

FILE COPY
3/2/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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february

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december

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january

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february

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march

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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 6, 1953</u>			
Friday March 6 2:30 P.M.	FASHIONS BY TRIGERE AT SHOWING FOR CUSTOMERS Jay Thorpe will present Spring fashions by Pauline Trigere at a showing for customers. Admission by ticket. Publ.: Dorothy Coburn, JU. 6-1000.	JAY THORPE (24 WEST 57TH ST.)	4TH FLOOR
Friday March 6 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Informal presentation of hats will be shown each Friday during cocktails. <u>March 6</u> --Emme; <u>March 13</u> --Harryson Hats; <u>March 20</u> --Monica Basel. Press by invitation. Public by reservation; contact: TE. 8-8000. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Saturday March 7 10:30 A.M.	SUB-TEEN FASHION SHOW FOR GIRL SCOUTS Fashion show and Girl Scout Birthday Jubilee presenting early Scout uniforms and foreign uniforms, as well as Spring fashions. Girl Scouts will model. Commentator: Pat DiSernia, Fashion Editor of "American Girl". By invitation only. Publ.: Constance Bray, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK	8TH FLOOR AUDITORIUM
Saturday March 7 2:30 P.M.	SPRING FASHIONS AT BENEFIT LUNCHEON Sydell will present her Spring and Summer custom-order and ready-to-wear fashions at benefit luncheon. By invitation. Contact: EL. 5-8729.	SYDELL (666 FIFTH AVENUE)	WALDORF-ASTORIA BALLROOM
March 7	NATIONAL 4-H CLUB WEEK. (March 7 - March 14).		
Sunday March 8- March 14	INTERNATIONAL FLCWER SHOW The 37th Annual International Flower Show, sponsored by the Horticultural Society of New York and the New York Florists Club. Opening: March 8 at 2:00 P.M.; March 9-March 14, 10 A.M.-10 P.M. Price \$1.75. Publicity: H. A. Bruno & Assoc., 30 Rockefeller Plaza, CI. 6-8040.	HORTICULTURAL SOCIETY OF NEW YORK, INC.	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
<u>WEEK BEGINNING MONDAY, MARCH 9, 1953</u>			
Monday March 9 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their import collection to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Monday March 9 12:30 P.M.	SPRING FASHIONS FROM "FAMOUS SECOND FLOOR" Lord & Taylor will present budget fashions for Spring. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS</u>			
<u>PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS</u>			
<u>OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.</u>			
Thursday March 5	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT, MU. 8-2130
Monday March 9	<u>MILGRIM</u> At 2:30 P.M.	6 WEST 57TH ST.	PUBL.: NADINE BERTIN, CI. 7-7200
Tuesday March 10	<u>HENRI BENDEL</u> At 2:30 P.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON, CI. 7-1100
Wednesday March 11	<u>ELIZABETH ARDEN</u> (Note Change of Date & Time)	691 FIFTH AVE. At 3:00 P.M.	PUBL.: RASPONI ASSOC., TE. 8-8171

Monday March 9 4:30 P.M.- 6:30 P.M.	PAINTINGS BY JOHN ATHERTON Associated American Artists Galleries will present a memorial exhibition of paintings and goaches by John Atherton. Exhibition will be open to public through March 28. Contact: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE AT 55TH STREET
Monday March 9- March 11	THIRD ANNUAL NATIONAL PRESS WEEK IN DALLAS National Press Week in Dallas for newspaper fashion editors and syndicate writers. The shows (20 minutes per manufacturer) will be centralized in the Community Room of the Texas Bank Building in morning and afternoon sessions with time at noon and in the late afternoon for the press to write and file their stories. By invitation only. Contact: Virginia Shaeffer, Dallas Fashion Center, 1101 Commerce St., Dallas, Texas.	DALLAS FASHION CENTER (1101 COMMERCE STREET)	DALLAS, TEXAS
Monday March 9- March 12	INTERNATIONAL BEAUTY SHOW FOR 1953 Thirty-fourth annual four-day series of beauty and fashion events, in- cluding daily demonstrations of hair-styling and showings of the newest coiffures. Price: \$1.20. Contact: Joseph Byrne, International Beauty Show, 19 W. 44th St., MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44TH)	HOTEL STATLER
March 9- March 13	GIFT SHOW IN BOSTON AT HOTEL STATLER. Contact: George F. Little Management, 220 Fifth Ave., MU. 9-7147.		
Monday March 9- March 15	NINTH ANNUAL ANTIQUES SHOW Theme: "Blending the Antique and the Modern" -- decorators have arranged special rooms and displays. Hours: March 9 - March 14, 1 P.M. - 11 P.M.; March 15, 1 P.M. - 7 P.M. Contact: Mrs. Bosh Stack, Alfred Davidson Assoc., 15 E. 55th St., PL. 5-0868.	LEADER ENTERPRISES, INC. (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
Beginning Monday March 9- March 18	FIFTIETH ANNUAL AMERICAN TOY FAIR The fiftieth annual American Toy Fair will be held at the Hotels New Yorker and McAlpin; also, the showrooms at 200 Fifth Ave., 1107 Broadway, and other showrooms. Publ.: Ruth Millard, 200 Fifth Ave., OR. 5-1141.	TOY MANUFACTURERS OF THE U.S.A.	HOTELS NEW YORKER AND McALPIN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 10 10:30 A.M.	PREVIEW: SPRING FASHION FESTIVAL Gunther Jaeckel will present their Spring Fashion Festival to the press, highlighting designer clothes. By invitation only. <u>Customer showing at 2:30 P.M.</u> Contact: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET 3RD FLOOR
Tuesday March 10 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Aranka Gyorky will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Commentator & contact: Mia Grau, 17 E. 48th St., PL. 5-1127. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARANKA GYORKY (15 E. 54TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
March 10	HENRI BENDEL'S CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 2).		
Wednesday March 11 11:00 A.M.	PRESS SHOWING: SPRING CUSTOM-ORDER COLLECTION Carrie Munn will present her Spring and Summer custom-order collection. By invitation only. Publicity: Eleanor Lambert, 785 5th Ave., MU.8-2130.	CARRIE MUNN	640 MADISON AVENUE SALON
Wednesday March 11 12:00 Noon	PRESS PREVIEW OF "NEW YORKER ROSE" Altman's will present table settings featuring the "New Yorker Rose". By invitation only. Publicity: Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	4TH FLOOR
Wednesday March 11 12:30 P.M. Luncheon	HERBERT MEYER COTTONS AT LUNCHEON SHOW Presentation of Herbert Meyer Cottons in fashions by leading designers and pattern companies. Clothes available at Bonwit Teller and B. Altman. Press by invitation. Public by reservation. Herbert Meyer Publicity: Ken R. Williams, LO. 5-2866. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	PARTICIPATING STORES; & LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday March 11 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON (20 EAST 56TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
March 11	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Thursday March 12 12:15 P.M.& 6:00 P.M.	MILLINERY FASHIONS BY MARION VALLE Saks 34th will present millinery by Marion Valle. Press invited. Open to public. Contact: Penny Sammut, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Thursday March 12 12:30 P.M.	HATS AND FASHIONS AT BENEFIT LUNCHEON Talbert millinery & Rose Lash fashions at luncheon. Contact: PL. 5-8364.	TALBERT MILLINERY (551 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM
Thursday March 12 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW De Pinna will present Spring millinery fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna contact: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 12 2:30 P.M.	SPRING FASHIONS AT BENEFIT SHOW "Fashion Anthology" -- Martin's will present Spring fashions for benefit of School Settlement House Association. Price: \$2.50. Press by invitation. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	ST. GEORGE HOTEL BALLROOM
Friday March 13 12:00 Noon Luncheon	INTERNATIONAL FASHION SHOW AT LUNCHEON The Fashion Group will present "News From Paris Spring and Other European Collections." Commentator: Bettina Ballard, fashion editor, "Vogue." Co-chairmen of Ready-To-Wear Division: Nancy Maxwell and Elizabeth Ritter. (Note Change of Place). Price: \$7.50 for members. No more guest tickets. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Saturday March 14 11:00 A.M.	"WAKE UP, IT'S SPRING" TEEN FASHION SHOW Young Fashion Board of Kresge-Newark will present Teen Show, "Wake Up, It's Spring," with fashions and accessories from March issue of "Seventeen" Magazine. Open to public. Publicity: Constance Bray, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK	8TH FLOOR AUDITORIUM
Saturday March 14 11:30 A.M.	"CHILDREN'S HOUR" FASHION SHOW Namm Loeser's, in cooperation with "Parents' Magazine" will present Young Brooklyn fashions for Easter...and after. Modeled by Brooklyn Girl Scouts. Commentator: Virginia Shaw of "Parents'". Special guest: Iris Mann, young star of "The Children's Hour". Press invited. Open to public. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM LOESER'S (BROOKLYN)	2ND FLOOR
March 16	FEDERAL INCOME TAX DUE (Monday).		
Monday March 16 10:00 A.M.	PRESS PREVIEW OF CHILDREN'S FASHIONS Best & Co. will present infants to sub-teen fashions at a preview for the press. By invitation. Publicity: Gay Stearns, PL. 9-2000, Ext. 210.	BEST & CO.	12TH FLOOR RECREATION ROOM
Monday March 16 11:30 A.M. Aperitif	PRESS PREVIEW OF TALL FASHIONS Tall Fashion Shop's press preview of Spring and Summer fashions for tall girls, with emphasis on youthfulness. By invitation only. Publicity: Helen Galland, TE. 8-0963.	TALL FASHION SHOP	667 MADISON AVENUE SALON
Monday March 16	CHANDA TO APPEAR IN MILLINERY SALON Chanda will appear at Lord & Taylor, presenting his millinery at informal showings all day. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
March 16- March 21	NATIONAL IRISH LINEN WEEK THROUGH THE COUNTRY. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
Monday March 16- April 4	PAINTINGS BY BUK ULREICH Associated American Artists Galleries will present paintings by Buk Ulreich of horses in oil, water color and the unusual block painting. Press preview at 4:30 P.M. Contact: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 17	ST. PATRICK'S DAY (Tuesday).		
Tuesday March 17 12:30 P.M. Luncheon	IMPORT COLLECTION AT LUNCHEON SHOWING Presentation of imports and Macy's counterparts during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. (Customer showings, by ticket only, Monday, March 23 and Tuesday, March 24 at 2:30 P.M. in Macy's Little Shop, 2nd floor). Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Waldorf Fashion: Madeleine Riordan, EL. 5-3000.	MACY'S NEW YORK	WALDORF-ASTORIA EMPIRE ROOM
Tuesday March 17 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF FRENCH TOYS The Commercial Counselor to the French Embassy will present a collection of French manufactured toys, exported to the United States by Uni Jouets-Paris. By invitation. <u>Continuous daily trade showings, March 18 to March 30.</u> Contact: Roland D'Albis, CO. 5-5677.	FRENCH EXPOSITIONS IN THE U.S., INC.	610 FIFTH AVENUE ROOM 414
Wednesday March 18 11:00 A.M.	PREVIEW: BERNARD NEWMAN ORIGINALS Bergdorf Goodman presents press preview of Bernard Newman ready-to-wear originals. By invitation only. Publ.: Florence Neff, PL. 3-7300, Ext. 220.	BERGDORF GOODMAN	3RD FLOOR
Wednesday March 18 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Fred Greenberg Spring fashions for women. Also, showing of lingerie by Vanity Fair Mills. (This will be a repeat of the show presented on Tuesday, March 17 for the Cerebral Palsy Association). Press by invitation. Public by reservation; contact: TE. 8-8000. Vanity Fair Contact: Ruth Mills, 640 Fifth Ave., MU. 8-4805. Pierre producer-commentator: Nola Luxford, TE. 8-8000.	FRED GREENBERG; & VANITY FAIR MILLS	HOTEL PIERRE COTILLION ROOM
Wednesday March 18 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Bonwit Teller will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 19 9:30 A.M. Breakfast	PRESS PREVIEW: "UPPITY" NEW EYELASH CURLER The beauty press is invited to an "eye-opener" breakfast introducing "Uppity", new eyelash curler by Curvex. Inventor Charles Palmer will explain the scientific principles. By invitation only. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.	CURVEX CORP. (260 FIFTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Thursday March 19 11:00 A.M.	PRESS SHOWING: FASHIONS FOR TALL GIRLS "Tall! You're Lucky"--Spring showing of dresses, Ardmore coats and suits, blouses, skirts and other fashions for tall girls. By invitation only. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	TALL APPAREL, INC.	20 WEST 38TH STREET
Thursday March 19 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Zita's Spring custom-order fashions. Press by invitation. Public by reservation. Zita Publicity: Helen Galland, RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	ZITA, INC. (755 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 19 4:00 P.M. Cocktails	ANNUAL FALL FABRIC FORUM Annual Fall Fabric and Fashion Forum for children's wear manufacturers by Parents' Magazine, showing significant developments in new synthetics, new textures, new fabrics. Speaker: Beryl Tucker. By invitation. Publicity: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
Thursday March 19 9:00 P.M.	ANNUAL ALL-STAR SHOW AND FASHION REVUE Thirty-third annual all-star benefit show and fashion revue of Spring and Summer fashions. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
March 20	FIRST DAY OF SPRING (Friday).		
Sunday March 22	SPRING LAMP AND SHADE SHOW (March 22 - March 27). Contact: Lamp & Shade Ass'n., Inc., 230 Fifth Ave., New York.		
Monday March 23 12:30 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES Presentation of imports, with Gimbel's adaptations, during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbel's Publicity: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Tuesday March 24 2:30 P.M.	PREVIEW: SPRING COATS AND SUITS "The Voice of Spring"--better coats and suits will be presented at opening of Orchid Room, with special tea showing for the press and Community Appeal Leaders of the Brooklyn Red Cross. Red Cross uniforms, past and present, will also be shown. Joan Bennett will be guest star. By invitation only. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM LOESER'S (BROOKLYN)	8TH FLOOR
Tuesday March 24 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FRENCH LEATHER GLOVES The Commercial Counselor to the French Embassy will present a collection of leather gloves by 12 leading French manufacturers. By invitation. Continuous daily trade showings March 25 to March 31. Contact: Roland D'Albis, CO. 5-5677.	FRENCH EXPOSITIONS IN THE U.S., INC.	610 FIFTH AVENUE ROOM 414
Wednesday March 25 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Leonard Arkin will present late Spring and early Summer dresses and ensembles, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arkin Publicity: Betty Yarmon, WI. 7-5324. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	LEONARD ARKIN (530 SEVENTH AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 25 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW Annual luncheon show for benefit of various charitable organizations that are aided by the Nearly New Shop. Fashions by Jane Derby and Handmacher-Vogel suits. Price: \$6.00. Contact: Louise Edgar, 1050 Park Avenue, or CO. 5-4448.	NEARLY NEW SHOP (938 EIGHTH AVENUE)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 26 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Milgrim will present Spring and Summer ready-to-wear and custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim Publicity: Nadine Bertin, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	MILGRIM	HOTEL PLAZA TERRACE ROOM
Thursday March 26 4:00 P.M.- 7:00 P.M. Cocktails	EVOLUTION OF HOSIERY-- COTTON RIBS TO 12-DENIER Press party and exhibit showing evolution of women's hosiery. Display of American stockings from some of earliest to newest and most luxurious -- 12 denier nylons. Also, examples of hosiery now sold in some European countries. By invitation. Contact: Blanche Gaillard, LO.3-6400, Ext. 309.	NAT'L ASSOC. HOSIERY MFRS. SHERRY NETHERLAND THE DU PONT COMPANY	GOLD SUITE
March 29	HOLY WEEK (March 29-April 4).		
March 31	FIRST DAY OF PASSOVER (Tuesday, March 31-Tuesday, April 7).		
Thursday April 2 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Aronowicz will present fur fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Aronowicz contact: Annette Meyer, PL. 3-2698. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	ARONOWICZ, INC. (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
April 5	EASTER SUNDAY.		
Sunday April 5 12:30 P.M. Luncheon	LUNCHEON SHOWING OF EASTER MILLINERY Showing of Easter and Spring millinery by John Frederics. In addition, a male panel of internationally known guests will judge the hats of the ladies present and award prizes. John Frederics Publ.: Lily Davis, PL. 3-1010. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	JOHN FREDERICS, INC. (29 EAST 48TH ST.)	HOTEL PIERRE COTILLION ROOM
Sunday April 5 1:00 P.M. Luncheon	SPECIAL EASTER MILLINERY SHOW A special showing of hats by Mr. John at Easter luncheon. For reservations; contact: PL. 9-3000, Ext. 176. Mr. John Publicity: Jeanne Carberry, MU. 8-4906. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	MR. JOHN, INC. (53 E. 57TH ST.)	HOTEL PLAZA RENDEZVOUS ROOM
Wednesday April 8 12:30 P.M. Luncheon	LENTZ DIMINUTIVES BY ALAN PHILLIPS De Pinna will present Spring and Summer fashions by Alan Phillips of Lentz Diminutives during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Commentator: Solita Arbib. De Pinna contact: Gene Loyd, MU. 8-2000. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Wednesday April 8	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's "First Fashion Forum and Selling Seminar" for manufacturers and retailers. Produced, planned and staged by The Shivell-Hall Company. Tickets: \$100.00. Contact: Paul Roth of Shivell-Hall, 501 Fifth Avenue, MU. 2-9120.	ESQUIRE MAGAZINE	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 9 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Eleanor Garnett will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Eleanor Garnett contact: Austin Wilder, EL. 5-5275. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ELEANORA GARNETT (47 WEST 51ST ST.)	HOTEL PLAZA TERRACE ROOM
April 13- April 25	"THE SLEEP SHOW" (April 13-April 25). Contact: Nat'l Retail Furniture Assoc., & Nat'l Assoc. of Bedding Mfrs., 1404 Merchandise Mart, Chicago 54.		
Tuesday April 14- April 15	THE BROOKLYN MUSEUM FAIR The Brooklyn Museum's Sculpture Court will be transformed into a fiesta scene, with booths and little shops selling all kinds of merchandise. Proceeds will be used to insure continuance of museum's educational programs for school children. Contact: NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY, BKLYN SCULPTURE COURT
Wednesday April 15 12:15 P.M. Luncheon	PREVIEW: FALL & HOLIDAY SLIPPER COLLECTION "How to Keep a Man at Home"--Fall and Holiday slipper collection presented by Oomphies. <u>Showing at 1:15 P.M.</u> By invitation only. Contact: Dorothy Tarnoff, PE. 6-9444.	OOMPHIES, INC. (350 FIFTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday April 15 12:30 P.M. Luncheon	BENHAM ORIGINALS AT LUNCHEON SHOW Showing of Benham Originals Summer wardrobe, from daytime costumes to evening gowns. Fashions available at De Pinna, Gunther Jaeckel, Saks Fifth Avenue. Press by invitation. Public by reservation; contact: TE. 8-8000. Benham Publicity: Donna Cannon, 104 E. 52 St., PI. 3-7072. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	BENDER & HAMBURGER (498 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday April 16 12:30 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON Showing of the Jacques Fath late Spring and Summer collection, designed in America for Joseph Halpert, at a benefit luncheon show for the East Side Settlement House. Press by invitation. Public by reservation; contact: TE. 8-8000. Joseph Halpert Publicity: Edith Jordon, WI. 7-7400. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	JACQUES FATH FOR JOSEPH HALPERT	HOTEL PIERRE COTILLION ROOM
Thursday April 16 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Phillippa Macdonald will present Spring and Summer fashions, designed for Liotti. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Phillipa Macdonald contact: PL. 5-8372. Plaza Fashion Director: Mary Alice Rice, 35 West 55th St., CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Tuesday April 21 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING Fabrics exhibit at luncheon meeting of The Fashion Group. Chairman: Susan Eastman. (More details later). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
April 26	NATIONAL BABY WEEK (April 26 - May 2).		

MOVIES...MUSIC...THEATRE

- Beginning EIGHTEENTH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, 39TH ST. & B'WAY
Monday March 9 March 9: Mussorgsky's BORIS GODUNOV. March 10: Puccini's LA BOHEME.
March 11: Wagner's TRISTAN UND ISOLDE. March 12: Strauss' DER ROSEN-
KAVALIER. March 13: Verdi's LA TRAVIATA. March 14, Mat.: Saint-Saens'
SAMSON ET DALILA. March 14, Eve.: Mozart's DON GIOVANNI. Publicity:
Margaret Carson, PE. 6-1200.
- Monday PREMIERE: "LILI" (Movie) TRANS-LUX 52ND STREET THEATRE AT LEX. AVE.
March 9 Metro-Goldwyn-Mayer Technicolor production for the benefit of the North
Shore Hospital, Manhasset, L.I. (regular performances start March 10),
of carnival life in France starring Leslie Caron, Mel Ferrer and Jean-
Pierre Aumont. Producer: Charles Walters. Director: Edwin Knopf.
Costumes: Mary Ann Campbell. M-G-M Publicity: Herbert Crooker or
Frances Lane, JU. 2-2000.
- Tuesday OPENING: "PORGY AND BESS" ZIEGFELD THEATRE, 6TH AVE. AT 54TH STREET
March 10 Blevins Davis and Robert Breen present the musical drama of "Catfish Row"
with Leslie Scott, Laverne Hutcherson, Irving Barnes alternating as Porgy;
Leontyne Price, Urylee Leonidas alternating as Bess; and Cab Calloway.
Director: Robert Breen. Music: George Gershwin. Settings: Wolfgang
Roth. Costumes: Jed Mace. Publicity: Bill Doll, MU. 2-6129.
- Tuesday PREMIERE: "THE STARS ARE SINGING" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.
March 10 Paramount Pictures Technicolor musical production of a little girl
smuggled into this country and the efforts to keep her here. Starring:
Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior, Tom Morton.
Producer: Irving Asher. Director: Norman Taurog. Costumes: Edith Head.
Paramount Publicity: Maria van Slyke, BR. 9-8700.
- Wednesday OPENING: "MY THREE ANGELS" MOROSCO THEATRE, 217 WEST 45TH STREET
March 11 Saint-Subber, Rita Allen and Archie Thomson will present Sam and Bella
Spewick's adaptation of the French comedy by Albert Husson, starring
Walter Slezak with Jerome Cowan, Carmen Mathews, Henry Daniell, Robert
Carroll, Joan Chandler, Will Kuluva. Director: Jose Ferrer. Sets: Boris
Aronson. Costumes: Lucinda Ballard. Publ.: George Ross, BR. 9-5906.
- Wednesday PREMIERE: "SHE'S BACK ON BROADWAY" (Movie) PARAMOUNT THEA., B'WAY & 43RD ST.
March 11 Warner Brothers (WarnerColor) production about a movie queen, with three
flops behind her, who returns to star in a Broadway musical. Starring:
Virginia Mayo, Gene Nelson, Frank Lovejoy, Steve Cochran, Patrice Wymore.
Producer: Henry Blanke. Director: Gordon Douglas. Costumes: Howard
Shoup. Warner Publicity: Eve Siegel, CI. 6-1000.
- Wednesday PREMIERE: "CITY BENEATH THE SEA" (Movie) LOEW'S STATE, B'WAY & 45TH ST.
March 11 Universal-International Technicolor Production of a search for gold at
bottom of ocean. Starring Robert Ryan, Marla Powers, Anthony Quinn,
Susan Ball. Costumes: Rosemary Oddell. Publ.: Lowell Benedict, PL. 9-8000.
- Thursday OPENING: "CAMINO REAL" NATIONAL THEATRE, 208 WEST 41ST ST.
March 19 Cheryl Crawford and Ethel Reiner, in association with Walter P. Chrysler,
Jr. present a new play by Tennessee Williams with Eli Wallach, Jo Van
Fleet, Joseph Anthony, Frank Silvera, Barbara Baxley and Hurd Hatfield.
Director: Elia Kazan. Entire production designed by Lemuel Ayers.
Publicity: Ben Washer, PL. 7-1874.