

File Copy  
5/28/51

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

february

S	M	T	W	T	F	S
	1	2	3	4	5	6
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

march

S	M	T	W	T	F	S
	1	2	3	4	5	6
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

april

S	M	T	W	T	F	S
	1	2	3	4	5	6
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

may

S	M	T	W	T	F	S
WEEK OF	1	2	3	4	5	6
5	6	7	8	9	10	11
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

june

S	M	T	W	T	F	S
	1	2	3	4	5	6
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

july

S	M	T	W	T	F	S
	1	2	3	4	5	6
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

august

S	M	T	W	T	F	S
	1	2	3	4	5	6
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

september

S	M	T	W	T	F	S
	2	3	4	5	6	7
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

october

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november

S	M	T	W	T	F	S
	1	2	3	4	5	6
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december

S	M	T	W	T	F	S
	2	3	4	5	6	7
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

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 28, 1951</u>			
Monday May 28 9:30 A.M.	PRESS PREVIEW: FALL BAG COLLECTION Press preview of the complete Advance Fall collection of Bags by Josef (Gold Seal Importers, Inc.), including both domestic bags and French and Italian imports. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	BAGS BY JOSEF (GOLD SEAL IMPORTERS)	30 EAST 33RD STREET SHOWROOM-6TH FLOOR
Monday May 28 10:30 A.M.	PREVIEW OF FALL SEPARATES COLLECTION Fall sportswear collection, designed by Lisa Hahn for Delphi Manufacturing Co., with emphasis on separates. By invitation only. Trade showings at 10:30 A.M., beginning Monday, June 4. Publ.: Mildred Kaldor, MU. 9-5420.	DELPHI MANUFACTURING CO.	1370 BROADWAY SHOWROOM-15TH FLOOR
Monday May 28	OPENING: FALL LINE Continuous daily showings. Contact: Ann Garner, PL. 9-3000.	GEORGIA BULLOCK OF CALIF.	HOTEL PLAZA
Beginning Monday May 28	SHOWING OF FALL COLLECTION FOR CHILDREN Fairy Frock will present the Fall collection of children's wear, sizes 1 to 3 years and 3 to 6 years: also, introducing the new collection created by Miguel Dorian of Arnold & Fox, Clifford of del Mar, and Lotte of Drewyn. Contact: Sidney Dee Bloeme, JU. 6-4490.	FAIRY FROCK CO.	63 WEST 38TH STREET SHOWROOM
Tuesday May 29 9:15 A.M. Coffee	PREVIEW: MID-SUMMER PRINT FASHIONS The Silk and Rayon Print Institute, in cooperation with Stern Brothers, will present Mid-Summer fashions in print by McKettrick and Betty Hartford, at a breakfast preview for the press. By invitation only. Silk and Rayon Print Institute Publicity: Eleanor Lambert, MU. 8-2130. Stern Bros. Publicity: Victor North, LO. 5-6000.	SILK & RAYON PRINT INSTITUTE; & STERN BROS.	STERN BROS. STORE 3RD FLOOR-OVAL ROOM
Tuesday May 29 10:00 A.M. Coffee	PRESS PREVIEW: STOLES, SCARVES, HANDKERCHIEFS Stanley Herzman will present the Fall and Winter Carol Stanley collection, including new "boutique" group of Convertibles, stoles by Dorothy Liebes, and scarves and handkerchiefs. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM-STREET FL.
Tuesday May 29 11:00 A.M.	PREVIEW OF FALL COAT AND SUIT COLLECTION Morris and Max Carmel of Carlane, Inc., will present a press preview of their Fall collection of coats and suits, including Alwynn's Paris originals. By invitation only. (Resident Buyers' Cocktail Preview on Monday, May 28, at 3:00 P.M.) Trade showings beginning Monday, June 4, at 10:30 A.M., 1:30 P.M. and 3:30 P.M. daily. Contact: LO. 4-0180. Publicity: Mary Alice Rice, CI. 6-1790.	CARLANE, INC.	512 SEVENTH AVENUE SHOWROOM-12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 29 12:30 P.M. Luncheon	PRESS PREVIEW: FALL & WINTER FUR COLLECTION  The Fall and Winter collection of furs will be presented to the press by Leo Ritter. Showing promptly at 1:00 P.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	RITTER BROS., INC.	HOTEL PIERRE COTILLION ROOM
Tuesday May 29 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW  Fall fashions by Lilli Ann of San Francisco will be presented during luncheon. Hats--Mr. John. Furs--Maximilian. Press by invitation. Public by reservation; contact: PL. 3-0200. Lilli Ann Contact: George Reiter, LO. 3-6833. Sherry Fashion Director: Rosamond Hanscom, PL. 3-0200.	LILLI ANN OF SAN FRANCISCO	SHERRY'S-300 PARK. SHERRY ROOM
Tuesday May 29	OPENING: FALL LINE Separates and sportswear at 11:30 A.M. & 3:30 P.M. Contact: CH. 4-4575.	CABANA BEACHWEAR CO.	1410 B'WAY-17TH FL.
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		
Thursday May 31 9:30 A.M. Coffee	PREVIEW OF FASHIONS FOR FULLER FIGURES  Press preview of Lane Bryant's Summer fashions for the fuller figure. By invitation only. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR EXECUTIVE OFFICES
Thursday May 31 2:30 P.M.	FALL COLLECTION FOR RESIDENT BUYERS  Showing of David Crystal, Haymaker Sportswear, and Izod of London Fall fashions. By invitation. Trade showings, beginning Monday, June 4, at 10:30 A.M. and 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Thursday May 31 3:00 P.M. Cocktails	PRESS & TRADE PREVIEW: FALL DRESS COLLECTION  Donald Dress will present the Fall collection of "dusk-to-dawn" dresses to the press and resident buyers. By invitation only. Daily trade showings, beginning Monday, June 4, at 10:30 A.M.; 1:00 P.M. (luncheon); 2:30 P.M. and 4:00 P.M. Contact: LO. 5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
May 31	HORWITZ & DUBERMAN'S SHOWING FOR RESIDENT BUYERS AT 4:00 P.M. See Pg. 8.		
Friday June 1 3:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION  Paul Adler Originals, Inc. will present the Fall collection of spectator sportsclothes, including dresses, ensembles, suits, and coats. By invitation. Daily trade showings, beginning Tuesday, June 5, at 10:30 A.M. and 2:30 P.M. Publicity: Ann Pester, WI. 7-0152.	PAUL ADLER ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM-18TH 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, beginning Tuesday, June 5 at 10:00 A.M. By appointment. Contact: CH. 4-8685. Publicity: Mildred Kaldor, MU. 9-5420.	FREDRICA FURS	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. Publ.: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 4 4:00 P.M. Champagne	PRESS PREVIEW: FALL DRESS COLLECTION Presentation to the press of Rudolf Gowns collection of cocktail, dinner and evening dresses for Fall. By invitation only. Contact: Robert Macrae, WI. 7-6865. Publicity: Eleanor Kairalla, MU. 8-1172.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
Monday June 4 4:00 P.M.	PRESS SHOWING: PARIS CARS AND FASHIONS "It's Smart, It's Thrifty, It's French"--presentation of Paris-inspired fashions by Balenciaga, Castillo of Lanvin, Fath, and Schiaparelli; accessories by Hermes; hats, imported by Emme, and designed by Legroux and Maud et Nano--shown with four 1951 Renault cars. Showing at 4:30 P.M. By invitation only. Publicity: Marsh-Healy Associates, PL. 7-5809.	RENAULT MOTORS	MARGUERY PAVILLION 47TH & VANDERBILT

OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD

<u>MONDAY, JUNE 4</u>			
Sport-Craft, Inc.	10:30 A.M. and 2:30 P.M. daily . . . . .	550 7th, LA. 4-9724.	
Star-Maid Dresses	10:30 A.M. and 2:30 P.M. daily . . . . .	498 7th, PE. 6-0444.	
<u>TUESDAY, JUNE 5</u>			
Adler & Adler, Inc.	10:30 A.M. daily . . . . .	550 7th, BR. 9-9600.	
Kane-Weill	10:30 A.M. and 2:30 P.M. daily . . . . .	498 7th, LO. 5-3041.	
<u>WEDNESDAY, JUNE 6</u>			
Davidow	10:30 A.M. daily . . . . .	550 7th, PE. 6-6909.	
David M. Goodstein	10:30 A.M. and 2:30 P.M. daily . . . . .	550 7th, LA. 4-2577.	
Mutual Rosenbloom	2:30 P.M. daily . . . . .	498 7th, CH. 4-6221. (Mary Stevens collection, Mon. June 4, at 1:30 P.M., daily).	
<u>THURSDAY, JUNE 7</u>			
Charles W. Nudelman	10:30 A.M. daily . . . . .	550 7th, LA. 4-1254.	
Zoltan Rosenberg Co.	2:30 P.M. daily . . . . .	550 7th, LA. 4-6691.	

<u>Beginning</u>	<u>OPENING OF</u>	<u>FASHION ORIGINATORS'</u>	<u>MANUFACTURERS'</u>
Monday	FALL LINES	GUILD OF AMERICA	SHOWROOMS
June 4	The FOGA Collections will be shown for a one-week period as follows:		
	<u>Monday, June 4</u>		<u>Wednesday, June 6</u>
	DEITSCH, WERSBA & COPPOLA, INC.	LARRY L. ALDRICH CO., INC.	
	A. GOODMAN & CO., INC.	HANSEN BANG, INC.	
	NATHAN-STRONG, INC.	RUDOLF GOWNS	
	PAUL PARNE CORPORATION	HERBERT SONDEHEIM, INC.	
	<u>Tuesday, June 5</u>		<u>Thursday, June 7</u>
	BEN BARRACK, INC.	ED GERRICK, INC.	
	CAPRI FROCKS, INC.	GRABOIS	
	ELFREDA, INC.	NAT KAPLAN, INC.	
	BEN J. GAM, INC.	DAVID LEVINE CO.	
	FRED GREENBERG DRESS CO.	DAVID MARCUS, INC.	
	JOSEPH HALPERT, INC.	PARNIS-LIVINGSTON, INC.	
	HORWITZ AND DUBERMAN, INC.	MARTIN SIMON, INC.	
	INTERNATIONAL DRESS CO.		
	JUNIOR LEAGUE FROCKS, INC.	<u>Friday, June 8</u>	
	MILMONT GOWNS CO., INC.	BEN REIG, INC.	
	FRANK STARR, INC.		
	SUZANNE-AUGUSTINE, INC.		
	HANNAH TROY, INC.		
	Contact: Leonard Gendler, Executive Secretary, CH. 4-6945.		

<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 press and trade, at daily showings, of the Fall collection of blouses, skirts and separates for day, cocktail and evening. Contact: Faye Berk, EL. 5-2577.	DORINE LIEBERT	15 EAST 53RD STREET SHOWROOM-9TH FLOOR
Beginning Monday June 4	OPENING OF FALL COLLECTION Showing of A. Goodman's dress collection for Fall, at 10:30 A.M. and 1:30 P.M. Contact: Al Bedine, WI. 7-4077. Publ.: Viola Shefer, PL. 3-3173.	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Beginning Monday June 4- June 15	PREVIEW OF FALL FASHIONS FROM "CHARM" "Charm" Magazine's Fall fashions for women who work, from the August and September issues. 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, for stores and buying offices. These will be repeated in the Charm Merchandise Studio, 575 Madison Avenue, at continuous daily showings, from June 15 through June 29. Contact: Estelle Ellis, Promotion Director, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-20TH 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.	MA DEMOISELLE MAGAZINE	HOTEL ROOSEVELT BALLROOM
Tuesday June 5 9:45 A.M.	PRESS PREVIEW: COAT AND SUIT COLLECTION Press preview of the Fall and Winter coat and suit collection, designed by Mme. Elsa Schiaparelli in Paris, and manufactured by Henry Mandelbaum in the U.S. By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7108.	SCHIAPARELLI, U.S.A.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday June 5 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Modern Couture and Junior Couture will present Fall cocktail and evening dresses, designed by Helene Barbieri. By invitation only. Continuous daily showings thereafter. Publ.: Pauline Greene, Esmond & Dore, MU.7-8297.	MODERN COUTURE & JUNIOR COUTURE	525 SEVENTH AVENUE SHOWROOM-10TH FLOOR
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 12:00 Noon Luncheon	PREVIEW OF FALL SPORTSWEAR COLLECTION Presentation to the press and resident buyers of Frances Sider's collection of Fall sportswear, including "Turntable Separates"--wardrobes revolving around the ensemble, at a picnic box luncheon. By invitation only. Daily trade showings, beginning Wednesday, June 6, at 10:30 A.M. and 2:30 P.M. Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 5 12:00 Noon Luncheon	MERCHANDISING SCHOOL GRADUATION LUNCHEON Graduates of the Laboratory Institute of Merchandising will be honored at a luncheon and reception.	LABORATORY INSTITUTE OF MERCHANDISING Publicity: Ann Spinney, CH. 4-5288.	WALDORF-ASTORIA SERT ROOM
Beginning Tuesday June 5 2:30 P.M.	OPENING OF FALL COLLECTION Pauline Trigere's Fall collection will be presented on Tuesday, June 5, at 2:30 P.M.; June 6, at 4:30 P.M.; June 7, at 4:30 P.M. <u>By appointment only.</u> Contact: Cecille Gordon, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SHOWROOM
Tuesday June 5 4:00 P.M. Champagne	CUSTOM FURS BY RALPH MARANO Annual Pink Champagne party, with a showing of Fall and Winter furs, designed by Ralph Marano for Russeks wholesale fur department. By invitation only. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
Tuesday June 5 4:30 P.M. Cocktails	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE Annual fashion show and preview of "Glamour" Magazine's September 1951 career issue. Press by invitation. Tickets limited to "Glamour" tie-in stores & buying offices. Contact: Nina Kyle or Mary Joan Finley, LE.2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Tuesday June 5 4:30 P.M. Cocktails	PRESS & TRADE SHOWING: FALL COLLECTION Presentation to the press and trade of the Fall collection by Norbert Jay. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	NORBERT JAY	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday June 5	OPENING: FALL SPORTSWEAR Continuous daily showings.	ARROWHEAD PLAYCLOTHES LA. 4-0111.	550 SEVENTH-2ND FL.
Tuesday June 5	OPENING: FALL LINE Showings of Belliciano coats and suits.	DAVE BELLSEY & CO. Contact: Harvey Stein, CO. 5-4990.	512 SEVENTH AVENUE
Tuesday June 5	OPENING: FALL LINE Showings at 10:30 A.M. and 2:30 P.M. daily.	GEORGE CARMEL, INC. Contact: LA. 4-3310.	530 SEVENTH-21ST FL.
Tuesday June 5	OPENING: FALL LINE Showings at 12:00 Noon, daily.	DIMINUTIVES, INC. Publicity: Mildred Kaldor, MU. 9-5420.	498 SEVENTH-21ST FL.
Tuesday June 5	OPENING: FALL LINE Showing coats & suits, 10:00 A.M. daily.	SEYMOUR FOX Publ.: Ann R. Silver, MU. 7-8654.	512 SEVENTH-34TH FL.
Tuesday June 5	OPENING: FALL LINE Showings of Fall and back-to-school fashions.	JERRY GREENWALD, INC. Contact: LO. 4-4850.	1400 BROADWAY-29TH FL.
Beginning Tuesday June 5	JACQUES FATH AMERICAN COLLECTION Opening of the Fall collection of dresses, coats and suits, designed in America by Jacques Fath for Joseph Halpert, on Tuesday, June 5 at 10:30 A.M. and 2:30 P.M., and daily thereafter.	JOSEPH HALPERT, INC. Publ.: Natalie Jordan, WI. 7-7400.	530 SEVENTH AVENUE SHOWROOM
Tuesday June 5	OPENING: FALL LINE At 10:30 A.M.; 12:00 Noon; 2:30 P.M.; 4:00 P.M.	JACK HERZOG & BRO., INC. Contact: LO. 5-0525.	530 SEVENTH-9TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 5	OPENING: FALL LINE Showings at 10:30 A.M. and 2:00 P.M. daily. Contact:	GEORGE JABLOW & CO. JUNIOR ACCENT	530 SEVENTH AVENUE PE. 6-7530.
Tuesday June 5	OPENING: FALL LINE Continuous daily showings. Contact: Norman Flatow,	JUNIOR ACCENT	1400 B'WAY-32ND FL. LO. 4-1434.
Tuesday June 5	OPENING: FALL LINE Showings at 12:00 Noon and 4:00 P.M. Contact: Janet Hutton,	VERA MAXWELL	530 SEVENTH-26TH FL. LO. 3-4358.
Tuesday June 5	OPENING: FALL LINE Showing at 10:30 A.M. daily. Publicity:	MARTINI DESIGNED	498 SEVENTH-21ST FL. Mildred Kaldor, MU. 9-5420.
Tuesday June 5	OPENING: FALL LINE Daily showings by appointment. Contact: Betty Ann Brown,	CLAIRE McCARDELL	550 SEVENTH-6TH FL. LO. 4-2155.
Tuesday June 5	OPENING: FALL LINE Showings at 10:00 A.M. daily, by reservation. Contact:	ADELE SIMPSON	530 SEVENTH-23RD FL. LA. 4-7626.
Tuesday June 5	OPENING: FALL LINE Showings daily at 10:00 A.M., 1:30 P.M., & 3:30 P.M. Contact:	ZELINKA-MATLICK	512 SEVENTH AVENUE BR. 9-8683.
Wednesday June 6 9:15 A.M. Breakfast	BREAKFAST PREVIEW OF FALL DRESS COLLECTION Press preview of Ira Rentner's Fall collection of daytime and cocktail dresses, and costume suits for the sophisticated miss. Showing at 10:00 A.M. By invitation only. Trade shows beginning, Thursday, June 7 at 2:30 P.M., and daily thereafter, at 10:30 A.M. & 2:30 P.M. Contact: Frances Rentner Straus, LA. 4-0162. Publ.: Sherry Royce, CH. 4-5030.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM-12TH FL.
Wednesday June 6 11:00 A.M.; Thursday June 7 10:30 A.M.	PREVIEWS OF FALL JEWELRY COLLECTION Mr. Clifford A. Furst will hold two round-table previews of the Castlecliff and Castlemark costume jewelry collections for Fall, 1951. Wednesday, June 6: magazine press; Thursday, June 7: newspaper and syndicate press. By invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.	CASTLECLIFF, INC.	366 FIFTH AVENUE SHOWROOM-5TH FLOOR
Wednesday June 6 12:30 P.M. Luncheon	ANNUAL GRADUATION LUNCHEON & AWARDS Fourteenth annual graduation luncheon. By invitation. Contact: Candace Martten, TR. 9-4644. Publicity: Beatrice Cannon, CH. 4-1219.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Wednesday June 6 4:00 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's press preview of their Fall sportswear fashions. By invitation only. Contact: MU. 3-9560.	THE McMULLEN CO., INC.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR
Wednesday June 6 4:00 P.M. Cocktails	ELEVENTH ANNUAL SEWING CONTEST & FASHION SHOW Prize-winning home-sewn garments will be modeled. By invitation. Publicity: Grace Turner, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday June 6	OPENING OF FALL BLOUSE & SEPARATES COLLECTION Miss Doreen's Fall collection of blouses and coordinated separates at daily showings. Contact: WI. 7-0064. Publ.: Thal Spitzer, LO. 5-2674.	DOREEN ORIGINALS, INC.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>ADVANCE SHOWINGS: 17TH NATIONAL PRESS WEEK (JULY 9, 1951)</u>			
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.			
Wednesday, June 6....3:00 P.M.	PATTULLO-JO COPELAND . . . . .		498 SEVENTH AVE.
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 . . . . .		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 FARNES . . . . .		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.
Wednesday, June 27....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 SONDEHEIM . . . . .		530 SEVENTH AVE.
Thursday, June 28....2:30 P.M.	ORIGINAL MODES . . . . .		512 SEVENTH AVE.
Wednesday June 6	OPENING: FALL SPORTSWEAR CAROLYN SCHNURER Daily at 10:30 A.M.; 12:30 P.M. (luncheon). Contact: Lee Walker, CH.4-4587.		1410 B'WAY-23RD FL.
Beginning Wednesday June 6	OPENING OF AUTUMN LINGERIE COLLECTION Vanity Fair Mills will present the Autumn, 1951 lingerie collection at daily showings: 10:00 A.M.; 11:00 A.M.; 2:30 P.M.; and 3:30 P.M. Press by appointment. Publ.: Ruth L. Mills, Promotion Director, MU. 8-4805.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM-6TH FLOOR
Thursday June 7 9:30 A.M. Breakfast	PRESS OPENING OF FALL COLLECTION Presentation of Janice Milan's Fall sportswear collection, designed by Selig Sidney. By invitation only. Contact: Judith Sidney, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
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
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 7 3:30 P.M.	PREVIEW: FALL "AT-HOME" FASHIONS BY BRIGANCE Tula will invite the press to a showing of Fall "at-home" fashions, designed by Brigance. By invitation. Contact: Kay Norton, MU. 9-3737.	TULA, INC.	HOTEL PIERRE COTILLION ROOM
Thursday June 7 4:30 P.M.- 6:30 P.M. Champagne	PRESS & TRADE PREVIEW BY NEW DESIGNER Lawrence Gaines will give a Champagne Party for press and buyers, presenting his original couturier designs for Fall in suits, dresses, and ensembles. By invitation only. <u>Beginning Monday, June 11 through June 15, trade showings from 10:30 A.M. to 12:00 Noon, and by appointment.</u> Publicity: Hilda Kassell, PL. 9-2917.	LAWRENCE GAINES	43 WEST 54TH STREET PENTHOUSE
Thursday June 7	OPENING: FALL LINE Jonmorr spectator dresses for Fall. Contact: Sidney Dee Bloeme, JU.6-4490.	BENFATTO AND KALIMAN	498 SEVENTH AVENUE
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 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 only. <u>Daily trade showings begin June 5 at 10:30 A.M. and 2:30 P.M.</u> 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 promptly at 3:45 P.M.</u> By invitation only. Fashion Director & Publicity: Doris A. Weston, Fashion Counselors, PL.9-5844.	UNITED RABBIT DRESSERS, INC.	ZIEGFELD THEATRE 6TH AVENUE & 54TH ST.
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 4:00 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL LINGERIE COLLECTION Presentation of Colura's Fall collection of nylon tricot lingerie in under-sea colors, 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
Monday June 11	OPENING: FALL LINE Daily showings by appointment. Contact: Sam Cohen, LO. 3-5650.	PATTULLO-JO COPELAND	498 SEVENTH-14TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 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 11:45 A.M. Cocktails	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 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
Tuesday June 12 4:00 P.M. Cocktails	PREVIEW OF NEW BRA DESIGN Mr. Walter Lowy, Vice President of the Formfit Company, will introduce a new design in Formfit bras at a cocktail party for the press. 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	PRESS & TRADE PREVIEW OF FALL COLLECTION 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 DRESS LINE Showings at 4:00 P.M. daily. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE
Tuesday June 12	OPENING: FALL LINE Showings at 10:30 A.M. & 2:30 P.M. daily. By appointment. Contact: PL. 7-8750.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET
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 DRESS LINE Showings at 10:30 A.M. and 2:30 P.M. Contact: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE
Wednesday June 13 9:15 A.M. Coffee	PRESS SHOWING: FALL AND WINTER COLLECTION 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; 4:00 P.M. Trade	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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. Publicity: 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 Puritan Dress Company will present their 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
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. HOTEL PLAZA SINGER SEWING MACHINE CO. 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 HOSEIERY	HOTEL ROOSEVELT 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 showing of Paris-inspired blouses for Fall. The Paris blouse originals, from the collections of Balenciaga, Balmain, Desses, Dior, Fath, Gres, Griffe, Lemarchand, Patou and Piguet, will be modelled, along with the American adaptations. Show at 9:00 P.M. Press by invitation. Tickets: \$25.00; contact: LO. 5-4264. Publ.: Eleanor Kairalla Agency, MU. 8-1172.	NATIONAL ASS'N OF BLOUSE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Tuesday June 19 11:30 A.M. Aperitif; Luncheon	PRESS PREVIEW OF FUR COLLECTION Bernham-Stein will present their Advance Fall and Winter Haute Couture Fur collection. Showing at 11:30 A.M., followed by luncheon. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	BERNHAM-STEIN	660 FIFTH AVENUE SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 19 12:00 Noon Cocktails; Luncheon	PRESS SHOWING OF SUN GLASSES "Sun Glasses For Sun Glamour"--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. By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, LA. 4-1420.	L. J. HOUZE CONVEX GLASS CO.	TAVERN-ON-THE-GREEN 67TH & CENTRAL PK. W.
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 The Ready-To-Wear Division of The Fashion Group will hold a luncheon meeting. More details later. Chairman: Gwen Randolph. Price (including tax and tip): \$4.75 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday June 20 4:00 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	HOTEL PIERRE GRAND BALLROOM
Thursday June 21 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. ( <u>Note Change of Date and Time</u> ). By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Thursday June 21 12:30 P.M. Luncheon	SHOWING OF RIBBONS TO MAGAZINE EDITORS "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.</u> By invitation only. Publicity: Drucella Lowrie, LO. 3-0853.	THE RIBBON GUILD, INC.	WALDORF-ASTORIA FLAMINGO ROOM
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
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 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. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM