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5/7/51

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 7, 1951</u>			
Week of May 6	MOST OF NEW YORK CITY'S 5TH AVE. AND 57TH ST. STORES WILL HAVE WINDOW DIS- PLAYS AND ADVERTISING IN HONOR OF 2000TH ANNIVERSARY OF THE CITY OF PARIS.		
Monday May 7	SHOWING OF FALL SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
10:00 A.M. Press Preview;	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 New Yorker and McAlpin Hotels during the entire week. Co-		
2:00 P.M. Trade Show	Managers of the show are Maxwell Field and Edward Atkins. <u>Press Preview:</u> <u>10:00 A.M.</u> By invitation only. <u>Trade Show: 2:00 P.M.</u> Contact: Edward Atkins, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Tuesday May 8	LUNCHEON SHOWING OF SUMMER FASHIONS	MARGARET NEWMAN ORIGINALS, INC.	ST. MORITZ HOTEL 50 CENTRAL PARK SO.
1:00 P.M. Luncheon	"Fun With Fashions"--presentation of Margaret Newman's collection for Summer during luncheon. St. Moritz Fashion Director: Alberta Kelley. Press by invitation. Public by reservation; contact: Headwaiter, PL. 5-5800. St. Moritz Publicity: Kurt Hoffman Associates, PL. 3-7676.		
Wednesday May 9	DAVID CRYSTAL'S SUMMER FASHIONS AT LUNCHEON	SAKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
12:30 P.M. Luncheon	"Summer Excitement"--Saks Fifth Avenue will present a collection of Summer fashions, including David Crystal, Izod of London, and Haymaker Separates. Accessories--Saks Fifth Avenue. Press by invitation. Public by reserva- tion; contact: Headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.		
Wednesday May 9	PREVIEW OF HOSTESS GOWNS BY JEAN DESSES	RAYMODES NEGLIGEES, INC. (105 MADISON AVENUE)	SHERRY-NETHERLAND CARNAVAL ROOM
3:00 P.M. Cocktails	Raymodes 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 only. Publ.: Rosemary Sheehan, CI. 7-8060.		
Thursday May 10	SHOWING OF SUMMER FASHIONS FOR JUNIORS	B. ALTMAN & CO.	3RD FLOOR YOUNG COLONY SHOP
2:30 P.M.	Altman's will present Junior fashions for Summer. Open to public. Publicity: Lois Garrett or Jean O'Brien, MU. 9-7000.		
Thursday May 10	TENTH SESSION: PUBLICITY WORKSHOP	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.
7:30 P.M.	Subject: "Food Publicity". Speakers: Poppy Cannon, food editor, "Mademoiselle"; Josephine Le Sueur, Best Foods, discussing product pro- motion. Director: Ellen Lind. Fee: \$2.50. Contact: Henrietta Gilbert, MU. 8-1837.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 13	MOTHER'S DAY (Sunday).		
Monday May 14	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
10:30 A.M.	Press 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	FASHION SHOW AT RACE TRACK OPENING	HATTIE CARNegie & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L.I.
12:30 P.M. Luncheon	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	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN HOTEL ASTOR (136 EAST 57TH STREET) BALLROOM	
4:00 P.M.; 9:00 P.M.	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.		
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- 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 Somerville woolens. Contact: Lynne Lawton, Campus Adv., MU. 7-0621.		
May 14	SECOND ANNUAL IRISH LINEN WEEK. Publicity: Eleanor Rowlands, LE. 2-9292.		
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	EDWARD E. BERGER, INC. (218 WEST 40TH STREET)	530 SEVENTH AVENUE V. MAXWELL'S SHOWROOM
	"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.		
Tuesday May 15 12:30 P.M. Luncheon	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION	M. C. SCHRANK CO.	HOTEL PIERRE COTILLION ROOM
	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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY FASHIONS FOR FALL Presentation of Fall collection of Betty Earclay dresses for juniors, by Linsk of Philadelphia and California. By invitation only. Publicity: Edgar Herz, Williams Advertising Agency, MU. 6-3055.	LINSK OF PHILADELPHIA OF 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	PRESS & TRADE PREVIEWS OF FALL COLLECTION 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. & 37
Wednesday May 16 12:30 P.M. Luncheon	SHOWING OF SUMMER SHEERS AT LUNCHEON "White With?"--presentation of sheers for Summer by Russeks 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
Wednesday May 16 2:30 P.M. Cocktails	PREVIEW OF AUTUMN FUR FASHIONS A cross section of fur fashions, chosen from the Autumn collections of the entire fur market, including Persian Lamb, Muskrat, Raccoon, Otter, and a special collection of Hollander Seal. By invitation only. Fashion Director and Publicity: Rosemary Sheehan, CI. 7-8060.	HOLLANDER FURS	163 WEST 29TH ST. 3RD FLOOR-COLOR RM.
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 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: Eileene 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 21 12:00 Noon 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
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 will be presented. <u>Showing at 4:00 P.M.</u> By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR
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
Tuesday May 22 6:30 P.M. Dinner	BACK-TO-SCHOOL FALL FASHION SHOW The Infants', Children's and Teens' Wear Buyers Association back-to-school Fall fashion show. Included will be a collection of Paris and American originals. Tickets: \$10.00. Contact: Cecilia Cooper, BR. 9-9624. Press by invitation. Publicity: Eleanor Kairalla Agency, MU. 8-1172.	INFANTS', CHILDREN'S & TEENS' WEAR BUYERS' ASSN.	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 12:00 Noon Luncheon	PRESS PREVIEW OF NEW FALL ROBE LINE Press and trade preview of the newly designed Botany Robes Fall collection. <u>Show at 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 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 24	ANNUAL FASHION CLINIC & EXHIBIT	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
10:00 A.M. Clinic 12:00 Noon Luncheon	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: \$7.50 (clinic); \$5.00 (luncheon); \$12.50 (clinic and luncheon). Contact: Monroe E. Michels, MU. 5-4400.		
Thursday May 24	FALL SHOWING: TOWN & COUNTRY COLLECTION	EDWARD I. SCHAINMAN	1384 BROADWAY SHOWROOM-9TH FLOOR
10:30 A.M. And 2:30 P.M.	Fall presentation of suits, coats and sportswear, designed by Robert Bart for Edward I. Schainman. Showings at 10:30 A.M. and 2:30 P.M. By invitation only. Publicity: Elaine Kramer, LO. 3-3732.		
Thursday May 24	PRESS SHOWING OF ADVANCE FALL HATS	FRANCES & WALTER NELKIN	15 WEST 39TH STREET SALON
11:00 A.M. Buffet	First press showing by Frances and Walter Nelkin with a presentation of their advance Fall millinery. Show followed by buffet. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Thursday May 24	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY	HAMPSHIRE HOUSE COTTAGE
11:30 A.M. Luncheon	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.		
Thursday May 24	PRESS PREVIEW OF FALL COLLECTION	ARNOLD & FOX, INC.	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
3:30 P.M. Cocktails	Arnold & Fox will present a collection of Fall cocktail dresses and suits for afternoon and evening, designed by Miguel Dorian. By invitation only. Showings to the trade at 3:30 P.M., daily, June 5, 6, 7, 12, and 13. Contact: CH. 4-3916. Publ.: Pauline Greene, Esmond & Dore, Inc., MU. 7-8297.		
Monday May 28	PREVIEW OF FALL SEPARATES COLLECTION	DELPHI MANUFACTURING CO.	1370 BROADWAY SHOWROOM-15TH FLOOR
10:30 A.M.	Fall sportswear collection, designed by Lissa Hahn for Delphi Manufacturing Co., with special emphasis on separates. For press and trade, by invitation only. Daily trade showings at 10:30 A.M., beginning Monday, June 4. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday May 29	PRESS PREVIEW: STOLES, SCARVES, HANDKERCHIEFS	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
10:00 A.M. Coffee	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.		
Tuesday May 29	PRESS PREVIEW: FALL & WINTER FUR COLLECTION	RITTER BROS., INC.	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	The Fall and Winter collection of furs will be presented to the press by Leo Ritter. Showing promptly at 1:00 P.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 30- June 13	FOURTH ANNUAL LONDON FASHION FORTNIGHT IN LONDON, ENGLAND. Contact: Dorothy Fox, Upper Grosvenor Street, London, W. 1, England.		
Thursday May 31 4:00 P.M.	PRIVATE FALL PREVIEW FOR BUYING OFFICES Buying offices will be invited to a private preview of the Fall collection of Horwitz & Duberman. By invitation only. Trade showings at 10:30 A.M. and 2:30 P.M. daily, beginning Tuesday, June 5, presenting Judy 'n Jill back-to-school and career clothes; Alan Graham couture fashions; and formals by Nona. Contact: William Durland, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
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, <u>Tuesday, June 5 at 10:00 A.M.</u> , and daily thereafter. 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
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. FOX ✓ 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- June 15	PREVIEW OF FALL FASHIONS FROM "CHARM" "Charm" Magazine will present 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 9:00 A.M., 10:00 A.M., 11:00 A.M. and 12:00 Noon, beginning Monday, June 4 through June 15 for stores and buying offices. For group appointments, call: 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>
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
Tuesday June 5 9:30 A.M. And 2:30 P.M.	FIFTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" 15th Annual College Clinic, a preview of fashions from the August College issue. By invitation only, for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Promotion Director, PL. 9-2080.	MADEMOISELLE MAGAZINE	HOTEL ROOSEVELT BALLROOM
Tuesday June 5 11:00 A.M.	PREVIEW: FALL COLLECTION DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance of Frank Gallant. By invitation only. Beginning Wednesday, June 6, at 10:30 A.M. and 2:30 P.M., 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. 7-1960.	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". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Wednesday June 6 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Preview of the Pattullo-Jo Copeland collection for Fall. By invitation only. Trade opening, Monday, June 11, at 10:30 A.M. By appointment. Contact: Sam Cohen, LO. 3-5650. Publicity: Eleanor Lambert, MU. 8-2130.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM-14TH FLOOR
Wednesday June 6 4:00 P.M.- 7:00 P.M. Cocktails	ELEVENTH ANNUAL SEWING CONTEST & FASHION SHOW Prize-winning home-sewn garments, made by non-professional dressmakers, will be modeled at a fashion show, with fashion designers and fashion editors acting as judges. Commentator: Alma Kitchell. Showing at 5:00 P.M. By invitation only. Publicity: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 7 12:00 Noon Luncheon	FALL DRESS COLLECTION AT PREVIEW FOR PRESS The press will be invited to a luncheon and preview of the Fall dress collection by Anna Miller. By invitation only. Showings to the trade beginning Monday, June 11 at 2:30 P.M.; Tuesday, June 12 at 10:30 A.M. and 2:30 P.M.; and daily thereafter at 2:30 P.M. Contact: Dorothy Lambert of Anna Miller, CH. 4-3966.	ANNA MILLER, INC.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 7 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FOUNDATIONS The press will be invited to a showing of Flexees foundations for Fall by Artistic Foundations, Inc. By invitation. Publ.: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM--6TH FLOOR
Thursday June 7 4:30 P.M.- 6:30 P.M. Champagne	PRESS & TRADE PREVIEW BY NEW DESIGNER Lawrence Gaines will give a Champagne Party for press and buyers, present- ing his original couturier designs for Fall in suits, dresses, and en- sembles. By invitation only. Publicity: Hilda Kassell, PL. 9-2917.	LAWRENCE GAINES	43 WEST 54TH STREET SALON
Friday June 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Presentation to the press of the Fall collection by B. H. Wragge. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 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 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.	UNITED RABBIT DRESSERS, INC.	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
Sunday June 10 9:00 P.M.	SHOWING OF FASHIONS FROM AMERICAN THEATRE The Society of New York Dress Designers, in cooperation with the Council of the Living Theatre, will present dresses, based on originals and modifications, featured in American theatrical productions in the past two centuries. Tickets: \$10.00. Contact: Belle Burke, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	46TH STREET THEATRE 266 WEST 46TH STREET
Monday June 11 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. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
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.	COLURA 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 follow- ing eight members: Bernice Charles; Harryson Hats; G. Howard Hodge; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Jeanne Tete; and Vogue Hats. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 12 4:00 P.M. Champagne	FALL LINGERIE PREMIERE FOR PRESS AND TRADE Fashion preview of the first American-made Couture Lingerie designed by Elsa Schiaparelli. Settings: Lester Gaba. By invitation only. Show Director & Publ.: Terry Quimby, Lawrence Boles Hicks, Inc., LO. 4-6510.	SCHIAPARELLI COUTURE LINGERIE, INC.	WALDORF-ASTORIA GRAND BALLROOM
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 4:00 P.M. Tea	PRESS & TRADE SHOWING OF FALL COLLECTION Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall 1951 collection at a preview for press and trade, in the Crystal Ballroom of the Park Lane Hotel. By invitation only. Contact at Reich Goldfarb: Barbara Banks, WI. 7-5374. Contact for press: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS (530 SEVENTH AVE.)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Thursday June 14 12:00 Noon Luncheon	100TH ANNIVERSARY OF SINGER SEWING MACHINES One hundred years of leadership in the manufacture of sewing machines for the home and industry will be presented to the press by Singer. There will be educational, international and industrial exhibits in the Terrace Room, with a dramatization of 100 years of sewing and style changes throughout the century. Luncheon in Grand Ballroom. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
Thursday June 14 7:00 P.M. Dinner	PARIS-INSPIRED BLOUSES AT FASHION SHOWING The National Association of Blouse Manufacturers will present a dinner showing of Paris-inspired blouses for Fall. The Paris blouse originals, from the collections of Balenciaga, Balmain, Desses, Dior, Fath, Gres, Griffe, Lemarchand, Patou and Piguet, will be shown on the runway, along with the American adaptations. Show at 9:00 P.M. Press by invitation. Tickets: \$25.00; contact: National Association of Blouse Manufacturers, LO. 5-4264. Publicity: Eleanor Kairalla Agency, MU. 8-1172.	NATIONAL ASS'N OF BLOUSE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Wednesday June 20 11:45 A.M. Cocktails; Luncheon	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. By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, LA. 4-1420.	L. J. HOUZE CONVEX GLASS CO.	PLACE TO BE ANNOUNCED
Wednesday June 20 4:00 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	HOTEL PIERRE GRAND BALLROOM
Tuesday June 26 7:00 P.M.	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show and dinner for buyers, retailers and the fashion press. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM

MOVIES...TELEVISION...THEATRE

- Monday May 7 PREMIERE: "THE SECRET OF MAYERLING" (Movie) PARIS THEATRE, 4 WEST 58TH ST. French film based on the ill-fated romance of the Crown Prince Rudolph and his 17-year old companion Marie Vetsera. Stars: Jean Marais and Dominique Blanchard. Director: Jean Delannoy. Publicity: Lillian Greene, PL. 5-3760.
- Tuesday May 8 OPENING: "STALAG 17" 48TH STREET THEATRE, 158 WEST 48TH ST. Jose Ferrer, in association with Richard Condon, will present a comedy melodrama by Donald Bevan and Edmund Trzcinski, about American fliers imprisoned in a German camp during World War II. All-male cast is headed by John Ericson, Robert Strauss, Laurence Hugo and Harvey Lembeck. Director: Jose Ferrer. Scenery & Lighting: John Robert Lloyd. Costumes: Noel Taylor. Publicity: Dave Lipsky, CH. 4-5185.
- Wednesday May 9 PREMIERE: "I'D CLIMB THE HIGHEST MOUNTAIN" (Movie) ROXY, 7TH AVE. & 50TH ST. Twentieth Century-Fox will present a Technicolor movie about a mountain missionary and his city-bred bride, in the Blue Ridge mountains of northern Georgia. Stars: Susan Hayward and William Lundigan. Producer: Lamar Trotti. Director: Henry King. Wardrobe: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Wednesday May 9- OPENING: "DREAM GIRL" CITY CENTER, 131 WEST 55TH STREET
May 20 The N.Y. City Theatre Company will present Judy Holliday and Don DeFore in the Elmer Rice play about a day-dreaming girl who finds adventure and romance. Director: Morton DaCosta. Scenery & Lighting: Eldon Elder. Costumes: Emeline Roche. Publicity: Jean Dalrymple, MU. 8-3847.
- Thursday May 10 TELEVISION: "YOUR TV SHOPPER" WABD-TV, CHANNEL 5
11:30 A.M. Thurs., May 10: Members of the National Authority for the Ladies' Handbag Industry will submit six handbags in a weekly contest, May 10 through June 29. At the end of the contest, a wardrobe of handbags will be selected for Maggie Johnson by Eugenia Sheppard, N.Y. Herald Tribune, John Robert Powers, Mrs. Dale Carnegie, and Ed Thorgerson. Handbag Publicity: Ruth Lundgren, MU. 6-0686. Dumont Contact: June Hunnicutt, MU. 8-2600, Ext. 171.
- Thursday May 10 PREMIERE: "THE GREAT CARUSO" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST. MGM will present a technicolor motion picture based on the life of the famous tenor and opera star, Enrico Caruso. Stars: Mario Lanza, Ann Blyth, Dorothy Kirsten. Director: Richard Thorpe. Prod.: Joe Pasternak. Costumes: Helen Rose & Gile Steele. Publ.: Herbert Crooker, JU. 2-2000.
- Sunday May 13 OPENING: "GETTING MARRIED" ANTA PLAYHOUSE, 245 WEST 52ND ST. Marjorie and Sherman Ewing will present the tenth and last play in the series of the American National Theatre and Academy (ANTA) productions. Arthur Treacher, Peggy Wood and Bramwell Fletcher will be starred in Bernard Shaw's comedy. Director: Peter Frye. Scenery and Costumes: Paul Morrison. Publicity: Bill Doll, JU. 2-4976.
- Monday May 14 OPENING: "FLAHOOLEY" BROADHURST THEATRE, 235 WEST 44TH ST. Cheryl Crawford, in association with E.Y. Harburg and Fred Saidy, will present a new musical, written and directed by E.Y. Harburg and Fred Saidy. Stars: Ernest Truex, Jerome Courtland, Edith Atwater, Irwin Corey with Yma Sumac. Music: Sammy Fain. Lyrics: E.Y. Harburg. Dances: Helen Tamiris. Scenery and Lighting: Howard Bay. Costumes: David Ffolkes. Publicity: Wolfe Kaufman, LU. 2-3466.