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2/25/52

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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may

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september

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february

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april

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november

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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.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

* FASHION CALENDAR IS PUBLISHED A DAY *
* EARLIER THIS WEEK BECAUSE OF THE *
* HOLIDAY ON FRIDAY, FEBRUARY 22 *

WEEK ENDING THURSDAY, FEBRUARY 21, 1952

Thursday Feb. 21 9:00 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS "The Specific Beauty of Spring Fashion, 1952"--showing significant styles, fabrics, colors and accessories for Spring 1952 fashions. <u>Showing at 9:30 A.M.</u> By invitation only. Public showing: Tuesday, February 26 at 2:00 P.M., 3rd Floor. Publicity: Juli Daves, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	5TH FLOOR
Thursday Feb. 21 10:30 A.M.	PRESS SHOWING OF EASTER FASHIONS Press showing of Easter collection of suits and coats at the opening of the Grey Room. (Use 841 Broadway entrance, between 13th and 14th Streets). By invitation only. Publicity: Jill Everhart, SP. 7-9000.	OHRBACH'S GREY ROOM	3RD FLOOR GREY ROOM
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. Walter Florell Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WALTER FLORELL	HOTEL PLAZA TERRACE ROOM
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Legal Holiday-Friday).		
Friday Feb. 22 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--informal presentation of hats, in cooperation with the Millinery Fashion Bureau, will be shown during cocktail hour. <u>Feb. 22:</u> Anita Andra; <u>Feb. 29:</u> Christian Dior; <u>March 7:</u> Walter Florell; <u>March 14:</u> G. Howard Hodge. 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
Saturday Feb. 23- March 1	ANNUAL NATIONAL SEW AND SAVE WEEK Fourteenth annual retail store promotion of "Sew and Save Week" with magazine, newspaper, radio and television publicity: Store advertising and window displays will feature fabrics, patterns, and notions. Window display contest with cash prizes. Contact: George Pounder, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, FEBRUARY 25, 1952</u>			
Tuesday Feb. 26 10:00 A.M.- 12:00 Noon	PREVIEW: SPRING SHOE EXHIBIT Hallyhills of London will present a display of Spring shoe styles to be introduced exclusively at Lord and Taylor. By invitation only. Contact: Mildred Faulk, PL. 5-3074.	HALLYHILLS OF LONDON	PARK LANE HOTEL 48TH ST. & PARK AVE.
Tuesday Feb. 26 1:00 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW Pauline fashions will present Spring blouses, skirts and coordinates at a benefit luncheon. Hats--Rose Sapiro. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	PAULINE FASHIONS (19 WEST 57TH STREET)	HOTEL PIERRE COTILLION ROOM
Tuesday Feb. 26 3:00 P.M.	PREMIERE: SEPARATES BY BRIGANCE OF SPORTSMAKER A new group of Brigance-designed separates for Summer will be shown for the first time. (Note Change of Date). This will follow the regular showing of bathing suits, beachwear, playclothes, and dresses by Brigance of Sportmaker. Showings daily thereafter at 2:30 P.M.; and by appointment. Contact: Irving Lein, BR. 9-1723.	SPORTSMAKER (DESIGNED BY BRIGANCE)	110 WEST 40TH STREET SHOWROOM-9TH FLOOR
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
Tuesday Feb. 26 3:00 P.M.- 7:30 P.M.	PREVIEW OPEN HOUSE IN HEMPSTEAD, L.I. Preview open house for press and guests at the new A. & S. multi-million dollar Nassau L.I. unit, the largest suburban department store in north-eastern United States. By invitation. Ribbon cutting ceremony on Thursday, Feb. 28, at 9:45 A.M. Publicity: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS	FULTON AVE. & HILTON HEMPSTEAD, L.I.
Tuesday Feb. 26 4:30 P.M. Tea	PREVIEW OF IRISH TWEED AND LINEN FASHIONS The Hon. Garth M. Healy, Irish Consul General of N.Y., will be introduced to the press at the presentation of Irish tweed and linen fashions, created especially for Franklin Simon. By invitation only. Irish Consulate Contact: Donal Scully, EL. 5-4003. Franklin Simon Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	3RD FLOOR COUNTRY CLOTHES SHOP
Tuesday Feb. 26 9:00 P.M.- 2:00 A.M.	FIRST NEW YORK MARDI GRAS Nineteen prominent business firms will have a leading N.Y. designer create a special costume for them, representing one of their products or trade marks. Showing from 11:00 P.M. to Midnight, televised over N.B.C. MC's: Tex and Jinx McCrary. Contact: Jane Kalmus, BU. 8-6220.	BENEFIT FOR WELFARE FUND OF JUNIOR LEAGUE	HOTEL PLAZA GRAND BALLROOM
Wednesday Feb. 27 9:00 A.M.- 11:00 A.M. Breakfast	HANDBAGS FOR EASTER AND MOTHER'S DAY Special press showing of new handbags from members of National Authority for Ladies' Handbag Industry, coordinated with Easter fashions and Mother's Day. Under auspices of Educational Foundation for Apparel Industry of Fashion Institute of Technology. By invitation only. Publicity: Ruth Lundgren, MU. 6-0686.	NAT'L AUTHORITY FOR LADIES' HANDBAG INDUSTRY	FASHION INSTITUTE 225 WEST 24TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 27 12:30 P.M. Luncheon	SPRING & SUMMER CUSTOM COLLECTION Custom collection of Spring suits, coats, daytime and evening dresses. Hats--Aranka. Furs--Revillon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Callot Soeurs Contact: Winifred Keay, RE. 4-6436. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	CALLOT SOEURS	WAIDORF-ASTORIA EMPIRE ROOM
Feb. 27	ASH WEDNESDAY (Beginning of Lent).		

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

Thursday Feb. 28	<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.: LILLIAN GREER,	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 AVE.</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

Thursday Feb. 28 12:30 P.M. Buffet Luncheon	MEN'S LEATHER STYLES FOR FALL AND WINTER "Calf Round-Up"--an exhibit of men's fashions for Fall and Winter 1952-1953, featuring trend-setting menswear fabrics and new calfskin leather from American tanners. By invitation. Publ.: Ruth Kerr Fries, MU. 5-3444.	CALF LEATHER DIVISION OF TANNERS' COUNCIL	HOTEL ASTOR NORTH GARDEN-10 FL.
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Thursday Feb. 28 12:30 P.M. Luncheon	CHRISTIAN DIOR-NEW YORK FASHIONS AT LUNCHEON 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.	SAKS FIFTH AVENUE	WALDORF-ASTORIA BALLROOM
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Thursday Feb. 28 1:00 P.M. Luncheon	SHOWING OF SPRING HATS AT LUNCHEON "All About Hats"--presentation of Cesar Rubio collection of Spring hats during luncheon. Furs--Harry Trencher. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director, Show Coordinator and Publicity: Mary Alice Rice, CI. 6-1790.	CESAR RUBIO (40 EAST 50TH STREET)	HOTEL PLAZA TERRACE ROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 28 2:30 P.M.	PREVIEW OF SPRING CUSTOM-ORDER FASHIONS 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.	MME. E. GARNETT	47 EAST 51ST STREET SALON
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 ST. SHOWROOM-12TH FLOOR
Saturday March 1 11:30 A.M.	SHOWING OF EASTER FASHIONS FOR CHILDREN Presentation of Easter and Spring fashions for the younger set (tots to sub-teens) by Namm's, in cooperation with "Parents" Magazine. Press invited. Open to public. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM'S (BROOKLYN)	2ND 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. Showing to public on Tues., March 4, at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Cancelled March 3	WRISLEY SOAPS AND TOILETRIES PARTY FOR BEAUTY EDITORS, ORIGINALLY SCHEDULED FOR MONDAY, MARCH 3, AT 4:00 P.M., HAS BEEN CANCELLED.		
Monday March 3- March 5	SECOND ANNUAL NATIONAL PRESS WEEK IN DALLAS National Press Week in Dallas for newspaper fashion editors and syndicate writers, staged by Dallas Fashion Center, with showings by 19 leading manufacturers. By invitation only. Publicity: Virginia Shaeffer, Manager, Dallas Fashion Center, Dallas, Texas.	DALLAS FASHION CENTER	DALLAS, TEXAS
Tuesday March 4 10:30 A.M.	SPRING FUR COLLECTION AT PRESS PREVIEW The press will be invited to a preview of Spring furs by Georges Kaplan. By invitation. Contact: Mildred Faulk, Broderick-Devlin-Rosegren, PL. 5-3074.	GEORGES KAPLAN	730 FIFTH AVENUE ARCADE
Tuesday March 4 12:00 Noon Luncheon	OPENING OF NEW SHOWROOM Bachmann Uxbridge Worsted Company will invite the press to the opening of their new offices at 1407 Broadway, Penthouse. Luncheon for trade on Tuesday, March 11, at 12:00 Noon. By invitation only. Contact: Jack Exton, GR. 5-1240.	BACHMANN UXBRIDGE WORSTED COMPANY	1407 BROADWAY SHOWROOM-PENTHOUSE
March 4	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 3)		
March 4	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Pg. 3).		
Wednesday March 5 9:30 A.M. Coffee	SPRING FASHIONS AT PRESS PREVIEW Semi-annual fashion show for the press by Bloomingdale's, presenting their ready-to-wear Green Room fashions for Spring. Showing at 10:00 A.M. By invitation only. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 5	MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 11:30 A.M. (See Pg. 3).		
Wednesday March 5	SHOWING OF SPRING FASHIONS AT LUNCHEON	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
12:30 P.M. Luncheon	Rosette Pennington will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Contact: Rosette Pennington, PL. 9-3737. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday March 5	"BLONDE CORINTHIAN" LUNCHEON SHOWING	COOPERATING DESIGNERS	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	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--Ferrantelle 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.		
March 5	HATTIE CARNEGIE'S COLLECTION FOR THE PRESS AT 3:30 P.M. (See Pg. 3).		
March 6	HENRI BENDEL'S COLLECTION FOR THE PRESS AT 10:30 A.M. (See Pg. 3).		
Thursday March 6	SPRING MILLINERY AT LUNCHEON SHOW	PEG FISCHER	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	"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.		
March 6	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Pg. 3)		
March 10	BONWIT TELLER'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 3).		
Monday March 10	PRESS SHOWING OF HOWARD GREER FASHIONS	JAY THORPE	4TH FLOOR
4:30 P.M.	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.		
Monday March 10-	INTERNATIONAL BEAUTY SHOW FOR 1952	INTERNATIONAL BEAUTY TRADE SHOW	HOTEL STATLER
March 13	Thirty-third annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. A professional clinic will give operators a three-hour Efficiency Course. Price: \$1.20. Contact: Joseph Byrne, International Beauty Show, 19 West 44th Street, MU. 2-4382.		
Beginning Monday March 10-	EIGHTH ANNUAL ANTIQUES SHOW	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN EXPOSITION HALL
March 16	The eighth annual National Antiques Show will be held, beginning Monday, March 10 through March 16. Admission: \$1.50 (tax included). Publicity: Walter Kaner Associates, PE. 6-0380.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 11 9:00 A.M.	SPRING MILLINERY AT PRESS SHOWING Spring millinery roundup by Martin's will be presented to the press. By invitation only. Publicity: Juli Daves, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH 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
Tuesday March 11- March 12	SEMI-ANNUAL LEATHER SHOW Fortieth semi-annual leather show, displaying new leathers and colors for Fall and Winter. Contact: Tanners' Council, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS
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 STREET 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 Showing of Spring and Summer beachwear, suits and coats, cocktail and formal gowns. 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 GOTHE SPRING FASHIONS Bonwit Teller will present a collection of David E. Gottlieb fashions for Spring, designed by Gothe. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Gothe 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
Thursday March 13 4:30 P.M. Cocktails	PREVIEW OF FRENCH HATS BY ROSE VALOIS Edmee Chapelle will invite the press to the first American showing of hats by Rose Valois. Accessories will include scarfs and stoles, imported by Edmee Chapelle, and gloves by Andre S. David. By invitation only. Savoy-Plaza Publicity and Fashion Show Contact: Claire Wilson, EL. 5-2600.	CHAPELLE, INC. (11 EAST 38TH ST.)	SAVOY-PLAZA HOTEL LE CHATEAU-11TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 14 10:30 A.M.	SPRING FASHIONS FOR TALL GALS A press showing of tall gals fashions for Spring by Tall Apparel. By invitation only. Contact: Clare Gold, MU. 8-1362.	TALL APPAREL	37 WEST 57TH STREET 5TH FLOOR
Sunday March 16- March 22	INTERNATIONAL FLOWER SHOW Contact: R. B. Farnum, PL. 7-0195.	HORTICULTURAL SOCIETY AND N.Y. FLORISTS	GRAND CENTRAL PALACE LEX. AVE. & 46 ST.
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 Cancssa. By invitation only. Show will be repeated for public on <u>Monday, March 17 at 2:30 P.M. and 5:30 P.M., 4th Floor.</u> Publicity: Gay Stearns or Janice Synes, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR CONFERENCE ROOM
Monday March 17 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW OF PRINT EXHIBITION The Brooklyn Museum's Sixth National Print Annual exhibition. By invitation only. Members Preview: Tues., March 18, 4:00 P.M. to 7:00 P.M. Open to public: Wed., March 19 through May 18. Publ.: John Gordon, NE.8-5000.	BROOKLYN MUSEUM (EASTERN PARKWAY)	2ND FLOOR PRINT GALLERIES
Monday March 17 4:00 P.M.	"INSPIRATIONAL PREVIEW" FABRIC FASHION SHOW Crompton-Richmond will present their fourth annual fashion show, featuring 60 original fashions in Crompton velvet, corduroy and velveteen, created by leading French, English, Italian and American couturiers. Imported Fashions: London--Hardy Amies; Lachasse Ltd.; Paris--Pierre Balmain; Jean Desses; Christian Dior; Jacques Fath; Hubert de Givenchy; Gres; Jacques Griffe; Castillo of Lanvin; Manguin; Jean Patou; Madeleine de Rauch; Bernard Sagardoy; Italy--Giorgio Avolio; 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
March 17	ST. PATRICK'S DAY (Monday).		
Wednesday March 19 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Fashion models and their own children will wear town and country clothes from McCreery's. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Price: \$3.25 plus rummage, for the benefit of the Spence Chapin Corner Shop. McCreery Publicity: Georgine Thomson, WI. 7-7000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	JAMES McCREERY	HOTEL PIERRE COTILLION ROOM
Wednesday March 19 12:30 P.M. Luncheon	CHINESE FASHIONS AT LUNCHEON SHOW Mme. Lee-Sun will present custom-made cocktail, evening and lounging fashions in Chinese brocades and Tribute silks, designed by Mme. Lee-Sun in N.Y., and manufactured in Hong Kong. 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 Greenburg, 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 fashions. By invitation only, for apparel and accessory manufacturers. Contact: Monroe Michels, MU. 5-4400.	PARENTS' INSTITUTE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday March 20 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW The Thirty-Second Annual all-star benefit show and fashion revue of Spring and Summer fashions. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Friday March 21; Saturday March 22	SECOND INTERNATIONAL FASHION REVUE Fashions from 70 leading designers will be shown, with 15 nations represented. Director & Commentator: Vyvyan Donner, Fox Movietone News and United Press TV. Admission: \$5.00, for benefit of Costume Wing of Phila. Museum of Art. Publ.: Thelma Beresin and John Lyons of Gray & Rogers, 12 So. 12th 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 Gimbels' adaptations, during luncheon. 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 <u>Monday, March 24 at 5:00 P.M.; Tuesday, March 25 and Wednesday, March 26 at 2:30 P.M.</u> , at Gimbels 3rd Floor, Junior Coats and Suits Dept. Publicity: Gay Stearns or Janice Synes, 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 12:30 P.M. Luncheon	JANE DERBY FASHIONS AT BENEFIT LUNCHEON Presentation of a collection of Jane Derby fashions for Spring and early Summer at a benefit luncheon for the Nearly New Shop and ten childrens' charities. Press by invitation. Contact: Isabel Crawford, LO. 4-7832. For reservations, contact: Louise Edgar, CO. 5-4448.	BENEFIT OF NEARLY NEW SHOP (938 EIGHTH AVENUE)	HOTEL PLAZA GRAND BALLROOM
Thursday March 27 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY FASHIONS Presentation of Laddie Northridge's millinery fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Laddie Northridge Publ.: Donna Cannon, PL. 3-7072. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 1-	TWENTY-FIRST NAT'L PACKAGING CONFERENCE	AMERICAN MANAGEMENT ASSOCIATION	ATLANTIC CITY AUDIT. ATLANTIC CITY, N.J.
April 4	Contact: American Management Association 330 West 42nd St., BR. 9-2142.		
Wednesday April 2	SPRING FABRICS AND FASHIONS AT LUNCHEON	HERBERT MEYER, INC. (1441 BROADWAY)	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	Herbert Meyer will present his "Inspiration" cottons in Summer fashions by N.Y. designers and manufacturers and available at leading Fifth Avenue stores. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Herbert Meyer Publ.: Louise Huston, LO. 5-4840. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday April 2	FUR FASHIONS FOR SPRING AT LUNCHEON	ARONOWICZ, INC.	WALDORF-ASTORIA EMPIRE ROOM
12:30 P.M. Luncheon	Presentation of fur fashions for Spring by Aronowicz. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Contact: PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
April 10	PASSOVER--FIRST DAY (Thursday).		
April 11	GOOD FRIDAY.		
April 13	EASTER SUNDAY.		
Tuesday April 15	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALI ROOM
12:15 P.M. Luncheon	The Fashion Group will hold its Fabrics Division Luncheon Meeting. More details later. Chairman: Susan Eastman. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.		
Wednesday April 16	FIFTEENTH ANNUAL AWARDS LUNCHEON	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
12:30 P.M. Luncheon	The Lord & Taylor Awards will be presented at the fifteenth annual luncheon. More details later. Public Relations: Rea Lubar, WI. 7-3300.		
Wednesday April 16	ARKAY JUNIOR FASHIONS AT LUNCHEON SHOW	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	Bonwit Teller will present a collection of Arkay Junior fashions during luncheon. 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.		
Wednesday April 16	SHOWING OF ANNA MILLER FASHIONS DURING LUNCHEON	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
12:30 P.M. Luncheon	Anna Miller fashions for Spring and 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 Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday April 16	SEVENTH ANNUAL "BRAND NAMES DAY"	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
2:30 P.M.; 7:00 P.M.	Presentation of fourth annual "Brand Names Retailer of the Year" Awards. Tickets: \$15.00. Contact: Nathan Keats, PL. 9-8425.		

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

- Friday Feb. 22 PREMIERE: "FIVE FINGERS" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Twentieth Century-Fox will present a modern spy drama, starring James Mason, Danielle Darrieux, Michael Rennie and Walter Hampden. Producer: Otto Lang. Director: Joseph L. Mankiewicz. Wardrobe: Charles Le Maire. Promotion and Merchandising: Hal Gross, CO. 5-3320.
- Saturday Feb. 23 CONCERT: "THREE PENNY OPERA" TOWN HALL, 123 WEST 43RD STREET Felix Gerstman will present a Kurt Weill concert, featuring his "Three Penny Opera". Tickets: \$1.20-\$4.80. Publ.: Ross Associates, BR. 9-5906.
- Beginning Monday Feb. 25 SIXTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY Feb. 25: Verdi's LA TRAVIATA. Feb. 26: Puccini's LA BOHEME. Feb. 27: Verdi's AIDA. Feb. 28: Massenet's MANON. Feb. 29: Verdi's IL TROVATORE. Mat., March 1: Mozart's LE NOZZE DI FIGARO. Eve., March 1: Bizet's CARMEN. Publicity: Margaret Carson, PE. 6-1200.
- Beginning Tuesday Feb. 26 THIRD WEEK: N. Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET Feb. 26: MOTHER GOOSE SUITE, LA GLOIRE, FOUR TEMPERAMENTS, SYMPHONY IN C. Feb. 27: SWAN LAKE, PRODIGAL SON, THE CAGE, THE PIED PIPER. Feb. 28: SERENADE, PICNIC AT TINTAGEL, A LA FRANCAIS, LA VALSE. Feb. 29: CONCERTO BAROCCO, BAYOU, AGE OF ANXIETY, BOURREE FANTASQUE. Mat., March 1: SWAN LAKE, TYL ULENSPIEGEL, BALLADE, CAKEWALK. Eve., March 1: SERENADE, ILLUMINATIONS, PAS DE TROIS, SYMPHONY IN C. Mat., March 2: SYMPHONIE CERTANTE, BAYOU, DON JUAN, BOURREE FANTASQUE. Eve., March 2: SWAN LAKE, PICNIC AT TINTAGEL, LA GLOIRE, BOURREE FANTASQUE. Publicity: Philip Bloom, CH. 4-2185.
- Wednesday Feb. 27; TELEVISION: DON AMECHE-FRANCES LANGFORD SHOW ABC-TV, CHANNEL 7 Feb. 27: Vincent Monte-Sano, Jr. of Monte-Sano & Pruzan will present a collection of Spring coats and suits. Feb. 29: Hat bar millinery will be discussed and shown by Maud G. Moody. March 5: Maurice Rentner will present his "Theatre" collection for Spring 1952. March 7: Ruth Hatcher "Modern Living" needlecraft editor, will discuss and demonstrate facts about crocheting and knitting. TV Fashion Show Coordinator and Contact: Kay Bardsley, CI. 7-5700, Ext. 8907.
- Monday March 3 OPENING: "WOMEN OF TWILIGHT" PLYMOUTH THEATRE, 236 WEST 45TH ST. Betty Ann Davies and Mary Merrall will star in a new play by Sylvia Rayman. Presented by Joseph Kipness and Jack Hylton. Director: Anthony Hawtrey. Setting: Mary Purvis. Publ.: Dave Tebet, CI. 7-5282.
- Tuesday March 4 OPENING: "PARIS, '90" BOOTH THEATRE, 222 WEST 45TH STREET The Cornelia Otis Skinner solo production will have a four-week N.Y. engagement. Music and Lyrics: Kay Swift. Settings and Lighting: Donald Oenslager. Costumes: Helene Pons. Publ.: Sam Stratton, VA. 6-3310.
- Wednesday March 12 OPENING: "GOLDEN BOY" ANTA PLAYHOUSE, 245 WEST 52ND STREET Third in the series of ANTA Playhouse shows will be Clifford Odets play starring John Garfield and Lee J. Cobb. Directed by Mr. Odets. Settings and Costumes: Paul Morrison. Publicity: Barry Hyams, PL. 7-7327.
- Thursday March 13 OPENING: "FLIGHT INTO EGYPT" MUSIC BOX THEATRE, 237 W. 45TH ST. George Tabori's play, set in a small Cairo hotel, about Europeans trying to reach America, will be presented by Irene Mayer Selznick. Director: Elia Kazan. Stars: Paul Lukas and Gusti Huber with Zero Mostel. Scenery and Lighting: Jo Mielziner. Costumes: Anna Hill Johnstone. Publicity: Ben Kornsweig, MU. 7-1678.