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5/14/51

# 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>
<u>WEEK BEGINNING MONDAY, MAY 14, 1951</u>			
Monday May 14 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR- NEW YORK, INC.	730 SEVENTH AVENUE SALON-7TH FLOOR
	Fress showing of the Christian Dior-New York 1951 Fall and Winter collection at 10:30 A.M. Presentation to the trade at 2:30 P.M. By invitation.		
Monday May 14 12:30 P.M. Luncheon	FASHION SHOW AT RACE TRACK OPENING	HATTIE CARNegie & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L. I.
	Hattie Carnegie will present her Blue Room and Ready-To-Wear fashions at informal showings on the opening day of the Belmont Race Track's season. There will also be a special tribute to Paris in honor of the city's 2000th Anniversary. Showings at 12:30 P.M.; 1:50 P.M.; and 3:20 P.M. Press by invitation. Hattie Carnegie Publicity: Eleanor Lambert, MU.8-2130. Belmont Publicity: Charlotte Byrum, News Contacts, CO. 5-3166.		
Monday May 14 4:00 P.M.; 9:00 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM
	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.		
Monday May 14 4:30 P.M.	SPECIAL PRESS PREVIEW OF FALL COLLECTION	JANE DERBY	785 FIFTH AVENUE SHOWROOM-5TH FLOOR
	The press will be invited to a special preview of Jane Derby's Fall 1951 collection. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Monday May 14- May 18	INFORMAL SHOWINGS OF FALL WOOLEN FASHIONS	SOMERSVILLE WOOLENS (J.J. O'DONNELL & CO.)	450 SEVENTH AVENUE SHOWROOM
	J.J. O'Donnell & Co., distributors, will present new Fall coats made of Somersville woolens. Contact: Lynne Lawton, MU. 7-0621.		
Beginning Monday May 14	OPENING OF NEW SUIT LINE	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	David Crystal will present Lady Northweave fully-lined rayon suits for Fall and Winter in Repel-O-Tized rayon--rain, spot and crease resistant. Publicity: Terry Mayer, BR. 9-6560.		
Beginning Monday May 14	OPENING OF FALL JEWELRY COLLECTION	SPERRY MANUFACTURING CO. (PROVIDENCE, R. I.)	366 FIFTH AVENUE SHOWROOM-9TH FLOOR
	Special preview of Fall jewelry line by Sperry Manufacturing Company will be shown for 10 days only, beginning Monday, May 14. Contact: Terry Milburn, MU. 2-4986.		
May 14	SECOND ANNUAL IRISH LINEN WEEK.	Publicity: Eleanor Rowlands, LE. 2-9292.	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 15-	FALL COLLECTION OF COORDINATED SEPARATES	NELLY DE GRAB CO.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
May 16 9:00 A.M. Breakfast	The press and trade will be invited to a breakfast showing of Nelly de Grab's collection of Fall Coordinated Separates. By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.		
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 2:30 P.M. Cocktails	PREVIEW OF AUTUMN FUR FASHIONS A cross section of fur fashions, selected from the Autumn collections of the entire fur market, including Persian Lamb, Muskrat, Raccoon, Otter, and a special collection of Hollander Seal. ( <u>Note Change of Date</u> ). By invitation only. Fashion Director and Publicity: Rosemary Sheehan, CI.7-8060.	HOLLANDER FURS	163 WEST 29TH STREET 3RD FLOOR-COLOR 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 AND CALIFORNIA, INC.	HOTEL AMBASSADOR TRIANON ROOM
May 15	ANNUAL TOILET GOODS CONVENTION (May 15-May 17). Contact: CO. 5-5443.		
Wednesday May 16 9:30 A.M. Breakfast; 3:30 P.M. Cocktails	PREVIEW OF FASHIONS BY ELIZABETH PHELPS The press will be invited to a breakfast preview of "Deep Country Clothes", a collection of casual fashions designed by Elizabeth Phelps. At 3:30 P.M., there will be a cocktail preview for the trade. By invitation only. Contact: LE. 2-4317.	PERRY MANUFACTURING CO. (525 SEVENTH AVENUE)	RUSSELL HOTEL-BLUE RM., PARK AVE. & 37TH
Wednesday May 16 10:30 A.M.	FALL SUITS AND NEW COAT COLLECTION Press showing of Fall collections of Handmacher wool suits, Weathervanes, and Suitmakers. Also, introduction of new Handmacher coats, designed by Jane Derby. By invitation only. Trade showings on Monday, May 14 and May 21 at 2:30 P.M.; Wednesday, May 23 at 10:30 A.M.; Monday, May 28 and June 4 at 2:30 P.M.; Wednesday, June 6 at 10:30 A.M. Publicity: Bella Crawford, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM
Wednesday May 16 12:30 P.M. Luncheon	SHOWING OF SUMMER SHEERS AT LUNCHEON "White With ?"--presentation of sheers for Summer by Russeks. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publ.: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 16 12:30 P.M.	CHARITY LUNCHEON AND FASHION SHOW "Flowers To You"--annual May luncheon and fashion show, will feature a Summer collection by Harvey Berin and furs by B. Weinstein. Commentator: Ann Loweth. Tickets: \$25.00; contact: Mrs. Joseph Jessel, TR. 7-8126; or Mrs. Robert Renie, EL. 5-2670.	WOMEN'S LEAGUE OF TRANQUILLITY, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday May 16 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: GOLD EYE GLASS FRAMES "The Heiress"--new gold eye glass frame by the Bay State Optical Co., will be introduced to the press at a cocktail party. By invitation only. Publicity: David Quinlan, CI. 7-8060.	BAY STATE OPTICAL CO.	ST. REGIS HOTEL PENTHOUSE
Thursday May 17 9:30 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 11:00 A.M.	PRESS SHOWING OF SUMMER PLAYCLOTHES Hearn's will invite the press to a preview of beachwear and playclothes for the budget-minded, from the "Sun and Fun" Shop. By invitation only. Fashion show will be repeated for the public, on Thursday, May 24 at 12:00 Noon and 6:00 P.M. Publicity: Lillian Suchanek, OR. 5-5000.	HEARN'S FIFTH AVENUE (74 FIFTH AVENUE)	2ND FLOOR EXECUTIVE OFFICES
Thursday May 17 12:00 Noon Cocktails; Luncheon	PRESS LUNCHEON TO INTRODUCE NEW PRODUCT The Toni Company will introduce a new product to the press at a cocktail party and luncheon. By invitation only. Publicity: Eileen Oberling, The Toni Company, 456 Merchandise Mart, Chicago. Tel.: Whitehall 4-1800.	THE TONI COMPANY (CHICAGO, ILLINOIS)	HOTEL AMBASSADOR PARK AVE, & 51ST ST.
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
Thursday May 17 3:00 P.M. Cocktails	PREVIEW OF HOSTESS GOWNS BY JEAN DESSES Raymodes will invite the press to a showing of the Fall collection of hostess gowns, designed exclusively for them by Jean Desses. (Note Change of Date). By invitation only. Publicity: Rosemary Sheehan, CI. 7-3060.	RAYMODES NEGLIGEES, INC. (105 MADISON AVENUE)	SHERRY-NETHERLAND CARNAVAL ROOM
Friday May 18 9:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Louise Barnes Gallagher will present the Fall collection of coats, suits, daytime and dinner dresses to the press. By invitation only. Trade showings, beginning Monday, June 4. By appointment; contact: PL. 7-1580. Publicity: Nona James, CH. 4-7658.	HOUSE OF GALLAGHER MESH, INC.	17 WEST 45TH STREET SHOWROOM-10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 18 3:30 P.M.	"HITS OF THE SEASON" ANNUAL FASHION SHOW "Hits of the Season"--annual fashion show by the Laboratory Institute of Merchandising, Class of 1951. By invitation only. Contact: Frieda S. Curtis, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
Saturday May 19 11:00 A.M.	SHOWING OF JUNIOR FASHIONS Namm's will present Summer fashions for juniors. Open to public. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S (BROOKLYN)	2ND FLOOR
Monday May 21 10:00 A.M. Breakfast	PRESS PREVIEW: FALL SUIT COLLECTION Presentation to the press by Bass, Levine & Bass of the Fall suit collection. By invitation only. Publicity: Laura Benham, RE. 7-8230.	BASS, LEVINE & BASS	530 SEVENTH AVENUE SHOWROOM
Monday May 21 12:30 P.M. Luncheon	PREVIEW: 1951 LINGERIE & NEW BLOUSE COLLECTION Barbizon will present the 1951 collection of Fall lingerie, including slips, gowns, robes, pajamas and bed jackets; also, an introduction of a new blouse line at a luncheon for the press. By invitation only. Publicity: Wynne McGovern, MU. 4-5720.	BARBIZON CORPORATION (475 FIFTH AVENUE)	HAMPSHIRE HOUSE COTTAGE
Monday May 21 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR Ciro Sportswear will present their Fall collection to the press at 3:00 P.M. By invitation only. <u>Showing for resident buyers on Thursday, May 24 at 3:00 P.M.</u> Contact: Emily Ryon, CH. 4-6851.	CIRO SPORTSWEAR	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
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 2:30 P.M.	PREVIEW: FALL COAT & SUIT COLLECTION "Paris In New York"--press preview of coats and suits for Fall, designed by Seymour Fox. By invitation. Trade showings, beginning <u>Tuesday, June 5, at 10:00 A.M.</u> Publicity: Ann R. Silver Associates, MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday May 22 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR Lotte of Drewyn's collection of "Creative Sportswear" for Fall. By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR
Tuesday May 22 4:00 P.M.	PRESS & TRADE PREVIEW: FALL & WINTER FURS The press and trade will be invited to a preview of the Christian Dior-New York collection of Fall and Winter Furs. By invitation only. Contact: Edward Wagner, PL. 7-2024 or LA. 4-4432.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
Tuesday May 22 5:00 P.M. Cocktails	"BLUE GRASS" PARTY FOR THE PRESS Elizabeth Arden will invite the press to her annual "Blue Grass" party. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. 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.	HOTEL STATLER GRAND BALLROOM
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 <u>9:00 A.M.</u> Preview of underwear, sleepwear, and specially designed knit fashions by Carter for infants and children at <u>10:15 A.M.</u> 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 10:00 A.M. Breakfast	PRESS SHOWING OF FALL COLLECTION Greta Plattery will present her collection of Fall fashions, featuring separates for college, career and country wear, at a breakfast in her new showroom. By invitation only. Contact: Fred Corens, PE. 6-8680.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Wednesday May 23 12:00 Noon Luncheon	PRESS PREVIEW OF NEW FALL ROBE LINE Press and trade preview of the newly designed Botany Robes Fall collection. Show at <u>1:15 P.M.</u> By invitation. Contact: Helen Kapeller, LU. 2-1000.	BOTANY MILLS, INC.	16 WEST 46TH STREET DISPLAY ROOMS
Wednesday May 23 2:30 P.M.	PREVIEW: FALL COATS & SUITS BY JEAN DESSES Press preview of the new collection of Fall coats and suits, designed by Jean Desses for I.M. Bagedonow. By invitation only. Bagedonow Contact: Sylvia Bernstein, LO. 4-0247. Desses Publ.: Rosemary Sheehan, CI. 7-8060.	I.M. BAGEDONOW, INC.	533 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday May 23 2:30 P.M.	SHOWING OF SUMMER SPORTSWEAR FASHIONS Bamberger's will present Summer sportswear fashions. Open to public. Publicity: Bert Adams or John von Arnold, Market 2-1212.	L. BAMBERGER & CO.	3RD FLOOR
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). Staging by Tom Lee. By invitation only. Fashion Director and Publicity: Rose Hilton, MU. 5-5133.	BERNSIDE MILLS	HOTEL PIERRE GRAND BALLROOM
Thursday May 24 10:00 A.M. Clinic; 12:30 P.M. Luncheon	ANNUAL FASHION CLINIC & EXHIBIT The 1951 Parents' Magazine "Fall Fashion Clinic", with an exhibit of fabrics and fashions, from the August and September issues; also, a presentation of back-to-school fashions for children, girls, boys and small teens. Director: Mrs. Beryl Tucker. Press by invitation. Tickets: \$5.00-\$12.50. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Thursday May 24 10:30 A.M.; 2:30 P.M.	FALL SHOWING: TOWN & COUNTRY COLLECTION Fall suits, coats and sportswear, designed by Robert Bart for Edward I. Schainman. By invitation. Publ.: Elaine Kramer, LO. 3-3732.	EDWARD I. SCHAINMAN	1384 BROADWAY SHOWROOM-9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 24 11:00 A.M. Buffet	PRESS SHOWING OF ADVANCE FALL HATS First press showing by Frances and Walter Nelkin, showing their advance Fall millinery. By invitation only. Publicity: Maud G. Moody, LE.2-4049.	FRANCES & WALTER NELKIN	15 WEST 39TH STREET SALON
Thursday May 24 11:30 A.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Hannah Troy will present her Fall collection to the press at 11:30 A.M., to be followed by luncheon. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	HAMPSHIRE HOUSE COTTAGE
Thursday May 24 2:30 P.M.	OPENING OF FALL COLLECTION Maria Krum will present her Fall collection to the trade, beginning Thursday, May 24 at 2:30 P.M. Contact: CI. 7-3060. Publicity: Eleanor Lambert, MU. 8-2130.	MARIA KRUM	41 WEST 56TH STREET SALON
Thursday May 24 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Arnold & Fox will present a collection of Fall cocktail dresses and suits for afternoon and evening, designed by Miguel Dorian. 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. Publ.: Pauline Greene, Esmond & Dore, Inc., MU. 7-8297.	ARNOLD & FOX, INC.	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Monday May 28 10:30 A.M.	PREVIEW OF FALL SEPARATES COLLECTION Fall sportswear collection, designed by Lisa Hahn for Delphi Manufacturing Co., with emphasis on separates. By invitation only. <u>Trade showings at 10:30 A.M., beginning Monday, June 4.</u> Publ.: Mildred Kaldor, MU. 9-5420.	DELPHI MANUFACTURING CO.	1370 BROADWAY SHOWROOM-15TH FLOOR
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 collections 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).		
Thursday May 31 3:00 P.M. Cocktails	PRESS & TRADE PREVIEW: FALL DRESS COLLECTION Donald Dress will present the Fall collection of "dusk-to-dawn" dresses to the press and trade. By invitation only. <u>Daily trade showings, beginning Monday, June 4 at 10:30 A.M.; 1:00 P.M. (with luncheon); 2:30 P.M. and 4:00 P.M.</u> Contact: LO. 5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
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> Contact: William Durland, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR

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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. By invitation only. Trade showings, beginning <u>Tuesday, June 5 at 10:00 A.M.</u> By appointment. Contact: CH. 4-8685. Publicity: Mildred Kaldor, MU. 9-5420.	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
Monday June 4 4:00 P.M. Champagne	PRESS PREVIEW: FALL DRESS COLLECTION  Presentation to the press of the Rudolf Gowns collection of cocktail, dinner and evening dresses for Fall. By invitation only. Showings to the trade, beginning <u>Wednesday, June 6, at 1:00 P.M. and 4:00 P.M. daily</u> . Con- tact: Robert Macrae, WI. 7-6865. Publicity: Eleanor Kairalla, MU. 8-1172.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH 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 SPORT-CRAFT, INC. STAR-MAID DRESSES
Beginning Monday June 4	FOGA TO SHOW FALL LINES  Members of the Fashion Originators' Guild of America 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 PARNE CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
Beginning Monday June 4	OPENING OF FALL COLLECTION  Presentation to the trade of A. Goodman's dress collection for Fall, at 10:30 A.M. and 1:30 P.M. daily. Contact: Al Bedine, WI. 7-4077. Publicity: Viola Shefer, PL. 3-3173.	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Beginning Monday June 4- June 15	PREVIEW OF FALL FASHIONS FROM "CHARM"  "Charm" Magazine's Fall fashions for women who work, from the August and September issues, which have one theme: "Clothes That Work Wonders--For You And Your Paycheck". Showings daily at <u>9:00 A.M., 10:00 A.M., 11:00</u> <u>A.M., and 12:00 Noon</u> , for stores and buying offices. Contact: Estelle Ellis, Promotion Director, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. <u>Beginning Wednesday, June 6, at 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 W. 39TH STREET SHOWROOM-5TH FLOOR
Tuesday June 5 4:00 P.M. Champagne	CUSTOM FURS BY RALPH MARANO Annual Pink Champagne party, with a showing of Fall and Winter furs, designed by Ralph Marano for Russeks wholesale fur department. By invitation only. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
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". 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
Tuesday June 5 4:30 P.M. Cocktails	PRESS & TRADE SHOWING: FALL COLLECTION Presentation to the press and trade of the Fall collection by Norbert Jay. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	NORBERT JAY	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Tuesday June 5	OPENING OF FALL COLLECTION Adele Simpson will present her complete collection of suits and dresses for Fall. Daily showings to the trade will be presented at 10:00 A.M., beginning Tuesday, June 5. By reservation only. Contact: George Gaskin, LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM-23RD FLOOR
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, <u>Monday, June 11, at 10:30 A.M.</u> 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. Cocktails	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's press preview of their Fall sportswear fashions. By invitation only. Contact: MU. 3-9560.	THE McMULLEN CO., INC.	475 FIFTH AVENUE SHOWROOM-4TH 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. By invitation. Publ.: Grace Turner, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday June 6	OPENING OF FALL BLOUSE & SEPARATES COLLECTION	DOREEN ORIGINALS, INC.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	Presentation to the press and trade, at continuous daily showings, of Miss Doreen's Fall collection of blouses and coordinated separates for day and evening wear. Contact: WI. 7-0064. Publicity: Thal Spitzer, LO. 5-2674.		
Thursday June 7 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
	Presentation of Janice Milan's Fall sportswear collection, designed by Selig Sidney. By invitation only. Contact: Judith Sidney, LO. 4-7940.		
Thursday June 7 12:00 Noon Luncheon	FALL DRESS COLLECTION AT PREVIEW FOR PRESS	ANNA MILLER, INC.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
	The press will be invited to a luncheon and preview of the Fall dress collection by Anna Miller. By invitation only. <u>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.</u> Contact: Dorothy Lambert of Anna Miller, CH. 4-3966.		
Thursday June 7 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FOUNDATIONS	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM--6TH FLOOR
	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.		
Thursday June 7 4:30 P.M.- 6:30 P.M. Champagne	PRESS & TRADE PREVIEW BY NEW DESIGNER	LAWRENCE GAINES	43 WEST 54TH STREET SALON
	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.		
Friday June 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Presentation to the press of the Fall collection by B. H. Wragge. By invitation only. Publicity: Molly Porter, WI. 7-4968.		
Friday June 8 3:30 P.M.	PRESS & TRADE PREVIEW OF RABBIT FUR FASHIONS	UNITED RABBIT DRESSERS, INC.	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
	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. <u>Showing promptly at 4:00 P.M.</u> By invitation only. Fashion Director and Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.		
Sunday June 10 9:00 P.M.	SHOWING OF FASHIONS FROM AMERICAN THEATRE	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	46TH STREET THEATRE 266 WEST 46TH STREET
	The Society of New York Dress Designers, in cooperation with the Council of the Living 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.		
Postponed June 11	BEATRICE-MARTIN'S PRESS PREVIEW, ORIGINALLY SCHEDULED FOR MON., JUNE 11, AT 11:00 A.M., HAS BEEN POSTPONED TO THURS., JUNE 21. (See Page 11).		
Monday June 11 2:30 P.M.	PRESS PREVIEW OF FALL & WINTER FURS	MAXIMILIAN	20 WEST 57TH STREET SALON
	By invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 11 4:00 P.M. Cocktails	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION The press and trade will be invited to a cocktail showing of Colura's Fall collection of lingerie, designed by Myrtle Mayfield. By invitation only. Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.	CORURA LINGERIE, INC. (185 MADISON AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
Tuesday June 12 9:15 A.M. Breakfast	FALL COLLECTION AT PRESS & TRADE PREVIEW The press and trade will be invited to a breakfast preview of Goodlyne's Fall collection, designed by Flo Schwartz. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	GOODLYNE (1400 BROADWAY)	HOTEL STATLER SKYTOP ROOM
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
Cancelled June 12	SCHIAPARELLI COUTURE LINGERIE, FALL PREMIERE FOR PRESS AND TRADE, ORIGINALLY SCHEDULED FOR TUESDAY, JUNE 12, AT 4:00 P.M., HAS BEEN CANCELLED.		
Tuesday June 12 4:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL COLLECTION Ginsburg & Abelson will present their Fall collection of Young Viewpoint fashions at a cocktail party for the press and trade. By invitation only. Contact: Betty Abelson, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Wednesday June 13 11:00 A.M. Luncheon; 4:00 P.M. Trade	PREVIEW OF NEW FOUNDATION COLLECTION Presentation to the press and trade of Mme. Marie-Rose Leibigot's new collection of foundations, designed and made in Paris for Lily of France. Show will be followed by luncheon. By invitation only. Trade showing at 4:00 P.M. Publicity: Eleanor Lambert, MU. 8-2130.	LILY OF FRANCE	417 FIFTH AVENUE SHOWROOM
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 AVENUE)	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. 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 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTIONS "The Affairs of Fashion", presentation of the Fall collections of Luxite Lingerie and Holeproof Hosiery at a cocktail party for the press. By invitation only. Publ.: Nona James, CH. 4-7658.	LUXITE LINGERIE- HOLEPROOF HOSEIERY	HOTEL ROOSEVELT GRAND BALIROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 14 7:00 P.M. Dinner	PARIS-INSPIRED BLOUSES AT FASHION SHOWING The National Association of Blouse Manufacturers will present a showing of Paris-inspired blouses for Fall. The Paris blouse originals, from the collections of Balenciaga, Balmain, Desses, Dior, Fath, Gres, Griffe, Lemarchand, Patou and Piguet, will be modelled, along with the American adaptations. <u>Show at 9:00 P.M.</u> Tickets: \$25.00; contact: LO. 5-4264. Publicity: Eleanor Kairalla Agency, MU. 8-1172.	NATIONAL ASS'N OF BLOUSE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Tuesday June 19 11:30 A.M. Aperitif; Luncheon	PRESS PREVIEW OF FUR COLLECTION Bernham-Stein will present their Advance Fall and Winter Haute Couture fur collection. Showing at 11:30 A.M., followed by luncheon. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	BERNHAM-STEIN	660 FIFTH AVENUE SALON
Wednesday June 20 11:00 A.M. Cocktails	PRESS SHOWING OF SUN GLASSES "Sun Glasses On Parade"--preview of sun glasses, coordinated with new fashions, to emphasize the beauty and fashion aspects of the glasses. Show will be followed by luncheon. By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, LA. 4-1420.	L. J. HOUZE CONVEX GLASS CO.	PLACE TO BE ANNOUNCED
Wednesday June 20 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING The Ready-To-Wear Division of The Fashion Group will hold a luncheon meeting. More details later. Chairman: Gwen Randolph. Price (including tax and tip): \$4.75 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
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
Thursday June 21 11:00 A.M.	PREVIEW OF FALL HATS AT HOUSE-WARMING Beatrice-Martin will invite the press to a preview of her Fall millinery collection and house-warming in her new salon. ( <u>Note Change of Date</u> ). By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Thursday June 21 12:30 P.M. Luncheon	SHOWING OF RIBBONS TO MAGAZINE EDITORS Introduction of 1951 gift wrappings and decorations, demonstrating the versatility of ribbons, at a luncheon for magazine editors. By invitation only. Publicity: Drucella Lowrie, LO. 3-0853.	THE RIBBON GUILD, INC.	WALDORF-ASTORIA FLAMINGO ROOM
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. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM

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