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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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may

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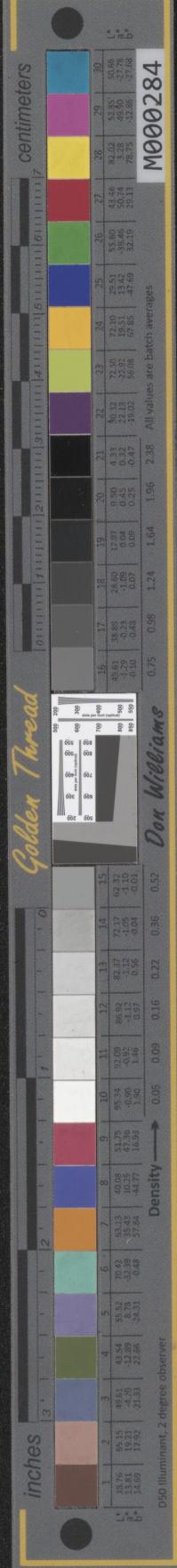
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FASHION CALENDAR

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 14, 1952</u>			
Just Issued	1952 FALL MILLINERY AND GLOVE COLORS	THE TEXTILE COLOR CARD ASSOCIATION	200 MADISON AVENUE
Twenty-three colors have been adopted for the coming Fall and Winter seasons by the Millinery Color Committee and nineteen shades have been chosen for women's leather and fabric gloves for Fall by the Glove Color Committee of The Textile Color Card Association. Contact: Margaret Hayden Kork, Managing Director, MU. 5-5881.			
Friday March 14 10:00 A.M.	SPRING FASHIONS FOR TALL GALS	TALL APPAREL	37 WEST 57TH STREET 5TH FLOOR
	A press showing of tall gals fashions for Spring. By invitation only. Contact: Charlotte Gold, MU. 8-1362.		
Friday March 14 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, during cocktail hour. <u>March 14</u> : G. Howard Hodge; <u>March 21</u> : Laddie Northridge; <u>March 28</u> : Emme; <u>April 4</u> : Braagaard. Press by invitation. 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
Sunday March 16- March 22	ANNUAL INTERNATIONAL FLOWER SHOW "The World Is Our Garden"--theme of the annual International Flower Show, sponsored by the Garden Clubs of America, the Federated Garden Clubs of N.Y. State and the Jewish National Fund. Contact: R.B. Farnum, PL.7-0915.	GARDEN CLUBS OF AMERICA AND N.Y. FLORISTS	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
<u>WEEK BEGINNING MONDAY, MARCH 17, 1952</u>			
Monday March 17 10:00 A.M.	PREVIEW OF FRENCH & ITALIAN MILLINERY	GIMBELS	6TH FLOOR CONFERENCE ROOM
	Gimbels will present a private press preview of American reproductions of French and Italian millinery originals. From Paris--Albouy, Simone Cange, Denise Charbaud, Marie Christiane, Janette Colombier, and Gilbert Orcel. From Italy--Biancallani and Cesare Canessa. By invitation only. Show will be repeated for public at 12:30 P.M. and 5:30 P.M., 4th Floor. Audrey Hepburn, star of the Broadway play, "Gigi", will commentate the 12:30 P.M. showing. Publicity: Gay Stearns or Janice Sykes, LO. 5-1500, Ext. 600.		
Monday March 17 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW OF PRINT EXHIBITION	BROOKLYN MUSEUM (EASTERN PARKWAY)	2ND FLOOR PRINT GALLERIES
	The Brooklyn Museum's Sixth National Print Annual Exhibition. By invitation only. Members' Preview: Tues., March 18, 4:00 P.M. to 7:00 P.M. Open to public: Wed., March 19 through May 18. Publ.: John Gordon, NE. 8-5000.		

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Monday March 17 11:00 A.M. And Tuesday March 18 3:00 P.M.	PRESS PREVIEW: FURNITURE BY FRENCH ARTISTS An exhibition of furniture and decorative objects by twenty-six young French artists and craftsmen will be presented to newspaper editors. Preview for magazine editors, <u>Tuesday, March 18, from 3:00 P.M. to 6:00 P.M.</u> By invitation only. Open to public, March 19 through April 18, from 10:00 A.M. to 5:00 P.M. Publicity: Eleanor Lambert, MU. 8-2130.	McMILLEN, INC.	148 EAST 55TH STREET
Monday March 17 4:00 P.M.	"INSPIRATIONAL PREVIEW" FABRIC FASHION SHOW Crompton-Richmond will present their fourth annual fashion show, featuring 60 original fashions in Crompton velvet, corduroy and velveteen, created by leading French, English, Italian and American couturiers. Imported Fashions: London--Hardy Amies; Lachasse Ltd.; Paris--Pierre Balmain; Jean Desses; Christian Dior; Jacques Fath; Hubert de Givenchy; Gres; Jacques Griffe; Castillo of Lanvin; Manguin; Jean Patou; Madeleine de Rauch; Bernard Sagardoy; Italy--Giogio Armani; Vanna; Jole Veneziani; United States--Fira Benenson; Bonnie Cashin; Howard Greer; Philip Hulitar; Don Loper; Jean Louis. By invitation. Publicity: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM
Monday March 17 6:30 P.M.- 9:00 P.M.	SECOND SESSION OF ADVERTISING COURSE In addition to speakers, there will be a showing of a film by Handmacher-Vogel on sales promotion of Weathervane Suits. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA
March 17	ST. PATRICK'S DAY (Monday).		
Tuesday March 18 10:00 A.M. Breakfast	PRESS SHOWING OF SPRING FASHIONS Presentation of Spring fashions to the press by Hearn's. By invitation only. Publicity: Lillian Suchanek, OR. 5-5000.	HEARN'S	2ND FLOOR EXECUTIVE OFFICES
Tuesday March 18 7:00 P.M.- 9:00 P.M.	SECOND SESSION OF PUBLICITY COURSE "Newspapers, Press Associations and Feature Services"--Harry Chapperon, master of ceremonies. Speaker: Phyllis Battelle, International News Service. Fee for course: \$15.00. Contact: PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Wednesday March 19 10:00 A.M.	PARIS ORIGINALS AND OHRBACH'S REPRODUCTIONS Ohrbach's will present a press preview of Paris Originals and reproductions. By invitation only. Publ.: Mark Klauser, SP. 7-9000.	OHRBACH'S	2ND FLOOR OVAL ROOM
Wednesday March 19 11:00 A.M.	SHOWING OF READY- TO-WEAR ORIGINALS Bergdorf Goodman will present ready-to-wear originals, designed by Bernard Newman, at a showing for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Wednesday March 19 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Fashion models and their own children will wear town and country clothes from McCreery's. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Price: \$3.25 plus rummage, for benefit of Spence Chapin Corner Shop. McCreery Publ.: Georgine Thomson, WI. 7-7000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	JAMES McCREERY	HOTEL PIERRE COTILLION ROOM

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Wednesday March 19 12:30 P.M. Luncheon	CHINESE FASHIONS AT LUNCHEON SHOW Mme. Lee-Sun will present custom-made cocktail, evening and lounging fashions in Chinese brocades and Tribute silks, designed by Mme. Lee-Sun in N.Y., and manufactured in Hong Kong. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Mme. Lee-Sun Contact: MU. 2-7816. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MME. LEE-SUN (7 EAST 42ND STREET)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 19 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF THE NEW LOOK IN GLASSES The beauty and fashion editors will be invited to a cocktail preview of the new look in glasses, featuring the three keys to beauty through eye wear design, color and fashion accents. By invitation only. Publicity: Frances Braslow, CI. 7-6027.	BETTER VISION INSTITUTE & JOHN ROBERT POWERS	STORK CLUB, 3 E. 53RD JACQUELINE RM. 2 FL.
Thursday March 20 9:00 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Macy's will present a press showing of fashions for Spring. By invitation only. Show will be repeated on Monday, March 24 and Tuesday, March 25 at 2:15 P.M. in Macy's Little Shop on the 3rd Floor, for customers, by ticket only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	13TH FLOOR EXECUTIVE DINING RM.
Thursday March 20 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Luncheon showing of Stein & Blaine's custom-order collection, coordinated with furs. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE	HOTEL PLAZA TERRACE ROOM
Thursday March 20 4:00 P.M. Cocktails	ANNUAL FABRIC FORUM FOR 1952 "Parents'" Magazine's annual fabric forum, with a forecast of Fall 1952 trends. Mrs. Beryl Tucker, fashion editor of "Parents'", will analyze fabrics and accessories for children's fashions. By invitation only, for apparel and accessory manufacturers. Contact: Monroe Michels, MU. 5-4400.	PARENTS' INSTITUTE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday March 20 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW "Cover Girl"--theme of the Thirty-Second Annual all-star benefit show and fashion revue of Spring and Summer clothes. Show Director and Commentator: Ann Loweth. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
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 Monday, March 24 through March 28, 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.

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Friday March 21;	SECOND INTERNATIONAL FASHION REVUE	CHALFONTE-HADDON HALL HOTEL, ATLANTIC CITY	CHALFONTE-HADDON HAIL ATLANTIC CITY, N.J.
Saturday March 22	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. For reservations, contact: Chalfonte-Haddon Hall Hotel, Atlantic City. Publicity: Thelma Beresin and John Lyons of Gray & Rogers, 12 So. 12th Street, Philadelphia, Walnut 2-3636.		
Monday March 24 12:30 P.M. Luncheon	SHOWING OF PARIS ORIGINALS & COPIES	GIMBELS	HOTEL PLAZA BALLROOM
	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 at 5:00 P.M.; Tuesday, March 25 and Wednesday, March 26 at 2:30 P.M.</u> , at Gimbels 3rd floor, Junior Coats and Suits Dept. Publ.: Gay Stearns or Janice Synes, LO. 5-1500, Ext. 600.		
Tuesday March 25 4:00 P.M.- 6:00 P.M. Cocktails	"BUTTONS THROUGH THE YEARS"--FILM PREVIEW	B. BLUMENTHAL & CO., INC.	1407 BROADWAY 1407 CLUB
	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.		
Wednesday March 26 11:00 A.M.; 2:30 P.M.	PARIS IMPORTS AND COPIES	L. BAMBERGER & CO. (NEWARK, N.J.)	3RD FLOOR
	Paris imports and Bamberger copies will be shown to the press and public. By invitation. Publicity: John von Arnold, Market 2-1212.		
Wednesday March 26 12:30 P.M. Luncheon	EASTER FASHIONS BY DAVID CRYSTAL	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM
	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.		
Wednesday March 26 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	BOUE SOEURS	HOTEL PIERRE COTILLION ROOM
	"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.		
Wednesday March 26 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW	BONWIT TELLER	WALDORF-ASTORIA BALLROOM
	Presentation of Spring and Summer fashions by Bonwit Teller at a benefit luncheon. By invitation only. Bonwit Teller Publ.: Nancy Talbert, EL. 5-6800.		
Thursday March 27 10:30 A.M.	SPRING AND SUMMER FURS AT PRESS SHOW	REVILLON FRERES	11 WEST 57TH STREET SALON
	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.		

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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 AVENUE)	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
Monday March 31 9:30 A.M. Coffee	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- 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
April 6	PALM SUNDAY.		-5-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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	WAIDORF-ASTORIA STARLIGHT ROOF
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 Assoc., 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	WAIDORF-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	WAIDORF-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
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	WAIDORF-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)	WAIDORF-ASTORIA GRAND BALLROOM

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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. 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.	GRAND CENTRAL PALACE 480 LEXINGTON AVE.
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 Publ.: 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. Showing of exclusive models from Paris by Castillo of Lanvin, Pierre Balmain, Hubert de Givenchy; from London by Charles Creed, Hardy Amies; from Italy by Fabianai, Schuberth, Giorgio Avolio; from Spain by Asuncion Bastida, Pertegaz. Lawrence of London's identical reproductions, in imported and domestic fabrics, will be shown with the originals; also, the Fall collection of double purpose rainwear, designed by Adele Lawrence. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH ST. SHOWROOM-11TH FLOOR
Thursday April 24 12:30 P.M. Luncheon	LACE FASHIONS AT 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. Tickets: \$20.00. Press by invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	THE LACE INSTITUTE	HOTEL PIERRE BALLROOM
Thursday April 24 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING 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.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 5- May 10	THIRD ANNUAL IRISH LINEN WEEK 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.	IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
Tuesday May 6 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING 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.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday May 7 12:30 P.M. Luncheon	DAVID CRYSTAL FASHIONS FOR SUMMER AT LUNCHEON 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.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Sunday May 11	MOTHER'S DAY. Theme: "There's Nobody Like Your Mom". Contact: Irving K. Edwards, Nat'l Committee, CH. 4-3900.		
Beginning Monday May 12- May 17	ANNUAL NATIONAL COTTON WEEK "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.	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
Wednesday May 14 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING 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.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 21 10:00 A.M.	PRESS PREVIEW: FALL COLLECTION Showing of Bender and Hamburger's collection for Fall of Benham Originals. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Wednesday May 28 3:30 P.M. Cocktails	FALL FOUNDATIONS AT PRESS PREVIEW 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.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Beginning Wednesday May 28- June 12	"ITALY TODAY": EXHIBIT OF ITALIAN PRODUCTS 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.	NEW YORK FAIR OF ITALIAN MANUFACTURERS	GRAND CENTRAL PALACE 46TH ST.& LEX. AVE.

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

- Friday TELEVISION: "FASHIONS ON TRIAL" WABD, CHANNEL 5
March 14 A jury of fashion designers and one guest fashion editor will appear on
11:00 P.M.- a weekly panel discussing the merits of a designer's collection. Panel:
11:30 P.M. Walter Florell, millinery, D'Amico, hairstylist, Herbert Bienen of
 Bienen-Davis and Jess Wynne of Fur Fashion Guild of America. Show
 Producer and Contact: Herbert Lannard, JU. 2-4390.
- Beginning NINETEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Monday March 17: Bizet's CARMEN. March 19: Gluck's ALCESTIS. March 20: Strauss'
March 17 ELEKTRA. March 21: Verdi's DON CARLO. Mat., March 22: DIE MEISTERSINGER
 VON NUERNBERG. Publicity: Margaret Carson, PE. 6-1200.
- Tuesday OPENING: "FLIGHT INTO EGYPT" MUSIC BOX THEATRE, 237 W. 45TH ST.
March 18 George Tabori's play, set in a small Cairo hotel, about Europeans trying
 to reach America, will be presented by Irene Mayer Selznick. (Note Change
 of Date). Director: Elia Kazan. Stars: Paul Lukas and Gusti Huber.
Scenery and Lighting: Jo Mielziner. Costumes: Anna Hill Johnstone.
Publicity: Ben Kornsweig, MU. 7-1670.
- Wednesday OPENING: "ONE BRIGHT DAY" ROYALE THEATRE, 240 WEST 45TH STREET
March 19 Howard Lindsay and Russel Crouse will present a new play by Sigmund
 Miller. Stars: Howard Lindsay, Glenn Anders and Walter Matthau. Director:
 Michael Gordon. Setting: Raymond Sovey. Publ.: Leo Freedman, CH. 4-7250.
- Thursday TELEVISION: "THE BARBARA WELLES SHOW" WOR-TV, CHANNEL 9
March 20 March 20: Spring rainwear fashions from Lawrence of London will be
2:45 P.M. presented by Adele and Norman Lawrence. Publ.: Sandra Sielcken, LO. 4-8000.
- Thursday OPENING: "THE LONG WATCH" LYCEUM THEATRE, 149 WEST 45TH ST.
March 20 Comedy-drama about the lives and loves of U.S. Waves stationed in the
 Pacific, will be presented by Anthony B. Farrell and Charles Coburn.
Star: Walter Abel. Director: John Larson. Settings: John Blankenchip.
Publicity: Nat Dorfman, LO. 3-0858.
- Thursday PREMIERE: "THE GREEN GLOVE" (Movie) CRITERION THEATRE, B'WAY & 45TH ST.
March 20 Glenn Ford, co-starring with Geraldine Brooks, Sir Cedric Hardwicke and
 George Macready will appear in a movie about stolen treasure and intrigue
 in France. Benagoss Productions picture released through United Artists.
Producer: Georges Maurer. Director: Rudolph Mate. Costumes: Rosine
Delamare. Publicity: Tess Michaels, CI. 5-6000.
- Beginning SPRING SEASON: N.Y.C. OPERA COMPANY CITY CENTER, 131 WEST 55TH STREET
Thursday Joseph Rosenstock, general director of the New York City Opera Company
March 20- will present the Spring Season, 1952. Scenic Designer: H.A. Condell.
April 7 Costumes: Ruth Morley. Publicity: Marian Graham, PL. 3-2600.
- Friday OPENING: "THREE WISHES FOR JAMIE" MARK HELLINGER THEATRE, B'WAY & 51ST
March 21 Abe Burrows will direct the Albert and Arthur Lewis presentation of a
 new musical play. Stars: Anne Jeffreys and John Raitt. Settings: George
Jenkins. Lighting: Feder. Costumes: Miles White. Publicity: Karl
Bernstein, CI. 6-0427.
- 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 engage-
 ment. Contact: S. Hurok, 711 Fifth Ave., PL. 9-6000.