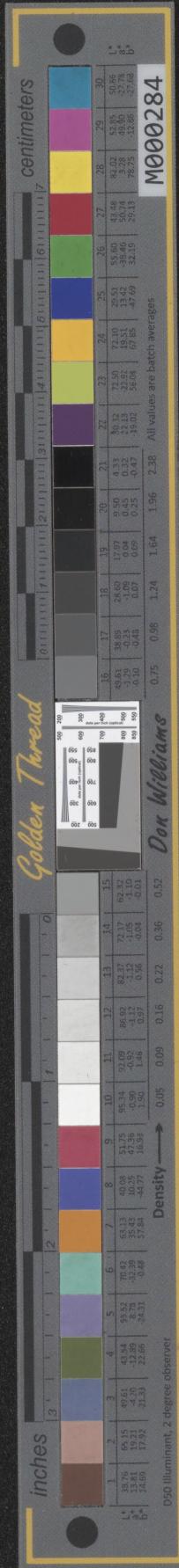


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fashion calendar

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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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.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 29, 1951</u>			
Monday Jan. 29	PRESS PREVIEW OF SUMMER COLLECTION	KENNETH TISCHLER, INC.	108 W. 39TH STREET SHOWROOM
11:00 A.M.	Presentation to the press of the Summer collection by Kenneth Tischler. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday Jan. 29-	FABRIC FASHION SHOW: "PASSPORT TO PARIS"	GIMBELS	5TH FLOOR FABRIC DEPT.
Jan. 30 12:00 Noon	Gimbels will present Vogue's couturier patterns in fashions by eight Paris designers: Balmain, Fath, Heim, Lanvin, Molyneux, Paquin, Piguet, and Schiaparelli. Showing on Monday, Jan. 29 at 12:00 Noon and 6:00 P.M.; on Tuesday, Jan. 30 at 12:00 Noon and 4:00 P.M. Press invited. Open to public. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600.		
Monday Jan. 29 2:30 P.M.	SHOWING OF SUMMER COLLECTIONS TO PRESS	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	"Summer Sun Shines On David Crystal"--presentation of the Summer collection by David Crystal, including Haymaker Sportswear and Izod Of London fashions. By invitation only. Daily trade showings thereafter, beginning <u>Tuesday,</u> <u>Jan. 30, at 10:30 A.M. and 2:30 P.M.</u> Publicity: Terry Mayer, LA. 4-7760.		
Tuesday Jan. 30 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	"Scenes of Spring"--seventh annual "March of Dimes" fashion show for bene- fit of National Foundation For Infantile Paralysis, with fashions by Hansen Bang; Anthony Blotta; Capri Originals; Hattie Carnegie; Ceil Chapman; Davidow; Jane Derby; Christian Dior; Jacques Fath; David M. Goodstein; Joseph Halpert; Maria Krum; Tina Leser of Edwin H. Foreman; Claire McCardell; Philip Mangone; Monte-Sano and Pruzan; Original Modes; Paul Parnes; Mollie Parnis; Pattullo-Jo Copeland; Ben Reig-Omar Kiam; Maurice Rentner; Nettie Rosenstein; Carolyn Schnurer; Adele Simpson; Herbert Sondheim; Traina-Norell; Pauline Trigere; Emily Wilkens; B. H. Wragge. Also, Adrian; Elizabeth Arden; Bergdorf-Goodman; Bonwit Teller-- Custom-Order; Lilly Dache; Charles James; Milgrim; Carrie Munn; Sophie of Saks Fifth Avenue; Valentina. Special scenes sponsored by Burlington Mills and Galey & Lord. Celebrities of stage, screen, television and society will be guest commentators and models. Staged by Lester Gaba. Reservations: \$50.00 per person for "ringside" first tier tables; \$25.00 per person for other tables. Contact: Kay Weatherly, National Foundation, 120 Broadway, BE. 3-0500. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Jan. 30 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	RITZ-CARLTON HOTEL OVAL ROOM
	Presentation of fashions for Spring. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Phillipa MacDonald Contact: PL. 5-8372. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 30 1:00 P.M. Luncheon	FASHIONS FOR DANCING AT LUNCHEON SHOW Fashions for dancing, inspired by Arthur Murray, in Cohama fabrics. Press by invitation. Public by reservation; contact: Banquet Dept., PL.5-5300. St. Moritz Fashion Director: Alberta Kelley, JU. 6-1764.	VARIOUS MANUFACTURERS	ST. MORITZ HOTEL BURGUNDY ROOM
Tuesday Jan. 30 1:00 P.M. Luncheon	SPORTSWEAR COLLECTION AT LUNCHEON SHOWING Presentation of sportswear by Lotte of Drewyn, with Prince Matchabelli's new perfume, "Beloved". Scarves--Wetherby. Gloves--Crescendoe. Handbags --Roger Van S. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Drewyn Publ.: Sidney Dee Bloeme, JU. 6-4490. Sherry's Fashion Director and Publicity: Rosamund Hanscom, PL. 3-0200.	DREWYN, LTD.	SHERRY'S-300 PARK SHERRY ROOM
Wednesday Jan. 31 9:30 A.M. Breakfast	PRESS SHOWING OF SUMMER COLLECTIONS Cabana will present the Summer collection of beachwear and sportswear, designed by Mr. Harry Willis, at a breakfast preview for the press. By invitation only. Daily trade showings thereafter at 11:30 A.M. and 3:30 P.M. Publicity: Fran Healy, PL. 7-5309.	CABANA BEACHWEAR CO.	1410 BROADWAY SHOWROOM-17TH FLOOR
Wednesday Jan. 31 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview for the press of Capri's collection for Summer. By invitation only. Publicity: Katherine Chauqueneau, AT. 9-8464, or AT. 9-2272.	CAPRI FROCKS, INC.	1372 BROADWAY SHOWROOM-5TH FLOOR
Wednesday Jan. 31 12:45 P.M. Luncheon	SHOWING OF SPRING GOWNS AT LUNCHEON "Back To Town"--gowns by Murray Nieman. Furs--David's 57th Street. Hats-- Margaret Cody. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Murray Nieman Contact: TE. 8-3089. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MURRAY NIEMAN; & DAVID'S 57TH STREET	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 31 1:00 P.M. Luncheon	SPRING COLLECTION AT LUNCHEON SHOW Russeks Fifth Avenue will present suit fashions for Spring and a collection of French imports during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Russeks Publ.: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Jan. 31 3:30 P.M.	PREVIEW: FALL COLORS AND LEATHER STYLES A preview of Allied Kid Company's Fall and Winter, 1951-1952, leather colors and styles in skins and pullovers, for the fashion press and shoe stylists. This showing will be repeated on <u>Thursday, February 1 at 9:30 A.M.</u> , for fabric and hosiery stylists; and at <u>3:30 P.M.</u> , for shoe and handbag manufacturers, department store shoe and bag buyers. By invitation only. Contact: Helene O'Hara or Dorothy Campbell, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM
Wednesday Jan. 31 4:30 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION Showing of the cotton wardrobe to be worn by the 1951 Maid of Cotton. Contact: Ruth Goldberg, Cleanliness Bureau, MU. 6-3662; or Margot Herzog, National Cotton Council, WO. 4-2521.	ASS'N OF AMERICAN SOAP AND GLYCERINE PRODUCERS	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Feb. 1 2:30 P.M.	OPENING: SUMMER DRESS COLLECTION Benfatto & Kallman will present the Summer collection of Jonmorr Casuals. Contact: LA. 4-5552. Publicity: Sidney Dee Bloeme, JU. 6-4490.	BENFATTO & KALLMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Thursday Feb. 1 3:30 P.M.	SUMMER SPORTSWEAR AT PREVIEW FOR PRESS Raissa Masket's "inseparable" separates and coordinates in Summer sports- wear will be presented to press and resident buyers. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	MASKET BROTHERS SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Thursday Feb. 1 4:30 P.M.	"PACKAGE FROM PARIS" EASTER MILLINERY Fourth annual. "Package From Paris" by G. Howard Hodge--an advance presen- tation of French models for Easter. By invitation only, for press and trade. Publicity: Maud G. Moody, LE. 2-4049.	G. HOWARD HODGE	1 WEST 39TH STREET SALON
Thursday Feb. 1 6:00 P.M.	PRESENTATION OF JUNIOR FASHIONS Abraham & Straus' College Board members will present and model junior fashions for Spring by Jo Collins of St. Louis. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR JUNIOR SIZE CENTER
Thursday Feb. 1 8:00 P.M.	FASHION SHOW BY WOMAN'S ASSOCIATION The American Woman's Association, for women in business and professions, will present "United Fashions for United Nations", coordinated by Marguerite Buck of Fashion Futures. By invitation. Contact: Marion Van Valkenburgh, PL. 3-8393.	AMERICAN WOMAN'S ASSOCIATION	HOTEL BARCLAY 111 E. 48TH ST.-14 FL.
Beginning Thursday Feb. 1.	SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are scheduled as follows: <u>Feb. 1</u> : Baillie, de Rauch, Lecomte; <u>Feb. 2</u> : Heim, Levon, Rouff; <u>Feb. 3</u> : Desses, Manguin, Paquin; <u>Feb. 5</u> : Alwyn, Balmain, Cardin, Ricci; <u>Feb. 6</u> : Carpentier, Lanvin, Patou; <u>Feb. 7</u> : Dior, Schiaparelli; <u>Feb. 9</u> : Rochas. Contact: #102 Rue Faubourg, St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS FRANCE
Friday Feb. 2 9:30 A.M. Breakfast	BREAKFAST PREVIEW: SUMMER COLLECTION Kay Dunhill will present the Summer collection, including "Korell" fashions (plus sizes for juniors), at a preview for the press. By invita- tion only. Publicity: Fran Healy, PL. 7-5809.	KAY DUNHILL, INC.	1350 BROADWAY SHOWROOM-3RD FLOOR
Saturday Feb. 3 11:00 A.M.	SHOWING OF PETITEEN FASHIONS Presentation of fashions for the sub-teens by Namm's and Petiteen. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR
Saturday Feb. 3 2:00 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW St. Mary's at-home clothes, Vera Scarves, Donnybrook suits, dresses by Blum's of Madison Avenue at benefit luncheon for Eleanor Roosevelt Chapter of B'Nai B'rith. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DESIGNERS; & MANUFACTURERS	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Feb. 3 12:00 Noon; 2:30 P.M.	SIMPLICITY FASHIONS AT TEEN-AGE SHOW "Hi-Teeners" will present Simplicity Pattern fashions during luncheon hour in the restaurant, 12:00 Noon to 1:45 P.M.; also in the Fabric Department 2:30 P.M. to 3:30 P.M. Press invited. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	4TH FLOOR REST. & FABRIC DEPT.
Monday Feb. 5 4:00 P.M. Cocktails	PRESS PREVIEW: NEW SUMMER COLLECTION Paul Adler Originals will present the first collection of advance Summer spectator sportswear and country club fashions at a press preview and cocktail party in their newly-opened showrooms. By invitation only. <u>Daily trade showings thereafter at 10:30 A.M. and 2:30 P.M.</u> Publicity: Viola Shefer, PL. 3-3173.	PAUL ADLER ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Beginning Monday Feb. 5	SHOWING OF IMPORTED SWEATERS FOR SPRING Spring and Summer collection of imported wool and wool jersey sweaters from Vienna, Austria and Paris, by the Lana Knitwear Division of Perutz Brothers. Press invited. Publicity: Dorothy Iverson, OR. 9-1500.	LANA KNITWEAR DIV., PERUTZ BROS., INC.	689 FIFTH AVENUE SHOWROOM
Beginning Monday Feb. 5	OPENING OF SUMMER DRESS COLLECTION Opening of Leonard Arkin's Summer collection of "dresses to suit". Publicity: Ann Rabin, WI. 7-5324.	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Monday Feb. 5	SHOWING OF SUMMER COLLECTION Presentation of Georgia Bullock's Summer dress collection at daily showings in the permanent N.Y. showroom. By appointment. Contact: Terry Fry, LO. 5-4762.	GEORGIA BULLOCK, INC.	350 FIFTH AVENUE SUITE 5708
Beginning Monday Feb. 5	OPENING OF SUMMER LINES IN ST. LOUIS Showing of Summer lines of dresses, sportswear, lingerie, millinery, coats and suits by members of the St. Louis Fashion Creators in individual showrooms, beginning, Monday Feb. 5. Contact: Joan Gardner, Promotion Director, 915 Olive Street, St. Louis.	ST. LOUIS FASHION CREATORS	INDIVIDUAL SHOWROOMS

Beginning Monday Feb. 5	FOGA TO SHOW SUMMER LINES Summer collections by manufacturers of the Fashion Originators' Guild of America will be shown, beginning Monday, Feb. 5. Individual dates will be announced later. Members include:	FASHION ORIGINATORS: GUILD OF AMERICA, INC.	MANUFACTURERS: SHOWROOMS
	LARRY L. ALDRICH CO.	GRABOIS	PAUL PARNE CORP.
	HANSEN BANG, INC.	FRED GREENBERG DRESS CO.	PARNIS-LIVINGSTON
	BEN BARRACK, INC.	JOSEPH HALPERT, INC.	BEN REIG, INC.
	WILLIAM BASS DRESS CO.	HORWITZ & DUBERMAN, INC.	RUDOLF GOWNS
	CAPRI FROCKS, INC.	INTERNATIONAL DRESS CO.	MARTIN SIMON, INC.
	DEITSCH, WERSBA & COPPOLA	JUNIOR LEAGUE FROCKS	ADELE SIMPSON, INC.
	ELFREDA, INC.	NAT KAPLAN, INC.	HERBERT SONDEHEIM
	BEN J. GAM, INC.	CHARLES LANG, INC.	FRANK STARR, INC.
	ED GERRICK, INC.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	A. GOODMAN & CO., INC.	NATHAN-STRONG, INC.	HANNAH TROY, INC.
	Contact: Leonard W. Gandler, Exec. Sec'y, CH. 4-6945.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
-OPENING OF SUMMER COLLECTIONS BY THE SPORTSWEAR GUILD-			
<u>MONDAY, FEB. 5</u>			
Sport-Craft, Inc.	10:30 A.M. and 2:30 P.M. daily	550 7th, LA. 4-9724	
Star-Maid Dresses	10:30 A.M. and 2:30 P.M. daily	498 7th, PE. 6-0444	
<u>TUESDAY, FEB. 6</u>			
Adler & Adler, Inc.	10:30 A.M. daily	550 7th, BR. 9-9600	
Kane-Weill	10:30 A.M. and 2:30 P.M. daily	498 7th, LO. 5-3041.	
<u>WEDNESDAY, FEB. 7</u>			
Davidow	10:30 A.M. daily	550 7th, PE. 6-6909	
David M. Goodstein	10:30 A.M. and 2:30 P.M. daily	550 7th, LA. 4-2577	
Mutual-Rosenbloom	10:45 A.M. and 2:30 P.M. daily	498 7th, CH. 4-6221.	
<u>THURSDAY, FEB. 8</u>			
Charles W. Nudelman	10:30 A.M. and 2:30 P.M. On Feb. 8 . .	550 7th, LA. 4-1254.	
	Thereafter, at 10:30 A.M. daily		
Zoltan Rosenberg Co.	By appointment daily	550 7th, LA. 4-6691.	

Tuesday Feb. 6	PRESS PREVIEW OF SPRING MILLINERY	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
12:30 P.M. Luncheon	Saks Fifth Avenue will invite the press to a preview of the Spring custom millinery collection, designed by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.		
Tuesday Feb. 6	PRESS PREVIEW OF SUMMER COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM
2:30 P.M.	Bonnie Cashin's Summer collection designed for Adler & Adler. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Tuesday Feb. 6	TRADE SHOWING OF SUMMER COLLECTION	EMILY WILKENS	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
4:00 P.M.	Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Summer fashions for juniors to the trade. Contact: WI. 7-5374.		
Beginning Tuesday Feb. 6	OPENING OF SUMMER COLLECTION	JUNIOR ACCENT	1400 BROADWAY SHOWROOM-32ND FLOOR
	Junior Accent will present the Summer collection, designed by Eloise Curtis, at continuous daily showings in the new showrooms. Contact: LO. 4-1434.		
Tuesday Feb. 6	OPENING OF SUMMER COLLECTION	CLAIRE McCARDELL FASHIONS BY TOWNLEY	550 SEVENTH AVENUE SHOWROOM
	Claire McCardell's Summer collection will be presented at 2:30 P.M. daily. By appointment. Contact: Bette Anne Brown, LO. 4-2155.		
Wednesday Feb. 7	PRESS & TRADE PREVIEW SUMMER COLLECTIONS	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
9:30 A.M. Breakfast	"When A Body Meets A Body"--breakfast preview for the press and trade of two new Summer collections, including bathing suits, playclothes, sun dresses and coordinates, designed by Frances Sider. By invitation. Continuous daily trade shows, beginning Feb. 8. Contact: Virginia Marsh, LO. 4-3323.		
Wednesday Feb. 7	CEIL CHAPMAN FASHIONS AT LUNCHEON SHOW	JAY THORPE	WALDORF-ASTORIA SERT ROOM
1:00 P.M. Luncheon	Jay Thorpe will present a showing of Ceil Chapman fashions for Spring. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Ceil Chapman Contact: Alto G. Schifrine, LA. 4-5800. 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. 7 3:30 P.M. Cocktails	SWISS FABRIC SHOW OF LUXURY COTTONS Eighth annual presentation to the press and retail trade of fashions in luxury Swiss cottons, selected from the current Summer collections of more than thirty-five leading designers and manufacturers. Included will be town and country wear; cocktail and evening dresses; wedding and bridesmaids' gowns; blouses and separates; childrens' and teen-age party frocks. Commentators: Dorothy L. Wallis (d.l.w.) and Nancy Craig. By invitation and ticket only. Contact: Swiss Fabric Group, OR. 9-2750.	SWISS FABRIC GROUP OF SWITZERLAND & N. Y.	HOTEL PIERRE GRAND BALLROOM
Beginning Wednesday Feb. 7	OPENING OF SUMMER DRESS COLLECTION Summer dresses by Miss America will be presented at daily showings; also, a new group of separates by designer Rose Barrack. Contact: Polly McCuiston, CH. 4-6030.	MISS AMERICA	530 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Thursday Feb. 8 10:00 A.M. Breakfast	PREVIEW: JACQUES FATH SPRING COLLECTION Lord and Taylor will present the Jacques Fath Spring into Summer dress collection, made in America for Joseph Halpert, at a showing for newspaper fashion editors. By invitation. Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Thursday Feb. 8 11:00 A.M.	PRESS SHOWING OF SPRING & SUMMER HATS Don Marshall will invite the press to a showing of his millinery collection for Spring and Summer. By invitation only. Contact: PL. 8-2678.	DON MARSHALL, INC.	53 EAST 54TH STREET SALON
Beginning Friday Feb. 9 12:30 P.M.	OPENING OF SUMMER COLLECTION Carolyn Schnurer will present her Summer collection daily at 12:30 P.M. (box luncheon); and 3:30 P.M. Contact: Lee Walker, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Beginning Monday Feb. 12 10:30 A.M.	OPENING OF SUMMER COLLECTION Sam Friedlander will present his Summer collection daily at 10:30 A.M. Contact: PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
Tuesday Feb. 13 9:30 A.M. Breakfast	SUMMER COLLECTION AT PRESS PREVIEW Janice Milan will present her Summer collection at a breakfast preview for the press. By invitation only. Contact: Barbara Fields, LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Tuesday Feb. 13 10:30 A.M.	OPENING OF SUMMER COLLECTION Presentation of B. H. Wragge Summer collection. 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. Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Tuesday Feb. 13 2:00 P.M.- 5:00 P.M.	"SEEDS OF FASHION" PRESS PREVIEW 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.	THE COSTUME INSTITUTE	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
Wednesday Feb. 14 12:45 P.M. Luncheon	VALENTINE'S DAY LUNCHEON FASHION SHOW A group of designers and specialty shops will present a special fashion show for Valentine's Day during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Arnold Constable will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 14 3:15 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview for the press of Miguel Dorian's Summer collection of dresses for daytime, cocktail and evening. Trade showings on Thursday, Feb. 15, and Friday, Feb. 16 at 3:15 P.M. By invitation only. Publicity: Pauline Greene, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Thursday Feb. 15 10:00 A.M.	FASHION SHOW AT PRESS CONFERENCE Dan River Mills will present a display of a new process in fabric finishing, showing children's, teen-age, junior misses and men's fashions in sportswear, blouses, beachwear, separates, half-sizes, shirts, piece goods and patterns. By invitation only. Publicity: S. Richard Stern, PL. 9-6460.	DAN RIVER MILLS	CHANIN AUDITORIUM 122 E. 42ND, 52ND FL.
Thursday Feb. 15 1:00 P.M. Luncheon	SHOWING OF SPRING MILLINERY AT LUNCHEON "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, CI. 6-1790.	EVE TARTAR (750 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
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 NEEDLECRAFT BUREAU, INC.	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday	PREVIEW OF EDITORIAL & ADVERTISED FASHIONS	CHARM MAGAZINE	1384 BROADWAY-CHARM SHOWROOM-20TH FLOOR
Feb. 19-	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 beginning Monday February 19 through March 16, at 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.		
March 16			
9:00 A.M.-			
12:00 Noon			
Monday Feb. 19	LUNCHEON SHOWING OF SPRING MILLINERY	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
1:00 P.M.	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.		
Luncheon			
Tuesday Feb. 20	PRESS PREVIEW OF SPRING FASHIONS	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
9:30 A.M.	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.		
Coffee			
Wednesday Feb. 21	FASHION SHOW AT BENEFIT LUNCHEON	MEMORIAL CANCER CENTER UNIT	HOTEL PIERRE COTILLION ROOM
12:45 P.M.	"Breath Of Spring"--special showing of Jane Derby's Spring collection at a benefit luncheon for the Memorial Cancer Center Unit. Price: \$3.25 with rummage. Press by invitation. Public by reservation. Contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Luncheon			
Wednesday Feb. 21	SHOWING OF ADELE SIMPSON FASHIONS	DE PINNA	WALDORF-ASTORIA SERT ROOM
1:00 P.M.	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.		
Luncheon			
Feb. 22	WASHINGTON'S BIRTHDAY (Thursday--Legal Holiday).		
Saturday Feb. 24	SHOWING OF FLEXEE FOUNDATION FASHIONS	NAMM'S	2ND FLOOR
11:00 A.M.	Presentation of coordinated Easter fashions by Namm's and Flexee Foundations. Press invited. Open to public. Publ.: Susanna Davis, TR. 5-5700.		
Monday Feb. 26-	SEMI-ANNUAL GIFT SHOW	GEORGE F. LITTLE MANAGEMENT	HOTEL STATLER
March 1	Publicity: George F. Little, MU. 9-7147.		
Tuesday Feb. 27	SPRING & SUMMER CUSTOM COLLECTION	CALLOT SOEURS	RITZ-CARLTON HOTEL OVAL ROOM
1:00 P.M.	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 Publicity: Mary Marsh, PL. 7-5810. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.		
Luncheon			

<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 during luncheon. Jewelry--Coro. Scarves--Glentex. Publicity: Ann R. Silver Associates, MU. 7-8654. (Showing of Maria Originals Easter fashions, originally scheduled for this date has been cancelled). Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. 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
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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.

Thursday March 1	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVENUE	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 AVENUE	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 AVENUE	PUBL.: CAROLYN HAIGHT (Designed by Sophie)	PL. 3-4000
Wednesday March 7	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVENUE	PUBL.: SOPHIE SHONNARD	EL. 5-6800

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. By invitation only. Show will be repeated 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	4TH FLOOR FRENCH SALON
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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 (two per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALIROOM
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Wednesday March 7 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring custom-order collection to the press at Gunther Jaeckel. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR
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MOVIES...MUSIC...TELEVISION...THEATRE

- Friday Jan. 26; 3:30 P.M. TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2
Ilka Chase will be hostess to two leading N.Y. designers on her "Fashion Magic" television program. Fri., Jan. 26: Bonnie Cashin of Adler and Adler will present fashions from her Cruise collection. Mon., Jan. 29: Fashion presentation by Toni Owen, featuring a collection of her separates for Cruise wear. Publicity: Helen Brattrud, PL. 5-2000.
- Sunday Jan. 28 OPENING: "PEER GYNT" ANTA PLAYHOUSE, 245 WEST 52ND STREET Cheryl Crawford will produce Henrik Ibsen's "Peer Gynt", American adaptation by Paul Green, the fifth in the series of the American National Theatre and Academy (ANTA) productions. Stars: John Garfield, Mildred Dunnock and Sono Osato. Director: Lee Strasberg. Setting: Donald Oenslager. Costumes: Rose Bogdanoff. Publicity: Bill Doll, JU. 2-4976.
- Week Of Jan. 29 THIRTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST. Mon. Eve., Jan. 29: Mascagni's CAVALIERIA RUSTICANA and Leoncavallo's PAGLIACCI. Tues. Eve., Jan. 30: Rossini's IL BARBIERE DI SIVIGLIA. Wed. Eve., Jan. 31: Strauss' DER ROSENKAVALIER. Thurs. Eve., Feb. 1: Wagner's DIE WALKURE. Fri. Eve., Feb. 2: Strauss' DIE FLEDERMAUS. Sat. Mat., Feb. 3: DIE WALKURE. Sat. Eve., Feb. 3: IL BARBIERE DI SIVIGLIA. Sun. Eve., Feb. 4: CAVALIERIA RUSTICANA and PAGLIACI. Publicity: Margaret Carson, PE. 6-1200.
- Beginning Monday Jan. 29 FOUR-WEEK ENGAGEMENT: D'OYLY CARTE CO. ST. JAMES THEATRE, 246 WEST 44TH The D'Oyly Carte Company of London will open a four-week engagement, presenting "The Mikado", week of Jan. 29; "Trial by Jury" and "H.M.S. Pinafore", week of Feb. 5; "The Gondoliers", Feb. 12, 13 and 14; "Iolanthe" Feb. 15, 16 and 17; "Cox and Box" and "The Pirates of Penzance", week of Feb. 19. Publicity: Sam Stratton, LU. 2-5050; or CI. 6-9500.
- Wednesday Jan. 31 PREMIERE: "CALL ME MISTER" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Twentieth Century-Fox will present a Technicolor musical comedy about the mustering of soldiers from service, as suggested by the Broadway musical. Stars: Betty Grable, Dan Dailey, and Danny Thomas. Producer: Fred Kohlmar. Director: Lloyd Bacon. Costumes: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Thursday Feb. 1 OPENING: "THE GREEN BAY TREE" JOHN GOLDEN THEATRE, 252 WEST 45TH ST. Shepard Traube will present a revival of Mordaunt Shairp's drama in which an elderly man contrives to keep two young people apart from each other. Stars: Joseph Schildkraut, and Ann Crawford. Director: Shepard Traub. Scenery and Costumes: Raymond Sovey. Publicity: G. & D. Ross, BR. 9-5906.
- Friday Feb. 2 PREMIERE: "OPERATION PACIFIC" (Movie) STRAND THEATRE, B'WAY & 47TH ST. Warner Brothers Pictures will present a film of the grim fighting in the Pacific in 1943, centering around a submarine commander and his crew. Stars: John Wayne and Patricia Neal. Producer: Louis F. Edelman. Director: George Wagner. Publicity: Eve Siegel, CI. 6-1000.
- Saturday Feb. 3 OPENING: "THE ROSE TATTOO" MARTIN BECK THEATRE, 302 WEST 45TH ST. Cheryl Crawford will present Tennessee William's new play about a Sicilian family and emigration to the U.S. Gulf Coast. Stars: Maureen Stapleton and Eli Wallach. Director: Daniel Mann. Setting: Boris Aronson. Costumes: Rose Bogdanoff. Publicity: Wolfe Kaufman, LU. 2-3466.