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4/7/52

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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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, APRIL 4, 1952</u>			
Friday April 4 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Thirty-three of N.Y.'s leading fashion designers, members of the Couture Group of the N.Y. Dress Institute, will present Spring fashions during luncheon for the benefit of the Long Island Jewish Hospital. Contact: N.Y. Dress Institute, LA. 4-0461.	BENEFIT OF LONG ISLAND HOTEL ASTOR JEWISH HOSPITAL	GRAND BALLROOM
<u>WEEK BEGINNING MONDAY, APRIL 7, 1952</u>			
Friday April 4 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOW "Head-Lines"--presentation of millinery designed by Braagaard, the last in a series of informal showings of hats by N.Y. milliners, in cooperation with the Millinery Fashion Bureau. 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: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Monday April 7 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON A collection of Spring fashions from Milgrim's will be presented at a benefit luncheon for the N.Y. Guild For Jewish Blind. Tickets: \$10.00, contact: Mrs. Bernard Relin, CI. 6-3341. Milgrim Publicity: Lillian Greer, CI. 7-7200. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	NEW YORK GUILD FOR JEWISH BLIND	HOTEL PIERRE COTILLION ROOM
Tuesday April 8 12:30 P.M. Luncheon	FASHION PRESENTATION AT BENEFIT LUNCHEON "A Day In A Woman's Life"--fashions for the woman in her twenties, forties, sixties, with clothes from Elizabeth Arden, Henri Bendel, Bergdorf Goodman, Bonwit Teller, Hattie Carnegie, De Pinna, Jay Thorpe, Milgrim, Polly's Gowns, Inc., and Saks Fifth Avenue. Entire proceeds for National Jewish Hospital at Denver, free non-sectarian center for needy tubercular patients. By invitation only. Contact: Eli Jaffe, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 8 7:00 P.M.- 9:00 P.M.	FIFTH SESSION OF PUBLICITY COURSE "Trade And Consumer Magazines"--Ezra Dolan, leader. Speakers: Norman Lobson, editor of "Quick"; Lawrence McCracken, account executive, Dudley, Anderson & Yutzy. Contact: PL. 5-4000, Ext. 208.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 9 9:00 P.M. Dinner	"APRIL IN PARIS" BALL AND FASHION SHOWING Five Paris couturiers--Balmain, Desses, Dior, Fath, and de Givenchy--will design 8 costumes to be presented in "The Glory of Paris" fashion show; four tableaux of fashions in organdy, velvet, lace and tulle fabrics from the silk manufacturers of Lyons and The Lace Industry of Paris will be presented by the five couturiers. Millinery by Mme. Paulette, Mme. Legroux and Gilbert Orcel. Admission: Ringside tables, \$35.00; others, \$25.00. For benefit of French Hospital of N.Y. and Franco-American Charities. Chairman: Grover Whalen. Chairman of Entertainment Committee: Elsa Maxwell. Publicity: Paul A. Stewart, EL. 5-3000.	FOR BENEFIT OF FRENCH HOSPITAL IN NEW YORK	WALDORF-ASTORIA GRAND BALLROOM
April 10	PASSEOVER--FIRST DAY (Thursday).		
Thursday April 10 9:30 A.M. Breakfast	SPRING FABRIC FASHION SHOW Macy's fabric fashion show featuring Advance Patterns and Everfast cottons, presenting "Miss America", Colleen Kay Hutchins. By invitation only. <u>Public showings:</u> April 14; 15; 16; and 19 at 11:00 A.M.; 2:00 P.M.; 4:00 P.M. and Thursday, April 17 at 2:00 P.M.; 4:00 P.M.; and 7:00 P.M. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	13TH FLOOR EXEC. DINING ROOM
April 11	GOOD FRIDAY.		

EASTER SUNDAY FASHION ACTIVITIES IN NEW YORK CITY

Sunday April 13 12:00 Noon; 3:00 P.M.	ANNUAL EASTER SUNDAY "BRACER BREAKFAST" 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.	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, diagonally opposite St. Patrick's Cathedral, 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 Publicity: 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. Panel of male celebrities will judge hats and award prizes to the guests. 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-Commentator: Nola Luxford, TE. 8-8000.	JOHN FREDERICS, INC.	HOTEL PIERRE COTILLION 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	FIFTH AVENUE EASTER PARADE ON TELEVISION	SHIP 'N SHORE BLOUSES	CBS-TV CHANNEL 2
1:00 P.M. 2:00 P.M.	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. Another camera will be stationed outside the Sherry-Netherland Hotel and one in the lobby. A fashion show in the Chanteclair and Carnaval Rooms will also be televised and commentated by Mike Wallace and Buff Cobb and Robin Morgan. 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. Shoes--Delman. Bags--Koret. Jewelry--Trifari. Hats--Mr. John. Furs--Fredrica. Gloves--Kislav. Price for luncheon: \$5.00; contact, EL. 5-2800, Ext. 77. Sherry Netherland Contact: Alexandre Tarsaidze, EL. 5-2800. CES Program Coordinator: Lennie Ufland, PL. 5-2000, Ext. 7501.		
Sunday April 13	EASTER SUNDAY BENEFIT AND FASHION SHOWING	BENEFIT SISTER KENNY FOUNDATION	WALDORF-ASTORIA BALLROOM
1:00 P.M. Luncheon	Celebrities and fashion experts will judge best-dressed women, men and families; also the most bizarre, beautiful and original millinery to be worn by the guests. Saks Fifth Avenue Easter fashions and Oleg Cassini gowns will be modeled. There will be a special children's party, marionette show and egg-rolling contest. Tickets: \$10.00 for adults; \$5.00 for children; contact: Hotel Plaza, PL. 3-7680, Suite 1751. Publicity: Christine McKeown, Kurt Hoffman Associates, PL. 3-7680.		
Sunday April 13	EASTER MILLINERY AT LUNCHEON SHOW	WALTER FLORELL	HOTEL PLAZA RENDEZVOUS ROOM
1:00 P.M. Luncheon	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.		
Sunday April 13	ELEANOR FLOURNOY HAT FASHIONS AT BRUNCH	FOR NEW YORK HEART FUND	EL BORACCHO 51 EAST 55TH STREET
2:00 P.M. Brunch	Presentation of Easter millinery including hats for dogs by Eleanor Flournoy at a brunch for the benefit of the N.Y. Heart Fund. Commentator: Russell Patterson. Price: \$10.00, for reservations, contact: PL. 9-1115. N.Y. Heart Fund Publicity: Betty Law, MU. 8-1400. Eleanor Flournoy Publicity: Jean Negbaur, MU. 8-8413.		
Monday April 14	YOUNG DESIGNERS' FASHION SHOW	B. ALTMAN & CO.	3RD FLOOR YOUNG COLONY SHOP
11:00 A.M.- 3:00 P.M.	B. Altman's showing of Spring fashions by three young designers. Open to public. Publicity: Mr. Feris J. Megarity, MU. 9-7000, Ext. 391.		
Tuesday April 15	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA)	BALLROOM
12:15 P.M. Luncheon	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); \$5.00 (guests, two per member). Contact: CI. 7-3940.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 15 2:30 P.M.	HENRY ROSENFELD SPRING COLLECTION Russeks Fifth Avenue will present a collection of Henry Rosenfeld fashions for Spring, featuring nylon fabrics. (<u>Note Change of Date</u>). Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday April 15 8:00 P.M. Dinner- Dance	CIRO BALL FOR N.Y. INFIRMARY The Ciro Ball, with fashions by Ceil Chapman, at the annual dinner-dance benefit for the N.Y. Infirmary. Tableaux by Leonidoff. Tickets: \$20.00; contact: Lois Best, N.Y. Infirmary, 405 Lexington Avenue, 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. These awards, founded in 1937, to encourage and recognize creative, constructive achievement, have been presented annually to American men and women who have given the world greater knowledge, beauty and hope. 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
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
April 21- April 25	SECOND KNITTING AND ALLIED CRAFTS EXHIBIT AT GRAND CENTRAL PALACE. Contact: Charles Reichman, MU, 3-7520.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 21 6:30 P.M. Dinner	"FABRIC MAGIC" DINNER; DEBUT OF "LORETTE" Debut of "Lorette" (Orlon and Wool), Deering, Milliken's revolutionary textile development. 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, for manufacturers, buyers, and press. 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, Palter DeLiso, M. Wolf, Zuckerman & Fox (Julianelli). Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & SHELBURNE HOTEL
Tuesday April 22. 9:30 A.M. Breakfast	KNITTED FASHIONS AT PRESS & TRADE PREVIEW Cotton knits for late Spring and early Summer will be shown to the press and trade at breakfast; also, a presentation of knitted fashions for Fall in designs 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
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 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. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LEE MENICHETTI (421 SEVENTH AVENUE)	HOTEL PIERRE COTILLION 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 Avolio, Fabiani, Schuberth; 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, featuring new fabric ideas in Fall and Winter back-to-school coats. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET 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, showing sources for silhouette or fabric design. 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 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-knitting 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
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. <u>Press Preview: 10:00 A.M.</u> ; <u>Trade Preview: 2:30 P.M.</u> 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
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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 ROSENFELD	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. HOTEL BILTMORE (9 ROCKEFELLER PLAZA) BALLROOM	
Beginning Wednesday May 7 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Handmacher-Vogel will present their Fall coat and suit collection at 10:30 A.M. beginning Wednesday, May 7. The Sportleigh Fall collection will be presented beginning Tuesday, May 1. By appointment. Contact: LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM-15TH FLOOR
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 invita- tion 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 dis- play 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. Press Preview: 10:00 A.M. on Monday, May 12. By invitation only. Trade Show: 10:00 A.M. on Sunday, May 11. 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 Your Mom". Contact: Irving K. Edwards, Nat'l Committee, CH. 4-3900.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 12-	ANNUAL NATIONAL COTTON WEEK, THROUGHOUT THE COUNTRY.		
May 17	Contact: Paul M. Jones, Nat'l Cotton Council, 271 Church St., WO. 4-2521.		
May 13-	ANNUAL TOILET GOODS CONVENTION, TOILET GOODS ASS'N, WALDORF-ASTORIA.		
May 15	Contact: Toilet Goods Ass'n, CO. 5-5443.		
Wednesday	PREVIEW OF FALL AND	THE WILLIAM CARTER CO.	100 PARK AVENUE
May 14	WINTER LINGERIE		SHOWROOM
9:00 A.M. Breakfast	Press preview of lingerie for Fall and Winter, 1952 in junior and women's sizes. Showing promptly at 9:30 A.M. By invitation only. Contact: Helen D. Leaf, BBDO, EL. 5-5800.		
Wednesday	PRESS PREVIEW: FALL	EDWARD E. BERGER	530 SEVENTH AVENUE
May 14	BRIDAL HEADDRESSES	(218 W. 40TH ST.)	SHOWROOM-26TH FLOOR
10:00 A.M.	Edward E. Berger will present a preview of the Fall collection of bridal headdresses, bridesmaids' hats and millinery abstractions, designed by Fran Whitney. Showing at Vera Maxwell's Showroom, 530 Seventh Avenue. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Wednesday	SUMMER FASHIONS AT	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA
May 14	LUNCHEON SHOWING		EMPIRE ROOM
12:30 P.M. Luncheon	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.		
Thursday	SHOWING OF FASHION	PARSONS SCHOOL OF DESIGN	HOTEL PLAZA
May 15	DESIGNS BY STUDENTS	(136 EAST 57TH STREET)	BALLROOM
3:30 P.M.; 9:00 P.M.	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.		
Monday	PRESS PREVIEW: FALL	HOUSE OF SWANSDOWN	PLACE TO BE
May 19	COATS AND SUITS		ANNOUNCED
4:00 P.M. Cocktails	Preview of Fall and Winter coat and suit collection by House of Swansdown. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Wednesday	PRESS PREVIEW OF	BENDER & HAMBURGER	498 SEVENTH AVENUE
May 21	FALL COLLECTION		SHOWROOM-8TH FLOOR
10:00 A.M.	Showing of Bender and Hamburger's collection for Fall of Benham Originals. By invitation only. Publicity: Donna Cannon, PL. 3-7072.		
Thursday	PRESS PREVIEW OF	DONALD DRESS, INC.	530 SEVENTH AVENUE
May 22	FALL COLLECTION		SHOWROOM-9TH FLOOR
10:00 A.M. Breakfast	"The Fall Hunt Starts At Donald Dress"--presentation of new Fall collection at a breakfast preview for the press. By invitation only. <u>Showings for N.Y. Resident Buying Offices: Tuesday, May 27 and Wednesday, May 28 at 11:30 A.M., followed by luncheon (Note Change of Time).</u> Publicity: Ken R. Williams, LO. 5-0525.		
Tuesday	FALL COLLECTION AT	del MAR	498 SEVENTH AVENUE
May 27	PRESS PREVIEW		SHOWROOM-6TH FLOOR
3:00 P.M. Cocktails	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: Wed., May 28 at 3:00 P.M.</u> Publicity: Ken R. Williams, PE. 6-7462.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 4:00 P.M. Cocktails	PREVIEW: FALL AND WINTER COLLECTION Carlye will invite the press to a cocktail preview of the Fall and Winter collection. Showing at 4:30 P.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CARLYE DRESS CO.	HAMPSHIRE HOUSE THE COTTAGE
Beginning Monday June 2	OPENING OF FOCA FALL COLLECTIONS Members include: 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.	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 PAUL PARNE CORP. BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
	Contact: Leonard Gendler, executive secretary, CH. 4-6945.		
Tuesday June 3 9:30 A.M. And 2:30 P.M.	SIXTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle" will present its 16th Annual College Clinic, a 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
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...THEATRE

- Beginning Friday April 4- May 11 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST. Ringling Bros. and Barnum & Bailey Circus will present the annual circus show daily, at 2:15 P.M. and 8:30 P.M. Prices: \$1.50-\$6.50 (tax included). Publicity: Roland Butler, CI. 6-6000.
- Friday April 4 PREMIERE: "WITH A SONG IN MY HEART (Movie) ROXY THEATRE, 7TH AVE. & 50TH A movie based on the life of Jane Froman, singer and entertainer, who, after her plane accident, made a dramatic fight for life and a musical career. Producer: Lamar Trott. Director: Walter Lang. Stars: Susan Hayward, Rory Calhoun, David Wayne and Thelma Ritter. Released by Twentieth Century-Fox. Wardrobe: Charles LeMaire. The premiere performance will be for the benefit of the N.Y. Foundling Home; contact: Bunny Durkin, PL. 9-1257. Twentieth Century-Fox Promotions: Hal Gross, CO. 5-3320.
- Beginning Monday April 7 TWENTY-SECOND AND FINAL WEEK: MET. OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY April 7: Massenet's MANON. April 9: Verdi's DON CARLO. April 10: Mozart's LE NOZZE DI FIGARO. Mats.: April 11 and April 12: Wagner's PARISFAL. Eve, April 12: Verdi's LA TRAVIATA. Publicity: Margaret Carson, PE. 6-1200.
- Monday April 7 PREMIERE: "JACK AND THE BEANSTALK" (Movie) WARNER THEA., B'WAY & 47TH ST. Warner Bros. Pictures presents Bud Abbott and Lou Costello in a Super-cine-color adaptation of the children's fairy tale. Cast includes: Buddy Baer, Dorothy Ford. Producer: Alex Gottlieb. Director: Jean Yarbrough. Costumes: Jack Mosser. Publicity: Eve Siegel, CI. 6-1000.
- Monday April 7 8:30 P.M. PREMIERE: "FAITHFUL CITY" (Movie) PARK AVE. THEATRE, PARK AVE. & 59TH ST. A Moledeth Production, the first feature-length film produced in Israel entirely in English, about a young U.S. camp counsellor who works in a displaced children's settlement in Palestine. Producer and Director: Josef Leytes. Distributed by RKO Radio Pictures. Benefit premiere, by invitation only. Host: Abba Eban, Ambassador to U.S. from Israel. Open to public, April 8. Publicity: Don Prince, JU. 6-5050.
- Tuesday April 8 8:30 P.M. PREMIERE: "MY SON, JOHN" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST. Leo McCarey, producer and director of the Paramount release, will present the story of a young man who is willing to renounce his country's government and of his mother who is blinded by her love for him and cannot see his evil. Stars: Helen Hayes, Robert Walker, Van Heflin, Dean Jagger. Costumes: Edith Head. Publicity: Maria Van Slyke, BR. 9-8700.
- Wednesday April 9 PREMIERE: "BEND OF THE RIVER" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST. Universal-International film, the story of pioneer migration into the Northwest Territory during the middle of the 19th Century, stars James Stewart, Arthur Kennedy and Julia Adams. Producer: Aaron Rosenberg. Director: Anthony Mann. Costumes: Rosemary Odell. Publicity: Lowell Benedict, PL. 9-8000.
- Thursday April 10 OPENING: "THE BRASS RING" LYCEUM THEATRE, 149 WEST 45TH ST. Donald Wolin in association with Donal Flamm will present a new play by Irving Elman, starring Sidney Blackmer. Director: Stanley Gould. Settings, Lighting and Costumes: Elfi von Kantzow. Publicity: James Proctor, VA. 6-5084.