

Fide Copy
2/9/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april
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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, FEBRUARY 6, 1953</u>			
Now Going On	ANNUAL EXHIBITION: "AT HOME WITH CERAMICS" Fifty-ninth annual exhibition of the New York Society of Ceramic Arts, displaying the work of leading American ceramists. Pottery, sculpture, enamels and glass in room settings by decorators and designers will be shown in a group of eight room settings. Lectures and demonstrations of pottery and sculpture techniques each day. Admission is free through Feb. 23. Publicity: Philip Cutler, 152 W. 65th St., TR. 7-3726.	N.Y. SOCIETY OF CERAMIC ARTS	AMERICAN MUSEUM OF NATURAL HISTORY
Friday Feb. 6 10:00 A.M.	PREVIEW OF ADVANCE UMBRELLA COLLECTION Press preview of advance collection of Polan, Katz umbrella line. By invitation only. Publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173.	POLAN, KATZ UMBRELLAS	330 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Friday Feb. 6 11:00 A.M.	PREVIEW OF SUMMER COLLECTION Presentation of B. H. Wragge's Summer collection. By invitation only. Publicity: Molly Porter at Wragge, WI. 7-4968.	B.H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Beginning Friday Feb. 6 2:30 P.M.	OPENING: CEIL CHAPMAN'S SUMMER COLLECTION Ceil Chapman will present her Summer collection at 2:30 P.M. Publicity: Alto Schifrine at Samuel Chapman, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Friday Feb. 6 4:00 P.M.- 7:00 P.M.	COCKTAIL PARTY AT NEW SHOWROOM Cocktail party at opening of new Rose Marie Reid showroom. By invitation. Publicity: Betty Rich of Rose Marie Reid, PE. 6-6275.	ROSE MARIE REID SWIMSUITS	1407 BROADWAY SHOWROOM - 14TH FLOOR
Beginning Friday Feb. 6	OPENING OF SUMMER COLLECTION Informal showings of Dorine Liebert's Summer line of separates. Publicity: Sue Gardner, 98 Riverside Dr., TR. 7-4952.	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Friday Feb. 6	OPENING OF SUMMER COLLECTION Nat Kaplan will present his Summer collection daily at 10:30 A.M., 1:15 P.M. and 4:00 P.M. Publ.: Viola Shefer, 745 Fifth Ave., PL. 3-3173.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM
Friday Feb. 6- Feb. 13	SHOWING OF SUMMER COLLECTION Edith Small, couturier designer from California, is showing her Summer collection of suits, dresses and evening gowns to press and buyers. By appointment only. Contact: Aileen Platt of Barkann-Platt Associates, 19 E. 88th St., TR. 6-1354.	EDITH SMALL ORIGINALS	HOTEL GOTHAM 55TH ST. & 5TH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)</u>			
<u>FRIDAY, FEB. 6</u>			
Rudolf Gowns	1:15 P.M. daily	530 7th, WI.	7-6865
Martin Simon, Inc.	Continuous showings	498 7th, LA.	4-2877
<u>MONDAY, FEB. 9</u>			
Fred Greenberg Dress Co.	10:30 A.M. & 2:30 P.M. . . .	550 7th, LO.	4-5820
<u>TUESDAY, FEB. 10</u>			
David Levine Co.	10:30 A.M. & 2:30 P.M. . . .	530 7th, LA.	4-0237
Elfreda-Fox, Inc.	1:00 P.M. daily	498 7th, CH.	4-2659
Frank Starr, Inc.	1:00 P.M. daily	530 7th, LA.	4-7690
Talmack, Inc.	1:00 P.M. daily	530 7th, BR.	9-1195
Larry L. Aldrich Co., Inc. . . .	2:30 P.M., by appointment. . .	530 7th, CH.	4-1872
Ed Gerrick, Inc.	2:30 P.M. daily	550 7th, LO.	4-1820
Herbert Sondheim, Inc.	2:30 P.M.; 10:30 & 2:30, . . .	530 7th, LA.	4-7540
	Wed., Thurs., Fri. only		
<u>WEDNESDAY, FEB. 11</u>			
Joseph Halpert, Inc.	2:30 P.M. daily	530 7th, WI.	7-7400
	(Note Change of Time)		
Contact: Leonard W. Gendler, Executive Secretary, 1440 Broadway, CH. 4-6945.			

WEEK BEGINNING MONDAY, FEBRUARY 9, 1953

Monday Feb. 9	PRESS SHOWING: "ALL-WEATHER" COATS	SHERMAN BROTHERS, INC.	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR
11:30 A.M. Luncheon	Sherman Brothers will make their first press presentation of the Spring and Summer collection of Sherbrooke "All-Weather" coats, including the highlights from their children's line. By invitation only. Publicity: Jan Lovett at Sherman Bros., LA. 4-5588.		
Monday Feb. 9 3:30 P.M. Tea	PREVIEW OF SUMMER COLLECTION Martini Designed will present their Summer collection, designed by Sylvan Rich, followed by tea. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Feb. 9 4:00 P.M.	PREVIEW OF SUMMER FASHION COLLECTION Press preview of Summer fashions by Philip Hulitar. Daily thereafter at 10:30 A.M. and 4:00 P.M. Contact: CO. 5-7145.	PHILIP HULITAR	37 WEST 47TH STREET SHOWROOM
Monday Feb. 9 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF FRENCH HANDKERCHIEFS & SCARVES The Commercial Counselor to the French Embassy will present a collection of handkerchiefs and scarves by 16 leading French manufacturers. By invitation only. Continuous daily trade showings, Feb. 10 to Feb. 14. Contact: Roland D'Albis, 610 Fifth Ave., CO. 5-5677.	FRENCH EXPOSITIONS IN THE U.S.A., INC.	610 FIFTH AVENUE ROOM 414
Beginning Monday Feb. 9	OPENING OF SUMMER COLLECTION Opening of the Dartford Deb Summer line, designed by Betty Carol, at continuous daily showings. Contact: LA. 4-2277.	DARTFORD DEBS MODES, INC.	1400 BROADWAY SHOWROOM
Beginning Monday Feb. 9	OPENING OF SUMMER COLLECTION Kiviette will present her Summer collection at daily continuous informal showings or by appointment. Contact: Arthur L. Kiviette, PL. 7-8750.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 9-	ANNUAL WESTMINSTER DOG SHOW	WESTMINSTER KENNEL CLUB (22 E. 60TH ST.)	MADISON SQUARE GARDEN 8TH AVE. & 50TH ST.
Feb. 10	Annual Westminster Kennel Club Dog Show at Madison Square Garden with morning, afternoon and evening performances. Admission: \$2.00. Publicity: Manning Public Relations, 40 East 54th St., PL. 5-7585.		
Monday Feb. 9-	"THE 1953 BRIDE & HER NEW HOME"	ABRAHAM & STRAUS	10TH FLOOR RESTAURANT
Feb. 13	Showing of bridal gowns inspired by British Queens. Special fashion and home furnishings displays for the bride throughout the store. Contact: Susan Trowbridge, Feature Events, TR. 5-7200, Ext. 661.		
Feb. 9- Feb. 13	1953 NATIONAL NOTION SHOW BY THE NATIONAL NOTION & NOVELTY EXHIBIT AT THE HOTEL NEW YORKER. Contact: George English, PE. 6-5000.		
Monday Feb. 9-	FASHIONS FROM "TWO WEEKS WITH PAY" ISSUE	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-20TH FLOOR
Feb. 20	Special showroom presentation of fashions from Charm's May-June "Two Weeks With Pay" tandem issues, featuring a promotion and display blueprint. Merchandise showings at 9:00 A.M., 11:00 A.M., and 3:00 P.M. Open to buyers, merchandise managers, display directors, store promotion executives and buying offices. Contact: Promotion Dept., PL. 9-2080.		
Beginning Tuesday Feb. 10 10:30 A.M.	OPENING OF SUMMER COLLECTION David Levine will present his Summer collection daily at 10:30 A.M. and 2:30 P.M. Contact: Miss Fritzzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Tuesday Feb. 10 11:00 A.M.	PREVIEW: SPRING SHOE COLLECTION Saks Fifth Avenue will present their Spring shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	PARK LANE HOTEL PETIT SALON
Beginning Tuesday Feb. 10 11:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Summer dress collection at 11:30 A.M. and 3:30 P.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Tuesday Feb. 10 12:30 P.M. Luncheon	VALENTINE FASHIONS AT LUNCHEON SHOW "Hearts and Flowers"--Valentine Day and Spring fashions by Jane Engel will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Show coordinator: Agnes Phillips, 521 Fifth Ave., MU. 2-2520. Jane Engel Publicity: Louise G. Fried, RH. 4-0300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	JANE ENGEL (50 E. 79TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Feb. 10 1:00 P.M. Luncheon	OPENING OF SUMMER COLLECTION Janice Milan will present her Summer collection, designed by Selig Sidney. Showings at 1:30 P.M. <u>No Friday Showings</u> . Contact: LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Beginning Tuesday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION Presentation of Elfreda-Fox Summer collection at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA-FOX	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR

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Beginning Tuesday Feb. 10 1:00 P.M.	SHOWING OF SUMMER COLLECTION Talmack will present their Summer collection at 1:00 P.M. daily. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION Frank Starr will present his Summer collection at 1:00 P.M. daily. Contact: LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FL.
Tuesday Feb. 10 3:30 P.M.	SUMMER COCKTAIL & AFTERNOON DRESSES Arnold-Fox will present a collection of Summer cocktail and afternoon dresses, designed by Billy Gordon, including a special group of cottons. Press by invitation. Trade shows on Feb. 11, 12, 17 and 18, at 3:30 P.M. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Feb. 10 3:45 P.M.- 6:00 P.M. Cocktails	SWISS FABRIC FASHION SHOW Over 50 leading designers and manufacturers of formal and semi-formal dresses, sportswear, separates, blouses, lingerie, bridals, etc., from New York, out-of-town and European markets collaborate in presentation of Swiss Fabrics from current Summer collections. Tenth annual presentation, arranged by Cotton Textile Industry of Switzerland. Doors open 3:45 P.M. Showing from 4:15 P.M. Press and retail trade by invitation only. Contact: Swiss Fabric Group, Inc., 110 E. 42nd Street, OR. 9-2750.	SWISS FABRIC GROUP OF SWITZERLAND & NEW YORK	HOTEL PIERRE BALLROOM
Tuesday Feb. 10 4:00 P.M.- 6:00 P.M. Cocktails	"QUEEN OF IRISH LINEN" CEREMONY The Irish Linen Guild will proclaim Rosemary O'Reilly, of the Broadway musical "New Faces" as Irish Linen Queen for 1953. She will be presented with an Irish Linen trousseau, complete from household linen to fashions, which will be modelled. Ceremony at 4:30 P.M. By invitation only. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.	IRISH LINEN GUILD (1270 SIXTH AVENUE)	HOTEL ALGONQUIN ROOM 306
Tuesday Feb. 10 4:00 P.M.	SIXTH ANNUAL NOTIONS CLINIC Sixth annual notions clinic with presentation of prizes for their advertising contest: "Notions of a Fashion Editor." Contact: Arthur I. Mellin of the association at 1170 Broadway, MU. 5-9020.	NATIONAL NOTION ASSOCIATION, INC.	HOTEL McALPIN GRAND BALLROOM
Beginning Tuesday Feb. 10	OPENING OF SUMMER COLLECTION Opening of Maria Krum's Summer collection, featuring Swiss and domestic cottons. Publicity: Helen Galland at Maria Krum, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Tuesday Feb. 10- Feb. 12	"THE FASHION HERALD OF 1953" IN BOSTON Sixth annual Spring fashion promotion by The Boston Herald. Contact: Patricia Porter, Boston Herald, 80 Mason St., Boston.	THE BOSTON HERALD	SHERATON PLAZA BOSTON, MASS.
Wednesday Feb. 11 11:00 A.M.	PRESS PREVIEW: NEW "BENIRA" COLLECTION Fira Benenson will present her new small "Benira" collection to the press. By invitation. Publ.: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	FIRA BENENSON, INC.	37 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 11 12:30 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW "Fairy Tale"--bridal fashions by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publ.: Ruth English, PL. 9-3737. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON (20 EAST 56TH STREET)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 11 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Luncheon fashion show by the Swiss Fabric Group (previewed on Feb. 10 -- see Pg. 4). Reservations: TE. 8-8000. Contact: Swiss Fabric Group, Inc., 110 E. 42nd St., OR. 9-2750. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	SWISS FABRIC GROUP OF SWITZERLAND & NEW YORK	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday Feb. 11 1:00 P.M.	OPENING OF SUMMER COLLECTION Junior Sophisticates will present their Summer collection at 1:00 P.M. and 4:00 P.M. daily. Contact: Ellen Rowsell, LA. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Wednesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Presentation of Pierre Balmain, N.Y. Summer collection at 2:30 P.M. daily. Contact: Dorothy Smith at Balmain, CH. 4-2659.	PIERRE BALMAIN, N.Y.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Wednesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Joseph Halpert will present the Summer collection, designed by Jacques Fath. Press showing Thurs., Feb. 12, at 2:30 P.M. Publicity: Edith Jordan at Joseph Halpert, WI. 7-7400.	JACQUES FATH- JOSEPH HALPERT	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Feb. 12	LINCOLN'S BIRTHDAY (Thursday).		
Thursday Feb. 12 11:00 A.M.	PREVIEW OF SUMMER COLLECTION Tina Leser will present a preview of her Summer collection to the press. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	TINA LESER	42 EAST 57TH STREET SHOWROOM
Thursday Feb. 12 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW De Pinna will present designer fashions, including Pierre Balmain, Oleg Cassini, Jane Derby, Ben Gershel, Maria Krum, Philip Mangone, Anna Miller, Monte-Sano & Pruzan, Jo Copeland-Pattullo, Maurice Rentner, Sonia Gowns and Trigere. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 12 4:00 P.M.	OPENING OF SUMMER GROUP Opening of Pauline Trigere's Summer group. Showings also on Friday, Feb. 13, at 10:30 A.M., Tues., Feb. 17 and Wed., Feb. 18 at 2:30 P.M. By invitation only. Contact: Cecille Gordon at Trigere, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Friday Feb. 13 4:00 P.M.	PREVIEW OF SUMMER AFTERNOON FASHIONS Harmay presents their Summer collection to the press. By invitation. Daily showings at 4:00 P.M., beginning Feb. 12. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 13 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON "Gowns and Backgrounds of Yesteryear and Today"--fashion show during luncheon featuring: Glenhunt Town & Country Clothes; cocktail and dinner dresses by Fred Greenberg; evening gowns by Aranka Gyorky; furs by K. Hartenstein; hats by Emme; table settings by Vida French Beranger and Hazel Carleton Swords; hair styles by Ferrantelle. Price: \$7.50. Show coordinated by Nola Luxford, Pierre Fashion Director. For reservations: contact: TE. 8-8000.	VARIOUS DESIGNERS	HOTEL PIERRE COTILLION ROOM
Feb. 14	VALENTINE'S DAY (Saturday).		
Sunday Feb. 15 9:00 P.M. Supper	"CARIOCA BALL" CARNIVAL The Brazilian Cultural Society, in cooperation with the Brazilian Consulate General and the Brazilian Government Trade Bureau will hold a Carioca Ball for the benefit of the Damon Runyon Fund of Brazil. Tickets: \$15.00. Contact: Charles Berliner, Brazilian Center, 111 Wall St., WH. 4-5348.	THE BRAZILIAN CULTURAL SOCIETY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Monday Feb. 16 11:00 A.M.	PREVIEW OF SPRING HATS AND SEPARATES Valia's Boutique will present their preview of Spring hats and separates. By invitation only. Publicity: Helen Galland, at Valia's, PL. 8-2755.	VALIA'S BOUTIQUE	532 MADISON AVENUE CORNER 54TH STREET
Tuesday Feb. 17 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES The Allied Kid Company's Fall-Winter collection will be previewed: To fashion press and shoe stylists, <u>Feb. 17, 9:15 A.M.</u> To fabric and hosiery stylists-dept. store fashion coordinators and shoe buyers, <u>Feb. 17, 3:30 P.M.</u> To buying office fashion coordinators - fashion publicists and accessory stylists, <u>Feb. 18, 9:15 A.M.</u> By invitation. Contact: Helen Caruso at Allied Kid, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR
Tuesday Feb. 17 10:00 A.M. Breakfast	SPRING FASHIONS FOR TALL GIRLS Tall Wear presents their Spring collection of coats, suits, dresses, sportswear, lingerie and accessories, at a preview. Introduction of special heights, short talls, medium talls and tall talls. By invitation only. Contact: Sylvia Pollack, at Tall Wear, EL. 5-6029.	TALL WEAR	13 EAST 47TH STREET SALON
Tuesday Feb. 17 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Arnold Constable will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Feb. 17 9:00 P.M.- 2:00 A.M.	SECOND N. Y. MARDI GRAS Leading business firms will participate in the Second Annual Mardi Gras Ball, with costumes depicting their product created by leading cartoonists and illustrators, under direction of Russell Patterson. Costumes will be televised over Station WNBT from 11:15 P.M. to 12:15 P.M. Contact: Mrs. Thomas D. Luckenbill, Chmn., 130 E. 86th St., BU. 8-6220.	BENEFIT FOR WELFARE FUND OF JUNIOR LEAGUE	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 18	ASH WEDNESDAY--(Beginning of Lent).		
Wednesday Feb. 18 12:30 P.M. Luncheon	JUNIOR SOPHISTICATES FASHIONS AT LUNCHEON Bonwit Teller will present Junior Sophisticates fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Beginning Wednesday Feb. 18	OPENING OF FALL COTTON LINE Herbert Meyer presents "National Bank of Cotton" Fall line at continuous daily showings. Publicity: Ken R. Williams, 160 Columbia Hts., UL. 5-3175.	HERBERT MEYER, INC.	1441 BROADWAY SHOWROOM - 12TH FL.
Thursday Feb. 19 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING "Harlequinade--Animated Display of Summer Accessories." Market reports by members of Accessories Committee--Shoes and Stockings: Carolyn Saks, Charm; Bags, Belts, Gloves: Matilda Taylor, Women's Wear Daily; Jewelry: Mimi Aleinikoff, Fashion Consultant; Others: Eleanor McMillen Olsen, Kenyon & Eckhardt, Co-chairmen: Matilda Taylor and Mimi Aleinikoff. Price: \$4.75 for members; \$5.00 for guests (No limit on guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLOOM
Thursday Feb. 19 12:30 P.M. Luncheon	CUSTOM MILLINERY DURING LUNCHEON Milgrim's will present their Spring custom millinery. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim's Millinery Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA TERRACE ROOM
Saturday Feb. 21- Feb. 28	NATIONAL "SEW AND SAVE" WEEK Fifteenth annual National Sew and Save Week, featuring a window display contest. Contact: George Pounder, 385 Fifth Avenue, LE. 2-4455.	NAT'L NEEDLECRAFT BUREAU	THROUGHOUT THE COUNTRY
Feb. 22- Feb. 28	NATIONAL BEAUTY SALON WEEK, SPONSORED BY HAIRDRESSERS' BOARD OF TRADE OF N.Y., INC. Contact: Joann Granat, Chairman, 160 E. 48th St., PL. 3-5460.		
Feb. 23	LEGAL HOLIDAY -- Monday (WASHINGTON'S BIRTHDAY FALLS ON SUNDAY).		
Wednesday Feb. 25 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON PRESENTATION Altman's will present fashions by Varden during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Publicity: Varden: Elsie Brandt, 530 Seventh Ave., PE. 6-5460. Altman: Ferris Megarity, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.; VARDEN DRESS	HOTEL PIERRE COTILLION ROOM
Monday March 2 10:00 A.M.	SHOE STYLE CONFERENCE "Design and Color Trends for Fall and Winter '53"--presented by the editors of "Vogue" Magazine, in cooperation with the National Shoe Retailers Association at the Association's semi-annual Style Conference. Contact: L.E. Langston, Exec. Vice-Pres., MU. 6-7520.	NATIONAL SHOE RETAILERS ASS'N.	HOTEL PLAZA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 2 11:00 A.M.	PREVIEW OF FASHIONS BY IRENE OF HOLLYWOOD Jay Thorpe will present Irene of Hollywood Spring fashions. By invitation. Customer showing at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE (24 WEST 57TH ST.)	4TH FLOOR
Monday March 2 4:30 P.M. Cocktails	PREVIEW OF READY-TO-WEAR COLLECTION Eleanora Garnett will present a preview of her Spring ready-to-wear collection. By invitation. Customer showing, Tues., March 3, at 2:30 P.M. Publicity: Austin Wilder, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Monday March 2 4:30 P.M.- 7:00 P.M.	SHOES & HANDBAGS IN REPTILE LEATHERS Cocktail party and showing of shoes, handbags and accessories, made of Fleming-Joffe's reptile leathers, at the opening of their new showrooms. By invitation only. Publicity: Dorothy Adams at Fleming-Joffe, WO.4-1680.	FLEMING-JOFFE, LTD.	401 FOURTH AVENUE SHOWROOM
Tuesday March 3 12:30 P.M. Luncheon	PREVIEW OF SPRING FASHION AT LUNCHEON Gala showing of Zita's Spring custom-order fashions, with Julianna Larson as commentator. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Publicity: Barbara Cavanaugh, TE. 8-7218.	ZITA, INC. (44 EAST 64TH STREET)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday March 3 3:00 P.M.	PREVIEW OF CUSTOM COLLECTION FOR SPRING Oldric Royce will invite the press to preview the custom-order collection for Spring. By invitation only. Publicity: Nona James, 20 West 43rd St., CH. 4-7658.	OLDRIC ROYCE, INC.	16 EAST 52ND STREET SALON

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.

Tuesday March 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
Wednesday March 4	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT,	PL. 3-4000
Monday March 9	<u>MILGRIM</u> At 2:30 P.M.	6 WEST 57TH ST.	PUBL.: GERTRUDE LETTESE,	CI. 7-7200
Tuesday March 10	<u>HENRI BENDEL</u> At 2:30 P.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON,	CI. 7-1100
Tuesday March 10	<u>ELIZABETH ARDEN</u> At 4:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.,	TE. 8-8171

Tuesday March 3- March 4	42ND SEMI-ANNUAL AMERICAN LEATHER SHOWING Exhibit hours will be from 9:00 A.M. to 7:00 P.M. on Tuesday, March 3; and from 9:00 A.M. to 4:00 P.M. on Wednesday, March 4. Contact: Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA BALLROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 4 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER FASHIONS Jay Thorpe will present Howard Greer Spring fashions to the press. By invitation only. <u>Customer showing at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE (24 WEST 57TH ST.)	4TH FLOOR
Wednesday March 4 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Else Fritz will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Else Fritz contact: EL. 5-5038. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
Thursday March 5 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Russeks will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Beginning Monday March 9	FIFTIETH ANNUAL AMERICAN TOY FAIR The fiftieth annual American Toy Fair will be held at the Hotels New Yorker and McAlpin; also, the permanent showrooms at 200 Fifth Avenue, and 1107 Broadway. Publicity: Ruth Millard, 200 Fifth Avenue, OR. 5-1141.	TOY MANUFACTURERS OF THE U.S.A.	HOTELS NEW YORKER AND McALPIN
Tuesday March 10 11:00 A.M.	PREVIEW: SPRING FASHION FESTIVAL Gunther Jaeckel will present their Spring Fashion Festival to the press, highlighting designer clothes. By invitation only. <u>Customer showing at 2:30 P.M.</u> Contact: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET 3RD FLOOR
Wednesday March 11 12:15 P.M. Luncheon	IMPORT COLLECTION AT LUNCHEON SHOW The Fashion Group will present imports during luncheon. More details later. Co-chairmen: Elizabeth Ritter and Nancy Maxwell. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PLACE TO BE ANNOUNCED
Wednesday March 11 12:30 P.M. Luncheon	HERBERT MEYER COTTONS AT LUNCHEON SHOW Presentation of Herbert Meyer Cottons in fashions available at Fifth Avenue Stores. Press by invitation. Public by reservation; contact: TE. 8-8000. Herbert Meyer Publ.: Ken R. Williams, 160 Columbia Hts., Bklyn., UL. 5-3175. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	FIFTH AVENUE STORES	HOTEL PIERRE COTILLION ROOM
March 16- March 21	NATIONAL IRISH LINEN WEEK THROUGHOUT THE COUNTRY. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
Thursday March 19 4:00 P.M.	ANNUAL FALL FABRIC FORUM Annual Fall Fabric Forum for children's wear manufacturers by Parents' Magazine, showing significant developments in new synthetics, new textures, new fabrics. Publicity: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
March 29	HOLY WEEK (March 29-April 4).		
April 5	EASTER SUNDAY		

MOVIES...MUSIC...THEATRE

- Beginning FOURTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
 Monday Feb. 9: Verdi's AIDA. Feb. 10: Strauss' DIE FLEDERMAUS. Feb. 11: Mozart's COSI FAN TUTTE. Feb. 12: Mascagni's CAVALIERIA RUSTICANA. Feb. 13: Puccini's LA BOHEME. Feb. 14, Mat.: Stravinsky's THE RAKE'S PROGRESS. Feb. 14, Eve.: Puccini's TOSCA. Publicity: Margaret Carson, PE. 6-1000.
- Monday OPENING: "THE EMPEROR'S CLOTHES" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST. Robert Whitehead, in association with The Playwrights' Company, will present George Tabori's drama of Budapest in the 1930's. Starring: Lee J. Cobb with Maureen Stapleton, Anthony Ross, Esmond Knight and Brandon de Wilde. Director: Harold Clurman. Settings: Lester Polakov. Costumes: Ben Edwards. Publicity: Barry Hyams, WI. 7-9218.
- Tuesday OPENING: "ON BORROWED TIME" 48TH STREET THEATRE, 157 W. 48TH STREET Richard W. Krakeur and Randolph Hale with William G. Costin, Jr. present Paul Osborn's fantasy, starring Victor Moore, Leo G. Carroll and Beulah Bondi. Director: Marshall Jamison. Costumes: Paul Morrison. Publicity: Karl Bernstein, CI. 6-0427.
- Tuesday PREMIERE: "MOULIN ROUGE" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET A gala formal premiere for the benefit of the Damon Runyon Memorial Fund for Cancer Research. Technicolor Romulus Production, released by United Artists, about the wild and brilliant Paris of the "can-can" era and of the painter, Toulouse-Lautrec. Starring: Jose Ferrer with Zsa Zsa Gabor, Colette Marchand, Suzanne Flon. Director: John Huston. Costumes: Marcel Vertes. United Artists Publicity: Tess Michaels, CI. 5-6000. Capitol Publicity: Paula Gould, JU. 2-2000.
- Wednesday OPENING: "HAZEL FLAGG" MARK HELLINGER THEATRE, B'WAY & 51ST STREET Jule Styne-A.B. Farrell will present a musical adaptation of Ben Hecht's movie "Nothing Sacred". Starring: Helen Gallagher, Thomas Mitchell, Benay Venuta, John Howard with Jack Whiting. Director: David Alexander. Choreography: Robert Alton. Costumes: Miles White. Publicity: John Toohey, CH. 4-2644.
- Thursday PREMIERE: "TONIGHT WE SING" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH Twentieth Century-Fox Technicolor musical based on the career of the impresario Sol Hurok. Starring: David Wayne, Ezio Pinza, Roberta Peters, Isaac Stern. Producer: George Jessel. Director: Michell Leisen. Costume director: Charles Le Maire. Costumes by: Renie. 20th Century Publicity: Ed Feldman, CO. 5-3320. Music Hall Publicity: Fred Lynch, CI. 6-4600.
- Thursday PREMIERE: "PETER PAN" (Movie) ROXY THEATRE, 7TH AVENUE & 50TH STREET A Walt Disney Technicolor Production distributed by RKO Radio Pictures, based on J.M. Barrie's fantasy of the "Never, Never Land of Eternal Youth". RKO Publ.: Don Prince, JU. 6-5050.
- Saturday OPENING: "JOHN BROWN'S BODY" CENTURY THEATRE, 7TH AVE. AT 59TH STREET Paul Gregory presents Tyrone Power, Judith Anderson, Raymond Massey in Stephen Vincent Benet's poem. Adapted and directed by: Charles Laughton. Publicity: Karl Bernstein, CI. 6-0427.
- Thursday OPENING: "PICNIC" MUSIC BOX THEATRE, 239 WEST 45TH STREET The Theatre Guild and Joshua Logan present a new play by William Inge starring Ralph Meeker, Janice Hule, with Peggy Conklin. Director: Joshua Logan. Settings & lighting: Jo Mielziner. Costumes: Mildred Trebor. Publicity: Leo Freedman, CH. 4-7250.