

fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

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, MAY 26, 1952</u>			
Monday May 26 9:00 A.M.; 12:00 Noon	PREVIEW OF FALL SEPARATES COLLECTION Press and Resident Buyers previews at 9:00 A.M. breakfast and 12:00 Noon luncheon of coordinates and separates for Fall, designed by Evelyn Schless. By invitation only. Continuous daily trade showings thereafter. Contact: Evelyn Schless, CH. 4-5584.	ROSECREST MANUFACTURING COMPANY	1407 BROADWAY SHOWROOM-34TH FLOOR
Monday May 26 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1952 Fall and Winter collection at 10:30 A.M. Admission by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
Monday May 26 2:30 P.M.; May 27 10:30 A.M.	PREVIEW: FALL & WINTER COAT & SUIT COLLECTION Dan Millstein will present his Fall and Winter collection of coats and suits to the press and resident buyers on Mon., May 26 at 2:30 P.M. and Tues., May 27 at 10:30 A.M. By invitation. Daily showings at 10:30 A.M. and 2:30 P.M., thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	DAN MILLSTEIN	205 WEST 39TH STREET SHOWROOM-11TH FLOOR
Monday May 26 2:30 P.M.	PRESS PREVIEW OF FALL WOOLEN FABRICS Lesur will invite the press to a preview of Fall woolens as they will be seen in leading designer collections and men's and women's scarves. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LESUR FABRICS	580 FIFTH AVENUE SHOWROOM-6TH FLOOR
Monday May 26 4:00 P.M.	PREVIEW OF FALL COATS AND SUITS Preview of Fall coats, suits, and sportswear, designed by Torre, will be presented to the press. By invitation. <u>Trade opening:</u> Tuesday, June 3. Contact: WI. 7-4640. Publicity: Kay Norton, PL. 3-0236.	HEATHERTON SPORTSWEAR LTD. (EMPIRE IMPORTS, INC.)	1410 BROADWAY SHOWROOM-24TH FLOOR
Beginning Monday May 26	OPENING OF FALL DRESS COLLECTION Continuous daily showings of Fall dress collection. Publicity: Peggy Foldes, Max Rogel & Associates, DI. 4-8575.	COLLEEN ORIGINALS	1400 BROADWAY SHOWROOM-25TH FLOOR
Beginning Monday May 26	OPENING OF CHILDRENS' FALL COLLECTION Fall "Wardrobe Fashions For Young Sirs", including boys and girls sportswear (sizes 2 to 4 and 3 to 7). Publicity: Bea Baris, LO. 4-5113.	HI-LINE COMPANY	1350 BROADWAY SHOWROOM-3RD FLOOR
Beginning Monday May 26	OPENING OF FALL SPORTSWEAR COLLECTION Fall sportswear collection will be presented at continuous daily showings. Publicity: Peggy Foldes, Max Rogel & Associates, DI. 4-8575.	KATJA OF SWEDEN	1384 BROADWAY SHOWROOM-22ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 27-	FALL COLLECTION AT PREVIEW FOR PRESS	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
May 28 9:00 A.M. Breakfast	Nelly de Grab will present her Fall collection at a breakfast preview for the press. <u>Trade preview:</u> Wednesday, May 28 at 9:00 A.M. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Tuesday May 27 10:00 A.M.	PREVIEW OF JUNIOR FASHIONS FOR FALL	B. & G. GARMENT CO. (CHICAGO, ILLINOIS)	HAMPSHIRE HOUSE THE COTTAGE
	"Junior Salon"--a new line of junior dresses will be presented by B. & G. Garment Company. By invitation only. Publ.: Rosemary Sheehan, CI.7-8060.		
Tuesday May 27 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	MARY BLACK	18 EAST 50TH STREET SALON
	Mary Black will present her Fall collection at a special preview for the press. By invitation only. Publicity: Donna Cannon, PL. 3-7072.		
Thursday May 27 11:00 A.M. Luncheon And May 28 11:00 A.M.	RESIDENT BUYERS' PREVIEW: DONALD DRESS, INC.; & FALL COLLECTIONS	DONALD DRESS, INC.; & FERN HUNTER	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	"The Fall Hunt Starts At Donald Dress"--presentation of new Fall collection to N.Y. Resident Buyers, luncheon following. By invitation only. <u>On Wednesday, May 28 at 11:00 A.M.,</u> the Fern Hunter new junior Fall collection will be shown, luncheon following. For N.Y. Resident Buyers, by invitation. Publicity: Ken R. Williams, LO. 5-0525.		
Tuesday May 27 12:30 P.M. Luncheon	PRESS PREVIEW: FALL AND WINTER FURS	RITTER BROTHERS	HOTEL PIERRE COTILLION ROOM
	Luncheon preview of Ritter Brothers collection of Fall and Winter furs. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday May 27 2:30 P.M. And Wednesday May 28 12:00 Noon Luncheon	RESIDENT BUYERS' PREVIEW OF FALL COLLECTIONS	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	"Come To The Races"--showing of Fall collection by David Crystal. Haymaker separates collection will be shown on <u>Wed., May 28 at 12:00 Noon</u> luncheon. By invitation only. <u>Trade showings:</u> Lady Northcool suits, beginning Thurs., May 29, continuous daily; Haymaker separates, beginning Mon., June 2, continuous daily; David Crystal, beginning Tues., June 3 at 10:30 A.M. and 2:30 P.M. daily. Publicity: Terry Mayer, BR. 9-6560.		
Tuesday May 27 2:30 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING	SYDELL (666 FIFTH AVENUE)	HOTEL ASTOR BELVEDERE ROOM
	Benefit fashion showing of Sydell's collection of suits, daytime and cocktail dresses, evening gowns and bridal fashions. Contact: PL. 8-0892.		
Tuesday May 27 3:00 P.M. Cocktails	FALL COLLECTION AT PRESS PREVIEW	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Presentation of del Mar's collection for Fall at a cocktail party for the press. By invitation only. <u>N.Y. Resident Buying Offices Preview:</u> Wed., May 28 at 3:00 P.M. Publicity: Ken R. Williams, PE. 6-7462.		
Tuesday May 27 4:30 P.M. Cocktails	FALL DRESSES & SUITS BY ALAN PHILLIPS	LENZ DIMINUTIVES, INC.	533 SEVENTH AVENUE SHOWROOM-7TH FLOOR
	Alan Phillips of Lentz Diminutives will present his Fall collection of dresses and suits to the press. By invitation only. <u>N.Y. Resident Buyers' Preview:</u> Wednesday, May 28 at 3:00 P.M. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 27 8:30 P.M.	PRESS PREVIEW: "ITALY TODAY" EXHIBIT Press preview of "Italy Today" exhibit, which will feature daily fashion showings of the latest creations of Italy's leading couturiers. <u>Open to public:</u> May 28 through June 12. Contact: Gene Rea, WI. 7-9248.	NEW YORK FAIR OF ITALIAN MANUFACTURERS	GRAND CENTRAL PALACE 46TH ST. & LEX. AVE.
Wednesday May 28 8:45 A.M. Breakfast	PREVIEW: ALEX MAGUY FALL COLLECTION Press preview of the Alex Maguy Paris collection of Fall coats and suits, designed exclusively for Donnybrook, with a showing of identical reproductions in imported and domestic fabrics. Alex Maguy will be present to greet the press. (<u>Note Change of Time</u>). By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	DONNYBROOK	500 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday May 28 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Seymour Fox of Fox & Company will present "Pretty As A Picture", his Fall coat and suit collection. By invitation. <u>Trade showings:</u> 10:00 A.M. on June 3, 4, 5, 10, 11, 12, 17, 18, 19. Publ.: Ann R. Silver, MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Wednesday May 28 11:00 A.M.	FALL COLLECTION AT PREVIEW FOR PRESS Press and trade preview of Greta Plattrys Fall collection. By invitation. Publicity: Margaret Hodge, PE. 6-8680.	PLATTRY COUNTRYWEAR	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Wednesday May 28 2:30 P.M.	FALL COLLECTION AT PREVIEW FOR PRESS Preview of Fall sportswear collection by Clare Potter. By invitation. <u>Showings to trade:</u> Thursday, June 5 at 10:30 A.M. and 2:30 P.M., daily. Publ.: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Wednesday May 28 2:30 P.M.; 5:00 P.M.	SHOWING OF SUMMER LINGERIE FASHIONS Bamberger's will present a collection of Vanity Fair lingerie for Summer. Press invited. Open to public. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, N.J.)	4TH FLOOR
Wednesday May 28 3:30 P.M. Cocktails	FALL FOUNDATIONS AT PRESS PREVIEW Flexees will present a collection of foundations for Fall at a cocktail preview for the press. <u>Showing at 4:00 P.M.</u> By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Wednesday May 28 4:00 P.M. Cocktails	FALL COLLECTION AT PRESS PREVIEW Preview for the press of Fall collection by Hannah Troy. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday May 29 9:30 A.M. Breakfast	PREVIEW: FALL AND WINTER COLLECTION Press preview of Carlye's Fall and Winter dress collection. <u>Showing at 10:00 A.M.</u> By invitation. Publicity: Ruth Hammer Associates, EL.5-7108.	CARLYE DRESS COMPANY	1451 BROADWAY SHOWROOM-5TH FLOOR
Thursday May 29 9:30 A.M. Coffee	SHOWING OF SUMMER FASHIONS FOR CHILDREN Lane Bryant will present their "Chubby" collection of Summer fashions for children. By invitation only. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 29 11:00 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Leto, Cohn & Lo Balbo will present their Fall coat and suit collection to the press. By invitation only. Trade showing at 11:45 A.M. on Tuesday, June 3, and daily thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	LETO, COHN & LO BALBO	512 SEVENTH AVENUE SHOWROOM-8TH FLOOR
May 30	MEMORIAL DAY (Legal Holiday--Friday).		
Monday June 2- June 20 9:00 A.M.; 11:00 A.M. Breakfast	PREVIEW OF FALL FASHIONS "Charm" Magazine Gifts Fall Fashions For Women Who Work from the August-September tandem issues, "Best-Dressed Woman In The World". Featuring a promotion and display blueprint, daily at 9:00 A.M. and 11:00 A.M., breakfast, for buyers, merchandise managers, display directors, store promotion executives and buying offices. Contact: Charm Promotion Dept., PL. 9-2080.	CHARM	1384 BROADWAY SHOWROOM-20TH FLOOR
Monday June 2 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION "The Flight Of Fashion"--Fall coats and suits of imported and domestic woolens by Willi will be presented to the press. By invitation only. Daily showings for trade, beginning Wednesday, June 4 at 11:45 A.M. followed by buffet luncheon. Publicity: Angeline Dougherty, MU. 5-3643.	WILL NEMEROV	500 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Monday June 2 12:00 Noon- 2:00 P.M. Luncheon	ROUND-TABLE DISCUSSION & LUNCHEON FOR PRESS Sylvan Rich will invite the press to a round-table discussion on "Making Ready-To-Wear More Ready To Wear". By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Monday June 2 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Beginning Wed., June 4 at 10:30 A.M., trade showings of Frank Gallant collection, with Brigance group. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Monday June 2 3:45 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR SEPARATES "Lotte of Drewyn, U.S.A."--introducing new collection of career girl separates and spectator casuals for Fall. By invitation only. Showings to trade: beginning, Tuesday, June 3 at 1:00 P.M. and 4:00 P.M., daily. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR
Monday June 2 9:00 P.M. Black Tie	PREMIERE OF ITALIAN DESIGNER COLLECTION Fontana of Rome will present her first American collection at a formal premiere for press and resident buyers in the new Fontana-Tafel showroom. By invitation only. Publicity: Margot Stratton, LA. 4-2688.	FONTANA-TAFEL	530 SEVENTH AVENUE PENTHOUSE TERRACE
Beginning Monday June 2	OPENING OF FALL STOCKING COLLECTION Beautiful Bryans will present their Fall collection of stocking fashions to the press and trade, beginning Monday, June 2. Publicity: Sally Cramer, PL. 9-2925.	BEAUTIFUL BRYANS	270 PARK AVENUE A-BLDG., SUITE 605

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 2	OPENING OF FALL COLLECTION FOR JUNIORS	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Week Of June 2	FALL AND WINTER BLOUSES AND SEPARATES	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM-4TH FLOOR
	Dorine Liebert's collection of blouses and separates will be presented in her new showroom. Contact: EL. 5-2577. Publ.: Mildred Kaldor, MU.9-5420.		

OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD

MONDAY, JUNE 2			
Sport-Craft, Inc.	2:30 P.M.; thereafter 10:30 & 2:30.....	550 7TH, LA. 4-9724	
Star-Maid Dresses	10:30 A.M. and 2:30 P.M. daily.....	498 7TH, PE. 6-0444	
TUESDAY, JUNE 3			
Adler & Adler, Inc.	10:30 A.M. daily.....	550 7TH, BR. 9-9600.	
Kane-Weill	10:30 A.M. & 2:30 P.M. daily.....	498 7TH, LO. 5-3041.	
WEDNESDAY, JUNE 4			
Davidow	10:30 A.M. daily.....	550 7TH, PE. 6-6909	
David M. Goodstein	10:30 A.M. & 2:30 P.M. daily.....	550 7TH, LA. 4-2577	
Mutual Rosenbloom	12:00 Noon daily.....	498 7TH, CH. 4-6221.	
	(Mary Stevens collection, Mon. June 2, at 1:30 P.M. daily).		
THURSDAY, JUNE 5			
Zoltan Rosenberg Co.	2:30 P.M. daily, by appointment.....	550 7TH, LA. 4-6691.	

Beginning Monday June 2	OPENING OF FOGA FALL COLLECTIONS	FASHION ORIGINATORS GUILD OF AMERICA	INDIVIDUAL SHOWROOMS
	LARRY L. ALDRICH CO.	GRABOIS	PAUL PARNE CORP.
	HANSEN BANG, INC.	FRED GREENBERG DRESS CO.	BEN REIG, INC.
	BEN BARRACK, INC.	JOSEPH HALPERT, INC.	RUDOLF GOWNS
	CAPRI FROCKS, INC.	HORWITZ & DUBERMAN	MARTIN SIMON, INC.
	DEITSCH, WERSBA & COPPOLA	INTERNATIONAL DRESS CO.	HERBERT SONDEHEIM
	ELFREDA-FOX, 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.		HANNAH TROY, INC.
	Contact: Leonard Gandler, executive secretary, CH. 4-6945.		

Tuesday June 3-5 8:30 A.M. Breakfast	PRIVATE PREVIEWS OF FALL COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
	Private breakfast previews of Carolyn Schnurer's Fall collection at 8:30 A.M. By invitation only. Showings to the trade, beginning Friday, June 6 at 12:30 P.M. daily (box luncheons). Contact: Lee Weber, CH. 4-4587.		

Tuesday June 3 9:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	The Fall couture collection of daytime, cocktail and evening dresses and costumes, designed by Marie Krum, will be shown to the press. By invitation only. (Trade showings daily thereafter at 9:30 A.M. and 12:30 P.M.) Publicity: Helen Galland, CI. 7-3060.		

Tuesday June 3 9:30 A.M. And 2:30 P.M.	SIXTEENTH ANNUAL COLLEGE CLINIC	MADEMOISELLE	HOTEL ROOSEVELT BALIROOM
	"Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Nancy Sprott, Special Projects Department, PL. 9-2080.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 3 10:00 A.M. Show 12:30 P.M.	ANNUAL FALL FASHION CLINIC & LUNCHEON Exhibit of fabrics and fashion, to be advertised in the August and Sept. issues; also, a presentation of back-to-school fashions for children. Contact: Monroe B. Michels, promotion manager, MU. 5-4400.	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
Tuesday June 3 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION Showing of Arthur Jablow's Fall collection of dressmaker suits and coats. Daily thereafter at 10:30 A.M. and 2:00 P.M. Contact: PE. 6-7530.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday June 3 11:00 A.M.	PREVIEW: NEW BRA LINE STYLED BY LILLY DACHE Nemo foundations will preview their new bra line, styled by Lilly Dache. By invitation. Contact: Helen Gardner, Cecil & Presbrey, Inc., MU.8-1234.	KOPS BROS., INC.	385 FIFTH AVENUE SHOWROOM-11TH FLOOR
Tuesday June 3 12:00 Noon; 4:00 P.M.	FALL COLLECTION AT PRESS & TRADE SHOWS Vera Maxwell will present her Fall collection at 12:00 Noon and 4:00 P.M. daily. Contact: Janet Hutton, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Tuesday June 3 12:30 P.M. Luncheon	ANNUAL GRADUATION LUNCHEON & AWARDS Fifteenth annual graduation and awards luncheon. By invitation only. Publicity: Beatrice Cannon, CH. 4-1219.	TOBE-COBURN SCHOOL OF FASHION CAREERS	WAIDORF-ASTORIA SERT ROOM
Beginning Tuesday June 3 1:00 P.M. Luncheon	OPENING OF FALL SPORTSWEAR COLLECTION Janice Milan will present the Fall sportswear collection, designed by Selig Sidney, at daily showings. Buffet luncheon at 1:00 P.M., showing at 1:30 P.M. Publicity: Judith Sidney, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Tuesday June 3 1:30 P.M.	PREVIEW: FALL COATS & SUITS BY DONALD NORRIS Dave Bellsey will present "Me And My Shadow"--Fall collection of Bellciano coats and suits, designed by Donald Norris. Also, new Fall collection of "Bellciettes", styled for five-feet-four and under. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DAVE BELLSEY & CO.	512 SEVENTH AVENUE SHOWROOM-30TH FLOOR
Tuesday June 3 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Arnold & Fox will present the Fall collection of afternoon and cocktail dresses, designed by Miguel Dorian. By invitation only. <u>Trade showings:</u> June 4, 5, 10, 11, 12. Publicity: Pauline Greene, MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Tuesday June 3 4:00 P.M. Cocktails	FUR COLLECTION AT PRESS SHOWING Russeks Fifth Avenue will present a collection of wholesale furs for Fall and Winter. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR-WHOLESALE FUR SHOWROOM
Beginning Tuesday June 3 4:00 P.M.	FALL COLLECTION OPENING: DESIGNED BY JACQUES FATH Joseph Halpert's Fall collection, designed in America by Jacques Fath, will be shown daily at 4:00 P.M. for 2 weeks. Contact: WI. 7-7400.	JOSEPH HALPERT, INC.	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR

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Tuesday June 3 4:30 P.M.	OPENING OF FALL DRESS COLLECTION	RAYMOND MARINELLI	37 WEST 47TH STREET SHOWROOM-3RD FLOOR
	Daily showings of Raymond Marinelli's collection of cocktail and evening dresses for Fall. Continuous showings daily thereafter. Contact: PL.7-2177		
Beginning Tuesday June 3	OPENING OF FALL SPORTSWEAR COLLECTIONS	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
	Frances Sider will present her two new Fall collections at informal daily showings and by appointment. Contact: Julie Isles, LO. 4-3323.		

ADVANCE SHOWINGS: 19TH NATIONAL PRESS WEEK (June 23, 1952)

The members of the N.Y. Dress Institute's Couture Group will hold Advance Showings of their Fall collections for the specifically invited News Syndicate, Magazines, and Foreign Press (for release during Press Week, which begins June 23). The press will make their own appointments, based on the following schedule of daily showings beginning:

June 3 . . . 2:30 P.M.	TOWNLEY (Claire McCardell)	550 7th, LO. 4-2155
June 4 . . . 2:30 P.M.	BENDER & HAMBURGER	498 7th, CH. 4-0450
June 4 . . . 10:30 A.M.	DAVIDOW	550 7th, PE. 6-6909
June 4 . . . 10:30 A.M.	FRANK GALLANT (Brigance)	205W.39, LA. 4-7286
June 4 . . . 1:00 P.M.	HANNAH TROY	530 7th, LO. 3-0988
June 5 . . . 10:30 & 2:30	CAPRI FROCKS	1372 B'way, WI. 7-7430
June 5 . . . 1:00 P.M.	ELFREDA-FOX	498 7th, CH. 4-2659
June 5 . . . 2:30 P.M.	PAUL PARNE	498 7th, CH. 4-4600
June 5 . . . 10:30 A.M.	BEN ZUCKERMAN	512 7th, WI. 7-3764
June 9 . . . 10:00 A.M.	NETTIE ROSENSTEIN	550 7th, BR. 9-6890
June 10 . . . 2:30 P.M.	HANSEN BANG	498 7th, BR. 9-4020
June 10 . . . 10:30 A.M.	JANE DERBY	785 5th, PL. 5-1830
June 10 . . . 10:00 A.M.	BEN REIG (Tues, Wed, Thurs only) . . .	498 7th, CH. 4-1542
June 10 . . . 10:30 & 2:30	HERBERT SONDEHEIM (2nd wk, 10:30 only)	530 7th, LA. 4-7540
June 11 . . . 1:15 P.M.	OLEG CASSINI	498 7th, BR. 9-5986
June 11 . . . 10:30 & 2:30	CEIL CHAPMAN (2nd wk, 2:30 only) . . .	530 7th, LA. 4-5800
June 12 . . . 2:30 P.M.	ANTHONY BLOTTA	498 7th, PE. 6-8412
June 12 . . . 10:00 A.M.	PHILIP MANGONE	500 7th, PE. 6-2204
June 12 . . . 10:30 & 2:30	PATTULLO-JO COPELAND	498 7th, LO. 3-5650
June 16 . . . 10:30 A.M.	MONTE SANO & PRUZAN	21 W.46, LU. 2-2317
June 16 . . . 12:00 Noon	MOLLIE PARNIS	530 7th, BR. 9-5012
June 16 . . . 4:00 P.M.	SAMUEL WINSTON (Charles James)	530 7th, CH. 4-2617
June 17 . . . 10:30 A.M.	MAURICE RENTNER	498 7th, LA. 4-6968

Wednesday June 4 10:30 A.M.	PRESS PREVIEW: FALL COATS AND SUITS	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
	Special preview for press of George Carmel's collection of Fall coats and suits. By invitation only. Trade showings: Beginning Thursday, June 5 at 10:30 A.M. and 2:30 P.M. daily. Publ.: Rosemary Sheehan, CI. 7-8060.		

Wednesday June 4 10:30 A.M.	OPENING OF FALL SPORTSWEAR COLLECTION	THE McMULLEN CO., INC.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR
	Showings at 10:30 A.M. and 2:30 P.M. daily. Publ.: Mary Lewis, MU. 3-9560.		

Wednesday June 4 12:00 Noon Luncheon	FALL AND WINTER DRESS COLLECTION	VAN GOGH FASHIONS, INC.	530 SEVENTH AVENUE SHOWROOM-29TH FLOOR
	Van Gogh will show their Fall and Winter dress collection to press and trade daily. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 4 12:00 Noon Luncheon	COORDINATED SEPARATES FOR INFANTS' WEAR Kleinert's annual showing of coordinated infants' wear and accessories, for ages 6 months to 1½ years. For buyers and press by invitation only. Publicity: Virginia MacAuley, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
Wednesday June 4 2:30 P.M.	BRIGANCE OF SPORTSMAKER FALL COLLECTION Sportsmaker invites the press to their new showroom for a preview of the Fall collection of Brigance-designed blouses, separates and dresses for daytime and evening wear. By invitation only. <u>Trade showings</u> daily thereafter at 2:30 P.M. Contact: Isabelle Avrutov, LO. 3-1534.	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday June 4 3:30 P.M. Cocktails	FALL BLOUSE & SKIRT COLLECTION AT PREVIEW Casino will invite the press and trade to their new showroom for a preview of the Fall collection of blouses and skirts for day and after-five wear. By invitation only. Publicity: Margaret Hodge, CH. 4-0823.	CASINO CLASSICS, INC.	134 WEST 37TH STREET SHOWROOM-5TH FLOOR
Wednesday June 4 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE Fashion Show to preview "Glamour" Magazine's September 1952 Career issue, and to announce the winners of the "Glamour" Survey, "Ten Girls With Taste." Press by invitation. Not open to public. Tickets limited to Glamour tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Thursday June 5 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Anna Miller will present her Fall collection of dresses and suits for daytime and cocktail wear at a breakfast preview for the press. <u>Trade showings</u> : Tuesday, June 10, at 2:30 P.M.; Wednesday, June 11, at 10:30 A.M. and 2:30 P.M., thereafter at 2:30 P.M. daily. Contact: Sally Wolf, CH. 4-3966.	ANNA MILLER & CO.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Thursday June 5 9:30 A.M.	FALL LINGERIE AT PRESS PREVIEW Presentation to the press of Henson's lingerie collection for Fall. By invitation only. <u>Opening for trade</u> : Beginning, Monday, June 9, at continuous daily showings. Contact: Barbara Butler, LO. 4-5155.	HENSON LINGERIE	500 FIFTH AVENUE SHOWROOM-54TH FLOOR
Thursday June 5 10:30 A.M.	OPENING OF FALL DRESS COLLECTION Daily showings at 10:30 A.M., 1:15 P.M. and 4:00 P.M. Contact: LO. 5-4115. Publicity: Viola Shefer, PL. 3-3173.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Thursday 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. Contact: Shirley Carson, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA SERT ROOM
Thursday June 5 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Harmay will present a press showing of their Fall dress and suit collection. By invitation only. Publicity: Pauline Greene, MU. 5-3164.	HARMAY, INC.	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 5 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF FALL JEWELRY COLLECTION Press and resident buyers will be invited to a preview of the Kramer jewelry collection for Fall. <u>Showing at 4:30 P.M.</u> By invitation only. Publicity: Jonni L. Walker, LO. 4-1644.	KRAMER JEWELRY CO. (48 WEST 37TH STREET)	STORK CLUB 3 EAST 53RD STREET
Thursday June 5 4:30 P.M. Cocktails	FALL COLLECTION AT BUYERS' PREVIEW The Fall collection by Georgia Bullock will be presented at a preview for buyers. By invitation only. Continuous daily showings thereafter. Publicity: Mona Jane Moore, LO. 5-4762.	GEORGIA BULLOCK, INC.	350 FIFTH AVENUE SUITE 5708
Friday June 6 9:00 A.M. Breakfast	FALL LINGERIE AT PRESS PREVIEW Breakfast preview for press of Munsingwear's lingerie collection and "Foundettes" for Fall. By invitation. Contact: Mary Woodman, MU. 9-7433.	MUNSINGWEAR, INC.	SAVOY PLAZA LE CHATEAU-11TH FL.
Friday June 6 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW Showing to the press of B. H. Wragge's collection for Fall. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 6 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Adler & Adler's press preview of the Fall collection, designed by Inez Filipo. By invitation. <u>Trade showings:</u> Beginning Tuesday, June 3 at 10:30 A.M. Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Beginning Monday June 9	SHOWING OF FALL HANDBAG LINES Member manufacturers of the Ladies' Handbag Industry association will present complete collections of Fall handbags in individual showrooms. Publicity: Ruth Lundgren, MU. 6-0686.	NAT'L AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Monday June 9 9:00 A.M. Breakfast; 4:00 P.M. Cocktails	OPEN HOUSE FOR PRESS AND TRADE Open house for fashion press in newly decorated and enlarged showroom and presentation of Fall scarf collection at breakfast. 9:00 A.M. to 11:00 A.M. <u>For trade:</u> 4:00 P.M. to 6:00 P.M., cocktails. By invitation only. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM
Monday June 9 11:00 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer) Fall and Winter custom fur col- lection. By invitation only. <u>Trade Showings:</u> beg., Tues., June 10 at 10 A.M. daily, by appointment, contact: CH. 4-8685. Pub. Mildred Kaldor, MU. 9-5420.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 9 4:00 P.M. Cocktails	PREVIEW: PIERRE BALMAIN FALL COLLECTION Press preview of Pierre Balmain's first Fall and Winter American collec- tion. By invitation only. <u>Opening for stores:</u> Tuesday, June 10 at 2:30 P.M. and daily thereafter. Contact: CH. 4-2659.	PIERRE BALMAIN- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 9 4:30 P.M. Cocktails	FALL COLLECTION OF "YOUNG VIEWPOINT" FASHIONS Ginsburg & Abelson will present their Fall collection of "Young Viewpoint" fashions at a preview for press and trade. By invitation only. Contact: Muriel Oggins, CH. 4-4131	GINSBURG & ABELSON, INC.	PARK LANE HOTEL PARK AVE. & 48TH ST.
Monday June 9 7:00 P.M. Dinner	FALL SPORTSWEAR AT FASHION SHOWING Fall sportswear and After-Five fashions will be presented by the Woolknit Associates in cooperation with The Wool Bureau. Showing of "Wool-Dressed Globe Trotters"--dresses, suits, sweaters with original woolknit bathing costumes by American and European designers; also, exhibits of educational "behind-the-scenes" story of wool. Press by invitation. Tickets available to store executives, and buyers. Price: \$25.00. Director: Eleanor Kairalla. Publicity: Women's fashions, Margo Auerbacher, MU. 8-1172; Men's fashions, Lawrence Briggs, PL. 7-5092.	WOOLKNIT ASSOCIATES, INC.; THE WOOL BUREAU	WALDORF-ASTORIA GRAND BALLROOM
Tuesday June 10 9:00 A.M. Breakfast	FALL FASHIONS AT PRESS & TRADE PREVIEW Fall and back-to-school fashions in ready-to-wear and accessories will be presented to the press and trade. <u>Showing at 9:30 A.M.</u> , at Powers Model Agency. By invitation. Contact: Merchandising Coordinates, MU. 8-8722.	JOHN ROBERT POWERS	247 PARK AVENUE 6TH FLOOR
Tuesday June 10 10:30 A.M.	PRESS & TRADE SHOWINGS OF FALL COLLECTION The Fall and Winter collection of Sylvan Rich and Martini Diminutives will be shown at 10:30 A.M. daily. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH & MARTINI DIMINUTIVES	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Beginning Tuesday June 10 1:00 P.M.	OPENING OF FALL AND WINTER COLLECTION Showing of Talmack's Fall and Winter dress and suit collection at 1:00 P.M. daily. Contact: Matty Talmack, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Tuesday June 10 4:30 P.M.; Wednesday June 11 12:00 Noon	PREVIEW OF FALL DRESS COLLECTION Norbert Jay's Fall dress collection will be presented to the press and trade in his new showroom on Tuesday, June 10, at 4:30 P.M. cocktails and Wednesday, June 11, at 12:00 Noon brunch. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	NORBERT JAY	498 SEVENTH AVENUE SHOWROOM
Tuesday June 10 5:30 P.M. Cocktails	FALL COLLECTION AT PRESS & TRADE PREVIEW Puritan Dress Company will present the "Forever Young" adaptations of French and Italian imports, and the Gloria Swanson fashion collection for Fall. By invitation. Publ.: Mathilde Kimball, or Bob Collin, PE. 6-7960.	FURITAN DRESS COMPANY	WALDORF-ASTORIA EMPIRE ROOM
Wednesday June 11 9:30 A.M. Breakfast	PREMIERE SHOWING OF FALL ENSEMBLES First showing of complete Fall ensemble "From Head to Hem", designed by Walter Florell, at preview for press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Wednesday June 11 2:30 P.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Elizabeth Arden will present her Fall ready-to-wear at a preview for the press. By invitation. Publ.: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 11 4:00 P.M.- 7:00 P.M. Cocktails	TWELFTH ANNUAL SEWING CONTEST FASHION SHOW Presentation of prize winning home-sewn garments, and awarding of prizes to eight national winners selected by fashion designers and editors. Showing of garments which have been made by senior and junior non-professional dressmakers from many cities through the U.S., and which have won first prizes locally. By invitation. Publicity: Grace Turner, director, Women's Department, Win Nathanson & Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 12 12:00 Noon Cocktails; Luncheon	PRESS CONFERENCE & SUN GLASS FASHION SHOW Sun Glass press conference and fashion show, Fashion show will tie-in with National Sun Glass Week (June 22-June 28). By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, Inc., LA. 4-1420.	L. J. HOUZE CONVEX GLASS COMPANY	ST. REGIS HOTEL ROOF & PENTHOUSE
Thursday June 12 3:00 P.M.	PREVIEW: FALL "AT-HOME" TULA, INC. FASHIONS BY BRIGANCE A Press preview of Fall "at-home" fashions, designed by Brigance for Tula; also, Tula's Fall collection. By invitation only. <u>Trade opening</u> on Wednesday, June 18, at 3:30 P.M., continuous daily showings thereafter. Contact: Miss Hope, MU. 9-3737.	TULA, INC.	105 MADISON AVENUE SHOWROOM-5TH FLOOR
Tuesday June 12 7:00 P.M. Dinner; 9:00 P.M. Show	ANNUAL FALL FASHION SHOW AND DINNER DANCE "Fashionable Beauties of '52"--Society of N. Y. Dress Designers will pre- sent their annual Fall fashion show at a dinner-dance. Dress optional. Tickets (including tax): \$20.00, dinner and show; \$10.00, balcony seats show only. Contact: Belle Burke, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	WALDORF-ASTORIA GRAND BALLROOM
Monday June 16 9:30 A.M. Breakfast	BREAKFAST PREVIEW OF FALL BRA FASHIONS Preview for press of Lovable's collection of Fall bra styles. By in- vitation only. Contact: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE MEZZANINE
Monday June 16 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SUITS & DRESSES Edith Small will present her Fall collection of suits and gowns to the Press. By invitation. <u>Showings to trade</u> for 3 weeks, beginning Monday, June 2. Publicity: Aileen Platt, TR. 6-1353.	EDITH SMALL ORIGINALS (LOS ANGELES, CALIF.)	HOTEL GOTHAM BALIROOM
Monday June 16 4:00 P.M. Cocktails	FUR FORECAST AND NEW FUR COLORS Hollander will present a forecast of colors, silhouette, price and news in furs for 1952-53. By invitation. Publ.: Rosemary Sheehan, CI. 7-8060.	HOLLANDER FURS	163 WEST 29TH STREET HOLLANDER COLOR ROOM
Tuesday June 17 9:30 A.M. Breakfast	PRESS PREVIEW: FALL & WINTER FUR COLLECTION Bernham Stein's Fall and Winter fur collection, designed by Bette Yokova. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	BERNHAM STEIN	660 FIFTH AVENUE SALON
Wednesday June 17 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Showing of Varden's Fall dress collection, by invitation. <u>Trade showings</u> beginning Tues., June 10 at 10:30 A.M. and 2:30 P.M., daily. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN DRESS	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR

THEATRE PAGE WILL BE RESUMED AS SOON AS SPACE IS AVAILABLE
