

PUBLISHED WEEKLY • 12TH YEAR OF PUBLICATION

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2/18/52



# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

WEEK ENDING FRIDAY, FEBRUARY 15, 1952

Friday Feb. 15	SUN GLASS SHOWING FOR MAGAZINE EDITORS	L. J. HOUZE CONVEX GLASS (POINT MARION, PA.)	HOTEL PIERRE COTILLION ROOM
12:00 Noon Cocktails; Luncheon	"Look Smart--Be Safe--Wear Sun Glasses"--presentation of 1952 sun glass fashions to magazine editors at a special press conference and fashion show. "Past, Present and Future", showing how sun glasses will accessorize Summer wardrobes. Also, new scientific findings on sun glare and effects of night driving. Master of Ceremonies: Russell Patterson. By invitation only. Publ.: Gar Schmitt, Hill and Knowlton, Inc., LA. 4-1420.		

Friday Feb. 15	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
6:00 P.M.- 7:00 P.M. Cocktails	"Head-Lines"--informal presentation of hats by leading New York milliners, in cooperation with the Millinery Fashion Bureau, will be shown, during the cocktail hour. Feb. 15: Peg Fischer; Feb. 22: Anita Andra; Feb. 29: Christian Dior; March 7: Walter Florell. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		

WEEK BEGINNING MONDAY, FEBRUARY 18, 1952

Beginning Monday	SUMMER-INTO-FALL COTTON COLLECTION	M.& W. THOMAS COTTONS	58 WEST 40TH STREET SHOWROOM-15TH FLOOR
Feb. 18 10:00 A.M.	Presentation of Transition Cottons for late Summer-into-Fall at daily showings. Contact: BR. 9-6910. Publicity: Roberta D. Miles, CH. 2-2344.		

Monday Feb. 18	MAURICE RENTNER SPRING FASHIONS	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
12:30 P.M. Luncheon	Saks Fifth Avenue will present Spring fashions by Maurice Rentner during luncheon. Press by invitation. Public by reservation; contact: EL.5-7565. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		

Monday Feb. 18	SHOWINGS OF ADVANCE FALL LEATHER COLORS	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR
3:30 P.M.; And Feb. 19	Allied Kid Company will present showings of the Advance Fall '52 leather colors and finishes. Feb. 18 at 3:30 P.M.--for press, shoe stylists, shoe buyers and manufacturers. Feb. 19 at 9:30 A.M.--for department stores, buying offices, fabric stylists. Feb. 19 at 3:30 P.M.--for hosiery and accessory stylists. By invitation. Contact: Helen Rella, MU. 6-1623.		

Monday Feb. 18	PREVIEW OF EASTER MILLINERY	G. HOWARD HODGE	1 WEST 39TH STREET SALON
4:30 P.M. Cocktails	G. Howard Hodge will present a collection of his millinery for Easter to the press and trade. By invitation. Publ.: Maud G. Moody, LE. 2-4049.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 18 7:00 P.M.	SIXTH SESSION OF ADVERTISING COURSE "Merchandising--Fashion & Cosmetics". Speakers: Estelle Ellis, Promotion Director of "Charm" Magazine; Sara Penoyer, Vice President, James McCreery; Dolly Reed, Beauty Editor of "McCall's" Magazine. Contact: Advertising Women of N.Y., CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA
Tuesday Feb. 19 9:30 A.M. Coffee	PREVIEW OF SUMMER SWIMSUIT COLLECTION Summer swimsuit collection will be presented by Roxanne Company to the press. <u>Showing promptly at 9:45 A.M.</u> By invitation only. Publicity: Nona James, CH. 4-7658.	ROXANNE COMPANY (6 EAST 32ND STREET)	SAVOY-PLAZA HOTEL LE CHATEAU-11TH FL.
Tuesday Feb. 19 11:30 A.M. Luncheon	PRESS PREVIEW: SUMMER COTTON DRESS FASHIONS "Top Flight" fashion preview of Renault Dress Summer cotton collection, featuring Custom Fabrics, aboard a Colonial Airlines DC-4. <u>Showing at 2:15 P.M.</u> By invitation. Publicity: Alfred Davidson Assoc., PL.5-0868.	RENAULT DRESS INC.	LA GUARDIA AIRPORT COLONIAL AIRLINES
Tuesday Feb. 19 3:00 P.M.	SPRING & SUMMER CUSTOM COLLECTION Press preview of Carrie Munn's custom-order collection for Spring and Summer. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	CARRIE MUNN	640 MADISON AVENUE SALON
Wednesday Feb. 20 12:30 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOWING "Day Before Spring"--showing of custom millinery with Spring ready-to-wear fashions. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Baroness Monica Contact: BU. 8-4062. Pierre Fashion Director-Commentator, TE. 8-8000.	BARONESS MONICA (340 EAST 74TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 20 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING De Pinna will show Spring fashions from N.Y. designer collections. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Jeanne McDonagh, MU. 8-2000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 20 4:00 P.M. Cocktails	PRESS SHOWING: SPRING AND SUMMER SHOES "Encore" Spring and Summer shoe collection, featuring Anthony Mascioli designs. By invitation. Publicity: Mollie Baldwin, LE. 2-4281.	THE TAILORED WOMAN	742 FIFTH AVENUE SHOE SALON-MAIN FL.
Wednesday Feb. 20 5:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF SPRING JEWELRY Preview of Jolie Gabor's first collection of costume jewelry. By invitation. Publicity: Mr. N. F. Nelson, RE. 4-3759.	JOLIE GABOR	699 MADISON AVENUE SALON
Thursday Feb. 21 9:00 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS "The Specific Beauty of Spring Fashion, 1952"--showing significant styles, fabrics, colors and accessories for Spring 1952 fashions. <u>Showing at 9:30 A.M.</u> By invitation only. Public showing: Tuesday, February 26 at 2:00 P.M., 3rd Floor. Publicity: Juli Daves, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 21 10:30 A.M.	PRESS SHOWING OF EASTER FASHIONS  Press showing of Easter collection of suits and coats at the opening of the Grey Room. (Use 841 Broadway entrance, between 13th and 14th Streets). By invitation only. Publicity: Jill Everhart, SP. 7-9000.	OHRBACH'S	3RD FLOOR GREY ROOM
Thursday Feb. 21 1:00 P.M. Luncheon	SPRING HAT FASHIONS AT LUNCHEON SHOWING  Presentation of millinery fashions for Spring by Walter Florell during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Walter Florell Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WALTER FLORELL	HOTEL PLAZA TERRACE ROOM
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Legal Holiday-Friday).		
Saturday Feb. 23- March 1	ANNUAL NATIONAL SEW AND SAVE WEEK  Fourteenth annual retail store promotion of "Sew and Save Week" with magazines, newspapers, radio and television publicity. Store advertising and window displays will feature fabrics, patterns, and notions. Window display contest with cash prizes. Contact: George Pounder, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	THROUGHOUT THE COUNTRY
Monday Feb. 25 2:30 P.M.	PREMIERE: NEW SEPARATES BY SPORTSMAKER BRIGANCE OF SPORTSMAKER (DESIGNED BY BRIGANCE)  A new group of Brigance-designed separates for Summer will be shown for the first time, in addition to bathing suits, beachwear, playclothes, and dresses by Brigance of Sportsmaker. Showings daily thereafter at 2:30 P.M.; and by appointment. Contact: Irving Lein, BR. 9-1723.		110 WEST 40TH STREET SHOWROOM-9TH FLOOR
Tuesday Feb. 26 3:00 P.M.- 7:30 P.M.	PREVIEW OPEN HOUSE IN HEMPSTEAD, L.I.  Preview open house for press and guests at the new A. & S. multi-million dollar Nassau unit, the largest suburban department store in northeastern United States.. By invitation. Ribbon cutting ceremony on <u>Thursday, Feb.</u> <u>28, at 9:45 A.M.</u> Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	FULTON AVE. & HILTON HEMPSTEAD, L.I.
Tuesday Feb. 26 3:00 P.M.	PREVIEW OF CUSTOM COLLECTION FOR SPRING  Olric Royce will invite the press to preview the custom-order collection for Spring. By invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE, INC.	16 EAST 52ND STREET SALON
Tuesday Feb. 26 9:00 P.M.- 2:00 A.M.	FIRST NEW YORK MARDI GRAS  Nineteen prominent business firms will have a leading N.Y. designer create a special costume for them, representing one of their products or trade marks, at the first Mardi Gras in N.Y. for the benefit of the Wel- fare Fund of the Junior League of City of N.Y. Costumes will be shown from 11:00 P.M. to Midnight, televised over N.B.C. MC's: Tex and Jinx McCravy. Press by invitation. Contact: Jane Kalmus, BU. 8-6220.	BENEFIT FOR WELFARE FUND OF JUNIOR LEAGUE	HOTEL PLAZA GRAND BALLROOM
Wednesday Feb. 27 9:00 A.M.- 11:00 A.M. Breakfast	HANDBAGS FOR EASTER AND MOTHER'S DAY  Special press showing of new handbags from members of National Authority for Ladies' Handbag Industry, coordinated with Easter fashions and Mother's Day. Under auspices of Educational Foundation for Apparel Indus- try. By invitation only. Publ.: Ruth Lundgren, MU. 6-0686.	NAT'L AUTHORITY FOR LADIES' HANDBAG INDUSTRY	FASHION INSTITUTE 225 WEST 24TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 27 12:30 P.M. Luncheon	SPRING & SUMMER CUSTOM COLLECTION  Presentation of Callot Soeurs' custom collection of Spring suits, coats, daytime and evening dresses during luncheon. Hats--Aranka. Furs—Revillon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Callot Soeurs Contact: Winifred Keay, RE. 4-6436. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	CALLOT SOEURS	WALDORF-ASTORIA EMPIRE ROOM
Feb. 27	ASH WEDNESDAY (Beginning of Lent).		

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS  
PREVIEW OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Thursday Feb. 28	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST. (Note Change of Date).	PUBL.: ELEANOR LAMBERT,	MU. 8-2130
Tuesday March 4	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.,	TE. 8-8171
Tuesday March 4	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
Wednesday March 5	<u>MILGRIM</u> At 11:30 A.M.	6 WEST 57TH ST.	PUBL.: LILLIAN GREER,	CI. 7-7200
Wednesday March 5	<u>HATTIE CARNegie</u> At 3:30 P.M.	42 EAST 49TH ST.	PUBL.: ELEANOR LAMBERT,	MU. 8-2130
Thursday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON,	CI. 7-1100
Thursday March 6	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT,	PL. 3-4000
Monday March 10	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD,	EL. 5-6800

Thursday Feb. 28 11:30 A.M.- 4:30 P.M.	MEN'S LEATHER STYLES FOR FALL AND WINTER  An exhibit of men's styles for Fall and Winter 1952-1953, featuring trend-setting menswear fabrics and new calfskin leather from leading American tanners. <u>Buffet luncheon at 12:15 P.M.</u> By invitation only for the fashion press. Publicity: Ruth Kerr Fries, MU. 5-3444.	CALF LEATHER DIVISION OF TANNERS' COUNCIL	HOTEL ASTOR NORTH GARDEN-10TH FL.
Thursday Feb. 28 12:30 P.M. Luncheon	CHRISTIAN DIOR-NEW YORK FASHIONS AT LUNCHEON  Saks Fifth Avenue will present Christian Dior-New York fashions for Spring. Press by invitation. Public by reservation; contact: EL. 5-7565. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	WALDORF-ASTORIA BALLROOM
Thursday Feb. 28 1:00 P.M. Luncheon	SHOWING OF SPRING HATS AT LUNCHEON  "All About Hats"--showing of Cesar Rubio's Spring millinery. Press by invitation. Plaza Fashion Director, Show Coordinator and Publicity: Mary Alice Rice, CI. 6-1790.	CESAR RUBIO (40 E. 50TH ST.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 28 2:30 P.M.	PREVIEW OF SPRING CUSTOM-ORDER FASHIONS Spring preview of Mme. E. Garnett's collection of custom-order and ready-to-wear fashions. By invitation only. Publ.: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Friday Feb. 29 3:00 P.M.	SPRING FURS AT PRESS SHOWING Greenwood will invite the press to a preview of their Spring fur collection. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	GREENWOOD FURS, INC.	130 WEST 30TH ST. SHOWROOM-12TH FLOOR
Monday March 3 2:30 P.M.	PRESS PREVIEW: SPRING READY-TO-WEAR ORIGINALS Presentation to the press of Jay Thorpe's ready-to-wear originals for Spring. By invitation only. <u>Showing to public on Tues., March 4, at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Cancelled March 3	WRISLEY SOAPS AND TOILETRIES PARTY FOR BEAUTY EDITORS, ORIGINALLY SCHEDULED FOR MON., MARCH 3 AT 4:00 P.M., HAS BEEN CANCELLED.		
Monday March 3- March 5	SECOND ANNUAL NATIONAL PRESS WEEK IN DALLAS National Press Week in Dallas for newspaper fashion editors and syndicate writers, staged by Dallas Fashion Center, with showings by 19 leading manufacturers. By invitation only. Publicity: Virginia Shaeffer, Manager, Dallas Fashion Center, Dallas, Texas.	DALLAS FASHION CENTER	DALLAS, TEXAS
March 4	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 4)		
March 4	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Pg. 4).		
Wednesday March 5 9:30 A.M. Coffee	SPRING FASHIONS AT PRESS PREVIEW Semi-annual fashion show for the press by Bloomingdale's, presenting their ready-to-wear Green Room fashions for Spring. <u>Showing at 10:00 A.M.</u> By invitation only. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
March 5	MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 11:30 A.M. (See Pg. 4).		
Wednesday March 5 12:30 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON Rosette Pennington will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Contact: Rosette Pennington, PL. 9-3737. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 5 12:30 P.M. Luncheon	"BLONDE CORINTHIAN" LUNCHEON SHOWING Showing of coordinated Spring fashions, featuring shades of blonde, inspired by the book "The Blonde Corinthian". Cocktail and Evening Gowns--Ceil Chapman. Coats and Suits--Jeanne LeGon of Zelinka Matlick. Hats--G, Howard Hodge. Hosiery--Kayser. Gloves--Fownes. Furs--Esther Dorothy. Sportswear--Carolyn Schnurer. Hairstyles--Ferrentelle of Bergdorf Goodman. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Show Contact: Martha Palmer, SC. 4-5086. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	COOPERATING MANUFACTURERS	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 5	HATTIE CARNEGIE'S COLLECTION FOR THE PRESS AT 3:30 P.M. (See Pg. 4).		
March 6	HENRI BENDEL'S COLLECTION FOR THE PRESS AT 10:30 A.M. (See Pg. 4).		
Thursday March 6 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "Hats In The Ring"--Peg Fischer will present a collection of Spring millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG FISCHER	HOTEL PLAZA TERRACE ROOM
March 6	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Pg. 4)		
March 10	BONWIT TELLER'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 4).		
Monday March 10 4:30 P.M.	PRESS SHOWING OF HOWARD GREER FASHIONS Jay Thorpe will present a press preview of Spring and Summer fashions from Howard Greer of California. By invitation only. <u>Showing to public on Tuesday, March 11, at 2:30 P.M.</u> Howard Greer will be present at both showings. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Monday March 10- March 13	INTERNATIONAL BEAUTY SHOW FOR 1952 Thirty-third annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. A professional clinic will give operators a three-hour Efficiency Course. Price: \$1.20. Contact: Joseph Byrne, International Beauty Show, 19 West 44th Street, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW	HOTEL STATLER
Beginning Monday March 10- March 16	EIGHTH ANNUAL ANTIQUES SHOW The eighth annual National Antiques Show will be held, beginning Monday, March 10 through March 16. Admission: \$1.50 (tax included). Publicity: Walter Kaner Associates, PE. 6-0380.	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN EXPOSITION HALL
Beginning Monday March 10- March 19	ANNUAL AMERICAN TOY FAIR The forty-ninth 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, beginning Monday, March 10 through March 19. Publicity: Ruth Millard, OR. 5-1141.	TOY MANUFACTURERS OF THE U.S.A.	HOTELS NEW YORKER AND McALPIN
Tuesday March 11 12:30 P.M. Luncheon	SHOWING OF TRAINA-NORELL FASHIONS DURING LUNCHEON Presentation by Saks Fifth Avenue of Traina-Norell fashions during luncheon. Press by invitation. Public by reservation; contact: EL. 5-7565. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday March 11- March 12	SEMI-ANNUAL LEATHER SHOW Fortieth semi-annual leather show, displaying new leathers and colors for Fall and Winter. Contact: Tanners' Council, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 12 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring collection to the press at Gunther Jaeckel. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH ST. SALON-3RD FLOOR
Wednesday March 12 12:15 P.M. Luncheon	PARIS REPORT AT LUNCHEON MEETING The Fashion Group will present its Paris Report at a luncheon meeting. Co-chairmen: Elizabeth Ritter and Nancy Maxwell. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday March 12 12:30 P.M. Luncheon	SPRING & SUMMER FASHIONS AT LUNCHEON Else Fritz will present a complete collection of Spring and Summer beach-wear, suits and coats, cocktail and formal gowns during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Else Fritz Contact: PL. 8-0111. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ, INC. (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
Wednesday March 12 12:30 P.M. Luncheon	LUNCHEON SHOWING OF GOTHE SPRING FASHIONS Bonwit Teller will present a collection of David E. Gottlieb fashions for Spring, designed by Gothe. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Gothe Publicity: Nona James, CH. 4-7658. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 13 1:00 P.M. Luncheon	SHOWING OF SPRING HATS DURING LUNCHEON "Spring Caprice"--Anita Andra will show a collection of Spring and Summer millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Anita Andra Contact: PL. 9-1822. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ANITA ANDRA	HOTEL PLAZA TERRACE ROOM
Thursday March 13 4:30 P.M. Cocktails	PREVIEW OF FRENCH HATS BY ROSE VALOIS Edmee Chapelle will invite the press to the first American showing of hats by Rose Valois. Accessories will include scarfs and stoles, imported by Edmee Chapelle, and gloves by Andre S. David. By invitation only. Savoy-Plaza Publicity and Fashion Show Contact: Claire Wilson, EL. 5-2600.	CHAPELLE, INC. (11 EAST 38TH ST.)	SAVOY-PLAZA HOTEL LE CHATEAU-11TH FL.
Sunday March 16- March 22	INTERNATIONAL FLOWER SHOW Contact: R.B. Farnum, PL. 7-0195.	HORTICULTURAL SOCIETY AND N.Y. FLORISTS	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
Monday March 17 10:00 A.M.	PREVIEW OF FRENCH & ITALIAN MILLINERY 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. Italy--Biancallani and Cesare Canessa. By invitation only. Show will be repeated for public on Monday, March 17 at 2:30 P.M. and 5:30 P.M., 4th Floor. Publicity: Gay Stearns or Janice Sykes, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR CONFERENCE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 17 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW OF PRINT EXHIBITION 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.	BROOKLYN MUSEUM (EASTERN PARKWAY)	2ND FLOOR PRINT GALLERIES
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--Giorgio Armani; Vanna; Jole Veneziani, American fashions by Fira Benenson; Bonnie Cashin; Howard Greer; Philip Hulitar; Don Loper. By invitation only. Publicity: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM
March 17	ST. PATRICK'S DAY (Monday).		
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 the benefit of the Spence Chapin Corner Shop. McCreery Publicity: Georgine Thomson, WI. 7-7000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	JAMES McCREERY	HOTEL PIERRE COTILLION ROOM
Wednesday March 19 12:30 P.M. Luncheon	CHINESE FASHIONS AT LUNCHEON SHOW Mme. Lee-Sun will present fashions in Chinese silks, designed by Mme Lee-Sun in N.Y. and manufactured in Hong Kong. Press by invitation. Public by reservations; 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
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 Greenberg, 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.	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.	FARENTS' INSTITUTE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday March 20 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW The Thirty-Second Annual all-star benefit show and fashion revue of Spring and Summer fashions. 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.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 21;	SECOND INTERNATIONAL FASHION REVUE	CHALFONTE-HADDON HALL HOTEL, ATLANTIC CITY	CHALFONTE-HADDON HALL ATLANTIC CITY, N.J.
Saturday March 22	The Second Annual International Fashion Revue at the Chalfonte-Haddon Hall Hotel in Atlantic City will include 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. Publ.: Thelma Beresin and John Lyons of Gray & Rogers, 12 So. 12th Street, Phila, Walnut 2-3636.		
Monday March 24	SHOWING OF PARIS ORIGINALS & COPIES	GIMBELS	HOTEL PLAZA BALLROOM
12:30 P.M. Luncheon	Presentation of Paris originals, with Gimbels' adaptations, during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. This showing will be repeated on Monday, March 24 at 5:00 P.M.; Tuesday, March 25 and Wednesday, March 26 at 2:30 P.M., at Gimbels 3rd Floor, Junior Coats and Suits Dept. Publicity: Gay Stearns or Janice Synes, LO. 5-1500, Ext. 600.		
Wednesday March 26	SPRING FASHIONS AT LUNCHEON SHOW	BOUE SOEURS	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	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 Dir.-Comm.: Nola Luxford, TE. 8-8000.		
Thursday March 27	JANE DERBY FASHIONS AT BENEFIT LUNCHEON	BENEFIT OF NEARLY NEW SHOP (938 EIGHTH AVENUE)	HOTEL PLAZA GRAND BALLROOM
12:30 P.M. 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.		
Thursday March 27	SPRING AND SUMMER MILLINERY FASHIONS	LADDIE NORTHRIDGE	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	Presentation of Laddie Northridge's millinery fashions for Spring and Summer during luncheon. 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.		
Wednesday April 2	FUR FASHIONS FOR SPRING AT LUNCHEON	ARONOWICZ, INC.	WALDORF-ASTORIA EMPIRE ROOM
12:30 P.M. Luncheon	Presentation of fur fashions for Spring by Aronowicz. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Contact: PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
April 10	PASSOVER--FIRST DAY (Thursday).		
April 11	GOOD FRIDAY.		
April 13	EASTER SUNDAY.		
Wednesday April 16	FIFTEENTH ANNUAL AWARDS LUNCHEON	LORD & TAYLOR	WALDORF ASTORIA GRAND BALLROOM
12:00 Noon Luncheon	Lord and Taylor will present the fifteenth annual awards luncheon. More details later. Public Relations: Rea Lubar, WI. 7-3300.		

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

- Monday TELEVISION: THE KATHI NORRIS SHOW WABD, CHANNEL 5  
Feb. 18; Feb. 18: Presentation of B.H. Wragge collection of Spring and Summer  
Feb. 19 casual fashions, illustrating the influence of American Indians on color,  
11:00 A.M.- design, trimming and accessorizing of casual clothes. Also, showing of  
12:00 Noon sportswear from Phelps Industries. Feb. 19: Lawrence Gaines, designer,  
will discuss his career from architect to dress designer and will show  
Spring fashions. Publicity: Babs Doniger, PL. 3-1742.
- Beginning FIFTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY  
Monday Feb. 18: Strauss' ELEKTRA. Feb. 19: Bizet's CARMEN. Feb. 20: Verdi's  
Feb. 18 OTELLO. Feb. 21: Verdi's AIDA. Feb. 22: Mozart's LE NOZZE DI FIGARO.  
Mat., Feb. 23: Strauss' ELEKTRA. Eve., Feb. 23: Verdi's IL TROVATORE.  
Publicity: Margaret Carson, PE. 6-1200.
- Monday PREMIERE: "THE WOMAN IN QUESTION" (Movie) PARK AVE. THEA., PARK & 59TH ST.  
Feb. 18 J. Arthur Rank presentation, released by Columbia Pictures, will be a  
mystery drama. Stars: Jean Kent, Dirk Bogarde, John McCallum, Susan Shaw.  
Producer: Teddy Baird. Director: Anthony Asquith. Wardrobe: Yvonne  
Caffin. Publicity: Hortense Schorr, CI. 5-5000.
- Beginning SECOND WEEK: N. Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET  
Tuesday Feb. 19: SYMPHONIE CONCERTANTE, DON JUAN, SYLVIA: PAS DE DEUX, CAKEWALK.  
Feb. 19 Feb. 20: SWAN LAKE, ILLUMINATIONS, PAS DE TROIS, THE PIED PIPER.  
Feb. 21: CARD GAME, RAYOU, THE CAGE, SYMPHONY IN C. Feb. 22: SWAN LAKE,  
ORPHEUS, LILAC GARDEN, BOURREE FANTASQUE. Publ.: Philip Bloom, CH.4-2185.
- Wednesday OPENING: "MRS. McTHING" MARTIN BECK THEATRE, 302 WEST 45TH ST.  
Feb. 20 A new play by Mary Chase will be the second in the ANTA Playhouse series.  
Stars: Helen Hayes, Jules Munshin and Brandon De Wilde. Director: Joseph  
Buloff. Setting and Lighting: Lester Polakov. Costumes: Lucinda Ballard.  
(Note Change of Date and Place). Publicity: Barry Hyams, PL. 7-7327.
- Wednesday TELEVISION: DON AMECHE-FRANCES LANGFORD SHOW ABC-TV, CHANNEL 7  
Feb. 20; Feb. 20: An interview with Brigance, designer, and presentation of his  
Feb. 22 Summer collection of bathing suits, playclothes, separates and dresses  
12:00 Noon designed for Sportsmaker. Feb. 22: Bo-Peep children's fashions, inspired  
by Walt Disney's "Snow White and the Seven Dwarfs." TV Fashion Show Co-  
ordinator and Contact: Kay Bardsley, CI. 7-5700, Ext. 8907.
- Wednesday PREMIERE: "THE AFRICAN QUEEN" (Movie) CAPITOL THEA., B'WAY & 51ST STREET  
Feb. 20 United Artists Technicolor movie, based on C.S. Forester's novel about a  
strange voyage down an African River by a missionary's sister and a  
mechanic. Stars: Humphrey Bogart and Katharine Hepburn. Producer: S.P.  
Eagle. Director: John Huston. Costumes: Doris Langley Moore. Publicity:  
Tess Michaels, CI. 5-6000.
- Thursday OPENING: "DEAR BARBARIANS" ROYALE THEATRE, 242 WEST 45TH STREET  
Feb. 21 Cloris Leachman, Violet Heming, Betsy Von Furstenberg, Donald Murphy and  
Nicholas Joy will star in a new comedy by Lexford Richards to be pre-  
sented and directed by Gant Gaither. (Note Change of Date). Setting and  
Costumes: Jack Landau. Publ.: Dave Lipsky and Philip Bloom, CH. 4-2185.
- Thursday RE-ISSUE: "SNOW WHITE & SEVEN DWARFS" (Movie) CRITERION THEA. B'WAY & 45TH  
Feb. 21 Walt Disney's full-length animated color cartoon dramatization of the  
popular fairy tale. Publicity: Charles Levy, JU. 6-3442.