

Frida copy  
3/2/53

# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

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

february

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

march

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

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		

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

june

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				

july

S	M	T	W	T	F	S
		1	2	3	4	5
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
	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						

september

S	M	T	W	T	F	S
	1	2	3	4	5	6
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			

october

S	M	T	W	T	F	S
	1	2	3	4	5	6
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

november

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

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	19
20	21	22	23	24	25	26
27	28	29	30	31		

january

S	M	T	W	T	F	S
	1	2	3	4	5	6
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						

march

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
15	16	17	18	19	20	21
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
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
<u>WEEK ENDING FRIDAY, FEBRUARY 27, 1953</u>			
Just Released	NEWSREEL SHOWING OF TRAVEL "BAGS BY JOSEF" Universal International Newsreel will present travel bags by Josef, made of Italian leather, and modeled aboard the new Italian luxury liner "Andrea Doria." Staged, directed and publicity by Viola Shefer,	BAGS BY JOSEF (GOLD SEAL IMPORTERS, INC.)	THROUGHOUT THE COUNTRY 745 5th, PL. 3-3173.
Friday Feb. 27	PRESS PREVIEW: NEW TOWEL COLLECTION	FIELDCREST MILLS	88 WORTH STREET MAIN FLOOR
9:00 A.M.- 11:00 A.M.	Fieldcrest will preview their new towel collection during breakfast. By invitation. Contact: Philip Gamble at Fieldcrest, BA. 7-3000.		
Friday Feb. 27	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
6:00 P.M.- 7:00 P.M. Cocktails	Informal presentation of hats, in cooperation with the Millinery Fashion Bureau, will be shown each Friday during cocktail hour. <u>Feb. 27</u> --Laddie Northridge; <u>March 6</u> --Emme; <u>March 13</u> --Harryson Hats. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, 1450 Broadway, LO. 4-7800.		
Sunday March 1-	SECOND PRESS WEEK IN MIAMI, FLORIDA	MIAMI FASHION COUNCIL	CASABLANCA HOTEL MIAMI BEACH, FLORIDA
March 6	Showing in Miami Beach of fashions "made in Miami"--by 60 members of the Miami Fashion Council who manufacture men's, women's, and children's wear and accessories. By invitation. Contact: Leonard Grossman, Executive Director, Miami Fashion Council, Chamber of Commerce Bldg., Miami.		
<u>WEEK BEGINNING MONDAY, MARCH 2, 1953</u>			
Monday March 2	SHOE STYLE CONFERENCE	NATIONAL SHOE RETAILERS ASS'N.	HOTEL PLAZA GRAND BALLROOM
10:00 A.M.	"Design and Color Trends for Fall and Winter '53"--presented by the editors of "Vogue" Magazine, in cooperation with the National Shoe Retailers Association at the Association's semi-annual Style Conference. Contact: L.E. Langston, Exec. Vice-Pres., 274 Madison Ave., MU. 6-7520.		
Monday March 2	PREVIEW OF FASHIONS BY IRENE OF HOLLYWOOD	JAY THORPE (24 WEST 57TH ST.)	4TH FLOOR
11:00 A.M.	Jay Thorpe will present Irene of Hollywood Spring fashions. By invitation. Customer showing at 2:30 P.M. Publ.: Dorothy Coburn, JU. 6-1000.		
Monday March 2	PREVIEW OF READY-TO-WEAR COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
4:30 P.M. Cocktails	Eleanora Garnett will present a preview of her Spring ready-to-wear collection. By invitation. Customer showing, Tues., March 3, at 2:30 P.M. Publicity: Austin Wilder, EL. 5-5275.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 2 4:30 P.M.- 7:00 P.M. Cocktails	SHOES & HANDBAGS IN REPTILE LEATHERS Cocktail party and showing of shoes, handbags and accessories, made of Fleming-Joffe's reptile leathers, at the opening of their new showrooms. By invitation only. Publicity: Dorothy Adams at Fleming-Joffe, WO.4-1680.	FLEMING-JOFFE, LTD.	401 FOURTH AVENUE SHOWROOM
Tuesday March 3 10:00 A.M.	PRESS PREVIEW OF MILLINERY FASHIONS Altman's will present a press showing of Spring millinery. By invitation. <u>Showing for public on Monday, March 9, at 2:30 P.M., 3rd Floor.</u> Publicity: Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	27 EAST 67TH STREET (EDWARD TESCHE)
Tuesday March 3 11:30 A.M.	PRESS SHOW: INTRODUCING NEW DESIGNER Henry Rosenfeld will introduce Nino, his new designer, and the new Summer collection at 11:30 A.M., followed by luncheon. By invitation only. Publicity: Sally Sober at Henry Rosenfeld, LO. 5-0400.	HENRY ROSENFIELD	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday March 3 12:30 P.M. Luncheon	PREVIEW OF SPRING FASHIONS AT LUNCHEON Gala showing of Zita's Spring custom-order fashions, with Julianne Larson as commentator. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Publicity: Helen Galland, RE. 4-0101. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ZITA, INC. (755 MADISON AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday March 3 12:30 P.M. Luncheon	PRESS LUNCHEON AT LEATHER SHOW Luncheon for the press covering highlights of Leather Industries of America's program and reviewing new trends in leather shoes and leather goods for the next season. By invitation. The 42nd semi-annual leather showing, March 3 - March 4, will exhibit men's and women's leathers in 74 basic and promotional colors. Contact: Tanners' Council, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA JANSEN SUITE
Tuesday March 3 3:00 P.M.	PREVIEW OF CUSTOM COLLECTION FOR SPRING Oldric Royce will invite the press to preview his Spring custom-order col- lection. By invitation. Publicity: Nona James, 20 W. 43rd St., CH.4-7658.	OLDRIC ROYCE, INC.	16 EAST 52ND STREET SALON

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.

Tuesday March 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
Wednesday March 4	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT,	PL. 3-4000
Monday March 9	<u>MILGRIM</u> At 2:30 P.M.	6 WEST 57TH ST.	PUBL.: NADINE BERTIN,	CI. 7-7200
Tuesday March 10	<u>HENRI BENDEL</u> At 2:30 P.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON,	CI. 7-1100
Wednesday March 11	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Note Change of Date & Time)	PUBL.: RASPOLI ASSOC.,	TE. 8-8171

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 3 2:00 P.M.- 5:00 P.M.	EDWARD G. ROBINSON COLLECTION - PREVIEW Preview of about 35 paintings selected from the Edward G. Robinson collection. Charity preview on evening of March 3, 9:00 P.M. to midnight. Open to public, March 4 - April 12. Publicity: Betty Chamberlain at the Museum, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET 1ST FLOOR
Wednesday March 4 9:30 A.M. Breakfast	PRESS PREVIEW: YOUNG HOMEMAKER ROOMS Altman's will present a showing of Young Homemaker Rooms and also new Summer look in the Beacon Hill Gallery. By invitation only. Publicity: Ferris Megarity, MU, 9-7000.	B. ALTMAN & CO.	7TH FLOOR
Wednesday March 4 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER FASHIONS Jay Thorpe will present Howard Greer Spring fashions to the press. By invitation only. <u>Customer showing at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE (24 WEST 57TH STREET)	4TH FLOOR
Wednesday March 4 12:30 P.M.	PRESS SHOWING OF EASTER MILLINERY Abraham & Straus presents G. Howard Hodge and showing of "Your Easter Hat!" Contact: Susan Trowbridge, Feature Events Dept., TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS	3RD FLOOR ROSE ROOM
Wednesday March 4 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Else Fritz will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Else Fritz contact: EL. 5-5038. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
March 4	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Pg.2).		
Thursday March 5 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Stein & Blaine will present a luncheon showing of ready-to-wear Spring and early Summer fashions, including their "Mid-Mark" collection. Also, a group of imported Albert Original Shoes. ( <u>Note Change of Show</u> ). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publ. & Plaza Fashion Director: Mary Alice Rice, 35 West 55th St., CI, 6-1790.	STEIN & BLAINE, INC. (13 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday March 5 2:30 P.M.	PATTULLO-JO COPELAND FASHIONS FOR CUSTOMERS Jay Thorpe will present Pattullo-Jo Copeland fashions at a showing for customers. Admission by ticket. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE (24 WEST 57TH ST.)	4TH FLOOR
Thursday March 5 5:00 P.M. Cocktails	PRESS PARTY TO INTRODUCE NEW COLOR Elizabeth Arden will introduce her newest color to beauty and fashion editors. By invitation only. Publ.: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
Friday March 6 2:30 P.M.	FASHIONS BY TRIGERE AT SHOWING FOR CUSTOMERS Jay Thorpe will present Spring fashions by Trigere at a showing for customers. Admission by ticket. Publ.: Dorothy Coburn, JU. 6-1000.	JAY THORPE (24 WEST 57TH ST.)	4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 7 10:30 A.M.	SUB-TEEN FASHION SHOW FOR GIRL SCOUTS Fashion show and Girl Scout Birthday Jubilee presenting early Scout uniforms and foreign uniforms, as well as Spring fashions. Girl Scouts will model. Commentator: Pat DiSernia, Fashion Editor of "American Girl". By invitation only. Publ.: Constance Bray, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK	8TH FLOOR AUDITORIUM
Saturday March 7 2:30 P.M.	SERRING FASHIONS AT BENEFIT LUNCHEON Sydell will present her Spring and Summer custom-order and ready-to-wear fashions at benefit luncheon. By invitation. Contact: EL.5-8729.	SYDELL (666 FIFTH AVENUE)	WALDORF-ASTORIA BALLROOM
March 7	NATIONAL 4-H CLUB WEEK. (March 7 - March 14).		
Sunday March 8- March 14	INTERNATIONAL FLOWER SHOW The 37th Annual International Flower Show, sponsored by the Horticultural Society of New York and the New York Florists Club. Opening: March 8 at 2:00 P.M.; March 9-March 14, 10 A.M.-10 P.M. Price \$1.75. Publicity: H.A. Bruno & Assoc., 30 Rockefeller Plaza, CI. 6-8040.	HORTICULTURAL SOCIETY OF NEW YORK, INC.	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
Monday March 9 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their import collection to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Monday March 9 12:30 P.M.	SPRING FASHIONS FROM "FAMOUS SECOND FLOOR" Lord & Taylor will present budget fashions for Spring. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	2ND FLOOR
March 9	MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 2).		
Monday March 9- March 11	THIRD ANNUAL NATIONAL PRESS WEEK IN DALLAS National Press Week in Dallas for newspaper fashion editors and syndicate writers. The shows (20 minutes per manufacturer) will be centralized in the Community Room of the Texas Bank Building in morning and afternoon sessions with time at noon and in the late afternoon for the press to write and file their stories. By invitation only. Contact: Virginia Shaeffer, Dallas Fashion Center, 1101 Commerce St., Dallas, Texas.	DALLAS FASHION CENTER (1101 COMMERCE STREET)	DALLAS, TEXAS
Monday March 9- March 12	INTERNATIONAL BEAUTY SHOW FOR 1953 Thirty-fourth annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. Price: \$1.20. Contact: Joseph Byrne, International Beauty Show, 19 W. 44th St., MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44TH)	HOTEL STATLER
Beginning Monday March 9- March 18	FIFTIETH ANNUAL AMERICAN TOY FAIR The fiftieth annual American Toy Fair will be held at the Hotels New Yorker and McAlpin; also, the showrooms at 200 Fifth Ave., 1107 Broadway, and other showrooms. Publ.: Ruth Millard, 200 Fifth Ave., OR. 5-1141.	TOY MANUFACTURERS OF THE U.S.A.	HOTELS NEW YORKER AND McALPIN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 9-	GIFT SHOW IN BOSTON AT HOTEL STATLER.		
March 13	Contact: George F. Little Management, 220 Fifth Ave., MU. 9-7147.		
Monday	NINTH ANNUAL	LEADER ENTERPRISES, INC. MADISON SQUARE GARDEN	
March 9-	ANTIQUES SHOW	(97 DUANE STREET) 8TH AVE. & 49TH ST.	
March 15	Theme: "Blending the Antique and the Modern" --- decorators have arranged special rooms and displays. Hours: March 9 - March 14, 1 P.M. - 11 P.M.; March 15, 1 P.M. - 7 P.M. Contact: Mrs. Bosh Stack, Alfred Davidson Assoc., 15 E. 55th St., PL. 5-0868.		
Monday	PAINTINGS BY	ASSOCIATED AMERICAN	711 FIFTH AVENUE
March 9-	JOHN ATHERTON	ARTISTS GALLERIES	
March 28	Associated American Artists Galleries will present a memorial show of paintings done by John Atherton. Press preview at 4:30 P.M. on Monday, March 9. Contact: Lucile McLean, PL. 5-0711.		
Tuesday	PREVIEW: SPRING	GUNTHER JAECKEL	10 EAST 57TH STREET
March 10	FASHION FESTIVAL		3RD FLOOR
10:30 A.M.	Gunther Jaeckel will present their Spring Fashion Festival to the press, highlighting designer clothes. By invitation only. Customer showing at 2:30 P.M. Contact: Carole Faley, PL. 5-7000.		
Tuesday	SPRING FASHIONS	ARANKA GYORKY	WALDORF-ASTORIA
March 10	DURING LUNCHEON	(15 E. 54TH ST.)	EMPIRE ROOM
12:30 P.M.	Aranka Gyorky will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000.		
Luncheon	Commentator & contact: Mia Grau, 17 E. 48th St., PL. 5-1127. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
March 10	HENRI BENDEL'S CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 2).		
Wednesday	PRESS SHOWING: SPRING	CARRIE MUNN	640 MADISON AVENUE
March 11	CUSTOM-ORDER COLLECTION		SALON
11:00 A.M.	Carrie Munn will present her Spring and Summer custom-order collection. By invitation only. Publicity: Eleanor Lambert, 785 5th Ave., MU. 8-2130.		
Wednesday	PRESS PREVIEW OF	B. ALTMAN & CO.	4TH FLOOR
March 11	"NEW YORKER ROSE".		
12:00 Noon	Altman's will present table settings featuring the "New Yorker Rose". By invitation only. Publicity: Ferris Megarity, MU. 9-7000.		
Wednesday	HERBERT MEYER COTTONS	PARTICIPATING	HOTEL PIERRE
March 11	AT LUNCHEON SHOW	STORES	COTILLION ROOM
12:30 P.M.	Presentation of Herbert Meyer Cottons in fashions available at various Fifth Avenue Stores. Press by invitation. Public by reservation. Herbert Meyer Publ.: Ken R. Williams, LO. 5-2866. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday	SPRING FASHIONS AT	ROSETTE PENNINGTON	WALDORF-ASTORIA
March 11	LUNCHEON SHOW	(20 EAST 56TH ST.)	EMPIRE ROOM
12:30 P.M.	Rosette Pennington will present Spring fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Pennington Contact: PL. 9-3737. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.		
March 11	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 12 12:15 P.M.& 6:00 P.M.	MILLINERY FASHIONS BY MARION VALLE  Saks 34th will present millinery by Marion Valle. Press invited. Open to public. Contact: Penny Sammut, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Thursday March 12 12:30 P.M. Luncheon	HATS AND FASHIONS AT BENEFIT LUNCHEON  Showing of Talbert millinery and Rose Lash fashions at a benefit luncheon. General admission: \$12.50. Tables: \$100.00. For reservations: Contact, Mrs. Georgi de Malleris, SA.2-8349. Talbert contact: PL.5-8364.	TALBERT MILLINERY (551 MADISON AVENUE)	WALDORF-ASTORIA BALIROOM
Thursday March 12 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW  De Pinna will present Spring millinery fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Friday March 13 12:00 Noon Luncheon	INTERNATIONAL FASHION SHOW AT LUNCHEON  The Fashion Group will present "News From Paris Spring and Other European Collections." Commentator: Bettina Ballard, fashion editor, "Vogue." Co-chairmen of Ready-To-Wear Division: Nancy Maxwell and Elizabeth Ritter. ( <u>Note Change of Place</u> ). Price: \$7.50 for members; \$10.00 for guests. (One per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Saturday March 14 11:00 A.M.	"WAKE UP, IT'S SPRING" TEEN FASHION SHOW  Young Fashion Board of Kresge-Newark will present Teen Show, "Wake Up, It's Spring," with fashions and accessories from March issue of "Seventeen" Magazine. Open to public. Publicity: Constance Bray, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK	8TH FLOOR AUDITORIUM
Monday March 16	CHANDA TO APPEAR IN MILLINERY SALON  Chanda will appear at Lord & Taylor, presenting his millinery at informal showings all day. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
March 16- March 21	NATIONAL IRISH LINEN WEEK THROUGH THE COUNTRY. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
Wednesday March 18 11:00 A.M.	PREVIEW: BERNARD NEWMAN ORIGINALS  Bergdorf Goodman presents press preview of Bernard Newman ready-to-wear originals. By invitation only. Publ.: Florence Neff, PL.3-7300,Ext.220.	BERGDORF GOODMAN	3RD FLOOR
Wednesday March 18 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW  Showing of Fred Greenberg Spring fashions for women. Also, showing of lingerie by Vanity Fair Mills. (This will be a repeat of the show presented on Tuesday, March 17 for the Cerebral Palsy Association). Press by invitation. Public by reservation; contact: TE. 8-8000. Vanity Fair Contact: Ruth Mills, 640 Fifth Ave., MU. 8-4805. Pierre producer-commentator: Nola Luxford, TE. 8-8000.	FRED GREENBERG; & VANITY FAIR MILLS	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 18 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
	Bonwit Teller will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Thursday March 19 9:30 A.M. Breakfast	PRESS PREVIEW: "UPPITY" NEW EYELASH CURLER	CURVEX CORP. (260 FIFTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
	The beauty press is invited to an "eye-opener" breakfast introducing "Uppity", new eyelash curler by Curvex. Inventor Charles Palmer will explain the scientific principles. By invitation only. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.		
Thursday March 19 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ZITA, INC. (755 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
	Showing of Zita's Spring custom-order fashions. Press by invitation. Public by reservation. Zita Publicity: Helen Galland, RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.		
Thursday March 19 4:00 P.M.	ANNUAL FALL FABRIC FORUM	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
	Annual Fall Fabric Forum for children's wear manufacturers by Parents' Magazine, showing significant developments in new synthetics, new textures, new fabrics. Publicity: Monroe E. Michels, MU. 5-4400.		
Thursday March 19 9:00 P.M.	ANNUAL ALL-STAR SHOW AND FASHION REVUE	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
	Thirty-third annual all-star benefit show and fashion revue of Spring and Summer fashions. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.		
March 20	FIRST DAY OF SPRING (Friday).		
Monday March 23 12:30 P.M. Luncheon	SHOWING OF PARIS ORIGINALS & COPIES	GIMBELS	HOTEL PLAZA TERRACE ROOM
	Presentation of Paris originals, with Gimbel's adaptations, during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbel's Publicity: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.		
Wednesday March 25 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	LEONARD ARKIN (530 SEVENTH AVE.)	WALDORF-ASTORIA EMPIRE ROOM
	Leonard Arkin will present late Spring and early Summer dresses and ensembles, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arkin Publicity: Betty Yarmon, WI. 7-5324. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.		
Thursday March 26 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	MILGRIM	HOTEL PLAZA TERRACE ROOM
	Milgrim will present Spring and Summer ready-to-wear and custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim Publicity: Nadine Bertin, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 26 4:00 P.M.- 7:00 P.M. Cocktails	EVOLUTION OF HOSIERY-- COTTON RIBS TO 12-DENIER Press party and exhibit showing evolution of women's hosiery. Display of American stockings from some of earliest to newest and most luxurious -- 12 denier nylons. Also, examples of hosiery now sold in some European countries. By invitation. Contact: Blanche Gaillard, LO.3-6400, Ext.309.	NAT'L ASSOC.HOSIERY MFRS.SHERRY NETHERLAND THE DU PONT CO. GOLD SUITE	
March 29	HOLY WEEK (March 29-April 4).		
March 31	FIRST DAY OF PASSOVER (Tuesday, March 31-Tuesday, April 7).		
Thursday April 2 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Aronowicz will present fur fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Aronowicz contact: Annette Meyer, PL.3-2698. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	ARONOWICZ, INC. (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
April 5	EASTER SUNDAY.		
Sunday April 5 12:30 P.M. Luncheon	LUNCHEON SHOWING OF EASTER MILLINERY Showing of Easter and Spring millinery coordinated with furs, dresses, and accessories from John Frederics. John Frederics Publicity: Lily Davis, PL. 3-1010. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	JOHN FREDERICS, INC. (29 EAST 48TH ST.)	HOTEL PIERRE COTILLION ROOM
Sunday April 5 1:00 P.M. Luncheon	SPECIAL EASTER MILLINERY SHOW A special showing of hats by Walter Florell at Easter luncheon. For reservations; contact: PL. 9-3000, Ext. 176. Florell Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, 35 W. 55th St., CI. 6-1790.	WALTER FLORELL (29 EAST 53RD ST.)	HOTEL PLAZA RENDEZVOUS ROOM
Wednesday April 8	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's "First Fashion Forum and Selling Seminar" for manufacturers and retailers. Produced, planned and staged by The Shivell-Hall Company. Tickets: \$100.00. Contact: Paul Roth of Shivell-Hall, 501 Fifth Ave., MU. 2-9120.	ESQUIRE MAGAZINE	HOTEL PLAZA BALLROOM
Thursday April 9 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Eleanora Garnett will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Eleanora Garnett contact: Austin Wilder, EL. 5-5275. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ELEANORA GARNETT (47 WEST 51ST ST.)	HOTEL PLAZA TERRACE ROOM
April 13- April 25	"THE SLEEP SHOW" (April 13-April 25). Contact: Nat'l Retail Furniture Assoc., & Nat'l Assoc. of Bedding Mfrs., 1404 Merchandise Mart, Chicago 54.		
Tuesday April 14- April 15	THE BROOKLYN MUSEUM FAIR The Brooklyn Museum's Sculpture Court will be transformed into a fiesta scene, with booths and little shops selling all kinds of merchandise. Proceeds will be used to insure continuance of museum's educational programs for school children. Contact: NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY, BKLYN SCULPTURE COURT

MOVIES...MUSIC...THEATRE

- Beginning  
Monday  
March 2
- SEVENTEENTH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, 39TH ST. & B'WAY  
March 2: Puccini's LA BOHEME. March 3: Saint-Saens' SAMSON ET DALILA.  
March 4: Stravinsky's THE RAKE'S PROGRESS. March 5: Puccini's MADAMA BUTTERFLY. March 6: Mussorgsky's BORIS GODUNOV. March 7, Mat.: Verdi's RIGOLETTO. March 7, Eve.: Verdi's LA FORZA DEL DESTINO. Publicity: Margaret Carson, PE. 6-1200.
- Beginning  
Wednesday  
March 4-  
March 15
- OPENING: "THE MERCHANT OF VENICE" CITY CENTER, 131 WEST 55TH STREET  
 Shakespeare's "The Merchant of Venice"--the third of three plays presented by the N.Y. City Center, with Luther Adler, Margaret Phillips. Managing Director: Lincoln Kirsten. Artistic Director: Albert Marre. Sets and costumes: Lemuel Ayers. Publicity: Phillip Bloom, CH. 4-5185.
- Thursday  
March 5
- PREMIERE: "THE STORY OF THREE LOVES" (Movie) MUSIC HALL, 6TH AVE. & 50TH  
 MGM Technicolor production, a trilogy, all taking place aboard ocean liner crossing the Atlantic. Starring Pier Angeli, Leslie Caron, Farley Granger, Agnes Moorehead, Ethel Barrymore, Kirk Douglas, James Mason, Moira Shearer. Producer: Sidney Franklin. Directors: Gottfried Reinhardt and Vincente Minnelli. Costumes: Helen Rose. MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.
- Thursday  
March 5
- OPENING: "A CERTAIN JOY" PLAYHOUSE THEATRE, 137 WEST 48TH STREET  
 A Kermit Bloomgarden production by Irving Ravetch, a new playwright, with Margo, Walter Matthau, Joe de Santis, Ruth Warrick. Director: Daniel Mann. Sets: Howard Bay. Costumes: Edith Lutyens. Publicity: Jim Proctor, VA. 6-5084.
- Monday  
March 9
- PREMIERE: "LILI" (Movie) TRANS-LUX 52ND STREET THEATRE AT LEX. AVE.  
 Metro-Goldwyn-Mayer Technicolor production for the benefit of the North Shore Hospital, Manhasset, L.I. (regular performances start March 10), of carnival life in France starring Leslie Caron, Mel Ferrer and Jean-Pierre Aumont. Producer: Charles Walters. Director: Edwin Knopf. Costumes: Mary Ann Campbell. M-G-M Publicity: Herbert Crooker or Frances Lane, JU. 2-2000.
- Tuesday  
March 10
- OPENING: "PORGY AND BESS" ZIEGFELD THEATRE, 6TH AVE. AT 54TH STREET  
 Blevins Davis and Robert Breen present the musical drama of "Catfish Row" with Leslie Scott, Laverne Hutcherson, Irving Barnes alternating as Porgy; Leontyne Price, Urylee Leonardas alternating as Bess; and Cab Calloway. Director: Robert Breen. Music: George Gershwin. Settings: Wolfgang Roth. Costumes: Jed Mace. Publicity: Bill Doll, MU. 2-6129.
- Tuesday  
March 10
- PREMIERE: "THE STARS ARE SINGING" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.  
 Paramount Pictures Technicolor musical production of a little girl smuggled into this country and the efforts to keep her here. Starring: Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior, Tom Morton. Producer: Irving Asher. Director: Norman Taurog. Costumes: Edith Head. Paramount Publicity: Maria van Slyke, BR. 9-8700.
- Wednesday  
March 11
- OPENING: "MY THREE ANGELS" MOROSCO THEATRE, 217 WEST 45TH STREET  
 Saint-Subber, Rita Allen and Archie Thomson will present Sam and Bella Spewack's adaptation of the French comedy by Albert Husson, starring Walter Slezak with Jerome Cowan, Carmen Mathews, Henry Daniell, Robert Carroll, Joan Chandler, Will Kuluva. Director: Jose Ferrer. Sets: Boris Aronson. Costumes: Lucinda Ballard. Publ.: George Ross, BR. 9-5906.