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fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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may

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february

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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 BEGINNING MONDAY, FEBRUARY 26, 1951</u>			
Monday Feb. 26	SPRING FASHIONS AT LUNCHEON SHOWING	SAKS FIFTH AVENUE	PARK LANE HOTEL BALLROOM
12:30 P.M. Luncheon	Saks Fifth Avenue will present a Spring collection designed by Nettie Rosenstein. Press by invitation. Public by reservation; contact: Mr. Chris, PL. 5-4100, Ext. 21. Saks Fifth Ave. Publ.: PL. 3-4000, Ext. 330.		
Feb. 26- March 1	SEMI-ANNUAL GIFT SHOW AT HOTEL STATLER. Publicity: George F. Little, MU. 9-7147.		
Tuesday Feb. 27-	PRESS & TRADE SHOWINGS OF CALIFORNIA FASHIONS	CALIFORNIA DESIGNERS & MANUFACTURERS	WALDORF-ASTORIA
March 1 9:00 A.M.- 5:00 P.M.	Showings for the press and trade of California fashions. Sportswear-- De De Johnson. Suits--Jewel Wilpan. Dresses and Suits--Sergee of Calif. Jewelry--Allan Adler. Contact: Mary Marsh or Mary Thacker, PL. 7-5809.		
Tuesday Feb. 27 9:30 A.M. Breakfast	PRESS PREVIEW OF CAREER GIRL FASHIONS	HEARN'S (5TH AVE. & 14TH ST.)	2ND FLOOR EXECUTIVE OFFICES
	Hearn's will present a breakfast preview of Spring fashions for the career girl. By invitation only (please use the 5th Avenue entrance). Showing to the public on Thursday, March 1, at 12:00 Noon and 6:00 P.M., dress dept., 2nd Floor. Publicity: Doris Norman, OR. 5-5000, Ext. 493 or 266.		
Tuesday Feb. 27 9:30 A.M. Coffee	PRESS SHOWING OF SPRING FASHIONS	LANE BRYANT	10TH FLOOR PUBLICITY OFFICE
	Presentation by Lane Bryant of a collection of Spring fashions from the Junior Plenty Shop. By invitation. Publicity: Paula Miller, LE. 2-0200.		
Tuesday Feb. 27 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM COLLECTION	CALLOT SOEURS	RITZ-CARLTON HOTEL OVAL ROOM
	Callot Soeurs will present the Spring and Summer custom collection, designed by Robert T. Stevenson. Furs--Revillon. Jewelry--Black, Starr & Gorham. Press by invitation. Public by reservation; contact: MU.8-3000, Ext. 6. Callot Soeurs Publicity: Mary Marsh, PL. 7-5809. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.		
Tuesday Feb. 27 2:30 P.M.	PRESS PREVIEW: SPRING AND SUMMER FASHIONS	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
	Maria Krum will present her Spring and Summer fashions to the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Feb. 27 4:00 P.M. Cocktails	PRESS PREVIEW OF AT-HOME FASHIONS	ROYAL ROBES	16 EAST 34TH STREET SHOWROOM--6TH FLOOR
	The press will be invited to preview the Royal Robes collection of at-home fashions and Terry robes for the beach. By invitation only. Publicity: Mollie Baldwin, MU. 4-1822, or LE. 2-4281.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 28 12:45 P.M. Luncheon	SPRING SUITS & COATS AT LUNCHEON SHOWING Seymour Fox will present a collection of his suits and coats for Spring. Jewelry--Coro. Scarves--Glentex. Dog toggery--Saks Fifth Avenue. Dogs--Dogs, Inc. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Seymour Fox, Coro, Glentex Publicity: Ann R. Silver Assoc., MU. 7-8654. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	FOX & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 28 1:00 P.M. Luncheon	FRENCH MILLINERY AT LUNCHEON SHOW "Quelle Est L'Originale"--showing Spring millinery from Paris and Saks 34th St. copies. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Saks 34th St. Publ.: Frances Eisner, LA. 4-7000, Ext. 445. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	SAKS 34TH STREET	WAIDORF-ASTORIA SERT ROOM
Wednesday Feb. 28 2:30 P.M.	PRESS PREVIEW: SPRING READY-TO-WEAR FASHIONS Presentation to the press of Jay Thorpe's ready-to-wear fashions for Spring. By invitation only. Publ.: Elaine Kanners, JU. 6-1000, Ext. 104.	JAY THORPE	4TH FLOOR
Wednesday Feb. 28 2:30 P.M.	SPRING MILLINERY FASHION SHOWING Presentation by Martin's of a collection of Spring millinery. Press invited. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
Wednesday Feb. 28 2:30 P.M.- 4:00 P.M.	PRESS PREVIEW OF NEW STORE Blackton Fifth Avenue will invite the press to the formal opening of their new shop on Fifth Avenue, and a showing of Spring lingerie. By invitation only. Contact: Sam Homsey, CO. 5-7776.	BLACKTON FIFTH AVE.	732 FIFTH AVENUE
Wednesday Feb. 28 4:00 P.M. Cocktails	PREVIEW: SUMMER SPORTSWEAR COLLECTION Anna Licht will present her Summer collection of sportswear, bathing suits, separates and coats, at a cocktail preview for the press. By invitation only. Publicity: Roberta Miles of Cannon-Miles, PL. 3-7072.	ANNA LICHT	171 WEST 57TH ST. SHOWROOM
Thursday March 1 1:00 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON Rosette Pennington will present fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Fashion Show Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM
Thursday March 1 3:30 P.M. Cocktails	BEACHWEAR FASHIONS IN COLOR MOVIE "Beauty And The Beach"--Cole of California press preview of 22-minute sound and color movie. Showing at 4:00 P.M., followed by a presentation of highlights of collection. By invitation. Publ.: Margot Mallary, PL. 9-3000.	COLE OF CALIFORNIA	HOTEL PLAZA
Thursday March 1 6:00 P.M.	SPRING FASHIONS FOR WOMEN WHO WORK A & S will present Spring fashions for career girls, based on the March issue of "Charm" magazine. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	8TH FLOOR SPECIAL EVENTS CENTER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS</u>			
<u>PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.</u>			
Thursday March 1	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE. PUBL.: FLORENCE NEFF	PL. 3-7300
Monday March 5	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST. PUBL.: RUTH WALTZ	CI. 7-7200
Monday March 5	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. PUBL.: RASPOLI ASSOC.	TE. 8-8171
Tuesday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday March 6	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie) PUBL.: CAROLYN HAIGHT	PL. 3-4000
Wednesday March 7	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE. PUBL.: SOPHIE SHONNARD	EL. 5-6800
Friday March 2 2:30 P.M.	PRESS PREVIEW OF FRENCH MILLINERY	GIMBELS	6TH FLOOR AUDITORIUM
	Gimbels will present a private press preview of American reproductions of French millinery originals from Simone Cange, Janette Colombier, Jacques Fath, Gilbert Orcel, Maud Roser and Paulette. By invitation only. (<u>Show will be repeated for the public on Monday, March 5, at 2:30 P.M. and 6:00 P.M.</u> Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600.		
Saturday March 3 10:30 A.M.	SHOWING OF SPRING FASHIONS FOR TEENS	MARTIN'S (BROOKLYN)	5TH FLOOR
	Martin's will present Spring fashions for teen-agers. Press invited. Open to public. Publicity: Rita Dobbins, TR. 5-3100.		
March 5	MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 11:00 A.M. (See Above).		
March 5	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Above).		
Monday March 5- March 6	NATIONAL PRESS WEEK IN DALLAS	DALLAS FASHION CENTER	DALLAS, TEXAS
	The Dallas Fashion Center will invite more than 100 newspaper fashion editors to their First National Press Week. Fourteen leading Dallas manufacturers will present Summer fashions. Attendance by invitation only. Contact: Alma Cunningham, Chamber of Commerce Building, 1101 Commerce Street, Dallas, Texas.		
Beginning Monday March 5- March 10	INTERNATIONAL FLOWER SHOW	HORTICULTURAL SOCIETY AND N.Y. FLORISTS	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
	Theme of the thirty-fifth International Flower Show will be "Gardens For Town and Country". The exhibit will include a display by the Fragrance Foundation, designed by Tom Lee, depicting the history of the fragrance industry. Opening March 5 at 12:00 Noon; daily thereafter from 10:00 A.M. to 10:30 P.M. Admission: \$1.50. Publ.: Korbel and Colwell, PL. 9-7340.		

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Monday March 5-	INFORMAL MODELING OF SPRING MILLINERY	ABRAHAM & STRAUS	STREET FLOOR & RESTAURANT-4TH FLOOR
March 9	Abraham & Straus will have informal modeling of Spring hats to introduce their Millinery Jubilee. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.		
Beginning Monday March 5-	SEVENTH ANNUAL ANTIQUES SHOW	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN EXPOSITION HALL
March 11	The seventh annual National Antiques Show will include a display of antique-through-modern examples of lingerie, hosiery and millinery fashions from the collection of Charles Lederman; also displays of modern and antique jewelry. The lobby will be decorated by Scalaramandre Museum of Textiles, showing fabrics from 50 famous American homes. Beginning Monday, March 5 at 1:00 P.M. to 11:00 P.M. daily; concluding Sunday, March 11, from 1:00 P.M. to 7:00 P.M. Admission: \$1.50 (tax included). Publicity: Walter Kaner Associates, PE. 6-0380.		
Beginning Monday March 5-	ANNUAL AMERICAN TOY FAIR	TOY MANUFACTURERS OF THE U.S.A.	HOTEL NEW YORKER & HOTEL McALPIN
March 16	The forty-eighth annual American Toy Fair will be held at the Hotels New Yorker and McAlpin; also the permanent showrooms at 200 Fifth Avenue, and 1107 Broadway. Publicity: Ruth Millard, OR. 5-1141.		
March 6	HENRI BENDEL'S CUSTOM COLLECTION FOR THE PRESS AT 10:30 A.M. (See Pg. 3).		
Postponed March 6	FASHION GROUP'S "PARIS REPORT" LUNCHEON, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 6 AT 12:15 P.M., HAS BEEN POSTPONED TO THURS., MARCH 15 (See Pg. 7).		
March 6	SAKS FIFTH AVENUE CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Pg. 3).		
Beginning Tuesday March 6 7:00 P.M.	"FUNDAMENTALS OF PUBLICITY" COURSE	PUBLICITY CLUB OF NEW YORK	HOTEL SHELTON LEX. AVE. & 49TH ST.
	The Spring semester, fifth consecutive term of "Fundamentals Of Publicity" course, sponsored by the Publicity Club of New York, will begin Tuesday, March 6 at 7:00 P.M. and continue for ten weeks through May 8. Fee for course: \$15.00. Contact: Publicity Club of N.Y., Room 208, The Hotel Shelton, Lexington Ave. and 49th Street, PL. 5-4000.		
Tuesday March 6-	SEMI-ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS
March 7	Thirty-eighth semi-annual leather show, with 90 booth spaces displaying new leathers and colors for Fall and Winter (1951-1952). Contact: Tanners' Council, BE. 3-0494.		
Wednesday March 7 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR
	Adrian will present his Spring collection to the press at Gunther Jaeckel. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday March 7 12:45 P.M. Luncheon	"FASCINATION & FLOWERS" LUNCHEON FASHION SHOW	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
	Presentation of Spring fashions by Else Fritz, coordinated with floral table settings by Patricia Roberts, at a benefit luncheon show. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		

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Wednesday March 7 1:00 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON De Pinna will present fashions from the Spring collection of Mollie Parnis. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. De Pinna Publicity: Elena Turner, MU. 8-2000, Ext. 126. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA SERT ROOM
Wednesday March 7 2:30 P.M.	SEMI-ANNUAL SHOE STYLE CONFERENCE A committee of magazine fashion editors will present costumes for country, city, late day, and evening wear, with emphasis on fabrics, colors and silhouettes which may influence Fall and Winter shoe design. Chairman: Nancy White, fashion director of "Good Housekeeping". For free tickets, contact: Nat'l Shoe Retailers Ass'n., 274 Madison Ave., MU. 6-7520.	NATIONAL SHOE RETAILERS ASS'N	WALDORF-ASTORIA STARLIGHT ROOF
March 7	BONWIT TELLER'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 3).		
Wednesday March 7 4:00 P.M.	FASHION SHOW OF LANELLA FABRICS Year 'round all-purpose fashions for men, women and children will be presented to the press and trade by the Rayon & Cotton Corporation, distributors of Lanella, a Swiss fabric. Commentator: Eloise McElhone. By invitation only. Publ.: Edith Dunn Boyle of Anderson & Cairns, Inc., PL. 3-5200.	RAYON & COTTON CORPORATION	HOTEL PIERRE ROOF GARDEN
Thursday March 8 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOWING Laddie Northridge will show a collection of Spring millinery at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Northridge Publicity: Cannon-Miles, PL. 3-7072. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA PERSIAN ROOM
Thursday March 8 3:00 P.M. Cocktails	PRESS PREVIEW: SPRING CUSTOM-ORDER FASHIONS Spring collection of custom-made gowns for daytime and evening wear will be presented by Farquharson and Wheelock to the press. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELOCK	23 WEST 57TH STREET SALON
Thursday March 8 4:00 P.M. Cocktails	DOLL FASHION SHOW "Fashion Show of Dolls" and presentation of the Fashion Academy Gold Medal Award to Madame Alexander of Alexander Doll Company at a cocktail party for the press. By invitation only. Publ.: Claire A. Wolff, LO. 4-7230.	ALEXANDER DOLL CO.	200 FIFTH AVENUE
Thursday March 8 7:30 P.M.	SECOND COURSE: PUBLICITY WORKSHOP The second course of ten lectures, emphasizing publicity and promotion methods in fields of interest to women--Fashion, Food, Cosmetics, Home Furnishings, and Industry. <u>First session:</u> "Scope of Publicity in Women's Fields". Speaker and Director: Ellen Lind. Fee for series: \$20.00. Contact: Henrietta Gilbert, MU. 8-1837.	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.
Saturday March 10 11:00 A.M.	SHOWING OF TEEN FASHIONS Namm's will present a showing of teen fashions for Easter, in cooperation with "Seventeen" magazine. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR

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Monday March 12 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Luncheon showing of Stein & Blaine's custom-order collection, coordinated with furs; also interpretations of Paris creations. (<u>Note Change of Date</u>). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE	HOTEL PLAZA PERSIAN ROOM
Monday March 12 2:00 P.M.	SHOWING OF PARIS IMPORTS & COPIES Russeks will show a collection of Paris imports and adaptations of the fashions. Press invited. Open to public. Publ.: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday March 13 11:45 A.M. Cocktails 12:15 P.M. Luncheon	CUTEX LUNCHEON AND PRESS CONFERENCE Northam Warren Corporation, makers of Cutex nail polish, will invite the press to a luncheon and press conference. Cocktails at 11:15 A.M.; luncheon at 12:15 P.M. (<u>Note Change of Date and Time</u>). By invitation only. Publicity: Dolly Whitehead, J.M. Mathes, Inc., LE. 2-7456.	NORTHAM WARREN CORP.	HOTEL PIERRE ROOF
Tuesday March 13 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Jonai will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Contact: PL. 5-3500. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday March 13 4:30 P.M.	PRESS SHOWING OF SPRING LINGERIE Dutchess Underwear Corporation will invite the newspaper fashion editors to a special showing of Madame Tewi's Spring collection, available in leading stores. By invitation. Publ.: Alice Steindler, LO. 5-2780.	DUTCHESS UNDERWEAR CORP.	350 FIFTH AVENUE SUITE 630
Wednesday March 14 10:00 A.M.	PRESS PREVIEW OF FRENCH COLLECTION Henri Bendel will present French fashions to the press. By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	3RD FLOOR
Wednesday March 14 12:45 P.M. Luncheon	SPRING FASHION SHOW DURING LUNCHEON "Feminine Charm"--Boue Soeurs will present a showing of Spring gowns. Hats--Mme. Lucienne. Furs--Phil Gottlieb-Sattler. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Boue Soeurs Contact: PL. 3-8270. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BOUE SOEURS (9 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday March 14 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Easter millinery will be presented by Milgrim. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
March 15	FEDERAL INCOME TAX DUE (Thursday).		

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Thursday March 15 12:15 P.M. Luncheon	PARIS REPORT AT LUNCHEON MEETING The Fashion Group will present its Paris Report at the Members' Monthly Luncheon Meeting. (<u>Note Change Of Date</u>). Bettina Ballard, fashion editor of "Vogue", will report on French Spring collections. Highlights of the collections will be shown. Commentator: Betty Downey, fashion editor of "Glamour". Program Chairmen: Eleanor W. Howard and Gwen Randolph. Price (including tax and tip): \$4.50 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday March 15 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Mimi Tuthill will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Publicity, Commentator, Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL (50 EAST 50TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday March 15 4:30 P.M. Cocktails	PRESS PREVIEW: EASTER MILLINERY Presentation to the press of Mme. Dieu's custom-made hats for Easter. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MME. DIEU	110 EAST 70TH STREET (TOWN HOUSE)
March 17	ST. PATRICK'S DAY (Saturday).		
March 18	PALM SUNDAY.		
March 21	FIRST DAY OF SPRING (Wednesday).		
March 23	GOOD FRIDAY.		
March 25	EASTER SUNDAY.		
Monday March 26 1:00 P.M. Luncheon	SHOWING OF PARIS ORIGINALS & COPIES Presentation of Paris originals by Desses, Fath, Gres, Griffe, Piguet, and others--with Gimbel's adaptations. (<u>Note Change Of Date</u>). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. This showing will be repeated on <u>Monday, March 26 at 6:00 P.M.; Tuesday, March 27, and Wednesday, March 28 at 2:30 P.M.</u> at Gimbel's 3rd Floor "Fashion Row". Publicity: Charline Sutton, or Gay Stearns, LO. 5-1500, Ext. 600.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Monday March 26 3:00 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING Sydell-Marie-Yates will present a benefit showing of Spring and early Summer custom order suits, dresses, cocktail, dinner, evening and bridal gowns. By invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday March 28 12:00 Noon Luncheon	"LACE IS FASHION" BENEFIT SHOWING The Lace Institute will present lace fashions in dresses, lingerie and accessories at a benefit luncheon for the Women's Auxiliary of the Flower and Fifth Avenue Hospital. Commentator: Maggi McNellis. Price: \$15.00. Tavern-On-The-Green Publicity: Laura Moser, SC. 4-8100. The Lace Institute Publ.: Gladys Steiner, MU. 9-1630.	THE LACE INSTITUTE	TAVERN-ON-THE-GREEN 67 & CENTRAL PK. W.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 28 12:45 P.M. Luncheon	"FRESH FASHIONS-FRESH FACES" LUNCHEON SHOW Special showing of Dan River fabrics in teen-age fashions from B. Altman & Co; and Pond's make-up for young girls. Skol "Sun-Time" Bag--Roger Van S. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Dan River Publ.: Peg O. Bender, BR. 9-7802. Pond's and Skol Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000, Ext. 305. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	DAN RIVER MILLS; & POND'S EXTRACT CO.	HOTEL PIERRE COTILLION ROOM
Wednesday March 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Furs for late Spring and early Summer by Aronowicz; also by Castillo and other Paris couturiers. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Aronowicz Contact: Annette Meyer, PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ, INC.	WALDORF-ASTORIA SERT ROOM
Wednesday March 28 4:00 P.M.	"INSPIRATIONAL PREVIEW" FABRIC FASHION SHOW Velvet, corduroy and velveteen fashion show in fabrics by Crompton-Richmond. Imported fashions: Hardie Amies of London; and Alwynn, Pierre Balmain, Jean Desses, Jacques Fath, Gres, Jacques Griffe, Hermes, Jeanne Lanvin, Manguin, Jean Patou, Robert Piguet and Schiaparelli, of Paris. American fashions by Fira Benenson, Lilly Dache, Howard Greer, Philip Hulitar, Irene of Hollywood, John Frederics, Don Loper, Marusia, Elizabeth Phelps. By invitation only. Publ.: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM
Saturday March 31 3:00 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING Sydell-Marie-Yates will present a benefit showing of Spring and early Summer custom-order suits, dresses, cocktail, dinner and evening gowns; also a bridal procession. By invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday April 2- April 5	INTERNATIONAL BEAUTY SHOW FOR 1951 Annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. On Wednesday, April 4, at 8:30 P.M., there will be a fashion presentation of furs, evening gowns, jewelry, millinery, sports and daytime dresses. Tickets: \$1.20-\$3.80. Contact: International Beauty Show, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW	MANHATTAN CENTER 8TH AVE. & 34TH ST.
Beginning Sunday April 8- April 11	RAINWEAR CONVENTION AND EXHIBIT FOR TRADE The N.Y. Raincoat Manufacturers' Association will present exhibits by members of the association and suppliers of the rainwear industry, during the four-day convention. Publicity: Jack Berman, MU. 9-1546.	N.Y. RAINCOAT MFRS. ASSOCIATION	HOTEL NEW YORKER 7TH & 8TH FLOORS
Beginning Monday April 9- April 20	ADVANCE FALL SHOE SHOWINGS The Guild of Better Shoe Manufacturers will show their Fall collections, from April 9 through April 20. Members are: Beleganti, Newton Elkin, Fox Shoe Co., Andrew Geller, Jerro, Marino, I. Miller, Palter DeLiso, M. Wolf, Zuckerman & Fox. During this period, the press will be invited to see a composite display of highlights from the shoe collections in the Guild's office, Shelburne Hotel, Lexington Avenue and 37th Street. By appointment only. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & GUILD OFFICE

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

- Feb. 23; TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2
Feb. 26 Feb. 23: Maurice Rentner will present his Spring collection. Feb. 26:
3:30 P.M. Spring costumes by Omar Kiam of Ben Reig. Publ.: Helen Brattrud, PL. 5-2000.
- Week SEVENTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Of Program: Mon. Eve., Feb. 26: Strauss' DIE FLEDERMAUS. Tues. Eve., Feb. 27:
Feb. 26 Mozart's THE MAGIC FLUTE. Wed. Eve., Feb. 28: Wagner's TRISTAN UND ISOLDE.
Thurs. Eve., March 1: Gounod's FAUST. Fri. Eve., March 2: Verdi's
LA TRAVIATA. Sat. Mat., March 3: Mascagni's CAVALIERIA RUSTICANA and
Leoncavallo's PAGLIACCI. Sat. Eve., March 3: Strauss' DIE FLEDERMAUS.
Publicity: Margaret Carson, PE. 6-1200.
- Beginning THIRD WEEK: N.Y. CITY BALLET COMPANY CITY CENTER, 131 WEST 55TH STREET
Tuesday Program: Tues. Eve., Feb. 27: SERENADE, DIVERTIMENTO, AGE OF ANXIETY,
Feb. 27 FIREBIRD. Wed. Eve., Feb. 28: THE DUEL, CARD GAME, SYLVIA: PAS DE DEUX,
March 3 BOURREE FANTASQUE. Thurs. Eve., March 1: ILLUMINATIONS, MAZURKA, SERENADE,
FIREBIRD. Fri. Eve., March 2: THE GUESTS, SYMPHONIE CONCERTANTE,
DIVERTIMENTO, LA VALSE. Sat. Mat., March 3: THE DUEL, SYMPHONIE CON-
CERTANTE, SYLVIA; PAS DE DEUX, BOURREE FANTASQUE. Sat. Eve., March 3:
THE GUESTS, PRODIGAL SON, CARD GAME, SYMPHONY IN C. Publicity:
Philip Bloom, CH. 4-5158.
- Friday PREMIERE: "STORM WARNING" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
March 2 Warner Brothers movie about a small Southern town, which is being terror-
ized by a band of masked men. Stars: Ginger Rogers, Ronald Reagan and
Doris Day. Producer: Jerry Wald. Director: Stuart Heisler. Wardrobe:
Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Sunday OPENING: "MARY ROSE" ANTA PLAYHOUSE, 245 WEST 52ND STREET
March 4 Helen Hayes will present a play by James M. Barrie as the sixth in the
series of the American National Theatre and Academy (ANTA) productions.
Stars: Patricia Collinge and Bethel Leslie. Director: John Stix.
Setting: James Landau. Costumes: Aline Bernstein. Publicity: Bill Doll,
JU. 2-4976.
- Wednesday OPENING: "THE AUTUMN GARDEN" CORONET THEATRE, 230 WEST 49TH STREET
March 7 Kermit Bloomgarden will present Lillian Hellman's new play, starring
Fredric March, Florence Eldridge, Jane Wyatt, Ethel Griffies and Kent
Smith. Director: Harold Clurman. Setting and Lighting: Howard Bay.
Costumes: Anna Hill Johnstone. Publicity: Richard Maney, WI. 7-6939.
- Thursday OPENING: "THE MOON IS BLUE" HENRY MILLER THEATRE, 124 WEST 43RD ST.
March 8 Aldrich and Myers will present F. Hugh Herbert's new comedy. Stars:
Barbara Bel Geddes, Donald Cook and Barry Nelson. Director: Otto Preminger.
Scenery and Costumes: Stewart Chaney. Publ.: Richard Maney, WI. 7-6939.
- Saturday OPENING: "ROMEO AND JULIET" BROADHURST THEATRE, 235 WEST 44TH ST.
March 10 Dwight Deere Wiman's presentation of William Shakespeare's play, starring
Olivia de Havilland with Jack Hawkins. Director: Peter Glenville. Sets
and Costumes: Oliver Messel. Publicity: William Fields, CI. 6-7492.
- Thursday OPENING: "THE KING AND I" ST. JAMES THEATRE, 246 WEST 44TH ST.
March 29 Rodgers and Hammerstein will present Gertrude Lawrence in a musical play,
based on the novel, "Anna and the King of Siam", by Margaret Landon.
Director: John van Druten. Music: Richard Rodgers. Costumes: Irene
Sharaff. Publicity: Michel Mok, CI. 6-7889.