

Folio copy
1/26/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

february

march

april

S	M	T	W	T	F	S
WEEK OF	1	2	3	4	5	6
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

S	M	T	W	T	F	S
1	2	3	4	5	6	7
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

may

june

july

august

S	M	T	W	T	F	S
1	2	3	4	5	6	7
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

S	M	T	W	T	F	S
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22

september

october

november

december

S	M	T	W	T	F	S
1	2	3	4	5	6	7
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

S	M	T	W	T	F	S
15	16	17	18	19	20	21
22	23	24	25	26	27	28

S	M	T	W	T	F	S
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

january

february

march

april

S	M	T	W	T	F	S
1	2	3	4	5	6	7
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

S	M	T	W	T	F	S
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

S	M	T	W	T	F	S
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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 BEGINNING MONDAY, JANUARY 26, 1953</u>			
Monday Jan. 26	OPENING OF SUMMER COLLECTIONS	ARKAY JUNIOR FROCKS; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOMS
10:00 A.M.	Summer collections by Madeleine Fauth of Arkay Junior Frocks at 10:00 A.M. and 2:00 P.M. daily; and by Rappi of Junior Formals at 11:00 A.M. and 4:00 P.M. daily. Contact: Belle Karson, LO. 5-2626.		
Monday Jan. 26	OPEN HOUSE TOUR OF WATCH COLLECTION	TAYLOR JEWELRY	257 WEST 39TH STREET SHOWROOM - 3RD FLOOR
10:30 A.M.	Daily guided tour of Taylor watch factory. By appointment. Publicity: Ken R. Williams, 160 Columbia Hgts, Bklyn., UL. 5-3175.		
All Day			
Beginning Monday Jan. 26	OPENING OF SUMMER COLLECTION	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
10:30 A.M.	David Crystal's Summer collection will be presented at 10:30 A.M. and 2:30 P.M. daily. Publicity: Terry Mayer at David Crystal, BR. 9-6560.		
Monday Jan. 26	PRESS PREVIEW OF SUMMER COLLECTION	PAT HARTLY, INC.	1400 BROADWAY SHOWROOM - 12TH FLOOR
11:00 A.M.	"The Gold Mine Collection" by Pat Hartly will be presented to the press.		
Champagne	By invitation only. Continuous trade showings, beginning Tuesday, Jan. 27. Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.		
Monday Jan. 26	CAROLYN FASHIONS "IN-THE-NEWS" FILM	VYVYAN DONNER (460 WEST 54TH ST.)	JOHNNY VICTOR THEATRE 40 WEST 49TH STREET
2:00 P.M. &	Preview of kodachrome film, produced and directed by Vyvyan Donner for Carolyn Fashions. By invitation. Contact: Vyvyan Donner at Fox Movietone, CO. 5-7200.		
2:30 P.M.			
Cancelled Jan. 26	PREVIEW SHOW OF MARGOT DRESSES, INC., ORIGINALLY SCHEDULED FOR MONDAY, JANUARY 26 AT 3:00 P.M., HAS BEEN CANCELLED. (See Page 2).		
Monday Jan. 26	SUMMER COLLECTION BY ALAN PHILLIPS	LENTZ DIMINUTIVES, INC.	533 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
4:00 P.M.	Lentz Diminutives Summer collection, designed by Alan Phillips. By invitation. Publicity: Donna Cannon, 104 E. 52nd Street, PL. 3-7072.		
Cocktails			
Beginning Monday Jan. 26-	ORIGINAL DESIGNS FOR THE FIRST LADY	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Jan. 31	Prize-winning evening gown, created by Traphagen students for Ethel McLean's miniature figure of Mrs. Eisenhower, exhibited in sketch and photograph. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
Monday Jan. 26-	WATER COLORS BY GEORGE SCHREIBER	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
Feb. 14	George Schreiber's water colors, some from a recent trip abroad, others on circus subjects. Open to public. Contact: Lucile McLean, PL. 5-0711.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 26	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Monday, Jan. 26:</u> Lachasse; Digby Morton; Peter Russell; Victor Stiebel. <u>Tuesday, Jan. 27:</u> Hardy Amies; John Cavanagh; Charles Creed; Mattli. <u>Wednesday, Jan. 28:</u> Norman Hartnell; Michael Sherard; Worth, Ltd. Admission by invitation. Contact: Lilian Hyder, 36 Bruton Place, London.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON, W.I., ENG.
Tuesday Jan. 27 9:30 A.M. Breakfast	BONNIE CASHIN KNIT FASHIONS FOR SUMMER Joseph Guttman presents "The Straw Hat Collection" of Summer knit fashions by Bonnie Cashin. By invitation only. Publicity: Donna Cannon, 104 East 52nd St., PL. 3-7072.	JOSEPH GUTTMAN	HAMPSHIRE HOUSE THE COTTAGE
Tuesday Jan. 27 10:00 A.M. & 3:00 P.M.	SUMMER COLLECTION BY ANNE FOGARTY Summer collection by Anne Fogarty of Margot Dresses daily at 10:00 A.M. and 3:00 P.M. (Note change of date.) Publicity: Ruth Robinson of Margot, LO. 5-2626.	MARGOT DRESSES, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FL.
Tuesday Jan. 27 10:00 A.M.	PRESENTATION OF SUMMER FASHIONS Preview of Summer dinner, evening and cocktail gowns under the new designer label "Robert-Martin." Continuous daily showings thereafter. Publicity: Ken R. Williams, 160 Columbia Hgts., Bklyn, UL. 5-3175.	ROBERT GOLDBERG	530 SEVENTH AVENUE SHOWROOM - 28TH FL.
Tuesday Jan. 27 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Ninth Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Price: \$50.00 & \$75.00. Contact: Elaine Whitelaw, Nat'l Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 28 9:30 A.M. Breakfast	2ND ANNUAL "VERSATILITY IN DESIGN" AWARDS Presentation of Awards to grand prize winners and honorable mentions in 2nd Annual "Versatility in Design and Use" competition, in women's, men's, children's, home furnishings, home appliances and open class. By invitation. Contact: Helen Beringer, at Bert Nevins, 152 W. 42 St., WI. 7-9715.	HESS BROTHERS (ALLENTOWN, PA.)	WALDORF-ASTORIA JADE ROOM
Wednesday Jan. 28 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY HARVEY BERIN Harvey Berin's Spring fashions will be presented by Bonwit Teller during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, 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
Wednesday Jan. 28 12:30 P.M. Luncheon	HANNAH TROY FASHIONS DURING LUNCHEON Saks Fifth Avenue presents Hannah Troy's Spring fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Hannah Troy Publicity: Gladys Steiner of Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630. Saks Publ.; Carolyn Haight, PL. 3-4000, Ext. 7064. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 28 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION The National Cotton Council will introduce Miss Alice Corr, the 1953 Maid of Cotton, and her washable cotton wardrobe at the 26th Annual Convention of the Association of American Soap & Glycerine Producers. By invitation only. Contact: Ruth Goldberg, Ass'n of American Soap & Glycerine Producers, 295 Madison Avenue, MU. 6-3662; or Margot Herzog, National Cotton Council, 271 Church Street, WO. 4-2521.	SOAP ASSOCIATION & COTTON COUNCIL	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 29 10:00 A.M.	SUMMER COLLECTION: ALL-OCCASION DRESSES Nathan & Strong will present a Summer collection of all-occasion dresses to press, buying offices, and stores. By invitation. <u>Showings daily at 10:00 A.M.</u> Publ.: Ken R. Williams, 160 Columbia Hghts, Bklyn, UL. 5-3175.	NATHAN & STRONG	530 SEVENTH AVENUE SHOWROOM - 11TH FL.
Thursday Jan. 29 12:15 P.M. Luncheon	HOME FASHIONS LEAGUE MEMBERS' LUNCHEON Annual luncheon for members only, with announcement of incoming officers. Price: \$4.25. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE (141 EAST 44TH ST.)	HOTEL ROOSEVELT HENDRICK HUDSON RM.
Thursday Jan. 29 12:30 P.M. Luncheon	ELFREDA-FOX FASHIONS DURING LUNCHEON Jay Thorpe presents Spring fashions by Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publ.: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 29 3:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Jerry Parnis will present a preview of her Summer cotton collection. By invitation. <u>Daily trade showings thereafter at 2:30 P.M.</u> Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM - 7TH FL.
Friday Jan. 30 10:30 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Richard Cole will present his Summer dress collection, designed by Miguel Dorian. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	RICHARD COLE	1400 BROADWAY SHOWROOM
Friday Jan. 30 5:00 P.M. Cocktails	"THE DESIGN FOR LIVING" FASHION SHOW Robbins Mills will present "The Design For Living" fashion show. Buffet dinner at 6:30 P.M. By invitation. Publ.: Donna Cannon, PL. 3-7072.	ROBBINS MILLS, INC. (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Monday Feb. 2- Feb. 3 10:30 A.M.	PREVIEW OF SUMMER 1953 SHOES Presentation of Summer 1953 shoe collection to press and trade. By invitation. Contact: Mrs. Eleanor Howard, CH. 4-3620.	TOWN & COUNTRY SHOES (350 FIFTH AVENUE)	SAVOY PLAZA CRYSTAL ROOM
Monday Feb. 2 10:30 A.M.	SUIT FASHIONS FOR SUMMER <u>Daily showings at 10:30 A.M. and 2:00 P.M.</u> Contact: PE. 6-7530.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FL.
Monday Feb. 2 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION By invitation. Publ.: Gladys Steiner at Lester Harrison, Inc. 341 Madison Ave., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)</u>			
<u>MONDAY, FEB. 2</u>			
Hansen Bang, Inc.	By appointment only	498 7th, BR. 9-4020
Paul Parnes Corp.	2:30 P.M. daily	498 7th, CH. 4-4600
<u>TUESDAY, FEB. 3</u>			
Ben Barrack, Inc.	Continuous showings	533 7th, LO. 4-3923
A. Goodman & Co., Inc.	10:30 A.M. & 1:30 P.M.	530 7th, WI. 7-4077
Horwitz & Duberman, Inc.	10:30 A.M. & 3:00 P.M.	498 7th, LO. 4-1860
International Dress Co., Inc.	10:30 A.M. & 2:00 P.M.	1400 Bway, LA. 4-7100
Junior League Frocks, Inc.	10:30 A.M. & 2:30 P.M.	1372 Bway, WI. 7-3200
Ben Reig, Inc.	10:00 A.M., Tues., Wed., and Thurs., only	498 7th, CH. 4-1542
Hannah Troy, Inc.	1:00 P.M. daily	530 7th, LO. 3-0988
<u>WEDNESDAY, FEB. 4</u>			
Capri Frocks, Inc.	2:30 P.M. daily	1372 Bway, WI. 7-7430
<u>THURSDAY, FEB. 5</u>			
Grabois	1:15 P.M. & 4:00 P.M.	498 7th, CH. 4-2767
Nat Kaplan, Inc.	10:30 A.M.; 1:15 & 4:00	498 7th, LO. 5-4115
<u>FRIDAY, FEB. 6</u>			
Rudolf Gowns	1:15 P.M. daily	530 7th, WI. 7-6865
Martin Simon, Inc.	Continuous showings	498 7th, LA. 4-2877
<u>MONDAY, FEB. 9</u>			
Fred Greenberg Dress Co.	10:30 A.M. & 2:30 P.M.	550 7th, LO. 4-5820
<u>TUESDAY, FEB. 10</u>			
Larry L. Aldrich Co., Inc.	2:30 P.M., by appointment	530 7th, CH. 4-1872
Elfreda-Fox, Inc.	1:00 P.M. daily	498 7th, CH. 4-2659
Ed Gerrick, Inc.	2:30 P.M. daily	550 7th, LO. 4-1820
David Levine Co.	10:30 A.M. & 2:30 P.M.	530 7th, LA. 4-0237
Herbert Sondheim, Inc.	2:30 P.M., Tues.; 10:30 & 2:30, Wed., Thurs., Fri.; 2:30 P.M. thereafter	530 7th, LA. 4-7540
Frank Starr, Inc.	1:00 P.M. daily	530 7th, LA. 4-7690
Talmack, Inc.	1:00 P.M. daily	530 7th, BR. 9-1195
<u>WEDNESDAY, FEB. 11</u>			
Joseph Halpert, Inc.	4:00 P.M. daily	530 7th, WI. 7-7400
Contact:	Leonard W. Gandler, Executive Secretary,	1440 Broadway,	CH. 4-6945.

<u>OPENING OF SUMMER COLLECTIONS BY THE SPORTSWEAR GUILD</u>			
<u>MONDAY, FEB. 2</u>			
Sport-Craft, Inc.	2:30 P.M. daily	550 7th, LA. 4-9724
Star-Maid Dresses	10:30 A.M. & 2:30 P.M. daily	498 7th, PE. 6-0444
<u>TUESDAY, FEB. 3</u>			
Adler & Adler, Inc.	Continuous showings daily	550 7th, BR. 9-9600
Kane-Weill	10:30 A.M. & 2:30 P.M., Feb. 3 & 4	498 7th, LO. 5-3041
		Thereafter, 10:30 A.M. only	
<u>WEDNESDAY, FEB. 4</u>			
Davidow	Time will be announced	550 7th, PE. 6-6909
David M. Goodstein	10:30 A.M. & 2:30 P.M. first week	550 7th, LA. 4-2577
		Thereafter, 10:30 A.M. only	
<u>THURSDAY, FEB. 5</u>			
Zoltan Rosenberg Co.	Continuous showings daily	550 7th, LA. 4-6691

Beginning OPENING OF
 Monday SUMMER COLLECTION
 Feb. 2 Summer collection for juniors and Jr. Vogue separates. Contact: LO. 5-4850.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 2	OPENING OF SUMMER COLLECTION Opening of Summer collection by Georgia Bullock of California. By appointment only. Contact: Mona Jane Moore, LO. 5-4762.	GEORGIA BULLOCK OF CALIFORNIA	350 FIFTH AVENUE ROOM 5708
Beginning Monday Feb. 2	OPENING OF SUMMER LINES IN ST. LOUIS The St. Louis Fashion Creators will open Summer lines of junior, misses', women's, and half-size dresses, suits, coats and lingerie. Contact: Joan Gardner, 915 Olive St., St. Louis, Mo.	ST. LOUIS FASHION CREATORS	ST. LOUIS, MISSOURI
Beginning Monday Feb. 2	OPENING DATES OF PARIS COLLECTIONS <u>Feb. 2:</u> Calixte, Carmine, Jacques Heim, Serge Kogan, Jeanne Lafaurie, Lanvin, Charles Montaigne, Maggy Rouff, Madeleine Vramant. <u>Feb. 3:</u> Vera Borea, Bruyere, Agnes Drecoll, Jacques Fath, Jacques Griffé, Irmone, Michelle Lambert, Alex Maguy, Manguin, Jean Patou, Nina Ricci, Revillon. <u>Feb. 4:</u> Mad Carpentier, Hubert De Givenchy, Jean Desses, Amy Linker, Paquin, Raphael, Madeleine De Rauch. <u>Feb. 5:</u> Balenciaga, Callot Soeurs, Jean Desses, Christian Dior, Helene Hubert, Schiaparelli. <u>Feb. 6:</u> Pierre Balmain, Balenciaga, Carven, Christian Dior, Fardeau, Gres, Hermes, Lecomte, Christiane Misset, Claude Riviere, Worth. <u>Feb. 7:</u> Christian Dior, Regine Lutece. <u>Feb. 8:</u> Edmond Courtot. <u>Feb. 9:</u> Pierre Clarence, Madeleine Geroy, Renee Lise. <u>Feb. 10:</u> Ardanse, Martial et Armand, Henry a la Pensee. <u>Feb. 11:</u> Valentine Bourgade, Georgette Renal. <u>Feb. 12:</u> Raymonde Coste. <u>Feb. 18:</u> Marcel Rochas. <u>Feb. 20:</u> Chauvel.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Contact: Chambre Syndicale, 102 Rue du Faubourg, Saint-Honore, Paris.			
Monday Feb. 2- Mar. 15	TAPESTRIES BY JEAN LURCAT Associated American Artists Galleries will present a treasury of color and design by the contemporary master of tapestry design, Jean Lurcat. Open to public. Contact: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
Tuesday Feb. 3- Feb. 5 8:30 A.M. Breakfast	PREVIEWS OF SUMMER SPORTSWEAR COLLECTION Breakfast previews of Carolyn Schnurer's Summer collection, Feb. 3 through Feb. 5. By invitation only. <u>Trade showings, beginning Friday, Feb. 6 at 12:30 P.M. (box luncheon) daily</u> , Publicity: Lee Weber, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FLOOR
Beginning Tuesday Feb. 3 10:30 A.M.	PREVIEW OF NEW "SEPARABLES" COLLECTION Sam Friedlander will present his new "Separables" collection for Summer. By invitation. Contact: Agatha Phillips, at Sam Friedlander, PE.6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Feb. 3 2:30 P.M.	OPENING OF SUMMER COLLECTION Opening of Summer collection by Claire McCardell. Daily showings at 2:30 P.M. By appointment. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Feb. 3 2:30 P.M.	OPENING: BENHAM ORIGINALS SUMMER COLLECTION Opening of Summer collection of Benham Originals by Bender & Hamburger. Trade showings daily. Publicity: Donna Cannon, 104 East 52nd Street, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Feb. 3	OPENING OF SUMMER COLLECTION Varden Petite will present their Summer collection at continuous showings. Contact: Elsie Brandt at Varden, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Wednesday Feb. 4 10:00 A.M.	OPENING OF SUMMER COLLECTION Adele Simpson will present her Summer collection daily at 10:00 A.M., Feb. 4 - Feb. 12. By appointment. Contact: IA. 4-7627.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Feb. 4 11:00 A.M.	TATIANA DU PLESSIX CUSTOM MILLINERY Saks Fifth Avenue's press showing of Tatiana du Plessix Spring custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Wednesday Feb. 4 12:30 P.M. Luncheon	COAT AND SUIT FASHIONS AT LUNCHEON Luncheon showing of Spring coats and suits, including a special collection by Charles James for William Popper. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: TE. 8-8000. Popper Publicity: Adele Lakes at Dundon Associates, 55 W. 42nd St., WI. 7-7062. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	WILLIAM N. POPPER	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 4 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Russeks will present Spring fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Beginning Wednesday Feb. 4 1:15 P.M.	OPENING OF SUMMER COLLECTION Oleg Cassini will present his Summer collection at 1:15 P.M. daily. Contact: Dorothy Lambert at Oleg Cassini, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Feb. 4 4:00 P.M. Champagne	PRESS PREVIEW: SPRING & SUMMER COLLECTION Showing of highlights of Spring and Summer collection of hand woven, knitted and crocheted costumes, including tailored and evening styles. By invitation. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	ANN FLEISCHER	16 WEST 57TH STREET SHOWROOM
Thursday Feb. 5 9:30 A.M. Breakfast	PREVIEW OF SUMMER SPORTSWEAR COLLECTION Greta Plattery will present her "Summer Spree" collection of Summer sports-wear and separates at a breakfast preview for the press and resident buyers. By invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, PE. 6-8680.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 5 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOW	BONWIT TELLER	HOTEL PLAZA TERRACE ROOM
	Bonwit Teller will present Seymour Fox Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Seymour Fox Publicity: Ann R. Silver Assoc., 551 Fifth Avenue, MU. 7-8654. Bonwit Teller Publicity: Nancy Talbert, EL. 5-5800. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Feb. 5 2:30 P.M.	BRIGANCE OF SPORTSMAKER SUMMER COLLECTION	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM - 6TH FL.
	Press preview of Sportmaker's Summer collection of bathing suits, beachwear, playclothes, separates and dresses, designed by Brigance. By invitation. <u>Trade showings daily thereafter at 2:30 P.M.</u> Contact: Julie Isles at Sportmaker, LO. 3-1534.		
Thursday Feb. 5 4:00 P.M. Cocktails	PREVIEW OF LOTTE'S SUMMER COLLECTION	DREWYN, LTD.	1400 BROADWAY SHOWROOM - 16TH FL.
	Drewyn presents Lotte's new special Summer collection, including "Main Street Under Sea" fashions. (<u>Note Change of Date</u>) By invitation. Publicity: Sidney Dee Bloeme, 35 West 53rd St., JU. 6-4490.		
Thursday Feb. 5 5:00 P.M.- 7:00 P.M. Cocktails	PARTY HONORING NORMAN HARTNELL	PRIMROSE HOUSE, INC. (420 LEXINGTON AVENUE)	HOTEL PLAZA TERRACE ROOM
	Primrose House (exclusive distributor of Hartnell fragrances in the U.S.) invites the press to a cocktail party to meet Norman Hartnell, London couturier to the Royal family and creator of Hartnell perfumes and toilet waters. By invitation only. Publ.: Lola C. Christie of Primrose House, MU. 5-4145.		
Beginning Thursday Feb. 5	OPENING OF SUMMER COLLECTION	FRANCES SIDER	1407 BROADWAY SHOWROOM - 14TH FL.
	Opening of Frances Sider's Summer collection at informal showings and by appointment. Contact: LO. 4-3323.		
Friday Feb. 6 11:00 A.M.	PREVIEW OF SUMMER COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
	Presentation of B. H. Wragge's Summer collection. By invitation only. Publicity: Molly Porter, WI. 7-4968.		
Beginning Friday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FL.
	Ceil Chapman will present her Summer collection at 2:30 P.M. Publicity: Alto Schifrine, LA. 4-5800.		
Monday Feb. 9 11:30 A.M. Luncheon	PRESS SHOWING: "ALL- WEATHER" COATS	SHERMAN BROTHERS, INC.	205 WEST 39TH ST. SHOWROOM - 3RD FL.
	Sherman Brothers will make their first press presentation of the Spring and Summer collection of Sherbrooke "All-Weather" coats, including the highlights from their children's line. By invitation only. Publicity: Jan Lovett of Sherman Bros., LA. 4-5588.		
Beginning Monday Feb. 9	OPENING OF SUMMER COLLECTION	DARTFORD DEBS MODES, INC.	1400 BROADWAY SHOWROOM
	Opening of the Dartford Deb Summer line, designed by Betty Carol, at continuous daily showings. Contact: LA. 4-2277.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 9-	FASHIONS FROM "TWO WEEKS WITH PAY" ISSUE	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 20TH FLOOR
Feb. 20	Special showroom presentation of fashions from Charm's May-June "Two Weeks With Pay" tandem issues, featuring a promotion and display blueprint. Merchandise showings at 9:00 A.M., 11:00 A.M., 3:00 P.M. Open to buyers, merchandise managers, display directors, store promotion executives and buying offices. Contact: Promotion Dept., PL. 9-2080.		
Tuesday Feb. 10 11:00 A.M.	PREVIEW: SPRING SHOE COLLECTION Saks Fifth Avenue will present their Spring shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	PARK LANE HOTEL PETIT SALON
Tuesday Feb. 10 12:30 P.M. Luncheon	VALENTINE FASHIONS AT LUNCHEON SHOW "Hearts and Flowers"--Valentine Day and Spring fashions by Jane Engel will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Show coordinator: Agnes Phillips, 521 Fifth Ave., MU. 2-2520. Jane Engel Publicity: Louise G. Fried, RH.4-0300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	JANE ENGEL (50 E. 79TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Feb. 10 1:00 P.M. Luncheon	PREVIEW OF SUMMER COLLECTION Janice Milan will present her Summer collection, designed by Selig Sidney. Showing at 1:30 P.M. By invitation. Contact: LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION Presentation of Elfreda-Fox Summer collection at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA-FOX	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 10 3:30 P.M.	SUMMER COCKTAIL & AFTERNOON DRESSES Arnold & Fox will present a collection of Summer cocktail and afternoon dresses, designed by Billy Gordon, including a special group of cottons. Press by invitation. Trade shows on Feb. 11, 12, 17 and 18, at 3:30 P.M. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Feb. 10 3:45 P.M.- 6:00 P.M. Cocktails	SWISS FABRIC FASHION SHOW Over 50 leading designers and manufacturers of formal and semi-formal dresses, sportswear, separates, blouses, lingerie, bridals, etc., from New York, out-of-town and European markets collaborate in presentation of Swiss Fabrics from current Summer collections. Tenth annual presentation, arranged by Cotton Textile Industry of Switzerland. Doors open 3:45 P.M. Showing from 4:15 P.M. Press and retail trade by invitation only. Contact: Swiss Fabric Group, Inc., 110 E. 42nd Street, OR. 9-2750.	SWISS FABRIC GROUP OF SWITZERLAND & NEW YORK	HOTEL PIERRE BALLROOM
Wednesday Feb. 11 12:30 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW "Fairy Tale"--bridal fashions by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Ruth English, PL. 9-3737. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON (20 EAST 56TH ST.)	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Presentation of Pierre Balmain, N.Y. Summer collection at 2:30 P.M. daily. Contact: CH. 4-2659.	PIERRE BALMAIN, N.Y.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
Thursday Feb. 12 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW De Pinna will present designer 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, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE 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 thereafter at 4:00 P.M.</u> Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
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, PL. 8-2755.	VALIA'S BOUTIQUE	532 MADISON AVENUE CORNER 54TH STREET
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, EL. 5-6029.	TALL WEAR	13 EAST 47TH STREET SALON
Tuesday Feb. 17 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Arnold Constable will present Spring fashions during luncheon. 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
Feb. 18	ASH WEDNESDAY--(Beginning of Lent).		
Thursday Feb. 19 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will have their Accessories Division luncheon meeting. More details later. Co-chairmen: Mathilda Taylor and Mimi Aleinikoff. 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)	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 Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA TERRACE ROOM
April 5	EASTER SUNDAY.		-9-

MOVIES...MUSIC...THEATRE

- Friday Jan. 23 OPENING "THE FIFTH SEASON" CORT THEATRE, 138 WEST 48TH STREET George Kondolf will present a new comedy about the garment industry, by Sylvia Regan starring Menasha Skulnik and Richard Whorf with Augusta Roeland, Nita Talbot and John Griggs. Producers: George Kondolf and Sherman S. Krellberg. Director: Gregory Ratoff. Dresses by Henry Rosenfeld, under the supervision of Edyth E. Gilfond. Publicity: Bernard Simon, CI. 5-7294.
- Beginning Monday Jan. 26 TWELFTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH STREET & B'WAY Jan. 26: Strauss' DER ROSENKAVALIER. Jan. 28: Ponchielli's LA GIOCONDA. Jan. 29: Mozart's COSI FAN TUTTE. Jan. 30: Mozart's DON GIOVANNI. Jan. 31. Mat.: Bixet's CARMEN. Jan. 31. Eve.: Verdi's RIGOLETTO. Publicity: Margaret Carson, PE. 6-1000.
- Thursday Jan. 29 PREMIERE: "ABOVE AND BEYOND" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH ST. MGM movie about the events leading up to the atom bombing of Hiroshima. Starring: Robert Taylor and Eleanor Parker. Producer: Melvin Frank. Director: Norman Panama. Women's costumes: Helen Rose. MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000.
- Thursday Jan. 29 PREMIERE: "ROAD TO BALI" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET Paramount Pictures Technicolor production about two vaudeville entertainers stranded in Australia. Starring: Bing Crosby, Bob Hope and Dorothy Lamour. Producer: Harry Tugend. Director: Hal Walker. Costumes: Edith Head. Publicity: Maria van Slyke, BR. 9-8700.
- Thursday Jan. 29 PREMIERE: "THE STAR" (Movie) RIVOLI THEATRE, B'WAY & 50TH STREET Twentieth Century-Fox movie about a fading motion picture star with Bette Davis and Sterling Hayden. Producer: Bert E. Friedlob. Director: Stuart Heisler. Miss Davis' gowns: Orry-Kelly. Costumes: Ann Peck. Publicity: Ed Feldman, CO. 5-3320.
- Beginning Wednesday Feb. 4- Feb. 15 OPENING: "LOVE'S LABOUR'S LOST" CITY CENTER, 131 WEST 55TH STREET The first of 3 plays presented by the New York City Center, with Joseph Schildkraut, Kevin McCarthy and Meg Mundy in Shakespeare's comedy of youth and age, madness and manners. Managing Director: Lincoln Kirstein. Production Supervisor: Lemuel Ayers. Artistic Director: Albert Marre. Prices: \$1.20-\$3.00. Publicity: Phillip Bloom, CH. 4-5185.
- Monday Feb. 9 OPENING: "THE EMPEROR'S CLOTHES" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST. Robert Whitehead, in association with The Playwrights' Company, will present George Tabori's drama of Budapest in the 1930's. Starring: Lee J. Cobb with Maureen Stapleton, Anthony Ross, Esmond Knight and Brandon de Wilde. Director: Harold Clurman. Settings: Lester Polakov. Costumes: Ben Edwards. Publicity: Barry Hyams, WI. 7-9218.
- Tuesday Feb. 10 PREMIERE: "MOULIN ROUGE" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET A gala formal premiere for the benefit of the Damon Runyon Memorial Fund for Cancer Research of the Technicolor Romulus Production, released by United Artists, about the wild and brilliant Paris of the can-can era and of the painter, Toulouse-Lautrec. Starring: Jose Ferrer with Zsa Zsa Gabor, Colette Marchand, Suzanne Flon. Director: John Huston. Costumes: Marcel Vertes. United Artists Publicity: Tess Michaels, CI. 5-6000. Capitol Publicity: Paula Gould, JU. 2-2000.