AT LUNCHEON Joseph Halpert will present the Spring collection, designed exclusively for him in America by Jacques Fath. Hats--Mr. John. Gloves--Shalimar. Jewelry--David Webb. Clothes available at Lord & Taylor. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Joseph Halpert Contact: Natalie Jordan, WI. 7-7400. Waldorf-Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JOSEPH HALPERT, INC.	WALDORF-ASTORIA SERT ROOM
Wednesday April 4 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW BEAUTY SALON Beauty editors and drug and department store buyers will be invited to a cocktail party and opening of Breck's New York Beauty Salon. Edward J. Breck, vice-president and general manager, and John H. Breck, Jr., treasurer of the organization will be hosts. Contact: John R. Gilman, Jr., Breck, Inc., 115 Dwight St., Springfield; or Vance Roeder, MU. 5-2112.	JOHN H. BRECK, INC. (SPRINGFIELD, MASS.)	5 EAST 57TH STREET SALON-9TH FLOOR
Thursday April 5 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM COLLECTION Presentation of Farquharson & Wheelock's collection of custom fashions for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director, Farquharson & Wheelock Publ.: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELOCK	HOTEL PLAZA PERSIAN ROOM
Beginning Friday April 6- April 8	CONVENTION OF WOMEN IN RADIO & TELEVISION An organizing convention for American Women in Radio and Television. Program will include a fashion showing of dresses, millinery, shoes and handbags on Saturday, April 7 from 3:00 P.M. to 4:30 P.M. Registration Fee: \$10.00. Contact: Edythe Meserand, WOR, 1440 B'way, LO. 4-8000.	AMERICAN WOMEN IN RADIO & TELEVISION	HOTEL ASTOR
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 9 4:00 P.M. Cocktails	PREVIEW OF CASUAL SHOES FOR FALL Presentation by Desco Shoe Corporation of the collection of casual shoes for Fall. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.	DESCO SHOE CORP.	HOTEL McALPIN GREEN & BLUE ROOMS
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
Tuesday April 10 2:00 P.M.	HENRY ROSENFIELD SUMMER FASHIONS Henry Rosenfeld's Summer dresses will be presented at Russeks Fifth Avenue. Press invited. Open to public. Publ.: Miriam Lenzen, WI.7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday April 11 12:30 P.M. Luncheon	SHOWING OF SPRING & SUMMER COLLECTION Jay Thorpe will present Spring and Summer fashions by Raymond Marinelli, including afternoon, cocktail, dinner and evening clothes. Hats, furs and accessories: Jay Thorpe. Costume jewelry: Marcel Boucher. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Marinelli Contact: PL. 7-2177. Jay Thorpe Publicity: Elaine Kanners, JU. 6-1000, Ext. 104. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JAY THORPE	WALDORF-ASTORIA SERT ROOM
Wednesday April 11 12:30 P.M. Luncheon And 6:30 P.M. Dinner	SIXTH ANNUAL "BRAND NAMES DAY" The "retailer of the year," selected by the Brand Names Foundation, will be honored at the "Salute to the American Merchant" luncheon and afternoon session. Speaker: Senator James H. Duff of Pennsylvania. Attendance by reservation; \$10.00 for luncheon and afternoon session. A dinner will be held at 6:30 P.M. Tickets for dinner and evening session: \$15.00. Contact: Nathan Keats, Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	HOTEL COMMODORE GRAND BALLROOM
Thursday April 12 12:30 P.M. Luncheon	SPRING GOWNS AT BENEFIT LUNCHEON "On The Avenue"--presentation of Spring gowns by Taylor Importing Company during luncheon for the benefit of the Nearly New Shop (938 Eighth Avenue). Hats--Benz. Furs--Steltzer and Cohen. Jewels--Harry Winston. Flowers--Kathryn Churchill. Press by invitation. Price: \$6.00; contact: PL. 9-3000, Ext. 176. Publ.: Dorothy King or Adele Brown, EL. 5-3515.	TAYLOR IMPORTING CO. (15 WEST 47TH STREET)	HOTEL PLAZA GRAND BALLROOM
Thursday April 12 1:00 P.M. Luncheon	SPRING AND SUMMER SHOE COLLECTION J. & J. Slater will present a collection of shoes for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. J. & J. Slater Contact: Larry J. Horan, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 12 3:30 P.M. Cocktails	PRESS PREVIEW OF NEW TYPE GIRDLE The press will be invited to a cocktail party and presentation of La Resista's new type girdle. Showing at 4:00 P.M. By invitation only. Publicity: Alex MarElia of Goold & Tierney, MU. 6-0509.	LA RESISTA CORSET CO. (BRIDGEPORT, CONN.)	WALDORF-ASTORIA BASILDON ROOM
Sunday April 15 6:00 P.M. Dinner	FASHION SHOW AT DESIGNERS CONVENTION A dinner and fashion showing of apparel and accessories will be held at the conclusion of the second annual convention (April 12-April 15) of the National Association of Fashion and Accessory Designers, an organization of Negro fashion creators. Tickets: \$10.00; contact: Zelda Wynn Valdez, 3796 Broadway, WA. 7-3571. Publ.: Ernest Johnson, MU. 2-3383 or MO. 2-1298.	NAT'L ASS'N OF FASHION & ACCESSORY DESIGNERS	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 18 12:00 Noon Luncheon	AMERICAN DESIGN AWARDS LUNCHEON Lord and Taylor will present the Fourteenth Annual American Design Awards Luncheon. Each award is \$1,000. Price of tickets: \$4.50; contact: Olga Diamond, WI. 7-3300, Ext. 425. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 18- April 19	ANNUAL KNITTED OUTERWEAR CONVENTION The National Knitted Outerwear Association will hold its thirty-third annual convention at the Waldorf-Astoria. Contact: Carl Reichman, National Knitted Outerwear Ass'n, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
Thursday April 19 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Presentation of Spring and Summer fashions by Phillipa MacDonald during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director and Phillipa MacDonald Publicity: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
April 21	PASSOVER--FIRST DAY, SATURDAY (April 21-April 28).		
Wednesday April 25 12:30 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fur fashions. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday April 25 3:30 P.M.	DIAMOND JUBILEE FASHION SHOW "Then & Now"--showing of Summer fashions, in celebration of Namm's 75th Anniversary. Press invited. Open to public. Show will be repeated on Thursday, April 26 at 6:00 P.M. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR
Beginning Wednesday April 25- May 5	ANNUAL NATIONAL COTTON WEEK The National Cotton Council will sponsor the National Cotton Week, with extensive merchandising plans and promotions of cotton apparel, piece goods and home furnishings. Contact: Paul M. Jones, National Cotton Council, 271 Church Street, WO. 4-2521.	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 26 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fabrics Division Luncheon Meeting with an exhibit of Fall fabrics. More details later. Chairman: Keene Lamborn. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALIROOM
Thursday April 26 1:00 P.M. Luncheon	FASHION PRESENTATION DURING LUNCHEON Russeks will present a fashion show during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
Wednesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Cosmetics Division of The Fashion Group will hold a luncheon meeting. Chairman: Beatrice Castle. More details later. Price (including tax and tip): \$3.75 for members; \$4.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday May 2 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Summer fashions for city dwellers will be presented by Saks 34th Street during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Saks 34th Street Publicity: Rita Dobbins, LA. 4-7000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA SERT ROOM
Beginning Saturday May 5- May 12	NATIONAL SPRING NOTION WEEK Department stores throughout the country will celebrate Spring Notion Week by featuring available notion items in window and departmental displays. Promotional activities will be directed by the National Needle-craft Bureau. Contact: George Pounder, LE. 2-4455.	NATIONAL NOTION ASSOCIATION	THROUGHOUT THE COUNTRY
Monday May 7 10:00 A.M. Press Preview; 2:00 P.M. Trade Show	SHOWING OF FALL SHOE FASHIONS Sponsored jointly by the New England Shoe and Leather Association and the National Association of Shoe Chain Stores, the Popular Price Shoe Show of America will present shoe fashions for Fall 1951. Exhibitors will display both at the New Yorker and McAlpin Hotels during the entire week, May 6-May 10. Co-Managers of the show are Maxwell Field and Edward Atkins. Press preview: 10:00 A.M. By invitation only. Trade Show will be in two parts: 2:00 P.M., women's shoes; 2:50 P.M., men's and children's shoes. Separate tickets will be issued for each part; contact: Edward Atkins, 51 East 42nd St., MU. 2-8705. Publ.: Ruth Hammer Associates, EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA, Inc.	HOTEL NEW YORKER GRAND BALLROOM
Sunday May 13	MOTHER'S DAY. Theme: "Nothing's Too Good For Mom". Contact: Irving K. Edwards, Nat'l Committee on the Observance of Mother's Day, CH. 4-3900.		
Monday May 14 4:00 P.M.; 9:00 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Annual fashion show by students in the Department of Costume Design and Construction of Parsons School of Design (a non-profit institution of higher education). Admission (tax included): \$1.20, afternoon; \$3.60, evening. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 14-	SECOND ANNUAL IRISH LINEN WEEK	IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
May 19	Nationwide promotion of Irish linens in department stores and specialty shops, featuring fashions, accessories, home decoration, piece goods and table linens. Publ.: Eleanor Rowlands, Rowlands Associates, LE. 2-9292.		
Tuesday May 15	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION	M. C. SCHRANK CO.	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	The press and trade will be invited to a luncheon and presentation of Schrank's Fall collection of lingerie, including pajamas, slips and gowns. By invitation only. Publicity: Arline Terry, Max Rogel and Associates, CO. 7-4535 or Mitchell 3-8737.		
Wednesday May 16	HOME FURNISHINGS DIVISION LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
12:15 P.M. Luncheon	The Home Furnishings Division of The Fashion Group will hold a luncheon meeting. More details later. Price (including tax): \$3.75 for members; \$4.00 for guests (members may bring guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		

Beginning Monday June 4	FOGA TO SHOW FALL LINES	FASHION ORIGINATORS' GUILD OF AMERICA	MANUFACTURERS' SHOWROOMS
	Fall collections by manufacturers of the Fashion Originators' Guild of America will be shown for one week, beginning June 4. Individual dates will be announced later. Members include:		
	LARRY L. ALDRICH CO.	GRABOIS	PARNIS-LIVINGSTON
	HANSEN BANG, INC.	FRED GREENBERG DRESS CO.	BEN REIG, INC.
	BEN BARRACK, INC.	JOSEPH HALPERT, INC.	RUDOLF GOWNS
	CAPRI FROCKS, INC.	HORWITZ & DUBERMAN	MARTIN SIMON, INC.
	DEITSCH, WERSBA & COPPOLA	INTERNATIONAL DRESS CO.	HERBERT SONDEHEIM, INC.
	ELFREDA, INC.	JUNIOR LEAGUE FROCKS CO.	FRANK STARR, INC.
	BEN J. GAM, INC.	NAT KAPLAN, INC.	SUZANNE-AUGUSTINE
	ED GERRICK, INC.	DAVID LEVINE CO.	TALMACK, INC.
	A. GOODMAN & CO., INC.	NATHAN-STRONG, INC.	HANNAH TROY, INC.
		PAUL PARNE CORP.	
	Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.		

Tuesday June 5	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
4:30 P.M. Cocktails	Annual fashion show and preview of "Glamour" magazine's September 1951 career issue, and announcing the winners of the "Glamour" survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.		
Thursday June 14	100TH ANNIVERSARY OF SINGER SEWING MACHINES	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
12:00 Noon Luncheon	One hundred years of leadership in the manufacture of sewing machines for the home and industry will be presented to the press by Singer. There will be educational, international and industrial exhibits, with a dramatization of 100 years of sewing and style changes throughout the century. Luncheon in Grand Ballroom and Terrace Rooms. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.		

MOVIES...MUSIC...THEATRE...ENTERTAINMENT

- Sunday ANNUAL EASTER CONCERT WALDORF-ASTORIA, TERRACE COURT
March 25 St. Henry's Church Choir of Bayonne, N.J., in a program of Easter music.
4:00 P.M. Waldorf-Astoria Publicity: Paul Stewart, EL. 5-3000.
- Sunday FIFTH ANNUAL ANTOINETTE PERRY AWARDS, WALDORF-ASTORIA, GRAND BALLROOM
March 25 The American Theatre Wing's fifth annual Antoinette Perry Awards dinner.
8:30 P.M. Price: \$12.50. For reservations, contact: League of N.Y. Theatres, 234
West 44th St., CH. 4-1400. Publicity: Isadora Bennett, PL. 7-3184.
- Week TWENTY-FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Of Week's Program: MON. EVE., March 26: Wagner's TRISTAN UND ISOLDE. Thurs.
March 26 Eve., March 29: Puccini's MADAMA BUTTERFLY. Fri. Eve., March 30: Puccini's
LA BOHEME. Sat. Mat., March 31: Strauss' DIE FLEDERMAUS. Sat. Eve.,
March 31: Verdi's LA TRAVIATA. Publicity: Margaret Carson, PE. 6-1200.
- Monday PREMIERE: "GOD NEEDS MEN" (Movie) PARIS THEATRE, 4 WEST 58TH STREET
March 26 A.F.E. Corporation will present a movie in French about the natives of a
tiny fishing island and their struggle to live without fear and super-
stition. Stars: Pierre Fresnay and Madeleine Robinson. Producer: Paul
Graetz. Director: Jean Delannoy. Publ.: Lillian Gerard, PL. 5-3760.
- Beginning THIRD WEEK: N.Y. CITY OPERA CO. CITY CENTER, 131 WEST 55TH STREET
Wednesday Program: Wed. Eve., March 28: Massenet's MANON. Thurs. Eve., March 29:
March 28 Offenbach's THE TALES OF HOFFMANN. Fri. Eve., March 30: Mozart's DON
GIOVANNI. Sat. Mat., March 31: Wagner's DIE MEISTERSINGER. Sat. Eve.,
March 31: Verdi's LA TRAVIATA. Sun. Mat., April 1: Puccini's MADAMA
BUTTERFLY. Sun. Eve., April 1: Prokofieff's THE LOVE FOR THREE ORANGES.
Publicity: Isadora Bennett, PL. 7-3184.
- Thursday OPENING: "THE KING AND I" ST. JAMES THEATRE, 246 WEST 44TH ST.
March 29 Rodgers and Hammerstein will present Gertrude Lawrence in a musical
dramatization of Margaret Landon's novel, "Anna and the King of Siam".
Cast includes: Yul Brynner, Dorothy Sarnoff, and Doretta Morrow.
Director: John Van Druten. Music: Richard Rodgers. Book and Lyrics:
Oscar Hammerstein, 2nd. Choreography: Jerome Robbins. Settings:
Jo Mielziner. Costumes: Irene Sharaff. Publ.: Michael Mok, CI. 6-7889.
- Sunday BENEFIT PREMIERE: "TALES OF HOFFMANN" (Movie) MET. OPERA HOUSE, 39TH & B'WAY
April 1 Lopert Films Distributing Corporation will present a London Films Produc-
8:30 P.M. tion in Technicolor, based on Jacques Offenbach's opera. Co-Stars: Moira
Shearer, Leonide Massine and Robert Helpmann. Music Conductor: Sir
Thomas Beecham. Benefit performance for the American Red Cross. Tickets:
\$1.50-\$10.00 and \$75.00. Contact: Red Cross Benefits Division, 315
Lexington Avenue, MU. 9-1000. Opens on April 4 at Bijou Theatre, 209 West
45th Street. Tickets: \$1.20-\$2.40. Publ.: Leon Brandt, PL. 7-3330.
- Beginning OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Wednesday Ringling Bros. and Barnum & Bailey Circus present the annual circus show
April 4 daily, at 2:15 P.M. and 8:30 P.M. Tickets (tax included): \$1.50-\$6.00.
May 6 Publicity: Roland Butler, CI. 6-6000.
- Thursday OPENING: "A TREE GROWS IN BROOKLYN" ALVIN THEATRE, 252 WEST 52ND ST.
April 19 George Abbott with Robert Fryer will present Shirley Booth and Johnny
Johnston in a musical comedy based on a novel by Betty Smith. Publicity:
Richard Haney, WI. 7-6939.