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fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

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, MARCH 21, 1952</u>			
Friday March 21 10:00 A.M.	PRESS PREVIEW: FASHIONS BY FIRAH BENENSON Lord & Taylor will present the Spring and Summer ready-to-wear collection by Fira Benenson at a showing for the press. By invitation only. Informal showings, beginning <u>Monday, March 24</u> through <u>March 28</u> , 2:00 P.M. to 4:00 P.M. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Friday March 21- March 22 2:30 P.M.	CAPSULE SIMPLICITY PATTERNS & FABRIC SHOW Informal showing of Simplicity patterns, made up in Spring fabrics, on March 21 at 2:30 P.M., and March 22 at 11:00 A.M. and 2:30 P.M. Press invited. Open to public. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, NEW JERSEY)	2ND FLOOR FABRICS DEPT.
Friday March 21 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--informal presentation of hats, in cooperation with the Millinery Fashion Bureau. <u>March 21</u> : Laddie Northridge; <u>March 28</u> : Emme; <u>April 4</u> : Braagaard. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Millinery Fashion Bureau Publ.: Mary Kelley, LO.4-7800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Friday March 21; Saturday March 22	SECOND INTERNATIONAL FASHION REVUE Fashions from 70 leading designers, with 15 nations represented. Director & Commentator: Vyvyan Donner, Fox Movietone News and United Press TV. Admission: \$5.00 for benefit of Costume Wing of Philadelphia Museum of Art. Publicity: Thelma Beresin and John Lyons of Gray & Rogers, 12 So. 12th Street, Philadelphia, Walnut 2-3636.	CHALFONTE-HADDON HALL HOTEL, ATLANTIC CITY	CHALFONTE-HADDON HALL ATLANTIC CITY, N.J.
<u>WEEK BEGINNING MONDAY, MARCH 24, 1952</u>			
Monday March 24 12:30 P.M. Luncheon	SHOWING OF PARIS ORIGINALS & COPIES Presentation of Paris originals, with Gimbels' adaptations, during luncheon. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790. This showing will be repeated on <u>Monday, March 24</u> at 5:00 P.M.; <u>Tuesday, March 25</u> and <u>Wednesday, March 26</u> at 2:30 P.M., at Gimbels 3rd floor. Junior Coat and Suit Dept. Publ.: Gay Stearns or Janice Synes, LO. 5-1500, Ext. 600.	GIMBELS	HOTEL PLAZA BALLROOM
Monday March 24; March 25 2:30 P.M.	SPRING FASHION SHOW FOR CUSTOMERS Macy's will present Spring fashions at 2:30 P.M. on Monday, March 24 and Tuesday, March 25, a repeat of the press show held Thursday, March 20. Admission by ticket only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	3RD FLOOR LITTLE SHOP

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 24 6:30 P.M.- 9:00 P.M.	THIRD SESSION OF ADVERTISING COURSE "Advertising Planning--Media and Budgets." Speaker: Fred B. Manchee, executive vice president of B.B.D. & O. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA
Tuesday March 25 1:30 P.M. Luncheon	BRIGANCE FASHIONS AT LUNCHEON SHOW The N.Y. Athletic Club will present a luncheon fashion show for wives of members of the Club, with a showing of dresses, beachwear, separates and playclothes designed by Brigance of Sportmaker; and Spring coats and suits by Brigance for Frank Gallant. Press by invitation. Contact: James H. Parker, N.Y. Athletic Club, CI. 7-5100.	N.Y. ATHLETIC CLUB	180 CENTRAL PARK SO.
Tuesday March 25 4:00 P.M.- 6:00 P.M. Cocktails	"BUTTONS THROUGH THE YEARS"--FILM PREVIEW B. Blumenthal will present a film premiere of "Buttons Through The Years", a documentary short. By invitation only. Publicity: Marion M. Shiflett, International Fashions, LO. 3-4285.	B. BLUMENTHAL & CO., INC. 1407 BROADWAY 1407 CLUB	
Tuesday March 25 7:00 P.M.- 9:00 P.M.	THIRD SESSION OF PUBLICITY COURSE "Publicity Pictures and Picture Services"--Farley Wheelwright, leader. Speakers: James Crayton, director of Press Relations, Standard Oil Company of N.J.; David B. Eisendrath, Jr., free lance industrial photographer. Fee: \$15.00. Contact: PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Wednesday March 26 11:00 A.M.; 2:30 P.M.	PARIS IMPORTS AND COPIES Paris imports and Bamberger copies will be shown to the press and public. By invitation. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, N. J.)	3RD FLOOR
Wednesday March 26 12:30 P.M. Luncheon	EASTER FASHIONS BY DAVID CRYSTAL "Easter Fashion Excitement"--Best's will present a collection of Easter suits and dresses by David Crystal during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Best's Publicity: Madlyn Grimes, PL. 9-2000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 26 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW "A Touch of Paris"--Boue Soeurs will present a collection of Spring coats and suits, afternoon and evening dresses, millinery and furs. Press by invitation. Public by reservation; contact: Fashion Show Reservations; TE. 8-8000, Boue Soeurs Contact: PL. 3-8270. Pierre Fashion Director- Commentator: Nola Luxford, TE. 8-8000.	BOUE SOEURS	HOTEL PIERRE COTILLION ROOM
Wednesday March 26 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW Spring and Summer fashions by Bonwit Teller at a benefit luncheon. By invitation only. Bonwit Teller Publ.: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	WALDORF-ASTORIA BALLROOM
Wednesday March 26 1:00 P.M. Luncheon	SPRING FASHIONS AT BENEFIT LUNCHEON Fashions by Leonard Arkin, del Mar, Frank Starr and Hannah Troy. Publicity: TR. 4-5942.	FOUR MANUFACTURERS	TAVERN-ON-THE-GREEN C.P.W. & 67TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 26 2:00 P.M.	FUR CONVERSION FASHION SHOW FOR PRESS & TRADE Eight fur conversion manufacturers will present fur-lined coats, made from fabrics of leading woolen mills, combined with old and new furs. By invitation. Contact: John Grey, PE. 6-6957.	NEW YORK FUR CONVERSION MFRS.	GOVERNOR CLINTON 7TH AVE. & 31ST ST.
Thursday March 27 10:30 A.M.	SPRING AND SUMMER FURS AT PRESS SHOW Press preview of Spring and Summer fur fashions from Paris and New York by Revillon Freres. By invitation only. Contact: Jeanne de Pene, PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON
Thursday March 27 12:15 P.M. Luncheon	THIRTY-NINTH ANNUAL LUNCHEON MEETING Speaker: Lucien E. Oliver, merchandising director of Sears, Roebuck & Co. Subject: "A Merchandise Buyer Views the Textile Converting Industry." By invitation only, for members and associates. Contact: WO. 2-4707.	TEXTILE FABRICS ASSOCIATION	HOTEL STATLER
Thursday March 27 12:30 P.M. Luncheon	JANE DERBY FASHIONS AT BENEFIT LUNCHEON Presentation of a collection of Jane Derby fashions for Spring and early Summer at a benefit luncheon for the Nearly New Shop and ten childrens' charities. Press by invitation. Contact: Isabel Crawford, LO. 4-7832. For reservations, contact: Louise Edgar, CO. 5-4448.	BENEFIT OF NEARLY NEW SHOP (938 EIGHTH AVE.)	HOTEL PLAZA GRAND BALLROOM
Thursday March 27 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY FASHIONS "Spring Signatures"--presentation of Laddie Northridge's millinery fashions Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Laddie Northridge Publicity: Donna Cannon, PL. 3-7072. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA TERRACE ROOM
Thursday March 27 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF NEW PERFUME SHOP Preview for press and guests at the new perfume shop of Michel Pasquier, perfume originator for over 30 years. Guests of Honor: Miss Helen Keller and Miss Polly Thomson. By invitation only. Publicity: Peg Wilson, J. G. Proctor Co., Inc., PL. 3-5258.	MICHEL PASQUIER	7 WEST 46TH STREET SALON
Thursday March 27 6:00 P.M.	SHOWING OF SPRING FOUNDATION FASHIONS "Shape of Spring"--integrated showing of new Spring fashions and Flexees foundations. Open to public. Publicity: Muriel Lipchik, TR. 5-5700.	NAMM-JOESER'S (BROOKLYN)	2ND FLOOR CORSET DEPARTMENT
Beginning Thursday March 27	EASTER FASHION PRESENTATION Fashions by members of the Couture Group of N.Y. Dress Institute and well-known accessory designers will be presented as part of annual Easter Stage Show at Radio City Music Hall. Assembled by Eleanor Lambert. Produced and directed by Leon Leonidoff. Fashion Show Publicity: Eleanor Lambert, MU. 8-2130. Music Hall Publicity: Fred Lynch, CI. 6-4600.	COUTURE GROUP OF N.Y. DRESS INSTITUTE	RADIO CITY MUSIC HALL
Saturday March 29 3:15 P.M.	BENEFIT SHOWING OF CUSTOM COLLECTION Spring and Summer custom collection of suits, daytime, cocktail dresses, evening gowns, and bridal fashions. By invitation. Contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 31 9:30 A.M. Breakfast	SPRING AND SUMMER MATERNITY FASHIONS Presentation of Spring and Summer fashions for maternity wear by Lane Bryant at breakfast showing for press. By invitation only. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR PUBLICITY DEPARTMENT
Tuesday April 1 9:00 A.M.- 10:00 A.M. Breakfast	SUMMER FABRIC DISPLAY AT PRESS PREVIEW The Textile Advisory Committee of the Fashion Institute of Technology will present a "Dramatization of Spring and Summer Fabrics" to the press. Showing of about 150 fabrics in both synthetic and natural fibers. By invitation only. Exhibit will be open to public on Mondays, from 2:00 P.M. to 4:00 P.M. Publicity: Shirley Goodman, OR. 5-3308.	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH STREET LIBRARY-MAIN FLOOR
Tuesday April 1- April 4	TWENTY-FIRST NAT'L PACKAGING CONFERENCE Contact: American Management Association, 330 West 42nd St., BR. 9-2142.	AMERICAN MANAGEMENT ASSOCIATION	ATLANTIC CITY AUDIT. ATLANTIC CITY, N.J.
Wednesday April 2 12:30 P.M. Luncheon	SPRING FABRICS AND FASHIONS AT LUNCHEON "Spring Is In The Air"--Herbert Meyer will present his "Inspiration" cottons in Summer fashions by N.Y. designers and manufacturers. These clothes will be available at leading Fifth Avenue stores. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Herbert Meyer Publicity: Louise Huston, LO. 5-2866. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	HERBERT MEYER, INC. (1441 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday April 2 12:30 P.M. Luncheon	FUR FASHIONS FOR SPRING AT LUNCHEON Presentation of fur fashions for Spring by Aronowicz. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Publicity: Frances Healy, PL. 7-5809. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ, INC.	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 3 1:00 P.M. Luncheon	SHOWING OF GOTHE FASHIONS AT LUNCHEON David E. Gottlieb's gowns by Gothe for Spring will be presented by De Pinna during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothe Publicity: Nona James, CH. 4-7658. De Pinna Publicity: Jeanne McDonagh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Friday April 4 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Thirty-three of N.Y.'s leading fashion designers, members of the Couture Group of the N.Y. Dress Institute will present Spring fashions during luncheon for the benefit of the Long Island Jewish Hospital. Contact: N.Y. Dress Institute, LA. 4-0461.	BENEFIT OF LONG ISLAND JEWISH HOSPITAL	HOTEL ASTOR GRAND BALLROOM
Friday April 4- April 6	RADIO & TELEVISION CONVENTION IN DETROIT The first annual convention of the American Women in Radio and Television will be held in Detroit with workshop sessions and election of officers. On April 4, there will be a tea and fashion show, sponsored by the Tea Bureau. Registration fee: \$15.00. Contact: Betty Chapin, MU. 9-8520.	AMERICAN WOMEN IN RADIO AND TELEVISION	HOTEL STATLER DETROIT, MICHIGAN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 6	PALM SUNDAY.		
April 7	AMERICAN MANAGEMENT ASSOCIATION MANUFACTURING CONFERENCE, HOTEL STATLER.		
Tuesday April 8 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION PRESENTATION "A Day In A Woman's Life"--fashions for the woman in her twenties, forties, sixties, with clothes from Bergdorf Goodman, Hattie Carnegie, Henri Bendel, Saks Fifth Avenue, Bonwit Teller, De Pinna, Jay Thorpe, Milgrim, Polly's Gowns, Inc., and Elizabeth Arden. Entire proceeds for National Jewish Hospital at Denver, free non-sectarian center for needy tuberculous patients. By invitation only. Contact: Eli Jaffe, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 9 9:00 P.M. Dinner	"APRIL IN PARIS" BALL AND FASHION SHOWING Five Paris couturiers--Balmain, Desses, Dior, Fath, and de Givenchy--will design 8 costumes to be presented in "The Glory of Paris" fashion show. The Silk Manufacturers of Lyons and The Lace Industry of Paris will also participate. Admission: \$35.00 for ringside tables; \$25.00 for others. For benefit of French Hospital of N.Y. and Franco-American Charities. Chairman: Grover Whalen. Publicity: Paul A. Stewart, EL. 5-3000.	FOR BENEFIT OF FRENCH HOSPITAL IN NEW YORK	WALDORF-ASTORIA GRAND BALLROOM
April 10	PASSOVER--FIRST DAY (Thursday).		
April 11	GOOD FRIDAY.		
April 13	EASTER SUNDAY.		
Tuesday April 15 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will hold its Fabrics Division Luncheon Meeting. More details later. Chairman: Susan Eastman. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA) BALLROOM	
Tuesday April 15 8:00 P.M. Dinner- Dance	CEIL CHAPMAN FASHIONS AT THE CIRO BALL The Ciro Ball, with fashions by Ceil Chapman, at the annual dinner-dance for the N.Y. Infirmary. Tableaux by Leonidoff. Fashion Publicity: Eleanor Lambert, MU. 8-2130. By invitation only. Tickets: \$20.00; contact: Lois Best, N.Y. Infirmary, 405 Lexington Avenue, MU. 6-6333.	FOR BENEFIT OF N.Y. INFIRMARY	WALDORF-ASTORIA BALLROOM
Wednesday April 16 12:30 P.M. Luncheon	FIFTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards, consisting of four awards of \$1,000 each, will be presented at the fifteenth annual luncheon. Price: \$5.00. Public Relations, Rea Lubar, WI. 7-3300.	Lord & Taylor	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 16 12:30 P.M. Luncheon	ARKAY JUNIOR FASHIONS AT LUNCHEON SHOW Bonwit Teller will present a collection of Arkay Junior fashions during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 16 12:30 P.M. Luncheon	SHOWING OF ANNA MILLER FASHIONS DURING LUNCHEON Anna Miller fashions for Spring and Summer will be presented by Saks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 16 2:30 P.M.; 7:00 P.M. Dinner	SEVENTH ANNUAL "BRAND NAMES DAY" Conference on brand themes will be highlighted by dinner and presentation of the fourth annual "Brand Name Retailer of the Year" Awards, honoring 100 merchants in twenty retailing fields. Speaker: James A. Farley. Tickets: \$15.00. Contact: Nathan Keats, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday April 21- April 25	SECOND KNITTING AND ALLIED CRAFTS EXHIBIT The Second Knitting and Allied Crafts Exposition, under the sponsorships of the Underwear Institute and the National Knitted Outerwear Association, will be held in conjunction with their annual convention--April 23, clinics and annual banquet at Waldorf-Astoria, 6:30 P.M. Contact: Charles Reichman, MU. 3-7520.	NAT'L KNITTED OUTERWEAR ASS'N.; UNDERWEAR INST.	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
Tuesday April 22 9:30 A.M. Breakfast	KNITTED FASHIONS AT PRESS & TRADE PREVIEW A presentation of cotton knits for late Spring and early Summer will be shown to the press and trade at breakfast; also with, a presentation of knitted fashion for Fall in designs created by students of Traphagen School of Fashion. By invitation only. Publ.: Martin Stern, VA. 6-0543.	KNITTED FABRICS INST. (1450 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday April 23 12:30 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOWING Saks Fifth Avenue will present a collection of Spring and Summer fashions, designed by Mollie Parnis. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 23 12:30 P.M. Luncheon	SHOWING OF SPRING ACCESSORIES AT LUNCHEON "Swing Into Spring"--Lee Menichetti, designer and manufacturer, will present a collection of Spring accessories during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. This show will be repeated at 2:30 P.M. in the Ballroom for the benefit of Temple Beth-El Sisterhood. Lee Menichetti Contact: BR. 9-4585. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LEE MENICHETTI (421 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday April 23 2:30 P.M.	PREVIEW: FALL COATS BY INTERNATIONAL DESIGNERS A preview for the press of the International Designer Coat Collection for Fall 1952; from Paris by Pierre Balmain, Castillo of Lanvin, Hubert de Givenchy; from London by Hardy Amies, Charles Creed; from Italy by Giorgio Armani, Fabiani, Schuberth; from Spain by Asuncion Bastida, Pertegaz. Fall Collection of double purpose rainwear, designed by Adele Lawrence, will also be presented. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 23 8:30 P.M.	FASHIONS BASED ON MUSEUM COLLECTION	BROOKLYN MUSEUM & MARTIN'S (BROOKLYN)	BROOKLYN MUSEUM SCULPTURE COURT
	Presentation of Spring collections by well-known designers, illustrating how present day fashions are based on museum collections of fashions of past years, showing sources for silhouette or fabric design. By invitation only. Brooklyn Museum Publicity: John Gordon, NE. 8-5000. Martin's Publicity: Juli Daves, TR. 5-3100.		
Thursday April 24 12:30 P.M. Luncheon	LACE FASHIONS AT BENEFIT SHOWING	THE LACE INSTITUTE	HOTEL PIERRE BALLROOM
	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. Tickets: \$20.00. Press by invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		
Thursday April 24 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Presentation of a collection of Spring and Summer fashions during luncheon by Russeks. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publ.: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
April 27	NATIONAL BABY WEEK (April 27-May 3).		
Thursday May 1 12:30 P.M. Luncheon	ADELE SIMPSON SUMMER COLLECTION	SAKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
	Saks Fifth Avenue will present a Summer collection of daytime and evening fashions by Adele Simpson. Press by invitation. Public by reservation; contact: EL. 5-7565. Adele Simpson Publicity: Eleanor Lambert, MU. 8-2130. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Beginning Monday May 5- May 10	THIRD ANNUAL IRISH LINEN WEEK	IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
	Nationwide promotion of Irish Linens in department stores and specialty shops, featuring fashions, accessories, home decoration, piece goods and table linens. Publicity: Eleanor Rowlands, Rowlands Assoc., LE. 2-9292.		
Tuesday May 6 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. HOTEL BILTMORE (9 ROCKEFELLER PLAZA) BALLROOM	
	The Fashion Group will hold its annual Cosmetics Division luncheon meeting. More details later. Chairman: Kay Torrey. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Wednesday May 7 12:30 P.M. Luncheon	DAVID CRYSTAL FASHIONS FOR SUMMER AT LUNCHEON	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
	Presentation of a collection of Summer fashions by David Crystal during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Saks Fifth Ave. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday May 7 3:00 P.M.	PRESS SHOWING OF FALL SHOES	PENOBCOT SHOE CO.	47 WEST 34TH STREET ROOM 418
	Showing of Penobscot Trampeze and Old Maine Trotters for Fall. By invitation. Contact: Frederick-Clinton Co., MU. 2-7433.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 11	MOTHER'S DAY. Theme: "There's Nobody Like <u>Your Mom</u> ". Contact: Irving K. Edwards, Nat'l Committee, CH. 4-3900.		
Sunday May 11	SHOWING OF FALL SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER NORTH BALLROOM
10:00 A.M. Trade Show; May 12	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, 1952. Exhibitors will display both at New Yorker and McAlpin Hotels from Sunday, May 11 through Thursday, May 15. Co-managers of the show are Maxwell Field and Edward Atkins. Press Preview: 10:00 A.M. on Monday, May 12. By invitation only.		
10:00 A.M. Press Show	Trade show: 10:00 A.M. on Sunday, May 11. Contact: Edward Atkins, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Beginning Monday May 12-	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
May 17	"It's Cotton Time: Keep Fresh, Keep Smart .. At Home .. At Work .. At Play"—the National Cotton Council will sponsor the annual 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.		
Wednesday May 14	PRESS PREVIEW: FALL BRIDAL HEADDRESSES	EDWARD E. BERGER (218 W. 40TH ST.)	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
10:00 A.M.	Edward E. Berger will present a preview of the Fall collection of bridal headresses, bridesmaids' hats and millinery abstractions, designed by Fran Whitney. Showing at Vera Maxwell's Showroom. By invitation only.		
	Publicity: Maud G. Moody, LE. 2-4049.		
Wednesday May 14	SUMMER FASHIONS AT LUNCHEON SHOWING	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
12:30 P.M. Luncheon	Presentation of Summer fashions by Russeks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
May 17	NATIONAL LUGGAGE WEEK (May 17-May 24).		
Wednesday May 21	PRESS PREVIEW OF FALL COLLECTION	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
10:00 A.M.	Showing of Bender and Hamburger's collection for Fall of Benham Originals. By invitation only. Publicity: Donna Cannon, PL. 3-7072.		
Wednesday May 28	FALL FOUNDATIONS AT PRESS PREVIEW	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
3:30 P.M. Cocktails	Flexees will present a collection of foundations for Fall at a cocktail preview for the press. Showing at 4:00 P.M. By invitation only.		
	Publicity: Sandra Allison Kahn, MU. 9-2100.		
Beginning Wednesday May 28- June 12	"ITALY TODAY": EXHIBIT OF ITALIAN PRODUCTS	NEW YORK FAIR OF ITALIAN MANUFACTURERS	GRAND CENTRAL PALACE 46TH ST.& LEX. AVE.
	Daily fashion showings, featuring the latest creations of Italy's leading couturiers, with coordinated accessories, will highlight the exhibit of merchandise from Italy, under the auspices of the New York Fair of Italian Manufacturers. Contact: Gene Rea, WI. 7-9248.		

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

- Monday OPENING: "DARK LEGEND" PRESIDENT THEATRE, 247 WEST 48TH ST.
March 24 Helene Fraenkel's new play, an intense and violent mother-son relationship.
Produced by David Heilweil, Robert N. Winter-Berger, Darren McGavin.
Director: Morton Da Costa. Cast Features: James Lipton, Olive Deering and
James Daly. Settings and Costumes: William Riva. Publicity: Arthur
Cantor, CI. 5-7930.
- Beginning TWENTIETH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. AND B'WAY
Monday March 24: Verdi's DON CARLO. March 27: Wagner's DIE MEISTERSINGER VON
March 24 NUERNBERG. March 28: Bizet's CARMEN. Mat., March 29: Gluck's ALCESTIS.
Publicity: Margaret Carson, PE. 6-1200.
- Monday PREMIERE: "LES MISERABLES" (Movie) WORLD THEATRE, 153 WEST 49TH STREET
March 24 Lux Film presents Gino Cervi and Valentina Cortessa in a movie adaptation
of Victor Hugo's novel. Producer: Carlo Ponti. Director: Riccardo Freda.
Costumes: Dario Cecchi. Publicity: Marjorie Thirer Geiss, ER. 9-0137.
- Tuesday OPENING: SADLER'S WELLS THEATRE BALLET WARNER THEATRE, B'WAY & 47TH ST.
March 25 S. Hurok will present the Sadler's Wells Ballet for a two-week engagement.
Performances are scheduled every evening except Mon., with matinees on
Sat. and Sun., and a special matinee on Thurs., March 27. Contact:
S. Hurok, 711 Fifth Avenue, PL. 9-6000.
- Wednesday TELEVISION: THE KATHI NORRIS SHOW WABD, CHANNEL 5
March 26; March 27 An interview with Ruth Kerr, stylist for Calf Leather Division
11:00 A.M. of the Tanners' Council of America, who will discuss latest trends in mens-
wear from head-to-toe. March 27: Hannah Troy will appear for an interview
and will present Spring fashions. Publicity: Babs Doniger, PL. 3-1742.
- Wednesday TELEVISION: MARGARET ARLEN SHOW CBS-TV, CHANNEL 2
March 26 Presentation of Seymour Fox's collection of Spring coats and suits.
4:00 P.M. Seymour Fox Publicity: Ann R. Silver, MU. 7-8654.
- Thursday OPENING: "THE GRASS HARP" MARTIN BECK THEATRE, 302 WEST 45TH
March 27 Truman Capote's comedy will be presented by Saint-Subber in association
with Rita Allen. Stars: Mildred Natwick and Johnny Stewart. Director:
Robert Lewis. Musical score, Virgil Thomson. Scenery and Costumes: Cecil
Beaton. Publicity: George & Dorothy Ross, BR. 9-5906.
- Thursday PREMIERE: "MY SIX CONVICTS" (Movie) ASTOR THEATRE, BROADWAY AND 45TH ST.
March 27 Columbia Pictures will present a movie based on the best-selling novel
about a psychologist and his work and life with imprisoned convicts. Stars:
John Beal, Millard Mitchell and Gilbert Roland. Producer: Stanley Kramer.
Director: Hugo Fregonese. Publicity: Hortense Schorr, CI. 5-5000.
- Thursday PREMIERE: "SINGING IN THE RAIN" (Movie) MUSIC HALL, 6TH AVE. AND 50TH ST.
March 27 MGM Technicolor musical, set in the "roaring 20's", the era of the flapper
girl. Stars: Gene Kelly, Debbie Reynolds, Donald O'Connor. Producer:
Arthur Freed. Director: Stanley Donen. Wardrobe: Walter Plunkett. On
the Music Hall stage, there will be the annual Easter Pageant and a show-
ing of Spring and Summer fashions by leading N.Y. designers and manufac-
turers. (See Page 3). Fashion Show Coordinator and Contact: Eleanor
Lambert, MU. 8-2130. Music Hall Publicity: Fred Lynch, CI. 6-4600. MGM
Publicity: Herbert Crooker, JU. 2-2000.