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3/31/52

fashion calendar

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

RUTH FINLEY, EDITOR
 FRANCES HUGHES, ASSOCIATE EDITOR

1952

Golden Thread



january

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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 28, 1952</u>			
Friday March 28	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, in cooperation with the Millinery Fashion Bureau. March 28: Emme; April 4: Braagaard. 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.		
Saturday March 29 3:15 P.M.	BENEFIT SHOWING OF CUSTOM COLLECTION	SYDELL (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
	Spring and Summer custom collection of suits, daytime, cocktail dresses, evening gowns, and bridal fashions. By invitation. Contact: PL. 8-0892.		
<u>WEEK BEGINNING MONDAY, MARCH 31, 1952</u>			
Monday March 31 9:30 A.M. Breakfast	SPRING AND SUMMER MATERNITY FASHIONS	LANE BRYANT	10TH FLOOR PUBLICITY DEPARTMENT
	Presentation of Spring and Summer fashions for maternity wear by Lane Bryant at breakfast showing for press. By invitation only. Publicity: Paula Miller, LE. 2-0200.		
Monday March 31 11:30 A.M.; 1:30 P.M.; 3:30 P.M.	GLORIA SWANSON FASHION SHOW	FRANKLIN SIMON	2ND FLOOR BUDGET DRESSES
	Gloria Swanson will personally introduce Puritan Dress Company's Spring collection of "Forever Young" fashions in women's sizes. Press invited. Open to public. Puritan Dress Contact: Robert Collins, PE. 6-7960. Franklin Simon Publicity: Lenore Benson, WI. 7-9600.		
Monday March 31 6:30 P.M.	FOURTH SESSION OF ADVERTISING COURSE	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA
	"Career Counselling"--Speakers: Evans Houghton, supervisor of publicity services, Benton & Bowles; Philip Bottfeld, associate director of publicity, Benton & Bowles; Jules B. Singer, vice president of Federal Advertising Agency, Inc. Contact: CI. 5-4149.		
Beginning Monday March 31- April 4	EXHIBIT OF HATS FROM MUSEUM COLLECTION	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Traphagen Museum Collection of hats from 1860 through 1929--bonnets, sailors, picture hats, half-hats, and the cloche. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
Tuesday April 1- April 4	TWENTY-FIRST NAT'L PACKAGING CONFERENCE	AMERICAN MANAGEMENT ASSOCIATION	ATLANTIC CITY AUDIT. ATLANTIC CITY, N.J.
	Contact: American Management Association, 330 West 42nd St., BR. 9-2142.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 1 9:00 A.M.- 10:00 A.M. Breakfast	SUMMER FABRIC DISPLAY AT PRESS PREVIEW The Textile Advisory Committee of the Fashion Institute of Technology will present a "Dramatization of Spring and Summer Fabrics" to the press. Showing of about 150 fabrics in both synthetic and natural fibers. By invitation only. Exhibit will be open to public on Mondays, from 2:00 P.M. to 4:00 P.M. Publicity: Shirley Goodman, OR. 5-3308.	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH STREET LIBRARY-MAIN FLOOR
Tuesday April 1 2:30 P.M.	CUSTOM COLLECTION AT BENEFIT SHOWING Presentation of Sydell's custom-order collection of Spring and Summer suits, daytime and cocktail dresses, evening gowns and bridal fashions. By invitation only. Contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	HOTEL PIERRE GRAND BALLROOM
Tuesday April 1 7:00 P.M.- 9:00 P.M.	FOURTH SESSION OF PUBLICITY COURSE "Using Radio and Television in Publicity"--Gerald Lyons, leader. Speakers: Kathi Norris and Wilbur Stark, star and producer, Kathi Norris Show; Dick Bellamy, Benton & Bowles, Inc. Contact: PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Wednesday April 2 12:30 P.M. Luncheon	SPRING FABRICS AND FASHIONS AT LUNCHEON "Spring Is In The Air"--Herbert Meyer will present his "Inspiration" cottons in Summer fashions by N.Y. designers and manufacturers. These clothes will be available at leading Fifth Avenue stores. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Herbert Meyer Publicity: Louise Huston, LO. 5-2866. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	HERBERT MEYER, INC. (1441 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday April 2 12:30 P.M. Luncheon	FUR FASHIONS FOR SPRING AT LUNCHEON "A Story In Furs"--presentation of fur fashions for Spring by Aronowicz. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Publicity: Frances Healy, PL. 7-5809. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ, INC.	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 3 1:00 P.M. Luncheon	SHOWING OF GOTHE FASHIONS AT LUNCHEON David E. Gottlieb's gowns by Gothe' for Spring will be presented by De Pinna during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothe' Publicity: Nona James, CH. 4-7658. De Pinna Publicity: Jeanne McDonagh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday April 3 5:00 P.M. Cocktails	OPENING OF NEW SHOP & SHOWING OF SEPARATES Presentation of custom-made separates for Spring and Summer. By invitation only. Contact: Elsa Wallace, TE. 8-7218.	LA BOUTIQUE	44 EAST 64TH STREET
Beginning April 3- April 18	DISPLAY OF ADVANCE FALL FABRICS "Seventeen" Magazine will preview advance Fall fabrics to be featured with Simplicity patterns in the July "Money Matters" issue. Display open to promotion and fashion directors, buyers and merchandisers of fabrics and patterns. By appointment. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR

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Friday April 4 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Thirty-three of N.Y.'s leading fashion designers, members of the Couture Group of the N.Y. Dress Institute will present Spring fashions during luncheon for the benefit of the Long Island Jewish Hospital. Contact: N.Y. Dress Institute, LA. 4-0461.	BENEFIT OF LONG ISLAND JEWISH HOSPITAL	HOTEL ASTOR GRAND BALLROOM
Friday April 4- April 6	RADIO & TELEVISION CONVENTION IN DETROIT The first annual convention of the American Women in Radio and Television will be held in Detroit with workshop sessions and election of officers. On April 4, there will be a tea and fashion show, sponsored by the Tea Bureau. Registration fee: \$15.00. Contact: Betty Chapin, MU. 9-8520.	AMERICAN WOMEN IN RADIO AND TELEVISION	HOTEL STATLER DETROIT, MICHIGAN
April 6	PALM SUNDAY.		
Monday April 7 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON A collection of Spring fashions from Milgrim's will be presented at a benefit luncheon for the N.Y. Guild For Jewish Blind. Tickets: \$10.00, contact: Mrs. Bernard Relin, CI. 6-3341. Milgrim Publicity: Lillian Greer, CI. 7-7200. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000.	FOR N.Y. GUILD FOR JEWISH BLIND	HOTEL PIERRE COTILLION ROOM
Tuesday April 8 12:30 P.M. Luncheon	FASHION PRESENTATION AT BENEFIT LUNCHEON "A Day In A Woman's Life"--fashions for the woman in her twenties, forties, sixties, with clothes from Elizabeth Arden, Henri Bendel, Bergdorf Goodman, Bonwit Teller, Hattie Carnegie, De Pinna, Jay Thorpe, Milgrim, Polly's Gowns, Inc., and Saks Fifth Avenue. Entire proceeds for National Jewish Hospital at Denver, free non-sectarian center for needy tubercular patients. By invitation only. Contact: Eli Jaffe, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 9 9:00 P.M. Dinner	"APRIL IN PARIS" BALL AND FASHION SHOWING Five Paris couturiers--Balmain, Desses, Dior, Fath, and de Givenchy--will design 8 costumes to be presented in "The Glory of Paris" fashion show; four tableaux of fashions in organdy, velvet, lace and tulle fabrics from the silk manufacturers of Lyons and The Lace Industry of Paris will be presented by the five couturiers. Millinery by Mme. Paulette, Mme. Legroux and Gilbert Orcel. Admission: Ringside tables, \$35.00; others, \$25.00. For benefit of French Hospital of N.Y. and Franco-American Charities. Chairman: Grover Whalen. Chairman of Entertainment Committee: Elsa Maxwell. Publicity: Paul A. Stewart, EL. 5-3000.	FOR BENEFIT OF FRENCH HOSPITAL IN NEW YORK	WALDORF-ASTORIA GRAND BALLROOM
April 10	PASSOVER--FIRST DAY (Thursday).		
April 11	GOOD FRIDAY.		
Saturday April 12 2:00 P.M.	SIXTH ANNUAL EGG-ROLLING CONTEST Arnold Constable will sponsor the Sixth Annual Egg Rolling Contest in Central Park for children, from 5 to 13 years of age. Open to public. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER SUNDAY FASHION ACTIVITIES IN NEW YORK CITY</u>			
Sunday April 13 12:00 Noon; 3:00 P.M.	ANNUAL EASTER SUNDAY "BRACER BREAKFAST" The annual Easter Sunday "bracer breakfast" with N.Y. millinery personalities presenting prizes to women attending the breakfast. Price: \$2.50. Cafe Madison Contact: Claire Muller, EL. 5-5000.	MADISON HOTEL (15 EAST 58TH STREET)	CAFE MADISON MAIN DINING ROOM
Sunday April 13 12:00 Noon- 1:00 P.M.	EASTER PARADE ON NBC TELEVISION N.B.C. mobile television unit will be stationed between 49th and 50th Streets diagonally opposite St. Patrick's Cathedral, where Dennis James and Betty Furness will interview Easter Paraders. At the Plaza Hotel brunch, Dave Garroway and Marguerite Piazza will interview guests in the Persian Room. NBC-TV Publicity: Alan Kalmus, CI. 7-8300.	LEVER BROS. CO.: & GEN'L TIRE & RUBBER CO.	NBC-TV CHANNEL 4
Sunday April 13 12:30 P.M. Luncheon	EASTER MILLINERY AT LUNCHEON SHOWING "Manhattan Merry-Go-Round" showing of Easter and Spring millinery, co-ordinated with furs, dresses and accessories. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Price: \$6.50. John Frederics Publicity: Lily Davis, PL. 3-1010. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	JOHN-FREDERICS, INC.	HOTEL PIERRE COTILLION ROOM
Sunday April 13 1:00 P.M.- 2:00 P.M.	FIFTH AVENUE EASTER PARADE ON TELEVISION Steve Allen, Ed Sullivan, Robin Morgan and June Havoc will comment on the Easter parade, from 51st Street opposite St. Patrick's Cathedral. Another camera will be stationed outside the Sherry-Netherland Hotel and one in the lobby. A fashion show in the Chanteclair Room will also be televised presenting Easter fashions by Jacques Fath for Joseph Halpert, Adrian, Oleg Cassini, Schiaparelli, Charles James. Sherry-Netherland Contact: Alexandre Tarsaidze, EL. 5-2800. CBS Publicity: Lennie Ufland, PL. 5-2000, Ext. 7501.	SHIP'N SHORE BLOUSES	CBS-TV CHANNEL 2
Sunday April 13 1:00 P.M. Luncheon	EASTER SUNDAY BENEFIT AND FASHION SHOWING Celebrities and fashion experts will judge best-dressed women, men and families; also the most bizarre, beautiful and original millinery to be worn by the guests. Saks Fifth Avenue Easter fashions and Oleg Cassini gowns will be modeled. There will be a special children's party, marionette show and egg-rolling contest. Tickets: \$10.00 for adults; \$5.00 for children; contact: Hotel Plaza, Suite 1751, PL. 3-7680. Publicity: Christine McKeown, Kurt Hoffman Associates, PL. 3-7680.	BENEFIT SISTER KENNY FOUNDATION	WALDORF-ASTORIA BALLROOM
Sunday April 13 1:00 P.M. Luncheon	EASTER MILLINERY AT LUNCHEON SHOW A special showing of "Rendezvous Hats" by Walter Florell at luncheon. Price: \$6.00; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WALTER FLORELL	HOTEL PLAZA RENDEZVOUS ROOM
Monday April 14 2:30 P.M.	HENRY ROSENFIELD SPRING COLLECTION Russeks Fifth Avenue will present a collection of Henry Rosenfeld fashions for Spring, featuring nylon fabrics. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR

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Tuesday April 15 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING Subject: "The Idea Is Color". Panel of Speakers: Margaret de Mille, fashion director of Bloomingdale's; Reeves Lewenthal, president, Associated American Artists Galleries; Carolyn Schnurer, designer, Carolyn Schnurer, Inc.; Mary Shannon, fabric design and promotion consultant, Mary Shannon, Inc. Fall Fabrics Report: Susan Eastman, fabrics editor of "Glamour" Magazine and chairman of the Fabrics Division. Exhibit of Fall 1952 fabrics arranged by Tom Lee of Tom Lee, Ltd. Price: \$4.75 (members); \$5.00 (2 guests per member). Contact: The Fashion Group, Inc., CI.7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday April 15 8:00 P.M. Dinner- Dance	CIRO BALL FOR N.Y. INFIRMARY The Ciro Ball, with fashions by Ceil Chapman, at the annual dinner-dance benefit for the N.Y. Infirmary. Tableaux by Leonidoff. Tickets: \$20.00; contact: Lois Best, N.Y. Infirmary, 405 Lexington Avenue, MU. 6-6333. Chapman Publicity: Eleanor Lambert, MU. 8-2130. Ciro Publicity: Virginia Dickson, Robert S. Taplinger & Associates, PL. 7-8040.	CEIL CHAPMAN; & PARFUMS CIRO	WALDORF-ASTORIA BALLROOM
Wednesday April 16 12:00 Noon Luncheon	FIFTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards, consisting of four awards of \$1,000 each, will be presented at the fifteenth annual luncheon. These awards, founded in 1937, to encourage and recognize creative, constructive achievement, have been presented annually to American men and women who have given the world greater knowledge, beauty and hope. Price of luncheon: \$5.00. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 16 12:30 P.M. Luncheon	ARKAY JUNIOR FASHIONS AT LUNCHEON SHOW Bonwit Teller will present a collection of Arkay Junior fashions during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday April 16 12:30 P.M. Luncheon	SHOWING OF ANNA MILLER FASHIONS DURING LUNCHEON Anna Miller fashions for Spring and Summer will be presented by Saks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 16 2:30 P.M.; 7:00 P.M. Dinner	SEVENTH ANNUAL "BRAND NAMES DAY" Conference on brand themes will be highlighted by dinner and presentation of the fourth annual "Brand Name Retailer of the Year" Awards. Speaker: James A. Farley. Tickets: \$15.00. Contact: Nathan Keats, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Thursday April 17 1:00 P.M. Luncheon	NEW LEATHER FASHIONS AT LUNCHEON SHOW Leather & Tweed will present a new collection of fashions for Town, Travel and Resort wear. Press by invitation, Public by reservation; contact: PL. 9-3000, Ext. 176. Commentator, Publicity, and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LEATHER & TWEED, INC. (510 MADISON AVENUE)	HOTEL PLAZA TERRACE ROOM

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Monday April 21 6:30 P.M. Dinner	"FABRIC MAGIC" DINNER; DEBUT OF "LORETTE" Debut of "Lorette" (Orlon and Wool), Deering, Milliken's revolutionary textile development. Presentation for the first time of a full color motion picture, specially produced to demonstrate the advantages of Dacron and Orlon in dramatic new fabrics. By invitation only, for manufacturers, buyers, and press. Contact: Helen Boyd, LO. 3-5200. Publicity: Joseph A. Dougherty, Young & Rubicam, MU. 9-5000.	DEERING, MILLIKEN & CO.	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday April 21	ADVANCE FALL SHOE MANUFACTURERS	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & SHELBOURNE HOTEL
	The Guild of Better Shoe Manufacturers will show their Fall collections, beginning Monday, April 21. Members include: Newton Elkin, Andrew Geller, Gerro Marino, I. Miller, Palter DeLiso, M. Wolf, Zuckerman & Fox (Julianelli). The press will be invited to see a complete display of highlights from the shoe collections in the Guild's office, Shelburne Hotel, Lexington Avenue & 37th Street. Publicity: Doris Beechman, MU. 9-5200.		
Beginning Monday April 21- April 25	SECOND KNITTING AND ALLIED CRAFTS EXHIBIT	NAT'L KNITTED OUTERWEAR ASS'N.; UNDERWEAR INST.	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
	Exposition under the sponsorships of the Underwear Institute and the National Knitted Outerwear Association, will be held in conjunction with their annual convention—April 23, clinics and annual banquet at Waldorf-Astoria, 6:30 P.M. Contact: Charles Reichman, MU. 3-7520.		
Tuesday April 22 9:30 A.M. Breakfast	KNITTED FASHIONS AT PRESS & TRADE PREVIEW	KNITTED FABRICS INST. (1450 BROADWAY)	HOTEL PIERRE COTILLION ROOM
	Cotton knits for late Spring and early Summer will be shown to the press and trade at breakfast; also, a presentation of knitted fashions for Fall in designs created by students of Traphagen School of Fashion. By invitation only. Publicity: Martin Stern, VA. 6-0543.		
Wednesday April 23 12:30 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOWING	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
	Saks Fifth Avenue will present a collection of Spring and Summer fashions, designed by Mollie Parnis. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publ.: Carolyn Haight, PL.3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday April 23 12:30 P.M. Luncheon	SPRING FASHIONS AND ACCESSORIES AT LUNCHEON	LEE MENICHETTI (421 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	"Swing Into Spring"--Lee Menichetti, designer and manufacturer, will present a collection of Spring accessories coordinated with fashions from Arnold Constable. Furs--Bernham Stein. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Lee Menichetti Contact: BR. 9-4585. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday April 23 2:30 P.M.	PREVIEW: FALL COATS BY INTERNATIONAL DESIGNERS	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR
	A preview for the press of the International Designer Coat Collection for Fall 1952; from Paris by Pierre Balmain, Castillo of Lanvin, Hubert de Givenchy; from London by Hardy Amies, Charles Creed; from Italy by Giorgio Arvalio, Fabiani, Schuberth; from Spain by Asuncion Bastida, Pertegaz. Also Adele Lawrence's Fall Collection of double purpose rainwear. By invitation. Contact: Norman J. Lawrence, CH. 4-3815.		

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Wednesday April 23 8:30 P.M.	FASHIONS BASED ON MUSEUM COLLECTION	BROOKLYN MUSEUM & MARTIN'S (BROOKLYN)	BROOKLYN MUSEUM SCULPTURE COURT
	Presentation of Spring collections by well-known designers, illustrating how present day fashions are based on museum collections of fashions of past years, showing sources for silhouette or fabric design. By invitation only. Brooklyn Museum Publicity: John Gordon, NE. 8-5000. Martin's Publicity: Juli Daves, TR. 5-3100.		
Thursday April 24 12:00 Noon Luncheon	THIRD ANNUAL MEETING	THE FRAGRANCE FOUNDATION	HOTEL PIERRE COTILLION ROOM
	The Third Annual meeting of The Fragrance Foundation will include the annual report, appraisal of the Foundation's activities, an outline of proposed additional activity. Price: \$8.50; for reservations, contact: The Fragrance Foundation, 9 Rockefeller Plaza. Publicity: Miriam Gibson French, PL. 7-2817.		
Thursday April 24 12:30 P.M. Luncheon	LACE FASHIONS AT BENEFIT SHOWING	THE LACE INSTITUTE	HOTEL PIERRE BALLROOM
	The Lace Institute will present lace fashions in dresses, lingerie and accessories, at a benefit luncheon for the Women's Auxiliary of the Flower and Fifth Avenue Hospital. Tickets: \$20.00. Press by invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		
Thursday April 24 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Presentation of a collection of Spring and Summer fashions during luncheon by Russeks. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publ.: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
April 27	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Set Clocks Back One Hour--Sunday).		
April 27	NATIONAL BABY WEEK (April 27-May 3).		
Wednesday April 30 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	B. ALTMAN & CO.; VARDEN DRESS, INC.	HOTEL PIERRE COTILLION ROOM
	Presentation of Varden Petites for Spring, coordinated with accessories from B. Altman & Co. during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Varden Publicity: Elsie Brandt, PE. 6-5460. Altman Publicity: F.G. Megarity, MU. 9-7000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Thursday May 1 12:30 P.M. Luncheon	ADELE SIMPSON SUMMER COLLECTION	SAKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
	Saks Fifth Avenue will present a Summer collection of daytime and evening fashions by Adele Simpson. Press by invitation. Public by reservation; contact: EL. 5-7565. Adele Simpson Publicity: Eleanor Lambert, MU. 8-2130. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Thursday May 1 2:00 P.M.	BEACH AND SPORTS FASHION SHOWING	MARTIN'S (BROOKLYN)	5TH FLOOR
	Beach and sports fashions will be presented by Martin's. Press invited. Open to public. Publicity: Juli Daves, TR. 5-3100, Ext. 355.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 1 3:45 P.M. Champagne	PREVIEW OF LACE LINGERIE FASHIONS The Lace Institute will present a champagne preview of Paris-designed lingerie for press, buyers, and manufacturers. By invitation only. Lace Institute Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	THE LACE INSTITUTE	HOTEL VANDERBILT PARK AVE. SUITE
Beginning Monday May 5- May 10	THIRD ANNUAL IRISH LINEN WEEK Nationwide promotion of Irish Linens in department stores and specialty shops, featuring fashions, accessories, home decoration, piece goods and table linens. Publicity: Eleanor Rowlands, Rowlands Assoc., LE. 2-9292.	IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
Tuesday May 6 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Fashion Group will hold its annual Cosmetics Division luncheon meeting. More details later. Chairman: Kay Torrey. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday May 7 12:30 P.M. Luncheon	DAVID CRYSTAL FASHIONS FOR SUMMER AT LUNCHEON Presentation of a collection of Summer fashions by David Crystal during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Saks Fifth Ave. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 7 3:00 P.M. Champagne	CHAMPAGNE PREVIEW OF FALL SHOE COLLECTION The press will be invited to a champagne party and preview of Penobscot "Trampeze" and "Old Maine Trotters" shoe collections for Fall. By invitation only. Contact: Frederick-Clinton Co., MU. 2-7433.	PENOBCOT SHOE CO.	47 WEST 34TH STREET ROOM 418
Sunday May 11	MOTHER'S DAY. Theme: "There's Nobody Like Your Mom". Contact: Irving K. Edwards, Nat'l Committee, CH. 4-3900.		
Sunday May 11 10:00 A.M. Trade Show; May 12 10:00 A.M. Press Show	SHOWING OF FALL SHOE FASHIONS Sponsored jointly by the New England Shoe and Leather Association and the National Association of Shoe Chain Stores, the Popular Price Shoe of America will present shoe fashions for Fall, 1952. Exhibitors will display both at New Yorker and McAlpin Hotels from Sunday, May 11 through Thursday, May 15. Co-managers of the show are Maxwell Field and Edward Atkins. Press Preview: 10:00 A.M. on Monday, May 12. By invitation only. Trade Show: 10:00 A.M. on Sunday, May 11. Contact: Edward Atkins, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER NORTH BALLROOM
Beginning Monday May 12- May 17	ANNUAL NATIONAL COTTON WEEK "It's Cotton Time: Keep Fresh, Keep Smart .. At Home .. At Work .. At Play"--the National Cotton Council will sponsor the annual National Cotton Week, with extensive merchandising plans and promotions of cotton apparel, piece goods and home furnishings. Contact: Paul M. Jones, National Cotton Council, 271 Church Street, WO. 4-2521.	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
May 13- May 15	ANNUAL TOILET GOODS CONVENTION, TOILET GOODS ASS'N, WALDORF-ASTORIA. Contact: Toilet Goods Ass'n, CO. 5-5443.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 14 10:00 A.M.	PRESS PREVIEW: FALL BRIDAL HEADDRESSES Edward E. Berger will present a preview of the Fall collection of bridal headdresses, bridesmaids' hats and millinery abstractions, designed by Fran Whitney. Showing at Vera Maxwell's Showroom. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	EDWARD E. BERGER (218 W. 40TH ST.)	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Wednesday May 14 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING Presentation of Summer fashions by Russeks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Thursday May 15 3:30 P.M.; 9:00 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Parsons School of Design will present the annual fashion show by students in the Department of Costume Design and Construction. Price for afternoon show: \$1.00; evening show: \$2.00. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL PLAZA BALLROOM
May 17	NATIONAL LUGGAGE WEEK (May 17-May 24).		
Wednesday May 21 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Showing of Bender and Hamburger's collection for Fall of Benham Originals. By invitation only. Publicity: Donna Cannon, PL, 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday May 22 10:00 A.M. Breakfast 11:00 A.M. Show	PRESS PREVIEW OF FALL COLLECTION Donald Dress will present a new Fall collection at a breakfast preview for the press. By invitation only. <u>Showings for N.Y. Resident Buying Offices: Tuesday, May 27 and Wednesday, May 28 at 2:30 P.M.</u> Publicity: Ken R. Williams, LO. 5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday May 27 3:00 P.M. Cocktails	FALL COLLECTION AT PRESS PREVIEW Presentation of del Mar's collection for Fall at a cocktail party for the press. By invitation only. <u>N.Y. Resident Buying Offices Preview: Wed., May 28 at 3:00 P.M.</u> Publicity: Ken R. Williams, PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday May 28 3:30 P.M. Cocktails	FALL FOUNDATIONS AT PRESS PREVIEW Flexees will present a collection of foundations for Fall at a cocktail preview for the press. <u>Showing at 4:00 P.M.</u> By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Beginning Wednesday May 28- June 12	"ITALY TODAY": EXHIBIT OF ITALIAN PRODUCTS Daily fashion showings, featuring the latest creations of Italy's leading couturiers, with coordinated accessories, will highlight the exhibit of merchandise from Italy, under the auspices of the New York Fair of Italian Manufacturers. Contact: Gene Rea, WI. 7-9248.	NEW YORK FAIR OF ITALIAN MANUFACTURERS	GRAND CENTRAL PALACE 46TH ST. & LEX. AVE.
May 30	MEMORIAL DAY (Legal Holiday--Friday).		

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

Friday March 28 4:00 P.M.	TELEVISION: MARGARET ARLEN SHOW Frances Waterbury, designer, will present a collection of Advance Summer playclothes for White Stag Manufacturing Company. TV Publicity: Bob Fuller, PL. 5-2000, Ext. 405.	WCBS-TV, CHANNEL 2
Sunday March 30 8:30 P.M.	SIXTH ANNUAL ANTOINETTE PERRY AWARDS The American Theatre Wing's sixth annual Antoinette Perry Awards dinner. Price: \$15.00. For reservations, contact: CO. 5-7461. Publicity: Isadora Bennett, EL. 5-4147.	WALDORF-ASTORIA, GRAND BALLROOM
Sunday March 30	RETURN ENGAGEMENT: "DON JUAN IN HELL" Paul Gregory will present the Drama Quartet in a return engagement of George Bernard Shaw's "Don Juan In Hell" for 8 weeks only. Stars: Charles Boyer, Charles Laughton, Cedric Hardwicke, Agnes Moorehead. Director: Charles Laughton. Prices: \$1.20-\$4.80. Publ.: Karl Bernstein, CI.6-0427.	PLYMOUTH THEATRE, 236 WEST 45TH
Beginning Monday March 31	TWENTY-FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY <u>March 31:</u> Verdi's AIDA. <u>April 1:</u> Gluck's ALCESTIS. <u>April 2:</u> Wagner's MEISTERSINGER. <u>April 3:</u> Verdi's IL TROVATORE. <u>April 4:</u> Wagner's PARSIFAL Eve., <u>April 5:</u> Bizet's CARMEN. Publ.: Margaret Carson, PE. 6-1200.	
Monday March 31	PREMIERE: "THE MAN IN THE WHITE SUIT" (Movie) SUTTON THEATRE, 57TH & 3RD An Ealing Studio Production released by Universal-International will star Alec Guinness, Cecil Parker and Joan Greenwood in a comedy about a lowly research chemist, who perfects an indestructible fabric. Producer: Michael Balcon. Director: Alexander Mackendrick. Costumes: Anthony Mendleson. Publicity: Lowell Benedict, PL. 9-8000.	SUTTON THEATRE, 57TH & 3RD
Wednesday April 2 5:00 P.M.	TELEVISION: "THE FITZGERALDS" Mr. Arthur E. Schwartz of Frederica Furs will present small fur pieces from the Spring collection. Contact: Elsie Walsh, CH. 4-8685.	WJZ-TV, CHANNEL 7
Thursday April 3- April 6	THIRD WEEK: N.Y.C. OPERA COMPANY CITY CENTER, 131 WEST 55TH STREET <u>April 3:</u> Berg's WOZZECK; <u>April 4:</u> Puccini's MADAMA BUTTERFLY; <u>April 5:</u> Mozart's THE MARRIAGE OF FIGARO; <u>Mat., April 6:</u> Verdi's LA TRAVIATA; Eve., <u>April 6:</u> Strauss' DER ROSENKAVALIER. Publicity: Marian Graham, PL. 3-2600.	CITY CENTER, 131 WEST 55TH STREET
Beginning Friday April 4- May 11	OPENING OF THE CIRCUS Ringling Bros. and Bernum & Bailey Circus will present the annual circus show daily, at 2:15 P.M. and 8:30 P.M. The premiere night's performance will be held for the benefit of the N.Y. Heart Fund; tickets: \$50.00 (boxes), \$25.00, \$15.00, and \$10.00 (other seats). Regular prices: \$1.50-\$6.50 (tax included). Publicity: Roland Butler, CI. 6-6000.	MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Friday April 4	PREMIERE: "WITH A SONG IN MY HEART" (Movie) ROXY THEATRE, 7TH AVE. & 50TH A movie based on the life of Jane Froman, singer and entertainer, who, after her plane accident, made a dramatic fight for life and a musical career. Producer: Lamar Trotti. Director: Walter Lang. Stars: Susan Hayward, Rory Calhoun, David Wayne and Thelma Ritter. Released by Twentieth Century-Fox. Wardrobe: Charles LeMaire. The premiere performance will be for the benefit of the N.Y. Foundling Home; contact: Bunny Durkin, PL. 9-1257. Twentieth Century-Fox Promotions: Hal Gross, CO. 5-3320.	ROXY THEATRE, 7TH AVE. & 50TH