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# fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1951

Golden Thread



january

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december

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FASHION CALENDAR

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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 2, 1951</u>			
Beginning Monday	INTERNATIONAL BEAUTY SHOW FOR 1951	INTERNATIONAL BEAUTY TRADE SHOW	MANHATTAN CENTER 8TH AVE. & 34TH ST.
April 2-	Annual four-day series of beauty and fashion events.		On Wednesday, April
April 5	4, at 8:30 P.M., there will be a fashion presentation of furs, evening gowns, jewelry, millinery, sports and daytime dresses. Tickets: \$1.20-\$3.80. Contact: Marjorie Fisher, MU. 2-4382.		
Beginning Monday	OPENING OF SUMMER COLLECTION	NALI-BEE (H. & J. NALIBOTSKY)	1350 BROADWAY SHOWROOM-RM. 1611
April 2	The new collection of Summer cottons will be presented at continuous daily showings by Nali-Bee. Publicity: Marian Ostroff, PE. 6-5520.		
Tuesday April 3 10:00 A.M.	PRESS SHOWING OF SUMMER BAG COLLECTION "Bags By Josef" (Gold Seal Importers, Inc.)--presentation of new collection of domestic handbags and French and Italian imports at a "Summer Bag Festival" for the press. By invitation. Publ.: Viola Shefer, PL.3-3173.	BAGS BY JOSEF (GOLD SEAL IMPORTERS)	30 EAST 33RD STREET SHOWROOM-6TH FLOOR
Tuesday April 3 12:30 P.M. Luncheon	PREVIEW: FALL SEPARATES COLLECTION White Stag's "Round-Up" and Western "Chuck Wagon" luncheon in the Moderne Room, with a showing of their first Fall collection of separates, featuring the "White Stag Look". By invitation only. Publ.: Gloria Gelfand, BR.9-1974.	WHITE STAG MANUFACTURING CO.	BELMONT PLAZA HOTEL LEXINGTON & 49TH
Tuesday April 3 1:30 P.M. Luncheon	BENEFIT SHOWING OF SPRING & SUMMER FASHIONS Fashion show at a benefit luncheon for the Palestine Lighthouse for the Blind. <u>Designers</u> --Ceil Chapman, Louise Barnes Gallagher, Gothe, Tina Leser, Vera Maxwell, Claire McCardell, David Styne and Pauline Trigere. <u>Specialty Shops</u> --Coronet Bridal fashions from Saks Fifth Avenue. <u>Children's fashions</u> from Town & Travel Shop. <u>At-home clothes</u> from Salon Lentheric. Hats--Mr. John. Furs--Maximilian. Jewels--Harry Winston. By invitation. Public by reservation; contact: headwaiter, PL. 3-0200. Sherry Fashion Director: Rosamond Hanscom, PL. 3-0200.	NEW YORK DESIGNERS & SPECIALTY SHOPS	SHERRY'S-300 PARK SHERRY ROOM
Tuesday April 3 2:30 P.M.	PRESS PREVIEW: SPRING AND SUMMER COLLECTION Carrie Munn will present her Spring and Summer collection to the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	CARRIE MUNN	640 MADISON AVENUE SALON
Wednesday April 4 10:30 A.M.	PRESS PREVIEW OF SUMMER MILLINERY William J. will present a new kind of hat for Summer at a special preview for the press. By invitation only. Contact: Hermine Neilson, PL.9-3896.	WILLIAM J., INC.	134 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 4 12:00 Noon Luncheon	BENEFIT LUNCHEON AND FASHION SHOW Sonia Gowns Spring and Summer original (wholesale) daytime ensembles and evening fashions will be presented at a benefit luncheon. Tickets:\$7.50; contact: Mia Grau, PL. 5-1127. Sonia Gowns Publ.: Thal Spitzer, LO. 5-2674.	SONIA GOWNS, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 4 12:30 P.M. Luncheon	JACQUES FATH SPRING COLLECTION AT LUNCHEON Joseph Halpert's collection, designed exclusively for him in America by Jacques Fath. Hats--Mr. John. Gloves--Shalimar. Jewelry--David Webb. Clothes available at Lord & Taylor. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Joseph Halpert Contact: Natalie Jordan, WI. 7-7400. Waldorf-Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JOSEPH HALPERT, INC.	WALDORF-ASTORIA SERT ROOM
Wednesday April 4 12:45 P.M. Luncheon	"ENCHANTMENT FOR SPRING" FASHION SHOW Sportswear and separates, by Lotte of Drewyn, Ltd., and St. Mary's At-Home fashions. Hats--Rose Saphire. Bags--Garay & Co. Hair stylist--Wayne Forrest. Press by invitation. Public by reservation; contact: headwaiter, TE. 8-8000. Lotte of Drewyn and Garay Contact: Inez Foster, OR. 9-2345. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	DESIGNERS & SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday April 4 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW BEAUTY SALON Cocktail party and opening of Breck's New York Beauty Salon. By invitation only. Contact: John R. Gilman, Jr., Breck, Inc., 115 Dwight St., Springfield; or Vance Roeder, MU. 5-2112.	JOHN H. BRECK, INC. (SPRINGFIELD, MASS.)	5 EAST 57TH STREET SALON-9TH FLOOR
Thursday April 5 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM COLLECTION Presentation of Farquharson & Wheelock's collection of custom fashions for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director, Farquharson & Wheelock Publ.: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELOCK	HOTEL PLAZA PERSIAN ROOM
Thursday April 5 4:30 P.M. Cocktails	PREVIEW OF THE JULY FABRIC-PATTERN ISSUE "Seventeen Magazine" will present a preview of Simplicity Patterns and a display of the new Fall fabrics which will be featured in the July "Stretch-Your-Dollar" issue. By invitation only. Contact: Tess Williams, PL. 9-8100, Ext. 241.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR
Thursday April 5 7:30 P.M.	FIFTH SESSION OF PUBLICITY WORKSHOP Subject: "Fashion Publicity". Speaker: Eleanor Lambert, who will discuss how a fashion publicist works with different media for an industry, an association and an individual firm. Director: Ellen Lind. Fee for lecture: \$2.50. Contact: Henrietta Gilbert, MU. 8-1837.	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.
Beginning Friday April 6- April 8	CONVENTION OF WOMEN IN RADIO & TELEVISION Program will include a fashion showing of dresses, millinery, shoes and handbags on Saturday, April 7 from 3:00 P.M. to 4:30 P.M. Registration Fee: \$10.00. Contact: Edythe Meserand, WOR, 1440 B'way, LO. 4-8000.	AMERICAN WOMEN IN RADIO & TELEVISION	HOTEL ASTOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Sunday April 8- April 11	RAINWEAR CONVENTION AND EXHIBIT FOR TRADE The N.Y. Raincoat Manufacturers' Association will present exhibits by members of the association and suppliers of the rainwear industry, during the four-day convention. Publicity: Jack Berman, MU. 9-1546.	N.Y. RAINCOAT MFRS. ASSOCIATION	HOTEL NEW YORKER 7TH & 8TH FLOORS
Monday April 9 2:00 P.M.	HENRY ROSENFELD SUMMER FASHIONS Henry Rosenfeld's Summer dresses will be presented at Russeks Fifth Avenue. ( <u>Note Change of Date</u> ). Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Monday April 9 4:00 P.M. Cocktails	PREVIEW OF CASUAL SHOES FOR FALL Presentation by Desco Shoe Corporation of the collection of casual shoes for Fall. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.	DESCO SHOE CORP.	HOTEL McALPIN COLONIAL ROOM
Monday April 9 4:00 P.M.- 6:30 P.M. Cocktails	PREVIEW OF FALL SHOE COLLECTION Informal showing of Fall shoes, designed by Grace Powell. There will be two showings, <u>4:30 P.M.</u> and <u>6:00 P.M.</u> By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LAIRD SCHROBER & CO. (47 WEST 34TH STREET)	21 CLUB(21 W. 52ND) HUNT ROOM
Beginning Monday April 9- April 20	ADVANCE FALL SHOE SHOWINGS The Guild of Better Shoe Manufacturers will show their Fall collections, from April 9 through April 20. Members are: <u>Beleganti</u> , Newton Elkin, <u>Fox Shoe Co.</u> , Andrew Geller, Jerro, Marino, I. Miller, Palter DeLiso, M. Wolf, Zuckerman & Fox. During this period, the press will be invited to see a composite display of highlights from the shoe collections in the Guild's office, Shelburne Hotel, Lexington Avenue and 37th Street. By appointment only. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & SHELBURNE HOTEL
Wednesday April 10 10:30 A.M.	PRESS PREVIEW OF DESIGNERS' COLLECTIONS The National Association of Fashion and Accessory Designers, an organization of Negro fashion creators, will invite the press to a preview of Spring sport, daytime, and evening wear and accessories, in the Blue Room. By invitation only. On <u>Sunday, April 15 at 6:00 P.M.</u> , a dinner and showing of the collections will be held, concluding the second annual convention (April 12-April 15), at the Waldorf-Astoria, Starlight Roof. Tickets: \$10.00; contact: Zelda Wynn Valdez, 3796 Broadway, WA. 7-3571. Publicity: Ernest Johnson, MU. 2-3383 or MO. 2-1298.	NAT'L ASS'N OF FASHION & ACCESSORY DESIGNERS	BELMONT PLAZA HOTEL LEX. AVE. & 49TH ST.
Tuesday April 10 1:00 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW Bridal fashion show for benefit of N.Y. Heart Fund. Fashions from Bergdorf Goodman, Best & Co., Bonwit Teller, Farquarson & Wheelock, Jane Engel, Jay Thorpe, Saks Fifth Avenue, Lili Spinola, and The Tailored Woman. Pink champagne bridal gown---Murray Hamburger. Groom's fashions--Tripler. Bridal bouquets--Annenberg & Erickson, Kathryn Churchill, Eleanor Gaul, Irene Hayes, Hollenzer, Ethel Rogers, The Rosary, Constance Spry, and Wadley & Smythe. Press by invitation. Public by reservation; contact: headwaiter, PL. 3-0200. Sherry Fashion Director: Rosamond Hanscom, PL. 3-0200.	RETAIL STORES & SPECIALTY SHOPS	SHERRY'S-300 PARK SHERRY ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 11 12:30 P.M. Luncheon	RAYMOND MARINELLI FASHIONS AT LUNCHEON  Jay Thorpe will present Spring and Summer fashions by Raymond Marinelli, including afternoon, cocktail, dinner and evening clothes. Hats, furs and accessories--Jay Thorpe. Costume jewelry--Marcel Boucher. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Marinelli Contact: PL. 7-2177. Jay Thorpe Publicity: Elaine Kanners, JU. 6-1000, Ext. 104. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	JAY THORPE	WALDORF-ASTORIA SERT ROOM
Wednesday April 11 12:30 P.M. Luncheon	SIXTH ANNUAL "BRAND NAMES DAY"  The "retailer of the year", selected by the Brand Names Foundation, will be honored at the "Salute to the American Merchant" luncheon and afternoon session. Contact: Nathan Keats, Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	HOTEL COMMODORE GRAND BALLROOM
Wednesday April 11 12:45 P.M. Luncheon	"SPRING SILHOUETTE" LUNCHEON FASHION SHOW  Fashions for Spring will be presented during luncheon. Gowns--Lydia Kessler. Furs--Paul Kossoff. Beachwear--Miss Hilbrun. Hats--Marguerite Yvonne. Scarves--Vera. Hair styles--Emile Salon. Press by invitation. Public by reservation; contact: headwaiter, TE. 8-8000. Show Coordinator and Contact: Rosalyn Bader, EL. 5-4263. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday April 11 4:00 P.M. Cocktails	PREVIEW OF FALL PATENT LEATHER FASHIONS  Preview of new patent leather fashions for Fall and Winter, interpreted in new colors and finishes in conjunction with new Fall fabrics. By invitation only. Contact: Lucille Turner, PL. 8-2836.	PATENT LEATHER BUREAU	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday April 12 12:30 P.M. Luncheon	SPRING GOWNS AT BENEFIT LUNCHEON  "On The Avenue"--presentation of Spring gowns by Taylor Importing Company during luncheon for the benefit of the Nearly New Shop (938 Eighth Avenue). Hats--Benz. Furs--Steltzer and Cohen. Jewels--Harry Winston. Flowers--Kathryn Churchill. Press by invitation. Price: \$6.00; contact: PL. 9-3000, Ext. 176. Publ.: Dorothy King or Adele Brown, EL. 5-3515.	TAYLOR IMPORTING CO. (15 WEST 47TH STREET)	HOTEL PLAZA GRAND BALLROOM
Thursday April 12 1:00 P.M. Luncheon	SPRING AND SUMMER SHOE COLLECTION  J. & J. Slater will present a collection of shoes for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. J. & J. Slater Contact: Larry J. Horan, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
Postponed April 12	LA RESISTA'S PRESS PREVIEW OF NEW TYPE CORSET, SCHEDULED FOR THURSDAY, APRIL 12, AT 3:30 P.M., HAS BEEN POSTPONED TO WED., APRIL 18. (See Pg. 5).		
Tuesday April 17 1:00 P.M. Luncheon	SPRING GOWNS & HATS AT BENEFIT LUNCHEON  Presentation of Spring and Summer collection from the couture house of Elliot-Charles, coordinated with William J. millinery. Press by invitation. Public by reservation; contact: headwaiter, PL. 3-0200. Elliot-Charles Contact: EL. 5-0436. William J. Contact: Hermine Neilson, PL. 9-3896. Sherry Fashion Director: Rosamond Hanscom, PL. 3-0200.	ELLIOT-CHARLES, INC. WILLIAM J., INC.	SHERRY'S-300 PARK SHERRY ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 18 12:00 Noon Luncheon	AMERICAN DESIGN AWARDS LUNCHEON Lord and Taylor will present the Fourteenth Annual American Design Awards Luncheon. Each award is \$1,000. Price of tickets: \$4.50; contact: Olga Diamond, WI. 7-3300, Ext. 425. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 18 12:30 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOWING "Children's Garden Of Fashions"--with clothes from Georg Jensen and British Tweeds, Ltd., will be presented during luncheon. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Jensen and British Tweeds Contact: Winnifred H. Keay, RE. 4-6436. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	GEORG JENSEN & BRITISH TWEEDS, LTD.	WALDORF-ASTORIA SERT ROOM
Wednesday April 18 12:45 P.M. Luncheon	"FASHION MIRROR" AT LUNCHEON SHOW Showing of gowns with coordinated fashions and accessories during luncheon. Gowns--Murray Roen. Furs--David's 57th Street. Knitwear--Lola Toman. Hats--Leo Hoffman. Shoes--Nancy Haggerty. Jewelry--Hoffman. Hair styles --Leorence. Press by invitation. Public by reservation; contact: headwaiter, TE. 8-8000. Show Coordinator and Contact: Rosalyn Bader, EL. 5-4263. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday April 18 3:30 P.M. Champagne	PRESS PREVIEW OF NEW TYPE CORSET The press will be invited to a champagne party and presentation of La Resista's completely new type corset. ( <u>Note Change Of Date</u> ). Showing at 4:00 P.M. By invitation only. Publicity: Alex MarElia of Goold & Tierney, MU. 6-0509.	LA RESISTA CORSET CO. (BRIDGEPORT, CONN.)	WALDORF-ASTORIA PERROQUET SUITE
April 18- April 19	ANNUAL KNITTED OUTERWEAR CONVENTION AT WALDORF-ASTORIA. Contact: Carl Reichman, National Knitted Outerwear Association, MU.3-7520.		
Thursday April 19 12:45 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Luncheon fashion show, featuring clothes by Miriam Landey, will be held for the benefit of the Junior Committee Council of Jewish Women. Furs--Bernham-Stein. Jewels--Koslow. Press by invitation. Public by reservation; contact: SC. 4-5870. Pierre Fashion Dir.:Nola Luxford, TE. 8-8000.	MIRIAM LANDEY (22 EAST 65TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday April 19 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Presentation of Spring and Summer fashions by Phillipa MacDonald during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director and Phillipa MacDonald Publicity: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
April 21	PASSOVER--FIRST DAY, SATURDAY (April 21-April 28).		
Wednesday April 25 12:30 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fur fashions. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publ.:Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 25 2:30 P.M.	PRESS SHOWING: DESIGNERS' LAWRENCE OF LONDON COLLECTION OF RAINWEAR Press and trade showing of Fall rainwear fashions, presenting a Milium-lined collection in velveteen, flannel and fleece, designed by Adele Lawrence for Lawrence of London. A designers' collection of rainwear will be introduced for the first time, with imported models made exclusively for this firm by Hardy Amies, Digby Morton, Charles Creed, Robert Piguet, Jacques Fath and Pierre Balmain. By invitation. Contact: Norman J. Lawrence, CH. 4-3815.		239 WEST 39TH STREET SHOWROOM--11TH FLOOR
Wednesday April 25 3:30 P.M.	DIAMOND JUBILEE FASHION SHOW "Then & Now"--showing of Summer fashions, in celebration of Namm's 75th Anniversary. Press invited. Open to public. Show will be repeated on Thursday, April 26 at 6:00 P.M. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR
April 25- May 5	ANNUAL NATIONAL COTTON WEEK (April 25-May 5). Contact: Paul M. Jones, National Cotton Council, 271 Church St., WO.4-2521.		
Thursday April 26 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fabrics Division Luncheon Meeting, with an exhibit of Fall fabrics. More details later. Chairman: Keene Lamborn. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday April 26 1:00 P.M. Luncheon	FASHION PRESENTATION DURING LUNCHEON Russeks will present a luncheon fashion show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Russeks Publ.: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
April 29	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Sunday). Set clocks one hour ahead.		
Wednesday May 2 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Cosmetics Division of The Fashion Group will hold a luncheon meeting. Chairman: Beatrice Castle. More details later. Price (including tax and tip): \$3.75 for members; \$4.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday May 2 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer fashions during luncheon. (Note Change of Show). Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Thursday May 3 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Summer fashions for city dwellers will be presented by Saks 34th Street during luncheon. (Note Change of Date and Hotel). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks 34th Street Publicity: Rita Dobbins, LA, 4-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS 34TH STREET	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 5	NAT'L SPRING NOTION WEEK (May 5-May12). Contact: George Pounder, LE. 2-4455.		
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; 2:00 P.M. Trade Show	Sponsored jointly by the New England Shoe and Leather Association and the National Association of Shoe Chain Stores, the Popular Price Shoe Show of America will present shoe fashions for Fall 1951. Exhibitors will display both at the New Yorker and McAlpin Hotels during the entire week, May 6-May 10. Co-Managers of the show are Maxwell Field and Edward Atkins. Press preview: 10:00 A.M. By invitation only. Trade Show will be in two parts: 2:00 P.M., women's shoes; 2:50 P.M., men's and children's shoes. Separate tickets will be issued for each part; contact: Edward Atkins, 51 East 42nd St., MU. 2-8705. Publ.: Ruth Hammer Associates, EL. 5-7108.		
Wednesday May 9	DAVID CRYSTAL'S SUMMER FASHIONS AT LUNCHEON	SAKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
12:30 P.M. Luncheon	Saks Fifth Avenue will present a collection of Summer fashions, including David Crystal, Izod of London, and Haymaker Separates. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, LA. 4-7760. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Sunday May 13	MOTHER'S DAY. Theme: "Nothing's Too Good For Mom". Contact: Irving K. Edwards, Nat'l Committee on the Observance of Mother's Day, CH. 4-3900.		
Monday May 14	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR 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; \$3.60, evening. Contact: Elizabeth Wenig, PL. 8-2943.		
May 14	SECOND ANNUAL IRISH LINEN WEEK. Publicity: Eleanor Rowlands, LE. 2-9292.		
Monday May 14	OPENING OF BELMONT RACE TRACK (May 14-June 2). Contact: John McClain, News Contacts, CO. 5-3166.		
Tuesday May 15	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION	M. C. SCHRANK CO.	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	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, CO. 7-4535 or Mitchell 3-8737.		
Wednesday May 16	SHOWING OF SUMMER FASHIONS AT LUNCHEON	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
12:30 P.M. Luncheon	Presentation of fashions for Summer by Russeks Fifth Avenue 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.		
Thursday May 17	PREVIEW OF FALL SPORTSWEAR COLLECTION	DEL MAR SPORTSWEAR, LTD. (498 SEVENTH AVENUE)	TAVERN-ON-THE-GREEN 67TH & CENT. PK. W.
9:15 A.M. Breakfast	Preview of the del Mar Sportswear collection for Fall. Showing promptly at 10:00 A.M. By invitation only. Publ.: Ruth Hammer Associates, EL. 5-7108.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Home Furnishings Division of The Fashion Group will hold a luncheon meeting. Chairman: Melva Chesrown. More details later ( <u>Note Change of Date</u> ). 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.		
Wednesday May 23 4:00 P.M. Cocktails	"TOGEROY, U.S.A.": FALL FASHIONS IN CORDUROY	BERNSIDE MILLS	HOTEL PIERRE GRAND BALLROOM
	Bernside Mills will invite the press, retailers and buying offices to a comprehensive showing of back-to-school, college, and early Fall fashions in Togeroy (corduroy) for misses, juniors, children and men. Staging by Tom Lee. Cocktails at 4:00 P.M. <u>Showing at 4:30 P.M.</u> By invitation only. Fashion Director and Publicity: Rose Hilton, MU. 5-5133.		
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		

Beginning Monday June 4	FOGA TO SHOW FALL LINES	FASHION ORIGINATORS' GUILD OF AMERICA	MANUFACTURERS' SHOWROOMS
	Fall collections by manufacturers of the Fashion Originators' Guild of America will be shown for one week, beginning June 4. Members include:		
	LARRY L. ALDRICH CO.	GRABOIS	PARNIS-LIVINGSTON
	HANSEN BANG, INC.	FRED GREENBERG DRESS CO.	BEN REIG, INC.
	BEN BARRACK, INC.	JOSEPH HALPERT, INC.	RUDOLF GOWNS
	CAFRI FROCKS, INC.	HORWITZ & DUBERMAN	MARTIN SIMON, INC.
	DEITSCH, WERSBA & COPPOLA	INTERNATIONAL DRESS CO.	HERBERT SONDEHIM, INC.
	ELFREDA, INC.	JUNIOR LEAGUE FROCKS CO.	FRANK STARR, INC.
	BEN J. GAM, INC.	NAT KAPLAN, INC.	SUZANNE-AUGUSTINE
	ED GERRICK, INC.	DAVID LEVINE CO.	TALMACK, INC.
	A. GOODMAN & CO., INC.	NATHAN-STRONG, INC.	HANNAH TROY, INC.
		PAUL PARNE CORP.	
	Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.		

Beginning Monday June 4	FALL SPORTSWEAR OPENINGS ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC.	THE SPORTSWEAR GUILD KANE-WEILL MUTUAL ROSENBLUM CHARLES NUDELMAN	INDIVIDUAL SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES
Contact individual manufacturers.			

Tuesday June 5 4:30 P.M. Cocktails	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
	Annual fashion show and preview of "Glamour" magazine's September 1951 career issue, and announcement of the winners of the "Glamour" survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.		

Thursday June 14 12:00 Noon Luncheon	100TH ANNIVERSARY OF SINGER SEWING MACHINES	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
	One hundred years of leadership in the manufacture of sewing machines for the home and industry will be presented to the press by Singer. There will be educational, international and industrial exhibits in the Terrace Room, with a dramatization of 100 years of sewing and style changes throughout the century. Luncheon in Grand Ballroom. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.		

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

- Tuesday April 3 9:00 P.M. BALLET ASSOCIATES DINNER-DANCE WALDORF-ASTORIA, GRAND BALLROOM  
The second annual dinner-dance of the Ballet Associates In America, Inc. will be held for the benefit of the N.Y.C. Ballet Company. Publicity: Helen Havener, CH. 3-3623.
- Wednesday April 4 3:30 P.M. TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2  
Robin Chandler will present Page Boy maternity fashions for Spring on television. Publicity: Helen Brattrud, PL. 5-2000.
- Beginning Wednesday April 4 FOURTH WEEK: N.Y. CITY OPERA CO. CITY CENTER, 131 WEST 55TH ST.  
Program: Wed. Eve., April 4: Wagner's DIE MEISTERSINGER. Fri. Eve., April 6: Verdi's AIDA. Sat. Mat., April 7: Bizet's CARMEN. Sat. Eve., April 7: Mozart's THE MARRIAGE OF FIGARO. Sun. Mat., April 8: Puccini's LA BOHEME. Sun. Eve., April 8: Gounod's FAUST. Publicity: Isadora Bennett, PL. 7-3184.
- Beginning Wednesday April 4- May 6 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.  
Ringling Bros. and Barnum & Bailey Circus present the annual circus show daily, at 2:15 P.M. and 8:30 P.M. Tickets (tax included): \$1.50-\$6.00.  
Publicity: Roland Butler, CI. 6-6000.
- Week Of April 5 TWENTY-SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH  
Final program: Thurs., April 5: Strauss' DIE FLEDERMAUS. Fri. Mat., April 6: Verdi's IL TROVATORE. Fri. Eve., April 6: Puccini's LA BOHEME. Sat. Mat., April 7: Rossini's IL BARBIERE DI SIVIGLIA. Sat. Eve., April 7: Strauss' DIE FLEDERMAUS. Publicity: Margaret Carson, PE. 6-1200.
- Thursday April 5 PREMIERE: "TERESA" (Movie) TRANS-LUX THEATRE, LEX. AVE. & 52ND ST.  
MGM will present a motion picture filmed in Italy and New York City about a GI and his Italian bride. Stars: Pier Angeli and John Ericson.  
Producer: Arthur Lowe. Director: Fred Zinnemann. Publicity: Geraldine Cooper, JU. 2-2000.
- \*Wednesday April 4 PREMIERE: "I CAN GET IT FOR YOU WHOLESALE" (Movie) ROXY, 7TH AVE. & 50TH  
Twentieth Century-Fox will present the story of a woman fashion designer.  
Stars: Susan Hayward, Dan Dailey, and George Sanders. Producer: Sol C. Siegel. Director: Michael Gordon. Wardrobe: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Sunday April 8 OPENING: "NIGHT MUSIC" ANTA PLAYHOUSE, 245 WEST 52ND STREET  
The Equity Library Theatre will present the Clifford Odets play, the eighth in the series of the American National Theatre and Academy (ANTA) productions. Director: Peter Kass. Settings and Lighting: Richard Burns. Costumes: Ruth Morley. Publicity: Bill Doll, JU. 2-4976.
- Thursday April 12 PREMIERE: "FATHER'S LITTLE DIVIDEND" (Movie) MUSIC HALL, 6TH AVE. & 50TH  
MGM will present a sequel to "Father of the Bride", based on characters created by Edward Streeter. Stars: Spencer Tracy, Joan Bennett, Elizabeth Taylor and Don Taylor. Producer: Pandro S. Berman, Director: Vincente Minnelli. Costumes: Helen Rose. Publicity: Herbert Crooker, JU. 2-2000.
- Wednesday April 18 OPENING: "MAKE A WISH" WINTER GARDEN, 1634 BROADWAY  
Harry Rigby and Jule Styne, in association with Alexander H. Cohen, will present a musical written by Preston Sturges, based on Ferenc Molnar's comedy "The Good Fairy". Stars: Nanette Fabray with Melville Cooper. Costumes: Raoul Pene du Bois. Publicity: Willard Keefe, PE. 6-4375.