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# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1950

january

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february

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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 10, 1950</u>			
Friday March 10 10:30 A.M.	PRESS PREVIEW OF FRENCH COLLECTION  Bergdorf Goodman will present their French collection of dresses and millinery to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Friday March 10 1:00 P.M. Luncheon	TABLE DECOR & FASHIONS AT BENEFIT LUNCHEON  Premiere showing of table settings by Carole Stupell, integrated with fashions for each occasion, designed by Ceil Chapman. Hats--John Frederics. Dresses--B.H. Wragge. Negligees--Tewi. For benefit of School Settlement Association, Inc. Tickets (including tax and tip): \$7.50. Carole Stupell Publicity: Carson-Ruff Associates, MU. 2-2055. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CAROLE STUPELL, LTD.; CEIL CHAPMAN	HOTEL PIERRE BALLROOM
Saturday March 11 11:00 A.M.	SPRING FASHIONS FOR TEENAGERS  Martin's will present Spring teenage fashions. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
<u>WEEK BEGINNING MONDAY, MARCH 13, 1950</u>			
Monday March 13 10:30 A.M.	PRESS SHOWING OF PARIS COLLECTION  Presentation of Henri Bendel's French collection to the press. Attendance by invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	3RD FLOOR
Monday March 13 1:00 P.M. Luncheon	SHOWING OF FASHIONS AT LUNCHEON SHOW  La Fontaine presents custom-made Spring collection of casual afternoon and evening dresses during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. La Fontaine Publ.: Mary Marsh, PL. 9-2675. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LA FONTAINE, INC.	HOTEL PLAZA PERSIAN ROOM
Monday March 13 4:00 P.M. Cocktails	PRESS SHOWING OF SHOE COLLECTION  Frank Bros. will present Mico Vallini's Spring and Summer shoe collection to the press. By invitation only. Publ.: Molly Appleby, PL. 9-8630.	FRANK BROTHERS	9 EAST 57TH STREET STUDIO - 6TH FLOOR
Beginning Monday March 13- March 18	SOCIAL SCENE AT TURN OF THE CENTURY  A library research exhibit, illustrating social life and costumes of fifty years ago, with plates depicting women of fashion, actresses and leading figures of that era. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 14 12:30 P.M. Luncheon	"THE EASTER PARADE" AT LUNCHEON MEETING "United Fashions" will be discussed by Eleanor Lambert at the luncheon meeting of the Advertising Women of N.Y. There will be an Easter Parade of fashions by Mollie Parnis of Parnis-Livingston; hats by Mr. John. Price of luncheon: \$3.75. Contact: Mabel Blake, Advertising Women, 1233 Sixth Avenue, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR B'WAY & 44TH STREET
Tuesday March 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW "Spring Nocturne"--a presentation of Sada Sacks' original Spring collection during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Sada Sacks Contact: TE. 8-5595. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	SADA SACKS, INC. (671 MADISON AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday March 14 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR M. & MME. LESUR OF PARIS Eugene Leahy of Lesur, Inc. will invite the press and trade to meet M. and Mme. Lesur of Paris. M. Lesur, wool textile designer of Paris, is vice-president of the Franc-Dollar Committee. By invitation only. Contact: Eugene Leahy, CO. 5-0420.	EUGENE LEAHY (580 FIFTH AVENUE)	HOTEL PIERRE SAPPHIRE ROOM
Tuesday March 14 7:15 P.M.	"FUNDAMENTALS OF PUBLICITY" COURSE Second in series of two-hour sessions on "Fundamentals Of Publicity". A discussion of "News Publicity"--newspapers and wire services. Discussion leader: Austin Scannell, B.B.D. & O. Guest speaker: Jerry Walker, Managing Editor of "Editor & Publisher". Enrollment Fee: \$10.00. Contact: Publicity Club, Hotel Shelton, PL. 5-4000; or, Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Wednesday March 15 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING Jessica Daves, editor of "Vogue", will report on the French collections. The Fashion Group will show a representative group of highlights from the Paris collections. Commentator: Bettina Ballard, Fashion Editor of "Vogue". Program chairman: Eleanor W. Howard. Price: \$4.25 -- for members only. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday March 15 12:45 P.M. Luncheon	PRESENTATION OF SUMMER GOWNS AT LUNCHEON "Summer Charm"--a presentation of Summer gowns by Baroness D'Etreillis of Maison Boue Soeurs. Hats--Madame Gella. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MAISON BOUE SOEURS (9 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday March 15 8:30 P.M.	"STIMULI FOR DESIGN"-- SECOND IN LECTURE SERIES Subject: "Looking Backward To Tomorrow...1850-1900", illustrated with color slides of changes in viewpoints of modern art. Three short films will be shown: "The Whirl of Life 1914" with Vernon and Irene Castle; "Our Dancing Daughters 1928" with Joan Crawford; "The Tango" with Rudolph Valentino. Tickets: \$2.50 per lecture. Contact: Soc. of N.Y. Dress Designers, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	MUSEUM OF MODERN ART 11 WEST 53RD STREET
March 15	FEDERAL INCOME TAX DUE (Wednesday).		-2-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Razook's will present a collection of Spring fashions including gowns, furs, millinery and accessories. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Razook's Contact: PL. 8-0207. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RAZOOK'S, INC. (HOTEL PLAZA)	HOTEL PLAZA TERRACE ROOM
March 17	ST. PATRICK'S DAY (Friday).		
Saturday March 18 2:30 P.M.- 3:30 P.M.	SPRING AND SUMMER CUSTOM-ORDER COLLECTION Sydell and Marie-Yates will present their Spring and Summer collections of custom-order suits, cocktail dresses, dinner and evening gowns to the guests of the Minerva #25 Lodge of the United Order True Sisters, Inc. Hats--Rose Saphire. Furs--Van Syl. Contact: EL. 5-8729.	SYDELL; MARIE-YATES	PARK LANE HOTEL GRAND BALLROOM
Monday March 20 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Farquharson and Wheelock will present Spring fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Farquharson & Wheelock Publicity-Commentator; and Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELOCK	HOTEL PLAZA PERSIAN ROOM
Monday March 20 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW Annual all-star benefit show and fashion revue, with celebrities of radio, stage and screen. Tickets: \$1.50 to \$12.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Beginning Monday March 20- March 25	INTERNATIONAL FLOWER SHOW Theme of the Thirty-Fourth International Flower Show will be "Small Home Plantings", including 252 main classes for amateur and professional growers. Opening Mon., March 20 at 12:00 Noon; thereafter 10:00 A.M. to 10:30 P.M. Admission (tax included): \$1.50 for adults; 75¢ for children. Publicity: Korbel and Colwell, PL. 9-7340.	HORTICULTURAL SOCIETY OF N.Y.; & N.Y. FLORISTS	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
March 20	FIRST DAY OF SPRING (Monday)....(11:36 P.M.).		
Tuesday March 21 2:30 P.M.- 3:30 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION A presentation of Spring and Summer custom-order collection of suits, cocktail dresses, dinner and evening gowns by Sydell and Marie-Yates for the guests of the Rachael Bernstein League. Hats--Talbert. Furs--M. Weinstein. Contact: EL. 5-8729.	SYDELL; MARIE-YATES	HOTEL ASTOR GRAND BALLROOM
Wednesday March 22 12:45 P.M. Luncheon	SPRING AND SUMMER FASHION AT LUNCHEON Spring and Summer fashions for all occasions will be shown during luncheon. Custom gowns--Bess McDowell Originals. Custom suits--Angelo Spano. Hats--Lily-Anne Originals, Inc. Suede Coats--Phil Sills. Custom bathing suits--Agnes Malone. Furs--Joseph Camins. Hair styles--Albert. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 22 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS  Spring fashions will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation, contact: "Albert", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Wednesday March 22 2:30 P.M.	PREVIEW: SALYMIL FASHIONS FOR SPRING  Milgrim will present Salymil's Spring collection to press and customers. By invitation only. Publicity: Ruth Waltz, CI. 7-7200.	MILGRIM	4TH FLOOR
Thursday March 23 9:15 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS  Macy's will present a press showing of fashions for Spring during break- fast. Show promptly at 9:30 A.M. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday March 23 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW  Russeks will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday March 23 4:00 P.M.	VELVET, CORDUROY AND VELVETEEN FASHION SHOW  Second collection of Haute Couture fashions by Crompton-Richmond Co., with models in velvet, corduroy and velveteen from sixteen Paris couturiers; one, London; and eleven American custom designers. Imported fashions by Hardy Amies of London; and Pierre Balmain, Carven, Jean Desses, Christian Dior, Jacques Fath, Gres, Jacques Griffe, Jacques Heim, Hermes, Manguin, Marnier, Molyneux, Patou, Robert Piguet, and Schiaparelli, of Paris. American designers: Elizabeth Arden-Castillo, Fira Benenson, Hattie Carnegie, Oleg Cassini, Lilly Dache, Howard Greer, Edith Head, Mr. John, Don Loper, Elizabeth Phelps, and Valentina. Attendance by invitation only. Publicity: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	RITZ-CARLTON HOTEL GRAND BALLROOM
Saturday March 25 1:00 P.M. Luncheon	JUNIOR MISS FASHIONS AT BENEFIT LUNCHEON  The Star Dust classes of the Becton School of Dramatic Art will present children's and junior miss Spring and Summer dresses, sports clothes, suits, scarves, belts, bags and costume jewelry fashions at a luncheon show for the benefit of the N.Y. Heart Assoc. and the Assoc. for Help to Retarded Children. Clothes will be auctioned after the show. Fashions will be contributed by Jack Borgenicht; Callahan and Cohen; Ceil Chapman; Gotham; Jonathan Logan; Carolyn Schnurer; Touraine & Co.; and Youth Guild. Price: (including tax and tip): \$3.00 for children; \$4.00 for adults. Contact: EN. 2-7140.	THE EDITH BECTON STUDIOS (131 RIVERSIDE DRIVE)	HOTEL PLAZA TERRACE ROOM
Monday March 27 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY SHOWING  Milgrim will present a collection of Spring and Summer hats during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 27 4:00 P.M. 7:00 P.M. Cocktails	SHOWING OF ACCESSORIES MADE OF CARPETING "The New Rug-ed Look"--the Carpet Institute will present accessories for women and men made from wool carpeting. Hats by Anita Andra; Braagaard; Hattie Carnegie; Cavanagh; Chanda; Robert Dudley; Emme; Peg Fischer; Walter Florell; Mary Goodfellow; Mr. John; Lenesta; Nicole de Paris; Laddie Northridge; Cesar Rubio; and Eve Tartar. Also, fashions for dogs will be shown. Guests: Stars of stage, screen and radio and fourteen breeds of champion and show dogs. Show for benefit of N.Y.C. Cerebral Palsy Campaign. Tickets: \$5.00. Press by invitation. Contact: Elizabeth D. Catlin of Fred Eldean Organization, EL. 5-7651.	CARPET INSTITUTE	ST. REGIS HOTEL ROOF
Tuesday March 28 1:00 P.M. Luncheon	PRESENTATION OF SPRING FASHIONS Jonai will show a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Contact: PL. 5-3500. Ritz-Carlton Fashion Publ.: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday March 29 1:00 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday March 29 8:30 P.M.	"STIMULI FOR DESIGN"-- THIRD IN LECTURE SERIES Subject: "Looking Backward To Tomorrow...1900-1950"--an illustrated talk on cubism and abstract art; surrealism and fantasy. Three experimental films will be presented: "Ballet Mecanique" (1924); "Le Chien Andaloy" (1929); "Carmen 1933". Tickets: \$2.50. Contact: Society of N.Y. Dress Designers, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	MUSEUM OF MODERN ART 11 WEST 53RD STREET
Thursday March 30 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of Stein & Blaine originals and interpretations of Paris creations during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Stein and Blaine Contact: Betty Greenburg, PL. 3-7700. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE	HOTEL PLAZA TERRACE ROOM
April 1	CANCER FUND MONTH (April 1-April 30).		
April 2	PALM SUNDAY.		
April 2	PASSOVER--FIRST DAY (Sunday).		
April 2	HOLY WEEK (April 2-April 9).		
Tuesday April 4 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING The Ready-To-Wear Division of The Fashion Group will have a luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 5 1:00 P.M. Luncheon	LATE SPRING AND SUMMER FASHIONS AT LUNCHEON  Claire McCardell will present her late Spring and Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Claire McCardell Contact: Joan Pawlick, LO. 4-2155. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	CLAIRE McCARDELL	WALDORF-ASTORIA SERT ROOM
April 9	EASTER SUNDAY.		
Beginning Monday April 10- April 16	"LACE FESTIVAL"-- SPRING 1950  "April Is The Month Of The Lace Festival", sponsored by The Lace Institute, manufacturers and importers of laces. Publicity: Gladys Steiner, MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Wednesday April 12 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW  Ceil Chapman will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Contact at Ceil Chapman: Alto Schifrine, LA. 4-5800. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	CEIL CHAPMAN	WALDORF-ASTORIA SERT ROOM
Thursday April 13 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING  The Fashion Group will present an exhibit of Fall fabrics at the luncheon meeting of the Fabrics Division. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday April 19 1:00 P.M. Luncheon	FASHIONS FOR SPRING DURING LUNCHEON  Russeks will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Monday April 24 10:30 P.M.	AMERICAN DESIGNERS' BALL FOR CANCER WELFARE FUND  Over one hundred leading designers, representatives of thirteen fashion categories, will predict styles for 1951. An "Anatole" trophy will be awarded for the most outstanding design in each field of apparel. Honorary Chairman: Mrs. Wendell Willkie. Chairman: Fashion and Design Committee: Princess Cathleen Obolensky. Apparel Committee Chairmen: Couturiers--Sophie of Saks Fifth Avenue. Coats and suits--Jo Copeland of Pattullo Modes. Hats--Mr. John. Shoes--David Evins. Furs--Sol Vogel. Playtogs--Kenn Barr. Sportswear--Carolyn Schnurer. Handbags--Richard Koret. Lingerie--Thea Tewi. Costume Jewelry--Michael Chernow. Children's Dresses--Suzanne Godart. Dresses--Jane Derby. Junior Miss--Jack Horwitz, of Horwitz & Duberman. Members of the N.Y. fashion press will be honorary guests. Tickets: \$25.00, available at Cancer Welfare Fund, Inc., 350 Fifth Avenue, LO. 4-2740, or, American Designers' Ball Comm. Headquarters, Hotel Plaza, Suite 1746, PL. 9-3000. Contact: Dorothy Waring of Mr. M. Gilman, LO. 4-2740.	AMERICAN DESIGNERS' BALL COMM. FOR CANCER FUND	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday April 25- April 26	ANNUAL KNITTED OUTERWEAR SESSION The National Knitted Outerwear Association will hold its thirty-second annual convention at the Waldorf-Astoria in conjunction with the Knitting & Allied Crafts Exposition at the 71st Regiment Armory. Banquet on Wednesday, April 26: \$12.50 (including tax). Contact: Arthur Tarshis, Expositions for Trades, Inc., LU. 2-4627; or Carl Reichman, National Knitted Outerwear Association, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
Beginning Monday May 1- May 6	ANNUAL NATIONAL COTTON WEEK The National Cotton Council will sponsor the 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 St., WO. 4-2521.	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
Tuesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Cosmetics Division of The Fashion Group will hold a luncheon meeting and brief show. More details later. Price (including tax and tip): \$3.50 for members; \$3.75 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC.	HOTEL BILTMORE BALLROOM
Wednesday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will show Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday May 10 1:00 P.M. Luncheon	PRESENTATION OF SUMMER FASHIONS AT LUNCHEON Russeks will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Beginning Monday May 15- May 20	NATIONAL IRISH LINEN WEEK The Irish Linen Guild will inaugurate an annual program, National Irish Linen Week, to promote linen merchandise including men's and women's ready-to-wear, piece goods, handkerchiefs and household accessories. Contact: Eleanor Rowlands or Lucy Brown, Rowlands Assoc., LE. 2-9292.	THE IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
Tuesday May 16 12:30 P.M. Luncheon	PREVIEW: FALL & WINTER BACK-TO-SCHOOL LINGERIE M. C. Schrank Co. will invite the press and trade to a preview of Fall and Winter back-to-school lingerie fashions. Attendance by invitation only. Publicity: Norma Rambach Reese, LA. 4-4281.	M. C. SCHRANK CO. (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday May 18 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Exhibit of fashion designs and annual fashion show will be given by student of the Dept. of Costume Designs. Admission: \$1.20, afternoon; evening, \$2.40. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM

MUSIC...MOVIES...THEATRE

- Week SEVENTEENTH WEEK, METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.  
Of Mon. Eve., March 13: Verdi's LA TRAVIATA. Thurs. Eve., March 16:  
March 13 Puccini's LA BOHEME. Fri. Eve., March 17: Bizet's CARMEN. Sat. Mat.,  
March 18: Wagner's DIE WALKURE. Sat. Eve., March 18: Donizetti's  
LUCIA DI LAMMERMOOR. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday OPENING: "THE CONSUL" BARRYMORE THEATRE, 47TH ST. W. OF B'WAY  
March 15 Chandler Cowles and Efrem Zimbalist, Jr. present a new musical drama, the  
story of desperate people defeated by the inhuman machine of a consular  
office in a nameless European country of today, written and directed by  
Gian-Carlo Menotti. Stars: Marie Powers and Patricia Neway. Settings:  
Horace Armistead. Lighting: Jean Rosenthal. Costumes: Grace Houston.  
Publicity: G. & D. Ross, BR. 9-5906.
- Wednesday PREMIERE: "FRANCIS" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD STREET  
March 15 Universal-International release of film about an army mule and comic  
adventures through its ability to talk. Stars: Donald O'Connor and  
Patricia Medina. Producer: Robert Arthur. Director: Arthur Lubin.  
Wardrobe: Rosemary Odell. Publicity: Lowell Benedict, PL. 9-8000.
- Beginning N.Y. CITY BALLET COMPANY CITY CENTER, 131 WEST 55TH STREET  
Wednesday March 15 Wed. Eve., March 15: CONCERTO BAROCCO, DIVERTIMENTO, PAS DE DEUX  
ROMANTIQUE, THE DUEL, JONES BEACH. Thurs. Eve., March 16: SERENADE,  
ILLUMINATIONS, PAS DE DEUX ROMANTIQUE, FIREBIRD. Fri. Eve., March 17:  
THE GUESTS, PRODIGAL SON, SYMPHONY IN C. Sat. Eve., March 18: JINX,  
DIVERTIMENTO, ORPHEUS, BOURREE FANTASQUE. Sun. Mat., March 19: CONCERTO  
BAROCCO, ILLUMINATIONS, THE DUEL, BOURREE FANTASQUE. Sun. Eve.: AGE OF  
ANXIETY, FIREBIRD, JONES BEACH. Publicity: Philip Bloom, CH. 4-5185.
- Thursday PREMIERE: "A WOMAN OF DISTINCTION" (Movie) RADIO CITY, 6TH AVE. & 50TH ST.  
March 16 Columbia Pictures' comedy about a dean of a woman's college who is interested  
only in her career, until a young professor joins the faculty.  
Stars: Ray Milland, Rosalind Russell and Edmund Gwenn. Producer: Buddy  
Adler. Director: Edward Buzzell. Gowns: Jean Louis. Publicity:  
Hortense Schorr, CI. 5-5000.
- Tuesday OPENING: "ONE MAN SHOW" CARNEGIE HALL, 7TH AVE. & 57TH ST.  
March 21 Eddie Cantor will make a personal appearance for one evening in a two-  
hour panorama of his varied 40-year career in show business. Tickets:  
8:45 P.M. \$1.80-\$3.60 (including tax). Publicity: G. & D. Ross, BR. 9-5906.
- Thursday OPENING: "GREAT TO BE ALIVE" WINTER GARDEN, B'WAY & 50TH STREET  
March 23 Vinton Freedley, Anderson Lawler and Russell Market will present a song  
and dance comedy set in an old Colonial house and involving blithe  
spirits with modern merry mortals. Cast includes: Vivienne Segal, Stuart  
Erwin, Valerie Bettis, Mark Dawson, Martha Wright and Bambi Linn. Director:  
Mary Hunter. Settings and costumes: Stewart Chaney. Publicity:  
Karl Bernstein, CI. 6-0427.
- Monday OPENING: "THE WISTERIA TREES" MARTIN BECK THEATRE, 45TH W. OF 8TH AVE.  
March 27 Joshua Logan presents his version of "The Cherry Orchard", set in New  
Orleans in 1880. Cast includes Helen Hayes, Walter Abel, Ken Smith and  
Peggy Conklin. Director: Joshua Logan. Settings: Jo Mielziner.  
Costumes: Lucinda Ballard. Publicity: Leo Freedman, CH. 4-7250.