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# 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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november

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december

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FASHION CALENDAR

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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 16, 1951</u>			
Monday April 16 12:30 P.M. Luncheon	READY-TO-WEAR SUMMER "BLUE ROOM" FASHIONS Showing of Hattie Carnegie's ready-to-wear "Blue Room" fashions for Summer. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HATTIE CARNEGIE	PARK LANE HOTEL BALLROOM
Monday April 16 3:30 P.M. Cocktails	PREVIEW OF ADVANCE FALL MILLINERY Press preview of Advance Fall millinery by Braagaard. Coiffures---Gloria Miro. By invitation only. Contact: Eva Wise, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Monday April 16- April 28	MEXICAN COSTUMES AND ACCESSORIES ON DISPLAY An exhibit of handwoven and embroidered Mexican fabrics, costumes and accessories. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday April 17 9:30 A.M. Breakfast	PREVIEW OF FALL CASHMERE SWEATERS Bernhard Altmann's cashmere sweaters and accessories for Fall, in domestic and imported yarns. By invitation only. Contact: Arline S. Terry, Max Rogel & Associates, DI. 4-8575, or Mitchell 3-8737.	BERNHARD ALTMANN (1451 BROADWAY)	HOTEL ROOSEVELT MEZZANINE: E. & F.
Tuesday April 17 1:00 P.M. Luncheon	SPRING GOWNS & HATS AT BENEFIT LUNCHEON Presentation of Spring and Summer collection by Elliot-Charles, coordi- nated with William J. millinery. Press by invitation. Public by reservation; contact: headwaiter, PL. 3-0200. Elliot-Charles Contact: EL. 5-0436. William J. Contact: Hermine Neilson, PL. 9-3896. Sherry Fashion Director: Rosamond Hanscom, PL. 3-0200.	ELLIOT-CHARLES, INC.; WILLIAM J., INC.	SHERRY'S-300 PARK SHERRY ROOM
Tuesday April 17 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW A collection of Summer dresses by Henry Rosenfeld, available at Russeks Fifth Avenue, will be presented during luncheon. St. Moritz Fashion Director: Alberta Kelley. Press by invitation. Public by reservation; contact: headwaiter, PL. 5-5800. Henry Rosenfeld Publicity: Shirley Berke, LO. 5-0400. St. Moritz Publicity: Kurt Hoffman Associates, PL. 3-7676.	HENRY ROSENFELD	ST. MORITZ HOTEL 50 CENTRAL PARK SO.
Wednesday April 18 12:00 Noon Luncheon	AMERICAN DESIGN AWARDS LUNCHEON Lord and Taylor will present the Fourteenth Annual American Design Award. Founded "to encourage and recognize individual creative achievement," four Awards of \$1,000 each have been presented yearly to "American men and women whose personal efforts have given the world greater knowledge, beauty and hope." Tickets: \$4.50 (including tip); contact: Olga Diamond, WI. 7-3300, Ext. 425. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 18 12:30 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOWING "Children's Garden Of Fashions"--with clothes from Georg Jensen and British Tweeds, Ltd., will be presented during luncheon. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Jensen and British Tweeds Contact: Winnifred H. Keay, RE. 4-6436. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	GEORG JENSEN & BRITISH TWEEDS, LTD.	WALDORF-ASTORIA SERT ROOM
Wednesday April 18 12:45 P.M. Luncheon	"FASHION MIRROR" AT LUNCHEON SHOW Showing of gowns, with coordinated fashions and accessories. Gowns-- Murray Roen. Furs--David's 57th Street. Knitwear--Lola Toman. Hats-- Leo Hoffman. Shoes--Nancy Haggerty. Jewelry--Hoffman. Hair styles-- Leorence. Press by invitation. Public by reservation; contact: headwaiter, TE. 8-8000. Show Coordinator and Contact: Rosalyn Bader, MA. 2-4660. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday April 18 2:30 P.M.	SHOWING OF FASHIONS BY HENRY ROSENFIELD Henry Rosenfeld's Summer fashions will be presented from 12:15 P.M. to 1:15 P.M. in Bamberger's restaurant; and at 2:30 P.M. on the 3rd Floor. Open to public. Publicity: Bert Adams, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, N. J.)	3RD FLOOR & RESTAURANT
Cancelled April 18	LA RESISTA'S PREVIEW OF NEW TYPE CORSET, ORIGINALLY SCHEDULED FOR WED., APRIL 18, AT 3:30 P.M., HAS BEEN CANCELLED.		
Beginning Wednesday April 18	MIDSEASON OPENINGS OF PARIS COUTURE The Midseason Paris openings are scheduled as follows: <u>Wed., April 18:</u> Robert Piguet. <u>Thurs., April 19:</u> Jean Desses and Lanvin. <u>Thurs., April 26:</u> Nina Ricci. <u>Fri., April 27:</u> Manguin. <u>Tues., May 1:</u> Carven. <u>Wed., May 2:</u> Paquin. <u>Thurs., May 3:</u> Balmain (tentative). <u>Wed., May 9:</u> Jacques Fath. <u>Sat., May 12:</u> Alwynn. Contact: 102 Rue du Faubourg St.-Honore,	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS FRANCE
April 18- April 19	ANNUAL KNITTED OUTERWEAR CONVENTION AT WALDORF-ASTORIA. Contact: Carl Reichman, National Knitted Outerwear Association, MU. 3-7520.		
Thursday April 19 9:30 A.M. Coffee	PRESS PREVIEW OF OVER 5'7" FASHIONS Press preview of Summer fashions for the tall, from Lane Bryant's "Over 5'7" Shop." By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT, INC.	10TH FLOOR EXECUTIVE OFFICES
Thursday April 19 12:45 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Luncheon fashion show, featuring clothes by Miriam Landey, will be held for the benefit of the Junior Committee Council of Jewish Women. Jewels-- Koslow. Press by invitation. Public by reservation; contact: SC. 4-5870. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	MIRIAM LANDEY (22 EAST 65TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday April 19 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Presentation of Spring and Summer fashions by Phillipa MacDonald during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director and Phillipa MacDonald Publicity: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 19 5:00 P.M. Cocktails	NEW HAIR STYLES AT PRESS SHOWING Mr. Hugo will present new hair styles, featuring the oblique movement and variations, at a press show and cocktail party to be given by the Ferrantelle School of Advanced Hair Styling, Inc. By invitation only. Contact: Miss Genevieve, PL. 7-7824.	FERRANTELLIE SCHOOL OF ADVANCED HAIR STYLING	HOTEL BRISTOL 129 WEST 48TH STREET
Thursday April 19 5:30 P.M.- 7:00 P.M.	"FASHION NIGHT AT AERAHAM & STRAUS" Informal showings of "Black and White" fashions for Summer will be presented in cooperation with "Today's Woman" during the supper hour. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
Thursday April 19 7:30 P.M.	SEVENTH SESSION: PUBLICITY WORKSHOP Subject: "Homefurnishings Publicity". Speakers: Betty Pepis, home editor, N.Y. Times; Jean Clarke Thompson, publicity bureau of American Gas Ass'n, discussing the widening field, vast opportunities and the tried methods the editors need. Director: Ellen Lind. Fee: \$2.50. Contact: Henrietta Gilbert, MU. 8-1837.	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.
April 21	PASSOVER--FIRST DAY, SATURDAY. (April 21-April 28).		
Tuesday April 24 9:30 A.M. Breakfast	PREVIEW OF SUMMER CASUAL COLLECTION "Be Happy Go Lucky" collection of Summer casuals by McKettrick-Williams will be presented at a breakfast for the press. By invitation only. Publicity: Frances Lane, PE. 6-6525.	McKETTRICK-WILLIAMS	HAMPSHIRE HOUSE COTTAGE
Tuesday April 24 1:00 P.M. Luncheon	SUMMER SUITS AT LUNCHEON SHOW Summer suits, designed by Bass, and available at Saks Fifth Avenue, will be presented during luncheon. St. Moritz Fashion Director: Alberta Kelley. Press by invitation. Public by reservation; contact: headwaiter, PL. 5-5800. Bass, Levine & Bass Publicity: Laura Benham, RE. 7-8230. St. Moritz Publicity: Kurt Hoffman Associates, PL. 3-7676.	BASS, LEVINE & BASS	ST. MORITZ HOTEL 50 CENTRAL PARK SO.
Tuesday April 24 4:00 P.M. Cocktails	NEW SHOE LINE AT PRESS PREVIEW The press will be invited to preview a new line of casual shoes for Fall, including Oldmaine "Trotters" --handsewn moccasins, and Penobscot "Trampeze"--sport shoes and flats. By invitation only. Publicity: Jean McLaughlin, Frederick Clinton Co., MU. 2-7433.	PENOBCOT SHOE CO.	47 WEST 34TH STREET ROOM 418
Cancelled April 25	DEIN-BACHER OF THE WALDORF LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR WEDNESDAY, APRIL 25, AT 12:30 P.M., HAS BEEN CANCELLED.		
Wednesday April 25 12:30 P.M. Luncheon	SUMMER COLLECTION AT LUNCHEON SHOW Presentation of Claire McCarell's Summer fashions, including beachwear, daytime, and evening clothes, available at Lord & Taylor. ( <u>Note Change Of Date</u> ). Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Claire McCarell Contact: Bette Anne Brown, LO. 4-2155. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	CLAIRE McCARDELL CLOTHES FOR TOWNLEY	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 25 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS AT BENEFIT  De Pinna will present a special collection of leading designers' fashions for Summer, at a benefit luncheon for the Bargain Box, 1175 Third Avenue. Tickets: \$6.00 with rummage. For reservations; contact: headwaiter, EL. 5-3000. De Pinna Publicity: Elena Turner, MU. 8-2000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 25 12:30 P.M. And 3:00 P.M.	SHOWING OF MCKETTRICK FASHIONS FOR SUMMER  McCreery will present a collection of McKettrick-Williams Summer casuals, "Be Happy Go Lucky", at 12:30 P.M. and 3:00 P.M. (This will be a repeat of the McKettrick April 24 Press Breakfast). Open to public. Publicity: Georgine Thomson, WI. 7-7000.	McCREERY	2ND FLOOR
Wednesday April 25 2:30 P.M.	PRESS SHOW: DESIGNERS' COLLECTION OF RAINWEAR  Press and trade showing of Fall rainwear fashions, presenting a Milium-lined collection in velveteen, flannel and fleece, designed by Adele Lawrence for Lawrence of London. A designers' collection of rainwear will be introduced for the first time, with imported models made exclusively for this firm by Hardy Amies, Charles Creed and Digby Morton; also Pierre Balmain, Jacques Fath and Robert Piguet. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR
Wednesday April 25 3:30 P.M.	DIAMOND JUBILEE FASHION SHOW  "Then & Now"--showing of Summer fashions, in celebration of Namm's 75th Anniversary. Press invited. Open to public. Show will be repeated on Thursday, April 26 at 6:00 P.M. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR
Beginning Wednesday April 25- May 5	ANNUAL NATIONAL COTTON WEEK  The National Cotton Council will sponsor the National Cotton Week, with extensive merchandising plans and promotions of cotton apparel, piece goods and home furnishings. Contact: Paul M. Jones, National Cotton Council, 271 Church Street, WO. 4-2521.	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
Thursday April 26 9:30 A.M. Breakfast	SHOWING OF NEW BUTTON COLLECTION  "September Song"--Bailey, Green & Elger's exhibit and fashion showing of their new button line, coordinated with Fall fashions. Show at 10:00 A.M. By invitation. Publ.: Maggie Fernandez, of Monroe F. Dreher, CI. 6-6675.	BAILEY, GREEN & ELGER, INC.	136 MADISON AVENUE SHOWROOM-8TH FLOOR
Thursday April 26 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING  "The Fabric Fashion Story For Fall, 1951". A fashion showing of costumes in new Fall fabrics, created by six pattern companies: Advance, Butterick, McCall's, Simplicity, Spadea, and Vogue. Commentator: Edith Gilman, fashion director of William Skinner & Sons. A Fall fabric report by Keene Lamborn, fashion coordinator of Pacific Mills, and chairman of the Fabrics Division. Exhibit of Fall fabrics, selected by the Fabrics Committee, and arranged by Tom Lee of Tom Lee, Ltd. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (2 per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 26 1:00 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
	Russeks will present Summer fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
April 29	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Sunday). Set clocks one hour ahead.		
Tuesday May 1 9:00 A.M. Breakfast	PRESS PREVIEW OF "INDORABLE" FASHIONS	BURLINGTON MILLS	HAMPSHIRE HOUSE COTTAGE
	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.		
Tuesday May 1 2:15 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Sydell-Marie-Yates will present a benefit showing of Summer custom-order suits, dresses, cocktail, dinner and evening gowns; also a bridal procession. By invitation only. Contact: EL. 5-8729.		
Tuesday May 1 2:30 P.M.	SHOWING OF SUMMER FASHIONS	MARTIN'S (BROOKLYN)	5TH FLOOR
	Presentation of a collection of dresses and beachwear for Summer by Martin's. Open to public. Publicity: Pat Ellis, TR. 5-3100.		
Wednesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Cosmetics Division of The Fashion Group will hold a luncheon meeting. Chairman: Beatrice Castle. More details later. Price (including tax and tip): \$3.75 for members; \$4.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Wednesday May 2 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Arnold Constable will present Summer fashions during luncheon. 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.		
Thursday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON	SAKS 34TH STREET	HOTEL PLAZA PERSIAN ROOM
	Saks 34th Street will present a luncheon showing of Summer cottons for the woman who works. 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.		
Thursday May 3 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: HOSTESS GOWNS BY JEAN DESSES	RAYMODES NEGLIGEES, INC. (105 MADISON AVENUE)	HAMPSHIRE HOUSE COTTAGE
	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. By invitation. Publicity: Rosemary Sheehan, CI. 7-8060.		
May 5	NAT'L SPRING NOTION WEEK (May 5-May 12). Contact: George Pounder, LE. 2-4455.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 St., 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.	HOWARD GREER	2020 STONER AVENUE LOS ANGELES, CALIF.
Wednesday May 9 12:30 P.M. Luncheon	DAVID CRYSTAL'S SUMMER FASHIONS AT LUNCHEON 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: head-waiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, LA. 4-7760. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA SERT 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 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
Beginning Monday May 14- May 19	SECOND ANNUAL IRISH LINEN WEEK Nationwide promotion of Irish linens in department stores and specialty shops, featuring fashions, accessories, home decoration, piece goods and table linens. Publ.: Eleanor Rowlands, Rowlands Associates, LE. 2-9292.	IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
Monday May 14	OPENING OF BELMONT RACE TRACK (May 14-June 2). Contact: John McClain, News Contacts, CO. 5-3166.		
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Tuesday May 15- May 17	ANNUAL TOILET GOODS CONVENTION  Sixteenth Annual Convention of the Toilet Goods Association, with discussions on legislation, packaging, marketing, advertising, and technical progress. Price (luncheons and gratuity included): \$10.00 per day; \$25.00 for three days. Contact: Toilet Goods Ass'n, CO. 5-5443.	TOILET GOODS ASS'N (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA
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 Sportswear collection for Fall. <u>Show at 10:00 A.M.</u> By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	DEL MAR SPORTSWEAR, LTD. TAVERN-ON-THE-GREEN (498 SEVENTH AVENUE)	67TH & CENT. PK. W.
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION LUNCHEON  The Fashion Group's Home Furnishings Division will hold a luncheon meeting. Chairman: Melva Chesrown. More details later. 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 9:15 A.M. Breakfast	FALL PREVIEW: TOWN & COUNTRY COLLECTION  Fall presentation of suits, coats, and sportswear, designed by Robert Bart for Edward I. Schainman. <u>Showing at 10:00 A.M.</u> By invitation only. Publicity: Elaine Kramer, LO. 3-3732.	EDWARD I. SCHAINMAN (1384 BROADWAY)	PLACE TO BE ANNOUNCED
Wednesday May 23 9:00 A.M. And 10:15 A.M. Breakfast	PREVIEW: FALL LINGERIE; & CHILDREN'S APPAREL  Press showing of Carter's 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 23 4:00 P.M. Cocktails	"TOGEROY, U.S.A.": FALL FASHIONS IN CORDUROY	BERNSIDE MILLS	HOTEL PIERRE GRAND BALLROOM
	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. <u>Showing at 4:30 P.M.</u> By invitation only. Fashion Director and Publicity: Rose Hilton, MU. 5-5133.		
Beginning Wednesday May 30- June 13	FOURTH ANNUAL LONDON FASHION FORTNIGHT	LONDON FASHION FORTNIGHT	LONDON, ENGLAND
	The Fourth Annual London Fashion Fortnight will be held in conjunction with the year of the Festival of Britain. Over 300 British fashion houses will present combined and individual showings of merchandise, including coats, suits, rainwear, furs, millinery, dresses, fabrics and jewelry. Contact: Dorothy Fox, London Fashion Fortnight Information Office, 1, Upper Grovesnor Street, London, W. 1, England.		
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		

Beginning Monday	OPENING OF FALL SPORTSWEAR LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
June 4	Members of the Sportswear Guild include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC.	KANE-WEILL MUTUAL ROSENBLUM CHARLES NUDELMAN	ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES
	Contact individual manufacturers.		

Beginning Monday	FOGA TO SHOW FALL LINES	FASHION ORIGINATORS' GUILD OF AMERICA	MANUFACTURERS' SHOWROOMS
June 4	Fall collections by manufacturers of the Fashion Originators' Guild of America will be shown for one week, beginning June 4. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA INTERNATIONAL DRESS CO. ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN, & CO., INC.	GRABOIS FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN JUNIOR LEAGUE FROCKS CO. NAT KAPLAN, INC. DAVID LEVINE CO. NATHAN-STRONG, INC. PAUL PARNE 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. Gandler, Executive Secretary, CH. 4-6945.		

Tuesday June 5 4:30 P.M. Cocktails	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
	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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 6 4:00 P.M.- 7:00 P.M. Cocktails	ELEVENTH ANNUAL SEWING CONTEST & FASHION SHOW	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
	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.		
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.	FALL COLLECTION BY NEW DESIGNER	LAWRENCE GAINES	43 WEST 54TH STREET SALON
	Lawrence Gaines will give a Champagne Party for the press, presenting his original couturier designs in suits, dresses, and ensembles. By invitation only. Publicity: Hilda Kassell, PL. 9-2917.		
Tuesday June 12 4:00 P.M. Tea	ADVANCE FALL MILLINERY FASHIONS	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
	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.		
Wednesday June 13 4:00 P.M. Tea	PRESS & TRADE SHOWING OF FALL COLLECTION	EMILY WILKENS (530 SEVENTH AVE.)	PARK LANE HOTEL PARK AVE. & 48TH ST.
	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.		
Thursday June 14 12:00 Noon Luncheon	100TH ANNIVERSARY OF SINGER SEWING MACHINES	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
	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.		
Wednesday June 20 4:00 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION	THE HOUSE OF HELLER	HOTEL PIERRE GRAND BALLROOM
	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.		
Tuesday June 26 7:00 P.M.	FALL HAT FASHION SHOW AND DINNER	MILLINERY STAB. COMM: MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
	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. Committee, 1450 Broadway, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.		

MOVIES...MUSIC...THEATRE...ENTERTAINMENT

- Monday April 16 PREMIERE: "MINNE" (Movie) PARIS THEATRE, 4 WEST 58TH STREET Movie released by Robert Hakim, based on Colette's novel, "L'Ingenue Libertine", about a young woman disillusioned early in her marital life. Star: Daniele Delorme. Producer: Dobert. Director: Jacqueline Audry. Publicity: Lillian Gerard, PL. 5-3760.
- Tuesday April 17 OPENING: "ANGELS KISS ME" NATIONAL THEATRE, 208 WEST 41ST STREET Trudi Michel will present a play about a man with the Midas touch, written by Scott Michel. Director: Ramsey Burch. Cast includes: Maryanna Gare, Madeleine Clive, Calvin Thomas, Mary Best, Alan Manson and Dwight Foster. Setting: Frederick Fox. Costumes: Kenn Barr. Lingerie by Seampufe. Publicity: Bernard Simon, CI. 5-7294.
- Wednesday April 18; April 25 3:30 P.M. TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2 Wed., April 18: Maurice Hessel will present fur fashions for Spring and Summer. Wed., April 25: Marjorie Woods, editor-in-chief of "Modern Bride" will discuss fashions for June weddings. Program hostess: Robin Chandler. Contact: Stanley Poss, producer, PL. 5-2000.
- Beginning Wednesday April 18 SIXTH WEEK: N.Y. CITY OPERA CO. CITY CENTER, 131 WEST 55TH STREET Final Week's Program: Wed., April 18: Offenbach's THE TALES OF HOFFMANN. Thurs., April 19: Mozart's THE MARRIAGE OF FIGARO. Fri., April 20: Puccini's LA BOHEME. Sat. Mat., April 21: Prokofieff's THE LOVE FOR THREE ORANGES. Sat. Eve., April 21: Gounod's FAUST. Sun. Mat., April 22: Verdi's LA TRAVIATA. Sun. Eve., April 22: Verdi's AIDA. Publicity: Isadora Bennett, PL. 7-3184.
- Wednesday April 18 PREMIERE: "THE BRAVE BULLS" (Movie) RIVOLI THEATRE, B'WAY & 50TH ST. Columbia will present a film based on a novel by Tom Lea. (Note Change Of Date). Producer and Director: Robert Rossen. Starring Mel Ferrer and introducing Miroslava. Gowns: Jean Louis. Publ.: Hortense Schorr, CI. 5-5000.
- Wednesday April 18 OPENING: "MAKE A WISH" WINTER GARDEN, 1634 BROADWAY Harry Rigby and Jule Styne, in association with Alexander H. Cohen, will present Nanette Fabray in a musical comedy. Director: John C. Wilson. Music & Lyrics: Hugh Martin. Choreography: Gower Champion. Settings & Costumes: Raoul Pene Du Bois. Publicity: Willard Keefe, PE. 6-4375.
- Thursday April 19 OPENING: "A TREE GROWS IN BROOKLYN" ALVIN THEATRE, 252 WEST 52ND ST. George Abbott, with Robert Fryer, will present Shirley Booth and Johnny Johnston in a musical comedy. Director: George Abbott. Scenery and Lighting: Jo Mielziner. Choreography: Herbert Ross. Costumes: Irene Sharaff. Publicity: Richard Maney, WI. 7-6939.
- Thursday April 19 PREMIERE: "VALENTINO" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET Columbia's Technicolor movie, based on the life of the noted screen actor of the '20's. Stars: Eleanor Parker, Richard Carlson, Patricia Medina and introducing Anthony Dexter. Gowns: Gwen Wakeling and Travis Banton. Publicity: Hortense Schorr, CI. 5-5000.
- Friday April 20 OPENING: "THE LONG DAYS" EMPIRE THEATRE B'WAY & 40TH ST. Peggy Taite and Temple Buell will present Frances Starr in a play by Davis Snow. Cast includes: Jeffrey Lynn, Katharine Bard, Neva Patterson and John O'Hare. Director: Edward Ludlum. Scenery: Eldon Elder. Costumes: Ruth Morley. Publicity: Joseph Heidt, CO. 5-6170.