

Fridcopys
2/16/53

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 13, 1953</u>			
Now Showing- Feb. 20	OPENING OF SUMMER COLLECTION Showing of Summer cocktail dresses and separates.	MILDRED O'QUINN	785 FIFTH AVENUE SHOWROOM Contact: PL. 9-8057.
Now Showing- March 15	EIGHTEENTH CENTURY FURNITURE ON DISPLAY Display of 21 pieces of 18th Century furniture, made by N.Y. cabinet makers, and lent by an anonymous collector, with each item in its original unrestored condition. Open to public.	MUSEUM OF THE CITY OF N.Y. Contact: LE. 4-1672.	5TH AVE. & 104TH ST.
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
Friday Feb. 13 4:00 P.M.	PREVIEW OF SUMMER AFTERNOON FASHIONS Harmay presents their Summer collection to the press. By invitation. <u>Daily showings at 4:00 P.M., beginning Feb. 12.</u> Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Sunday Feb. 15 9:00 P.M. Supper	"CARIOCA BALL" CARNIVAL Carioca Ball for benefit of 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
<u>WEEK BEGINNING MONDAY, FEBRUARY 16, 1953</u>			
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
Monday Feb. 16- March 7	WATER COLORS BY GEORGE SAMERJAN Associated American Artists Galleries will present water colors of Paris, Montmartre, and the Riviera by George Samerjan. Press preview at 4:30 P.M. Contact: Lucille McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 specialists 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 "The Shapes and Shades of Spring To Come" --Arnold Constable will present fashions at a luncheon show. 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 12:30 P.M.	FASHION SHOW FOR ADVERTISING WOMEN Mardi Gras Day luncheon and fashion show for Advertising Women of New York. Price: \$5.00. Contact: Mabel Blake, 1233 Sixth Avenue, CI.5-4149. Pierre Fashion Coordinator: Nola Luxford, TE. 8-8000.	ADVERTISING WOMEN OF NEW YORK	HOTEL PIERRE COTILLION 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 WNET 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
Feb. 18	ASH WEDNESDAY--(Beginning of Lent).		
Wednesday Feb. 18 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Maria Krum's Summer collection, featuring Swiss and domestic cottons for day and evening wear. By invitation only. Publicity: Helen Galland at Maria Krum, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Wednesday Feb. 18 12:30 P.M. Luncheon	JUNIOR SOPHISTICATES FASHIONS AT LUNCHEON Bonwit Teller will present Junior Sophisticates fashions. Press by invitation. Public by reservation; contact: EL. 5-3000. Jr. Sophisticates Publ.: Ellen Rowsell, LO. 4-0462. Waldorf Fashion: 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. Publ.: Ken R. Williams, UL. 5-3175.	HERBERT MEYER, INC.	1441 BROADWAY SHOWROOM - 12TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 19 10:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Ohrbach's will present a press showing of their Spring coat and suit collection. By invitation only. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	3RD FLOOR GREY ROOM
Thursday Feb. 19 12:00 Noon	QUARTERLY LUNCHEON OF FRAGRANCE FOUNDATION Subject: "Your Customer Talks Back!" Speaker: Mary Bailey, Supervisor of Consumer Research for Richard Hudnut. Luncheon at 12:30 P.M. Price: \$7.50 per person. Contact: EL. 5-3168.	THE FRAGRANCE FOUNDATION (1 E. 53RD ST.)	HOTEL PLAZA GRAND BALLROOM
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. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
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
Friday Feb. 20 11:00 A.M.	PRESS PREVIEW: WORLD MOTOR SPORTS SHOW Preview of cars of the future at the 1953 World Motor Sports Show, featuring hand-crafted models and prototypes of both American and European automobiles. Open to public, Feb. 21 - March 1 from 12:00 Noon to 11:00 P.M. Admission: \$1.50. Contact: Fred Pittera, Managing Director, MU. 7-4749.	WORLD MOTOR SPORTS SHOW (527 FIFTH AVENUE)	MADISON SQUARE GARDEN 8TH AVENUE & 49TH ST.
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. Publicity: 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	CALIFORNIA GIFT & DINNERWARE SHOW, AT HOTEL VANDERBILT, NEW YORK.		
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>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 23	LEGAL HOLIDAY -- Monday (WASHINGTON'S BIRTHDAY FALLS ON SUNDAY).		
Tuesday Feb. 24 1:00 P.M. Luncheon	PRESS LUNCHEON AT NEW WEST HARTFORD STORE	LORD & TAYLOR	WEST HARTFORD CONNECTICUT
	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.		
Tuesday Feb. 24- Feb. 26 4:00 P.M.- 7:00 P.M. Cocktails	EXHIBIT: MEN'S WEAR IN "ORLON" ACRYLIC FIBER	THE DU PONT COMPANY (350 FIFTH AVENUE)	AMBASSADOR HOTEL EMBASSY ROOM
	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. For mills -- 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 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON PRESENTATION	B. ALTMAN & CO.; VARDEN DRESS	HOTEL PIERRE COTILLION ROOM
	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.		
Wednesday Feb. 25 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	BONWIT TELLER	WALDORF-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>	42 EAST 49TH ST.	PUBL.: PAULINE POTTER,	PL. 5-2600
	At 3:00 P.M.			
Tuesday March 3	<u>BERGDORF GOODMAN</u>	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
	At 5:30 P.M.			
Wednesday March 4	<u>SAKS FIFTH AVE.</u>	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT,	PL. 3-4000
	At 2:30 P.M.			
Monday March 9	<u>MILGRIM</u>	6 WEST 57TH ST.	PUBL.: GERTRUDE LETTESE,	CI. 7-7200
	At 2:30 P.M.			
Tuesday March 10	<u>HENRI BENDEL</u>	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON,	CI. 7-1100
	At 2:30 P.M.			
Tuesday March 10	<u>ELIZABETH ARDEN</u>	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.,	TE. 8-8171
	At 4:00 P.M.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 25	SHOWING OF NEW DRAPERY DESIGNS	MACY'S NEW YORK; & ASSOC. AMERICAN ARTISTS	711 FIFTH AVENUE
5:00 P.M.- 7:00 P.M. Cocktails	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.		
Friday Feb. 27	PRESS PREVIEW: NEW TOWEL COLLECTION	FIELDCREST MILLS	88 WORTH STREET MAIN FLOOR
9:00 A.M.- 11:00 A.M.	Fieldcrest will present a preview of their new towel collection during breakfast. By invitation only. Contact: Philip Gamble at Fieldcrest, BA. 7-3000.		
March 1	RED CROSS MONTH (March 1 - March 31).		
Monday March 2	SHOE STYLE CONFERENCE	NATIONAL SHOE RETAILERS ASS'N.	HOTEL PLAZA GRAND BALLROOM
10:00 A.M.	"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.		
Monday March 2	PREVIEW OF FASHIONS BY IRENE OF HOLLYWOOD	JAY THORPE (24 WEST 57TH ST.)	4TH FLOOR
11:00 A.M.	Jay Thorpe will present Irene of Hollywood Spring fashions. By invitation. Customer showing at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.		
Monday March 2	PREVIEW OF READY-TO-WEAR COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
4:30 P.M. Cocktails	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.		
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 Publicity: Barbara Cavanaugh, TE. 8-7218.		
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 the custom-order collection for Spring. By invitation only. Publicity: Nona James, 20 West 43rd St., CH. 4-7658.		
March 3	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 4).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 9:30 A.M. Breakfast	PRESS PREVIEW: YOUNG HOMEMAKER ROOMS 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.	B. ALTMAN & CO.	7TH FLOOR
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. Customer showing at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE (24 WEST 57TH STREET)	4TH FLOOR
Wednesday March 4 12:30 P.M.	PRESS SHOWING OF EASTER MILLINERY Abraham & Straus presents G. Howard Hodge and showing of "Your Easter Hat." Contact: Susan Trowbridge, Feature Events Dept., TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS	3RD FLOOR ROSE ROOM
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: EI. 5-5038. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
March 4	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Pg.4).		
Thursday March 5 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Stein & Blaine will present ready-to-wear Spring fashions during luncheon. (Note Change of Show). 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.	STEIN & BLAINE (13 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
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.
March 9	MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Pg. 4).		
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. MA ISON SQUARE (97 DUANE STREET)	GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 9-	INTERNATIONAL BEAUTY SHOW FOR 1953	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44TH)	HOTEL STATLER
March 12	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.		
Beginning Monday March 9-	FIFTIETH ANNUAL AMERICAN TOY FAIR	TOY MANUFACTURERS OF THE U.S.A.	HOTELS NEW YORKER AND McALPIN
March 18	The fiftieth annual American Toy Fair will be held at the Hotels New Yorker and McAlpin; also, the permanent showrooms at 200 Fifth Ave., 1107 Broadway, and other showrooms. Publicity: Ruth Millard, 200 Fifth Ave., OR. 5-1141.		
Tuesday March 10 11:00 A.M.	PREVIEW: SPRING FASHION FESTIVAL	GUNTHER JAECKEL	10 EAST 57TH STREET 3RD FLOOR
	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 March 10 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	ARANKA GYORKY (15 E. 54TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
	Aranka Gyorky will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. 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 4).		
March 10	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 4:00 P.M. (See Page 4).		
Wednesday March 11 12:00 Noon	PRESS PREVIEW: "NEW YORKER ROSE"	B. ALTMAN & CO.	4TH FLOOR
	Altman's will present table settings featuring the "New Yorker Rose". By invitation only. Publicity: Ferris Megarity, MU. 9-7000.		
Wednesday March 11 12:30 P.M. Luncheon	HERBERT MEYER COTTONS AT LUNCHEON SHOW	PARTICIPATING STORES	HOTEL PIERRE COTILLION ROOM
	Presentation of Herbert Meyer Cottons in fashions available at various 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.		
Wednesday March 11 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ROSETTE PENNINGTON (20 EAST 56TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
	Rosette Pennington will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Pennington Contact: PL. 9-3737. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Thursday March 12 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	DE PINNA	HOTEL PLAZA TERRACE ROOM
	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
March 16- March 21	NATIONAL IRISH LINEN WEEK THROUGHOUT THE COUNTRY. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
March 16	FEDERAL INCOME TAX DUE (Monday).		
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 (550 SEVENTH AVE.)	HOTEL PIERRE COTILLION 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 by leading designers. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQUARE GARDEN
March 20	FIRST DAY OF SPRING (Friday).		
Thursday March 26 4:00 P.M.- 7:00 P.M. Cocktails	EVOLUTION OF HOSIERY-- COTTON RIBS TO 12-DENIER 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 only. Contact: Blanche Gaillard, LO. 3-6400, Ext. 309.	NAT'L ASSOC. HOSIERY MFRS.; SHERRY NETHERLAND THE DU PONT CO. GOLD SUITE	
March 29	HOLY WEEK (March 29-April 4).		
March 31	FIRST DAY OF PASSOVER (Tuesday, March 31-Tuesday, April 7).		
April 5	EASTER SUNDAY		
Wednesday April 8	FASHION FORUM AND SELLING SEMINAR 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.	ESQUIRE MAGAZINE	HOTEL PLAZA BALLROOM

MOVIES...MUSIC...THEATRE

- Saturday
Feb. 14 OPENING: "JOHN BROWN'S BODY" CENTURY THEATRE, 7TH AVE. AT 59TH STREET
Paul Gregory presents Tyrone Power, Judith Anderson, Raymond Massey in reading of Stephen Vincent Benet's epic of the Civil War. Company includes the Walter Schumann Choral Group. Adapted and directed by Charles Laughton. Publicity: Karl Bernstein, CI. 6-0427.
- Beginning Monday
Feb. 16 FIFTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Feb. 16: Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI.
Feb. 17: Wagner's DIE MEISTERSINGER. Feb. 18: Puccini's LA TOSCA.
Feb. 19: Stravinsky's THE RAKE'S PROGRESS. Feb. 20: Verdi's LA FORZA DEL DESTINO. Feb. 21, Mat.: Puccini's LA BOHEME. Feb. 21, Eve.: Strauss' DER ROSENKAVALIER. Feb. 22: Verdi's RIGOLETTO. Publ.: Margaret Carson, PE. 6-1000.
- Beginning Wednesday
Feb. 18-
March 1 OPENING: "MISALLIANCE" CITY CENTER, 131 WEST 55TH STREET
Bernard Shaw's story of a man who becomes a millionaire, with Barry Jones, Tamara Geva, Roddy McDowall and Richard Kiley. Managing Director: Lincoln Kirstein. Production Supervisor: Lemuel Ayers. Artistic Director: Albert Marre. Director: Cyril Ritchard. Sets: John Boyt. Costumes: Robert Fletcher. Prices: \$1.20-\$3.00. Publ.: Phillip Bloom, CH. 4-5185.
- Wednesday
Feb. 18 OPENING: "MAGGIE" NATIONAL THEATRE, 208 WEST 41ST STREET
Franklin Gilbert and John Fearnley present a new musical play (based on Sir James M. Barrie's famous comedy "What Every Woman Knows"). Starring: Betty Paul, Keith Andes, Odette Myrtil. Director: Michael Gordon. Book by Hugh Thomas. Music and lyrics by William Roy. Sets and costumes: Raoul Pene du Bois. Publ.: Michael Mok, MU. 7-5927.
- Thursday
Feb. 19 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.
- Wednesday
Feb. 25 OPENING: "WONDERFUL TOWN" WINTER GARDEN THEATRE, B'WAY & 50TH STREET
Robert Fryer presents a new musical comedy based on the play "My Sister Eileen" starring Rosalind Russell with George Gaynes, Edith Adams, Henry Lascoe, Dort 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.
- Tuesday
March 10 OPENING: "PORGY AND BESS" ZIEGFELD THEATRE, 6TH AVE. AT 54TH STREET
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
March 11 OPENING: "MY THREE ANGELS" MOROSCO THEATRE, 217 WEST 45TH STREET
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.