

fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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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, JUNE 18, 1951</u>			
Just Issued	ADVANCE WOOLEN SPRING COLOR CARD FOR 1952	TEXTILE COLOR CARD ASS'N OF U.S., INC.	200 MADISON AVENUE
	Water Tints, a group of pastels, and Fun-Loving Colors are the two themes of the Confidential Advance Woolen Color Collection, just released by the Textile Color Card Association to its members. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.		
June 17-	NEW YORK'S FIRST DRESS MARKET WEEK SPONSORED BY GARMENT SALESMEN'S GUILD		
June 21	AT HOTEL NEW YORKER. Contact: Arthur Tarshis, BR. 9-4580.		

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

The following members of the N.Y. Dress Institute's Couture Group will hold Advance Showings of their Fall collections for the News Syndicates, Magazines, and Foreign Press (for release during Press Week, which begins July 9).

Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.

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

Monday	PRESS PREVIEW: FALL COATS AND SUITS	CASUAL CLOTHES, INC.	500 SEVENTH AVENUE TEMPORARY SHOWROOM
June 18			
3:00 P.M.	Preview of first wholesale line by Casual Clothes, stemming from their custom collection. For high fashion press only. (Others by appointment later, on request). By invitation only. Publ.: Eleanor Lambert, MU.8-2130.		
Champagne			
Monday	PREVIEW OF FALL JEWELRY AND BAGS	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
June 18-			
June 19	Preview of the Christian Dior-New York collection of Fall bags on Monday, June 18, at 4:30 P.M.; and Fall jewelry (Christian Dior Creations by Kramer) on Tuesday, June 19, at 4:30 P.M. By invitation only. Kramer Jewelry Contact: Edith Beeson, LO. 4-1644.		
4:30 P.M.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 18-	CORSET & BRASSIERE FALL MARKET WEEK AT HOTEL McALPIN.		
June 22	Contact: Jed Sylbert, Executive Director, MU. 3-1593.		
Monday June 18	FALL COSTUME JEWELRY Daily showings, by appointment.	CORO, INC. Publ.: Ann R. Silver Assoc., MU. 7-8654.	47 WEST 34TH-3RD FL.
Monday June 18	OPENING: FALL MILLINERY Daily showings. Contact: Mildred Newton, PL. 5-2948.	DON TEN EYCK	509 MADISON AVENUE
Monday June 18	GLENTEX SCARF COLLECTION Daily showings, by appointment.	GLENSDER TEXTILE CORP. Publ.: Ann R. Silver Assoc., MU. 7-8654.	417 5TH AVE.-3RD FL.
Monday June 18	FALL JEWELRY LINE Daily showings. Publicity: Terry Milburn, Press Release Inc., MU. 2-4986.	SPERRY MANUFACTURING CO.	366 5TH AVE.-9TH FL.
Tuesday June 19	PRESS PREVIEW OF FUR COLLECTION	BERNHAM-STEIN	660 FIFTH AVENUE SALON
11:30 A.M. Luncheon	Bernham-Stein will present their Advance Fall and Winter Haute Couture Fur collection. By invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Tuesday June 19	PRESS SHOWING OF SUN GLASSES	L. J. HOUZE CONVEX GLASS CO.	TAVERN-ON-THE-GREEN 67TH & CENTRAL PK.W.
12:00 Noon Cocktails; Luncheon	"The Case For Sun Glasses"--preview of sun glasses, coordinated with new fashions. Fashion show at 1:30 P.M. By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, LA. 4-1420.		
Tuesday June 19 2:30 P.M.	SHOWING OF SIMPLICITY PATTERNS FOR SUMMER Namm's will present a collection of Simplicity Pattern fashions for Summer. Open to public. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S (BROOKLYN)	3RD FLOOR
Wednesday June 20 *	PREVIEW: READY-TO-WEAR COLLECTION * (Last minute change of date)	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
4:00 P.M.	Elizabeth Arden's ready-to-wear collection for Fall and Winter. By invitation. Publicity: Rasponi Associates, TE. 8-8171.		
Tuesday June 19 4:00 P.M. Cocktails	PREVIEW OF LEISURE FASHIONS FOR FALL Press preview of the Fall line of Leisure Designed negligees and television fashions. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LEISURE DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FL.
Wednesday June 20 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING A fashion show of important trends from the Fall collections. Commentator: Gwen Randolph, fashion editor of "Today's Woman" and chairman of the Ready-To-Wear Division. Also, a market report by Alice Burrows, fashion coordinator of the T. Eaton Co., Ltd., N.Y. office. Price (including tax and tip): \$4.75 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday June 20 12:30 P.M.	SHOWING OF SUMMER DRESSES AT LUNCHEON "Cooler In The Shade"--dress fashions for Summer from Russeks. Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Russeks Publ.: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publ.: Madeleine Riordan EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 20 4:00 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	HOTEL PIERRE GRAND BALLROOM
Wednesday June 20 7:15 P.M. Dinner- Dance	SHOWING OF FASHIONS FROM AMERICAN THEATRE The Society of New York Dress Designers, in cooperation with the Council of the Living Theatre, will present a 1951 Fall collection of dresses, inspired by costumes featured in American theatrical productions in the past two centuries. Press by invitation. Tickets: \$20.00 (reserved runway seats); & \$15.00. Contact: Belle Burke, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	WALDORF-ASTORIA GRAND BALLROOM
Thursday June 21 12:30 P.M. Luncheon	SHOWING OF RIBBONS TO MAGAZINE EDITORS "Ribbon Around The Calendar", with displays for each month of the year, including gift wrappings and decorations. <u>Newspaper editors will be invited to the display at 3:00 P.M. (Cocktails).</u> By invitation only. Publicity: Drucella Lowrie, LO. 3-0853.	THE RIBBON GUILD, INC.	WALDORF-ASTORIA FLAMINGO ROOM
Thursday June 21 4:00 P.M. Cocktails	PREVIEW OF FALL HATS AT HOUSE-WARMING Beatrice-Martin will invite the press to a preview of her Fall millinery collection and house-warming in her new salon. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Thursday June 21 4:00 P.M. Cocktails	PRESS PREVIEW OF COSMETICS LINE <i>(Handwritten note: Scandia Cosmetiques will be introduced to the press at a cocktail party. By invitation only. Publicity: Irene Merlin, Max Rogel & Associates, DI. 4-8575 or Mitchell 3-8737.)</i>	SCANDIA COSMETIQUES	HOUSE OF SCANDIA 4 EAST 52ND STREET
Friday June 22 2:30 P.M.	PRESS SHOWING OF FALL DRESS COLLECTION Press preview of the Varden dress collection for Fall. By invitation only. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Monday June 25 3:00 P.M.- 6:00 P.M. Cocktails	PRESS OPENING: NEW SALON AND FALL HAIRSTYLES SHOW Werner and Charles of Switzerland will celebrate the opening of their new beauty salon, with a showing of new Fall hairstyles. By invitation only. Publicity: Aileen Platt, SA. 2-7259 or CI. 5-5365.	WERNER AND CHARLES OF SWITZERLAND	16 WEST 57TH STREET SALON
Monday June 25 4:00 P.M.	PRESS SHOWING: PARIS CARS AND FASHIONS "It's Smart, It's Thrifty, It's French"--1951 Renault cars with coordinated French-inspired fashions for Fall. Showing at 4:30 P.M. By invitation only. Publicity: Marsh-Healy Associates, PL. 7-5809.	RENAULT MOTORS	MARGUERY PAVILLION 47TH & VANDERBILT
Monday June 25	FALL CUSTOM HATS By appointment; contact: Paula Arnheim, TR. 9-2675. Publicity: Richard H. Roffman Associates, TR. 9-5640.	ROBERT PAUL	751 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 MERCHANTISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
Tuesday June 26 3:00 P.M. Cocktails	PREVIEW OF FALL HAT COLLECTION Mme. Kretz will present her collection of Parisian hats for Fall. For press and trade, by invitation only. Publ.: Maud G. Moody, LE. 2-4049.	MME. CECILE GERTRUDE KRETZ	25 WEST 57TH STREET SALON
Tuesday June 26 7:00 P.M.	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show and dinner for buyers, retailers and the fashion press. Dinner and show: \$20.00; Mezzanine: show only: \$10.00. Contact: Millinery Stab. Commission, 1450 Broadway, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday June 27 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Irene of New York will invite the N.Y. press to a showing of her Fall millinery. <u>Out-of-town press showing, Tuesday, July 10 at 8:00 A.M.</u> By invitation only. Publicity: Angeline Dougherty, CH. 4-2308.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday June 27 12:00 Noon Luncheon	PREVIEW OF FALL HAT COLLECTION Emme will invite the press and trade to a buffet luncheon and presentation of her Fall millinery collection. (<u>Note Change of Place</u>). By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	ST. MORITZ HOTEL SKY GARDEN
Wednesday June 27 3:00 P.M.- 6:00 P.M.	INTRODUCTION OF NEW IDEA IN TOILETRIES "Happy Birthday, Little Lady", a new idea in children's toiletries by Helene Pessl, will be introduced to the press and trade at a birthday party in the Victorian Suite of the Beverly Hotel. By invitation only. Contact: Saul Krieg Associates, FL. 3-1543.	HELENE PESSL, INC.	BEVERLY HOTEL 125 EAST 50TH STREET
Wednesday June 27 4:00 P.M. Tea; Cocktails	ANNUAL RECEPTION FOR THE PRESS Presentation of the Wool Bureau's Fall promotion program at annual recep- tion for the press, hostessed by members of The Wool Bureau's Women's Wear Advisory Committee. By invitation. Contact: Kay C. Jones, PL. 7-5092.	THE WOOL BUREAU, INC.	16 WEST 46TH STREET 9TH FLOOR
Thursday June 28 10:00 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Sally Victor will present her Fall millinery collection to the local press. <u>Showing to the out-of-town editors on Sunday, July 8 at 3:00 P.M.</u> By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Friday June 29 10:30 A.M.	FALL & WINTER COLLECTION AT PREVIEW Press preview for the New York press of Maria Krum's collection for Fall and Winter. <u>Showing to the out-of-town editors, Monday, July 16, at</u> <u>2:30 P.M.</u> By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
July 4	FOURTH OF JULY--LEGAL HOLIDAY (Wednesday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 8 11:00 A.M. Brunch	BRUNCH & FASHION SHOW FOR VISITING EDITORS Mme. Bruné will present for the first time her "no rump wrinkle" skirt. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BRUNÉ (WASHINGTON, D.C.)	17 EAST 48TH STREET STUDIO
Sunday July 8 1:00 P.M. Luncheon	FALL & WINTER SHOE PREVIEW The Kid Leather Guild's luncheon and preview of Fall and Winter kid shoes and accessories. By invitation. Publicity: Geri Matthau, WI. 7-0288.	KID LEATHER GUILD	CHATHAM WALK VANDERBILT & 48TH ST.
July 8 3:00 P.M.	SALLY VICTOR'S FALL PREVIEW FOR VISITING PRESS AT 18 EAST 53RD STREET. (See Page 4).		
Sunday July 8 4:30 P.M.- 7:00 P.M. Cocktails	FALL DRESSES AT PARTY FOR EDITORS A collection of Parisian designed fashions by Balmain, Desses, Fath and Piguet for Puritan Dress Company will be presented at a cocktail party. By invitation only. Publicity: Dora Miller, LO. 3-4285.	PURITAN DRESS COMPANY	WALDORF-ASTORIA SERT ROOM
Sunday July 8 5:30 P.M. Buffet	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the visiting press to a cocktail party and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET
Sunday July 8 6:00 P.M.- 9:00 P.M.	SOIREE FOR VISITING EDITORS Harriet Hubbard Ayer will invite the out-of-town press to a soiree in Mary Brown's apartment. By invitation only. Publ.: Mary Brown, MU. 8-4050.	HARRIET HUBBARD AYER (505 PARK AVENUE)	50 EAST 81ST STREET APT. 2-A
Sunday July 8 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN PRESS Walter Florell's millinery show for visiting editors. Local press show, Monday, July 9 at 11:00 A.M. By invitation only. Personality Publicity: Rasponi Assoc., TE. 8-8171. Fashion Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday July 9 8:00 A.M. Breakfast	VISITING PRESS SHOWING OF GOTHE ORIGINALS Presentation to the out-of-town editors of Gothe (David E. Gottlieb) fashions for Fall. By invitation. Publicity: Nona James, CH. 4-7658.	DAVID E. GOTTLIEB	WALDORF-ASTORIA
July 9 11:00 A.M.	WALTER FLORELL'S PREVIEW OF FALL MILLINERY FOR NEW YORK EDITORS. (See Above).		
Monday July 9 12:00 Noon- 12:45 P.M.	PREVIEW OF FALL SHOES FOR OUT-OF-TOWN PRESS Delman (Auxiliary Member of N.Y. Dress Institute) will present Fall shoe collection. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN	WALDORF-ASTORIA FLAMINGO ROOM
Monday July 9 12:00 Noon- 5:00 P.M. Buffet	DIAMOND DISPLAY FOR FASHION PRESS The New York editors and the visiting press will be invited to an open house by N.W. Ayer & Son, and to a display of diamond jewelry by Cartier and Van Cleef & Arpels. Buffet luncheon and refreshments will be served throughout the afternoon. By invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 9 2:30 P.M.	PRESS SHOWING: FALL AND WINTER MILLINERY Jack McConnell will present his collection of millinery for Fall and Winter. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	JACK McCONNELL	41 WEST 57TH STREET SALON
Monday July 9 4:00 P.M.- 6:30 P.M. Cocktails	PRESS SHOWING OF FALL FABRICS Deering-Milliken will present an informal showing and display of Fall fabrics at a cocktail party for the local and out-of-town press. By invitation only. Publicity: Bob Crotty or Paul Funk, LO. 3-5200.	DEERING-MILLIKEN	WALDORF-ASTORIA BASILDON ROOM
Monday July 9 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW The semi-annual accessories show, presenting Coro jewelry and Glentex scarves for Fall. By invitation only. Publ.: Ann R. Silver, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	WALDORF-ASTORIA ASTOR GALLERY
Monday July 9 6:30 P.M. Buffet	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Elizabeth Arden will invite the out-of-town editors to a showing of her Fall ready-to-wear collection. Buffet supper, 7:00 P.M. to 8:00 P.M. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
July 10 8:00 A.M.	IRENE OF NEW YORK'S BREAKFAST PREVIEW OF FALL MILLINERY FOR VISITING EDITORS. (See Pg. 4).		
Tuesday July 10 10:30 A.M.	FALL MILLINERY AT PRESS SHOWING Presentation of the Fall millinery collection by Laddie Northridge to the New York press. <u>Showing for the visiting editors on Tuesday, July 17 at 3:00 P.M.</u> By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Tuesday July 10 12:00 Noon- 1:00 P.M. Aperitif	PRESS SHOWING OF LITTLE GIRLS' FASHIONS Celeste (Auxiliary Member of N.Y. Dress Institute) will present a Fall collection of couture designs in little girls' fashions, sizes 1 to 12. By invitation. Publicity: Rose Hilton, MU. 5-5133.	CELESTE FROCKS, INC.	WALDORF-ASTORIA FLAMINGO ROOM
Tuesday July 10 2:00 P.M.- 5:00 P.M. Champagne	INFORMAL EXHIBIT OF FALL HANDKERCHIEFS "Hanky Boutique"--an informal exhibit of handkerchief and fashion squares coordinated with Fall and Resort ready-to-wear, and accessories. By invitation only. Publicity: Mary Marsh, PL. 7-5809.	HANDKERCHIEF PROMOTIONS	WALDORF-ASTORIA CRANE SUITE
Tuesday July 10 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL BLOUSES Ship 'n Shore (Auxiliary Member of the N.Y. Dress Institute) will present Fall blouse fashions at a preview for the local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE BLOUSES	WALDORF-ASTORIA JADE & BASILDON RMS.
Tuesday July 10 4:30 P.M.- 6:30 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES "Fashions In Time"--newest designs in feminine watches, keyed to the styles for Fall and Winter, by the Watchmakers of Switzerland, to the N.Y. and out-of-town fashion press. By invitation. Sponsored by Foote, Cone & Belding International. Contact: Elizabeth Maher, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	PARK LANE HOTEL PARK AVE. & 48TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 10 7:00 P.M. Dinner	SHOWING OF SILK FABRICS TO PRESS The International Silk Association, U.S.A. (Auxiliary Member of the N.Y. Dress Institute) will present a "Cavalcade of Silk". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	WALDORF-ASTORIA SERT ROOM
Wednesday July 11 11:00 A.M.	PRESS SHOWING OF FALL MILLINERY Mr. Fred will present his millinery collection for Fall at a showing for the local press. Visiting press breakfast and showing on Saturday, July 14 at 9:30 A.M. By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN-FREDERICS, INC.	29 EAST 48TH STREET SALON
Wednesday July 11 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will hold its Accessories Division luncheon meeting. (More details later). Chairman: Marjorie Schlesinger. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (two per member). Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday July 11 12:30 P.M. Luncheon	PREVIEW OF FALL COLLECTION Presentation to the New York and visiting fashion press of Henry Rosenfeld's collection for Fall. By invitation only. Publ.: Shirley Perces Berke, LO. 5-0400.	HENRY ROSENFIELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday July 11 2:30 P.M.	PRESS PREVIEW OF YOLANDE HANDMADES Preview for the Fashion press of the Yolande collection of handmades for Fall, including couture designs in lingerie, blouses and baby clothes. Out-of-town press show at 4:00 P.M. By invitation only. Publicity: Helen Galland, MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
Wednesday July 11 3:00 P.M.	FALL HOSIERY FASHIONS AT VISITING PRESS SHOW Gotham Hosiery (Auxiliary Member of the N.Y. Dress Institute) will present hosiery fashions for Fall to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GOTHAM HOSIERY	785 FIFTH AVENUE JANE DERBY'S SHOWROOM
July 11 4:00 P.M.	YOLANDE'S SHOWING OF HANDMADES FOR THE OUT-OF-TOWN EDITORS AT 4:00 P.M. (See above).		
Wednesday July 11 5:00 P.M. Cocktails	PREMIER SHOWING: SPORT SHIRTS AND NECKTIES Preview for visiting and local press of the first collection of Adrian "Designs For Men", showing sport shirts and neckties designed by the American couturier. Commentator: Bert Bachrach. Repeat showing at 5:30 P.M. By invitation only. Contact: Maybelle F. Hall Company, MU. 2-3080.	ADRIAN "DESIGNS FOR MEN", INC.	SHERRY-NETHERLAND CARNAVAL ROOM
Wednesday July 11 5:30 P.M.- 7:00 P.M. Cocktails	FALL FASHION SHOW AT COCKTAIL PARTY "Make Hay When The Crystal Ball Shines"--David Crystal will present an informal showing of the Fall collection at a cocktail party, complete with fortune tellers. For visiting and local press, by invitation only. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	GOGI'S LARUE 48 EAST 58TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 11 6:00 P.M. Cocktails; Dinner	HAT FASHIONS FOR LOCAL & VISITING PRESS The Millinery Fashion Bureau will invite the out-of town and local press to cocktails at 6:00 P.M. and dinner at 7:00 P.M., followed by a showing of Fall hat fashions by leading milliners. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA
Thursday July 12 8:00 A.M.- 8:45 A.M. Breakfast	BREAKFAST WITH VIRGINIA SPEARS "Short, Snappy Fashion Preview" of Virginia Spears Juniors, highlighting news in Junior Fall Fashions for Collegiennes and Young-Timers. By invita- tion only. Publicity: Viola Shefer, PL. 3-3173.	SPEARS-EPSTEIN, INC. (1400 BROADWAY)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Thursday July 12 11:00 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION Mr. John will invite the press to a preview of his millinery collection for Fall. Showing for the out-of-town editors on July 12 at 5:00 P.M. By invitation only. Publicity: Petty Nelson, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday July 12 12:00 Noon Champagne	COAT & SUIT SHOWING FOR VISITING PRESS Seymour Fox will present a twenty-minute showing of his Fall coat and suit collection. By invitation only. Publ.: Ann R. Silver Assoc., MU. 7-8654.	FOX & CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Thursday July 12 12:00 Noon- 2:00 P.M. Luncheon	PREVIEW OF FALL COATS AND SUITS Handmacher-Vogel (Auxiliary Member of the N.Y. Dress Institute) will invite the out-of-town press to a luncheon showing of Fall coats and suits. By invitation only. Publicity: Bella Crawford, LO. 4-7832.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM
July 12 5:00 P.M.	MR. JOHN'S MILLINERY SHOW FOR THE OUT-OF-TOWN EDITORS AT 5:00 P.M. (See Above).		
Thursday July 12 5:00 P.M.- 7:30 P.M. Cocktails	SHOE SHOW FOR LOCAL AND VISITING PRESS The Guild of Better Shoe Manufacturers will invite the New York and out- of-town editors to a cocktail party and informal showing of the members' Fall shoe collections. By invitation only. Publ.: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	SHELBURNE HOTEL 37TH & LEX. AVENUE
Thursday July 12 6:00 P.M.- 7:30 P.M. High Tea	SUMMERTIME HIGH TEA WITH JOSEF "Relaxation in a cool, comfortable atmosphere, overlooking Central Park," while viewing the Advance Fall Collection of Domestic and Imported (Bags By Josef). By invitation only. Publicity: Viola Shefer, PL. 3-3173.	GOLD SEAL IMPORTERS, INC. HOTEL SAVOY PLAZA (30 EAST 33RD STREET)	LA CHATEAU-11TH FL.
Thursday July 12 7:30 P.M. Dinner	FALL FASHION SHOW-- DINNER FOR PRESS Dinner party for visiting and local press, with a fashion presentation of Martini Designed and Diminutives by Sylvan Rich; and Fredrica Furs, designed by Arthur Schwartz. Hats--Emme. Jewels--Frank S. Hartley. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI; & FREDRICA FURS	LA VIE EN ROSE 123 EAST 54TH STREET
Friday July 13 8:00 A.M. Breakfast	BREAKFAST WITH BERNHAM-STEIN Fashion Promenade of Haute-Couture Furs by Bernham-Stein. By invitation only. Publ.: Viola Shefer, PL. 3-3173.	BERNHAM-STEIN (660 FIFTH AVENUE)	SHERRY-NETHERLAND CHANTECLAIR ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 13 1:00 P.M. Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Lloyd Weill will invite the out-of-town press to a luncheon and showing of the Fall collection. By invitation. Contact: Miss Gloria, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Friday July 13 3:30 P.M.	FALL AND WINTER PREVIEW FOR PRESS Lilly Dache will present her Fall and Winter 1951 millinery collection at a brief showing for the local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
July 14 9:30 A.M.	JOHN FREDERICS' BREAKFAST SHOWING OF FALL MILLINERY FOR VISITING EDITORS. (See Pg. 7).		
Saturday July 14 11:00 A.M. Mint Juleps	PRESS SHOWING OF COATS AND SUITS Willi's Fall and Winter collection of coats and suits at a mint julep party for the visiting and local press. By invitation only. Publicity: Angeline Dougherty, CH. 4-2308.	WILL NEMEROV	CHATHAM HOTEL GARDEN
Saturday July 14 12:00 Noon Luncheon	FALL & WINTER JEWELRY AT LUNCHEON SHOWING Trifari, Krussman & Fishel will invite the out-of-town and local editors to a luncheon and presentation of the Fall and Winter jewelry collection. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Saturday July 14 3:00 P.M.; Sunday July 15	WEEKEND IN BERKSHIRES FOR VISITING PRESS A group of leading New York manufacturers, in cooperation with the New Haven Railroad, will invite the out-of-town editors on a "Train To Tanglewood". The weekend will feature fashion shows to be presented during the train ride, and a concert at Tanglewood by the Boston Symphony Orchestra. Train departs from Grand Central Terminal on Saturday, July 14 at 3:00 P.M. and will return at midnight on Sunday. By invitation only. Publicity: Henrietta Gilbert, LO. 4-6730.	LEADING NEW YORK MFRS.; & NEW HAVEN RAILROAD	LENOX, MASSACHUSETTS
Tuesday July 17 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING The Millinery Division of The Fashion Group will hold a luncheon meeting. More details later. Price: \$4.50 for members; \$4.75 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL.5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday July 18 10:00 A.M. Breakfast	PREVIEW OF FALL AND WINTER FURS Presentation of Arnold Constable's Fall and Winter fur collection. By invitation only. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR FUR SALON
Wednesday July 18 3:00 P.M.	PRESS SHOWING OF FALL MILLINERY Chanda will present his Fall millinery collection to the press. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CHANDA, INC.	30 WEST 57TH STREET SALON
Thursday July 19 10:30 A.M.	FALL MILLINERY AT PRESS SHOWING Braagaard will present a collection of millinery for Fall to the press. By invitation. Contact: Miss Eva, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON

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

- Monday TELEVISION: KATHI NORRIS PROGRAM WNB-TV, CHANNEL 4
 June 18; Monday, June 18: Kathi Norris will present Fall hat fashions selected from
 June 20 Millinery Creators Guild collections. Wednesday, June 20: Bernard
 12:00 Noon Rudofsky, designer, will present a collection of his Bernardo Sandals,
 adapted from shoe styles of museum collections. Publ.: Bob Bloch, PL. 3-1742.
- Beginning THIRD WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET
 Tuesday Program: Tues., June 19: THE DUEL, AGE OF ANXIETY, CAPRICCIO BRILLIANTE,
 June 19 LA VALSE. Wed., June 20: CARD GAME, ILLUMINATIONS, THE MIRACULOUS MANDARIN,
 SYMPHONY IN C. Thurs., June 21: SERENADE, LADY OF THE CAMELLIAS, CAPRICCIO
 BRILLIANTE, LA VALSE. Fri., June 22: SYMPHONIE CONCERTANTE, ORPHEUS, THE
 AMAZONS, LA VALSE. Sat. Mat., June 23: THE DUEL, THE AMAZONS, CAKE WALK,
 SYMPHONY IN C. Sat. Eve., June 23: JINX, THE GUESTS, ORPHEUS, BOURREE
 FANTASQUE. Sun. Mat., June 24: THE DUEL, MOTHER GOOSE SUITE, AGE OF
 ANXIETY, BOURREE FANTASQUE. Sun. Eve., June 24: CARD GAME, CAPRICCIO
 BRILLIANTE, PRODIGAL SON, LA VALSE. Prices: \$1.50-\$3.60. Publicity:
 Philip Bloom, CH. 4-5185.
- Wednesday TELEVISION: KATE SMITH HOUR NBC-TV, CHANNEL 4
 June 20 Three 1951 Renault cars from France will be presented with coordinated
 4:00 P.M. American fashions for Summer on the Kate Smith program. Fashion Director
 and Contact: Dorothy Daye, CI. 7-8300, Ext. 265.
- Wednesday PREMIERE: "HE RAN ALL THE WAY" (Movie) PARAMOUNT THEA., B'WAY & 43RD ST.
 June 20 United Artists release of movie starring John Garfield and Shelley Winters
 in which a cop killer seeks refuge with an innocent family, holding its
 members as hostages. Producer: Bob Roberts. Director: Emmett Emerson.
 Wardrobe: Joe King. Publicity: Tess Michaels, CI. 5-6000.
- Thursday TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2
 June 21 Mr. Arthur Schwartz, of Fredrica Furs, will be interviewed and will pre-
 3:30 P.M. sent fur jackets, capes and stoles for Summer and Resort wear. Program
 hostess: Robin Chandler. Contact: Stanley Poss, producer, PL. 5-2000.
- Thursday OPENING: "SEVENTEEN" BROADHURST THEATRE, 235 WEST 44TH ST.
 June 21 Milton Berle, Sammy Lambert and Bernie Foyer will present a musical adap-
 tation of Booth Tarkington's novel. Cast includes: Ann Crowley, Kenneth
 Nelson, Frank Albertson, Doris Dalton, King Calder, Helen Wood. Director:
 Hassard Short. Book: Sally Benson. Scenery: Stewart Chaney. Costumes:
 David Ffolkes. Publicity: Richard Maney, WI. 7-6939.
- Thursday PREMIERE: "SHOW BOAT" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.
 June 21 MGM Technicolor musical based on the famous Broadway musical play by
 Jerome Kern and Oscar Hammerstein, II, about a family of entertainers on
 a Mississippi River show boat. Stars: Kathryn Grayson, Ava Gardner,
 Howard Keel and Joe E. Brown. Producer: Arthur Freed. Director: George
 Sidney. Costumes: Walter Plunkett. Publicity: Dorothy Day, JU. 2-2000.
- Beginning FIRST WEEK, STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.
 Thursday Thursday, June 28: Mischa Elman--Tchaikovsky's Violin Concerto.
 June 28 Saturday, June 30: First performance in 20 years of Verdi's Requiem.
Monday, July 2: William Kapell--Rachmaninoff's Piano Concerto #3.
Tuesday, July 3: Beethoven's 2nd Symphony & Cesar Franck Symphony.
Wednesday, July 4: Jeanne Mitchell--The Glazounow Violin Concerto.
 Publicity: Miss Alix Williamson, CI. 6-4462.