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3/10/52

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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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.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

WEEK ENDING FRIDAY, MARCH 7, 1952

Friday March 7	RESIDENT BUYERS' PREVIEW: 1952 SWEATER COLLECTION	JANTZEN	350 FIFTH AVENUE ROOM 5101
5:30 P.M.- 7:30 P.M. Cocktails	Informal showing of Jantzen's complete 1952 sweater collection at a cocktail preview for resident buyers. By invitation only. Contact: Meryle Allen, LO. 4-2320.		
Friday March 7	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
6:00 P.M.- 7:00 P.M. Cocktails	"Head-Lines"--informal presentation of hats, in cooperation with the Millinery Fashion Bureau, will be shown during cocktail hour. <u>March 7:</u> Walter Florell. <u>March 14:</u> G. Howard Hodge. <u>March 21:</u> Laddie Northridge. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Millinery Fashion Bur. Publ.: Mary Kelley, LO. 4-7800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Friday March 7	RUBY BALL FOR FORTIETH ANNIVERSARY	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA GRAND BALLROOM
7:00 P.M. Dinner	The Advertising Women of New York will celebrate their Fortieth Anniversary with a formal dinner-dance. Guests will wear shades of ruby. Price: \$15. Contact: Mary K. Heeren, Chairman of Ruby Ball, CI. 5-4149.		
Sunday March 9- March 14	ANNUAL VOLUME-PRICED MERCHANDISE FAIR	EXPOSITIONS, INC.	HOTEL NEW YORKER BALLROOMS
	Over 100 manufacturers of volume-priced merchandise of every description will display their products. Contact: Arthur Tarshis, TR. 3-7128.		

WEEK BEGINNING MONDAY, MARCH 10, 1952

Monday March 10	PRESS PREVIEW OF FRENCH ORIGINALS	HENRI BENDEL	3RD FLOOR
11:00 A.M.	The press will be invited to a preview of Henri Bendel's French originals. By invitation only. Publicity: Frances Anderson, CI. 7-1100.		
Monday March 10	PRESS OPENING: SPRING CUSTOM-ORDER COLLECTION	BONWIT TELLER	721 FIFTH AVENUE SALON-9TH FLOOR
3:00 P.M.	Press preview of custom-order Spring collection by Bonwit Teller. Attendance strictly by invitation. Publicity: Sophie Shonnard, EL. 5-6800.		
Monday March 10	PRESS SHOWING OF HOWARD GREER FASHIONS	JAY THORPE	4TH FLOOR
4:30 P.M. Cocktails	Jay Thorpe will present a press preview of Spring and Summer fashions from Howard Greer of California. By invitation only. <u>Showing to customers on Tuesday, March 11, at 2:30 P.M.</u> Howard Greer will be present at both showings. Publicity: Dorothy Coburn, JU. 6-1000.		

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Monday March 10 6:30 P.M.- 9:00 P.M.	TWENTY-THIRD ANNUAL ADVERTISING COURSE Speakers: Emery N. Cleaves, vice president in charge of public relations for Celanese Corp.; Milton Fairman, director of public relations of The Borden Co.; Melva Chesrown, vice president of Fred Eldean Org. A film, "Open House" by General Foods Corp., to be introduced by Jean Gordon, manager of Community Relations for General Foods. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA
Monday March 10- March 13	INTERNATIONAL BEAUTY SHOW FOR 1952 Thirty-third annual four-day series of beauty and fashion events, includ- ing daily demonstrations of hair-styling and showings of the newest coiffures. Price: \$1.20. Contact: Joseph Byrne, International Beauty Show, 19 West 44th Street, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW	HOTEL STATLER
Beginning Monday March 10- March 15	EXHIBITION OF NEW SEPARATES FASHIONS An exhibit of separates, featuring Gibson Girl shirts and skirts and 4-way mix and match fashions. (Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Monday March 10	EIGHTH ANNUAL ANTIQUES SHOW Admission: \$1.50 (tax included). Publ.: Walter Kaner Assoc., PE. 6-0380.	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN EXPOSITION HALL
Beginning Monday March 10- March 19	ANNUAL AMERICAN TOY FAIR The forty-ninth 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.	TOY MANUFACTURERS OF THE U.S.A.	HOTELS NEW YORKER AND McALPIN
Tuesday March 11 9:00 A.M.	SPRING MILLINERY AT PRESS SHOWING "Beauty Goes To Your Head"--Spring millinery roundup by Martin's will be presented to the press. By invitation only. Showing to public: Thursday, March 13 at 2:00 P.M., 5th Floor. Publicity: Juli Daves, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
Tuesday March 11 11:00 A.M.	PRESS SHOWING OF PARIS COLLECTION Bergdorf Goodman will present a collection of Paris originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND 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 3:00 P.M.	PRESS PREVIEW: SPRING CUSTOM-ORDER COLLECTION Hattie Carnegie's custom-order collection for Spring and Summer at press preview. (Note Change of Date and Time). Attendance by invitation only. Publicity: Betty Rhinehart, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 11 4:30 P.M. Cocktails	COCKTAIL PARTY FOR MAGAZINE EDITORS Aronowicz will introduce his Paris-inspired fur designs at a cocktail party. By invitation only. Publicity: Frances Healy, PL. 7-5809.	ARONOWICZ, INC.	19 WEST 57TH STREET SALON
Tuesday March 11 7:00 P.M.	FIRST SESSION OF PUBLICITY COURSE "The Role of Publicity and The Media of Publicity"--Jack Shor, master of ceremonies. Speakers: Donald C. Bolles and Jerry Leichter. Fee: \$15.00. Contact: Publicity Club of N.Y., Room 208, Hotel Shelton, PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Beginning Tuesday March 11- May 27 7:00 P.M.	WRITERS' AND EDITORS' WORKSHOP A twelve-week workshop, to be conducted by Beatrice Schapper, with actual practice in preparation of material. Fee \$18.00. Contact: Extension Division, City College, Convent Avenue & 139th Street, AU. 6-7592.	CITY COLLEGE ADULT EDUCATION PROGRAM	CENTRAL COMM. HIGH 214 E. 42ND ST.
Beginning Tuesday March 11	SHOWING OF MIDSUMMER DRESS COLLECTION The Midsummer collection of junior dresses will be shown. Contact: LO. 4-1434.	JUNIOR ACCENT	1400 BROADWAY SHOWROOM-32ND FLOOR
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 Bettina Ballard, fashion editor of "Vogue", will report on the French Spring collections and commentate on the showing of imports selected by her for their fashion significance, and presented by the Ready-To-Wear committee. Co-Chairmen: Nancy Maxwell and Elizabeth Ritter. Price: \$5.50 for members. No guest tickets available. Contact: The Fashion Group, Inc. 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 AND 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 12 4:00 P.M. 6:00 P.M. Champagne	PREMIERE OF NEW LANVIN HOSIERY United States premiere press presentation of new Lanvin hosiery. <u>Showing at 4:30 P.M.</u> By invitation only. Publicity: Eve Mercker, Brokerick-Devlin-Rosegren, PL. 5-3074.	LANVIN DIVISION OF SANSON HOSIERY MILLS	PARK LANE HOTEL PETIT SALON
Thursday March 13 10:30 A.M.	PRIVATE PRESS PREVIEW OF PARIS REPRODUCTIONS A private press preview of Bond's reproductions of Paris-designed suits for Spring. By invitation only. Publicity: Jerry Halprin, WI. 7-6550.	BOND'S FIFTH AVENUE (AT 35TH STREET)	3RD FLOOR
Thursday March 13 12:15 P.M.; 6:00 P.M.	SHOWING OF FRENCH HATS AND COPIES "Lequel Est L'Original"--presentation of original French millinery and Saks 34th carbon copies. Press invited. Publ.: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR MILLINERY SALON
Thursday March 13 12:30 P.M. Luncheon	BENEFIT FASHION SHOW AND LUNCHEON The Women's Volunteer Committee of the N.Y. State Association for crippled children will sponsor a benefit fashion show, as the opening event of the annual state-wide Easter Seal Appeal for Crippled Children. Fashions by Maurice Rentner, Ben Reig, Anna Miller, Adele Simpson, Countess Alexander, Milmont, Harvey Berin, Herbert Sondheim. Hats-- Sally Victor, Mr. John, John-Frederics, G. Howard Hodge, Laddie Northridge, Harryson Hats. Tickets: \$10.00, contact: Jean Bergstrom, SP. 7-1120.	N.Y. STATE ASSOCIATION FOR CRIPPLED CHILDREN	WALDORF-ASTORIA STARLIGHT ROOF
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 3:00 P.M. Tea	SPRING CUSTOM-ORDER SHOWING FOR PRESS Custom-order gowns, coats, furs and millinery for Spring will be presented by Farquharson & Wheelock. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELOCK	23 WEST 57TH STREET SALON
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.
Thursday March 13 6:30 P.M. Supper	MEN'S FASHIONS AT BEEFSTEAK PARTY The press and trade will be invited to a showing of men's fashions for Spring and Summer coordinated with David Crystal dresses and sportswear for women. Menswear: Izod of London--sportshirts; Prince Igor--neckwear; Golf-Eze--trousers; Bassett Ltd.--outerwear; Westbrook Clothes; MacKenna-sportscoats; Clinton Swan--leisure wear; Mark Cross--accessories; Knothe-pajamas; Rabhor--robes; Taylor-Made--shoes; L'Orle--toiletries; Benrus--watches. By invitation only. Publicity: Sandy M. Pitofsky, Associates, MU. 6-2523.	MENSWEAR MANUFACTURERS	FATHER KNICKERBOCKER 1639 3RD AVE.(92 ST.)

<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 invitation only. Contact: Clare Gold, MU. 8-1362.	TALL APPAREL	37 WEST 57TH STREET 5TH FLOOR
March 15	FEDERAL INCOME TAX DUE (Saturday).		
Sunday March 16- March 22	ANNUAL INTERNATIONAL FLOWER SHOW "The World Is Our Garden"--theme of the annual International Flower Show, sponsored by the Garden Clubs of America, the Federated Garden Clubs of N.Y. State and the Jewish National Fund. Show will feature 6 world gardens selected from different geographical areas. Contact: R.B. Farnum, PL. 7-0915.	GARDEN CLUBS OF AMERICA AND N.Y. FLORISTS	GRAND CENTRAL PALACE LEX. AVE. & 46TH 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 Canessa. By invitation only. Show will be repeated for public on Monday, March 17 at 2:30 P.M. and 5:30 P.M., 4th Floor. 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 invita- tion 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 Armani; Vanna; Jole Veneziani; United States--Fira Benenson; Bonnie Cashin; Howard Greer; Philip Hulitar; Don Loper; Jean Louis. By invitation. Publ.: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM
March 17	ST. PATRICK'S DAY (Monday).		
Tuesday March 18 10:00 A.M. Breakfast	PRESS SHOWING OF SPRING FASHIONS Presentation of Spring fashions to the press by Hearn's. By invitation only. Publicity: Lillian Suchanek, OR. 5-5000.	HEARN'S	2ND FLOOR EXECUTIVE OFFICES
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. 8-3000. Price: \$3.25 plus rummage for Spence Chapin Corner Shop. McCreery Publ.: Georgine Thomson, WI. 7-7000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	JAMES McCREERY	HOTEL PIERRE COTILLION ROOM

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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
Wednesday March 19 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF THE NEW LOOK IN GLASSES The beauty and fashion editors will be invited to a cocktail preview of the new look in glasses, featuring eye glass frames for different occasions. By invitation only. Publ.: Frances Braslow, CI. 7-6027.	BETTER VISION INSTITUTE & JOHN ROBERT POWERS	STORK CLUB, 3 E. 52ND JACQUELINE RM. 2 FL.
Thursday March 20 9:15 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Macy's will present a press showing of fashions for Spring. By invitation only. Show will be repeated on Monday, March 24 and Tuesday, March 25 at 2:30 P.M. in Macy's Little Shop on the 3rd Floor, for customers, by ticket only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	13TH FLOOR EXECUTIVE DINING RM.
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. Cocktails	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 STREET
Friday March 21- March 22 2:30 P.M.	CAPSULE SIMPLICITY PATTERNS & FABRIC SHOW Informal showing of Simplicity patterns made up in Spring fabrics, on March 21 at 2:30 P.M. and March 22 at 11:00 A.M. and 2:30 P.M. Press invited. Open to public. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, NEW JERSEY)	2ND FLOOR FABRICS DEPT.
Friday March 21; Saturday March 22	SECOND INTERNATIONAL FASHION REVUE Fashions from 70 leading designers, with 15 nations represented. Director & Commentator: Vyvyan Donner, Fox Movietone News and United Press TV. Admission: \$5.00, for benefit of Costume Wing of Philadelphia Museum of Art. For reservations, contact: Chalfonte-Haddon Hall Hotel, Atlantic City. Publicity: 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.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 24 12:30 P.M. Luncheon	SHOWING OF PARIS ORIGINALS & COPIES Presentation of Paris originals, with Gimbel's adaptations, during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Dir.: 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 Gimbel's 3rd Floor, Junior Coats and Suits Dept. Publ.: Gay Stearns or Janice Synes, LO. 5-1500, Ext. 600.	GIMBELS	HOTEL PLAZA BALLROOM
Cancelled March 25	I. MILLER'S BENEFIT LUNCHEON AND SHOWING OF SPRING SHOES, ORIGINALLY SCHEDULED FOR TUES., MARCH 25 AT 1:00 P.M., HAS BEEN CANCELLED.		
Wednesday March 26 11:00 A.M.; 2:30 P.M.	PARIS IMPORTS AND COPIES Paris imports and Bamberger copies will be shown to the press and public. By invitation. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, N.J.)	3RD FLOOR
Wednesday March 26 12:30 P.M. Luncheon	EASTER FASHIONS BY DAVID CRYSTAL Best's will present a collection of Easter suits and dresses by David Crystal during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Best's Publicity: Madlyn Grimes, FL. 9-2000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM
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 10:30 A.M.	SPRING AND SUMMER FURS AT PRESS SHOW Press preview of Spring and Summer fur fashions from Paris and New York by Revillon Freres. By invitation only. Contact: Jeanne de Pene, PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON
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: PI. 9-3000, Ext. 176. Laddie Northridge Publicity: Donna Cannon, PI. 3-7072. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA TERRACE ROOM
Thursday March 27 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF NEW PERFUME SHOP Preview for press and guests at the new perfume shop of Michel Pasquier, perfume originator for over 30 years. Guests: Helen Keller and Polly Thomson. By invitation. Publ.: Peg Wilson, PL. 3-5252.	MICHEL PASQUIER	7 WEST 46TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 2 12:30 P.M. Luncheon	SPRING FABRICS AND FASHIONS AT LUNCHEON Herbert Meyer will present his "Inspiration" cottons in Summer fashions by N.Y. designers and manufacturers. These clothes will be available at leading Fifth Avenue stores. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Herbert Meyer Publicity Louise Huston, LO. 5-4840. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	HERBERT MEYER, INC. (1441 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday April 2 12:30 P.M. Luncheon	FUR FASHIONS FOR SPRING AT LUNCHEON Presentation of fur fashions for Spring by Aronowicz. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Publicity: Frances Healy, PL. 7-5809. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ, INC.	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 3 1:00 P.M. Luncheon	SHOWING OF GOTHE FASHIONS AT LUNCHEON David E. Gottlieb's gowns by Gothe for Spring will be presented by De Pinna during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothe Publicity: Nona James, CH. 4-7658. De Pinna Publicity: Jeanne McDonagh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Tuesday April 8 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION PRESENTATION "A Day In A Woman's Life"--fashions for the woman in her twenties, forties, sixties, with clothes from Bergdorf Goodman, Hattie Carnegie, Henri Bendel, Saks Fifth Avenue, Bonwit Teller, De Pinna, Jay Thorpe, Milgrim, Folly's Gowns, Inc., and Elizabeth Arden. Entire proceeds for National Jewish Hospital at Denver, free non-sectarian center for needy tuberculous patients. By invitation only. Contact: Eli Jaffe, VA.6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA STARLIGHT ROOF
April 10	PASSOVER--FIRST DAY (Thursday).		
April 11	GOOD FRIDAY		
April 13	EASTER SUNDAY		
Tuesday April 15 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING 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.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday April 16 12:30 P.M. Luncheon	FIFTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards will be presented at the fifteenth annual luncheon. Price: \$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 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.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 16 12:30 P.M. Luncheon	SHOWING OF ANNA MILLER FASHIONS DURING 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.	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, honoring 100 merchants in twenty retailing fields. Tickets: \$15.00. Contact: Nathan Keats, Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday April 22 9:30 A.M. Breakfast	KNITTED FASHIONS AT PRESS & TRADE PREVIEW A presentation of cotton knits for late Spring and early Summer will be shown to the press and trade at breakfast, also with, a presentation of knitted fashion for Fall in designs created by students of Traphagen School of Fashion. By invitation only. Publ.: Martin Stern, VA. 6-0543.	KNITTED FABRICS INSTITUTE (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 Publ.: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 23 12:30 P.M. Luncheon	SHOWING OF SPRING ACCESSORIES AT LUNCHEON Lee Menichetti, designer and manufacturer, will present a collection of Spring accessories. 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
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
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. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

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

- Beginning Monday March 10 EIGHTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
March 10: Gluck's ALCESTIS. March 11: Verdi's IL TROVATORE. March 12: Strauss' ELEKTRA. March 13: Verdi's OTELLO. March 14: Donizetti's LUCIA DI LAMMERMOOR. Mat., March 15: Puccini's LA BOHEME. Eve., March 15: Wagner's DIE MEISTERSINGER. Publicity: Margaret Carson, PE. 6-1200.
- Beginning Tuesday March 11 FIFTH AND FINAL WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
March 11: SWAN LAKE, PICNIC AT TINTAGEL, A LA FRANCAIX, LA VALSE. March 12: THE DUEL, LA GLOIRE, SYLVIA: PAS DE DEUX, SYMPHONY IN C. March 13: SWAN LAKE, AGE OF ANXIETY, A LA FRANCAIX, BOURREE FANTASQUE. March 14: SERENADE, PRODIGAL SON, BALLADE, CAKEWALK. Mat., March 15: FOUR TEMPERAMENTS, DON JUAN, A LA FRANCAIX, SYMPHONY IN C. Eve., March 15: CONCERTO BAROCCO, LA GLOIRE, PAS DE TROIS, FIREBIRD. Publicity: Phillip Bloom, CH. 4-5185.
- Beginning Wednesday March 12; March 14 12:00 Noon TELEVISION: DON AMECHE-FRANCES LANGFORD SHOW ABC-TV, CHANNEL 7
March 12: Ruth Cook, Vogue Pattern Book, will present Spring fashions, showing new fabrics and Vogue patterns. March 14: "What To Wear On A Trip To Mexico"--showing of Wilroy Sportswear for women and Brentwood men's fashions. TV Fashion Show Coordinator and Contact: Kay Bardsley, CI. 7-5700.
- Wednesday March 12 OPENING: "GOLDEN BOY" ANTA PLAYHOUSE, 245 WEST 52ND ST.
 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.
- Wednesday March 12 PREMIERE: "BOOTS MALONE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
 Columbia Pictures drama about the racing world involving a jockey's agent and a boy. Stars: William Holden with Johnny Stewart. Producer: Milton Holmes. Director: William Dieterle. Publ.: Hortense Schorr, CI. 5-5000.
- 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.
- Thursday March 13 PREMIERE: "THE MARRYING KIND" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.
 Judy Holliday and Aldo Ray will star in a movie about young married life, written especially for the screen by Ruth Gordon and Garson Kanin, and distributed by Columbia Pictures. Producer: Bert Granet. Director: George Cukor. Wardrobe: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- Friday March 14 PREMIERE: "DEADLINE-U.S.A." (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
 A city vice ring is broken and a newspaper is saved from being sold in this tense movie drama to be released by Twentieth Century-Fox. Stars: Humphrey Bogart, Ethel Barrymore and Kim Hunter. Producer: Sol C. Siegel. Director: Richard Brooks. Wardrobe: Charles Le Maire and Elois Jenssen. Promotion: Hal Gross, CO. 5-3320.
- Tuesday March 25 OPENING: SADLER'S WELLS THEATRE BALLET WARNER THEATRE, B'WAY & 47TH ST.
 S. Hurok will present the Sadler's Wells Ballet for a two-week engagement. Performances are scheduled every evening except Mon., with matinees on Sat. and Sun., and a special matinee on Thurs., March 27. Contact: S. Hurok, 711 Fifth Ave., PL. 9-6000.