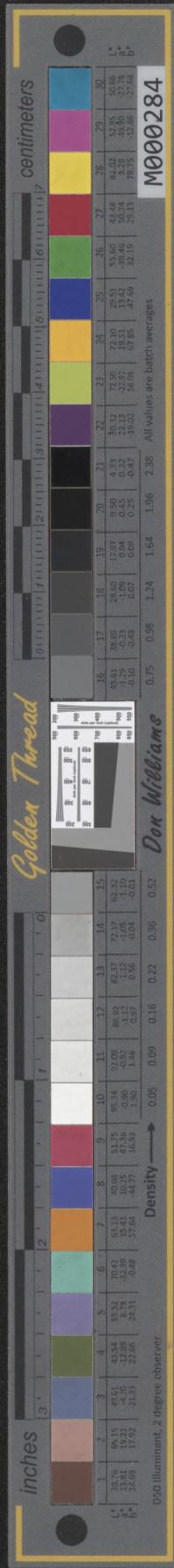


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44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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may

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september

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february

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october

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march

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july

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november

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april

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august

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december

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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 16, 1951</u>			
Friday March 16	PRESS SHOW: FASHIONS BY FIRAH BENENSON	LORD & TAYLOR	5TH FLOOR BIRD CAGE
10:00 A.M. Breakfast	Lord & Taylor will have a private press breakfast and showing of Fira Benenson's Spring and Summer collection. By invitation only. Continuous showings for public, <u>March 19 through March 23, from 10:30 A.M. to 4:00 P.M.</u> , on the 3rd Floor. Publicity: Gloria Carr, WI. 7-3300.		
Friday March 16	PRESS SHOWING OF SHOE COLLECTION	DELMAN	MADISON HOTEL 15 EAST 58TH STREET
12:00 Noon Luncheon Following Show	The press will be invited to a presentation of Delman's collection of late Spring and Summer shoes; and to meet Roger Vivier, Paris designer for Delman. Showing in the Delman Suite, 15-G. Luncheon will follow in the Green Room. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		
March 17	ST. PATRICK'S DAY (Saturday).		
<u>WEEK BEGINNING MONDAY, MARCH 19, 1951</u>			
Monday March 19	PRESS PREVIEW OF PRINT EXHIBITION	BROOKLYN MUSEUM (EASTERN PARKWAY)	2ND FLOOR PRINT GALLERIES
10:00 A.M.- 5:00 P.M.	The Brooklyn Museum's Fifth National Print Annual exhibition, with emphasis this year on prints in color, especially in media of woodcut and lithography. Members Preview: Tues., March 20, 4:00 P.M. to 7:00 P.M. Open to public: Wed., March 21 through May 20. Publicity: John Gordon, NE. 8-5000.		
Monday March 19	SPRING CUSTOM-ORDER PREVIEW FOR PRESS	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
11:30 A.M.	Press preview of the Spring and Summer custom-order collection by Hattie Carnegie. ( <u>Note Change of Date and Time</u> ). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday March 19	SUMMER FASHIONS AT LUNCHEON SHOWING	MILGRIM	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	Milgrim will present "Your Fashion Future"--late Spring and early Summer fashions. Press by invitation. Public by reservation; contact: PL. 9-3000 Ext. 272. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday March 19; March 20	FALL FASHION SHOW FOR CUSTOMERS	MACY'S	3RD FLOOR LITTLE SHOP
2:30 P.M.	Macy's will present Spring fashions at 2:30 P.M. on Monday, March 19 and Tuesday, March 20, a repeat of the press show held Thursday, March 15. Admission by ticket only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 19 4:00 P.M.	PRESS PREVIEW OF IMPORTED BLOUSES Press preview of blouses from 10 leading Paris couture designers, to be used for fashion ideas, inspirations and adaptations by members of the National Association Of Blouse Manufacturers. By invitation only. Clinic on Tuesday, March 20, and Wednesday, March 21 for member manufacturers to view and study the 65 imported models. Contact: Eleanor Kairalla, MU. 8-1172; or Nat'l Ass'n of Blouse Manufacturers, LO. 5-4262.	NATIONAL ASSOCIATION OF BLOUSE MANUFACTURERS	SAVOY PLAZA ROSE SUITE-3RD FLOOR
Wednesday March 21 11:00 A.M.	SHOWING OF BERNARD NEWMAN ORIGINALS Bergdorf Goodman will present a press showing of Bernard Newman ready-to-wear originals for Spring and Summer. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Wednesday March 21 11:30 A.M.; 2:30 P.M.	SHOWING OF PARIS ORIGINALS & COPIES Showing by Bamberger's of original Paris fashions and adaptations. (This is a repeat of the Macy showings on March 15, 19, and 20). By invitation only. Publicity: Bert Adams, Market 2-1212.	L. BAMBERGER & CO. (NEWARK)	3RD FLOOR
Wednesday March 21 12:30 P.M. Luncheon	FRENCH COLLECTION AT LUNCHEON SHOW Russeks will present their collection of Paris fashions and adaptations during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Russeks Publicity: Miraim Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Thursday March 22 7:30 P.M.	THIRD SESSION: PUBLICITY WORKSHOP Subject: "Radio...Television...Newsreels". Speakers: Barbara Welles of WOR and Vyvyan Donner of Fox Movietone News, who will discuss opportunities and requirements of these media. Director: Ellen Lind. Fee: \$16.00 for remaining 8 lectures; or, \$2.50 for individual lecture. Contact: Henrietta Gilbert, MU. 8-1837.	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.

#### EASTER SUNDAY ACTIVITIES IN NEW YORK CITY

Sunday March 25	EASTER PARADE ON NBC TELEVISION	SANSON HOSIERY MILLS	NBT-TV CHANNEL 4
12:00 Noon- 1:00 P.M.	Faye Emerson and Skitch Henderson will describe Easter fashions worn by the paraders, interviewing celebrities from NBC's mobile unit in the Rockefeller Center's Promenade. During the program, professional models will display the newest Sanson "Picturesque Hosiery, coordinated with Spring ready-to-wear. Publicity for Sanson Hosiery: Margo Myers, Steve Hannagan Associates, PL.5-2900. NBC-TV Publicity: Alan Kalmus, CI.7-8300.		
Sunday March 25	LUNCHEON SHOWING OF EASTER FASHIONS	LILLY DACHE	HOTEL PIERRE COTILLION ROOM
12 Noon- 3:00 P.M. Luncheon	Lilly Dache will present millinery coordinated with suits and jewels at Easter luncheon showing. Press by invitation. Price: \$6.50; contact: Francois, TE. 8-8000. Lilly Dache Publicity: Eleanor Lambert, MU. 8-2130. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		

(Easter Activities Continued on Following Page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER SUNDAY ACTIVITIES IN NEW YORK (Continued)</u>			
Sunday March 25	FIFTH AVENUE EASTER PARADE ON TELEVISION	BULOVA WATCH CO.; WAMSUTTA MILLS	CBS-TV CHANNEL 2
12:00 Noon 2:00 P.M.	Ilka Chase, John Daly, Eva Gabor and Steve Allen will comment on the Easter parade, from St. Patrick's Cathedral and proceeding up Fifth Avenue to the Plaza Hotel. CBS Publicity: Ben Talbot, PL. 5-2000.		
Sunday March 25	ANNUAL EASTER SUNDAY "BRACER BREAKFAST"	MADISON HOTEL (15 EAST 58TH STREET)	CAFE MADISON MAIN DINING ROOM
12:00 Noon 2:00 P.M.	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.		
Sunday March 25	"PARADE OF CHAPEAUX" EASTER LUNCHEON	SAKS FIFTH AVENUE	SHERRY-NETHERLAND CHANTECLAIR ROOM
1:30 P.M. Luncheon	Presentation of Saks Fifth Avenue's collection of custom millinery for Spring, designed by Tatiana du Plessix. The show will be held in the Chanteclair and Carnaval Rooms. Fresh flowers flown from France by Pan American Airways. Price: \$5.00. For reservations; contact: Carmino Veddas, EL. 5-2800. Sherry-Netherland Publ.: Fifi Booth, EL. 5-2800.		
Sunday March 25	PRESENTATION OF EASTER MILLINERY	WALTER FLORELL	HOTEL PLAZA RENDEZVOUS ROOM
2:00 P.M. Luncheon	A special showing of Easter millinery by Walter Florell during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Florell Publicity: Rasponi Associates, TE. 8-8171. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Sunday March 25	SHOWING OF EASTER MILLINERY AT LUNCHEON	JOHN-FREDERICS, INC.	SAVOY-PLAZA SAVOY ROOM
2:30 P.M. Luncheon	Mr. Fred Frederics will present a collection of Easter millinery at luncheon showing in the Savoy Room and Cafe Lounge. Press by invitation. Public by reservation; contact: John Sienold, EL. 5-2600, Ext. 363. John-Frederic Publicity: Lily Davis, PL. 3-1010.		

Monday March 26	"MADE OF COTTON" FABRIC FASHION SHOW	MACY'S	13TH FLOOR EXECUTIVE DINING RM.
9:15 A.M. Breakfast	Macy's will present a showing of fashions made of cotton fabrics, with the 1951 Maid of Cotton modeling one of the styles. Show promptly at 9:30 A.M. By invitation only. Show will be repeated on <u>March 26, 27, 28, and 30</u> at <u>11:00 A.M., 2:00 P.M. and 4:00 P.M.</u> ; also, <u>March 29</u> at <u>2:00 P.M., 4:00 P.M. and 7:00 P.M.</u> , in Macy's Fabric Center on the 6th Floor. Open to public. Publicity: Helen Law, CH. 4-2000, Ext. 2431.		
Monday March 26	SHOWING OF PARIS ORIGINALS & COPIES	GIMBELS	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	Presentation of Paris originals by Desses, Fath, Gres, Griffe, Piguet, and others—with Gimbel's adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-7190. This showing will be repeated on <u>Monday, March 26</u> at <u>6:00 P.M.; Tuesday, March 27, and Wednesday, March 28</u> at <u>2:30 P.M.</u> at Gimbel's 3rd Floor "Fashion Row". Publicity: Charline Sutton, or Gay Stearns, LO. 5-1500, Ext. 600.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 26 3:00 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING Sydell-Marie-Yates will present a benefit showing of Spring and early Summer custom-order suits, dresses, cocktail, dinner, evening and bridal gowns. By invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Monday March 26 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW Annual all-star benefit show and fashion revue with fashions from 36 leading N.Y. manufacturers. Show Director and Commentator: Ann Loweth, Wm. Loweth Company. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH St.
Tuesday March 27 1:00 P.M. Luncheon	"FASHIONS FOR MOPPETS" DURING BENEFIT LUNCHEON Presentation of Spring and Summer children's fashions by Fairy Frocks, with a collection of mother and daughter clothes, especially designed by Raissa Masket of Masket Brothers; Lotte of Drewyn; Miguel Dorian of Arnold and Fox; Benfatto and Kallman; Nelly de Grab; Alan Graham of Horwitz & Duberman, at a benefit luncheon for the N.Y. Foundling Hospital. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Fairy Frocks Publicity: Sidney Dee Bloeme, JU. 6-4490. Sherry Fashion Director: Rosamond Hanscom, PL. 3-0200.	FAIRY FROCKS (63 WEST 38TH ST.)	SHERRY'S-300 PARK AVE. SHERRY ROOM
Wednesday March 28 10:00 A.M. (Press) Continuous (Trade)	SUMMER DRESSES AND DIAMOND DISPLAY Five million dollars worth of diamonds, including the Vanderbilt, the Styx, Jim Brady Collection and Austrian Crown jewels, will be displayed at the Artel Showroom in conjunction with the opening of the Summer line of dresses from Artel--a girl's best friend. Continuous showings from March 28 through March 30. Publicity: Saul Krieg Associates, PL. 3-1543.	ARTEL DRESSES	1400 BROADWAY SHOWROOM-18TH FLOOR
Wednesday March 28 12:00 Noon Luncheon	"LACE IS FASHION" BENEFIT SHOWING 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. Commentator: Maggi McNellis. Price: \$15.00. For reservations; contact: Mrs. A. P. Matusow, JE. 8-4460. Tavern-On-The-Green Publicity: Laura Moser, SC. 4-8100. Lace Institute Publicity: Gladys Steiner of Lester Harrison Associates, MU. 9-1630.	THE LACE INSTITUTE	TAVERN-ON-THE-GREEN 67 & CENTRAL PK. W.
Wednesday March 28 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Furs for late Spring and early Summer by Aronowicz; also by Castillo and other Paris couturiers. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Aronowicz Contact: Annette Meyer, PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ, INC.	WALDORF-ASTORIA SERT ROOM
Wednesday March 28 12:45 P.M. Luncheon	"FRESH FASHIONS-FRESH FACES" LUNCHEON SHOW Special showing of Dan River fabrics in teen-age fashions from B. Altman & Co.; and Pond's make-up for young girls. Skol "Sun-Time" Bag--Roger Van S. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Dan River Publicity: Peg O. Bender, BR. 9-7802. Pond's and Skol Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000, Ext. 305. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	DAN RIVER MILLS; & POND'S EXTRACT CO.	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 28 4:00 P.M.	"INSPIRATIONAL PREVIEW" FABRIC FASHION SHOW  Velvet, corduroy and velveteen fashion show in fabrics by Crompton-Richmond. Imported fashions: Hardie Amies of London; and Alwynn, Pierre Balmain, Jean Desses, Jacques Fath, Gres, Jacques Griffe, Hermes, Jeanne Lanvin, Manguin, Jean Patou, Robert Piguet and Schiaparelli, of Paris. American fashions by Fira Benenson, Lilly Dache, Howard Greer, Philip Hulitar, Irene of Hollywood, John Frederics, Don Loper, Marusia, Elizabeth Phelps. By invitation only. Publicity: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM
Saturday March 31 3:00 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING  Sydell-Marie-Yates will present a benefit showing of Spring and early Summer custom-order suits, dresses, cocktail, dinner and evening gowns; also a bridal procession. By invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Saturday March 31- April 1	EASTERN DISTRICT ADVERTISING CONFERENCE  Eastern District Conference of the Association of Women's Advertisers from Boston to Washington will be held at the Hotel Shoreham, Washington, D.C., March 31-April 1. Fee: \$15.00. Contact: Katherine L. Hanson, United Service Associates, Wardman-Park Hotel, Washington, D.C. For information contact: Helen Hobby, Advertising Federation of America, BR. 9-0430.	WOMEN'S ADVERTISING CLUBS	HOTEL SHOREHAM WASHINGTON, D.C.
April 1	APRIL FOOL'S DAY (Sunday).		
Beginning Sunday April 1- April 30	"LACE FESTIVAL"-- SPRING 1951  "April Is The Month Of The Lace Festival", sponsored by The Lace Institute, manufacturers and importers of laces. Publicity: Gladys Steiner of Lester Harrison Associates, MU, 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Beginning Monday April 2- April 5	INTERNATIONAL BEAUTY SHOW FOR 1951  Annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. On Wednesday, April 4, at 8:30 P.M., there will be a fashion presentation of furs, evening gowns, jewelry, millinery, sports and daytime dresses. Tickets: \$1.20-\$3.80. Contact: International Beauty Show, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW	MANHATTAN CENTER 8TH AVE. & 34TH ST.
Tuesday April 3 12:30 P.M. Luncheon	PREVIEW: FALL SEPARATES COLLECTION  White Stag's "Round-Up" and Western "Chuck Wagon" luncheon, with a showing of their first Fall collection of separates, featuring the "White Stag Look." By invitation only. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MANUFACTURING CO.	BELMONT PLAZA MODERNE ROOM
Wednesday April 4 12:00 Noon Luncheon	BENEFIT LUNCHEON AND FASHION SHOW  Sonia Gowns Spring and Summer custom original daytime ensembles and evening fashions will be presented at a benefit luncheon for the Dorothy Haber League of the Kindergarten and Infants Home. Tickets: \$7.50 (including tax and tip). Contact: Mia Grau, PL. 5-1127. Press by invitation. Sonia Gowns Publicity: Thal Spitzer, LO. 5-2674.	SONIA GOWNS, INC.	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 4 12:30 P.M. Luncheon	JACQUES FATH SPRING COLLECTION AT LUNCHEON  Joseph Halpert will present the Spring collection, designed exclusively for him in America by Jacques Fath. Hats--Mr. John. Gloves--Shalimar. Jewelry--David Webb. Clothes available at Lord & Taylor. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Joseph Halpert Contact: Natalie Jordan, WI. 7-7400. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JOSEPH HALPERT, INC.	WALDORF-ASTORIA SERT ROOM
Thursday April 5 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM COLLECTION  Presentation of Farquharson & Wheelock's collection of custom fashions for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director, Farquharson & Wheelock Publ.: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELOCK	HOTEL PLAZA PERSIAN ROOM
Beginning Friday April 6- April 8	CONVENTION OF WOMEN IN RADIO & TELEVISION  An organizing convention for American Women in Radio and Television will be held at the Hotel Astor, Friday, April 6 through Sunday, April 8. Program will include a fashion showing of dresses, millinery, shoes and handbags on Saturday, April 7 from 3:00 P.M. to 4:30 P.M. Registration Fee: \$10.00. Contact: Edythe Meserand, WOR, 1440 B'way, LO. 4-8000.	AMERICAN WOMEN IN RADIO & TELEVISION	HOTEL ASTOR
Beginning Sunday April 8- April 11	RAINWEAR CONVENTION AND EXHIBIT FOR TRADE  The N.Y. Raincoat Manufacturers' Association will present exhibits by members of the association and suppliers of the rainwear industry, during the four-day convention. Publicity: Jack Berman, MU. 9-1546.	N.Y. RAINCOAT MFRS. ASSOCIATION	HOTEL NEW YORKER 7TH & 8TH FLOORS
Beginning Monday April 9- April 20	ADVANCE FALL SHOE SHOWINGS  The Guild of Better Shoe Manufacturers will show their Fall collections, from April 9 through April 20. Members are: Beleganti, Newton Elkin, Fox Shoe Co., Andrew Geller, Jerro, Marino, I. Miller, Palter DeLiso, M. Wolf, Zuckerman & Fox. During this period, the press will be invited to see a composite display of highlights from the shoe collections in the Guild's office, Shelburne Hotel, Lexington Avenue and 37th Street. By appointment only. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & GUILD OFFICE
Tuesday April 10 2:00 P.M.	HENRY ROSENFIELD SUMMER FASHIONS  Henry Rosenfeld's Summer dresses will be presented at Russeks Fifth Avenue. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday April 11 12:30 P.M. Luncheon And 6:30 P.M. Dinner	SIXTH ANNUAL "BRAND NAMES DAY"  The "retailer of the year," selected by the Brand Names Foundation, will be honored at the "Salute to the American Merchant" luncheon and afternoon session. Speaker: Senator James H. Duff of Pennsylvania. Attendance by reservation; \$10.00 for luncheon and afternoon session. A dinner will be held at 6:30 P.M. Tickets for dinner and evening session: \$15.00. Contact: Nathan Keats, Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	HOTEL COMMODORE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 11 12:30 P.M. Luncheon	TROUSSEAU FASHIONS AT LUNCHEON SHOW Raymond Marinelli will present his Spring and Summer trousseau fashions for afternoon, cocktail, dinner and evening wear. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Marinelli Contact: PL. 7-2177. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RAYMOND MARINELLI, INC. (37 WEST 47TH STREET)	WALDORF-ASTORIA SERT ROOM
Thursday April 12 1:00 P.M. Luncheon	SPRING AND SUMMER SHOE COLLECTION J. & J. Slater will present a collection of shoes for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. J. & J. Slater Contact: Larry J. Horan, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
Sunday April 15 6:00 P.M. Dinner	FASHION SHOW AT DESIGNERS CONVENTION A dinner and fashion showing of apparel and accessories will be held at the conclusion of the second annual convention (April 12-April 15) of the National Association of Fashion and Accessory Designers, an organization of Negro fashion creators. Tickets: \$10.00; contact: Zelda Wynn Valdez, 3796 Broadway, WA. 7-3571. Publ.: Ernest Johnson, MU. 2-3383 or MO. 2-1298.	NAT'L ASS'N OF FASHION & ACCESSORY DESIGNERS	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 18 12:00 Noon Luncheon	AMERICAN DESIGN AWARDS LUNCHEON Lord and Taylor will present the Fourteenth Annual American Design Awards Luncheon. Each award is \$1,000. Price of tickets: \$4.50; contact: Olga Diamond, WI. 7-3300, Ext. 425. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 18- April 19	ANNUAL KNITTED OUTERWEAR CONVENTION The National Knitted Outerwear Association will hold its thirty-third annual convention at the Waldorf-Astoria. Contact: Carl Reichman, National Knitted Outerwear Ass'n, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
Thursday April 19 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Presentation of Spring and Summer fashions by Phillipa MacDonald during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director and Phillipa MacDonald Publicity: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
April 21	PASSOVER (April 21-April 28).		
Wednesday April 25 12:30 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fur fashions. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday April 25 3:30 P.M.	DIAMOND JUBILEE FASHION SHOW "Then & Now"--showing of Summer fashions, in celebration of Namm's 75th Anniversary. Press invited. Open to public. Show will be repeated on Thursday, April 26 at 6:00 P.M. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday April 25- May 5	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 Street, WO. 4-2521.	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
Thursday April 26 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fabrics Division Luncheon Meeting with an exhibit of Fall fabrics. More details later. Chairman: Keene Lamborn. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday April 26 1:00 P.M. Luncheon	FASHION PRESENTATION DURING LUNCHEON Russeks will present a fashion show during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
Wednesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Cosmetics Division of The Fashion Group will hold a luncheon meeting. Chairman: Beatrice Castle. More details later. Price (including tax and tip): \$3.75 for members; \$4.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL BILTMORE BALLROOM
Monday May 7 10:00 A.M. Press Preview; 2:00 P.M. Trade 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 Show of America will present shoe fashions for Fall 1951. Exhibitors will display both at the New Yorker and McAlpin Hotels during the entire week, May 6-May 10. Co-Managers of the show are Maxwell Field and Edward Atkins. Press preview: 10:00 A.M. By invitation only. Trade Show will be in two parts: 2:00 P.M., women's shoes; 2:50 P.M., men's and children's shoes. Separate tickets will be issued for each part; contact: Edward Atkins, 51 East 42nd St., MU. 2-8705. Publ.: Ruth Hammer Associates, EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Sunday May 13	MOTHER'S DAY. Theme: "Nothing's Too Good For Mom". Contact: Irving K. Edwards, Nat'l Committee on the Observance of Mother's Day, CH. 4-3900.		
Beginning Monday May 14- May 19	SECOND ANNUAL IRISH LINEN WEEK Nationwide promotion of Irish linens in department stores and specialty shops, featuring fashion, accessories, home decoration, piece goods and table linens. Publ.: Eleanor Rowlands, Rowlands Associates, LE. 2-9292.	IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
Tuesday May 15 12:30 P.M. Luncheon	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION The press and trade will be invited to a luncheon and presentation of Schrank's Fall collection of lingerie, including pajamas, slips and gowns. By invitation only. Publicity: Arline Terry, Max Rogel and Associates, CO. 7-4535 or Mitchell 3-8737.	M. C. SCHRANK CO.	HOTEL PIERRE COTILLION ROOM

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

- Sunday OPENING: "SCHOOL FOR WIVES" ANTA PLAYHOUSE, 245 WEST 52ND STREET  
March 18 Louis Jouvet and Theatre de L'Athenee Company of Paris will present  
Moliere's comedy, in French, as the seventh in the series of the American  
National Theatre and Academy (ANTA) productions. Stars: Dominique Blanchard,  
Monique Melinand and Louis Jouvet. Director: Louis Jouvet. Setting and  
Costumes: Christian Berard. Publicity: Bill Doll, JU. 2-4976.
- Monday TELEVISION: BARBARA WELLES PROGRAM WOR-TV, CHANNEL 9  
March 19; March 19: Elizabeth Stout, educational director of Celanese Corporation  
March 22 of America, will show new blouse fashions and comment on the care of new  
10:00 A.M. fabrics. March 22: Edith Jordan of the N.Y. Dress Institute will present  
and discuss coordinated wardrobes. Publ.: Dee Day, LO. 4-8000, Ext. 270.
- Monday TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2  
March 19; Three designers will present some of their Spring fashions on Ilka Chase's  
March 23; television program. March 19: Pauline Trigere. March 23: Vincent Coppola.  
3:30 P.M. March 26: Oleg Cassini. Publicity: Helen Brattrud, PL. 5-2000,
- Week TWENTIETH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY AND 39TH ST.  
Of Program: Mon. Eve., March 19: Beethoven's FIDELIO. Tues. Mat., March 20:  
March 19 Verdi's IL TROVATORE. Tues. Eve., March 20: Puccini's MADAMA BUTTERFLY.  
Wed. Eve., March 21: Puccini's LA BOHEME. Thurs. Eve., March 22: Mascagni's  
CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. Sat. Eve., March 24:  
Strauss' DIE FLEDERMAUS. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday PREMIERE: "LEMON DROP KID" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD STREET  
March 21 Paramount Pictures will present a comedy based on Damon Runyon's story  
about a Broadway tout's struggle to raise \$10,000 under a deadline. Stars:  
Bob Hope, Marilyn Maxwell and Lloyd Nolan. Producer: Robert L. Welch.  
Director: Sidney Lanfield. Costumes: Edith Head. Publicity: Maria Van  
Slyke, BR. 9-8700.
- Beginning SECOND WEEK: N.Y. CITY OPERA CO. CITY CENTER, 131 WEST 55TH STREET  
Thursday Program: Thurs. Eve., March 22: Massenet's MANON. Fri. Eve., March 23:  
March 22 Wagner's DIE MEISTERSINGER. Sat. Eve., March 24: Gounod's FAUST.  
Sun. Mat., March 25: Mascagni's CAVALIERIA RUSTICANA and Leoncavallo's  
PAGLIACCI. Sun. Eve., March 25: Mozart's THE MARRIAGE OF FIGARO.  
Publicity: Isadora Bennett, PL. 7-3184.
- Saturday OPENING: "UP FRONT" (Movie) LOEW'S STATE THEATRE, 1540 BROADWAY  
March 24 Universal-International will present a movie based on Bill Mauldin's book  
about American infantrymen in Italy. Stars: David Wayne and Tom Ewell  
with Marina Berti. Producer: Leonard Goldstein. Director: Alexander Hall.  
Publicity: Philip Gerard, PL. 9-8000.
- Thursday OPENING: "THE KING AND I" ST. JAMES THEATRE, 246 WEST 44TH ST.  
March 29 Rodgers and Hammerstein will present Gertrude Lawrence in a musical  
dramatization of Margaret Landon's novel, "Anna and the King of Siam".  
Cast also includes: Yul Brynner, Dorothy Sarnoff, and Doretta Morrow.  
Director: John Van Druten. Music: Richard Rodgers. Book and Lyrics:  
Oscar Hammerstein, 2nd. Choreography: Jerome Robbins. Settings and  
Lighting: Jo Mielziner. Costumes: Irene Sharaff. Publicity: Michael Mok,  
CI. 6-7889.