

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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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 ENDING FRIDAY, JUNE 6, 1952</u>			
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.
Beginning Friday June 6 9:30 A.M.	SHOWING OF PATENTED NEW "SLIP-IT FRONT" Maria Krum will launch a new patented "Slip-It Front", and interchangeable wardrobe costumes, featuring the "yoke-belt." Daily showings at 9:30 A.M. and 12:30 P.M. Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
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 Press showing of Fall collection, designed by Inez Filipo. By invitation. Trade showings at 10:30 A.M. daily. Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Friday June 6 4:00 P.M.	SHOWING OF CAREER GIRL FASHIONS Fashion show in conjunction with National Secretary Week (June 1-June 6). By invitation only. Publicity: Betty Barras, MU. 6-4600.	McCALL'S PATTERNS	315 FOURTH AVENUE REMINGTON RAND-10 FL.
Friday June 6 4:00 P.M. Cocktails	PRESS SHOWING: FALL DRESS COLLECTION Elfreda-Fox presents their Fall dress collection. By invitation. Trade showings at 1:00 P.M. daily. Publ.: Gladys Steiner, MU. 9-1630.	ELFREDA-FOX	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

<u>FRIDAY, JUNE 6</u>		
Hansen Bang, Inc.	2:30 P.M.	498 7th, BR. 9-4020
Rudolf Gowns	1:15 P.M.	530 7th, WI. 7-6865
<u>MONDAY, JUNE 9</u>		
Deitsch, Wersba & Coppola . . .	10:30 A.M.	512 7th, FE. 6-6872
<u>TUESDAY, JUNE 10</u>		
Grabois	1:30 P.M. and 4:00 P.M.	498 7th, CH. 4-2767
Talmack, Inc.	1:00 P.M.	530 7th, BR. 9-1195
<u>WEDNESDAY, JUNE 11</u>		
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO. 4-1820
<u>THURSDAY, JUNE 12</u>		
Martin Simon, Inc.	Continuous showings.	498 7th, LA. 4-2877
Contact: Leonard Gandler, executive secretary, CH. 4-6945.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Friday June 6	SHOWINGS OF FALL JUNIOR FASHIONS Ted Brown will present the Fall collection of Junior Miss fashions, designed by Frances Prisco, at daily showings. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM-8TH FLOOR
Beginning Friday June 6	SHOWING OF FALL SCARF COLLECTION Daily showings of the Glentex scarf and accessory collection for Fall. Publicity: Ann R. Silver Associates, MU. 7-8654.	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM
Beginning Friday June 6	PREVIEW: FALL FURS DESIGNED BY DORIS DAY Seymour Green will introduce the new Fall fur collection, designed by Doris Day. By appointment. Publicity: Lind-Gilbert Assoc., PL. 3-4786.	SEYMOUR GREEN	132 WEST 31ST STREET SHOWROOM-3RD FLOOR
Beginning Friday June 6	SHOWING OF FALL FOUNDATION FASHIONS Treo's new foundation collection of "What's Right Under The Fall Silhouette." By appointment. Publicity: Lind-Gilbert Assoc., PL. 3-4786.	TREO CO., INC.	200 MADISON AVENUE SHOWROOM-18TH FLOOR

WEEK BEGINNING MONDAY, JUNE 9, 1952

Monday June 9	OPEN HOUSE FOR PRESS AND TRADE 9:00 A.M. and 4:00 P.M.	SCARVES BY VERA Open house and presentation of Fall scarf collection at breakfast, 9:00 A.M. to 11:00 A.M. For trade: 4:00 P.M. to 6:00 P.M., cocktails. By invitation only. Publicity: Florence Brobeck, MU. 8-8197.	417 FIFTH AVENUE SHOWROOM
Monday June 9 9:30 A.M.	PRESS PREVIEW: CASUAL DRESSES & SEPARATES Liz Daly's first press showing of casual dresses and separates for Fall. By invitation. Continuous trade showings daily. Contact: LA. 4-4210.	LIZ DALY, INC.	1410 BROADWAY SHOWROOM-19TH FLOOR
Monday June 9 11:00 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer) Fall and Winter custom fur collection will be presented to the press. By invitation only. Trade showings, Tuesday, June 10 at 10:00 A.M., and daily thereafter. By appointment; contact: CH. 4-8685. Publicity: Mildred Kaldor, MU. 9-5420.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 9 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview of Fall coats and suits. Publicity: Donna Cannon, PL. 3-7072.	DELSON COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Monday June 9 4:00 P.M. Cocktails	PREVIEW: PIERRE BALMAIN FALL COLLECTION Press preview of Pierre Balmain's American collection for Fall. By invitation only. Trade showings at 2:30 P.M., beginning Tuesday, June 10. Contact: Dorothy L. Smith, CH. 4-2659. Press Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	PIERRE BALMAIN- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Monday June 9 4:00 P.M. Cocktails	PRESS & TRADE PREVIEW: FALL BRA FASHIONS Lilyette Brassiere Company will present their Fall collection at a cocktail preview. By invitation only. Contact: Vita Galati, GR. 7-3360.	LILYETTE BRASSIERE CO.	358 FIFTH AVENUE ROOM 530

<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 preview their Fall collection of "Young Viewpoint" fashions. 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 Showing of "Wool-Dressed Globe Trotters"--dresses, suits, sweaters, original woolknit bathing costumes by American and European designers. Press by invitation. Tickets: \$25.00. Director: Eleanor Kairalla. Publ.: 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
			Janur 5 20
			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, Magazine, 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 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. . . 10:30 A.M.	PATTULLO-JO COPELAND	498 7th, LO. 3-5650
June 10. . . 10:00 A.M.	BEN REIG (Tues, Wed, Thurs. only) . . .	498 7th, CH. 4-1542
June 10. . . 10:30 & 2:30	HERBERT SONDEIM (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 13. . . 10:30 A.M.	TRIGERE, INC.	550 7th, LO. 3-1600
June 16. . . 10:30 A.M.	MONTE SANO & PRUZAN	21 W.46, LU. 2-2317
June 16. . . 12:00 Noon	MOLLIE FARNIS	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

Beginning Monday
June 9

SHOWING OF FALL
HANDBAG LINES
Complete collections of Fall handbags in individual showrooms. Publicity: Ruth Lundgren, MU. 6-0686.

NAT'L AUTHORITY FOR
LADIES' HANDBAG INDUSTRY SHOWROOMS

Beginning Monday
June 9

OPENING OF FALL
HANDBAG COLLECTION
Daily showings of Fall handbag collection. Publ.: Ann R. Silver, MU. 7-8654.

Beginning Monday
June 9

OPENING: FOUNDATION
COLLECTION FOR FALL
Continuous daily showings of Warner's foundations for Fall. Contact: Marion Sherwood, MU. 3-1194.

THE WARNER BROS. CO.
(BRIDGEPORT, CONN.)
SHOWROOM-10TH FLOOR

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. Showing at 9:30 A.M., at Powers Model Agency. By invitation. Contact: Merchandising Coordinates, MU. 8-8722.

JOHN ROBERT POWERS
247 PARK AVENUE
6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 10 10:30 A.M.; 2:30 P.M.	PRESS & TRADE SHOWINGS OF FALL COLLECTION Sylvan Rich will present the Fall Martini and Diminutives collections at 10:30 A.M. and 2:30 P.M., June 10-13; thereafter at 10:30 A.M. only. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Tuesday June 10 10:30 A.M.; 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Daily showings of Varden Petite Fall dress collection at 10:30 A.M. and 2:30 P.M. <u>Press preview:</u> Tuesday, June 17 at 2:30 P.M. By invitation only. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday June 10 11:30 A.M. Box Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION Kiviette will present her Fall collection of daytime, cocktail, and even- ing fashions to the press. By invitation only. <u>Trade showings:</u> Beginning Tues., June 10 at 2:30 P.M. and daily thereafter at 10:30 A.M. and 2:30 P.M.; contact: PL. 7-8750. Publicity: Donna Cannon, PL. 3-7072.	KIVIETTE	15 WEST 47TH STREET SALON
Tuesday June 10 12:15 P.M. Luncheon	GIRLS' FALL COATS AND DON LOPER DESIGNS Preview of H. & J. Block's Fall collection of girls' coats; also, first showing of the Don Loper teen and junior coats, designed exclusively for H. & J. Block. By invitation. Publicity: Arthur Pine, VA. 6-2680.	H. & J. BLOCK, INC. (500 SEVENTH AVENUE)	HOTEL NEW YORKER PARLORS F & G
Tuesday June 10 3:00 P.M.	INFORMAL SHOWING OF NEW COSTUME JEWELRY Fall jewelry collection. By invitation. Publicity: Jane Gray, GR. 5-5062.	JOSEPH BOBLEY, INC.	389 FIFTH AVENUE SHOWROOM-10TH FLOOR
Tuesday June 10 4:30 P.M.; June 11 12:00 Noon	PREVIEW OF FALL DRESS COLLECTION Norbert Jay's Fall dress collection will be presented 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. Publ.: Mildred Kaldor, MU. 9-5420.	NORBERT JAY	498 SEVENTH AVENUE SHOWROOM
Tuesday June 10 5:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLECTION The Carol Stanley Fall collection of a "Gallery of Scarves and Handker- chiefs". By invitation. Publ.: Ruth Hammer Associates, EL. 5-7108.	H. I. HERZMAN, INC.	10 EAST 38TH STREET SHOWROOM
Tuesday June 10- June 11 5:00 P.M.	FALL COLLECTION OF MILGRIM ORIGINALS Preview of Milgrim Originals. Daily showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: Genevieve Cawley, CI. 7-7200.	MILGRIM	6 WEST 57TH STREET 6TH FLOOR
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 Collins, PE. 6-7960.	PURITAN DRESS COMPANY	WALDORF-ASTORIA EMPIRE ROOM
Beginning Tuesday June 10	OPENING OF FALL COLLECTION Dressmaker suits and daytime and cocktail dresses. Contact: BR. 9-7885.	LIOTTI, INC.	530 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 10	OPENING OF FALL DEBUTANTE FASHIONS Will Steinman will present continuous showings of his Fall collection of formals and cocktail dresses, designed by Ted Shore. Contact: WI.7-7326.	WILL STEINMAN	525 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Tuesday June 10 Publication Date	"THE ART OF WINDOW DISPLAY" BY LESTER GABA Lester Gaba, feature writer on display for "Women's Wear Daily," and window displayman, has written a practical, well-illustrated book on how to design windows that sell--13 chapters, 140 pages. Price: \$5.00. Coinciding with the publication date, on June 10 at 7:00 P.M., there will be a champagne party in one of Macy's windows. By invitation only. Contact: Barbara Emerson, OR. 9-0630.	STUDIO-CROWELL PUBLICATIONS	BOOKSTORES
Wednesday June 11 9:30 A.M. Breakfast	PREMIERE SHOWING OF FALL ENSEMBLES First showing of complete Fall clothes 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 9:30 A.M.- 11:30 A.M.	PREVIEW OF FALL AND WINTER FABRICS DISPLAY McCall's Patterns will invite the press to a display of Fall and Winter fabrics from 90 fabric houses, in the Redbook Conference Room, 7th Floor. By invitation only. Showings to out-of-town buyers, buying office personnel and special school groups, by appointment, June 11 through June 20. Publicity: Betty Barras, MU. 6-4600.	McCALL'S PATTERNS	230 PARK AVENUE 7TH FLOOR
Wednesday June 11- June 13 10:00 A.M.- 10:00 P.M.	EXHIBIT OF SPANISH MERCHANDISE Over 2000 items will be displayed by 37 Spanish manufacturers at first exhibit in twenty years of merchandise from Spain. By invitation only. Contact: Mr. Capehart, EL. 5-3000, Room 701.	HARRY L. SOKOL & CO.	WALDORF-ASTORIA ASTOR GALLERY
Wednesday June 11 12:30 P.M. Luncheon	SUMMER & RESORT FASHIONS AT LUNCHEON Fashion salute to the superliner "United States", new flagship of the U.S. lines. Press by invitation. Public by reservation; contact: Francois, EL. 5-2600. Savoy Plaza Fashion Director: Claire Wilson, EL. 5-2600.	LEADING DESIGNERS & MANUFACTURERS	SAVOY PLAZA CAFE LOUNGE
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 only. Daily trade showings thereafter at 2:30 P.M., 6th Floor. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
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 by non-professional dressmakers, winners of first prizes locally. By invitation. Publicity: Grace Turner, director, Women's Department, Win Nathanson & Associates, MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 12 9:30 A.M. Breakfast	PREVIEW: "COLOR-STREAK SPRAY-ON HAIR POWDER Wella will introduce to beauty editors a new product--"Color-Streak"-- spray-on hair powder. Also, a display of all Wella beauty products. By invitation only. Publ.: Eveyln Wade, Mann-Ellis, Inc., PL. 9-1310.	WELLA CORP.	HOTEL PIERRE TEAKWOOD ROOM
Thursday June 12 12:00 Noon Luncheon	PRESS CONFERENCE & SUN GLASS FASHION SHOW Sun Glass fashion show and tie-in with Nat'l Sun Glass Week (June 22-28). By invitation. Publicity: Gar Schmitt, Hill & Knowlton, 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" 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. Contact: Miss Hope, MU. 9-3737.	TULA, INC.	105 MADISON AVENUE SHOWROOM-5TH FLOOR
Thursday June 12; Wednesday June 18 3:00 P.M.	HANDKERCHIEF CLINIC, EXHIBIT AND FORUM Handkerchief clinic for buyers, with educational exhibit at 3:00 P.M.; retailers forum at 4:00 P.M.--on Thurs., June 12 and Wed., June 18. By invitation only. Publicity: Mary Marsh, PL. 7-5809.	HANDKERCHIEF PROMOTIONS	WALDORF-ASTORIA JANSEN SUITE
Thursday June 12 4:30 P.M. Cocktails	PRESS PREVIEW: FALL AND WINTER COLLECTION Preview of Dorine Liebert's Fall and Winter separates, blouses and boutique fashions in her new showroom; and celebration of her 10th Anniversary. By invitation only. Showings daily thereafter, by appoint- ment; contact: LA. 4-9290. Publicity: Mildred Kaldor, MU. 9-5420.	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Thursday 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
Friday June 13 9:30 A.M. Breakfast	PREVIEW "CELEBRITES" HANDKERCHIEFS Fall collection of "Celebrities" handkerchiefs at a breakfast preview. By invitation only. Publicity: Fran Healy, PL. 7-5809.	INT'L HANDKERCHIEF CO.	17 EAST 37TH STREET SHOWROOM-3RD FLOOR
Friday June 13 10:30 A.M.	OPENING OF FALL COLLECTION Pauline Trigere's Fall collection will be shown in the new Trigere show- room. Showings thereafter: Tuesday, June 17, Wednesday, June 18, and Thursday, June 19, at 2:30 P.M., promptly. By invitation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
June 15- June 19	CORSET AND BRASSIERE FALL MARKET WEEK, HOTEL McALPIN, 34TH ST. & B'WAY. Contact: Jed Sylbert, Executive Director, MU. 3-1593.		
Sunday June 15	FATHER'S DAY: Theme: "Happy Families Make A Peaceful World." Slogan: "Cheers For Dad--Toast of the Party." Contact: Alvin Austin, MU. 7-6952.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 16 9:30 A.M. Breakfast	BREAKFAST PREVIEWS OF FALL BRA FASHIONS "Class of '52"--Lovable's collection of Fall bras will be presented at a breakfast preview for the press. Previews will also be held at 9:30 A.M. on Tues., Wed., and Thurs. and at 3:00 P.M., Friday, June 20. By invitation only. Contact: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE MEZZANINE
Monday June 16 2:30 P.M.	PRESS PREVIEW OF SLIPPER FASHIONS "Christmas Is Now"--press preview of slippers, mules and TV shoes for Fall and Christmas. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	GUSTAVE	350 FIFTH AVENUE SHOWROOM-7903
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 for 2 weeks, beginning Monday, June 9.</u> Publicity: Aileen Platt, TR. 6-1354.	EDITH SMALL ORIGINALS (LOS ANGELES, CALIF.)	HOTEL GOTHAM BALLROOM
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
Monday June 16 6:00 P.M. Cocktails	PRESS & TRADE PREVIEW: FALL DRESS COLLECTION Presentation of Kay Windsor's dress collection for Fall at preview for press and trade. By invitation only. Contact: Bobbie Hahn, CH. 4-3866.	KAY WINDSOR FROCKS	LA VIE EN ROSE 123 EAST 54TH STREET
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
June 17 2:30 P.M.	PRESS PREVIEW OF VARDEN PETITE'S FALL DRESS COLLECTION AT 530 7TH AVENUE (See Page 4 for June 10 Trade Opening).		
Tuesday June 17 4:30 P.M.- 7:00 P.M. Cocktails	LA TAUSCA'S FALL JEWELRY PREVIEW Fall collection of Majeska-designed pearl jewelry for La Tausca at semi-annual fashion presentation. Showing at 5:00 P.M. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER (L. HELLER & SONS)	HOTEL PLAZA MAIN BALIROOM
Wednesday June 18 11:00 A.M.	SEPARATES COLLECTION AT PRESS PREVIEW Presentation of formal separates for Fall at preview for press and trade. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	DOROTHY DICKERSON	19 WEST 57TH STREET SHOWROOM
Wednesday June 18 12:30 P.M. Luncheon	FALL FASHIONS BY NEW YORK DESIGNERS Waldes Slide Fasteners will present a preview of early Fall fashions, designed by members of the Society of New York Dress Designers, at a luncheon fashion show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldes Publicity: Mrs. Haydon Ross Fields, fashion coordinator, EX. 2-3100. Waldorf Publicity: Madeleine Riordan, EL. 5-3000.	WALDES SLIDE FASTENERS	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 18 4:00 P.M.	PREVIEW: FALL JEWELRY MANUFACTURED BY KRAMER Christian Dior-New York, Inc. will present their Fall jewelry collection, designed by Christian Dior and manufactured by Kramer. By invitation only. Dior Contact: PL. 7-2024. Kramer Publ.: Jonni L. Walker, LO. 4-1644.	CHRISTIAN DIOR NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM-7TH FLOOR
Thursday June 19 9:00 A.M.- 11:00 A.M. Breakfast	PRESS BREAKFAST FOR WORLD BEAUTY CONGRESS Contestants in the first annual Miss Universe World Beauty Congress (June 23-June 28), will be guests at a press breakfast. By invitation only. Publicity: George McMurray, Robert S. Taplinger & Assoc., PL. 7-8040.	CATALINA, INC.; AND UNIVERSAL-INTERNATIONAL BAROQUE SUITE	HOTEL PLAZA
Thursday June 19 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING Subject: "Fashion At Any Price". Speaker: Amy Fagan, Fashion Administrator, Macy's. Show Commentator: Nancy Maxwell, fashion coordinator, ABC Fabrics, and co-chairman of the Ready-To-Wear Division (with Elizabeth Ritter of "Glamour"). Price: \$5.00 for members; \$5.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA) BALLROOM	
Thursday June 19 4:00 P.M. Cocktails	PREMIERE SHOWING OF FALL MILLINERY Premiere showing of Russ Russell Originals for O'Connell Hat Corporation. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	O'CONNELL HAT CORP.	SHERRY NETHERLAND CARNAVAL ROOM
Sunday June 22 9:30 A.M.- 1:00 P.M.	FALL JEWELRY PREVIEW AT OPEN HOUSE PARTY Open-House brunch and presentation of Fall jewelry fashions. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUESSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Sunday June 22 11:00 A.M. Brunch	FALL MILLINERY AT VISITING PRESS SHOW Emme will present her Fall millinery collection during brunch for visiting press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	HOTEL MADISON EMERALD ROOM
Sunday June 22 1:00 P.M.- 3:00 P.M.	FALL AND WINTER SHOE PREVIEW Luncheon and preview of Fall and Winter kid shoes and accessories. By invitation only. Publicity: Geri Matthau, WI. 7-0288.	KID LEATHER GUILD	HOTEL CHATHAM CHATHAM WALK
Sunday June 22 3:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Fall millinery will be presented by Sally Victor to out-of-town press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday June 22 4:30 P.M. Tea	PRESS SHOWING OF "SLIP-IT FRONT" The visiting editors will be invited to a showing of Maria Krum's new patented "Slip-It Front", and interchangeable wardrobe costumes, featuring the "yoke" belt. By invitation only. Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Sunday June 22 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	SAVOY PLAZA HOTEL LE CHATEAU-11TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday June 22 6:00 P.M.- 9:00 P.M. Cocktails	PREVIEW OF CUSTOM COLOGNE FOR PRESS Harriet Hubbard Ayer will introduce new custom cologne at a cocktail party for visiting press. By invitation. Publicity: Mary Brown, MU. 8-6000, Ext. 255.	HARRIET HUBBARD AYER	WALDORF-ASTORIA PRIVATE SUITE
Sunday June 22 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 7 at 2:30 P.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday June 23 4:00 P.M.- 7:30 P.M. Cocktails; Buffet	PRESS PREVIEW: FALL FITTED HANDBAGS Alfred F. Reilly, president of the Evans Company, will present Fall line of fitted handbags (and also, two new lines of porcelain and enamel table lighters and accessories, as the "costume jewelry of the home"). For out-of-town and N.Y. press, by invitation only. Publicity: Bob Cherneff, Steve Hannagan Office, PL. 5-2900.	EVANS COMPANY (TAUNTON, MASS.)	TOOTS SHOR RESTAURANT 51 WEST 51ST STREET
Monday June 23 5:00 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES "Fashions In Time"--latest designs in women's watches, will be presented by The Watchmakers of Switzerland (Federation Suisse des Associations de Fabricants d'Horlogerie) to the N.Y. and out-of-town fashion press. By invitation only. Sponsored by Foote, Cone & Belding International. Contact: Elizabeth Maher Associates, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	RAINBOW GRILL 30 ROCKEFELLER PLAZA
Monday June 23 6:30 P.M. Buffet Supper	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, followed by buffet supper. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
Tuesday June 24 8:00 A.M. Breakfast	FALL MILLINERY SHOW FOR VISITING PRESS Fall millinery collection by Irene of New York at a breakfast for out-of-town press. Local press show, Wed., June 25, at 4:30 P.M. (See Pg.10) Publicity: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday June 24 10:00 A.M.- 6:00 P.M.	INFORMAL EXHIBIT OF FALL HANDKERchiefs "The Handkerchief Story"--an educational display and Fall fashion preview, showing new handkerchiefs coordinated with ready-to-wear and accessories. Dresses--Vera Maxwell. By invitation only. Publ.: Mary Marsh, PL.7-5809.	HANDKERCHIEF PROMOTIONS	WALDORF-ASTORIA ASSEMBLY SUITE-4 FL.
Tuesday June 24 3:00 P.M.	PRESS PREVIEW OF YOLANDE HANDMADES Preview for the New York press of the Yolande collection of handmades for Fall, including couture designs in lingerie, blouses and baby clothes; also new 3 to 6 line. This show will be presented to the visiting press at 4:45 P.M. By invitation only. Publ.: Helen Galland, MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
June 24 4:45 P.M.	YOLANDE'S PREVIEW OF FALL FASHIONS FOR VISITING PRESS AT 4:45 P.M., 16 EAST 34TH STREET, SHOWROOM-16TH FLOOR. (See Above).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 24 5:00 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Fall jewelry by Coro and scarves by Glentex will be presented to out-of-town and local press. By invitation. Publ.: Ann R. Silver Assoc., MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	WALDORF-ASTORIA SERT ROOM
Tuesday June 24 8:00 P.M. Dinner	DIAMOND EXHIBIT AT DINNER FOR VISITING PRESS Diamond jewelry from Black, Starr & Gorham, Van Cleef & Arpels, and Harry Winston will be on display for the visiting editors at cocktails. Entertainment by Cornelia Otis Skinner will follow dinner. By invitation only. Contact: Jean Shanley, CI. 6-0200.	N.W. AYER & SON	HOTEL AMBASSADOR TRIANON ROOM
Wednesday June 25 8:00 A.M. Breakfast	OUT-OF-TOWN PRESS SHOW: EMBROIDERY FASHIONS Presentation of Schiffli-embroidered fashions for Fall and Winter at breakfast for visiting press. By invitation. Publ.: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERY FASHIONS	SAVOY PLAZA SAVOY ROOM
Wednesday June 25 8:30 A.M. Breakfast	GOTHE FALL FASHIONS AT VISITING PRESS SHOW Gothe fashions for Fall will be presented to the out-of-town editors. By invitation only. Publicity: Nona James, CH. 4-7658.	DAVID E. GOTTLIEB	530 SEVENTH AVENUE SHOWROOM
Wednesday June 25 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Irene of New York invites the N.Y. press to a showing of her Fall millinery collection. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday June 25 4:30 P.M. Cocktails	PRESS SHOWINGS OF SHIRTS AND NECKTIES The local and visiting press will be invited to a preview of Fall sport-shirts and neckties, designed by Adrian. By invitation only. Publicity: Paul Roth, The Shivell-Hall Company, MU. 2-9120.	ADRIAN "DESIGNS FOR MEN", INC.	SHERRY NETHERLAND CHANTECLAIR ROOM
Wednesday June 25 7:00 P.M. Dinner Show	FALL HAT FASHIONS FOR LOCAL & VISITING PRESS "Headlines for Fall 1952"--the Millinery Fashion Bureau will invite the out-of-town and local press to dinner at 7:00 P.M., and fashion showing by leading millinery designers and manufacturers at 8:00 P.M. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA EMPIRE ROOM
Wednesday June 25 10:00 P.M.	OUT-OF-TOWN PRESS SHOW: FALL MILLINERY FASHIONS John Frederics will present his Fall millinery to the visiting press. By invitation only. Local press show will be held Wednesday, July 9 at 11:00 A.M. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Thursday June 26 8:00 A.M. Breakfast	VISITING PRESS BREAKFAST WITH MARCEL BOUCHER Fall costume jewelry, including the new 14 and 18 carat gold jewelry, styled by Marcel Boucher. By invitation. Publ.: Viola Shefer, PL. 3-3173.	MARCEL BOUCHER ET CIE	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday June 26 10:00 A.M.	FALL MILLINERY AT PRESS SHOWING The press will be invited to a preview of Sally Victor's millinery collection for Fall. By invitation only. Publ.: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON

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Thursday June 26 5:15 P.M. Cocktails	FALL MILLINERY AT VISITING PRESS PREVIEW Millinery fashions for Fall will be presented by Mr. John at show for the visiting press. Showing for N.Y. press on Friday, June 27, at 10:00 A.M. By invitation only. Publicity: Lois Gifford, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday June 26 6:15 P.M. Tea	HIGH TEA WITH JOSEF FOR VISITING PRESS Trend-setting, Advance Fall collection of domestic and imported "Bags by Josef" will be presented at a preview for the out-of-town editors. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	GOLD SEAL IMPORTERS, INC. SHERRY NETHERLAND (30 EAST 33RD STREET)	CHANTECLAIR ROOM
June 27 10:00 A.M.	MR. JOHN'S PRESS PREVIEW FOR NEW YORK EDITORS AT 10:00 A.M., 53 EAST 57TH STREET, SALON. (See Above).		
Friday June 27 1:30 P.M.	FALL FASHION SHOW FOR VISITING PRESS Henry Rosenfeld will present his Fall collection of dresses and suits to the out-of-town and local editors. By invitation only. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Friday June 27 4:00 P.M.- 6:30 P.M.	FALL SHOE FASHIONS AT VISITING PRESS SHOW I. Miller will invite the press to an informal showing of the Fall shoe collection in their new offices. By invitation only. Publicity: Barbara McGinniss, BR. 9-2610.	I. MILLER & SON	EMPIRE STATE BLDG. SUITE 7110
Friday June 27 6:30 P.M.	FALL MILLINERY FASHIONS AT VISITING PRESS SHOW Presentation to the out-of-town press by Beatrice-Martin of her Fall millinery collection. Showing for local press, Thursday, July 10, at 4:00 P.M. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Saturday June 28 9:00 A.M. Breakfast	BRIGANCE OF SPORTSMAKER VISITING PRESS PREVIEW Showing to the out-of-town editors of the Fall collection of Brigance-designed blouses, skirts, separates and dresses for daytime and evening wear. By invitation only. Contact: LO. 3-1534.	SPORTSMAKER (498 SEVENTH AVE.)	PLACE TO BE ANNOUNCED
Saturday June 28 10:40 A.M. <i>South Hampton</i>	"WEEKEND AT MARTHA'S VINEYARD" FOR PRESS "Weekend At Martha's Vineyard" for visiting press, sponsored by leading mills and manufacturers of fashions, accessories and other products of interest to women. Editors will leave Grand Central Terminal at 11:40 A.M. Daylight Saving Time, Saturday, and will return on Sunday Evening. Fashion show on the train and in the Rose Garden of the Harborside Inn, Martha's Vineyard. By invitation. Publ.: Lind-Gilbert Assoc., PL. 3-4786.	LEADING MILLS & MANUFACTURERS	MARTHA'S VINEYARD MASSACHUSETTS
Monday June 30 11:00 A.M. Sherry; Biscuits	LA TAUSCA JEWELRY SHOW FOR VISITING EDITORS La Tausca will present the Fall jewelry collection at a preview for the out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	411 FIFTH AVENUE SHOWROOM

 THEATRE PAGE WILL BE RESUMED AS SOON AS SPACE IS AVAILABLE
