

PUBLISHED WEEKLY • 12TH YEAR OF PUBLICATION

File Copy
4/14/52

fashion calendar

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

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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	29	30	31		

may

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	29	30	31

september

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	29	30				

february

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	29	29

june

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

march

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

april

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	29	30	30		

july

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	29	30	31		

august

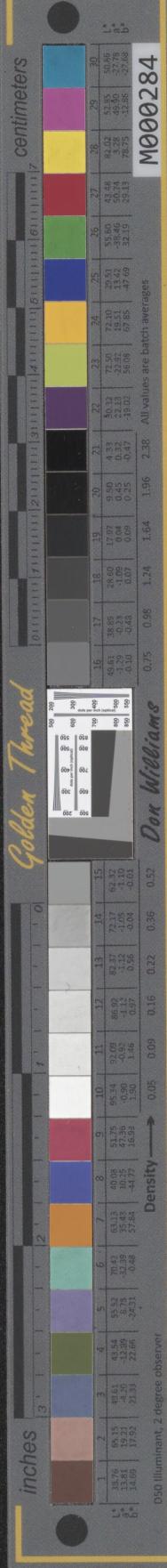
S	M	T	W	T	F	S
	1	2	3	4	5	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

november

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

december

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	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.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

WEEK BEGINNING SUNDAY, APRIL 13, 1952

EASTER SUNDAY FASHION ACTIVITIES IN NEW YORK CITY

Sunday April 13 12:00 Noon; 3:00 P.M.	ANNUAL EASTER SUNDAY "BRACER BREAKFAST" Millinery personalities will present prizes to women wearing most attractive hats. 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 NBC mobile television unit will be stationed between 49th and 50th Streets, where Dennis James and Betty Furness will interview Easter Paraders. At the Plaza Hotel brunch, Marguerite Piazza and Dave Garroway will interview guests in the Terrace Room. Price: \$6.00. Contact: PL. 9-3000, Ext. 176. NBC-TV Publ.: 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, coordinated with furs, dresses, and accessories from John Frederics. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Price: \$6.50. ABC television camera will be stationed at Hotel entrance and in the Cotillion Room. Commentators: Jinx Falkenburg, Robin Chandler, Nola Luxford, John Daly, Jeffry Lynn, and Ed Herlihy. Guests: Mrs. Franklin Delano Roosevelt, Drew Pearson and Illona Massey. John Frederics Publicity: Lily Davis, PL. 3-1010. Pierre Fashion Director: 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, Ken Murray, Ken Purdy and June Havoc will comment on the Easter Parade, from 51st Street opposite St. Patrick's Cathedral. At Sherry Netherland Hotel, Easter fashions by Pierre Balmain; Oleg Cassini; Joseph Halpert collection designed in America by Jacques Fath; Nettie Rosenstein; Schiaparelli; and Samuel Winston collection by Charles James. Sherry Netherland Contact: Alexandre Tarsaidze, EL. 5-2800. CBS Program Coordinator: Lennie Ufland, PL. 5-2000, Ext. 7501.	SHIP 'N SHORE BLOUSES	CBS-TV CHANNEL 2
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. Florell Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WALTER FLORELL	HOTEL PLAZA RENDEZVOUS ROOM

(Easter Fashion 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 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. Saks Fifth Avenue Easter fashions and Oleg Cassini gowns will be modeled. Tickets: \$10.00. Contact: PL. 3-7680, Suite 1751. Publicity: Christine McKeown, Kurt Hoffman Associates, PL. 3-7680.	BENEFIT SISTER KENNY FOUNDATION	WALDORF-ASTORIA BALLROOM
Sunday April 13 1:15 P.M.- 1:30 P.M.	EASTER PARADE ON DUMONT TELEVISION A Dumont television unit will be stationed at Fifth Avenue and 49th St., where Ethel Thorsen will comment on the Easter Paraders. A showing of Bur-Mil Cameo Hosiery by Burlington Mills will be presented with coordinated fashions from Bloomingdale's. Contact: Kay C. Jones, CH. 4-7100.	BURLINGTON MILLS CORP.	WABD-TV CHANNEL 5
Sunday April 13 2:00 P.M. Brunch	ELEANOR FLOURNOY HAT FASHIONS AT BRUNCH Presentation of Easter millinery (including hats for dogs) by Eleanor Flournoy, at a brunch for benefit of the N.Y. Heart Fund. Commentator: Russell Patterson. Price: \$10.00; contact: PL. 9-1115. N.Y. Heart Fund Publicity: Betty Law, MU. 8-1400. Eleanor Flournoy Publicity: Jane Negbaur, MU. 8-8413.	FOR NEW YORK HEART FUND	EL BORACCHO 51 EAST 55TH ST.
Monday April 14 11:00 A.M.- 3:00 P.M.	YOUNG DESIGNERS' FASHION SHOW B. Altman's showing of Spring fashions by three young designers. Open to public. Publicity: Mr. Feris J. Megarity, MU. 9-7000, Ext. 319.	B. ALTMAN & CO.	3RD FLOOR YOUNG COLONY SHOP
Beginning Monday April 14 12:30 P.M.; 2:30 P.M.	OPENING OF "COTTON FESTIVAL WEEK" Spring fabric festival, featuring window displays and daily fashion shows, at 12:30 P.M. and 2:30 P.M. Schedule: April 14, Simplicity patterns and Avondale cottons; April 15, McCall patterns and ABC cottons; April 16, Advance patterns and Bates fabrics; April 17 at 2:30 P.M. and 6:00 P.M., Butterick patterns and Reeves Erenmade fabrics; April 18, Vogue patterns. Open to public. Publicity: Georgine Thomson, WI. 7-7000.	JAMES McCREERY & CO.	5TH FLOOR
Monday April 14- April 22	SHOWING OF FALL COLLECTION Presentation of Koret of California's Fall collection of Campus-Career Pair-Offs. Daily showings, by appointment only; contact: Alvin Citron, Koret of California, director of advertising and publicity, LO. 5-2442.	KORET OF CALIFORNIA	1407 BROADWAY SUITE 3408
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). Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 15 2:30 P.M.	HENRY ROSENFIELD SPRING COLLECTION "Nylon Magic"--Russeks Fifth Avenue will present a collection of Henry Rosenfeld dresses for Spring, featuring nylon fabrics. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday April 15 7:00 P.M.- 9:00 P.M.	SIXTH SESSION OF PUBLICITY COURSE "Women's Page Publicity"--Ellen Lind, leader. Speakers: Patricia Brown and Sylvia Schumacher, N.Y. World Telegram & Sun. Contact: PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49 ST.
Tuesday April 15 8:00 P.M. Dinner- Dance	CIRO BALL FOR N.Y. INFIRMARY The Ciro Ball, with fashions by Ceil Chapman, for benefit of N.Y. Infirmary. Tickets: \$20.00; contact: Lois Best, N.Y. Infirmary, 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. 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 "Fashions For Spring and Summer For Town and Country"--collection of Arkay Junior clothes will be presented by Bonwit Teller. 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 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 Publ.: 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
Wednesday April 16 4:00 P.M. Cocktails	PREVIEW OF FALL AND WINTER COLLECTION Press preview of the Fall and Winter collection by Lawrence Knitwear. By invitation only. Contact: George Hamblin, BR. 9-4836.	LAWRENCE KNITWEAR	1407 BROADWAY SHOWROOM-27TH FLOOR
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 17 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW SILK YARN American Silk Mills will present a press preview of "Totarn", a new and exclusive yarn. By invitation only. Publicity: Maisie Wylie, LA. 4-2300.	AMERICAN SILK MILLS	PLACE TO BE ANNOUNCED
Beginning Thursday April 17	PARIS MIDSEASON COUTURE OPENINGS The Midseason Paris couture openings are scheduled as follows: <u>Thurs., April 17</u> -- Jacques Griffe; <u>Tues., April 22</u> -- Bruyere and Nina Ricci; <u>Thurs., April 24</u> -- Fath; <u>Mon., April 28</u> -- Desses; <u>Wed., April 30</u> -- Heim, Lafurie, Schiaparelli; <u>Thurs., May 1</u> -- Hubert de Givenchy. Contact: 102 Rue du Faubourg St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Monday April 21 6:30 P.M. Dinner	"FABRIC MAGIC" DINNER; DEBUT OF "LORETTE" Debut of "Lorette" (Orlon and Wool), Deering, Milliken's textile development, and 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. 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 Members include: Newton Elkin, Andrew Geller, Jerro Bros., Marino, I. Miller, Falter DeLiso, M. Wolf, Zuckerman & Fox (Julianelli). Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & SHELURNE HOTEL
April 21- April 25	SECOND KNITTING AND ALLIED CRAFTS EXHIBIT AT GRAND CENTRAL PALACE. Contact: Charles Reichman, MU. 3-7520.		
Tuesday April 22 9:30 A.M. Breakfast	KNITTED FASHIONS AT PRESS & TRADE PREVIEW Cotton knits for late Spring and early Summer; also, a presentation of knitted fashions for Fall, created by students of Traphagen School of Fashion. By invitation only. Publicity: Martin Stern, VA. 6-0543.	KNITTED FABRICS INST. (1450 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Tuesday April 22 1:00 P.M. Luncheon	SHOWING OF MILLINERY FASHIONS AT LUNCHEON "Brims For Belmont"--presentation of hats to wear at the races, coordinated by the Millinery Fashion Bureau, in cooperation with the Westchester Racing Association. Press by invitation. Public by reservation; contact: EL. 5-2600, Ext. 203. Belmont Publicity: John McClain, News Contacts, RE. 4-1450. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Savoy Plaza Fashion Director: Claire Wilson, EL. 5-2600	MILLINERY FASHION BUREAU; SAVOY PLAZA WESTCHESTER RACING ASS'N. SAVOY ROOM	
Wednesday April 23 12:30 P.M. Luncheon	SPRING FASHIONS AND ACCESSORIES AT LUNCHEON "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. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000.	LEE MENICHETTI; & ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 23 12:30 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOWING 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.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 23 2:30 P.M.	PREVIEW: FALL COATS BY INTERNATIONAL DESIGNERS Press preview 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 Armani, Fabiani, Schubert; from Spain by Asuncion Bastida, Pertegaz. Identical reproductions, in imported and domestic fabrics, all water-repellent, will be shown; also, the Fall collection of double purpose rainwear, designed by Adele Lawrence. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH ST. SHOWROOM-11TH FLOOR
Wednesday April 23 8:30 P.M.	FASHIONS BASED ON MUSEUM COLLECTION Presentation of Spring collections by well-known designers, illustrating how present day fashions are based on museum collections of fashions of past years. By invitation only. Brooklyn Museum Publicity: John Gordon, NE. 8-5000. Martin's Publicity: Juli Daves, TR. 5-3100.	BROOKLYN MUSEUM & MARTIN'S (BROOKLYN)	BROOKLYN MUSEUM SCULPTURE COURT
Thursday April 24 12:30 P.M. Luncheon	LACE FASHIONS AT 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. Tickets: \$20.00. Press by invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	THE LACE INSTITUTE	HOTEL PIERRE BALLROOM
Thursday April 24 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING 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 Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday April 24 2:30 P.M.	ITALIAN FASHIONS AT THEATRE OPENING The fashion press will be invited to a showing of Italian fashions from Bonwit Teller at the new Beekman Theatre. By invitation only. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Beekman Theatre Publicity: Donald Rugoff, CI. 7-3616.	BEEKMAN THEATRE	2ND AVE. & 66TH ST.
Thursday April 24 4:00 P.M. Cocktails	PRESS SHOW: FALL SHOE FASHIONS Press preview of the Fall shoe collection by Mademoiselle Shoes. <u>Showing at 4:30 P.M.</u> By invitation only. Publicity: Jeanne Biggs, LO. 4-3350.	MADEMOISELLE SHOES (CARLISLE SHOE CO.)	350 FIFTH AVENUE ROOM 7419
Friday April 25 12:30 P.M. Luncheon	PRESS PREVIEW: KNITTED FASHIONS FOR FALL Rosanna Knitted Sportswear will preview for the press the news in fashion and machine-knitted techniques, in knitted sportswear and dresses for Fall, 1952. By invitation only. Publicity: Rose Hilton, MU. 5-5133.	ROSANNA KNITTED SPORTSWEAR	HAMPSHIRE HOUSE THE COTTAGE -5-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 30 10:00 A.M. Press; 2:30 P.M. Trade	PRESS & TRADE PREVIEWS: FUR TRIMMED FASHIONS Previews of fur trimmed coats and suits with designs by Marcus Grubere and fabrics by Anglo, sponsored by Fur Trimming Salesmen's Group; Fur Buyers Group of Cloak and Suit Industry; Leading Fur Dressers & Dyers of America; and United Rabbit Fur Dressers, Inc. Press Preview: 10:00 A.M.; Trade Preview: 2:30 P.M. By invitation only. Trade showings on Thurs., May 1 at 10:00 A.M. and 2:30 P.M. Publicity: Rosemary Sheehan, CI. 7-8060.	NEW YORK FUR TRADE ORGANIZATIONS	HOTEL STATLER KEYSTONE ROOM
Wednesday April 30 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW 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: Mr. Feris J. Megarity, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Thursday May 1 12:30 P.M. Luncheon	ADELE SIMPSON SUMMER COLLECTION 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.	SAKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Thursday May 1 2:00 P.M.	BEACH AND SPORTS FASHION SHOWING Beach and sports fashions will be presented by Martin's. Press invited. Open to public. Publicity: Juli Daves, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	5TH FLOOR
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
May 5- May 10	THIRD ANNUAL IRISH LINEN WEEK, IRISH LINEN GUILD, THROUGHOUT THE COUNTRY. Publicity: Eleanor Rowlands, Rowlands Associates, LE. 2-9292.		
Tuesday May 6 11:00 A.M.; 2:00 P.M.	OPENING OF FALL COLLECTION Presentation of Henry Rosenfeld's collection of Fall dresses, suits and coats at daily showings. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFIELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
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
Beginning Wednesday May 7 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Handmacher-Vogel will present their Fall coat and suit line at 10:30 A.M., beginning Wednesday, May 7. The Sportleigh Fall collection will be presented beginning Thursday, May 1. By appointment. Contact: LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM-15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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: Head-waiter, 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
Thursday May 8 12:00 Noon Luncheon	FALL COLLECTION AT PRESS & TRADE SHOW White Stag Manufacturing Company will present the "Magic Touch For Fall", a complete collection of indoor and outdoor fashions. By invitation only. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO. (PORTLAND, OREGON)	ST. REGIS HOTEL ROOF
Thursday May 8 12:00 Noon Cocktails- Luncheon	LUNCHEON FOR BEAUTY EDITORS The Toni Company will invite the beauty press to cocktails at 12:00 Noon, and luncheon at 12:30 P.M. Contact: Dan Edelman, 456 Merchandise Mart, Chicago 54, Illinois; Whitehall 4-1800.	THE TONI COMPANY	PLACE TO BE ANNOUNCED
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 Show 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. By invitation only. Contact: Edward Atkins, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER NORTH BALLROOM
Sunday May 11	MOTHER'S DAY. Theme: "There's Nobody Like <u>Your</u> Mom". Contact: Irving K. Edwards, Nat'l Committee, CH. 4-3900.		
Wednesday May 14 9:00 A.M. Breakfast	PREVIEW OF FALL AND WINTER LINGERIE Press preview of lingerie for Fall and Winter, 1952 in junior and women's sizes. By invitation only. Contact: Helen D. Leaf, BBDO, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
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. By invitation. Publicity: Maud G. Moody, LE. 2-4049.	EDWARD E. BERGER (218 W. 40TH ST.)	530 SEVENTH AVENUE V.MAXWELL'S SHOWRM.
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 14 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Presentation of Summer fashions by Arnold Constable during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reser- vations, TE. 8-8000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION 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 Fashion Design. Price--afternoon, \$1.00; evening, \$2.00. Publicity: Joan Klein, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL PLAZA BALLROOM
Monday May 19 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COATS AND SUITS Preview of Fall and Winter coat and suit collection by House of Swansdown. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	HOUSE OF SWANSDOWN	HAMPSHIRE HOUSE THE COTTAGE
Tuesday May 20 12:00 Noon Luncheon	OPENING OF NEW SALON AND FALL FUR PREVIEW Joseph Bernham will invite the press to the opening of his new fur salon, and will present a collection of highlights from his Fall and Winter furs. By invitation only. Publicity: Rosette de M., Pennington, PL. 5-1068.	JOSEPH BERNHAM	16 EAST 52ND STREET PENTHOUSE
Wednesday May 21 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Showing of Bender and Hamburger's collection of Benham Originals for Fall. 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	PRESS PREVIEW OF FALL COLLECTION "The Fall Hunt Starts At Donald Dress"--presentation of new Fall collec- tion at a breakfast preview for the press. By invitation only. <u>Showings</u> <u>for N.Y. Resident Buying Offices:</u> Tuesday, May 27 and Wednesday, May 28 at 11:30 A.M., followed by luncheon. 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:</u> <u>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
May 30	MEMORIAL DAY (Legal Holiday---Friday).		
Monday June 2 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance of Frank Gallant. By invitation only. <u>Beginning Wednesday, June 4 at 10:30</u> <u>A.M., trade showings of Frank Gallant collection, with Brigance group.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH ST. SHOWROOM-5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 2 4:00 P.M. Cocktails	PREVIEW: FALL AND WINTER COLLECTION Press preview of Carlye's Fall and Winter collection. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CARLYE DRESS CO.	HAMPSHIRE HOUSE THE COTTAGE
Beginning Monday June 2	OPENING OF FALL SPORTSWEAR LINES Members of Sportswear Guild will open Fall lines week of June 2: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC.	THE SPORTSWEAR GUILD KANE WEILL MUTUAL ROSENBLUM ZOLTAN ROSENBERG	MANUFACTURERS' SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
Beginning Monday June 2	OPENING OF FOGA FALL COLLECTIONS Foga Members will open Fall lines, beginning Monday, LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA-FOX, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. Contact: Leonard Gendler, executive secretary, CH. 4-6945.	FASHION ORIGINATORS GUILD OF AMERICA GRABOIS FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS CO. NAT KAPLAN, INC. DAVID LEVINE CO.	INDIVIDUAL SHOWROOMS June 2: PAUL PARNE CORP. BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
Tuesday June 3 9:30 A.M. And 2:30 P.M.	SIXTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Nancy Sprott, Special Projects Department, PL. 9-2080.	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
Tuesday June 3 10:00 A.M. Show 12:30 P.M. Luncheon	ANNUAL FALL FASHION CLINIC & LUNCHEON Exhibit of fabrics and fashion, to be advertised in the August and Sept. issues; also, a presentation of back-to-school fashions for children, girls, boys, and small teens. Tickets: \$5.00 (clinic); \$5.00 (luncheon). Contact: Monroe E. Michels, promotion manager, MU. 5-4400.	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
Tuesday June 3 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW Presentation to the press of B.H. Wragge's collection for Fall. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B.H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Wednesday June 4 2:30 P.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION Special preview for press of George Carmel's collection of Fall coats and suits. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Wednesday June 4 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE Fashion Show to preview "Glamour" Magazine's September 1952 Career issue, and to announce the winners of the "Glamour" Survey, "Ten Girls With Taste." Press by invitation. Not open to public. Tickets limited to Glamour tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PLAZA GRAND BALLROOM

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

- Saturday April 12 PREMIERE: "TOMORROW IS TOO LATE" (Movie) LOEW'S STATE, B'WAY & 45TH ST. An Italian film, with English titles, released by Joseph Burstyn, will star Pier Angeli, Vittorio de Sica with Lois Maxwell. A Rizzoli-Amato production and directed by Leonide Moguy, this film deals with the question of sex education for adolescents. Publicity: LO. 4-7126.
- Tuesday April 15 OPENING: "THE CHASE" PLAYHOUSE THEATRE, 137 W. 48TH ST. A new play by Horton Foote, starring John Hodiak and Kim Hunter, will be presented and directed by Jose Ferrer, in association with Milton Baron. Settings: Albert Johnson. Costumes: George Bockman. Publicity: James Proctor, VA. 6-5084.
- Beginning Wednesday April 16- April 20 FIFTH WEEK: N.Y.C. OPERA COMPANY CITY CENTER, 131 WEST 55TH ST. April 16: Giordano's ANDREA CHENIER. April 17: Menotti's THE OLD MAID AND THE THIEF and AMAHL AND THE NIGHT VISITORS. April 18: Berg's QOZZECK. April 19: Massenet's MANON. Mat., April 20: Mozart's THE MARRIAGE OF FIGARO. Eve., April 20: Verdi's LA TRAVIATA. Publicity: Marian Graham, PL. 3-2600.
- Wednesday April 16 OPENING: "FOUR SAINTS IN THREE ACTS" BROADWAY THEATRE, 1681 BROADWAY The fourth production in the ANTA Play Series will be Virgil Thomson's and Gertrude Stein's opera. An all-negro cast of 40 will feature Inez Matthews, Rawn Spearman, Elwood Smith and Altonell Hines. Artistic and Musical Director: Virgil Thomson. Choreography: William Dollar. Scenery and Costumes: Paul Morrison. Publicity: Barry Hyams, PL. 9-6000.
- Thursday April 17 2:45 P.M. TELEVISION: BARBARA WELLES SHOW WOR-TV, CHANNEL 9 A travel wardrobe in silk and rayon prints from the Silk and Rayon Print Institute with fashions from Kane Weill and commentated by Lloyd Weill. TV Publicity: Sandra Sielcken, LO. 4-8000. Silk & Rayon Print Institute Publicity: Kay Martin, LO. 5-2140.
- Thursday April 17 4:00 P.M. TELEVISION: KATE SMITH HOUR WNBT, CHANNEL 4 Kate Smith will present a fashion showing of teen-age clothes, coordinated by Seventeen magazine and featuring "Calico Pink". TV Publicity: Dorothy Daye, CI. 7-8300, Ext. 8748.
- Tuesday April 22 OPENING: "CANDIDA" NATIONAL THEATRE, 206 WEST 41ST STREET Thomas Hammond will present Olivia de Haviland in Bernard Shaw's comedy drama for a limited engagement of 4 weeks. Director: Herman Shumlin. Cast includes: Ron Randell, Terrance Kilburn, Bramwell Fletcher, Pamela Simpson and Frank Leslie. Setting: Donald Oenslager. Costumes: Motley. Publicity: Maurice Turet, CI. 7-3260.
- Beginning Wednesday April 30 FIFTH DRAMA SEASON, N.Y.C. THEATRE CO. CITY CENTER, 131 WEST 55TH ST. The N.Y.C. Theatre Company will present the second half of its Fifth Drama Season, a festival of comedy. First play in a series of three will be James Thurber's and Elliott Nugent's "The Male Animal". Stars: Mr. Nugent, Martha Scott and Robert Preston. Director: Michael Gordon. Settings: Melvin Bourne. Costumes: Noel Taylor. Succeeding plays will be "Tovarich" with Uta Hagen and Herbert Berghof, opening May 14; and "First Lady" with Nina Foch, opening May 28. Publicity: Sol Jacobson, CH. 4-1482.