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fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

1951

A photograph of a January 2013 calendar page. The days of the week are labeled "WEEK OF S M T W T F S". The dates are arranged in four rows: Row 1: 1, 2, 3, 4, 5, 6; Row 2: 7, 8, 9, 10, 11, 12, 13; Row 3: 14, 15, 16, 17, 18, 19, 20; Row 4: 21, 22, 23, 24, 25, 26, 27. The date "15" is circled in blue ink.

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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> |
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| <u>WEEK ENDING SATURDAY, JANUARY 13, 1951</u> | | | |
| Friday Jan. 12 8:00 A.M. Breakfast | RESORT COLLECTION AT SHOW FOR VISITING PRESS Frances Sider will invite the out-of-town press to a breakfast preview of her Resort collection, to introduce "The Body" - a new foundation. By invitation only. Publicity: Virginia Marsh, LO. 4-3323. | FRANCES SIDER, INC. | 1407 BROADWAY SHOWROOM-14TH FL. |
| Jan. 12 | B. H. WRAGGE'S SHOWING FOR VISITING PRESS--550 SEVENTH AVE., AT 9:30 A.M. | | |
| Friday Jan. 12 10:30 A.M. | PRESS PREVIEW OF SPRING MILLINERY Laddie Northridge will present his millinery collection for Spring at a preview for the N.Y. press in his new salon. <u>Showing for the out-of-town editors on Saturday, Jan. 13 at 10:30 A.M.</u> By invitation only. Publicity: Cannon and Miles, PL. 3-7072. | LADDIE NORTHRIDGE | 16 WEST 57TH ST. SALON |
| Jan. 12 | HATTIE CARNEGIE'S SHOWING FOR VISITING PRESS--711 FIFTH AVE., AT 11 A.M. | | |
| Friday Jan. 12 11:30 A.M. | SPECIAL SHOWING: SPRING AND SUMMER LINGERIE Members of the press, belonging to the American Fashion Critics' Award Jury, and their publishers, will be invited to a special showing of Vanity Fair's collection of nylon tricot lingerie for Spring and Summer. Show followed by luncheon. By invitation only. Daily showings thereafter at 10:00 A.M.; 11:00 A.M.; 2:30 P.M.; and 3:30 P.M. Publicity: Ruth Mills, MU. 8-4805. | VANITY FAIR MILLS, INC. | 640 FIFTH AVENUE SHOWROOM-6TH FLOOR |
| Friday Jan. 12 12:15 P.M. Luncheon | MILLINERY DIVISION LUNCHEON MEETING "Springtime Is Hat Time"--presenting prediction hats from leading milliners. Commentator: Margaret George de Mille, merchandise director, "Mademoiselle". Speaker: Kathleen Catlin, fashion coordinator, Marshall Field & Co., Chicago, on "The Promotion of Millinery--Coordination of Hat and Costume". Chairman: Dorothy Nash. Price (tax and tip included): \$4.25 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108. | THE FASHION GROUP, INC. | HOTEL ROOSEVELT BALLROOM |
| Friday Jan. 12 12:30 P.M. Luncheon | FUR FASHIONS FOR VISITING & LOCAL PRESS The Associated Fur Manufacturers (Auxiliary Member of the N.Y. Dress Institute) will present Spring fur fashions. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | ASSOCIATED FUR MFRS. | HOTEL STATLER SALLE MODERNE |
| Jan. 12 | DAVIDOW SPORTSWEAR SHOWING FOR VISITING PRESS--550 7TH AVE., AT 2:30 P.M. | | |

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| Jan. 12 4:30 P.M. | RECEPTION FOR VISITING PRESS TO MEET MAYOR IMPELLITTERI AND MRS. IMPELLITTERI AT GRACIE MANSION. | | |
| Friday Jan. 12 5:00 P.M. Cocktails | SHOWING FOR VISITING AND LOCAL PRESS Henry Rosenfeld will invite the out-of-town and local press to a cocktail party and showing of his Spring and Summer collection of dresses and suits. By invitation only. Publicity: Shirley Perces or Sally Sober, LO. 5-0400. | HENRY ROSENFELD | 498 SEVENTH AVENUE SHOWROOM-2ND FLOOR |
| Friday Jan. 12 6:00 P.M. Dinner | "MILLION DOLLAR DINNER" FOR VISITING PRESS The Jewelry Industry Council will invite the out-of-town press to a "Million Dollar Dinner" Steak Party at Keen's English Chop House. By invitation only. Publicity: Martha Percilla, PL. 7-3075. | JEWELRY INDUSTRY COUNCIL | KEEN'S ENGLISH CHOP HOUSE, 72 W. 36TH ST. |
| Friday Jan. 12 8:30 P.M. | THEATRE PARTY FOR VISITING EDITORS Gotham will invite the out-of-town and local press to the play "Ring Around The Moon", followed by a back-stage champagne party to meet the cast and preview Gotham's new Spring hosiery shades. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | GOTHAM HOSIERY | MARTIN BECK THEATRE 302 WEST 45TH STREET |
| Jan. 13 10:30 A.M. | LADDIE NORTHRIDGE'S MILLINERY SHOW FOR OUT-OF-TOWN EDITORS AT 16 WEST 57TH STREET, SALON. (See Page 1). | | |
| Saturday Jan. 13 11:00 A.M. Luncheon | FASHION SHOWING AT A & S Showing of Handmacher suits and Henry Rosenfeld fashions for Spring. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200. | ABRAHAM & STRAUS (BROOKLYN) | 5TH FLOOR GALLATIN ROOM |
| Saturday Jan. 13 12:00 Noon Luncheon | SPRING JEWELRY AT LUNCHEON SHOWING Trifari, Krussman & Fishel will invite the out-of-town and local editors to a luncheon and presentation of Spring jewelry fashions. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598. | TRIFARI, KRUSSMAN & FISHEL | 16 EAST 40TH STREET SHOWROOM-4TH FLOOR |
| Saturday Jan. 13 2:30 P.M. Cocktails | PREVIEW OF SPRING COLLECTION Presentation of the Spring and Summer collections by Kiviette at a cock- tail party for the out-of-town editors. By invitation only. Publicity: Cannon and Miles, PL. 3-7072. | KIVIETTE | PENTHOUSE CLUB 30 CENTRAL PARK SO. |
| Saturday Jan. 13 5:30 P.M.- 7:30 P.M. Cocktails | CASTILLO FASHIONS AT PRESS SHOWING Edward L. Cournand, President of Lanvin Parfums, will invite the visiting press to his home, showing the first collection for Lanvin-Paris, designed by Castillo. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598. | EDWARD L. COURNAND, PRES., LANVIN PARFUMS | 998 FIFTH AVENUE 81ST ST. & 5TH AVENUE |
| Just Issued | ADVANCE COLLECTION OF FALL WOOLEN COLORS Autumn Sun colors are featured in the Advance collection for 1951, just issued by the Textile Color Card Ass'n to its members. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881. | TEXTILE COLOR CARD ASSOCIATION | 200 MADISON AVENUE |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>WEEK BEGINNING MONDAY, JANUARY 15, 1951</u> | | | |
| Monday Jan. 15 9:30 A.M. | SPRING FABRICS FOR VISITING PRESS Forstmann will present a special preview of Spring fabrics to the out-of-town editors only. Contact and Publicity: Adelia Bird Ellis, CI. 5-8448. | FORSTMANN, INC. | 30 ROCKEFELLER PLAZA ROOM 5018 |
| Monday Jan. 15 11:00 A.M. | "LA TAUSCA" PEARLS AT VISITING PRESS SHOW The House of Heller will present the Spring collection of "La Tausca" simulated pearls at a showing for the out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | HOUSE OF HELLER | 411 FIFTH AVENUE SHOWROOM |
| Cancelled Jan. 15 | LILLY DACHE'S PRESS PREVIEW OF MILLINERY AND COSTUMES, ORIGINALLY SCHEDULED FOR MONDAY, JANUARY 15, AT 2:30 P.M., HAS BEEN CANCELLED. | | |
| Monday Jan. 15 4:30 P.M. Cocktails | PRESS SHOWING OF SPRING LINGERIE Showing for the magazine and syndicate press of new Spring lingerie, designed by Madame Tewi for Dutchess Lingerie. By invitation only. Open House for the visiting editors during entire week. Publicity: Alice O. Steindler, LO. 5-2780. | DUTCHESS LINGERIE | EMPIRE STATE BLDG. ROOM 630 |
| Beginning Monday Jan. 15 | COORDINATES COLLECTION AT DAILY SHOWINGS Doreen Blouses, makers of Doreen Originals, will present a collection of afternoon and evening coordinates designed by Miss Doreen. Continuous daily showings for the press and trade. Publ.: Thal Spitzer, LO. 5-2674. | DOREEN ORIGINALS, INC. | 1407 BROADWAY SHOWROOM-11TH FLOOR |
| Beginning Monday Jan. 15 | OPENING OF SUMMER SPORTSWEAR COLLECTION "Love Of Summer"--presentation at informal daily showings of the Summer sportswear separates and coordinates collection. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490. | NELLY de GRAB, INC. | 533 SEVENTH AVENUE SHOWROOM-11TH FLOOR |
| Tuesday Jan. 16 11:00 A.M. | SHOWING OF SCARF & FABRIC COLLECTIONS Brooke Cadwallader will present his Spring scarfs and Summer fabrics collections; also his new collection of men's neckwear. For local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | BROOKE CADWALLADER | 724 FIFTH AVENUE SHOWROOM |
| Tuesday Jan. 16 12:30 P.M. Luncheon | PRESS PREVIEW OF FASHIONS AND FABRICS Preview of Spring costumes created by leading designers in John Walther fabrics. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060. | JOHN WALTHER FABRICS, INC. | HAMPSHIRE HOUSE COTTAGE |
| Tuesday Jan. 16 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Leonard Arkin will present a collection of Spring dresses, suits and ensembles to be featured at Best & Co. Press by invitation. Public by reservation: contact: Banquet Dept., PL. 5-5800. Arkin Publicity: Ann Rabin, WI. 7-5324. St. Moritz Fashion Director: Alberta Kelley, JU. 6-1764. St. Moritz Publicity: Kurt Hofmann Associates, PL. 3-7676. | LEONARD ARKIN & SON | ST. MORITZ HOTEL BURGUNDY ROOM |

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| Tuesday Jan. 16 4:30 P.M. Cocktails | PRESS PREVIEW OF SUMMER COLLECTION Presenting "Gold Rush '51", del Mar's Summer collection, designed by Clifford, during cocktails for the press, at the Old Knick Music Hall on 2nd Avenue between 55th and 56th Streets. Show promptly at 4:30 P.M. By invitation only. Continuous showings daily thereafter. Publicity: Ruth Hammer Associates, EL. 5-7108. | del MAR SPORTSWEAR | OLD KNICK MUSIC HALL 2ND AVE. & 55TH ST. |
| Wednesday Jan. 17 12:30 P.M. Buffet Luncheon | ADVANCE OPENING OF NEW SHOP Bergdorf Goodman will present an advance preview of their new shop at a buffet luncheon for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 746 FIFTH AVENUE |
| Wednesday Jan. 17 12:45 P.M. Luncheon | SPRING FASHIONS AT BENEFIT LUNCHEON Showing of the Spring collection by Raoul-Jean Fouré, with jewels especially created by Cartier, at a benefit luncheon for the Spence-Chapin Adoption Service. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Rummage must be contributed for Nearly New Shop, 938 Eighth Avenue. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | RAOUL-JEAN FOURE CARTIER | HOTEL PIERRE COTILLION ROOM |
| Wednesday Jan. 17 1:00 P.M. Luncheon | SPORTS AND CRUISE FASHIONS AT LUNCHEON Bonwit Teller will present Davidow sports and Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | BONWIT TELLER | WALDORF-ASTORIA SERT ROOM |
| Wednesday Jan. 17 1:00 P.M. Luncheon | SPRING FASHIONS AT BENEFIT LUNCHEON Presentation of Nettie Rosenstein's fashions for Spring during a benefit luncheon for CARE. Hats--Mr. John. Furs--Maximilian. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Price: \$4.00 with gratuity. Sherry's Fashion Director and Publicity: Rosamond Hanscom, PL. 3-0200. | NETTIE ROSENSTEIN | SHERRY'S-300 PARK AVE. SHERRY ROOM |
| Thursday Jan. 18 10:00 A.M. Breakfast | PRESS PREVIEW: SPRING FASHIONS The press will be invited to a preview of Lydia Kessler's Spring fashions. By invitation only. Publicity: Richard Bergstrom, PL. 3-2722. | LYDIA KESSLER, LTD. | 42 EAST 57TH STREET SALON |
| Thursday Jan. 18 4:00 P.M. Cocktails | COCKTAIL PARTY FOR BEAUTY EDITORS Skol will invite beauty editors to a cocktail party. By invitation only. Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000, Ext. 305. | SKOL | RIVER CLUB OF N.Y. 447 EAST 52ND STREET |
| Thursday Jan. 18 5:30 P.M. | HENRY ROSENFIELD FASHION SHOW Spring fashions by Henry Rosenfeld. Publicity: Frances Bemis, TR. 5-7200. | ABRAHAM & STRAUS (BROOKLYN) | 4TH FLOOR RESTAURANT |
| Friday Jan. 19 9:30 A.M. Breakfast | PRESS SHOWING OF SPRING HATS Vogue Hats and Jeanne Tete will present a new collection of Spring millinery. By invitation only. Contact: Miss Suzy, CI. 5-5892. | JEANNE TETE & VOGUE HATS | 20 WEST 57TH STREET SALON-8TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Monday Jan. 22 2:30 P.M. | PRESS PREVIEW OF SPRING MILLINERY Braagaard will present his Spring millinery collection to the press. By invitation only. Contact: Barbara Perlman, PL. 3-0353. | BRAAGAARD, INC. | 10 EAST 56TH STREET SALON |
| Monday Jan. 22 4:30 P.M. | SHOWING OF PATTERN FASHIONS Avondale Mills will present a showing of pattern fashions by Advance, Butterick, McCall's, Simplicity, and Vogue--in Avondale fabrics. By invitation only. Publicity: Arthur Michel at N.W. Ayer, CI. 6-0200. | AVONDALE MILLS | RITZ-CARLTON HOTEL CRYSTAL ROOM |
| Beginning Monday Jan. 22 | LONDON HAUTE COUTURE OPENINGS <u>Monday, Jan. 22:</u> CHARLES CREED, LTD.; NORMAN HARTNELL; PETER RUSSELL; VICTOR STEIBEL, LTD. <u>Tuesday, Jan. 23:</u> HARDY AMIES, LTD.; MATTLI; DIGBY MORTON, LTD.; WORTH (London) LTD. <u>Wednesday, Jan. 24:</u> HARDY AMIES, LTD.; LACHASSE, LTD.; MICHAEL SHERARD Admission is by invitation only. Cards are issued by the Member Houses, to whom application should be made. Contact: Lilian Hyder, Incorporated Society of London Fashion Designers, 36 Bruton Place, London W, 1. | INCORPORATED SOCIETY OF LONDON, LONDON FASHION DESIGNERS ENGLAND | LONDON, ENGLAND |
| Tuesday Jan. 23 1:00 P.M. Luncheon | PRESENTATION OF SPRING MILLINERY Peg Fischer will present her Spring millinery fashions during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000. | PEG FISCHER | RITZ-CARLTON HOTEL OVAL ROOM |
| Tuesday Jan. 23 3:30 P.M. | PRESS PREVIEW OF COTTON COLLECTION Press showing of cotton fashions by Jerry Parnis. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | JERRY PARNIS | 530 SEVENTH AVENUE SHOWROOM-7TH FLOOR |
| Tuesday Jan. 23 3:30 P.M. Cocktails 4:00 P.M. Show | SUMMER COLLECTION AT PRESS AND TRADE SHOW The press and trade will be invited to a cocktail preview, "The Thing For Summer", featuring Lotte of Drewyn's collection of sportswear separates and coordinates for Summer. The new shade Beloved Blue, inspired by Prince Matchabelli's French perfume "Beloved", will be introduced. By invitation only. Daily trade showings thereafter at <u>10:30 A.M., 12:00 Noon, and 4:00 P.M.</u> beginning Wednesday, January 24. Contact: LA. 4-0662. Publicity: Sidney Dee Bloeme, JU. 6-4490. | DREWYN, LTD. | 1400 BROADWAY SHOWROOM-34TH FLOOR |
| Wednesday Jan. 24 12:45 P.M. Luncheon | RESORT & SPRING COLLECTION AT LUNCHEON Showing of the Resort and Spring collection, designed by Bonnie Cashin of Adler & Adler, during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Adler & Adler Publicity: Ruth Hammer Associates, EL. 5-7108. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | BONNIE CASHIN OF ADLER & ADLER | HOTEL PIERRE COTILLION ROOM |

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| Wednesday Jan. 24 1:00 P.M. Luncheon | SHOWING OF JUNIOR FASHIONS AT LUNCHEON Jonathan Logan will present "Story Book Cottons" for juniors, available at Best & Co., during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Jonathan Logan Contact: Lila Husted, WI. 7-9788. Waldorf-Fashion Publicity: Madeleine Riordan, EL. 5-3000. | JONATHAN LOGAN | WALDORF-ASTORIA SERT ROOM |
| Thursday Jan. 25 12:15 P.M. Luncheon | ACCESSORIES DIVISION FASHION SHOW "Come See The Curtain Go Up. . .Late Spring and Summer Accessories"--the Accessories Division of The Fashion Group will have a fashion show. Commentator and Chairman of Accessories Division: Marjorie Schlesinger, accessory stylist of Macy's. Speaker: d.l.w. (Dorothy L. Wallis), special feature writer of Women's Wear Daily and president of The Fashion Group, whose subject will be "Speaking of Accessories". Price (including tax and tip): \$4.25 for members; \$4.50 for guests (members may bring guests). Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108. | THE FASHION GROUP, INC. | HOTEL ASTOR BALLROOM |
| Thursday Jan. 25 2:30 P.M. | PREVIEW OF NEW BRIDAL SERVICE Press preview of Bonwit Teller's new custom-made bridal service, including a presentation of other bridal fashions. By invitation only. Publicity: Nancy Talbert, EL. 5-6800. | BONWIT TELLER | 3RD FLOOR |
| Jan. 27 | MIAMI FASHION COUNCIL'S MARKET WEEK AT FLORIDIAN HOTEL IN MIAMI. | | |
| Tuesday Jan. 30 10:00 A.M.; 3:00 P.M. | SHOWING OF LESLIE FAY FASHIONS Saks 34th St. will present Leslie Fay fashions for Spring at 10:00 A.M. and 3:00 P.M. Open to Public. Publicity: Frances Eisner, LA. 4-7000. | SAKS 34TH STREET | 5TH FLOOR DRESS DEPARTMENT |
| Tuesday Jan. 30 12:15 P.M. Luncheon | "MARCH OF DIMES" FASHION SHOW Seventh annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Reservations: \$50.00 per person for "ringside" first tier tables; \$25.00 per person for other tables. Contact: Kay Weatherly, Nat'l Foundation, 120 Broadway, BE.3-0500. Publicity: Eleanor Lambert, MU. 8-2130. | NEW YORK DRESS INSTITUTE | WALDORF-ASTORIA GRAND BALLROOM |
| Wednesday Jan. 31 12:45 P.M. Luncheon | SHOWING OF SPRING GOWNS AT LUNCHEON "Back To Town"--presentation of Spring gowns by Murray Nieman during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Murray Nieman Contact: TE. 8-3089. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | MURRAY NIEMAN (131 EAST 62ND STREET) | HOTEL PIERRE COTILLION ROOM |
| Wednesday Jan. 31 1:00 P.M. Luncheon | SPRING SUIT FASHIONS AT LUNCHEON SHOW Presentation of suit fashions for Spring by Russeks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | RUSSEKS FIFTH AVENUE | WALDORF-ASTORIA SERT ROOM |

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| Wednesday Jan. 31 3:30 P.M. | PREVIEW: FALL COLORS AND LEATHER STYLES A preview of Allied Kid Company's Fall and Winter, 1951-1952, leather colors and styles in skins and pullovers for the fashion press and shoe stylists. This showing will be repeated on <u>Thursday, February 1 at 9:30 A.M.</u> for fabric and hosiery stylists; and at <u>3:30 P.M.</u> , for shoe and handbag manufacturers, department store shoe and bag buyers. By invitation only. Contact: Helene O'Hara or Dorothy Campbell, MU. 6-1623. | ALLIED KID COMPANY | 419 FOURTH AVENUE SHOWROOM |
| Wednesday Jan. 31 4:30 P.M. Cocktails | FASHION SHOW AT ANNUAL CONVENTION The twenty-fourth annual convention of the Association of American Soap and Glycerine Producers will feature a showing of the cotton wardrobe to be worn by the 1951 Maid of Cotton, chosen by the National Cotton Council of America on Thursday, Dec. 28. The wardrobe will be worn by the Maid of Cotton on her tour of 20 American cities, also through Europe and South America, beginning Monday, Feb. 5. Cocktail party preview for the press and trade, by invitation only. Contact: Ruth Goldberg, Cleanliness Bureau, MU. 6-3662; or Margot Herzog, National Cotton Council, WO. 4-2521. | ASS'N OF AMERICAN SOAP & GLYCERINE PRODUCERS | HOTEL PLAZA BALLROOM |
| Beginning Thursday Feb. 1 2:30 P.M. | OPENING: SUMMER DRESS COLLECTION Benfatto & Kallman will present the Summer collection of Jonmorr Casuals, spectator dresses, at 2:30 P.M. Informal showings daily thereafter. Contact: LA. 4-5552. Publicity: Sidney Dee Bloeme, JU. 6-4490. | BENFATTO & KALLMAN | 498 SEVENTH AVENUE SHOWROOM-9TH FLOOR |
| Beginning Thursday Feb. 1 | PARIS COUTURE SPRING OPENINGS Contact: #102 Rue Faubourg, St. Honore, Paris. | CHAMBRE SYNDICALE DE LA COUTURE DE PARIS | PARIS FRANCE |
| Saturday Feb. 3 11:00 A.M. | SHOWING OF PETITEEN FASHIONS Presentation of fashions for the sub-teens by Namms and Peteteen. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700. | NAMMS | 2ND FLOOR |
| Beginning Monday Feb. 5 | SHOWING OF IMPORTED SWEATERS FOR SPRING Presentation of Spring and Summer collection of imported wool and wool jersey sweaters from Vienna, Austria and Paris, by the Lana Knitwear Division of Perutz Brothers. Press by invitation. Publicity: Dorothy Iverson, OR. 9-1500. | LANA KINIWEAR DIV., PERUTZ BROS., INC. | 689 FIFTH AVENUE SHOWROOM |
| Beginning Monday Feb. 5 | OPENING OF SUMMER LINES IN ST. LOUIS Contact: Joan Gardner, Promotion Director, 915 Olive St., St. Louis. | ST. LOUIS FASHION CREATORS | INDIVIDUAL SHOWROOMS |
| Beginning Monday Feb. 5 | OPENING OF SUMMER LINES Members of the Sportswear Guild will present Summer Collections: <u>Feb. 5:</u> SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. <u>Feb. 6:</u> ADLER & ADLER, INC.; KANE-WEILL. <u>Feb. 7:</u> DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLUM CO. <u>Feb. 8:</u> CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG CO. Contact individual manufacturers. | THE SPORTSWEAR GUILD | MANUFACTURERS' SHOWROOMS |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Monday Feb. 5 | FOGA TO SHOW SUMMER LINES Summer collections by manufacturers of the Fashion Originators' Guild of America will be shown, beginning Monday, Feb. 5. Individual dates will be announced later. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945. | FASHION ORIGINATORS' GUILD OF AMERICA, INC. GRABOIS FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. CHARLES LANG, INC. DAVID LEVINE CO. NATHAN-STRONG, INC. | MANUFACTURERS' SHOWROOMS PAUL PARNE CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. ADELE SIMPSON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. |
| Monday Feb. 5 4:00 P.M. Cocktails | PRESS PREVIEW: NEW SUMMER COLLECTION Paul Adler Originals will present the first collection of advance Summer spectator sportswear and country club fashions at a press preview and cocktail party in their newly-opened showroom. By invitation only. <u>Daily</u> trade showings thereafter at 10:30 A.M. and 2:30 P.M. Publicity: Viola Shefer, PL. 3-3173. | PAUL ADLER ORIGINALS, INC. | 498 SEVENTH AVENUE SHOWROOM-18TH FLOOR |
| Tuesday Feb. 6 12:30 P.M. Luncheon | PRESS PREVIEW OF SPRING MILLINERY Saks Fifth Avenue will invite the press to a preview of the Spring custom millinery collection, designed by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000. | SAKS FIFTH AVENUE | ST. REGIS HOTEL PRIVATE SUITE |
| Tuesday Feb. 6 2:30 P.M. | PRESS PREVIEW OF SUMMER COLLECTION Bonnie Cashin's Summer collection designed for Adler & Adler, will be shown promptly at 2:30 P.M. to the press. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108. | ADLER & ADLER | 550 SEVENTH AVENUE SHOWROOM |
| Beginning Tuesday Feb. 6 | OPENING OF SUMMER COLLECTION Junior Accent will present the Summer collection, designed by Eloise Curtis, at continuous daily showings in the new showroom. Contact: LO. 4-1434. | JUNIOR ACCENT | 1400 BROADWAY SHOWROOM-32ND FLOOR |
| Wednesday Feb. 7 1:00 P.M. Luncheon | CEIL CHAPMAN FASHIONS AT LUNCHEON SHOW Jay Thorpe will present a showing of Ceil Chapman fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Ceil Chapman Contact: Alto G. Schifrine, LA. 4-5800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | JAY THORPE | WALDORF-ASTORIA SERT ROOM |
| Wednesday Feb. 7 3:30 P.M. Cocktails | SWISS FABRIC SHOW OF LUXURY COTTONS Eighth annual presentation of fashions in luxury cottons from Switzerland. Summer collections by leading designers and manufacturers of town and country wear; cocktail and evening dresses; wedding and bridesmaids' gowns; blouses and separates; childrens' and teen-age party frocks. By invitation. Contact: Swiss Fabric Group, OR. 9-2750. | SWISS FABRIC GROUP OF SWITZERLAND & NEW YORK | HOTEL PIERRE BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday Feb. 8 11:00 A.M. | PRESS SHOWING OF SPRING & SUMMER HATS Don Marshall will invite the press to a showing of his millinery collection for Spring and Summer. By invitation only. Contact: PL. 8-2678. | DON MARSHALL, INC. | 53 EAST 54TH ST. SALON |
| Feb. 12 | LINCOLN'S BIRTHDAY (Monday). | | |
| Tuesday Feb. 13 12:15 P.M. Luncheon | TWENTIETH ANNIVERSARY LUNCHEON CELEBRATION The Fashion Group will celebrate its Twentieth Anniversary at a luncheon. More details later. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108. | THE FASHION GROUP, INC. | HOTEL BILTMORE BALLROOM |
| Tuesday Feb. 13 2:00 P.M.- 5:00 P.M. | "SEEDS OF FASHION" PRESS PREVIEW The press will be invited to preview the exhibit "Seeds Of Fashion" -- tracing The Costume Institute in action during its five years at The Metropolitan Museum. Open to Public: <u>Friday, Feb. 16.</u> Contact: Lillian Green, TR. 9-5500. | THE COSTUME INSTITUTE | METROPOLITAN MUSEUM 82ND ST. & 5TH AVE. |
| Wednesday Feb. 14 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Arnold Constable will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | ARNOLD CONSTABLE | WALDORF-ASTORIA SERT ROOM |
| Tuesday Feb. 20 9:30 A.M. Coffee | PRESS PREVIEW OF SPRING FASHIONS Semi-annual fashion show for the press by Bloomingdale's, presenting their ready-to-wear Green Room fashions for Spring. Show promptly at 10:00 A.M. By invitation only. Publicity: Dervin O'Brien, EL. 5-5900. | BLOOMINGDALE'S | 4TH FLOOR CLASSROOM "C" |
| Wednesday Feb. 21 1:00 P.M. Luncheon | SHOWING OF ADELE SIMPSON FASHIONS De Pinna will present Adele Simpson fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. De Pinna Publicity: Elena Turner, MU. 8-2000, Ext. 126. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | DE PINNA | WALDORF-ASTORIA SERT ROOM |
| Feb. 22 | WASHINGTON'S BIRTHDAY (Thursday--Legal Holiday). | | |
| Saturday Feb. 24 11:00 A.M. | SHOWING OF FLEXEE FOUNDATION FASHIONS Presentation of coordinated Easter fashions by Namms and Flexee Foundations. Press invited. Open to public. Publ.: Susanna Davis, TR. 5-5700. | NAMMS | 2ND FLOOR |
| Tuesday Feb. 27 1:00 P.M. Luncheon | SPRING & SUMMER CUSTOM COLLECTION Callot Soeurs will present the custom collection for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Callot Soeurs Publicity: Mary Marsh, PL. 7-5810. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000. | CALLOT SOEURS | RITZ-CARLTON HOTEL OVAL ROOM |

ICE SHOW...MOVIES..MUSIC...TELEVISION...THEATRE

- Friday TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2
 Jan. 12; Presentations by leading designers of fashions from their Resort and
 Jan. 15; Summer collections on Ilka Chase's "Fashion Magic" television program.
 Jan. 19 Fri., Jan. 12: Kiviette; Mon. Jan. 15: Hannah Troy; Fri., Jan. 19: Maurice
 3:30 P.M. Rentner. Publicity: Helen Brattrud, PL. 5-2000.
- Monday TELEVISION: THE KATHI NORRIS SHOW WNBT, CHANNEL 4
 Jan. 15 Annis Originals will present fashions for Resort wear, including a new
 12:00 Noon idea in swimsuit separates. Publicity: Babs Doniger, PL. 3-1742.
- Week ELEVENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
 Of Program: Mon. Eve., Jan. 15: Strauss' DIE FLEDERMAUS. Tues. Eve., Jan. 16:
 Jan. 15 Strauss' DER ROSENKAVALIER. Wed. Eve., Jan. 17: Mascagni's CAVALLERIA RUSTI-
 CANA and Leoncavallo's PAGLIACCI. Thurs. Eve., Jan. 18: Rossini's IL
 BARBIERE DI SIVIGLIA. Fri. Eve., Jan. 19: CAVALLERIA RUSTICANA; PAGLIACCI.
 Sat. Mat., Jan. 20: Strauss' DIE FLEDERMAUS. Sat. Eve., Jan. 20: Verdi's
 IL TROVATORE. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday OPENING: "FOUR TWELVES ARE FORTY-EIGHT" 48TH ST. THEATRE, 158 W. 48TH ST.
 Jan. 17 Richard Aldrich and Richard Meyers, in association with Julius Fleishmann
 and Otto Preminger, will present the Joseph Kesselring comedy. Stars:
 Anne Revere and Hiram Sherman. Director: Otto Preminger. Settings:
 Raymond Sovey. Costumes: Peggy Morrison. Publ.: Richard Maney, WI.7-6939.
- Thursday OPENING: "ANGEL IN THE PAWNSHOP" BOOTH THEATRE, 222 WEST 45TH ST.
 Jan. 18 Eddie Dowling and Anthony B. Farrell will present a play about a benevo-
 lent pawnbroker. Director: John Larson. Settings, Costumes and Lighting:
 John E. Blankenchip. Publicity: Nat Dorfman, LO. 3-0858.
- Thursday PREMIERE: "THE MAGNIFICENT YANKEE" (Movie) RADIO CITY, 6TH AVE. & 50TH
 Jan. 18 MGM will present a film story based on the life of Oliver Wendell Holmes,
 a former chief justice of the United States Supreme Court. Stars: Louis
 Calhern and Ann Harding. Producer: Armand Deutsch. Director: John
 Sturges. Costumes: Walter Plunkett. Publicity: Herbert Crooker, JU. 2-2000.
- Beginning OPENING: HOLLYWOOD ICE REVUE MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
 Friday Jan. 19 Sonja Henie will present her Spring 1951 Hollywood Ice Revue from Jan. 19-
 Jan. 25 and Jan. 29 through Feb. 4. The performances will feature, Sonja
 Henie, Freddie Trenkler, The Bruises, Michael Kirby and John Walsh. Prices:
 \$1.50-\$6.00. Publicity: Lillian Jenkins, CO. 5-6800.
- Wednesday OPENING: "KING RICHARD II" CITY CENTER, 131 WEST 55TH STREET
 Jan. 24 The New York City Theatre Company, under the artistic supervision of
 Maurice Evans, will present the third play in the series. Margaret
 Webster will stage the production of Shakespeare's play, starring Maurice
 Evans and Kent Smith. Scenery and Lighting: Ben Edwards. Costumes:
 Emeline Roche. Publicity: Jean Darlymple, MU. 8-3847.
- Beginning FOUR-WEEK ENGAGEMENT: D'CYLY CARTE CO. ST. JAMES THEATRE, 246 WEST 44TH
 Monday Jan. 29 The D'Oyly Carte Company of London will open a four-week engagement, pre-
 senting "The Mikado", week of Jan. 29; "Trial by Jury" and "H.M.S.
 Pinafore", week of Feb. 5; "The Gondoliers", Feb. 12, 13 and 14; "Iolanthe",
 Feb. 15, 16 and 17; "Cox and Box" and "The Pirates of Penzance", week of
 Feb. 19. Publicity: Sam Stratton, LU. 2-5050; or CI. 6-9500.