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6/11/51

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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february

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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 ENDING FRIDAY, JUNE 8, 1951</u>			
Friday June 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Presentation to the press of the B. H. Wragge Fall collection. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 8	OPENING: FALL LINE Showing daily at 11:00 A.M. Contact: MU. 8-0900.	FIRA BENENSON	37 W. 57TH ST-9TH FL.
Friday June 8 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Horwitz & Duberman will present their Fall collection; Couturier group by Alan Graham; Judy 'n Jill back-to-school and career clothes by Barry Burr; formals by Nona. By invitation. Contact: William Durland, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
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 furs, sportswear, coats, suits, millinery, and accessories. Designers: Betse Cann-Beacon Hill; Bonnie Cashin; Clifford of del Mar; Ciro Sportswear; Vincent Coppola; Nelly de Grab; Mr. John; Tina Leser; Philip Mangone; Vera Maxwell; Dan Millstein; Claire McCardell; Greta Platter, Carolyn Schnurer; Pauline Trigere; Sally Victor; Emily Wilkens; and others. <u>Curtain rises at 3:45 P.M.</u> By invitation only. Fashion Director & Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.	UNITED RABBIT DRESSERS, INC.	ZIEGFIELD THEATRE 6TH AVE. & 54TH ST.
<u>WEEK BEGINNING MONDAY, JUNE 11, 1951</u>			
Monday June 11 9:30 A.M. Breakfast	FALL MILLINERY AT PRESS PREVIEW Presentation of Fall hat collection, designed by Mr. Arnold for de Clairville. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	de CLAIRVILLE, INC.	711 FIFTH AVENUE SALON
Monday June 11 11:00 A.M.	PRESS & TRADE PREVIEW: FALL GOWN COLLECTION Presentation of the Fall collection of evening gowns and cocktail gown ensembles by Robert Goldberg & Son. <u>Continuous trade showings daily.</u> Fashion Publicity Director: Louise Abbott, WI. 7-6129.	ROBERT GOLDBERG & SON	530 SEVENTH AVENUE SHOWROOM-28TH FLOOR
Monday June 11 2:30 P.M.	PRESS PREVIEW OF FALL & WINTER FURS Maximilian will present the Fall and Winter fur collection to the press. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN	20 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 11 2:30 P.M.	SHOWING OF NEW MATERNITY FASHIONS "Waiting For Baby"--Abraham & Straus will present new maternity fashions, including beauty tips for expectant mothers. Guests: Candy Jones and Dr. Grace Langdon. Publicity: Feature Events Department, TR. 5-7200.	ABRAHAM & STRAUS	8TH FLOOR SPEC. EVENTS CENTER
Monday June 11 3:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL COLLECTION Preview of a new idea in window promotion--"Flow of Color Plan", and showing of Fall collection. By invitation only. <u>Daily trade showings thereafter, at 4:00 P.M.</u> Contact: Demi Daniels, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
Monday June 11 4:00 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL LINGERIE COLLECTION (185 MADISON AVENUE) Presentation of Colura's Fall collection of nylon tricot lingerie in undersea colors, designed by Myrtle Mayfield. By invitation only. Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.	COLURA LINGERIE, INC.	HOTEL AMBASSADOR TRIANON ROOM

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

The following members of the N.Y. Dress Institute's Couture Group will hold Advance Showings of their Fall collections for the News Syndicates, Magazines, and Foreign Press (for release during Press Week, which begins July 9).
Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Monday,	June 11....4:00 P.M.	ANTHONY BLOTTA	498 SEVENTH AVE.
Tuesday,	June 12....2:30 P.M.	HANSEN BANG	498 SEVENTH AVE.
Friday,	June 15....1:00 P.M.	OLEG CASSINI	498 SEVENTH AVE.
Monday,	June 18...10:00 A.M.	ADELE SIMPSON	530 SEVENTH AVE.
	12:00 NOON	PARNIS-LIVINGSTON (Mollie Parnis)	530 SEVENTH AVE.
	1:00 P.M.	HANNAH TROY	530 SEVENTH AVE.
	4:30 P.M.	TRIGERE	29 WEST 57TH ST.
Tuesday,	June 19...10:00 A.M.	BEN REIG	498 SEVENTH AVE.
Wednesday,	June 20...10:00 A.M.	NETTIE ROSENSTEIN	550 SEVENTH AVE.
Thursday,	June 21...10:30 A.M.	CAPRI ORIGINALS	1372 BROADWAY
	2:30 P.M.	PAUL PARNE	498 SEVENTH AVE.
Friday,	June 22...11:00 A.M.	EDWIN H. FOREMAN (Tina Leser) . .	1410 BROADWAY
	1:00 P.M.	MILMONT GOWNS	530 SEVENTH AVE.
Monday,	June 25...10:30 A.M.	DAVIDOW	550 SEVENTH AVE.
	2:30 P.M.	TOWNLEY FROCKS (Claire McCardell)	550 SEVENTH AVE.
Tuesday,	June 26...10:30 A.M.	MONTE-SANO & PRUZAN	21 WEST 46TH ST.
	11:30 A.M.	PHILIP MANGONE	500 SEVENTH AVE.
	2:30 P.M.	SAMUEL CHAPMAN (Ceil Chapman) . .	530 SEVENTH AVE.
Wednesday,	June 27...10:30 A.M.	MAURICE RENTNER	498 SEVENTH AVE.
	2:30 P.M.	HERBERT SONDHEIM	530 SEVENTH AVE.
Thursday,	June 28....2:30 P.M.	ORIGINAL MODES	512 SEVENTH AVE.

Monday June 11	FALL COATS & SUITS Showings of the "Judy Nell" line. Contact: Joan Mills, WI. 7-2680.	JULIUS NELSON	247 W. 38TH-2ND FLOOR
Monday June 11	OPENING: FALL LINE Daily showings of Margaret Newman Originals. Contact: LA. 4-4278.	MARGARET NEWMAN	525 SEVENTH AVENUE
Monday June 11	OPENING: FALL LINE Daily showings by appointment. Contact: Sam Cohen, LO. 3-5650.	PATTULLO-JO COPELAND	498 SEVENTH-14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 11	OPENING: FALL COLLECTION Contact: Frances Lane, PE. 6-6525.	MCKETTRICK WILLIAMS	1350 B'WAY-2ND FLOOR
Monday June 11	FALL COATS & SUITS Daily showings at 2:30 P.M., by appointment. Contact: LU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH ST.
Monday June 11	FALL GOWN COLLECTION Showing of cocktail, formals, and informal bridesmaids gowns. By appointment. Contact: PE. 6-0415. Publ.: Adele Lakes, Dundon Assoc., WI. 7-7062.	KAY SELIG, INC.	1385 B'WAY-6TH FLOOR
Monday June 11	FALL SUEDE COATS & SUITS By appointment. Contact: LO. 5-0274. Publ.: Natalie Parry, PL. 9-2917.	PHILIP SILLS	39 WEST 37TH STREET
Monday June 11	FALL BLOUSES Continuous daily showings. Publicity: Merchandising Coordinates, WA. 9-6758.	DIANE YOUNG, LTD.	498 SEVENTH-11TH FL.
Monday June 11	FALL HANDBAG LINE Daily showings. Contact: Margaret Jordan or Mary Streep, PE. 6-5700.	LA JOLLA HAND-MADES	McALPIN HOTEL-3RD FL.
Beginning Monday June 11	OPENING OF FALL HANDBAG LINES Fall handbags at daily showings. Publ.: Ruth Lundgren, MU. 6-0686.	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL MEMBERS! SHOWROOMS
Tuesday June 12 9:15 A.M. Breakfast	FALL COLLECTION AT PRESS & TRADE PREVIEW Preview of Goodlyne's Fall dress collection, designed by Flo Schwartz. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	GOODLYNE FASHIONS (1400 BROADWAY)	HOTEL STATLER SKYTOP ROOM
Tuesday June 12 10:30 A.M.	PRESS PREVIEW: FALL GOWN COLLECTION Presentation to the press of Kiviette's collection of Fall gowns. By invitation only. Daily trade showings thereafter at 10:30 A.M. & 2:30 P.M. Contact: PL. 7-8750. Publicity: Rosemary Sheehan, CI. 7-8060.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET SALON
Tuesday June 12 11:45 A.M.	FALL COLLECTION AT PRESS & TRADE PREVIEW "Autumn Grandeur"--Philip Hulitar will present his collection of couture fashions for Fall. Showing at 12:00 Noon, followed by luncheon. By invitation only. Trade shows, beginning Wednesday, June 13 at 10:00 A.M. and 2:00 P.M., at 11 West 46th Street Showroom, 4th Floor. Contact: CO. 5-7145. Publicity: Mollie Baldwin, LE. 2-4281.	PHILIP HULITAR, INC.	SHERRY'S-300 PARK SHERRY ROOM
Tuesday June 12 2:00 P.M.- 4:00 P.M.	EXHIBIT: MILLINERY FROM HOLLAND Exhibit and introduction of millinery imported from Holland. By invitation only. Trade showings, June 13 through June 15, from 10:00 A.M. to 5:00 P.M. Contact: Alice Alessandroni, A.J. Van Dugteren & Sons, WA. 4-5724.	NETHERLANDS CHAMBER OF COMMERCE & TRADE COMM.	41 EAST 42ND STREET ROOM 721
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. Cocktails	PREVIEW OF NEW BRASSIERE DESIGN Mr. Walter Lowy, Vice President of the Formfit Company, will introduce a new design in Formfit bras—"Separation Quotient". Showing at 4:30 P.M. By invitation only. Publicity: Nona James, CH. 4-7658.	FORMFIT COMPANY	STORK CLUB 3 EAST 53RD STREET
Tuesday June 12 4:30 P.M. Cocktails	PREVIEW OF "YOUNG VIEWPOINT FASHIONS" Ginsburg & Abelson will present their Fall collection of Young Viewpoint fashions. By invitation only. Contact: Betty Abelson, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Tuesday June 12	OPENING: FALL LINE Showing at 4:30 P.M., thereafter by appointment. Contact: PL. 7-2177.	RAYMOND MARINELLI, INC.	37 WEST 47TH STREET
Tuesday June 12	OPENING: FALL LINE Designed by Helen Clifford--1:00 P.M. & 4:00 P.M. daily. Contact: BR. 9-1145.	TALMACK, INC.	530 SEVENTH-5TH FL.
Tuesday June 12	OPENING: FALL DRESS LINE Showings at 10:30 A.M. and 2:30 P.M. (Press show, Friday, June 22, at 2:30 P.M. -- See Page 7). Contact: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH-8TH FL.
Wednesday June 13 9:15 A.M. Coffee	PRESS SHOWING: GOTHE ORIGINALS FOR FALL Press preview of Fall and Winter collection of Gothe originals. Showing at 9:30 A.M. By invitation only. Publicity: Nona James, CH. 4-7658.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM
Wednesday June 13 11:00 A.M. Luncheon	PREVIEW OF NEW FOUNDATION COLLECTION Presentation to the press and trade of Mme. Marie-Rose Liebigot'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 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of Elliot-Charles' day and evening fashions, designed by Charles Wetmore. By invitation. Contact: EL. 5-0436.	ELLIOT-CHARLES	106 EAST 60TH STREET 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 in junior sizes. In addition, she will show a new group of Young Coutures, sizes 8 to 16. By invitation only. Contact at Reich-Goldfarb: Barbara Banks, WI. 7-5374. Publ.: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS (530 SEVENTH AVENUE)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Wednesday June 13 5:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Furitan Dress Company's Fall, 1951 Paris collection of "Forever Young" dresses, at a fashion show and cocktail party. By invitation. Contact: Alberta Firestone, JU. 6-3400; or Vyvyan Donner, CO. 5-4382.	PURITAN DRESS COMPANY	WALDORF-ASTORIA SERT ROOM
Wednesday June 13 5:00 P.M. Cocktails	PREVIEW OF FALL AND WINTER COLLECTION Esther Reifer will present her Fall and Winter collection to the press and trade during cocktails. Publicity: Ruth Hammer Associates, EL. 5-7108.	SURREY CLASSICS	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 13 5:00 P.M.- 7:00 P.M. Cocktails	EXHIBIT OF FABRICS FOR FALL & WINTER About 30 fabric companies, members of the International Silk Association, will present an exhibit of pure silk fabrics for Fall and Winter, at a cocktail party for the press and trade. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	WALDORF-ASTORIA JADE & BASILDON RMS.
Wednesday June 13	OPENING: FALL LINE Showings at 10:30 A.M., 1:00 P.M., 4:00 P.M. daily. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH-15TH FL.
Thursday June 14 11:00 A.M.	PRESS SHOWING: FALL AND WINTER COLLECTION The press will be invited to a preview of Sophie Originals Fall and Winter ready-to-wear collection. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SOPHIE ORIGINALS	SAKS FIFTH AVENUE SALON MODERNE-3RD FL.
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. Commentator: John Cameron Swayze. 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. Publicity: Nona James, CH. 4-7658.	LUXITE LINGERIE- HOLEPROOF HOSIERY	HOTEL ROOSEVELT GRAND BALLROOM
Thursday June 14 4:00 P.M.	PRESS SHOWING OF FALL COLLECTION I. Miller will preview their collection of Fall footwear fashions to the trade and fashion press at a presentation to honor Perugia, I. Miller's Paris designer, on his semi-annual U.S. visit. Showing at 4:00 P.M.; cocktails from 5:00 P.M. to 7:00 P.M. By invitation only. Contact: Publicity Office, ST. 4-7800.	I. MILLER & SONS, INC.	SHERRY NETHERLAND CHANTECLAIR ROOM
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 modeled, along with the American adaptations. Show at 9:00 P.M. Press by invitation. Tickets: \$25.00; contact: LO. 5-4264. Publicity: Eleanor Kairalla Agency, MU. 8-1172.	NATIONAL ASS'N OF BLOUSE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Beginning Thursday June 14	FALL COLLECTION BY CEIL CHAPMAN Ceil Chapman will present her Fall collection to the trade on Thursday, June 14 and Friday, June 15 at 10:30 A.M. and 2:30 P.M. Beginning week of June 18, at 2:30 P.M. only. Contact: Alto Schifrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Friday June 15	OPENING: FALL DRESS LINE Afternoon & cocktail dresses. Contact: LO. 5-1384.	BEN KAHN & SON	239 W. 39TH-11TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday June 17	FATHER'S DAY (Sunday). Theme: "A Good Home Means Good Citizenship". Contact: Alvin Austin, Nat'l Father's Day Committee, MU. 7-6952.		
Monday June 18-	PREVIEW OF FALL JEWELRY AND BAGS	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
June 19 4:30 P.M.	Preview of the Christian Dior-New York collection of Fall bags on Monday, June 18, at 4:30 P.M.; and Fall jewelry (Christian Dior Creations By Kramer) on Tuesday, June 19, at 4:30 P.M. By invitation only. Kramer Jewelry Contact: Edith Beeson, LO. 4-1644.		
Monday June 18-	CORSET & BRASSIERE FALL MARKET WEEK	CORSET AND BRASSIERE EXHIBITORS GUILD	HOTEL McALPIN
June 22	The Corset and Brassiere Association of America and the Associated Corset and Brassiere Manufacturers, Inc. will participate in the Fall Market Week showings, sponsored by the Corset and Brassiere Exhibitors Guild. Contact: Jed Sylbert, Executive Director, MU. 3-1593.		
Monday June 18	OPENING: FALL MILLINERY Daily showings. Contact: Mildred Newton, PL. 5-2948.	DON TEN EYCK	509 MADISON AVENUE
Monday June 18	FALL JEWELRY LINE Daily showings of Fall jewelry. Publicity: Terry Milburn, MU. 2-4986.	SPERRY MANUFACTURING CO.	366 FIFTH AVE.-9TH FL.
Tuesday June 19	PRESS PREVIEW OF FUR COLLECTION	BERNHAM-STEIN	660 FIFTH AVENUE SALON
11:30 A.M. Aperitif Luncheon	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.		
Tuesday June 19	PRESS SHOWING OF SUN GLASSES	L. J. HOUZE CONVEX GLASS CO.	TAVERN-ON-THE-GREEN 67TH & CENTRAL PK. W.
12:00 Noon Cocktails; Luncheon	"The Case For Sun Glasses"--preview of sun glasses, coordinated with new fashions, to emphasize the beauty and fashion aspects of the glasses. Fashion show at 1:30 P.M. Speaker: Jane Abbott, director of beauty and styling for John Robert Powers. By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, IA. 4-1420.		
Tuesday June 19 2:30 P.M.	SHOWING OF SIMPLICITY PATTERNS FOR SUMMER Nammm's will present a collection of Simplicity Pattern fashions for Summer. Open to public. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S (BROOKLYN)	3RD FLOOR
Tuesday June 19 3:00 P.M.	PREVIEW: READY-TO WEAR COLLECTION Elizabeth Arden's ready-to-wear collection for Fall and Winter. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON--2ND FLOOR
Wednesday June 20 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING A fashion show of important trends from the Fall collections. Commentator: Gwen Randolph, fashion editor of "Today's Woman" and chairman of the Ready-To-Wear Division. Also, a market report by Alice Burrows, fashion coordinator of the T. Eaton Co., Ltd., N.Y. office. Price (including tax and tip): \$4.75 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 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>
Wednesday June 20 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS AT LUNCHEON Russeks will present fashions for Summer during luncheon. 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 STARLIGHT ROOF
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
Wednesday June 20 7:15 P.M. Dinner- Dance	SHOWING OF FASHIONS FROM AMERICAN THEATRE The Society of New York Dress Designers, in cooperation with the Council of the Living Theatre, will present a 1951 Fall collection of dresses, inspired by costumes featured in American theatrical productions in the past two centuries. Press by invitation. Tickets: \$20.00 (reserved runway seats); & \$15.00. (<u>Note Change of Date, Time and Place</u>). Contact: Belle Burke, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	WALDORF-ASTORIA GRAND BALLROOM
Thursday June 21 12:30 P.M. Luncheon	SHOWING OF RIBBONS TO MAGAZINE EDITORS "Ribbon Around The Calendar", with displays for each month of the year, including gift wrappings and decorations. <u>Newspaper editors will be invited to the display at 3:00 P.M. (Cocktails)</u> . By invitation only. Publicity: Drucella Lowriè, LO. 3-0853.	THE RIBBON GUILD, INC.	WALDORF-ASTORIA FLAMINGO ROOM
Thursday June 21 4:00 P.M. Cocktails	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. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Thursday June 21 4:00 P.M. Cocktails	PRESS PREVIEW OF COSMETICS LINE The line of Scandia Cosmetiques will be introduced to the press at a cocktail party. By invitation only. Publicity: Irene Merlin, Max Rogel & Associates, DI. 4-8575 or Mitchell 3-8737.	SCANDIA COSMETIQUES	HOUSE OF SCANDIA 44 EAST 52ND STREET
Friday June 22 2:30 P.M.	PRESS SHOWING OF FALL DRESS COLLECTION Press preview of the Varden dress collection for Fall. By invitation only. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Monday June 25 3:00 P.M.- 6:00 P.M. Cocktails	PRESS OPENING: NEW SALON AND FALL HAIRSTYLES SHOW OF SWITZERLAND Werner and Charles of Switzerland will celebrate the opening of their new beauty salon, with a cocktail party and open house for the press; also, a showing of new Fall hairstyles. By invitation only. Publicity: Aileen Platt, SA. 2-7259 or CI. 5-5365.	WERNER AND CHARLES OF SWITZERLAND	16 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 25 4:00 P.M.	PRESS SHOWING: PARIS CARS AND FASHIONS "It's Smart, It's Thrifty, It's French"--presentation of Fall fashions with four 1951 Renault cars. Showing at 4:30 P.M. (<u>Note Change of Date</u>). By invitation only. Publicity: Marsh-Healy Associates, PL. 7-5809.	RENAULT MOTORS	MARGUERY PAVILLION 47TH & VANDERBILT
Tuesday June 26 8:30 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association. By invitation. Publicity: Ruth Weintraub, PL. 3-2116 or PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
Tuesday June 26 3:00 P.M. Cocktails	PREVIEW OF FALL HAT COLLECTION Mme. Kretz will present her collection of Parisian hats for Fall. For press and trade, by invitation only. Publ.: Maud G. Moody, LE. 2-4049.	MME. CECILE GERTRUDE KRETZ	25 WEST 57TH STREET SALON
Tuesday June 26 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show and dinner for buyers, retailers and the fashion press. Tickets: \$20.00. Contact: LO. 4-7800. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday June 27 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Irene of New York will invite the press to a showing of her Fall millinery. By invitation only. Publicity: Angeline Dougherty, CH. 4-2308.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday June 27 12:00 Noon Luncheon	PREVIEW OF FALL HAT COLLECTION Emme will invite the press and trade to a buffet luncheon and presentation of her Fall millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	26 EAST 56TH STREET SALON
Wednesday June 27 3:00 P.M.- 6:00 P.M.	INTRODUCTION OF NEW IDEA IN TOILETRIES "Happy Birthday, Little Lady", a new idea in children's toiletries by Helene Pessl, will be introduced to the press and trade at a birthday party in the Victorian Suite of the Beverly Hotel. By invitation only. Contact: Saul Krieg Associates, PL. 3-1543.	HELENE PESSL, INC.	BEVERLY HOTEL 125 EAST 50TH ST.
Wednesday June 27 4:00 P.M. Tea; Cocktails	ANNUAL RECEPTION FOR THE PRESS Presentation of the Wool Bureau's Fall promotion program at annual reception for the press, hostessed by members of The Wool Bureau's Women's Wear Advisory Committee. By invitation. Contact: Kay C. Jones, PL. 7-5092.	THE WOOL BUREAU, INC.	16 WEST 46TH STREET 9TH FLOOR
Thursday June 28 10:00 A.M.	PRESS SHOWING OF FALL MILLINERY By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Monday July 9 11:00 A.M.	PRESS PRESENTATION OF FALL MILLINERY Walter Florell will present his Fall millinery collection to the press. By invitation. Personality Publ.: Rasponi Assoc., TE. 8-8171. Fashion Publ.: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 9 2:30 P.M.	PRESS SHOWING: FALL AND WINTER MILLINERY Jack McConnell will present his collection of millinery for Fall and Winter. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	JACK McCONNELL	41 WEST 57TH STREET SALON
Tuesday July 10 10:30 A.M.	MILLINERY SHOWING FOR THE PRESS Presentation of the Fall millinery collection by Laddie Northridge. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Wednesday July 11 11:00 A.M.	PRESS SHOWING OF FALL MILLINERY Mr. Fred will present his millinery collection for Fall at a press showing. By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN-FREDERICS, INC.	29 EAST 48TH STREET SALON
Wednesday July 11 2:30 P.M.	PRESS PREVIEW OF YOLANDE HANDMADES Preview for the fashion press of the Yolande collection of handmades for Fall, including couture designs in lingerie, blouses and baby clothes. By invitation only. Publicity: Helen Galland, MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
Thursday July 12 11:00 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION Mr. John will invite the press to a preview of his millinery collection for Fall. By invitation only. Publicity: Petty Nelson, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Monday July 16 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AND FABRICS Annual Autumn Collection--presentation of Fall costumes, created by leading designers in John Walther fabrics, during a luncheon for the press and trade. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTER FABRICS	HAMPSHIRE HOUSE COTTAGE
Tuesday July 17 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING The Millinery Division of The Fashion Group will hold a luncheon meeting. More details later. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publicity: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday July 18 10:00 A.M. Breakfast	PREVIEW OF FALL AND WINTER FURS Presentation of Arnold Constable's Fall and Winter fur collection at a breakfast showing for the press. By invitation only. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR FUR SALON
Wednesday July 18 3:00 P.M.	PRESS SHOWING OF FALL MILLINERY Chanda will present his Fall millinery collection to the press. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CHANDA, INC.	30 WEST 57TH STREET SALON
Thursday July 19 10:30 A.M.	FALL MILLINERY AT PRESS SHOWING Braagaard will present a collection of millinery for Fall to the press. By invitation only. Contact: Miss Eva, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON

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

- Monday
June 11;
June 14
3:30 P.M.
- TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2
Monday, June 9: Madeleine Jury, fashion model, will present Summer sandals she has designed and manufactured. Thursday, June 14: John Robert Powers will give advice on following a career in modeling. Also, fashions for men, available at B. Altman & Co. Program hostess; Robin Chandler. Contact: Stanley Poss, producer, PL. 5-2000, Ext. 7369.
- Monday
June 11
- PREMIERE: "FOUR IN A JEEP" (Movie) PARIS THEATRE, 4 WEST 58TH STREET United Artists release of film, made in Vienna, about the four international powers' rule of the city. Stars: Viveca Lindfors, Ralph Meeker, Yoseph Yadin. Producer: Lazar Wechsler. Director: Leopold Lindtberg. United Artists Publicity: Tess Michaels, CI. 5-6000. Paris Theatre Publicity: Lillian Gerard, PL. 5-3760.
- Beginning
Tuesday
June 12
- SECOND WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET Program: Tues., June 12: SERENADE, CAKE WALK, SYLVIA: PAS DE DEUX, LA VALSE. Wed., June 13: CARD GAME, PRODIGAL SON, AGE OF ANXIETY, FIREBIRD. Thurs., June 14: SYMPHONIE CONCERTANTE, THE MIRACULOUS MANDARIN, PAS DE TROIS, BOURREE FANTASQUE. Fri., June 15: THE DUEL, CAPRICCIO BRILLIANTE, ORPHEUS, CAKE WALK. Sat. Mat., June 16: JINX, PAS DE TROIS, THE AMAZONS, FIREBIRD. Sat. Eve., June 16: MOTHER GOOSE SUITE, SYLVIA: PAS DE DEUX, ILLUMINATIONS, SYMPHONY IN C. Sun. Mat., June 17: SERENADE, LADY OF THE CAMELLIAS, SYLVIA: PAS DE DEUX, LA VALSE. Sun. Eve., June 17: THE GUESTS, PRODIGAL SON, THE MIRACULOUS MANDARIN, FIREBIRD. Prices: \$1.50-\$3.60. Publicity: Philip Bloom, CH. 4-5185.
- Wednesday
June 13
- OPENING: "COURTIN' TIME" NATIONAL THEATRE, 208 WEST 41ST STREET James Russo and Michael Ellis will present Joe E. Brown in a musical by William Roos, based on the play "The Farmer's Wife" by Eden Phillpotts. Cast includes: Billie Worth, Carmen Matthews, Joseph Sweeney and Effie Atfon. Director: Alfred Drake. Lyrics and Music: Jack Lawrence and Don Walker. Choreography: George Balanchine. Scenery and Lighting: Ralph Alswang. Costumes: Saul Bolasni. Publ.: Sam Friedman, PL. 7-4380.
- Wednesday
June 13
- PREMIERE: "SIROCCO" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET Columbia Picture, with the background of Damascus, Egypt in 1925, where an American gun and ammunition runner becomes involved with the French occupation troops. Stars: Humphrey Bogart, Marta Toren and Lee J. Cobb. Producer: Robert Lord. Director: Curtis Bernhardt. Publicity: Hortense Schorr, CI. 5-5000.
- Friday
June 15
- PREMIERE: "HALF ANGEL" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET Twentieth Century-Fox will present a comedy romance, starring Loretta Young and Joseph Cotten, as the young couple whose love is hampered by the battle of the woman's conscious and subconscious mind. Producer: Julian Blaustein. Director: Richard Sale. Wardrobe: Charles Le Maire and Travilla. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Thursday
June 21
- OPENING: "SEVENTEEN" CENTURY THEATRE, 7TH AVE. & 59TH STREET Milton Berle, Sammy Lambert and Bernie Foyer will present a musical adaptation of Booth Tarkington's novel. Cast includes: Ann Crowley, Kenneth Nelson, Frank Albertson, Doris Dalton, King Calder, Helen Wood. Director: Hassard Short. Book: Sally Benson. Music: Walter Kent. Lyrics: Kim Gannon. Choreography: Dania Krupska. Scenery: Stewart Chaney. Costumes: David Ffolkes. Publicity: Richard Maney, WI. 7-6939.