

File copy
2/23/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

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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 20, 1953</u>			
Friday Feb. 20 11:00 A.M.	PRESS PREVIEW: WORLD MOTOR SPORTS SHOW Preview of world championship sports cars, planes, boats at the 1953 World Motor Sports Show. Open to public, Feb. 21 - March 1 from 12:00 Noon to 11:00 P.M. Admission: \$1.50. Contact: Fred Pittera, Dir., MU. 7-4749.	WORLD MOTOR SPORTS SHOW (527 FIFTH AVENUE)	MADISON SQUARE GARDEN 8TH AVENUE & 49TH ST.
Friday Feb. 20 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Informal presentation of hats, in cooperation with the Millinery Fashion Bureau, will be shown each Friday during cocktail hour. Feb. 20--Peg Fischer; Feb. 27--Laddie Northridge; March 6--Emme; March 13--Harryson Hats. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, 1450 Broadway, LO. 4-7800.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
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
Saturday Feb. 21- March 1	SIXTEENTH ANNUAL NAT'L SPORTSMEN'S SHOW Displays of famous vacation and outdoor resort areas. Also, many sporting contests, with exhibitions by well known athletes. Hours: Feb. 21, 11 A.M.-11 P.M.; Feb. 22, Noon-10 P.M.; Feb. 23, 10 A.M.-10 P.M. Feb. 24-Feb. 28, 11 A.M.-11 P.M.; March 1, Noon-10 P.M. Admission: \$1.50. Publ.: Jim Hurley, at Campbell-Fairbanks, 139 E. 57th St., PL. 8-1269.	NATIONAL SPORTSMEN'S AND VACATION SHOW	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
Feb. 22	MARKET WEEK AT GIFT & ART CENTER, 225 FIFTH AVENUE, NEW YORK CITY.		
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.		
<u>WEEK BEGINNING MONDAY, FEBRUARY 23, 1953</u>			
Feb. 23	LEGAL HOLIDAY -- Monday (WASHINGTON'S BIRTHDAY FALLS ON SUNDAY).		
Feb. 23- Feb. 27	NEW YORK GIFT SHOW AT HOTELS STATLER AND NEW YORKER. Contact: George F. Little Management, 220 Fifth Ave., MU. 9-7147.		
Tuesday Feb. 24 1:00 P.M. Luncheon	PRESS LUNCHEON AT NEW WEST HARTFORD STORE Luncheon for the press at opening of Lord & Taylor's newest suburban branch in West Hartford, Conn. By invitation only. Public opening from 7:00 P.M. to 10:00 P.M. Official opening on Wednesday, Feb. 25. Public Relations: Rea Lubar, WI. 7-3300, Ext. 232.	LORD & TAYLOR	WEST HARTFORD CONNECTICUT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 24-	EXHIBIT: MEN'S WEAR IN "ORLON" ACRYLIC FIBER	THE DU PONT COMPANY (350 FIFTH AVENUE)	AMBASSADOR HOTEL EMBASSY ROOM
Feb. 26 4:00 P.M.- 7:00 P.M. Cocktails	Comprehensive exhibit showing use of "Orlon" in wide variety of garments and fabric types for men's wear. Suitings will include flannels, tweeds, seersuckers, worsteds, cords, etc. Sweaters, dress and sport shirts, socks, and other men's furnishings will also be on display. <u>For press -- Feb. 24. For cutters and buying offices -- Feb. 25 and Feb. 26.</u> By invitation only. Contacts: Press - Norma Burnham, LO. 3-6400, Ext. 576. Trade - Joseph M. Gladden, LO. 3-6400, Ext. 279.		
Wednesday Feb. 25 9:30 A.M.- 10:30 A.M. Breakfast	EXHIBIT OF FABRICS FROM MAN-MADE FIBERS	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH STREET
	Exhibit of "Modern Living Fabrics From Man-Made Fibers By Du Pont" will be presented by the Textile Advisory Committee of the Educational Foundation for the Apparel Industry. By invitation only. Contact: Shirley Goodman, OR. 5-8130.		
Wednesday Feb. 25 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON PRESENTATION	B. ALTMAN & CO.; VARDEN DRESS	HOTEL PIERRE COTILLION ROOM
	Altmann'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.		
Wednesday Feb. 25 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	BONWIT TELLER	WAUDORF-ASTORIA EMPIRE ROOM
	Bonwit Teller will present Spring 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.		

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.

Wednesday Feb. 25	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: PAULINE POTTER	PL. 5-2600
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.: NADINE BERTIN,	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
Wednesday March 11	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. <u>(Note Change of Date & Time)</u>	PUBL.: RASPONI ASSOC.,	TE. 8-8171

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 25 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF NEW DRAPEY DESIGNS Party in honor of artists who have designed fabrics for 10 new drapery designs which will be on display. Also, exhibit of paintings by the artists, and ceramics coordinated with the draperies. By invitation only. A magazine editor and artist will be at Macy's Upholstery Fabric Room at 2:30 P.M., Monday, March 2 - March 5, and also at 7:00 P.M. on Thursday, March 5. Artists Contact: Lucile McLean, PL. 5-0711. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK; & ASSOC. AMERICAN ARTISTS	711 FIFTH AVENUE
Thursday Feb. 26 12:15 P.M. Luncheon	LUNCHEON TO INTRODUCE NEW BEAUTY PRODUCT Dr. Joseph Schultz, president of Lady Esther, will invite the press to a luncheon, where the newest Lady Esther product will be introduced. By invitation only. Publicity: Virginia Dickson, of Robert S. Taplinger & Assoc., 608 Fifth Ave., PL. 7-8040.	LADY ESTHER, LTD.	STORK CLUB 3 EAST 53RD STREET
Thursday Feb. 26	THE REGULAR WEEKLY LUNCHEON FASHION SHOW AT THE HOTEL PLAZA FOR THURSDAY, FEB. 26, HAS BEEN CANCELLED.		
Friday Feb. 27 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW: NEW TOWEL COLLECTION Fieldcrest will preview their new towel collection during breakfast. By invitation. Contact: Philip Gamble at Fieldcrest, BA. 7-3000.	FIELDCREST MILLS	88 WORTH STREET MAIN FLOOR
Sunday March 1	NATIONAL PRESS WEEK IN MIAMI, FLORIDA. Contact: Leonard Grossman, Executive Director, Miami Fashion Council, Chamber of Commerce Bldg., Miami.		
Sunday March 1- March 5	MARKET SHOWING IN BOSTON The Eastern Suppliers Association, comprised of leading suppliers for the bedding and upholstery industries, will hold its first official market showing, coinciding with the Boston Spring Furniture Market. More than 40 exhibitors will show complete displays of tickings, upholstery and drapery fabrics, fillings and supplies. Contact: Eastern Suppliers Association, 82 Leonard Street, N. Y.	EASTERN SUPPLIERS ASSOCIATION	HOTEL STATLER BOSTON, MASS.
March 1	RED CROSS MONTH (March 1 - March 31).		
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., 274 Madison Ave., MU. 6-7520.	NATIONAL SHOE RETAILERS ASS'N.	HOTEL PLAZA GRAND BALLROOM
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. Publ.: 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 SAISON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 2	SHOES & HANDBAGS IN REPTILE LEATHERS	FLEMING-JOFFE, LTD.	401 FOURTH AVENUE SHOWROOM
4:30 P.M.- 7:00 P.M.	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.		
Tuesday March 3	PREVIEW OF SPRING FASHIONS AT LUNCHEON	ZITA, INC. (44 EAST 64TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
12:30 P.M. 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 Contact: Barbara Cavanaugh, TE. 8-7218. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday March 3	EDWARD G. ROBINSON COLLECTION - PREVIEW	MUSEUM OF MODERN ART	11 WEST 53RD STREET 1ST FLOOR
2:00 P.M.- 5:00 P.M.	Preview of about 35 paintings selected from the Edward G. Robinson collection. Charity preview on evening of March 3, 9:00 P.M. to Midnight. Open to public, March 4 - April 12. Publicity: Betty Chamberlain at the Museum, CI. 5-8900.		
Tuesday March 3	PREVIEW OF CUSTOM COLLECTION FOR SPRING	OLDRIC ROYCE, INC.	16 EAST 52ND STREET SALON
3:00 P.M.	Oldric Royce will invite the press to preview his Spring custom-order collection. By invitation. Publicity: Nona James, 20 W. 43d St., CH.4-7658.		
March 3	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 2).		
Tuesday March 3-	42ND SEMI-ANNUAL LEATHER SHOWING	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA BALLROOM
March 4	Exhibit of men's and women's leathers in 74 basic and promotional colors, to be used in shoes for Fall and Winter 1953-54. Hours--9:00 A.M. to 7:00 P.M. on Tuesday, March 3; and 9:00 A.M. to 3:00 P.M. on Wednesday, March 4. Contact: Tanners' Council, 411 Fifth Ave., MU. 6-7950.		
Wednesday March 4	PRESS PREVIEW: YOUNG HOMEMAKER ROOMS	B. ALTMAN & CO.	7TH FLOOR
9:30 A.M. Breakfast	Altman's will present a showing of Young Homemaker Rooms and also new Summer look in the Beacon Hill Gallery. By invitation only. Publicity: Ferris Megarity, MU. 9-7000.		
Wednesday March 4	PRESS PREVIEW OF HOWARD GREER FASHIONS	JAY THORPE (24 WEST 57TH STREET)	4TH FLOOR
11:00 A.M.	Jay Thorpe will present Howard Greer Spring fashions to the press. By invitation only. Customer showing at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.		
Wednesday March 4	PRESS SHOWING OF EASTER MILLINERY	ABRAHAM & STRAUS	3RD FLOOR ROSE ROOM
12:30 P.M.	Abraham & Straus presents G. Howard Hodge and showing of "Your Easter Hat." Contact: Susan Trowbridge, Feature Events Dept., TR. 5-7200, Ext. 661.		
Wednesday March 4	SPRING FASHIONS AT LUNCHEON SHOW	ELSE FRITZ (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	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.		

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March 4	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Pg. 2).		
Thursday March 5 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Stein & Blaine will present a luncheon showing of ready-to-wear Spring and early Summer fashions, including their "Mid-Mark" collection. Also, a group of imported Albert Original Shoes. (<u>Note Change of Show</u>). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publ. & Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	STEIN & BLAINE, INC. (13 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Saturday March 7 10:30 A.M.	SUB-TEEN FASHION SHOW FOR GIRL SCOUTS Fashion show and Girl Scout Birthday Jubilee presenting early Scout uniforms and foreign uniforms, as well as Spring fashions. Girl Scouts will model. Commentator: Pat DiSernia, Fashion Editor of "American Girl" By invitation only. Publ.: Constance Bray, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK	8TH FLOOR AUDITORIUM
March 7	NATIONAL 4-H CLUB WEEK. (March 7 - March 14).		
Sunday March 8- March 14	INTERNATIONAL FLOWER SHOW The 37th Annual International Flower Show. Tickets: \$1.75. Publicity: H. A. Bruno & Assoc., 30 Rockefeller Plaza, CI. 6-8040.	HORTICULTURAL SOCIETY OF NEW YORK, INC.	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
Monday March 9 12:30 P.M.	SPRING FASHIONS FROM "FAMOUS SECOND FLOOR" Lord & Taylor will present budget fashions for Spring. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	2ND FLOOR
March 9	MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Pg. 2).		
Monday March 9- March 11	THIRD ANNUAL NATIONAL PRESS WEEK IN DALLAS National Press Week in Dallas for newspaper fashion editors and syndicate writers. By invitation only. Contact: Virginia Shaeffer, Dallas Fashion Center, 1101 Commerce St., Dallas, Texas.	DALLAS FASHION CENTER (1101 COMMERCE STREET)	DALLAS, TEXAS
Monday March 9- March 12	INTERNATIONAL BEAUTY SHOW FOR 1953 Thirty-fourth annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. Price: \$1.20. Contact: Joseph Byrne, International Beauty Show, 19 W. 44th St., MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW (19 W.44TH)	HOTEL STATLER
Monday March 9- March 15	NINTH ANNUAL ANTIQUES SHOW Ninth annual National Antiques Show is to be dedicated to the 300th anniversary of the City of New York with appropriate displays marking this milestone. Theme: "Blending the Antique and the Modern" -- decorators have arranged special rooms and displays. Hours: March 9 - March 14, 1 P.M. - 11 P.M., March 15, 1 P.M. - 7 P.M. Contact: Mrs. Bosh Stack, Alfred Davidson Assoc., 15 E. 55th St., PL. 5-0868.	LEADER ENTERPRISES, INC. (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 9-	GIFT SHOW IN BOSTON AT HOTEL STATLER.		
March 13	Contact: George F. Little Management, 220 Fifth Ave., MU. 9-7147.		
Beginning Monday	FIFTIETH ANNUAL AMERICAN TOY FAIR	TOY MANUFACTURERS OF THE U.S.A.	HOTELS NEW YORKER AND McALPIN
March 9-	The fiftieth annual American Toy Fair will be held at the Hotels New		
March 18	Yorker and McAlpin; also, the showrooms at 200 Fifth Ave., 1107 Broadway, and other showrooms. Publ.: Ruth Millard, 200 Fifth Ave., OR. 5-1141.		
Tuesday	PREVIEW: SPRING FASHION FESTIVAL	GUNTHER JAECKEL	10 EAST 57TH STREET
March 10			3RD FLOOR
10:30 A.M.	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.		
Tuesday	SPRING FASHIONS DURING LUNCHEON	ARANKA GYORKY (15 E. 54TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
March 10			
12:30 P.M.	Aranka Gyorky will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Commentator & contact: Mia Grau, 17 E. 48th St., PL. 5-1127. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
March 10	HENRI BENDEL'S CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 2).		
Wednesday	PRESS PREVIEW OF "NEW YORKER ROSE"	B. ALTMAN & CO.	4TH FLOOR
March 11			
12:00 Noon	Altman's will present table settings featuring the "New Yorker Rose". By invitation only. Publicity: Ferris Megarity, MU. 9-7000.		
Wednesday	HERBERT MEYER COTTONS AT LUNCHEON SHOW	PARTICIPATING STORES	HOTEL PIERRE COTILLION ROOM
March 11			
12:30 P.M.	Presentation of Herbert Meyer Cottons in fashions available at various Fifth Avenue Stores. Press by invitation. Public by reservation. Herbert Meyer Publ.: Ken R. Williams, LO. 5-2866. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday	SPRING FASHIONS AT LUNCHEON SHOW	ROSETTE PENNINGTON (20 EAST 56TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
March 11			
12:30 P.M.	Rosette Pennington will present Spring fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Pennington Contact: PL. 9-3737. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.		
March 11	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Thursday	HATS AND FASHIONS AT BENEFIT LUNCHEON	TALBERT MILLINERY (551 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM
March 12			
12:30 P.M.	Showing of Talbert millinery and Rose Lash fashions at a benefit luncheon. General admission: \$12.50. Tables: \$100.00. For reservations: Contact, Mrs. Georgi de Malleris, SA. 2-8349. Talbert contact: PL. 5-8364.		
Thursday	MILLINERY FASHIONS AT LUNCHEON SHOW	DE PINNA	HOTEL PLAZA TERRACE ROOM
March 12			
1:00 P.M.	De Pinna will present Spring millinery fashions during luncheon. 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, 35 W. 55th St., CI. 6-1790.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 13 12:00 Noon Luncheon	IMPORT COLLECTION AT LUNCHEON SHOWING The Fashion Group will present imports during luncheon. (<u>Note Change of Place and Time</u>). More details later. Co-chairmen: Elizabeth Ritter and Nancy Maxwell. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Saturday March 14 11:00 A.M.	"WAKE UP, IT'S SPRING" TEEN FASHION SHOW Young Fashion Board of Kresge-Newark will present Teen Show, "Wake Up, It's Spring," with fashions and accessories from March issue of "Seventeen" Magazine. Open to public. Publicity: Constance Bray, Mitchell 2-8000.	KRESGE-NEWARK	8TH FLOOR AUDITORIUM
Monday March 16	CHANDA TO APPEAR IN MILLINERY SALON Chanda will appear at Lord & Taylor, presenting his millinery at informal showings all day. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
March 16- March 21	NATIONAL IRISH LINEN WEEK THROUGH THE COUNTRY. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
March 17	ST. PATRICK'S DAY (Tuesday).		
Wednesday March 18 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Fred Greenberg Spring fashions for women. Also, showing of lingerie by Vanity Fair Mills. (This will be a repeat of the show presented on Tuesday, March 17 for the Cerebral Palsy Association). Press by invitation. Public by reservation; contact: TE. 8-8000. Vanity Fair Contact: Ruth Mills, 640 Fifth Ave., MU. 8-4805. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	FRED GREENBERG; & VANITY FAIR MILLS	HOTEL PIERRE COTILLION ROOM
Wednesday March 18 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Bonwit Teller will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 19 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Zita's Spring custom-order fashions. Press by invitation. Public by reservation. Zita Contact: Barbara Cavanaugh, TE. 8-7218. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	ZITA, INC. (44 EAST 64TH ST.)	HOTEL PLAZA TERRACE ROOM
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
Thursday March 19 9:00 P.M.	ANNUAL ALL-STAR SHOW AND FASHION REVUE Thirty-third annual all-star benefit show and fashion revue of Spring and Summer fashions. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 20	FIRST DAY OF SPRING (Friday).		
Monday	SHOWING OF PARIS	GIMBELS	HOTEL PLAZA
March 23	ORIGINALS & COPIES		TERRACE ROOM
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. Gimbels' Publicity: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.		
Thursday March 26	SPRING FASHIONS DURING LUNCHEON	MILGRIM	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	Milgrim will present Spring ready-to-wear fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim Publicity: Nadine Bertin, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.		
Thursday March 26	EVOLUTION OF HOSIERY-- COTTON RIBS TO 12-DENIER	NAT'L ASSOC. HOSIERY MFRS. SHERRY NETHERLAND THE DU PONT CO.	GOLD SUITE
4:00 P.M.- 7:00 P.M. Cocktails	Press party and exhibit showing evolution of women's hosiery. Display of American stockings from some of earliest to newest and most luxurious -- 12 denier nylons. Also, examples of hosiery now sold in some European countries. By invitation. Contact: Blanche Gaillard, LO. 3-6400, Ext. 309.		
March 29	HOLY WEEK (March 29-April 4).		
March 31	FIRST DAY OF PASSOVER (Tuesday, March 31-Tuesday, April 7).		
Thursday April 2	FUR FASHIONS AT LUNCHEON SHOW	ARONOWICZ, INC. (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	Aronowicz will present fur fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.		
April 5	EASTER SUNDAY.		
Sunday April 5	LUNCHEON SHOWING OF EASTER MILLINERY	JOHN FREDERICS, INC. (29 EAST 48TH STREET)	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	Showing of Easter and Spring millinery coordinated with furs, dresses, and accessories from John Frederics. John Frederics Publicity: Lily Davis, PL. 3-1010. Pierre Fashion Director: Nola Luxford, TE. 8-3000.		
Sunday April 5	SPECIAL EASTER MILLINERY SHOW	WALTER FLORELL (29 EAST 53RD ST.)	HOTEL PLAZA RENDEZVOUS ROOM
1:00 P.M. Luncheon	A special showing of hats by Walter Florell at Easter luncheon. For reservations; contact: PL. 9-3000, Ext. 176. Florell Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.		
Wednesday April 8	FASHION FORUM AND SELLING SEMINAR	ESQUIRE MAGAZINE	HOTEL PLAZA BALLROOM
	Esquire Magazine's "First Fashion Forum and Selling Seminar" for manufacturers and retailers. Produced, planned and staged by The Shivell-Hall Company. Tickets: \$100.00. Contact: Paul Roth of Shivell-Hall, 501 Fifth Ave., MU. 2-9120.		

MOVIES...MUSIC...THEATRE

- Beginning SIXTEENTH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, 39TH ST. & B'WAY
Monday Feb. 23: Wagner's TRISTAN UND ISOLDE. Feb. 25: Puccini's LA BOHEME.
Feb. 26: Verdi's RIGOLETTO. Feb. 27: Stravinsky's THE RAKE'S PROGRESS.
Feb. 28, Mat.: Strauss' DER ROSENKAVALIER. Feb. 28, Eve.: Verdi's AIDA.
Publicity: Margaret Carson, PE. 6-1000.
- Monday PREMIERE: "THE STORY OF MANDY" (Movie) SUTTON THEATRE, 205 EAST 57TH ST.
Feb. 23 J. Arthur Rank Organization production, released by Universal-International,
al., of an emotional conflict between a husband and wife. Starring:
Phyllis Calvert, Jack Hawkins, Terrence Morgan, Godfrey Tearle, Mandy
Miller. Producer: Leslie Norman. Director: Alexander Mackendrick.
Costumes: Anthony Mendleson. Universal Publ.: Lowell Benedict, PL. 9-8000.
- Wednesday OPENING: "WONDERFUL TOWN" WINTER GARDEN THEATRE, B'WAY & 50TH ST.
Feb. 25 Robert Fryer presents a new musical comedy based on the play "My Sister
Eileen" starring Rosalind Russell with George Gaynes, Edith Adams, Henry
Lascoe, Dore Clark, Jordan Bentley, Cris Alexander. Director: George
Abbott. Settings & costumes by Raoul Pene du Bois. Miss Russell's clothes
by Mainbocher. Publ.: Marian Byram & Phyllis Perlman, CI. 5-9151.
- Beginning OPENING: "THE MERCHANT OF VENICE" CITY CENTER, 131 WEST 55TH STREET
Wednesday March 4- Shakespeare's "The Merchant of Venice"--the third of three plays presented
March 15 by the N. Y. City Center, with Luther Adler, Margaret Phillips. Managing
Director: Lincoln Kirsten. Artistic Director: Albert Marre. Sets and
costumes: Lemuel Ayers. Publicity: Phillip Bloom, CH. 4-5185.
- Thursday OPENING: "A CERTAIN JOY" PLAYHOUSE THEATRE, 137 WEST 48TH ST.
March 5 A Kermit Bloomgarden production by Irving Ravetch, a new playwright,
with Margo, Walter Matthau, Joe de Santis, Ruth Warrick. Director:
Daniel Mann. Sets: Howard Bay. Costumes: Edith Lutyens. Publicity:
Jim Proctor, VA. 6-5084.
- Tuesday OPENING: "PORGY AND BESS" ZIEGFELD THEATRE, 6TH AVE. AT 54TH ST.
March 10 Blevins Davis and Robert Breen present the musical drama of "Catfish Row"
with Leslie Scott, Laverne Hutcherson, Irving Barnes alternating as Porgy;
Leontyne Price, Urylee Leonardas alternating as Bess; and Cab Calloway.
Director: Robert Breen. Music: George Gershwin. Settings: Wolfgang
Roth. Costumes: Jed Mace. Publicity: Bill Doll, MU. 2-6129.
- Wednesday OPENING: "MY THREE ANGELS" MOROSCO THEATRE, 217 WEST 45TH ST.
March 11 Saint-Subber, Rita Allen and Archie Thomson will present Sam and Bella
Spewack's adaptation of the French comedy by Albert Husson, starring
Walter Slezak with Jerome Cowan, Carmen Mathews, Henry Daniell, Robert
Carroll, Joan Chandler, Will Kuluva. Director: Jose Ferrer. Sets: Boris
Aronson. Costumes: Lucinda Ballard. Publ.: George Ross, BR. 9-5906.
- Wednesday PREMIERE: "SHE'S BACK ON BROADWAY" (Movie) PARAMOUNT THEA., B'WAY & 43RD
March 11 Warner Brothers (WarnerColor) production about a movie queen, with three
flops behind her, who returns to star in a Broadway musical. Starring:
Virginia Mayo, Gene Nelson, Frank Lovejoy, Steve Cochran, Patrice Wymore.
Producer: Henry Blanke. Director: Gordon Douglas. Costumes: Howard
Shoup. Warner Publicity: Eve Siegel, CI. 6-1000.