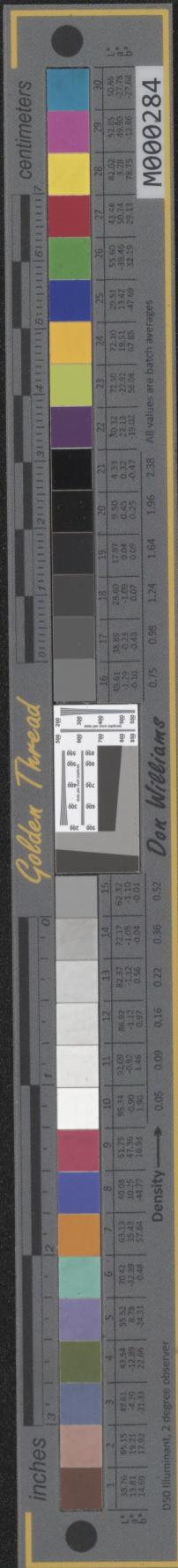


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# fashion calendar

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

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

january

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may

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february

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july

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august

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november

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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, FEBRUARY 8, 1952</u>			
Now Showing 1:30 P.M.; 3:30 P.M.	TINA LESER'S SUMMER COLLECTION Edwin H. Foreman will present the Summer collection designed by Tina Leser at daily showings, 1:30 P.M. and 3:30 P.M. Contact: WI. 7-6572.	EDWIN H. FOREMAN	1410 BROADWAY SHOWROOM-23RD FLOOR
Friday Feb. 8 9:30 A.M. Coffee	PRESS PREVIEW OF SUMMER COLLECTION Carlye will present a preview of Summer fashions for juniors. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CARLYE DRESS CORP. (ST. LOUIS, MO.)	1451 BROADWAY SHOWROOM-5TH FLOOR
Friday Feb. 8 10:30 A.M.	PREVIEW: FOX FURS FOR SPRING Presentation of a comprehensive Spring showing of fox furs. By invitation only. Contact: Catherine Sisman, PL. 5-2538 or CH. 3-5656.	GRUSKIN & FELDMAN (150 WEST 28TH STREET)	WALDORF-ASTORIA ASSEMBLY ROOM
Friday Feb. 8 2:30 P.M.	SHOWINGS OF SUMMER COLLECTION Christian Dior-New York, Inc. will present the Summer collection at 2:30 P.M. on Fri., Feb. 8; Mon., Feb. 11; and Wed., Feb. 13. By invitation.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
Friday Feb. 8 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--informal presentation of hats by leading New York milliners, in cooperation with the Millinery Fashion Bureau, will be shown during the cocktail hour. <u>Feb. 8</u> : John Frederics; <u>Feb. 15</u> : Peg Fischer; <u>Feb. 22</u> : Anita Andra; <u>Feb. 29</u> : Christian Dior. Press by invitation. Public by reservation; contact: Fashion Show Reservations; TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Pierre Fashion Director-Commentator: Nolia Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Saturday Feb. 9 2:00 P.M.	OPENING OF NEW BRIDAL SALON "With This Ring"--showing of bridal fashions at opening of new salon. Contact: Rubye Graham, JA. 6-6800. Publ.: Dorotheil Patterson, JA. 6-6800.	GERTZ, LONG ISLAND (162-10 JAMAICA AVE.)	4TH FLOOR SPEC. EVENTS CTR.

## WEEK BEGINNING MONDAY, FEBRUARY 11, 1952

Beginning Monday Feb. 11-21 9:00 A.M.; 11:00 A.M.; 3:30 P.M. Breakfast Tea	FASHIONS FROM "TWO WEEKS WITH PAY" ISSUES Special presentation of fashions from "Charm" Magazine's May and June "Two Weeks With Pay" issues. For buyers, merchandise managers, display directors, store promotion executives and buying offices, beginning Monday, Feb. 11 through Feb. 21. A Tom Lee Display Blueprint will be featured at the showings. After Feb. 21, by appointment; contact: Promotion Department, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-20TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 11 9:30 A.M. Breakfast	PRESS SHOWING OF PATTERN FASHIONS Presentation to the press by B. Altman & Company and McCall's Magazine of Easter Parade fashions from the pattern pages of McCall's. By invitation only. <u>Showings for public:</u> Feb. 12, 13, 14 at 11:00 A.M., 12:00 Noon and 1:00 P.M. in the Fabrics Dept., 5th Floor. Publicity: Lois Garrett or Jeanne O'Brien, MU. 9-7000.	B. ALTMAN & CO., & McCALL'S MAGAZINE	8TH FLOOR CHARLESTON GARDEN
Monday Feb. 11 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Presentation of B. H. Wragge's collection for Summer. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Monday Feb. 11 12:30 P.M. Luncheon	NETTIE ROSENSTEIN SPRING FASHIONS Presentation by Saks Fifth Avenue of a collection of Spring fashions by Nettie Rosenstein. Press by invitation. Public by reservation; contact: EL. 5-7565. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	WALDORF-ASTORIA BALLROOM
Monday Feb. 11 2:30 P.M.	BLOUSE PREVIEW OF NEW TYPE SLEEVE Press preview of "Attachee"--a new type sleeve, designed and patented by Bobette-Morton. By invitation. Publicity: Peggy Caile, PL. 5-6358.	BOBETTE-MORTON, INC.	5 EAST 35TH STREET SHOWROOM-3RD FLOOR
Monday Feb. 11 3:30 P.M.	PREVIEW FOR PRESS OF SUMMER DRESS COLLECTION Arnold & Fox will present the Summer dress collection of afternoon and cocktail dresses, designed by Miguel Dorian. By invitation only. <u>Trade showings:</u> Tues, Feb. 12, Wed., Feb. 13, and Thurs., Feb. 14 at 3:30 P.M. Publicity: Pauline Greene, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Monday Feb. 11 7:00 P.M. Dinner	PRESS CLUB DINNER & SHOW IN WASHINGTON The N.Y. Members of the Women's National Press Club will sponsor a dinner, and fashion and stunt show for club members in the Grand Ballroom of the Hotel Statler. Presentation of fashions in silk by the International Silk Association, U.S.A. Fashion Show Producer: Eleanor Lambert. N.Y. members will present satirical sketches portraying national figures as "Improbable Valentines". Staged by Lester Gaba. Co-Masters of Ceremony: Hildegarde and Paul Hartmann. Tickets: \$7.00. Contact: Betsy Blackwell at "Mademoiselle", PL. 9-3080.	N.Y. MEMBERS OF WOMEN'S NATIONAL PRESS CLUB	HOTEL STATLER WASHINGTON, D.C.
Tuesday Feb. 12 4:00 P.M.	PREVIEW: APRIL TREASURE CHEST The trade and press will be invited to a preview of a display, showing basic buying plan for hope chest treasures, as it will appear in the April issue of "Seventeen." By invitation only. Trade showings, beginning, Tuesday, Feb. 12 through Feb. 29, by appointment. Also, there will be a showing of teen and junior ready-to-wear fashions with coordinated accessories for the April issue of "Seventeen's" color promotion, "Pirate Pink", beginning Tuesday, Feb. 12 through Feb. 29, by appointment. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 12	LINCOLN'S BIRTHDAY (Tuesday)--POST OFFICE AND BANKS WILL BE CLOSED.		
Wednesday Feb. 13 9:00 A.M. Breakfast	PRESS & BUYERS PREVIEW OF SUMMER COLLECTION Summer collection, designed by Selig Sidney, will be presented by Janice Milan, at a preview for the press and trade. Daily trade showings at 11:30 A.M. & 3:30 P.M. Contact: Judith Sidney, LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Beginning Wednesday Feb. 13 11:00 A.M.	SHOWING OF SPRING AND SUMMER COLLECTION Presentation of the Early Spring and Summer collection by Countess Alexander, at daily showings, 11:00 A.M. to 2:30 P.M. Contact: JU.6-0174.	COUNTESS ALEXANDER	20 WEST 57TH STREET SALON
Wednesday Feb. 13 12:15 P.M. Luncheon	PREVIEW OF NEW PRODUCT FOR BEAUTY EDITORS The Nestle LeMur Company will present a demonstration of "Lite", patented shampoo hair lightener, to the beauty editors. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	THE NESTLE LEMUR CO.	WALDORF-ASTORIA JANSEN SUITE
Wednesday Feb. 13 12:30 P.M. Luncheon	PRESS LUNCHEON & NEW APPLIANCE DEMONSTRATION The John Oster Manufacturing Company will invite the food editors to a luncheon and demonstration of the "Osterizer", a new household appliance for cooking. By invitation only. Publicity: Frances Borden, The Roy Bernard Co., Inc. TE. 8-2930.	JOHN OSTER MFG. CO. (RACINE, WISCONSIN)	SHERRY'S 300 PARK AVENUE
Wednesday Feb. 13 12:30 P.M. Luncheon	SPRING GOWNS & SUITS AT LUNCHEON SHOW "Spring Fantasy"--specially designed gowns and suits for Spring. Hats--Laddie Northridge. Furs--Peter Chambers. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000, Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARANKA GYORKY (15 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 13 12:30 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON "New Tones, New Trends, New Textures"--Arnold Constable will present fashions for Spring 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
Thursday Feb. 14 9:30 A.M. Breakfast	BRIDAL FASHIONS AT PRESS SHOWING Valentine showing of bridal fashions at a breakfast for the press. By invitation only. Showing for public at 6:00 P.M. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 783.	GIMBELS	3RD FLOOR BRIDAL SALON
Thursday Feb. 14 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING "The Theme Is White--Accessories Take Over". Accessories report and fashion show commentary: Matilda E. Taylor, associate fashion editor, Women's Wear Daily, and co-chairman, with Mimi Aleinikoff, of the Accessories Division. Speaker: Jane Chamberlain, accessories buyer, Henri Bendel. Subject: Cashing In On Correlation." Price:\$4.75 for members; \$5.00 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 14 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON "Open Your Heart"--Countess Marguerite Cassini will present Spring fashions from La Boutique at a benefit luncheon for Windham Childrens' Service. Admission: \$3.85 plus rummage. By invitation only. Countess Cassini Contact: TE. 8-7313. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LA BOUTIQUE (36 EAST 61ST STREET)	HOTEL PIERRE COTILLION ROOM
Thursday Feb. 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Russeks will present "Gendarme Blue"--a collection of Spring coats, suits and dresses. 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 Feb. 14 2:30 P.M.	SIMPLICITY PATTERN FASHION SHOW Namm's will present Spring fashions, styled from the Simplicity Pattern Book. Press invited. Open to public. Publ.: Muriel Lipchick, TR. 5-5700.	NAMM'S (BROOKLYN)	3RD FLOOR FABRIC DEPT.
Feb. 14	ST. VALENTINE'S DAY (Thursday).		
Friday Feb. 15 12:00 Noon Cocktails; Luncheon	SUN GLASS SHOWING FOR MAGAZINE EDITORS "Look Smart--Be Safe--Wear Sun Glasses"--presentation of 1952 sun glass fashions to magazine editors at a special press conference and fashion show. "Past, Present and Future", showing how sun glasses will accessorize Summer wardrobes. Also, new scientific findings on sun glare and effects of night driving. Master of Ceremonies: Russell Patterson. By invitation only. Publ. Gar Schmitt, Hill and Knowlton, Inc., LA. 4-1420.	L. J. HOUZE CONVEX GLASS (POINT MARION, PA.)	HOTEL PIERRE COTILLION ROOM
Beginning Monday Feb. 18 10:00 A.M.	SUMMER-INTO-FALL COTTON COLLECTION Presentation of Transition Cottons for late Summer-into-Fall at daily showings. Contact: BR. 9-6910. Publicity: Roberta D. Miles, CH. 2-2344.	M. & W. THOMAS COTTONS	58 WEST 40TH STREET SHOWROOM-15TH FLOOR
Monday Feb. 18 12:30 P.M. Luncheon	SHOWING OF MAURICE RENTNER SPRING FASHIONS Saks Fifth Avenue will present Spring fashions by Maurice Rentner during luncheon. Press by invitation. Public by reservation; contact: EL. 5-7565. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	WAUDORF-ASTORIA STARLIGHT ROOF
Monday Feb. 18 3:30 P.M.; And Feb. 19 9:30 A.M.; 3:30 P.M.	SHOWINGS OF ADVANCE FALL LEATHER COLORS Allied Kid Company will present showings of the Advance Fall '52 leather colors and finishes. Feb. 18 at 3:30 P.M.--for press, shoe stylists, shoe buyers and manufacturers. Feb. 19 at 9:30 A.M.--for department stores, buying offices, fabric stylists. Feb. 19 at 3:30 P.M.--for hosiery and accessory stylists. By invitation. Contact: Helen Rella, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR
Monday Feb. 18 4:30 P.M. Cocktails	PREVIEW OF EASTER MILLINERY G. Howard Hodge will present a collection of his millinery for Easter to the press and trade. By invitation. Publ.: Maud G. Moody, LE. 2-4049.	G. HOWARD HODGE	1 WEST 39TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 19 11:30 A.M. Luncheon	PRESS PREVIEW: SUMMER COTTON DRESS FASHIONS "Top Flight" fashion preview of Renault Dress Summer cotton collection, featuring Custom Fabrics, aboard a Colonial Airlines DC-4 while the plane is in flight. Commentator: Gloria De Haven. Limousine to La Guardia will leave Colonial's ticket office, 51 Vanderbilt Avenue, at 11:30 A.M. Cocktails and luncheon, Terrace Dining Room, La Guardia Airport at 12:00 Noon. Showing at 2:15 P.M. By invitation only. Publicity: Alfred Davidson Associates, PL. 5-0868.	RENAULT DRESS INC.	LA GUARDIA AIRPORT COLONIAL AIRLINES
Tuesday Feb. 19 3:00 P.M.	SPRING & SUMMER CUSTOM COLLECTION Press preview of Carrie Munn's custom-made collection for Spring and Summer. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	CARRIE MUNN	640 MADISON AVENUE SALON
Wednesday Feb. 20 12:30 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOWING "Day Before Spring"--showing of custom millinery by Baroness Monica with Spring originals and ready-to-wear fashions by Baroness Katherine Henkl. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Baroness Monica Contact: BU. 8-4062. Pierre Fashion Director-Commentator, TE. 8-8000.	BARONESS MONICA (340 EAST 74TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 20 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING De Pinna will show Spring fashions from N.Y. designer collections. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Jeanne McDonagh, MU. 8-2000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 20 4:00 P.M. Cocktails	PRESS SHOWING: SPRING AND SUMMER SHOES Press preview of "Encore" Spring and Summer shoe collection, featuring exclusive designs of Anthony Mascioli. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.	THE TAILORED WOMAN	742 FIFTH AVENUE SHOE SALON-MAIN FLOOR
Wednesday Feb. 20 5:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF SPRING JEWELRY The press and trade will be invited to cocktail preview of Jolie Gabor's first collection of costume jewelry and a showing of precious gems for Spring. By invitation only. Publicity: Mr. N.F. Nelson, RE. 4-3759.	JOLIE GABOR	699 MADISON AVENUE SALON
Thursday Feb. 21 1:00 P.M. Luncheon	SPRING HAT FASHIONS AT LUNCHEON SHOWING Presentation of millinery fashions for Spring by Walter Florell during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI.6-1790.	WALTER FORELL	HOTEL PLAZA TERRACE ROOM
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Legal Holiday-Friday).		
Tuesday Feb. 26 3:00 P.M.	PREVIEW OF CUSTOM COLLECTION FOR SPRING Oldric Royce will invite the press to preview the custom-order collection for Spring. By invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE, INC.	16 EAST 52ND STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 27 9:00 A.M.- 11:00 A.M. Breakfast	PRESS SHOWING OF HANDBAGS FOR EASTER Special press showing of new handbags from members of National Authority for Ladies' Handbag Industry, coordinated with Easter fashions. By invitation only. Publicity: Ruth Lundgren, MU. 6-0686.	NAT'L AUTHORITY FOR LADIES' HANDBAG INDUSTRY	FASHION INSTITUTE 225 WEST 24TH ST.

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS  
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Wednesday Feb. 27	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT,	MU. 8-2130
Tuesday March 4	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.,	TE. 8-8171
Tuesday March 4	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
Wednesday March 5	<u>MILGRIM</u> At 11:30 A.M.	6 WEST 57TH ST.	PUBL.: GERTRUDE LETTESE,	CI. 7-7200
Wednesday March 5	<u>HATTIE CARNegie</u> At 3:30 P.M.	42 EAST 49TH ST.	PUBL.: ELEANOR LAMBERT,	MU. 8-2130
Thursday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON,	CI. 7-1100
Thursday March 6	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT,	PL. 3-4000
Monday March 10	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD,	EL. 5-6800

Wednesday Feb. 27 12:30 P.M. Luncheon	SPRING & SUMMER CUSTOM COLLECTION	CALLOT SOEURS	WALDORF-ASTORIA EMPIRE ROOM
	Presentation of Callot Soeurs' custom collection of Spring suits, coats, daytime and evening dresses during luncheon. Hats—Aranka. Furs— Revillon. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Callot Soeurs Contact: Winifred Keay, RE. 4-6436. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Feb. 27	ASH WEDNESDAY (Beginning of Lent).		
Thursday Feb. 28 12:30 P.M. Luncheon	CHRISTIAN DIOR-NEW YORK FASHIONS AT LUNCHEON	SAKS FIFTH AVENUE	WALDORF-ASTORIA BALLROOM
	Saks Fifth Avenue will present Christian Dior-New York fashions for Spring. Press by invitation. Public by reservation; contact: EL. 5-7565. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Thursday Feb. 28 2:30 P.M.	PREVIEW OF SPRING CUSTOM-ORDER FASHIONS	MME. E. GARNETT	47 EAST 51ST ST. SALON
	Spring preview of Mme. E. Garnett's collection of custom-order and ready- to-wear fashions. By invitation only. Publ.: Margaret Troop, EL. 5-5275.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 29 3:00 P.M.	SPRING FURS AT PRESS SHOWING Greenwood will invite the press to a preview of their Spring fur collection. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	GREENWOOD FURS, INC.	130 WEST 30TH STREET SHOWROOM-12TH FLOOR
Monday March 3 2:30 P.M.	PRESS PREVIEW: SPRING READY-TO-WEAR ORIGINALS Presentation to the press of Jay Thorpe's ready-to-wear originals for Spring. By invitation only. <u>Showing to public on Tues., March 4, at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Cancelled March 3	WRISLEY SOAPS AND TOILETRIES PARTY FOR BEAUTY EDITORS, ORIGINALLY SCHEDULED FOR MON., MARCH 3 AT 4:00 P.M., HAS BEEN CANCELLED.		
Monday March 3- March 5	SECOND ANNUAL NATIONAL PRESS WEEK IN DALLAS Publicity: Virginia Shaeffer, Dallas Fashion Center, Dallas, Texas.	DALLS FASHION CENTER	DALLAS, TEXAS
Wednesday March 5 12:30 P.M. Luncheon	"BLONDE CORINTHIAN" LUNCHEON SHOWING Showing of coordinated Spring fashions, featuring shades of blonde, inspired by the book "The Blonde Corinthian". Cocktail and Evening Gowns--Ceil Chapman. Coats and Suits--Jeanne LeGon of Zelinka Matlick. Hats--G. Howard Hodge. Hosiery--Kayser. Gloves--Fownes. Furs--Esther Dorothy. Sportswear--Carolyn Schnurer. Hairstyles--Ferrentelle of Bergdorf Goodman. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Show Contact: Martha Palmer, SC. 4-5086. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	COOPERATING MANUFACTURERS	HOTEL PIERRE COTILLION ROOM
Wednesday March 5 12:30 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON Rosette Pennington will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Contact: Rosette Pennington, PL. 9-3737. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 6 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "Hats In The Ring"--Peg Fischer will present a collection of Spring millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG FISCHER	HOTEL PLAZA TERRACE ROOM
Monday March 10 4:30 P.M.	PRESS SHOWING OF HOWARD GREER FASHIONS Jay Thorpe will present a press preview of Spring and Summer fashions from Howard Greer of California. By invitation only. <u>Showing to public on Tuesday, March 11, at 2:30 P.M.</u> Howard Greer will be present at both showings. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Tuesday March 11 12:30 P.M. Luncheon	SHOWING OF TRAINA-NORELL FASHIONS DURING LUNCHEON Presentation by Saks Fifth Avenue of Traina-Norell fashions during luncheon. Press by invitation. Public by reservation; contact: EL. 5-7565. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 12 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring collection to the press at Gunther Jaeckel. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH ST. SALON-3RD FLOOR
Wednesday March 12 12:15 P.M. Luncheon	PARIS REPORT AT LUNCHEON MEETING The Fashion Group will present its Paris Report at a luncheon meeting. Co-chairmen: Elizabeth Ritter and Nancy Maxwell. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday March 12 12:30 P.M. Luncheon	SPRING & SUMMER FASHIONS AT LUNCHEON Else Fritz will present a complete collection of Spring and Summer beachwear, suits and coats, cocktail and formal gowns during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Else Fritz Contact: PL. 8-0111. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ, INC. (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
Wednesday March 12 12:30 P.M. Luncheon	LUNCHEON SHOWING OF GOTHÉ SPRING FASHIONS Bonwit Teller will present a collection of David E. Gottlieb fashions for Spring, designed by Gothé. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Gothé Publicity: Nona James, CH. 4-7658. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 13 1:00 P.M. Luncheon	SHOWING OF SPRING HATS DURING LUNCHEON "Spring Caprice"--Anita Andra will show a collection of Spring and Summer millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Anita Andra Contact: PL. 9-1822. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ANITA ANDRA	HOTEL PLAZA TERRACE ROOM
Monday March 17 10:00 A.M.	PREVIEW OF FRENCH & ITALIAN MILLINERY Gimbels will present a private press preview of American reproductions of French and Italian millinery originals from Paris--Albouy, Simone Cange, Denise Charbaud, Marie Christiane, Janette Colombier, and Gilbert Orcel, Italy--Biancallani and Cesare Canessa. By invitation only. Show will be repeated for public on <u>Monday, March 17 at 2:30 P.M. and 6:00 P.M., 4th Floor.</u> Publicity: Gay Stearns or Janice Synes, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR CONFERENCE ROOM
Monday March 17 4:00 P.M.	"INSPIRATIONAL PREVIEW" FABRIC FASHION SHOW Crompton-Richmond will present their fourth inspirational fashion show, featuring 60 original fashions in Crompton velvet, corduroy and velveteen fabrics, created by leading French, English, Italian and American couturiers. Imported Fashions: London--Hardy Amies; Lachasse Ltd.; Paris--Pierre Balmain; Jean Desse; Christian Dior; Jacques Fath; Hubert de Givenchy; Gres; Jacques Griffe; Castillo of Lanvin; Manguin; Jean Patou; Madeleine de Rauch; Bernard Sagardoy; Italy--Giorgio Armani; Vanna; Jole Veneziani, American fashions by Fira Benenson; Bonnie Cashin; Howard Greer; Philip Hulitar; Don Loper. By invitation only. Publicity: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 19 12:30 P.M. Luncheon	CHINESE FASHIONS AT LUNCHEON SHOW Mme. Lee-Sun will present fashions from Hong Kong, in Chinese silks. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Mme. Lee-Sun Contact: MU. 2-7816. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MME. LEE-SUN (7 EAST 42ND STREET)	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 20 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Luncheon showing of Stein & Blaine's custom-order collection, coordinated with furs. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Contact: Betty Greenberg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE	HOTEL PLAZA TERRACE ROOM
Thursday March 20 4:00 P.M.	ANNUAL FABRIC FORUM FOR 1952 "Parents'" Magazine's annual fabric forum, with a forecast of Fall 1952 trends. Mrs. Beryl Tucker, fashion editor of "Parents'", will analyze fabrics and accessories for children's wear fashions. By invitation only, for apparel and accessory manufacturers. Contact: Monroe Michels, MU. 5-4400.	PARENTS' INSTITUTE	WALDORF-ASTORIA STARLIGHT ROOF
Friday March 21- March 23	SECOND INTERNATIONAL FASHION REVUE The Second Annual International Fashion Revue at the Chalfonte-Haddon Hall Hotel in Atlantic City will include fashions from 70 leading designers, with 15 nations represented. Director & Commentator: Vyvyan Donner, Fox Movietone News, CO. 5-4382. Admission: \$5.00, for benefit of Costume Wing of Philadelphia Museum of Art. Contact: Gray & Rogers, 12 South Street, Philadelphia, Walnut 2-3636.	CHALFONTE-HADDON HALL HOTEL, ATLANTIC CITY	CHALFONTE-HADDON HALL ATLANTIC CITY, N. J.
Monday March 24 12:30 P.M. Luncheon	SHOWING OF PARIS ORIGINALS & COPIES Presentation of Paris originals, with Gimbel's adaptations, during lunch. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. This showing will be repeated on Monday, March 24 at 5:00 P.M.; Tuesday, March 25 and Wednesday, March 26 at 2:30 P.M., at Gimbel's 3rd Floor, Junior Coats and Suits Dept. Publicity: Gay Stearns or Janice Sykes, LO. 5-1500, Ext. 600.	GIMBELS	HOTEL PLAZA BALLROOM
Wednesday March 26 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Boue Soeurs will present a collection of Spring coats and suits, afternoon and evening dresses, millinery and furs. Press by invitation. Public by reservation; contact: Fashion Show Reservations: TE. 8-8000. Boue Soeurs Contact: PL. 3-8270. Pierre Fashion Dir.-Comm.: Nola Luxford, TE. 8-8000.	BOUE SOEURS	HOTEL PIERRE COTILLION ROOM
Thursday March 27 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY FASHIONS Presentation of Laddie Northridge's millinery fashions for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Laddie Northridge Publicity: Donna Cannon, PL. 3-7072. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA TERRACE ROOM
April 13	EASTER SUNDAY.		-9-

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

- Beginning Monday Feb. 11 FOURTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY  
Feb. 11: Verdi's RIGOLETTO. Feb. 13: Strauss' FLEDERMAUS. Feb. 14: Puccini's LA BOHEME. Feb. 15: Verdi's OTELLO. Mat., Feb. 16: Bizet's CARMEN. Eve., Feb. 16: Puccini's MADAMA BUTTERFLY. Publicity: Margaret Carson, PE. 6-1200.
- Monday Feb. 11- WESTMINSTER KENNEL CLUB DOG SHOW WESTMINSTER KENNEL CLUB MADISON SQ. GARDEN 50TH ST. & 8TH AVE.  
 Feb. 12 Annual Westminster Kennel Club Dog Show. Contact: PL. 3-9535.
- Beginning Tuesday Feb. 12 OPENING: TENTH SEASON, SPRING 1952 CITY BALLET CITY CENTER, 131 W. 55TH Program: Feb. 12: THE DUEL, LILAC GARDEN, SWAN LAKE, THE PIED PIPER. Feb. 13: SERENADE, THE PIED PIPER, FIREBIRD, LA VALSE. Feb. 14: CONCERTO BAROCCO, BALLADE, PAS DE TROIS, CAKEWALK. Feb. 15: SWAN LAKE, THE CAGE, TYL ULENSPIEGEL, SYMPHONY IN C. Mat., Feb. 16: THE DUEL, THE PIED PIPER, PAS DE TROIS, FIREBIRD. Eve., Feb. 16: SERENADE, TYL ULENSPIEGEL, SYLVIA, PAS DE DEUX, CAKEWALK. Prices: \$1.50-\$3.60. Publicity: Philip Bloom, CH. 4-2185.
- Tuesday Feb. 12 OPENING: "MRS. McTHING" ANTA PLAYHOUSE, 245 WEST 52ND ST. A new play by Mary Chase will be the second in the ANTA Playhouse series. Stars: Helen Hayes, Jules Munshin, Erwin Corey and Brandon De Wilde. Director: Joseph Buloff. Setting: Lester Polakov. Costumes: Lucinda Ballard. Publicity: Barry Hyams, PL. 7-7327.
- Wednesday Feb. 13 TELEVISION: DON AMEche-FRANCES LANGFORD SHOW ABC-TV, CHANNEL 7 Feb. 13: Laddie Northridge will be interviewed and will present a collection of his Spring millinery. Feb. 15: Showing of fox furs in many colors designed by Catherine Sisman for Gruskin and Feldman. TV Fashion Show Coordinator and Contact: Kay Bardsley, CI. 7-5700.
- Wednesday Feb. 13 OPENING: "VENUS OBSERVED" CENTURY THEATRE, 7TH AVE. & 59TH ST. Christopher Fry's modern dress comedy will be presented by The Theatre Guild and will play for only 16 weeks. Stars: Rex Harrison and Lilli Palmer. Director: Laurence Olivier. Scenery and Lighting: Roger Furse and Elton Elder. Costumes: Mildred Trebor. Miss Palmer's Gowns: Valentina. Publicity: George and Dorothy Ross, BR. 9-5906.
- Saturday Feb. 16- FIFTEENTH ANNUAL SPORTSMEN'S SHOW, GRAND CENTRAL PALACE, 480 LEX. AVE. Campbell-Fairbanks, Inc. will present the Fifteenth Annual Sportsmen's and Vacation Show. Co-Masters of Ceremony: Chief Needahbeh and Jim Thorpe. There will be special events and contests and outdoor exhibits, Contact: Jim Hurley, PL. 8-1269.
- Tuesday Feb. 19 OPENING: "DEAR BARBARIANS" ROYALE THEATRE, 242 WEST 45TH STREET Cloris Leachman, Violet Heming, Betsy Von Furstenberg, Donald Murphy and Nicholas Joy will star in a new comedy by Lexford Richards to be presented and directed by Gant Gaither. Setting and Costumes: Jack Landau. Publicity: Dave Lipsky and Philip Bloom, CH. 4-2185.
- Thursday Feb. 21 RE-ISSUE: "SNOW WHITE & SEVEN DWARDS" (Movie) CRITERION THEA. B'WAY & 45TH Re-issue of Walt Disney's "Snow White and the Seven Dwarfs", full-length animated color cartoon dramatization of the popular fairy tale. Publicity: Charles Levy, JU. 6-3442.