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• 1951

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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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 30, 1951</u>			
Monday April 30 12:45 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON "Gowns and Interiors For Today's Woman"--special showing of gowns for Summer by Murray Nieman, coordinated with interiors, created by James L.G Mitton, at benefit luncheon for the Vacation Camp and Dormitory for the Blind. Hats--Margaret Cody. Furs--David's 57th Street. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MURRAY NIEMAN	HOTEL PIERRE COTILLION ROOM
Beginning Monday April 30	OPENING OF FALL COLLECTION Daily showings of Stephanie Koret's Fall collection in N.Y. showroom, including "Wonder Washables" pair-offs. By appointment only. Contact: Sol Schapiro, LO. 5-2442. Publicity: Alice White or Peggy Lynn of Abbott Kimball, Co., PL. 3-9600.	KORET OF CALIFORNIA	1407 BROADWAY SUITE 3408
Beginning Monday April 30- May 5	CENTURY-OLD LINGERIE FASHIONS ON EXHIBIT Women's aprons and lingerie, gowns, chemises, and household items, created in Swiss handwoven linens and hand-made during the 19th Century, will be on display. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday May 1 9:00 A.M. Breakfast	PRESS PREVIEW OF "INDORABLE" FASHIONS Burlington Mills will present "Indorables"--a showing of at-home fashions, highlighting Burlington's newest fabric idea. By invitation only. Publicity: Paul Menneg, LO. 4-5000.	BURLINGTON MILLS	HAMPSHIRE HOUSE COTTAGE
Tuesday May 1 12:45 P.M. Luncheon	PRESENTATION OF SUMMER FASHIONS Special presentation of Summer fashions during luncheon for the benefit of the Bay Ridge Group of Hadassah. Gowns--Ingrid Haute Couture. Furs--K. Hartenstein. Accessories and Casuals--Beryl and Joan, Inc. Shoes--Nancy Haggerty. Beachwear--Miss Hilbrun. Scarves--Vera. Hair Styles--Albert Carter. Show Coordinator and Contact: Rosalyn Bader, MA. 2-4660. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Tuesday May 1 1:00 P.M. Luncheon	SHOWING OF SUMMER FASHIONS AT LUNCHEON Presentation of Gothé afternoon and evening Summer fashions; and Julius Green furs at "Fun With Fashions" luncheon show. St. Moritz Fashion Director: Alberta Kelley. Press by invitation. Public by reservation; contact: Headwaiter, PL. 5-5800. St. Moritz Publicity: Kurt Hoffman Associates, PL. 3-7676.	GOTHÉ ORIGINALS; & JULIUS GREEN FURS	ST. MORITZ HOTEL 50 CENTRAL PARK SO.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 1 2:15 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING Sydell-Marie-Yates will present a benefit showing of Summer custom-order suits, dresses, cocktail, dinner and evening gowns; also a bridal pro- cession. By invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Tuesday May 1 2:30 P.M.	SHOWING OF SUMMER FASHIONS Presentation of a collection of dresses and beachwear for Summer by Martin's. Open to public. Publicity: Pat Ellis, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
Tuesday May 1 4:30 P.M. Cocktails	PRESS SHOW: FALL SHOE FASHIONS Cocktail party and press showing of Mademoiselle Shoe Originals for Fall. Press invited. For reservations; contact: Rosemary Reilly, LO. 4-3350.	MADEMOISELLE SHOES (CARLISLE SHOE CO.)	350 FIFTH AVENUE ROOM 7419
May 1	CHILD HEALTH DAY (Tuesday).		
Wednesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING Subject: "Future Packaging"--"What's In It?" Speaker: James R. Turnbull, General Manager of Sales, Plastics Division, Monsanto Chemical Co. "What Of It?" Edgar Kaufman, Jr., Research Assistant and Consultant on Indus- trial Design at Museum of Modern Art. Chairman: Beatrice Castle. Price (including tax and tip): \$3.75 for members; \$4.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday May 2 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW "Fashion Gaiety"--Arnold Constable will present fashions in the exciting young mood of Summer, 1951. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDOFF-ASTORIA SERF ROOM
Wednesday May 2 12:45 P.M. Luncheon	COLLECTION OF SUMMER CASUALS AT LUNCHEON Summer collection of casuals for daytime and evening wear, designed by Clifford, will be presented by del Mar at a benefit luncheon for the N.Y. Women's Bible Society. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. del Mar Publicity: Ruth Hammer Assoc., EL. 5-7108. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	del MAR	HOTEL PIERRE COTILLION ROOM
Wednesday May 2 4:30 P.M. Cocktails	PRESS PREVIEW FOR ACCESSORY EDITORS Stanley Herzman will present the early Fall collection of Carol Stanley scarves and stoles to accessory editors only. Official press preview for all fashion editors on <u>Tuesday, May 29 at 10:00 A.M.</u> (See Pg. 6). By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
Thursday May 3 11:00 A.M. Champagne	FALL COLLECTION AT PRESS PREVIEW Presentation to the press of Leonard Arkin's collection of Fall dresses, suits and ensembles. By invitation only. Publicity: Ann Rabin, WI. 7-5324.	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 3 12:30 P.M. Luncheon	"DACRON" (FIBER V) PREVIEW FOR PRESS "An Introduction to DACRON Polyester Fiber" by the Du Pont Company, Dr. L. L. Larson, Sales Development Manager, will discuss the outlook for this new fiber in the apparel field, at a luncheon for the fashion press. By invitation only. Contact: Blanche Gaillard, LO. 3-6400, Ext. 308.	DU PONT COMPANY	HOTEL PIERRE ROOF GARDEN
Thursday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON "City Cottons"--Saks 34th will present a luncheon showing of Summer cottons for women who work. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks 34th Publicity: Rita Dobbins, LA. 4-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS 34TH STREET	HOTEL PLAZA PERSIAN ROOM
Postponed May 3	RAYMODES NEGLIGEES PRESS PREVIEW, ORIGINALLY SCHEDULED FOR THURSDAY, MAY 3, AT 4:00 P.M., HAS BEEN POSTPONED TO WEDNESDAY, MAY 9 AT 3:00 P.M. (See Pg.4).		
Thursday May 3 7:30 P.M.	NINTH SESSION: PUBLICITY WORKSHOP Subject: "Publicity and the Retail Store". Speakers: Lucia Foreman, merchandise editor, "Look" Magazine; Rea Lubar, director of public relations, Lord & Taylor; Catherine Perry of Advance Pattern Company. Discussion--merchandising publicity with magazine and retail stores. Director: Ellen Lind. Fee: \$2.50. Contact: Henrietta Gilbert, MU. 8-1837.	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.
May 5	NAT'L SPRING NOTION WEEK (May 5-May 12). Contact: George Pounder, LE.2-4455.		
May 6	SAN FRANCISCO FALL MARKET WEEK (May 6-May 10).		
Monday May 7 10:00 A.M. Press Preview; 2:00 P.M. Trade Show	SHOWING OF FALL SHOE FASHIONS Sponsored jointly by the New England Shoe and Leather Association and the National Association of Shoe Chain Stores, the Popular Price Shoe Show of America will present shoe fashions for Fall 1951. Exhibitors will display both at the New Yorker and McAlpin Hotels during the entire week, May 6-May 10. Co-Managers of the show are Maxwell Field and Edward Atkins. <u>Press preview: 10:00 A.M. By invitation only. Trade Show: 2:00 P.M.</u> For tickets: contact: Edward Atkins, 51 East 42nd Street, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Monday May 7 11:00 A.M. Luncheon	PREVIEW OF FALL LINE IN LOS ANGELES Howard Greer's showing of Fall and Winter fashions for press, retailers and buying offices. Showing at 11:00 A.M., to be followed by luncheon, in the newly opened Los Angeles Showroom. By invitation only. Contact: Howard Greer, 2020 Stoner Avenue, Los Angeles 25, Calif.	HOWARD GREER	2020 STONER AVENUE LOS ANGELES, CALIF.
Wednesday May 9 12:30 P.M. Luncheon	DAVID CRYSTAL'S SUMMER FASHIONS AT LUNCHEON "Summer Excitement"--Saks Fifth Avenue will present a collection of Summer fashions, including David Crystal, Izod of London, and Haymaker Separates. Accessories--Saks Fifth Avenue. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, LA. 4-7760. Waldorf Fashion Publ.: Madeleine Riordan, EL.5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 9 3:00 P.M. Cocktails	PREVIEW OF HOSTESS GOWNS BY JEAN DESSES Raymodes Negligees will invite the press to a cocktail party and showing of the Fall collection of hostess gowns, designed exclusively for them by Jean Desses. (<u>Note Change of Date, Time and Place</u>). By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	RAYMODES NEGLIGEES, INC. (105 MADISON AVENUE)	SHERRY-NETHERLAND CARNAVAL ROOM
Sunday May 13	MOTHER'S DAY. Theme: "Nothing's Too Good For Mom". Contact: Irving K. Edwards, Nat'l Committee on the Observance of Mother's Day, CH. 4-3900.		
Monday May 14 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1951 Fall and Winter collec- tion at 10:30 A.M. <u>Presentation to the trade at 2:30 P.M.</u> By invitation.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
Monday May 14 4:00 P.M.; 9:00 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Annual fashion show by students in the Department of Costume Design and Construction of Parsons School of Design (a non-profit institution of higher education). Admission (tax included): \$1.20, afternoon; \$2.40 evening. Contact: Elizabeth Wenig, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
Monday May 14	OPENING OF BELMONT RACE TRACK (May 14-June 21). Contact: John McClain, News Contacts, CO. 5-3166.		
May 14	SECOND ANNUAL IRISH LINEN WEEK. Publicity: Eleanor Rowlands, LE. 2-9292.		
Tuesday May 15- May 16 9:00 A.M. Breakfast	FALL COLLECTION OF COORDINATED SEPARATES The press and trade will be invited to a breakfast showing on Tuesday, May 15 and Wednesday, May 16, of Nelly de Grab's collection of Fall. Coordinated Separates. By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB CO.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Tuesday May 15 11:00 A.M. Buffet	PREVIEW OF BRIDAL HEADDRESSES & HATS "Abstract Art In Bridal Fashions"--Edward E. Berger will present head- dresses and hats for the bridal party, designed by Fran Whitney. Show will be followed by buffet luncheon. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	EDWARD E. BERGER, INC. (218 WEST 40TH STREET)	530 SEVENTH AVENUE V. MAXWELL'S SHOWROOM
Tuesday May 15 12:30 P.M. Luncheon	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION The press and trade will be invited to a luncheon and presentation of Schrank's Fall collection of lingerie, including pajamas, slips and gowns. By invitation only. Publicity: Arline Terry, Max Rogel and Associates, DI. 4-8575 or Mitchell 3-8737.	M. C. SCHRANK CO.	HOTEL PIERRE COTILLION ROOM
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY FASHIONS FOR FALL Presentation of Fall collection of Betty Barclay dresses for juniors, by Linsk of Philadelphia and California. By invitation only. Publicity: Edgar Herz, Williams Advertising Agency, MU. 6-3055.	LINSK OF PHILADELPHIA & CALIFORNIA, INC.	HOTEL AMBASSADOR EMBASSY ROOM
May 15	ANNUAL TOILET GOODS CONVENTION (May 15-May 17). Contact: CO. 5-5443.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 16 12:30 P.M. Luncheon	SHOWING OF SUMMER SHEERS AT LUNCHEON Presentation of sheers for Summer by Russeks Fifth Avenue at a luncheon show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Thursday May 17 9:15 A.M. Breakfast	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of the del Mar collection for Fall. Show at 10:00 A.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	del MAR (498 SEVENTH AVENUE)	TAVERN-ON-THE-GREEN 67TH & CENTRAL PK. W.
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION LUNCHEON "We Know What We Want! Do you?" A consumer panel of three will tell the experts what customers do and do not like about home furnishings--and advertising and editorial presentation today. Summation by Nadine E. Miller, director of press and public relations, C.E. Hooper, Inc. Chairman: Melva Chesrown. Price (including tax and tip): \$3.75 for members; \$4.00 for guests (members may bring guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday May 22 9:00 A.M. Breakfast	BREAKFAST PREVIEW OF FALL SPORTSWEAR Showing of Raissa Masket's Fall Sportswear collection of "Inseparables". By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday May 22 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR Cocktail party for press and trade, and presentation of Lotte of Drewyn's collection of "Creative Sportswear" for Fall. Show at 4:00 P.M. By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR.
Tuesday May 22 6:30 P.M. Dinner	BACK-TO-SCHOOL FALL FASHION SHOW The Infants', Children's and Teens' Wear Buyers' Association back-to-school Fall fashion show. Included will be a collection of Paris and American originals. Tickets: \$10.00. Contact: Cecilia Cooper, BR.9-9624. Press by invitation. Publicity: Eleanor Kairalla Agency, MU. 8-1172.	INFANTS', CHILDREN'S & TEENS' WEAR BUYERS' ASSN. GRAND BALLROOM	HOTEL STATLER
Wednesday May 23 9:00 A.M. And 10:15 A.M. Breakfast	PREVIEW: FALL LINGERIE & CHILDREN'S APPAREL Press showing of Carter's Fall negligees, gowns and slips, designed for juniors, misses and women, at an informal breakfast at 9:00 A.M. Preview of underwear, sleepwear, and specially designed knit fashions by Carter for infants and children at 10:15 A.M. By invitation only. Contact: Helen D. Leaf of Batten, Barton, Durstine & Osborn, Inc. EL. 5-5800.	THE WILLIAM CARTER COMPANY	100 PARK AVENUE SHOWROOM
Wednesday May 23 4:00 P.M. Cocktails	"TOGEROY, U.S.A.": FALL FASHIONS IN CORDUROY Bernside Mills will invite the press, retailers and buying offices to a comprehensive showing of back-to-school, college, and early Fall fashions in Togeroy (corduroy) for misses, juniors, children and men. Staging by Tom Lee. Cocktails at 4:00 P.M. Show at 4:30 P.M. By invitation only. Fashion Director and Publicity: Rose Hilton, MU. 5-5133.	BERNSIDE MILLS	HOTEL PIERRE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 24 10:00 A.M. Clinic 12:00 Noon Luncheon	ANNUAL FASHION CLINIC & EXHIBIT The 1951 Parents' Magazine "Fall Fashion Clinic", with an exhibit of fabrics and fashions, to be advertised in the August and September issues; also, a presentation of back-to-school fashions for children, girls, boys and small teens. Clinic Director: Mrs. Beryl Tucker, fashion editor of "Parents" Magazine. <u>Luncheon at 12:00 Noon</u> , in the Belvedere Room. Speakers: Joseph Meade, Children's Merchandise Manager, Rich's, Atlanta, Ga., and Mr. E.B. Foskett, Managing Director, Customer Audit Bureau, Inc., N.Y.C. Press by invitation. Tickets: \$7.50 (clinic); \$5.00 (luncheon); \$12.50 (clinic and luncheon). Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Thursday May 24 10:30 A.M. And 2:30 P.M.	FALL SHOWING: TOWN & COUNTRY COLLECTION Fall presentation of suits, coats and sportswear, designed by Robert Bart for Edward I. Schainman. Showings at 10:30 A.M. and 2:30 P.M. By invitation only. Publicity: Elaine Kramer, LO. 3-3732.	EDWARD I. SCHAINMAN	1384 BROADWAY SHOWROOM-9TH FLOOR
Thursday May 24 11:00 A.M. Buffet	PRESS SHOWING OF ADVANCE FALL HATS First press showing by Frances and Walter Nelkin with a presentation of their advance Fall millinery. Show followed by buffet. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	FRANCES & WALTER NELKIN	15 WEST 39TH STREET SALON
Thursday May 24 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Arnold & Fox will present a collection of suits for Fall at a preview for the press. By invitation only. <u>Showings to the trade at 3:30 P.M., daily, June 5, 6, 7, 12, and 13.</u> Contact: CH. 4-3916. Publicity: Pauline Greene, Esmond & Dore, Inc., MU. 7-8297.	ARNOLD & FOX, INC.	PLACE TO BE ANNOUNCED
Tuesday May 29 10:00 A.M. Coffee	PRESS PREVIEW: STOLES, SCARVES, HANDKERCHIEFS Stanley Herzman will present the Fall and Winter line of stoles, scarves and handkerchiefs to the press. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
Tuesday May 29 12:30 P.M. Luncheon	PRESS PREVIEW: FALL & WINTER FUR COLLECTION The Fall and Winter collection of furs will be presented to the press by Leo Ritter. <u>Showing promptly at 1:00 P.M.</u> By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	RITTER BROS., INC.	HOTEL PIERRE COTILLION ROOM
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		
May 30- June 13	FOURTH ANNUAL LONDON FASHION FORTNIGHT IN LONDON, ENGLAND. Contact: Dorothy Fox, Upper Grosvenor Street, London, W. 1, England.		
Thursday May 31 4:00 P.M.	PRIVATE FALL PREVIEW FOR BUYING OFFICES Buying offices will be invited to a private preview of the Fall collection of Horwitz & Duberman. By invitation only. <u>Trade showings at 10:30 A.M. and 2:30 P.M. daily, beginning Tuesday, June 5,</u> presenting Judy 'n Jill back-to-school and career clothes; Alan Graham couture fashions; and formals by Nona. Contact: William Durland, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 4 10:30 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer) Fall and Winter collection will be presented to the press on Monday, June 4 at 10:30 A.M. By invitation only. Trade showings, <u>Tuesday, June 5 at 10:00 A.M.</u> , and daily thereafter. By appointment. Contact: Sylvia Hillard at Fredrica Furs, CH. 4-8685.	FREDRICA FURS (SCHWARTZ & BLUESTEIN)	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 4 2:30 P.M.	BONNIE CASHIN'S FALL COLLECTION Press preview of Bonnie Cashin's Fall collection, designed for Adler & Adler. By invitation only. Trade showings, <u>Tuesday, June 5 at 10:30 A.M.</u> , and daily thereafter. Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Beginning Monday June 4	OPENING OF FALL SPORTSWEAR LINES Members of the Sportswear Guild include: ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN, INC.	THE SPORTSWEAR GUILD KANE-WEILL MUTUAL ROSENBLUM CHARLES NUDELMAN	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES
Beginning Monday June 4	FOGA TO SHOW FALL LINES Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC.	FASHION ORIGINATORS' GUILD OF AMERICA GRABOIS FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS CO. NAT KAPLAN, INC. DAVID LEVINE CO. MILMONT GOWNS CO. NATHAN-STRONG, INC.	MANUFACTURERS' SHOWROOMS PAUL FARNES CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			
Tuesday June 5 9:30 A.M. And 2:30 P.M.	FIFTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" 15th Annual College Clinic, a preview of fashions from the August College issue. By invitation only, for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Promotion Director, PL. 9-2080.	MADEMOISELLE MAGAZINE	HOTEL ROOSEVELT BALLROOM
Tuesday June 5 11:00 A.M.	PREVIEW: FALL COLLECTION DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance of Frank Gallant. By invitation only. Beginning Wednesday, June 6, at <u>10:30 A.M. and 2:30 P.M.</u> there will be daily trade showings of the Frank Gallant collection, including the group of clothes by Brigance. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Tuesday June 5 4:30 P.M. Cocktails	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE Annual fashion show and preview of "Glamour" Magazine's September 1951 career issue, and announcement of the winners of the "Glamour" survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 6 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Preview of the Pattullo-Jo Copeland collection for Fall. By invitation only. Trade opening, Monday, June 11, at 10:30 A.M. By appointment. Contact: Sam Cohen, LO. 3-5650. Publicity: Eleanor Lambert, MU. 8-2130.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM-14TH FLOOR
Wednesday June 6 4:00 P.M.- 7:00 P.M. Cocktails	ELEVENTH ANNUAL SEWING CONTEST & FASHION SHOW Prize-winning home-sewn garments, made by non-professional dressmakers, will be modeled at a fashion show, with fashion designers and fashion editors acting as judges. Commentator: Alma Kitchell. Showing at 5:00 P.M. By invitation only. Publicity: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 7 12:30 P.M. Luncheon	FALL DRESS COLLECTION AT PREVIEW FOR PRESS The press will be invited to a luncheon and preview of the Fall dress collection by Anna Miller. By invitation only. Showings to the trade beginning Monday, June 11 at 2:30 P.M.; Tuesday, June 12 at 10:30 A.M. and 2:30 P.M.; and daily thereafter at 2:30 P.M. Contact: Dorothy Lambert of Anna Miller, CH. 4-3966.	ANNA MILLER, INC.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Thursday June 7 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FOUNDATIONS The press will be invited to a showing of Flexees foundations for Fall by Artistic Foundations, Inc. By invitation. Publ.: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM--6TH FLOOR
Thursday June 7 4:30 P.M.- 6:30 P.M. Champagne	PRESS & TRADE PREVIEW BY NEW DESIGNER Lawrence Gaines will give a Champagne Party for press and buyers, presenting his original couturier designs for Fall in suits, dresses, and ensembles. By invitation only. Publicity: Hilda Kassell, PL. 9-2917.	LAWRENCE GAINES	43 WEST 54TH STREET SALON
Friday June 8 3:30 P.M.	PRESS & TRADE PREVIEW OF RABBIT FUR FASHIONS Press and trade will be invited to a showing of a new group of fashions in rabbit fur, including costumes by leading designers of furs, sportswear, coats, suits, millinery, and accessories. Showing promptly at 4:00 P.M. By invitation only. Fashion Director and Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.	UNITED RABBIT DRESSERS, INC.	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
Sunday June 10 9:00 P.M.	SHOWING OF FASHIONS FROM AMERICAN THEATRE The Society of New York Dress Designers, in cooperation with the Council of the Living Theatre, (celebrating the 200th Anniversary of the American Theatre) will present dresses, based on originals and modifications, featured in American theatrical productions in the past two centuries. Press by invitation. Tickets: \$10.00. Contact: Belle Burke, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	46TH STREET THEATRE 266 WEST 46TH STREET
Tuesday June 12 4:00 P.M. Tea	ADVANCE FALL MILLINERY FASHIONS The Millinery Creators Guild will present Advance Fall hats by the following eight members: Bernice Charles; Harryson Hats; G. Howard Hodge; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Jeanne Tete; and Vogue Hats. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 12 4:00 P.M. Champagne; 4:30 P.M. Show	FALL LINGERIE PREMIERE FOR PRESS AND TRADE Fashion preview of the first American-made Couture Lingerie designed by Elsa Schiaparelli. Collection for Fall 1951 will include gowns, negligees, peignoirs, slips, petticoats, etc. Champagne reception at 4:00 P.M.; showing at 4:30 P.M. Settings: Lester Gaba. By invitation only. Show Director & Publ.: Terry Quimby, Lawrence Boles Hicks, Inc., LO. 4-6510.	SCHIAPARELLI COUTURE LINGERIE, INC.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday June 13 4:00 P.M. Tea	PRESS & TRADE SHOWING OF FALL COLLECTION Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall 1951 collection at a preview for press and trade, in the Crystal Ballroom of the Park Lane Hotel. By invitation only. Contact at Reich Goldfarb: Barbara Banks, WI. 7-5374. Contact for press: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS (530 SEVENTH AVE.)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Thursday June 14 12:00 Noon Luncheon	100TH ANNIVERSARY OF SINGER SEWING MACHINES One hundred years of leadership in the manufacture of sewing machines for the home and industry will be presented to the press by Singer. There will be educational, international and industrial exhibits in the Terrace Room, with a dramatization of 100 years of sewing and style changes throughout the century. Luncheon in Grand Ballroom. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
Thursday June 14 7:00 P.M. Dinner	PARIS-INSPIRED BLOUSES AT FASHION SHOWING The National Association of Blouse Manufacturers will present a dinner showing of Paris-inspired blouses for Fall. The Paris blouse originals, from the collections of Balenciaga, Balmain, Desses, Dior, Fath, Gres, Griffé, Lemarchand, Patou and Piguet, will be shown on the runway, along with the American adaptations. Show at 9:00 P.M. Press by invitation. Tickets: \$25.00; contact: National Association of Blouse Manufacturers, LO. 5-4264. Publicity: Eleanor Kairalla Agency, MU. 8-1172.	NATIONAL ASS'N OF BLOUSE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Wednesday June 20 11:45 A.M.	PRESS SHOWING OF SUN GLASSES "Sun Glasses On Parade"--press preview of sun glasses, coordinated with new fashions, to emphasize the beauty and fashion aspects of the glasses. Cocktails at 11:45 A.M., to be followed by luncheon. Fashion show will tie-in with National Sun Glass Week (June 25-July 2). By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, Inc., LA. 4-1420.	L. J. HOUZE CONVEX GLASS CO.	PLACE TO BE ANNOUNCED
Wednesday June 20 4:00 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	HOTEL PIERRE GRAND BALLROOM
Tuesday June 26 7:00 P.M.	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show and dinner for buyers, retailers and the fashion press. 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

MOVIES...TELEVISION...THEATRE

- Friday April 27 PREMIERE: "THE FIRST LEGION" (Movie) LOEW'S STATE, B'WAY & 45TH STREET United Artists' release of Sedif Pictures Corporation film, starring Charles Boyer in an adaptation of Emmet Lavery's play about a modern miracle in a small western town. Cast includes: William Demarest, Lyle Bettger, Walter Hampden and Barbara Rush. Producer and Director: Douglas Sirk. Publicity: Tess Michaels, CI. 5-6000.
- Sunday April 29 OPENING: "THE LITTLE BLUE LIGHT" ANTA PLAYHOUSE, 245 WEST 52ND STREET The ninth play in the series of the American National Theatre and Academy (ANTA) productions will be Edmund Wilson's play adapted from his book "Memoirs of Hecate County". Stars: Melvyn Douglas and Burgess Meredith. Director: Albert Marre. Settings: Lester Polakov. Costumes: Robert Fletcher. Publicity: Bill Doll, JU. 2-4976.
- Monday April 30 3:30 P.M. TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2 Arlene Francis, mistress of ceremonies, will present Joset Walker's Summer collection on "Fashion Magic" television program. Publicity: Helen Brattrud, PL. 5-2000.
- Thursday May 3 PREMIERE: "THE GREAT CARUSO" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST. MGM will present a technicolor motion picture based on the life of the famous tenor and opera star, Enrico Caruso. Stars: Mario Lanza, Ann Blyth, Dorothy Kirsten. Director: Richard Thorpe. Prod.: Joe Pasternak. Costumes: Helen Rose & Gile Steele. Publ.: Herbert Crooker, JU. 2-2000.
- Sunday May 6 BENEFIT: ANTA ALBUM ZIEGFELD THEATRE, 6TH AVE. & 54TH ST. Jean Dalrymple will present the annual ANTA Album for the benefit of the American National Theatre and Academy. Many prominent actors and actresses of the stage will participate in the entertainment, which includes scenes and choruses, from plays and musicals of past and current seasons. Musical Director: Max Meth. Tickets: \$6.00-\$100.00. Publicity: Bill Doll, JU. 2-4976. *Mu 2-6129*
- Tuesday May 8 OPENING: "STALAG 17" 48TH STREET THEATRE, 158 WEST 48TH ST. Jose Ferrer, in association with Richard Condon, will present a comedy melodrama by Donald Bevan and Edmund Trzcinski, about American fliers imprisoned in a German camp during World War II. All-male cast is headed by John Ericson, Robert Strauss, Laurence Hugo and Harvey Lembeck. Director: Jose Ferrer. Scenery & Lighting: John Robert Lloyd. Costumes: Noel Taylor. Publicity: Dave Lipsky, CH. 4-5185.
- Wednesday May 9- May 20 OPENING: "DREAM GIRL" CITY CENTER, 131 WEST 55TH STREET The N.Y. City Theatre Company will present the second comedy in a series of three productions during the Spring Season. Judy Holliday and Don DeFore will star in the Elmer Rice play about a day-dreaming girl who finds adventure and romance. Director: Morton DaCosta. Scenery & Lighting: Eldon Elder. Costumes: Emeline Roche. Publ.: Jean Dalrymple, MU. 8-3847.
- Monday May 14 OPENING: "FLAHOOLEY" BROADHURST THEATRE, 235 WEST 44TH STREET Cheryl Crawford, in association with E.Y. Harburg and Fred Saidy, will present a new musical written and directed by E.Y. Harburg and Fred Saidy. Stars: Ernest Truex, Jerome Courtland, Edith Atwater, Irwin Corey with Yma Sumac. Music: Sammy Fain. Lyrics: E.Y. Harburg. Dances: Helen Tamiris. Scenery and Lighting: Howard Bay. Costumes: David Ffolkes. Publicity: Wolfe Kaufman, LU. 2-3466.