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6/23/52

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 SATURDAY, JUNE 21, 1952</u>			
Saturday June 21 6:45 P.M. Dinner	DINNER TO HONOR ELEANOR LAMBERT Dinner to honor Eleanor Lambert, fashion director of New York Dress Institute, given by 25 editors who attended the First National Press Week in N. Y. in 1943. Attendance limited to Charter Group. Arrangements: Graydon Heartsill (Dallas Times-Herald); or Honor McGrath (Buffalo Courier-Express).	EDITORS WHO ATTENDED FIRST N.Y. PRESS WEEK	HOTEL ALGONQUIN
June 21	FIRST DAY OF SUMMER (Saturday).		
Sunday June 22 9:00 A.M. Breakfast	VISITING PRESS PREVIEW: "NO BACK WRINKLE" SKIRT Mme. Louise Bruné will present her Fall collection of daytime and evening fashions featuring the "no back wrinkle" skirt, at a showing for the out-of-town editors. By invitation only. Publ.: Donna Cannon, PL. 3-7072.	MME. LOUISE BRUNE (WASHINGTON, D.C.)	17 EAST 48TH STREET SHOWROOM
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, KRUSSMAN & 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. Local press show, Wed., July 9 at 1:00 P.M. (See Pg. 11). Publicity: Mildred Kaldor, MU. 9-5420.	EMME	HOTEL MADISON EMERAID 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. 7-0332.	KID LEATHER GUILD	HOTEL CHATHAM CHATHAM WALK
Sunday June 22 1:00 P.M.- 7:00 P.M.	EXHIBIT OF JEWELRY FOR VISITING PRESS An exhibition of Fall jewelry, designed by Michael Paul, will be presented to the out-of-town and local press. By invitation only. Publicity: Peggy Caile, PL. 5-6358.	MARVELLA PEARLS	383 FIFTH AVENUE SHOWROOM-5TH FLOOR
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. Local press show, Thurs., June 26 at 10:00 A.M. (See Pg. 7). Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday June 22 4:30 P.M. Viennese Coffee	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 FLOOR
Sunday June 22 6:00 P.M. Cocktails	PREVIEW OF CUSTOM COLOGNE FOR PRESS Harriet Hubbard Ayer will introduce new custom cologne to visiting press. By invitation. Publicity: Mary Brown, MU. 8-6000, Ext. 255.	HARRIET HUBBARD AYER	WALDORF-ASTORIA SUITES R, S, T
Sunday June 22 7:15 P.M.- 9:00 P.M.	PREMIERE: NEW QUIZ TV PROGRAM FOR VISITING PRESS The out-of-town editors will be invited to attend the premiere of "The Big Pay-Off", N.B.C.-TV new evening television quiz program, sponsored by Colgate-Palmolive-Peet. Host and Hostess: Randy Merriman and Bess Myerson. Adele Simpson fashions will be shown. By invitation. Publicity: Corinne Schwab, Spotlight Promotions, PL. 7-0800.	COLGATE-PALMOLIVE-PEET	NEW AMSTERDAM ROOF 214 WEST 42ND STREET
Sunday June 22 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN PRESS Fall millinery show for visiting editors. <u>Local press, Mon., July 7 at</u> <u>2:30 P.M. (See Pg. 10)</u> By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Week of June 23	"TRAVEL TIME STARTS AT A & S" A. & S. salutes America-On-The Move, highlighting travel apparel, luggage, sporting goods, with informal modeling from 12:00 Noon to 3:00 P.M. daily of active sportswear, travel costumes, and party fashions. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS, INC. (BROOKLYN)	THROUGHOUT THE STORE
Beginning Monday June 23	SHOWING OF RESORT COTTON FABRICS Daily showings of "Inspiration Cotton" fabrics for Holiday and Resort. By appointment, contact: Louise Huston, LO. 5-2866.	HERBERT MEYER, INC.	1441 BROADWAY SHOWROOM
Beginning Monday June 23	COMPOSITE SHOE DISPLAY FOR VISITING PRESS A composite shoe display of Fall and Winter styles will be presented to visiting press during week of June 23. By appointment only. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	HOTEL SHELBURNE 37TH ST. & LEX. AVE.
Monday June 23- June 28	SEVENTEENTH ANNUAL NATIONAL SWIM WEEK Contact: Martin Stern, VA. 6-0543.	SWIM FOR HEALTH ASS'N	THROUGHOUT THE COUNTRY
Beginning Monday June 23	DAILY SHOWINGS OF WILLI'S FALL COLLECTION Willi will invite visiting editors to daily showings of his Fall collection at 11:45 A.M. daily. By invitation only. Publicity: Angeline Dougherty, MU. 4-6873.	WILL NEMEROV	500 SEVENTH AVENUE SHOWROOM-11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>NEW YORK DRESS INSTITUTE'S NINETEENTH NATIONAL PRESS WEEK (June 23, 1952)</u>			
	Fashion editors of over 100 U.S. and foreign newspapers will be invited to attend the 19th National Press Week. Fall and Winter collections of 27 leading designers, 330 members and auxiliary members of the N.Y. Dress Institute's Couture Group, will be shown daily. The release date of each collection is 24 hours after the showing (auxiliary members one week later). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		43
Monday, June 23...	9:00 A.M. WELCOME BREAKFAST & FORUM. 10:00 A.M. CLAIRE McCARDELL (TOWNLEY) 11:00 A.M. PAUL PARNE 12:00 Noon DELMAN (Auxiliary Member) 12:45 P.M. INT'L SILK ASS'N. (Auxiliary) 2:30 P.M. BENHAM ORIGINALS 3:30 P.M. BEN ZUCKERMAN 4:30 P.M. HERBERT SONDEHEIM 5:15 P.M. HARVEY BERIN 8:30 P.M. MAURICE RENTNER		WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. WALDORF-PEACOCK WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. 498 SEVENTH AVENUE
Tuesday, June 24...	8:00 A.M. BUFFET BREAKFAST 9:00 A.M. PHILIP MANGONE 10:00 A.M. ORIGINALA COATS 11:00 A.M. MONTE-SANO & FRUZAN 12:00 Noon SHIP 'N SHORE (Auxiliary Member) 2:00 P.M. OLEG CASSINI 3:00 P.M. HANNAH TROY 4:00 P.M. ELFREDA-FOX (Pierre Balmain) 5:00 P.M. CORO-GLENTEX (Auxiliary Members) 8:00 P.M. N.W. AYER & SON (Auxiliary)		WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. WALDORF-EMPIRE RM. 498 SEVENTH AVENUE WALDORF-SERT ROOM AMBASSADOR-TRIANON
Wednesday, June 25...	9:00 A.M. B.H. WRAGGE 10:30 A.M. JOSEPH HALPERT (Jacques Fath) 11:30 A.M. SAMUEL WINSTON (Charles James) 12:30 P.M. A. HOLLANDER & SON (Auxiliary) 2:30 P.M. HATTIE CARNEGIE 3:30 P.M. JANE DERBY 5:30 P.M. NETTIE ROSENSTEIN		BONWIT TELLER-9 FL. 530 SEVENTH AVENUE 530 SEVENTH AVENUE SHERRY-NETHERLAND 711 FIFTH AVENUE 785 FIFTH AVENUE WALDORF-SERT ROOM
Thursday, June 26...	9:00 A.M. ADELE SIMPSON 10:00 A.M. DAVIDOW 11:00 A.M. TRIGERE 12:30 P.M. BRIDAL SHOW-LUNCHEON 2:30 P.M. BRIGANCE OF FRANK GALLANT 3:30 P.M. CHRISTIAN DIOR 6:00 P.M. STYLE-WISE FASHION SERIES		530 SEVENTH AVENUE 550 SEVENTH AVENUE 550 SEVENTH AVENUE WALDORF-EMPIRE RM. 205 WEST 39 STREET 730 FIFTH AVENUE WALDORF-EMPIRE RM.
Friday, June 27...	9:00 A.M. MOLLIE PARNIS (PARNIS-LIVINGSTON) 10:00 A.M. PATTULLO-JO COPELAND 11:00 A.M. BEN REIG 12:00 Noon CAPRI FROCKS 1:00 P.M. HANDMACHER-VOGEL (Auxiliary) 3:00 P.M. HANSEN BANG 4:00 P.M. CEIL CHAPMAN (Cocktails)		530 SEVENTH AVENUE 498 SEVENTH AVENUE 498 SEVENTH AVENUE 1372 BROADWAY 1407 BROADWAY 498 SEVENTH AVENUE 530 SEVENTH AVENUE

Monday FALL SHOE PREVIEW
 June 23 FOR VISITING EDITORS
 12:00 Noon The out-of-town press will be invited to a preview of Fall shoe fashions by Delman (Auxiliary Member of N.Y.D.I.--See Above). By invitation only.
 Publicity: Eleanor Lambert, MU. 8-2130.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 23 12:45 P.M. Luncheon	SILK FASHIONS FOR FALL AT PRESS PREVIEW Luncheon fashion showing of Fall collections by leading designers in fabrics from International Silk Association, U.S.A. (Auxiliary Member of N.Y.D.I.--See Pg. 3). (<u>Note Change of Time</u>). For local and visiting press, by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	WALDORF-ASTORIA EMPIRE ROOM
June 23 2:30 P.M.	BENDER & HAMBURGER...BENHAM ORIGINALS (NEW YORK DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
June 23 3:30 P.M.	BEN ZUCKERMAN (NEW YORK DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
Beginning Monday June 23 3:30 P.M.	AT-HOME SEPARATES BY SYLVAN RICH Daily showings, at 3:30 P.M. of "at-home" separates, negligees, and housecoats, designed by Sylvan Rich for Leisure Designed. Publicity: Mildred Kaldor, MU. 9-5420.	LEISURE DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
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 the 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'S RESTAURANT 51 WEST 51ST STREET
June 23 4:30 P.M.	HERBERT SONDEHEIM (NEW YORK DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
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
June 23 5:15 P.M.	HARVEY BERIN (NEW YORK DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
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
June 23 8:30 P.M.	MAURICE RENTNER (NEW YORK DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM-16TH FLOOR. (See Page 3).		
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 9:30 A.M. (See Pg. 7) Publicity: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 24 8:00 A.M.	BUFFET BREAKFAST FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
June 24 9:00 A.M.	PHILIP MANGONE (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
Tuesday June 24 9:30 A.M. Breakfast	PRESS PREVIEW OF NEW TEXTILE DESIGN Signature Fabrics--division of M. Lowenstein & Sons, Inc.--will invite fashion and fabric editors to view a new approach to textile design to be promoted by top designers in Cruise and Resort season. At Artists Gallery, 711 5th Ave. By invitation. Contact: Bee Bradshaw, MU.8-6200.	SIGNATURE FABRICS DIV. OF M. LOWENSTEIN	ASSOCIATED AMERICAN ARTISTS GALLERY
June 24 10:00 A.M.	ORIGINALA COATS (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
Tuesday June 24 10:00 A.M.- 6:00 P.M.	INFORMAL EXHIBIT OF FALL HANDKERCHIEFS "The Handkerchief Story"--a Fall fashion preview of new handkerchiefs. By invitation only. Publicity: Mary Marsh, PL. 7-5809.	HANDKERCHIEF PROMOTIONS	WALDORF-ASTORIA SUITE M
June 24 11:00 A.M.	MONTE-SANO & PRUZAN (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
Tuesday June 24 12:00 Noon Luncheon	PRESS PREVIEW: FALL BLOUSE COLLECTION Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Page 3) will present Fall blouses. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	WALDORF-ASTORIA EMPIRE ROOM
June 24 2:00 P.M.	OLEG CASSINI (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
June 24 3:00 P.M.	HANNAH TROY (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
Tuesday June 24 4:00 P.M. Champagne	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 5:45 P.M. (Note Change of Time). By invitation only. Publicity: Helen Galland, MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
June 24 4:00 P.M.	ELFREDA-FOX...PIERRE BALMAIN (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM-18TH FLOOR. (See Page 3).		
Tuesday June 24 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW "Access-O-Quiz"--Fall jewelry by Coro and scarves by Glentex (Auxiliary Members of N.Y.D.I.--See Pg. 3). Showing at 5:00 P.M. By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	WALDORF-ASTORIA SERT ROOM
Tuesday June 24 5:30 P.M.- 7:00 P.M.	PREVIEW: FALL GOWN COLLECTION Cocktail preview of Fall collection of daytime, cocktail and evening dresses. By invitation. Contact: PL. 9-8057.	MILDRED O'QUINN	ST. REGIS HOTEL LOUIS XVI ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 24 5:45 P.M.	YOLANDE'S PREVIEW OF FALL FASHIONS FOR VISITING PRESS AT 5:45 P.M., (<u>NOTE CHANGE OF TIME</u>). 16 EAST 34TH STREET, SHOWROOM-16TH FLOOR. (See Page 5).		
Tuesday June 24 8:00 P.M. Dinner	DIAMOND EXHIBIT AT N.W. AYER & SON, INC. DINNER FOR VISITING PRESS N.W. Ayer & Son (Auxiliary Member of N.Y. Dress Institute--See Pg. 3) will present a display of diamond jewelry from Black, Starr & Gorham, Van Cleef & Arpels, and Harry Winston for the visiting editors at cocktails. Entertainment by Cornelia Otis Skinner will follow dinner. By invitation only. Contact: Jean Shanley, CI. 6-0200.		HOTEL AMBASSADOR TRIANON ROOM
Tuesday June 24 10:00 P.M.- Midnight	FALL MILLINERY SHOWING FOR VISITING PRESS Lilly Dache will present her Fall millinery fashions to the visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Wednesday June 25 8:00 A.M. Breakfast	OUT-OF-TOWN PRESS SHOW: SCHIFFLI EMBROIDERY EMBROIDERY FASHIONS 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	GOTHÉ FALL FASHIONS AT VISITING PRESS SHOW Gothé 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--4TH FLOOR
June 25 9:00 A.M.	B.H. WRAGGE (NEW YORK DRESS INSTITUTE), SHOWING FOR VISITING PRESS, BONWIT-TELLER, 721 FIFTH AVENUE, 9TH FLOOR. (See Page 3).		
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
June 25 10:30 A.M.	JOSEPH HALPERT...JACQUES FATH (NEW YORK DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM-24TH FLOOR. (See Page 3).		
June 25 11:30 A.M.	SAMUEL WINSTON...CHARLES JAMES (NEW YORK DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM-11TH FLOOR. (See Page 3).		
Wednesday June 25 12:30 P.M. Luncheon	FUR FORECAST FOR OUT-OF-TOWN PRESS Hollander (Auxiliary Member of New York Dress Institute--See Pg. 3) will present a forecast of colors, silhouette, price and news in furs for 1952-53. By invitation for visiting and local editors. Publicity: Rosemary Sheehan, CI. 7-8060.	HOLLANDER FURS	SHERRY-NETHERLAND CHANTECLAIR ROOM
Wednesday June 25 12:30 P.M. Luncheon	MADEMOISELLE'S SALUTE TO FASHION DESIGNERS Mademoiselle Magazine will pay tribute to N. Y. designers and presentation of their Summer collections, including: Jeanne Campbell of Sportwhirl; Joset Walker of Walker-Minchenberg; Claire McCardell; Vera Maxwell; Anne Fogarty; Jane Derby; Carolyn Schnurer; Nettie Rosenstein; Tula (designed by Brigance). Press by invitation. Public by reservation; contact: Francois, EL. 5-2600. Savoy Plaza Fashion Director: Claire Wilson, EL. 5-2600.	LEADING DESIGNERS	SAVOY PLAZA CAFE LOUNGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 25 2:00 P.M.; 5:30 P.M.	SHOWING OF FUR-LINED FASHIONS FOR CAREER GIRLS Presentation of Fall toppers and coats with fur linings made from repro- cessed fur coats. Publ.: Constance Bray, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK	3RD FLOOR COAT DEPARTMENT
June 25 2:30 P.M.	HATTIE CARNEGIE (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE, SHOWROOM. (See Page 3).		
Wednesday June 25 3:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Daytime, cocktail and evening dresses for Fall will be presented to the press. By invitation. Contact: Charles Kleibacker, WI. 7-5769.	ELLIOT-CHARLES	23 WEST 38TH STREET ROOM 1601
June 25 3:30 P.M.	JANE DERBY (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 785 FIFTH AVENUE, SHOWROOM. (See Page 3).		
Wednesday June 25 4:30 P.M. Cocktails	PRESS SHOWING 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 Shivel-Hall Company, MU. 2-9120.	ADRIAN "DESIGNS FOR MEN", INC.	SHERRY NETHERLAND CARNAVAL ROOM
June 25 5:30 P.M.	NETTIE ROSENSTEIN (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3).		
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 invita- tion 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. (See Page 3). Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICCS, 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
June 26 9:00 A.M.	ADELE SIMPSON (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM-23RD FLOOR. (See Page 3).		
June 26 10:00 A.M.	DAVIDOW (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM-21ST FLOOR. (See Page 3).		
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 collec- tion for Fall. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
June 26 11:00 A.M.	TRIGERE (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM-16TH FLOOR. (See Page 3).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 26 12:00 Noon	SHOWING OF FALL COLLECTION TO OUT-OF-TOWN EDITORS Seymour Fox will invite the out-of-town press to a "Capsule Showing of Fashion Highlights," presenting his Fall coat and suit collection. By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	FOX & COMPANY	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
June 26 12:30 P.M.	LUNCHEON SHOWING OF BRIDAL FASHIONS FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
June 26 2:30 P.M.	BRIGANCE OF FRANK GALLANT (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 205 WEST 39TH STREET, SHOWROOM-5TH FLOOR. (See Page 3).		
June 26 3:30 P.M.	CHRISTIAN DIOR (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE, SHOWROOM. (See Page 3).		
Thursday June 26 4:30 P.M. Cocktails	"COOLER" PARTY FOR OUT-OF-TOWN EDITORS Coty will give a "cooler" party to display makeup colors for Fall and Winter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	730 FIFTH AVENUE SHOWROOM
Thursday June 26 5:15 P.M.	FALL MILLINERY AT VISITING PRESS PREVIEW Millinery fashions for Fall will be presented by Mr. John at show for the visiting press. <u>Showing for N.Y. press on Friday, June 27, at 10:30 A.M.</u> (See Below). By invitation only. Publicity: Lois Gifford, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday June 26 6:00 P.M. Tea	HIGH TEA WITH JOSEF FOR LOCAL AND VISITING PRESS Trend-setting, advance Fall collection of domestic and imported "Bags by Josef". By invitation only. Publicity: Viola Shefer, PL. 3-3173.	GOLD SEAL IMPORTERS, INC. SHERRY-NETHERLAND (30 EAST 33RD STREET)	CHANTECLAIR ROOM
June 26 6:00 P.M.	STYLE-WISE FASHION SERIES AND DINNER FOR VISITING PRESS, WALDORF-ASTORIA, EMPIRE ROOM. (See Page 3).		
Friday June 27 8:00 A.M. Breakfast	VISITING PRESS PREVIEW: FALL MILLINERY FASHIONS Fall millinery fashions will be presented during breakfast for the out-of-town press. By invitation only. <u>Local press show at 9:30 A.M., Friday, July 9.</u> (See Page 10). Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	HAMPSHIRE HOUSE THE COTTAGE
June 27 9:00 A.M.	MOLLIE PARNIS...PARNIS-LIVINGSTON (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM-18TH FLOOR. (See Page 3).		
Friday June 27 9:00 A.M.- 5:00 P.M.	FALL COLLECTION AT OPEN HOUSE FOR PRESS Vera Maxwell will present her Fall collection at an open house for the out-of-town editors. By invitation only. Contact: Connie Barber, LO.3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
June 27 10:00 A.M.	PATTULLO-JO COPELAND (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM-14TH FLOOR. (See Page 3).		
June 27 10:30 A.M.	MR. JOHN'S PRESS PREVIEW FOR NEW YORK EDITORS AT 10:30 A.M., (<u>NOTE CHANGE OF TIME</u>) 53 EAST 57TH STREET, SALON. (See Above).		
June 27 11:00 A.M.	BEN REIG (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 498 7TH AVENUE, SHOWROOM-23RD FLOOR. (See Page 3).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 27 12:00 Noon	CAPRI FROCKS (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 1372 BROADWAY, SHOWROOM-5TH FLOOR. (See Page 3).		
Friday June 27 1:00 P.M. Luncheon	FALL COLLECTION AT VISITING PRESS SHOW Fall fashions by Handmacher-Vogel (Auxiliary Member of N.Y.D.I.—See Page 3). By invitation only. Publicity: Isabella Crawford, LO. 4-7832.	HANDMACHER-VOGEL	1407 BROADWAY SHOWROOM-15TH FLOOR
Friday June 27 1:30 P.M. Cocktails	FALL FASHION SHOW FOR VISITING PRESS Henry Rosenfeld will present his Fall collection of dresses, coats 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
June 27 3:00 P.M.	HANSEN BANG (NEW YORK DRESS INSTITUTE) SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM-7TH FLOOR. (See Page 3).		
June 27 4:00 P.M.	CEIL CHAPMAN (NEW YORK DRESS INSTITUTE) COCKTAIL SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM-2ND FLOOR. (See Page 3).		
Friday June 27 4:00 P.M.- 6:30 P.M.	FALL SHOE FASHIONS AT VISITING PRESS SHOW I. Miller's informal showing of Fall shoe collection. 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 of the Beatrice-Martin Fall millinery collection. <u>Showing for local press, Thursday, July 10, at 4:00 P.M.</u> (See Page 11). By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Friday June 27 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS Gotham Hosiery will invite the out-of-town editors to the new musical comedy "Wish You Were Here". There will be a party on-stage after the performance, to meet the cast and see a showing of new Gotham hosiery fashions for Fall. By invitation only. Publ.: Eleanor Lambert, MU.8-2130.	GOTHAM HOSEIERY	IMPERIAL THEATRE 249 WEST 45TH STREET
Saturday June 28 9:00 A.M. Breakfast	BRIGANCE OF SPORTSMAKER VISITING PRESS PREVIEW Showing of the Fall collection of Brigance-designed blouses, skirts, separates and dresses for daytime and evening wear. (Luggage will be checked through to the train for editors going on the "Weekend At Martha's Vineyard.") By invitation only. Contact: Irving Lein, LO. 3-1534.	SPORTSMAKER (498 SEVENTH AVENUE)	HOTEL COMMODORE SOUTH ROOM
Saturday June 28 10:40 A.M. Through Sunday June 29	"WEEKEND AT MARTHA'S VINEYARD" FOR PRESS "Weekend At Martha's Vineyard" for visiting press, sponsored by Aris Gloves; Clairol, Inc.; Doris Day Furs; Laros Textiles; M. Lowenstein & Sons, Co.; Nelly de Grab; Reed & Barton; Wm. Skinner & Sons; Tennessee Eastman Co.; and Treo Co.; also, Ansco; Canada Dry; Remington Rand, Inc.; New Haven Railroad; Martha's Vineyard Chamber of Commerce; and Steamship Authority. Editors will leave Grand Central Terminal on a special train, Saturday at 10:40 A.M., Daylight Saving Time (luggage will be checked through to the train at the Brigance of Sportsmaker fashion show). By invitation. Publicity: Lind-Gilbert Associates, PL. 3-4786.	LEADING MILLS & MANUFACTURERS	MARTHA'S VINEYARD MASSACHUSETTS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 30 11:00 A.M. Sherry	LA TAUSCA JEWELRY SHOW FOR VISITING EDITORS La Tausca's 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
July 4	FOURTH OF JULY (Legal Holiday-Friday).		
Monday July 7 12:00 Noon Luncheon	PRESS & TRADE PREVIEW: FALL MILLINERY L. & B. Karo will invite the press and trade to a preview of the Fall hat collection. By invitation. Publicity: Maud G. Moody, LE. 2-4049.	L. & B. KARO	7 EAST 37TH STREET SHOWROOM-11TH FLOOR
Monday July 7 2:30 P.M. Dessert	FALL MILLINERY AT PRESS PREVIEW Walter Florell will present his Fall millinery at a dessert party for the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday July 7 4:00 P.M.	PRESS PREVIEW FALL MILLINERY Jack McConnell will invite the press to a preview of his Fall millinery collection in his new salon. By invitation only. Contact: JU. 6-1527.	JACK McCONNELL	36 WEST 57TH STREET SALON
Tuesday July 8 8:30 A.M. Breakfast	FALL MILLINERY BREAKFAST FORUM Annual forum of the MMEA, with experts discussing millinery trends. By invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA ASTOR GALLERY
Tuesday July 8 12:00 Noon Luncheon	FALL FABRICS AT PRESS PREVIEW Press preview of Fall fashions by leading designers in John Walther fabrics. By invitation only. Publicity: Elena Turner, JU. 6-0143.	JOHN WALTHER	HAMPSHIRE HOUSE THE COTTAGE
Tuesday July 8 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER Milliners include: Anita Andra; Beatrice-Martin; Braagaard; Hattie Carnegie; Chanda; Bernice Charles; Lilly Dache; Emme; Peg Fischer; Walter Florell; Gladys & Belle; Harryson Hats; Mago Hayes; G. Howard Hodge; Mr. John; John Frederics; Edgar J. Loric; Lydia; Milgrim; Germaine Montabert; Laddie Northridge; Jeanne Tete; Sally Victor; and Vogue Hats. Also, Alfreda; Ambrose Hat Co.; Bernclaire Hats; Brandt Millinery Co.; Chesterfield Hat Corp.; Joe Cohn Hats; Elizabeth Hat Co.; Oscar Friedman, Inc.; Harry Furst Co.; Gardner Hats; B.J. Goldenberg; Harry Hikand; George Lesser; Luxor Hat Co.; Walter K. Marks; Frances & Walter Nelkin; O'Connell Hat Corp.; Morris Schachter & Co.; Eugene Scherman; Schwartz & Rosenfeld Hats; William Silverman; Wilshire Hat Co.; Woodmere Hats by Herbert Bentley; and Bernard Workman. Junior hats include: Greenberg-Fisch; "Little Lady" by Harry Sperling; and Playtoppers by Salfair. <u>Showing at 9:00 P.M.</u> Dinner and show: \$20.00; Mezzanine, show only: \$10.00. Contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. <u>Press by invitation.</u> Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 9 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Preview for N.Y. press of Fall millinery fashions by Laddie Northridge. By invitation. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	HOTEL PIERRE ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 9 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW The press will be invited to a preview of John Frederics collection of millinery for Fall. By invitation only. Publ.: Lily Davis, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Wednesday July 9 1:00 P.M. Luncheon	FALL MILLINERY AT PRESS PREVIEW Emme will invite the press to a luncheon preview of her Fall millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	HOTEL MADISON EMERALD ROOM
Wednesday July 9 4:00 P.M. Cocktails	FALL MILLINERY AT PRESS PREVIEW The press will be invited to a cocktail preview of Christian Dior-New York Fall millinery collection, designed by Christian Dior in Paris. Attendance by invitation. Contact: Mme. Jeanne Rousseau, PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
Thursday July 10 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Preview of Braagaard's collection of Fall millinery. By invitation only. Contact: PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON
Thursday July 10 12:00 Noon Luncheon	PRESS & TRADE PREVIEW: FALL MILLINERY Box luncheon and preview for the press and trade of the Fall millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	GLADYS & BELLE	20 WEST 57TH STREET SALON
Thursday July 10 2:30 P.M.	FALL MILLINERY AT PRESS & TRADE PREVIEW First Fall millinery collection by Eleanor Flournoy at preview for press and trade. By invitation only. Publicity: Elizabeth Maher, EL. 5-4248.	ELEANOR FLOURNOY	STORK CLUB 3 EAST 53RD STREET
Thursday July 10 4:00 P.M.	FALL MILLINERY AT PREVIEW FOR PRESS Preview of Beatrice-Martin's Fall millinery. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Wednesday July 16 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING The Millinery Division of The Fashion Group will hold a luncheon meeting. More details later. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Beginning Friday July 25	SCHEDULE OF LONDON COUTURE PREVIEWS Friday, July 25: John Cavanagh; Norman Hartnell; Worth (London) Ltd. Monday, July 28: Lachasse; Digby Morton; Peter Russell; Michael Sherard. Tuesday, July 29: Hardy Amies; Charles Creed; Mattli; Victor Stiebel. Admission by invitation only. Contact: Lilian Hyder, Organizing Secretary, 36 Bruton Place, London, W-1, England.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON W-1, ENGLAND
Beginning Wednesday July 30	OPENING OF PARIS COUTURE COLLECTIONS Showings of the Autumn and Winter collections by members of the Chambre Syndicale de la Couture Parisienne, will begin on Wednesday, July 30. (Complete schedule will be listed later). Contact: Madeleine Godeau, 102, Rue du Faubourg St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE