

# 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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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>
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WEEK BEGINNING MONDAY, JUNE 25, 1951

ADVANCE SHOWINGS: 17TH NATIONAL PRESS WEEK (JULY 9, 1951)

The following members of the N.Y. Dress Institute's Couture Group will hold Advance Showings of their Fall collections for the News Syndicates, Magazines, and Foreign Press (for release during Press Week, which begins July 9).

Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Monday,	June 25...	10:30 A.M.	DAVIDOW . . . . .	550 SEVENTH AVE.
		2:30 P.M.	TOWNLEY FROCKS (Claire McCardell) . . . . .	550 SEVENTH AVE.
Tuesday,	June 26...	10:30 A.M.	MONTE-SANO & PRUZAN . . . . .	21 WEST 46TH ST.
		11:30 A.M.	PHILIP MANGONE . . . . .	500 SEVENTH AVE.
		2:30 P.M.	SAMUEL CHAPMAN (Ceil Chapman) . . . . .	530 SEVENTH AVE.
Wednesday,	June 27...	10:30 A.M.	MAURICE RENTNER . . . . .	498 SEVENTH AVE.
		2:30 P.M.	HERBERT SONDEIM . . . . .	530 SEVENTH AVE.
Thursday,	June 28....	2:30 P.M.	ORIGINAL MODES . . . . .	512 SEVENTH AVE.

Monday June 25 PRESS OPENING: NEW SALON AND FALL HAIRSTYLES SHOW OF SWITZERLAND WERNER AND CHARLES 16 WEST 57TH STREET SALON  
 3:00 P.M.- Werner and Charles of Switzerland will celebrate the opening of their new  
 6:00 P.M. beauty salon, with a showing of new Fall hairstyles. By invitation only.  
 Cocktails Publicity: Aileen Platt, SA. 2-7259 or CI. 5-5365.

Monday June 25 PRESS SHOWING: PARIS CARS AND FASHIONS RENAULT MOTORS MARGUERY PAVILLION 47TH & VANDERBILT  
 4:00 P.M. "It's Smart, It's Thrifty, It's French"--1951 Renault cars with coordinated French-inspired fashions for Fall. Showing at 4:30 P.M. By invitation only. Publicity: Marsh-Healy Associates, PL. 7-5809.

Monday June 25 FALL BELT COLLECTION CHARM BELTS, INC. 10 EAST 33RD STREET  
 Daily showings. Publicity: Harriet Hatch, MU. 7-0621.

Monday June 25 FALL HANDBAGS COBLENTZ BAG CO., INC. 30 EAST 33RD-10TH FL.  
 Daily showings, by appointment. Publicity: Dorothy Lansing, PL. 9-7598.

Monday June 25 FALL COSTUME JEWELRY HALBE, INC. 411 5TH AVE.-6TH FL.  
 Daily showings, by appointment. Publicity: Viola Shefer, PL. 3-3173.

Monday June 25 FALL CUSTOM HATS ROBERT PAUL 751 MADISON AVENUE  
 By appointment; contact: Paula Arnheim, TR. 9-2675. Publicity: Richard H. Roffman Associates, TR. 9-5640.

Monday June 25 FALL LINGERIE COLLECTION SEAMPRUFE, INC. 412 FIFTH AVENUE  
 Daily showings, by appointment. Publicity: Gerry Stalling, LO. 4-8040.

Monday June 25 FALL & WINTER JEWELRY TRIFARI, KRUSSMAN & FISHEL 16 E. 40TH-4TH FL.  
 Daily showings, by appointment. Publicity: Dorothy Lansing, PL. 9-7598.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 25-	NATIONAL SWIM FOR HEALTH WEEK. (June 25-June 30).		
June 30	Contact: Martin Stern, VA. 6-0543.		
Tuesday June 26 8:30 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association with fashion, merchandising and business experts discussing trends, problems and developments. By invitation. Publicity: Ruth Weintraub, PL. 3-2116 or PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA ASTOR GALLERY
Tuesday June 26 12:30 P.M. Luncheon	LUNCHEON MEETING FOR ADVERTISING WOMEN The last luncheon meeting for the Advertising Women of New York will include a coordinated fashion show of gowns, jewels, furs and millinery. Fashion Show Director: Mildred Kaldor. Tickets: \$3.50 (members); \$3.75 (guests). Contact: Advertising Women, 1233 Sixth Avenue, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK	WALDORF-ASTORIA SERT ROOM
Tuesday June 26 3:00 P.M. Cocktails	PREVIEW OF FALL HAT COLLECTION Mme. Kretz will present her collection of Parisian hats for Fall. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MME. CECILE GERTRUDE KRETZ	25 WEST 57TH STREET SALON
Tuesday June 26 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show and dinner for buyers, retailers and the fashion press. Milliners include: Anita Andra; Beatrice-Martin; Braagaard; Hattie Carnegie; Chanda; Bernice Charles; Lilly Dache; Emme; Peg Fischer; Walter Florell; Gladys & Belle, Inc.; Harryson Hats; G. Howard Hodge; Irene of New York; Mr. John, Inc.; John Frederics; Edgar J. Lorie; Lydia; Milgrim; Germaine Montabert; Laddie Northridge; Marion Valle; Sally Victor; Vogue Hats. Also, Alfreda, Inc.; Ambrose Hat Co.; Brandt Millinery Co.; Chesterfield Hat Corp.; Joe Cohn Hats, Inc.; Elizabeth Hat Co., Flanzig Bros.; Oscar Friedman, Inc.; Harry Furst Co.; Gardner Hats, Inc.; Luxor Hat Co.; Walter K. Marks, Inc.; Frances & Walter Nelkin; O'Connell Hat Corp.; Morris Schachter & Co.; Schwartz & Rosenfeld Hats; Wm. Silverman, Inc.; Wilshire Hat Co.; Woodmere Hats, Inc.; and Bernard Workman. Junior hats include: Greenberg-Fisch Hat Co.; John Frederics Charmers; Laddie Northridge's "Little Lady" by Harry Sperling, Inc.; Playtoppers by Salfair. Dinner and show: \$20.00; Mezzanine: show only: \$10.00. Contact: Millinery Stab. Commission, 1450 Broadway, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday June 27 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Irene of New York will invite the N.Y. press to a showing of her Fall millinery. <u>Out-of-town press showing, Tuesday, July 10 at 8:00 A.M.</u> By invitation only. Publicity: Angeline Dougherty, CH. 4-2308.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday June 27 12:00 Noon Luncheon	PREVIEW OF FALL HAT COLLECTION Emme will invite the press and trade to a luncheon and presentation of her Fall millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	ST. MORITZ HOTEL SKY GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 27 3:00 P.M.- 6:00 P.M. Cocktails	INTRODUCTION OF NEW IDEA IN TOILETRIES "Happy Birthday, Little Lady", a new idea in children's toiletries by Helene Pessl, will be introduced to the press and trade at a birthday party in the Victorian Suite of the Beverly Hotel. By invitation only. Contact: Saul Krieg Associates, PL. 3-1543.	HELENE PESSL, INC.	BEVERLY HOTEL 125 EAST 50TH STREET
Wednesday June 27 4:00 P.M. Tea; Cocktails	ANNUAL RECEPTION FOR THE PRESS Presentation of the Wool Bureau's Fall promotion program at annual reception for the press, hostessed by members of The Wool Bureau's Women's Wear Advisory Committee. By invitation. Contact: Kay C. Jones, PL. 7-5092.	THE WOOL BUREAU, INC.	16 WEST 46TH STREET 9TH FLOOR
Thursday June 28 10:00 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Sally Victor will present her Fall millinery collection to the local press. <u>Showing to the out-of-town editors on Sunday, July 8 at 3:00 P.M.</u> By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Friday June 29 10:30 A.M. Coffee	FALL & WINTER COLLECTION AT PREVIEW Press preview for the New York press of Maria Krum's collection for Fall and Winter. <u>Showing to the out-of-town editors, Monday, July 16, at 2:30 P.M.</u> By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
July 4	FOURTH OF JULY--LEGAL HOLIDAY (Wednesday).		
Thursday July 5 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: BEAUTY EXHIBIT "Heads Ahead"--M. Louis Hair Design Institute will invite the press to a cocktail party and an exhibit of art collection with coordinated beauty fashions. By invitation only. Contact: Michael McKone, BR. 9-6965.	M. LOUIS HAIR DESIGN INSTITUTE	45 WEST 34TH STREET 2ND FLOOR
Sunday July 8 11:00 A.M. Brunch	BRUNCH & FASHION SHOW FOR VISITING EDITORS Mme. Bruné will present for the first time her "no rump wrinkle" skirt. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BRUNÉ (WASHINGTON, D.C.)	17 EAST 48TH STREET STUDIO
Sunday July 8 1:00 P.M. Luncheon	FALL & WINTER SHOE PREVIEW The Kid Leather Guild's luncheon and preview of Fall and Winter kid shoes and accessories. By invitation. Publicity: Geri Matthau, WI. 7-0288.	KID LEATHER GUILD	CHATHAM WALK VANDERBILT & 48TH ST.
July 8 3:00 P.M.	SALLY VICTOR'S FALL PREVIEW FOR VISITING PRESS AT 18 EAST 53RD STREET. (See above).		
Sunday July 8 4:30 P.M.- 7:00 P.M. Cocktails	FALL DRESSES AT PARTY FOR EDITORS A collection of Parisian designed fashions by Balmain, Desses, Fath and Piguet for Puritan Dress Company will be presented at a cocktail party. By invitation only. Publicity: Dora Miller, LO. 3-4285.	PURITAN DRESS COMPANY	WALDORF-ASTORIA SERT ROOM
Sunday July 8 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the visiting press to a cocktail party and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET

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Sunday July 8 6:00 P.M.- 9:00 P.M.	PREVIEW: NEW FALL MAKEUP SHADE Harriet Hubbard Ayer will invite the out-of-town press to preview the new Fall makeup shade, at a soiree in Mary Brown's apartment. By invitation. Publicity: Mary Brown, MU. 8-4050.	HARRIET HUBBARD AYER (505 PARK AVENUE)	50 EAST 81ST STREET APT. 2-A
Sunday July 8 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN PRESS Walter Florell's millinery show for visiting editors. Local press show, Monday, July 9 at 11:00 A.M. By invitation only. Personality Publicity: Rasponi Assoc., TE. 8-8171. Fashion Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday July 9 8:00 A.M. Breakfast	VISITING PRESS SHOWING OF GOTHE ORIGINALS Presentation to the out-of-town editors of Gothé (David E. Gottlieb) fashions for Fall. By invitation. Publicity: Nona James, CH. 4-7658.	DAVID E. GOTTLIEB	WALDORF-ASTORIA
July 9 11:00 A.M.	WALTER FLORELL'S PREVIEW OF FALL MILLINERY FOR NEW YORK EDITORS. (See above).		
Monday July 9 12:00 Noon- 12:45 P.M.	PREVIEW OF FALL SHOES FOR OUT-OF-TOWN PRESS Delman (Auxiliary Member of N.Y. Dress Institute) will present Fall shoe collection to the visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN	WALDORF-ASTORIA FLAMINGO ROOM
Monday July 9 12:00 Noon- 5:00 P.M. Buffet	DIAMOND DISPLAY AT OPEN HOUSE FOR PRESS N.W. Ayer & Son will invite the fashion press to meet Bianca Gilchrist, who works on diamond publicity in Paris; and to preview a display of diamond jewelry by Cartier and Van Cleef & Arpels. Buffet luncheon and refreshments throughout the afternoon. By invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	WALDORF-ASTORIA SERT ROOM
Monday July 9 12:45 P.M. Luncheon	PRESS PREVIEW OF FUR FASHIONS Hollander (Auxiliary Member of the N.Y. Dress Institute) will present a complete fur story, spotlighting cross sections of the market, as well as a group of furs from leading couturiers. For out-of-town and local press, by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	HOLLANDER FURS	WALDORF-ASTORIA WEDGWOOD ROOM
Monday July 9 2:30 P.M.	PRESS SHOWING: FALL AND WINTER MILLINERY Jack McConnell will present his collection of millinery for Fall and Winter. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	JACK McCONNELL	41 WEST 57TH STREET SALON
Monday July 9 4:00 P.M.	PRESS EXHIBIT: "FABRICS OF THE FUTURE" Deering, Milliken's exhibit of new blends of wool with Nylon, Orlon and Dacron; Milliset and Duramil finishes; and Milium (metal insulated) linings—at a cocktail party for the local and out-of-town press. By invitation only. Publicity: Robert Crotty or Paul Funk, LO. 3-5200.	DEERING, MILLIKEN & CO. (1407 BROADWAY)	WALDORF-ASTORIA BASILDON ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 9 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Coro jewelry and Glentex scarfs (Auxiliary Members of the N.Y. Dress Institute)--"Accesso-Time" Showing of Fall and Winter accessories. By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY: GLENTEX SCARFS	WALDORF-ASTORIA ASTOR GALLERY
Monday July 9 6:30 P.M. Buffet	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Elizabeth Arden will invite the out-of-town editors to a showing of her Fall ready-to-wear collection. Buffet supper, 7:00 P.M. to 8:00 P.M. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
Tuesday July 10 8:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Irene of New York will invite the visiting editors to a preview of her Fall millinery. By invitation only. Publ.: Angeline Dougherty, CH.4-2308.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday July 10 10:30 A.M.	FALL MILLINERY AT PRESS SHOWING Presentation of the Fall millinery collection by Laddie Northridge. Showing for the visiting editors on Tuesday, July 17 at 3:00 P.M. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Tuesday July 10 12:00 Noon- 1:00 P.M. Aperitif	PRESS SHOWING OF LITTLE GIRLS' FASHIONS Celeste (Auxiliary Member of N.Y. Dress Institute) will present a Fall collection of couture designs in little girls' fashions, sizes 1 to 12. For local and out-of-town press, by invitation. Publicity: Rose Hilton, MU. 5-5133.	CELESTE FROCKS, INC.	WALDORF-ASTORIA FLAMINGO ROOM
Tuesday July 10 2:00 P.M.- 5:00 P.M. Champagne	INFORMAL EXHIBIT OF FALL HANDKERCHIEFS "Hanky Boutique"--an informal exhibit of handkerchief and fashion squares coordinated with Fall and Resort ready-to-wear and accessories. By invitation only. Publicity: Mary Marsh, PL. 7-5809.	HANDKERCHIEF PROMOTIONS	WALDORF-ASTORIA CRANE SUITE-5TH FLOOR
Tuesday July 10 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL BLOUSES Ship 'n Shore (Auxiliary Member of the N.Y. Dress Institute) will present Fall blouse fashions at a preview for the local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE BLOUSES	WALDORF-ASTORIA JADE & BASILDON ROOMS
Tuesday July 10 4:30 P.M.- 6:30 P.M. Cocktails	PREVIEW OF FASHIONS IN WOMEN'S WATCHES "Fashions In Time"--newest designs in feminine watches, keyed to the styles for Fall and Winter, will be presented by the Watchmakers of Switzerland (Federation Suisse des Associations de Fabricants d'Horlogerie) to the N.Y. and out-of-town fashion press. By invitation only. Sponsored by Foote, Cone & Belding International. Contact: Elizabeth Maher Associates, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	PARK LANE HOTEL PARK AVE. & 48TH ST.
Tuesday July 10 7:00 P.M. Dinner	SHOWING OF SILK FABRICS TO PRESS The International Silk Association, U.S.A. (Auxiliary Member of the N.Y. Dress Institute) will present a "Cavalcade of Silk". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 11 11:00 A.M. Luncheon	PRESS SHOWING OF FALL MILLINERY  Mr. Fred will present his millinery collection for Fall at a showing for the local press. <u>Visiting press breakfast showing on Saturday, July 14,</u> <u>at 9:30 A.M.</u> By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN-FREDERICS, INC.	29 EAST 48TH STREET SALON
Wednesday July 11 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING  The Fashion Group will hold its Accessories Division luncheon meeting. (More details later). Chairman: Marjorie Schlesinger. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (two per member). Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday July 11 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION  Brief luncheon showing for out-of-town and N.Y. fashion press of Henry Rosenfeld's collection for Fall. By invitation only. Publicity: Shirley Berke, or Sally Sober, LO. 5-0400.	HENRY ROSENFIELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday July 11 2:30 P.M.	PRESS PREVIEW OF YOLANDE HANDMADES  Preview for the Fashion press of the Yolande collection of handmades for Fall, including couture designs in lingerie, blouses and baby clothes. <u>Out-of-town press show at 4:00 P.M.</u> By invitation only. Publicity: Helen Galland, MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
Wednesday July 11 3:00 P.M.	FALL HOSIERY FASHIONS AT VISITING PRESS SHOW  Gotham Hosiery (Auxiliary Member of the N.Y. Dress Institute) will present hosiery fashions for Fall to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GOTHAM HOSIERY	785 FIFTH AVENUE JANE DERBY'S SHOWRM.
July 11 4:00 P.M.	YOLANDE'S SHOWING OF HANDMADES FOR THE OUT-OF-TOWN EDITORS AT 4:00 P.M. (See above).		
Wednesday July 11 4:30 P.M. Cocktails	FUR FASHIONS FOR VISITING PRESS  Leo Ritter (Auxiliary Member of the N.Y. Dress Institute) will present the Fall and Winter fur collection to visiting press. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	RITTER BROTHERS, INC.	21 CLUB 21 WEST 52ND STREET
Wednesday July 11 5:00 P.M. Cocktails	PREMIER SHOWING: SPORT SHIRTS AND NECKTIES  Preview for visiting and local press of the first collection of Adrian "Designs For Men", showing sport shirts and neckties designed by the American couturier. Commentator: Bert Bachrach. <u>Repeat showing at 5:30 P.M.</u> By invitation only. Contact: Maybelle F. Hall Company, MU. 2-3080.	ADRIAN "DESIGNS FOR MEN", INC.	SHERRY-NETHERLAND CARNAVAL ROOM
Wednesday July 11 5:30 P.M.- 7:00 P.M. Cocktails	FALL FASHION SHOW AT COCKTAIL PARTY  "Make Hay When The Crystal Ball Shines"--David Crystal will present an informal showing of the Fall collection at a cocktail party, complete with fortune tellers. For visiting and local press, by invitation only. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	GOGI'S LARUE 45 EAST 58TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 11 6:00 P.M. Cocktails; Dinner	HAT FASHIONS FOR LOCAL & VISITING PRESS The Millinery Fashion Bureau will invite the out-of-town and local press to cocktails at 6:00 P.M. and dinner at 7:00 P.M., followed by a showing of Fall hat fashions by leading milliners. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday July 12 8:00 A.M.- 8:45 A.M. Breakfast	BREAKFAST WITH VIRGINIA SPEARS "Short, Snappy Fashion Preview" of Virginia Spears Juniors, highlighting news in Junior Fall Fashions for Collegiennes and Young-Timers. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	SPEARS-EPSTEIN, INC. (1400 BROADWAY)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Thursday July 12 9:00 A.M.- All Day	OPEN HOUSE FOR VISITING EDITORS Informal showings of Vera Maxwell's Fall collection will be presented at an open house for the out-of-town editors. Contact: LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Thursday July 12 11:00 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION Mr. John will invite the press to a preview of his millinery collection for Fall. Showing for the out-of-town editors on July 12 at 5:00 P.M. By invitation only. Publicity: Petty Nelson, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday July 12 12:00 Noon	COAT & SUIT SHOWING FOR VISITING PRESS Seymour Fox will present his Fall coat and suit collection to the out-of- town press. Showing promptly at 12:00 Noon. By invitation only. Publ.: Ann R. Silver Associates, MU. 7-8654.	SEYMOUR FOX (FOX & CO.)	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Thursday July 12 12:00 Noon- 2:00 P.M. Luncheon	PREVIEW OF FALL COATS AND SUITS Handmacher-Vogel (Auxiliary Member of the N.Y. Dress Institute) will in- vite the out-of-town press to a luncheon showing of Fall coats and suits. By invitation only. Publicity: Bella Crawford, LO. 4-7332.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM
July 12 5:00 P.M.	MR. JOHN'S MILLINERY SHOW FOR THE OUT-OF-TOWN EDITORS AT 5:00 P.M. (See Above).		
Cancelled July 12	GUILD OF BETTER SHOE MANUFACTURERS' SHOWING FOR LOCAL AND VISITING PRESS. ORIGINALLY SCHEDULED FOR THURS., JULY 12 AT 5:00 P.M., HAS BEEN CANCELLED.		
Thursday July 12 6:00 P.M.- 7:30 P.M. High Tea	SUMMERTIME HIGH TEA WITH JOSEF "Relax in a cool, comfortable atmosphere, overlooking Central Park," while viewing the Advance Fall Collection of Domestic and Imported (Bags By Josef). By invitation only. Publicity: Viola Shefer, PL. 3-3173.	GOLD SEAL IMPORTERS, INC. HOTEL SAVOY PLAZA (30 EAST 33RD STREET)	LE CHATEAU-11TH FL.
Thursday July 12 7:30 P.M. Dinner	FALL FASHION SHOW-- DINNER FOR PRESS Dinner party for visiting and local press, with a fashion presentation of Martini Designed and Diminutives by Sylvan Rich; and Fredrica Furs, designed by Arthur Schwartz. Hats--Emme. Jewels--Frank S. Hartley. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI; & FREDRICA FURS	LA VIE EN ROSE 123 EAST 54TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 13 8:00 A.M. Breakfast	BREAKFAST WITH BERNHAM-STEIN Fashion Promenade of Haute-Couture Furs by Bernham-Stein, showing their "trend-setting" fur collection. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	BERNHAM-STEIN (660 FIFTH AVENUE)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Friday July 13 1:00 P.M. Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Lloyd Weill will invite the press to a luncheon and showing of the Fall collection. By invitation. Contact: Miss Gloria, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Friday July 13 3:30 P.M.	FALL AND WINTER PREVIEW FOR PRESS Lilly Dache will present her Fall and Winter fashions to the out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Friday July 13 6:00 P.M.	FALL COLLECTION AT VISITING PRESS SHOW Frances Sider will invite the out-of-town press to a Champagne Party and showing of her new Fall collection, and will introduce "Turntable Separates". By invitation only. Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.	25 CENTRAL PARK WEST PENTHOUSE-32 J
July 14 9:30 A.M.	JOHN FREDERICS' BREAKFAST SHOWING OF FALL MILLINERY FOR VISITING EDITORS. (See Page 6).		
Saturday July 14 11:00 A.M. Mint Juleps	PRESS SHOWING OF COATS AND SUITS Willi's Fall and Winter collection of coats and suits will be presented at a mint julep party for the visiting and local press. By invitation only. Publicity: Angeline Dougherty, CH. 4-2308.	WILL NEMEROV	CHATHAM WALK VANDERBILT & 48TH ST.
Saturday July 14 12:00 Noon Luncheon	FALL & WINTER JEWELRY AT LUNCHEON SHOWING Trifari, Krussman & Fishel will invite the out-of-town and local editors to a luncheon and presentation of the Fall and Winter jewelry collection. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Saturday July 14 3:00 P.M.; Sunday July 15	WEEKEND IN BERKSHIRES FOR VISITING PRESS A group of leading New York manufacturers, in cooperation with the New Haven Railroad, will invite the out-of-town editors on a "Train To Tanglewood". The weekend will feature fashion shows to be presented during the train ride, and a concert at Tanglewood by the Boston Symphony Orchestra. Participants include: Dave Bellsey Co., Inc.; Nelly de Grab; Wm. Skinner & Sons; Varden Dress; Aris Gloves; Hanes Hosiery; Merrimac Hat Corp.; Palter DeLiso; Weinreich Bros. (Marvella Pearls); Clairol, Inc. (Hair Color Institute); Tussy Cosmetiques; Park & Tilford Distilling Corp.; Reed & Barton (sterling silver place settings); and the New Haven Railroad. Train departs from Grand Central Terminal on Saturday, July 14 at 3:00 P.M., and will return at midnight on Sunday. By invitation only. Publicity: Henrietta Gilbert, LO. 4-6730.	LEADING NEW YORK MFRS.; & NEW HAVEN RAILROAD	LENOX, MASSACHUSETTS
Monday July 16 11:00 A.M. Sherry	JEWELRY DISPLAY FOR VISITING PRESS La Tausca will present a display of Fall and Winter costume jewelry to visiting press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	411 FIFTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 16 12:30 P.M. Luncheon	PRESS PREVIEW: FALL CHILDREN'S FASHIONS  Bo-Peep Manufacturing Co. will invite the local and visiting press to a capsule preview of Hulda Schorr's fashions, from baby-in-carriage to first-year-school age. By invitation. Contact: Peggy Caile, WI. 7-1562.	BO-PEEP MANUFACTURING CO.	64 WEST 36TH STREET SHOWROOM-7TH FLOOR
Monday July 16 2:30 P.M.	FALL COLLECTION FOR VISITING EDITORS  The out-of-town press will be invited to a showing of Maria Krum's collection for Fall. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
Monday July 16 4:00 P.M. Cocktails	FALL LINGERIE AT PRESS SHOW  "Fashions: Private Life"--presentation to the out-of-town and local press and trade of the Fall collections of the Lingerie & Negligee Association. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LINGERIE & NEGLIGEE ASSOCIATION	PARK LANE HOTEL PARK AVE. & 48TH ST.
Beginning Monday July 16	OPENING OF FALL SHOE COLLECTIONS  The Guild of Better Shoe Manufacturers will present their Fall collections at daily showings in individual showrooms; also a composite display of the collections in the Guild's headquarters, Hotel Shelburne, Lexington Avenue and Thirty-Seventh Street. By appointment. Members include: Beleganti; Fox Shoe Company; Geller Shoe Company; Jerro Brothers; Marino; I. Miller; Newton Elkin; Palter DeLiso; M. Wolf; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Tuesday July 17 11:00 A.M.	SHOWING OF SCARF & FABRIC COLLECTIONS  Brooke Cadwallader will present his Fall scarves and fabrics collections to the local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday July 17 12:00 Noon	FUR FASHIONS FOR VISITING EDITORS  Esther Dorothy will present her fur collection for Fall and Winter to the out-of-town press. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Tuesday July 17 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING  The Millinery Division of The Fashion Group will hold a luncheon meeting. More details later. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (two per member). Contact: The Fashion Group, CI.7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALIROOM
Tuesday July 17 3:00 P.M.	FALL MILLINERY SHOW FOR VISITING PRESS  Laddie Northridge will invite the out-of-town editors to a showing of his Fall millinery. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Tuesday July 17 4:30 P.M. Cocktails	PRESS PREVIEW: FALL PEARL COLLECTION  Presentation of the Richelieu Fall pearl collection at a cocktail party for the N.Y. and out-of-town press. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	RICHELIEU PEARLS	PLACE TO BE ANNOUNCED

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday July 17	OPENING OF FALL HAT COLLECTIONS IN PARIS  <u>Tuesday, July 17:</u> Maud et Nano; Albouy; Claude St.-Cyr. <u>Wednesday, July 18:</u> Rose Valois; Simone Cange; Jean Barthet. <u>Thursday, July 19:</u> Denise Chabaud. <u>Friday, July 20:</u> Achille; Le Monnier; Mme. Suzy. <u>Monday, July 23:</u> Rose Descat. <u>Tuesday, July 24:</u> Suzanne Talbot. <u>Wednesday, July 25:</u> LeGroux Soeurs; Marie-Christiane. <u>Thursday, July 26:</u> Caroline Reboux. Contact: individual milliners.	PARIS MILLINERY DESIGNERS	PARIS, FRANCE
Wednesday July 18 10:00 A.M. Breakfast	PREVIEW OF FALL AND WINTER FURS  Presentation of Arnold Constable's Fall and Winter fur collection. By invitation only. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR FUR SALON
Wednesday July 18 12:00 Noon Luncheon	SHOWING OF FALL FASHIONS AND FABRICS  Annual Autumn Collection--presentation of Fall costumes by Paul Adler Originals, Inc.; Davidow; Philip Mangone; Vera Maxwell, and many others in John Walther fabrics, during a luncheon for the press and trade. Showing at 1:00 P.M. ( <u>Note Change of Date and Time</u> ). By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Wednesday July 18 3:00 P.M.	PRESS SHOWING OF FALL MILLINERY  Chanda will present his Fall millinery collection to the press. By in- vitation only. Publicity: Maud G. Moody, LE. 2-4049.	CHANDA, INC.	30 WEST 57TH STREET SALON
Thursday July 19 9:15 A.M. 2:30 P.M.	TOUR OF N.J. PLANT FOR VISITING PRESS  Shulton's modern toiletries plant tour, showing manufacture of products, filling of bottles, packaging, molding of plastics and compounding of perfumes for Early American Old Spice, Friendship's Garden and Desert Flower. By invitation only. (Transportation will be provided, leaving at 9:15 A.M. from 630 Fifth Avenue.) Publicity: Lee Russell, CI. 5-6263.	SHULTON, INC.	CLIFTON, NEW JERSEY
Thursday July 19 10:30 A.M.	FALL MILLINERY AT PRESS SHOWING  Braagaard will present a collection of millinery for Fall to the press. By invitation. Contact: Miss Eva, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Beginning Tuesday July 24	SCHEDULE OF LONDON COUTURE PREVIEWS  <u>Tuesday, July 24:</u> Lachasse; Michael Sherard; Norman Hartnell; Peter Russell. <u>Wednesday, July 25:</u> Charles Creed; Victor Stiebel; Hardy Amies; Digby Morton. <u>Thursday, July 26:</u> Worth; Mattli; Hardy Amies. Admission by invitation only. Contact: Lilian Hyder, 36 Bruton Place, London.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON W-1, ENGLAND
Beginning Friday July 27	OPENING OF PARIS COUTURE COLLECTIONS  Showings of the Autumn and Winter collections by members of the Chambre Syndicale de la Couture Parisienne, with Jacques Fath showing on Friday, July 27. (Complete schedule will be listed later.) Contact: Madeleine Godeau, 102, Rue du Faubourg St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

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\*THEATRE PAGE WILL BE RESUMED AS SOON AS SPACE IS AVAILABLE.\*

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