

# 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 5, 1952</u>			
Monday May 5 11:00 A.M.	GLOVE COLLECTION AT PRESS SHOWING Spring and Summer collection of gloves, designed and manufactured by Roger Fareé, will be shown to the press; also, a preview of his new Fall glove fashions. By invitation only. Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	PARK LANE HOTEL PETIT SALON
Monday May 5 3:30 P.M. Tea	PREVIEW OF DELLBURY COATS, SUITS, SKIRTS Dellbury of London will present the Fall collection of English imports in Angora, cashmere, camel's hair, Harris tweeds, poodle and flannel. <u>Showing at 4:00 P.M.</u> Publicity: Alyce Drew, Diamond-Barnett, MU. 2-7025.	STEINBERG OF LONDON	1407 BROADWAY SHOWROOM-17TH FLOOR
Monday May 5 8:30 P.M. Coffee; Benedictine	FASHION SHOW AT FILM PREMIERE "The Story of Benedictine", a short film about the famed Benedictine Abbey in Fecamp, France; the first night performance of the new French film drama, "Under The Paris Sky" (see Pg. 10 for more details); and a presentation of N.Y. designers' and manufacturers' collections, featuring Spring and Summer fashions in shades of Benedictine. By invitation only. Paris Theatre Publicity: Lillian Gerard, MU. 8-4860. Fashion Show Publicity: Virginia Dickson, Robert S. Taplinger and Associates, PL. 7-8040.	PARIS THEA.; JULIUS WILE; PARIS THEATRE ROBT.S.TAPLINGER & ASSOC. 4 WEST 58TH STREET	
Monday May 5 8:30 P.M. Cocktails	SHOWING OF BOYS FASHIONS FOR FALL "Little Shaver For President"--Fall boys' apparel (ages 2 to 7 years) will be shown in conjunction with Boys Apparel Manufacturers Association Convention (May 4-May 8). By invitation. Contact: Ethel Aaron, MU. 2-3135.	LITTLE SHAVER, INC.	HOTEL NEW YORKER GRAND BALLROOM
May 5- May 10	THIRD ANNUAL IRISH LINEN WEEK, IRISH LINEN GUILD, THROUGHOUT THE COUNTRY. Publicity: Eleanor Rowlands, Rowlands Associates, LE. 2-9292.		
Tuesday May 6 9:30 A.M.- 11:30 A.M. Coffee	PREVIEW: FALL FABRICS & DESIGNS BY STUDENTS Fashion Academy students dress designs for Brand & Oppenheimer fabrics; also, a preview of Brand & Oppenheimer's fabric line for Fall. By invitation only. Publicity: Arthur Freisner, MU. 7-2772.	BRAND & OPPENHEIMER; & FASHION ACADEMY	WALDORF-ASTORIA JADE ROOM
Tuesday May 6 11:00 A.M.; 2:00 P.M.	OPENING OF FALL COLLECTION Presentation of Henry Rosenfeld's collection of Fall dresses, suits and coats at daily showings. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFIELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Tuesday May 6-7 11:00 A.M.- 5:30 P.M.	SHOWING OF BACK-TO- SCHOOL FASHIONS Press and trade showings of the Mary Jane and Scout-Tex collections for Fall. By invitation. Contact: LA. 4-0840.	G.,H. & E. FREYDBERG	1350 BROADWAY SHOWROOM-ROOM 2306

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 6 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING "Your Customers' New Shopping Habits. . .Where? When? How?" Speakers: Hodge Love, director, New Publishing Activities, Fairchild Publications, "Shifting Distribution"; Grace Gaynor, cosmetics buyer, Arnold Constable, "The Department Store Has An Answer!" Chairman: Kay Torrey. Price:\$4.00 for members; \$4.25 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday May 6 7:00 P.M.- 9:00 P.M.	NINTH SESSION OF PUBLICITY COURSE "Trade Association Publicity. . .Holding A Press Conference". Leader-- Evans F. Houghton. Guest Speakers: Jack Bailhe and Hank Hunter, Grant Advertising Agency. Contact: PL. 5-4000, Ext. 208.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Wednesday May 7 9:30 A.M. Breakfast	PRESS SHOWING OF NEW HAIR COSMETICS Contress--a brand new fashion cosmetic for the hair will be shown to the beauty press at a breakfast, prior to its introduction to the public at Macy's. By invitation only. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 3275. Contress Publicity: Jack Shor, OR, 5-0700.	MACY'S: CONTRESS, INC.	HOTEL PIERRE ROOF GARDEN
Wednesday May 7 10:00 A.M.	BEACH AND SPORTS FASHION SHOWING Beach and sports fashions will be shown to the press. Public showing, Thursday, May 8, at 2:00 P.M. Publ.: Juli Daves, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	5TH FLOOR
Beginning Wednesday May 7 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Handmacher-Vogel will present their Fall coat and suit line at 10:30 A.M., beginning Wednesday, May 7. By appointment. Contact: LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Wednesday May 7 12:30 P.M. Luncheon	SHOWING OF FASHIONS AT BENEFIT LUNCHEON Presentation of Spring and Summer fashions during benefit luncheon. Florentine lace gowns--Filcol, Nelly de Grab and Jacques Fath; Indonesian Summer collection--Lotte of Drewyn; Suits and coats--Dave Bellsey. Press by invitation. Public by reservation, contact: Fashion Show Reservations, TE. 8-8000. (This show is a repeat of presentation on Tuesday, May 6, 12:30 P.M. luncheon; also, will be shown on Thursday, May 8, at 12:30 P.M. luncheon). Fashion Show Coordinator and Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000.	LEADING DESIGNERS & MANUFACTURERS	HOTEL PIERRE BALLROOM
Wednesday May 7 12:30 P.M. Luncheon	DAVID CRYSTAL FASHIONS FOR SUMMER AT LUNCHEON "Summer Excitement"--presentation of Summer fashions by David Crystal, including the new Italian collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 7 2:30 P.M. Champagne	CHAMPAGNE PREVIEW: FALL MOCCASIN COLLECTION The press will be invited to a champagne party and preview of Penobscot "Trampeze" and "Old Maine Trotters" moccasins for Fall. By invitation only. Contact: Harold Rieff, Frederick-Clinton Co., MU. 2-7433.	PENOBCOT SHOE CO.	47 WEST 34TH STREET ROOM 418

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 8 12:00 Noon Luncheon	FALL COLLECTION AT PRESS & TRADE SHOW White Stag will show the "Magic Touch For Fall", indoor and outdoor fashions. By invitation. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO. (PORTLAND, OREGON)	HOTEL ROOSEVELT HENRY HUDSON ROOM
Thursday May 8 12:00 Noon Cocktails- Luncheon	LUNCHEON FOR BEAUTY EDITORS Trio By Toni--the beauty press will be invited to cocktails at 12:00 Noon, and luncheon at 12:45 P.M. Contact: Eileen Oberling, 456 Merchandise Mart, Chicago 54, Illinois; Whitehall 4-1800.	THE TONI COMPANY	HOTEL PIERRE ROOF GARDEN
Sunday May 11 10:00 A.M. Trade Show; May 12 10:00 A.M. Press Show	SHOWING OF FALL AND WINTER SHOES Sponsored jointly by New England Shoe and Leather Ass'n. and National Ass'n. of Shoe Chain Stores, the Popular Price Shoe Show of America will present shoe fashions for Fall and Winter. Displays at New Yorker and McAlpin Hotels from Sunday, May 11 through Thursday, May 15. Co-managers of show: Maxwell Field and Edward Atkins. By invitation. Contact: Edward Atkins, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER NORTH BALLROOM
Sunday May 11	MOTHER'S DAY. Theme: "There's Nobody Like <u>Your</u> Mom". Contact: Irving K. Edwards, Nat'l Committee, CH. 4-3900.		
Monday May 12 4:00 P.M. Cocktails	FALL GLOVE COLLECTION AT PRESS PREVIEW Fall showing by Wear-Right Gloves, and a special collection of fabric gloves, designed by Roger Fare. By invitation. Contact: Marina Zangara, MU. 3-9110.	WEAR-RIGHT GLOVES, INC.	244 MADISON AVENUE SHOWROOM
Beginning Monday May 12	SHOWING OF FALL SEPARATES COILECTION Fall collection of Separates. By appointment; contact: PE. 6-8537. Publicity: The Miles, CH. 2-2344.	HERBERT LABANTER, INC.	1384 BROADWAY SHOWROOM-6TH FLOOR
Beginning Monday May 12	OPENING OF FALL COAT & SUIT COLLECTION Showing of Fall collection of coats and suits by Lumay. By appointment. Publicity: The Miles, CH. 2-2344.	LUMAY COAT COMPANY	512 SEVENTH AVENUE SHOWROOM-13TH FLOOR
May 12- May 17	ANNUAL NATIONAL COTTON WEEK, THROUGHOUT THE COUNTRY. Contact: Paul M. Jones, Nat'l Cotton Council, 271 Church St., WO.4-2521.		
Tuesday May 13 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Elizabeth Arden will present a collection of Summer fashions during luncheon. (Note: Plaza Luncheon on Tuesday instead of Thursday this week). Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Arden Publicity: Rasponi Associates, TE. 8-8171. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ELIZABETH ARDEN	HOTEL PLAZA TERRACE ROOM
Tuesday May 13 4:00 P.M. Cocktails	FALL COAT COLLECTION AT PRESS PREVIEW Fall collection of Bambury Coats for Girls, including a special group of coats, designed in Paris by Pierre Balmain for Bambury. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	ROSENBLATT & KAHN, INC.	HAMPSHIRE HOUSE THE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 13- May 15	ANNUAL TOILET GOODS CONVENTION, TOILET GOODS ASS'N, WALDORF-ASTORIA Contact: Toilet Goods Ass'n, CO. 5-5443.		
Wednesday May 14 9:00 A.M. Breakfast	PREVIEW OF FALL AND WINTER LINGERIE Press preview of lingerie for Fall and Winter, 1952, in junior and women's sizes. By invitation only. Contact: Helen D. Leaf, BEDO, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Wednesday May 14 10:00 A.M.	PRESS PREVIEW: FALL BRIDAL HEADDRESSES Edward E. Berger will present a preview of the Fall collection of bridal headdresses, bridesmaids' hats and millinery abstractions, designed by Fran Whitney. By invitation. Publicity: Maud G. Moody, LE. 2-4049.	EDWARD E. BERGER (218 W. 40TH ST.)	530 SEVENTH AVENUE V. MAXWELL'S SHOWRM.
Wednesday May 14 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS "The Fresh, The Flattering, The Feminine"--Arnold Constable's Summer fashion collection by top-flight American designers. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. (This show will be repeated in the Ballroom at 2:30 P.M. for Physicians' Wives League of N.Y.) Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
Wednesday May 14 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING "The Pale Pale Look"--Russeks' collection of Summer pastels in active and spectator sportswear fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Thursday May 15 9:00 A.M. Breakfast	PRESS PREVIEW: SUMMER TRAVEL PRINTS "Traveling Light. . . In Prints"--the Silk and Rayon Print Institute, in cooperation with the Grace Line, will present a group of featherweight Summer travel prints by McKettrick and Betty Hartford. Breakfast will be served courtesy of the Grace Line. By invitation only. Silk & Rayon Print Institute Publicity: Kay Martin or Jean Gallagher, LO. 5-2140. Stern Bros. Publicity: Helen McCarthy, LO. 5-6000.	SILK AND RAYON PRINT INSTITUTE	STERN BROTHERS OVAL ROOM-3RD FLOOR
Thursday May 15 10:45 A.M.	PREVIEW OF FALL COLLECTION "Autumn At Arkin"--presentation to the press of Leonard Arkin's collection of Fall daytime and cocktail dresses, suits and costumes. By invitation only. Publicity: Ann Rabin or Sue Gardner, WI. 7-5324.	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Thursday May 15 3:30 P.M.; 9:00 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Parsons School of Design will present the annual fashion show by students in the Department of Fashion Design. Price--afternoon, \$1.00; evening, \$2.00. Publicity: Joan Klein, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL PLAZA BALLROOM
Monday May 19 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COATS AND SUITS Preview of Fall and Winter coat and suit collection by House of Swansdown. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	HOUSE OF SWANSDOWN	HAMPSHIRE HOUSE THE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 20 12:00 Noon Luncheon	OPENING OF NEW SALON AND FALL FUR PREVIEW  Joseph Bernham will invite the press to the opening of his new fur salon, and will present a collection of highlights from his Fall and Winter furs. By invitation only. Publicity: Rosette de M. Pennington, PL. 5-1068.	JOSEPH BERNHAM	16 EAST 52ND STREET PENTHOUSE
Tuesday May 20 12:30 P.M. Luncheon	PREVIEW: CORONATION SHOE COLLECTION  Introduction to the press of new Fall shoe line, under a new name-- Coronation collection of Red Cross Shoes. By invitation only. Publicity: Marti Lucas, of Lynn Farnol, JU. 6-5777.	RED CROSS SHOES	WALDORF-ASTORIA FERROQUET SUITE
Tuesday May 20 3:00 P.M. Cocktails	PREVIEW: FALL COLLECTION DESIGNED BY JEAN MERSEL  Presentation of Ciro's Fall collection, designed by Jean Mersel, at a cocktail party for press. By invitation only. <u>N.Y. Resident Buying Offices Preview:</u> Wednesday, May 21 at 3:00 P.M. Contact: CH. 4-6851.	CIRO SPORTSWEAR, INC.	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Wednesday May 21 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION  Showing of Bender and Hamburger's collection of Benham Originals for Fall. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Wednesday May 21 12:00 Noon Luncheon	FALL COLLECTION AT PRESS & TRADE PREVIEW  Stanley Wyllins, designer, will present his "College Yearbook" collection of Fall separates and coordinates for Beacon Hill and Coral, Inc. ( <u>Note Change of Date</u> ). By invitation only. Contact: Felice Slavin, CH.4-5722.	BEACON HILL	STORK CLUB 3 EAST 53RD STREET
Wednesday May 21 4:00 P.M. Cocktails	JEAN DESSES BLOUSES BY BRYN MAWR  Bryn Mawr Classics (Alper Blouse Company) will introduce their new collection of Paris-designed blouses for Fall by Jean Desses, who will be present at the press preview. By invitation only. Jean Desses Publ.: Rosemary Sheehan, CI. 7-8060. Alper Publ.: Ann Pester, BR. 9-7222.	ALPER BLOUSE CO.	HOTEL PIERRE
Thursday May 22 10:00 A.M. Breakfast 11:00 A.M. Show	PRESS PREVIEW OF FALL COLLECTIONS  "The Fall Hunt Starts At Donald Dress"--presentation of new Fall collection at a breakfast preview for the press. By invitation only. <u>Showing for N.Y. Resident Buyers:</u> Tuesday, May 27 at 11:00 A.M., followed by luncheon. Also, Fern Hunter will present a new junior Fall collection. By invitation only. <u>N.Y. Resident Buyers' Show:</u> Wednesday, May 28 at 11:00 A.M., followed by luncheon. Publ.: Ken R. Williams, LO. 5-0525.	DONALD DRESS, INC.; & FERN HUNTER	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Thursday May 22 3:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL "TOMMIES"  The press and resident buyers will be invited to a cocktail preview of Kaylon's Fall and Back-To-School collection of "Tommies", pajamas and leisure wear. By invitation only. Contact: Ruth Miller, MU. 9-6292.	KAYLON, INC.	180 MADISON AVENUE SHOWROOM-5TH FLOOR
Monday May 26 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION  Press showing of the Christian Dior-New York 1952 Fall and Winter collection at 2:30 P.M. By invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 27- May 28 9:30 A.M. Breakfast	FALL COLLECTION AT PREVIEW FOR PRESS  Nelly de Grab will present her Fall collection at a breakfast preview for the press. <u>Trade preview:</u> Wednesday, May 28 at 9:30 A.M. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Tuesday May 27 12:30 P.M. Luncheon	PRESS PREVIEW: FALL AND WINTER FURS  The press will be invited to a luncheon preview of Ritter Brothers collection of Fall and Winter furs. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	HOTEL PIERRE COTILLION ROOM
Tuesday May 27 3:00 P.M. Cocktails	FALL COLLECTION AT PRESS PREVIEW  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.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday May 27 4:30 P.M. Cocktails	FALL DRESSES & SUITS BY ALAN PHILLIPS  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.	LENTZ DIMINUTIVES, INC.	533 SEVENTH AVENUE SHOWROOM-7TH FLOOR
Wednesday May 28 9:00 A.M. Breakfast	PREVIEW: ALEX MAGUY FALL COLLECTION  Press preview of the Alex Maguy Paris collection of Fall coats and suits, redesigned exclusively for Donnybrook, with a showing of identical reproductions in imported and domestic fabrics. <u>Showing at 9:45 A.M.</u> By invitation only. Public Relations: Dorothy Gluck, LA. 4-3040.	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 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
Beginning Wednesday May 28- June 12	"ITALY TODAY": EXHIBIT OF ITALIAN PRODUCTS  Daily fashion showings, featuring the latest creations of Italy's leading couturiers, and worn by Italian models, will highlight the exhibit of merchandise from Italy, under the auspices of the N.Y. Fair of Italian Manufacturers. Contact: Gene Rea, WI. 7-9248.	NEW YORK FAIR OF ITALIAN MANUFACTURERS	GRAND CENTRAL PALACE 46TH ST. & LEX. AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 29 9:30 A.M. Breakfast	PREVIEW: FALL AND WINTER COLLECTION  Press preview of Carlye's Fall and Winter dress collection. Showing at 10:00 A.M. ( <u>Note Change of Date and Time</u> ). By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CARLYE DRESS COMPANY	1451 BROADWAY SHOWROOM-5TH FLOOR
May 30	MEMORIAL DAY (Legal Holiday--Friday).		
Monday June 2 8:30 A.M. Coffee	PREVIEW: FALL & WINTER BLOUSES AND SEPARATES  Press and trade preview of Dorine Liebert's Fall and Winter collection of separates and blouses, in a series of 8:30 A.M. breakfast shows. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	DORINE LIEBERT	15 EAST 53RD STREET SHOWROOM
Monday June 2- June 20 9:00 A.M.; 11:00 A.M. Breakfast	PREVIEW OF FALL FASHIONS  "Charm" Magazine Sifts Fall Fashions For Women Who Work from the August- September tandem issues, titled "Best-Dressed Woman In The World". Featur- ing a promotion and display blueprint, at daily showings, 9:00 A.M. and 11:00 A.M., breakfast, for buyers, merchandise managers, display directors, store promotion executives and buying offices. For afternoon showings, store group appointments, contact: Charm Prom. Dept., PL. 9-2080.	CHARM	1384 BROADWAY SHOWROOM-20TH 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 of Frank Gallant. By invitation only. <u>Beginning Wednesday, June 4 at 10:30</u> <u>A.M.</u> , trade showings of Frank Gallant collection, with Brigance group. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH ST. SHOWROOM-5TH FLOOR
Monday June 2 3:45 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR SEPARATES  Drewyn, Ltd., will present "Lotte of Drewyn, U.S.A."--introducing her new collection of spectator casuals for America's career girls. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR
Beginning Monday June 2	OPENING OF FOCA FALL COLLECTIONS  Foga Members will open Fall lines, beginning Monday, June 2: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA-FOX, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC.  Contact: Leonard Gandler, executive secretary, CH. 4-6945.	FASHION ORIGINATORS GUILD OF AMERICA GRABOIS FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS CO. NAT KAPLAN, INC. DAVID LEVINE CO.	INDIVIDUAL SHOWROOMS PAUL PARNE CORP. BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 2	OPENING OF FALL SPORTSWEAR LINES Members of Sportswear Guild will open Fall lines week of June 2: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC.	THE SPORTSWEAR GUILD KANE WEILL MUTUAL ROSENBLUM ZOLTAN ROSENBERG	MANUFACTURERS! SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
Tuesday June 3 9:30 A.M.	PRESS PREVIEW OF FALL COLLECTION The Fall couture collection of daytime, cocktail and evening dresses and costumes, designed by Maria Krum, will be shown to the press. By invitation only. (Trade showings daily thereafter at 9:30 A.M.). Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Tuesday June 3 9:30 A.M. And 2:30 P.M.	SIXTEENTH ANNUAL COLLEGE CLINIC "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.	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
Tuesday June 3 10:00 A.M. Show 12:30 P.M. Luncheon	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, girls, boys, and small teens. Clinic Director: Mrs. Beryl Tucker, fashion editor of "Parents'" Magazine. Luncheon at 12:30 P.M. in the Belvedere Room. Tickets: \$5.00 (clinic); \$5.00 (luncheon). Contact: Monroe B. Michels, promotion manager, MU. 5-4400.	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
Tuesday June 3 11:00 A.M.	PREVIEW OF NEW BRA DESIGN BY LILLY DACHE Nemo Foundations will invite the press to a preview of their new bra line, styled by Lilly Dache. By invitation only. Contact: Helen Gardner, Cecil & Presbrey, Inc., MU. 8-1234.	KOPS BROS., INC.	385 FIFTH AVENUE SHOWROOM-11TH FLOOR
Beginning Tuesday June 3 12:00 Noon	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 2:30 P.M.	FALL COLLECTION BY CLAIRE McCARDELL Daily showings at 2:30 P.M. Contact: LO. 4-2155.	TOWNLEY FROCKS	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday June 3 4:00 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. Publicity: Pauline Greene, MU. 5-3164.	ARNOLD & FOX	PLACE TO BE ANNOUNCED
Tuesday June 3 4:00 P.M.	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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 4 12:00 Noon Luncheon	FALL AND WINTER DRESS COLLECTION  Van Gogh will show their Fall and Winter dress collection to press and trade daily, for two weeks, at 12:00 Noon, box luncheon. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	VAN GOGH FASHIONS, INC.	530 SEVENTH AVENUE SHOWROOM-29TH FLOOR
Wednesday June 4 12:30 P.M. 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. Trade showings daily thereafter at 2:30 P.M. Contact: Isabelle Avrutov, LO. 3-1534.	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM-6TH 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 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
Thursday June 5 1:30 P.M.	PREVIEW: FALL COATS & SUITS BY DONALD NORRIS  Dave Bellsey will present "Straight From The Shoulder"--Fall collection of Bellciano suits and coats, designed by Donald Norris. Also, presentation of new Fall collection of "Bellciettes", styled for those five-feet-four and under. For press and trade. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Thursday June 5 3:00 P.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION  Special preview for press of George Carmel's collection of Fall coats and suits. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
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 will invite the press to a preview of the Fall collection, designed by Inez Filipo. By invitation only. Trade showings, beginning Tuesday, June 3 at 10:30 A.M. and daily thereafter. Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR

MOVIES...MUSIC...RADIO...THEATRE

- Friday May 2      OPENING: "THE VICTIM"      PRESIDENT THEATRE, 247 WEST 48TH  
 David Heilweil and Robert N. Winter-Berger in association with Darren McGavin will present the second in a series of three plays. Director: George Auerbach. Sets & Costumes: Leo Kerz. Publ:Arthur Cantor, PL.5-4717.
- Friday May 2      PREMIERE: "BELLES ON THEIR TOES" (Movie) ROXY THEATRE, 7TH AVE.& 50TH ST.  
 Twentieth Century-Fox will present the sequel to "Cheaper By The Dozen", continuing the story of the large Gilbreth family and their struggle to keep paying housekeeping bills. Stars: Jeanne Crain, Myrna Loy, Debra Paget, Jeffrey Hunter and Edward Arnold. Producer: Samuel G. Engel. Director: Henry Levin. Wardrobe: Charles Le Maire and Dorothy Jenkins. Promotions: Hal Gross, CO. 5-3320.
- Friday May 2      PREMIERE: "PRIDE OF ST. LOUIS" (Movie) RIVOLI THEATRE, B'WAY & 50TH ST.  
 Screen biography of Dizzy Dean, famous pitcher for the St.Louis Cardinals, will be presented by Twentieth Century-Fox. Stars: Dan Dailey. Producer: Jules Schermer. Dir.: Harmon Jones. Costumes: Charles Le Maire. Promotions: Hal Gross, CO. 5-3320.
- Sunday May 4  
 11:15 A.M.      RADIO: "DOROTHY AND DICK"      WOR & WOR-FM, DIAL 710  
 At a brunch with Dorothy and Dick, Mr. John and Peter Brandon will discuss their 6,000-mile automobile fashion inspiration trip through Portugal, Spain and Africa. Mr. John Publicity: Lois Gifford, MU.8-4906. WOR Radio Publ.: Myrtle Berne, LO. 4-8000, Ext. 34.
- Monday May 5      OPENING: "OF THEE I SING"      ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.  
 Jack Carson and Paul Hartman will star in a revival of the musical comedy. Producers: Chandler Cowles and Ben Segal. Director: George S. Kaufman. Settings: Albert Johnson. Costumes: Irene Sharaff. Lighting: Peggy Clark. Publicity: Nat Dorfman, LO. 3-0858.
- Monday May 5      PREMIERE: "UNDER THE PARIS SKY" (Movie) PARIS THEATRE, 4 WEST 58TH ST.  
 Discina Int'l Films Corp. will present a Regina-Filmsonor production which takes the viewer through 24 hours of life in Paris, touching briefly upon 7 of its inhabitants. Producers: Pierre O'Connell and Arys Nissotti. Director: Julien Duvivier. Costumes: Christian Dior. Discina Publ.: Noel Meadow, LO. 5-7763. Paris Theatre Publicity: Lillian Gerard, MU. 8-4360.
- Wednesday May 7      PREMIERE: "CARBINE WILLIAMS" (Movie) B'WAY & 51ST STREET, CAPITOL THEA.  
 MGM movie based on the life of David Marshall Williams who, while serving a prison term, perfected a carbine rifle which was used in World War II. Stars: James Stewart and Jean Hagen. Producer: Armand Deutsch. Director: Richard Thorpe. (Note Change of Date). Publ.: Paula Goold, JU. 2-2000.
- Thursday May 8      PREMIERE: "SCARAMOUCHE" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH  
 MGM Technicolor movie based on the novel by Rafael Sabatini and set in Paris during the reign of Maria Antoinette in the late 1700's. Stars: Stewart Granger, Eleanor Parker, Janet Leigh and Mel Ferrer. Producer: Carey Wilson. Director: George Sidney. Costumes: Gile Steele. Publicity: Herbert Crooker, JU. 2-2000. Music Hall Publ.: Fred Lynch, CI. 6-4600.
- Wednesday May 14      OPENING: "TOVARICH"      N.Y. CITY CENTER, 131 WEST 55TH STREET  
 The N.Y.C. Theatre Co. will present the second in a series of three comedies. Star: Uta Hagen. Publicity: Sol Jacobson, CH. 4-1482.