

Free Copy
12-15-52

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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december

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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, DECEMBER 12, 1952</u>			
Friday Dec. 12 4:00 P.M. Cocktails	IZOD OF LONDON SHIRTS FOR MEN "A Scotch Hour"--Izod of London will present Resort and Spring casual shirts for men. By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Dec. 12- Jan. 5	SHOWING OF "CHRISTMAS 1885" A life-size exhibition showing holiday dinner of a "New York Family, Christmas 1885." Open to public. Contact: LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	5TH AVE. & 103RD ST.
Dec. 14- Dec. 18	SEMI-ANNUAL DISPLAY MARKET WEEK AT HOTEL NEW YORKER, 5TH, 6TH, 7TH FLOORS. Contact: National Association of Display Industries, 203 N.Wabash,Chicago.		
<u>WEEK BEGINNING MONDAY, DECEMBER 15, 1952</u>			
Monday Dec. 15 10:00 A.M.	PREVIEW OF NEW MUTATION MINK COLORS Preview of first annual mink seminar, featuring 1953's new mutation mink colors, bred on their own Colorado mink ranch. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	2ND FLOOR FUR SALON
Monday Dec. 15 7:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE Subject: "Job Discussion"--a panel of speakers will answer questions and give job advice in an open discussion. Speakers: Grace Bamonte, B. Altman & Co.; Mary E. Campbell, Conde Nast Publications; James B. Lucy, Personnel Consultant. Price: \$2.00. Contact: The Fashion Group, CI.7-3940.	THE FASHION GROUP, INC. CARL FISCHER HALL (9 ROCKEFELLER PLAZA)	165 WEST 57TH STREET
Monday Dec. 15 7:30 P.M.- 8:45 P.M.	ADVERTISING SURVEY COURSE Subject: "Specialized Copy--Problems that determine techniques." Speakers: Retail...Henriet Meredith, Retail Div., I. Miller & Sons, Inc.; Ethical...Dorothy Noyes, Noyes & Sproul, Inc.; Fashion...Jeanne Pierre, A.D. Juilliard & Co.; Industrial...Lawrence G. Malone, Moore-Malone Assoc.; Radio...TV...Hal James, Ellington & Co. Price: \$1.00 per lecture. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR NORTH BALLROOM
Monday Dec. 15- Jan. 3	EXHIBITION BY FREDERIC TAUBES Associated American Artists Galleries present a one man show of Frederic Taubes' paintings. Contact: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
Tuesday Dec. 16 12:30 P.M. Luncheon	COATS AND SUITS AT BENEFIT LUNCHEON Donnybrook will present coats and suits. By invitation. Donnybrook Contact: LA. 4-3040. Pierre Fashion Director: Nola Luxford, TE.8-8000.	DONNYBROOK	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 17 11:00 A.M.	PRESS PREVIEW: NYLON TRICOT LINGERIE Colura will present a press showing of high fashion nylon tricot lingerie and cotton petticoats for Spring and Summer. Also, collection of new hosiery. By invitation only. Publicity: Noriene Barrett, MU. 6-0055.	COLURA, INC.	185 MADISON AVENUE SHOWROOM - 9TH FLOOR
Wednesday Dec. 17 12:30 P.M. Luncheon	LARRY ALDRICH FASHIONS DURING LUNCHEON Larry Aldrich Holiday and Resort fashions will be presented by Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 17- Feb. 15	EXHIBITION OF DE STIJL GROUP Exhibition of paintings, sculpture, architecture, typography and furniture featuring Dutch group of artists known as de Stijl; also, selections by contemporary artists and designers reflecting their influence. Contact: CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR
Thursday Dec. 18 9:00 A.M.- 12:00 Noon	PREVIEW: HOME FURNISHINGS STORE Preview of a new contemporary home furnishings store with decorator service, custom and other prominent furniture lines. By invitation only. Publicity: Martha Kai, Virginia Burdick Public Relations, OR. 4-6462.	F. B. ARTHUR MODERN INTERIORS	149 EAST 57TH STREET
Thursday Dec. 18 10:00 A.M.	PREVIEW OF SPRING "TOMMIES" COLLECTION Kaylor will present their Spring collection of "Tommies"--for sleeping and lounging. Show at 10:15 A.M. By invitation. Contact: Ruth Miller or Betty Greenwald, MU. 9-6292.	KAYLON, INC.	180 MADISON AVENUE SHOWROOM-5TH FLOOR
Thursday Dec. 18 8:30 P.M.	SPECIAL FASHION PRESENTATION Fashion show by the Fashion Institute of Technology. By invitation. Contact: Shirley Goodman, OR. 5-3307.	FASHION INSTITUTE OF TECHNOLOGY	225 WEST 24TH STREET
Dec. 21	FIRST DAY OF WINTER (Sunday).		
Dec. 25	CHRISTMAS DAY (Thursday)		
Cancelled Dec. 29	SAKS 34TH SHOWING OF FASHIONS FOR JUNIORS, ORIGINALLY SCHEDULED FOR 12:15 P.M. & 5:45 P.M. ON MONDAY, DEC. 29, HAS BEEN CANCELLED.		
Monday Dec. 29 4:00 P.M.- 7:00 P.M. Cocktails	MODERN FURNITURE AND COORDINATED FASHIONS Presentation of Modernmaster furniture, coordinated with fashions by Jonathan Logan. Also, paintings by modern masters. By invitation. Contact: Mrs. Zenith Gross, MU. 9-6510.	TODAY'S HOUSE	53 EAST 34TH STREET
Tuesday Dec. 30 12:15 P.M. Luncheon	PREVIEW OF SPRING SCARFS & STOLES Glensder Textile Corp. will present their Spring collection of scarfs, stoles, wraps, novelties, and imports. Resident buyers only. Publicity: Ann R. Silver, MU. 7-8654.	GLENTEX (417 FIFTH AVENUE)	HOTEL ASTOR EAST BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 1	NEW YEAR'S DAY (Thursday--Legal Holiday).		
Saturday Jan. 3 1:30 P.M. Luncheon	"CLAMBAKE PARTY" FOR VISITING PRESS Sylvan Rich will present "Nautical Blues"--Martini Designed and Diminutives to the visiting press. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Sunday Jan. 4 10:00 A.M.- 1:00 P.M. Breakfast	SPRING JEWELRY PREVIEW AT BREAKFAST PARTY Trifari, Krussman & Fishel will invite the out-of-town and N.Y. editors to a presentation of their Spring jewelry fashions. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Sunday Jan. 4 11:00 A.M. Breakfast	MILLINERY SHOWING FOR VISITING PRESS Emme will invite the visiting editors to a buffet breakfast and showing of her Spring millinery. Presentation to the New York press at 12:00 Noon, at Hotel Pierre on the Roof, on Monday, Jan. 5. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	HOTEL PIERRE GRAND BALIROOM FOYER
Sunday Jan. 4- Jan. 6 12:00 Noon- 9:00 P.M.	"FASHION ON THE GO" OPEN HOUSE FOR PRESS Showing of 1953 collection of luggage, hatboxes, brief cases, jewel boxes, billfolds and personal leather accessories to visiting and N.Y. press. <u>Jan. 4: 12:00 Noon-9:00 P.M.; Jan. 5: 9:00 A.M.-9:00 P.M.; Jan. 6: 9:00 A.M.-12:00 Noon.</u> By invitation. Contact: Betty Fryman, LE. 2-3961.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA	WALDORF-ASTORIA CARPENTER SALON
Sunday Jan. 4 1:00 P.M.- 3:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS IN KID Luncheon for visiting press and preview of Spring and Summer kid shoes and accessories. By invitation only. Publicity: Geri Matthau or Charline Osgood, WI. 7-0332.	KID LEATHER GUILD	HOTEL CHATHAM VANDERBILT & 48TH ST.
Sunday Jan. 4 3:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Showing of Sally Victor's Spring millinery collection to the visiting press. Show will be repeated for the local editors on Monday, Jan. 5, at 10:30 A.M. By invitation only. Publ.: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday Jan. 4 4:30 P.M.	SPRING COLLECTION FOR VISITING PRESS Maria Krum will present her Palm Beach and Spring collection to the out-of-town press. By invitation only. Publ.: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Sunday Jan. 4 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the out-of-town press to open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	SAVOY PLAZA HOTEL LE CHATEAU-11TH FL.
Sunday Jan. 4 6:00 P.M.- 9:00 P.M.	COCKTAIL PARTY FOR VISITING & LOCAL PRESS "Celebrity Night"--Harriet Hubbard Ayer will invite out-of-town and N.Y. editors to a cocktail party. By invitation. Publicity: Mary Brown, MU. 8-6000.	HARRIET HUBBARD AYER	HAMPSHIRE HOUSE THE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 4 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR VISITING PRESS Showing of Spring millinery. <u>N.Y.</u> fashion editors on Thurs., Jan. 8 at <u>2:30 P.M.</u> By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON

NEW YORK DRESS INSTITUTE'S TWENTIETH NATIONAL PRESS WEEK (Jan. 5-Jan. 10, 1953)

Fashion editors of leading newspapers will be invited to attend the 20th National Press Week. Spring and Summer collections of 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 (aux. members 1 week later). Publ.: Eleanor Lambert, MU. 8-2130.

Monday, Jan. 5....	9:00 A.M. WELCOME BREAKFAST & FORUM. . .	WALDORF-SERT ROOM
	10:00 A.M. BEN ZUCKERMAN.	WALDORF-SERT ROOM
	11:00 A.M. PAUL PARNE.	WALDORF-SERT ROOM
	12:00 Noon DELMAN (Auxiliary Member). . .	WALDORF-PEACOCK LGE.
	1:00 P.M. SHIP 'N SHORE (Auxiliary). . .	WALDORF-SERT ROOM
	2:30 P.M. HARVEY BERIN	WALDORF-SERT ROOM
	3:30 P.M. JACK SARNOFF (Molly)	WALDORF-SERT ROOM
	4:30 P.M. FILCOL	WALDORF-SERT ROOM
	8:30 P.M. MAURICE RENTNER.	498 SEVENTH AVENUE
Tuesday, Jan. 6....	8:00 A.M. BUFFET BREAKFAST	WALDORF-SERT ROOM
	9:00 A.M. HERBERT SONDEHIM	WALDORF-SERT ROOM
	10:00 A.M. ORIGINALA COATS.	WALDORF-SERT ROOM
	11:00 A.M. BENHAM ORIGINALS	WALDORF-SERT ROOM
	12:00 Noon CELESTE (Auxiliary Member) . .	WALDORF-PEACOCK LGE.
	1:00 P.M. INT'L SILK ASS'N. (Auxiliary). .	WALDORF-STARLIGHT RF.
	2:00 P.M. MONIE-SANO & PRUZAN.	WALDORF-SERT ROOM
	3:00 P.M. CLAIRE McCARDELL OF TOWNLEY. .	WALDORF-SERT ROOM
	4:00 P.M. CAROLYN SCHNUERER	WALDORF-SERT ROOM
	5:00 P.M. CEIL CHAPMAN	WALDORF-SERT ROOM
Wednesday, Jan. 7....	9:00 A.M. DAVIDOW.	550 SEVENTH AVENUE
	10:00 A.M. TRIGERE.	550 SEVENTH AVENUE
	11:00 A.M. ADELE SIMPSON.	530 SEVENTH AVENUE
	12:30 P.M. REXALL (Ann Delafield--Aux.). .	PLAZA HOTEL-TERRACE
	2:00 P.M. BRIGANCE OF FRANK GALLANT. . .	205 WEST 39TH STREET
	3:00 P.M. MOLLIE PARNIS(Parnis-Livingston) .	530 SEVENTH AVENUE
	4:00 P.M. JOSEPH HALPERT (Jacques Fath). .	530 SEVENTH AVENUE
	5:00 P.M. PHILIP MANGONE	500 SEVENTH AVENUE
Thursday, Jan. 8....	9:00 A.M. B. H. WRAGGE	BONWIT TELLER
	10:00 A.M. HATTIE CARNEGIE.	711 FIFTH AVENUE
	11:00 A.M. ELIZABETH ARDEN (Buffet) . . .	691 FIFTH AVENUE
	2:00 P.M. JANE DERBY	785 FIFTH AVENUE
	3:30 P.M. CHRISTIAN DIOR	730 FIFTH AVENUE
	5:00 P.M. NETTIE ROSENSTEIN.	550 SEVENTH AVENUE
Friday, Jan. 9....	9:00 A.M. PATTULLO-JO COPELAND	498 SEVENTH AVENUE
	10:00 A.M. BEN REIG	498 SEVENTH AVENUE
	11:00 A.M. ELDREDA FOX; PIERRE BALMAIN, N.Y. .	498 SEVENTH AVENUE
	12:30 P.M. COTY, INC. (Auxiliary Member). .	WALDORF-SERT ROOM
	2:00 P.M. CAPRI FROCKS	1372 BROADWAY
	3:00 P.M. SAMUEL WINSTON (Charles James) .	530 SEVENTH AVENUE
	4:00 P.M. HANNAH TROY.	530 SEVENTH AVENUE
	5:00 P.M. OLEG CASSINI	GOGI'S LARUE
Saturday, Jan. 10....	9:00 A.M. STYLE-WISE FASHION SERIES. . .	WALDORF-SERT ROOM
	11:00 A.M. FASHIONS FOR INDUSTRY (Aux.) .	WALDORF-SERT ROOM
	12:30 P.M. JONATHAN LOGAN (Auxiliary) . .	VERSAILLES REST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 5 10:00 A.M.	BEN ZUCKERMAN (N. Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Jan. 5 10:30 A.M.	SALLY VICTOR'S PREVIEW OF SPRING MILLINERY FOR THE LOCAL PRESS AT 10:30 A.M., 18 EAST 53RD STREET. (See Page 3).		
Jan. 5 11:00 A.M.	PAUL PARNES (N. Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Jan. 5 12:00 Noon	EMME'S PREVIEW OF SPRING MILLINERY FOR THE N.Y. PRESS AT 12:00 NOON, FOLLOWED BY LUNCHEON, AT THE HOTEL PIERRE ROOF. (See Page 3).		
Monday	SPRING SHOE PREVIEW	DELMAN	WALDORF-ASTORIA
Jan. 5	FOR VISITING EDITORS	(745 FIFTH AVENUE)	PEACOCK LOUNGE
12:00 Noon	The out-of-town press will be invited to a preview of Spring shoe fashions by Delman (Auxiliary Member of N.Y.D.I.--See Page 4). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday	PREVIEW OF SPRING BLOUSE FASHIONS	SHIP 'N SHORE BLOUSES	WALDORF-ASTORIA
Jan. 5			SERT ROOM
1:00 P.M.	The out-of-town press will be invited to a luncheon showing of Spring blouses by Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Page 4). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Luncheon			
Jan. 5 2:30 P.M.	HARVEY BERIN (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Jan. 5 3:30 P.M.	JACK SARNOFF, INC...DESIGNED BY MOLLY (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Monday	MILLINERY PREVIEW	BEATRICE-MARTIN	16 WEST 57TH STREET
Jan. 5	FOR N. Y. PRESS		SALON
4:00 P.M.	Presentation of the Beatrice-Martin Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.		
Cocktails			
Monday	PRESS PREVIEW OF	NATIONAL ASSOCIATION OF	WALDORF-ASTORIA
Jan. 5	BUDGET FASHIONS	HOUSE DRESS MFRS.	JANSEN SUITE
4:00 P.M.-	Leaders of the Daytime Dress Industry will meet the press to tell their story of "Fashions That Meet The Budget in this national balance-the-budget year of 1953." By invitation. Contact: Erwin Feldman, Director, LA. 4-6352.		
6:00 P.M.			
Cocktails			
Jan. 5 4:30 P.M.	FILCOL (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Monday	PREVIEW OF YOLANDE	YOLANDE, INC.	PARK LANE HOTEL
Jan. 5	SPRING COLLECTION		CRYSTAL BALLROOM
5:30 P.M.	Yolande will invite the visiting and local press to a tea to preview the Spring collection, including couture designs in lingerie, blouses, baby clothes and size 3 to 6 party dresses. By invitation only. Publicity: Ruby Graham, TE. 8-3987.		
Tea			
Jan. 5 8:30 P.M.	MAURICE RENTER (N. Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM. (See Page 4).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week of Jan. 5	SHOWING OF WARM- WEATHER SHOES	GUILD OF BETTER SHOW MANUFACTURERS	HOTEL SHELBURNE LEX. AVE. & 37TH ST.
	The Guild of Better Shoe Manufacturers will present their couture foot-wear collections for 1953. Out-of-town editors are also invited to see these collections. Members include: Belegant; Newton Elkin; Jerro Bros.; La Valle, Inc.; John Marino & Son; Palter De Liso; M. Wolf & Son; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200.		
Beginning Monday Jan. 5	OPENING OF SPRING JEWELRY COLLECTION	CORO, INC.	47 WEST 34TH STREET SHOWROOM
	Spring collection of Coro jewelry and new Corocraft "fashion masterpieces." By appointment only. Publicity: Ann.R. Silver, MU. 7-8654.		
Beginning Monday Jan. 5	SCARFS AND STOLES FOR SPRING	GLENTEX	417 FIFTH AVENUE SHOWROOM
	Opening of Spring collection of scarfs, stoles, wraps, novelties and imports by Glensder Textile Corp. By appointment only. Publicity: Ann R. Silver, MU. 7-8654.		
Beginning Monday Jan. 5	SHOWING OF SPRING HANDBAG LINES	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
	Industry-wide opening of Spring 1953 handbag fashions. All member manufacturers will show complete collections of new handbag styles in their own showrooms. Publicity: Ruth Lundgren, MU. 6-0686.		
Beginning Monday Jan. 5	SPRING JEWELRY COLLECTION	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
	Showing of Trifari's Spring collection of jewelry. By appointment only. Publicity: Dorothy Lansing, PL. 9-7598.		
Jan. 5- Jan. 16	OPENING OF WINTER MARKET AT THE AMERICAN FURNITURE MART IN CHICAGO. Contact: American Furniture Mart, 666 Lake Shore Drive, Chicago, Ill.		
Tuesday Jan. 6 8:00 A.M. Breakfast	SPRING MILLINERY FOR VISITING EDITORS	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Irene of New York will invite the out-of-town editors to a preview of her Spring millinery collection. <u>N.Y. Press Showing, Wednesday, Jan. 7, at 9:30 A.M.</u> By invitation only. Publicity: Maud G. Moody, LE. 2-5562.		
Jan. 6 9:00 A.M.	THE NEW YORK DRESS INSTITUTE WILL HAVE A BUFFET BREAKFAST AT THE WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Tuesday Jan. 6 8:30 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
	Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.		
Jan. 6 9:00 A.M.	HERBERT SONDEHEIM (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Jan. 6 10:00 A.M.	ORIGINALA COATS (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 6 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Preview of Braagaard's Spring millinery collection for local and out-of-town press. By invitation only. Contact: PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON
Jan. 6 11:00 A.M.	BENHAM ORIGINALS...BENDER & HAMBURGER (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Tuesday Jan. 6 12:00 Noon Aperitif	PRESS PREVIEW OF CHILDRENS' DRESSES Celeste (Auxiliary Member of N.Y.D.I.--See Page 4) will present a showing to visiting and local press of Spring collection of couture fashions for little girls. Also, a special preview of their mother and daughter Summer fashions. By invitation only. Publicity: Rose Hilton, MU. 5-5133.	CELESTE FROCKS (1350 BROADWAY)	WALDORF-ASTORIA PEACOCK LOUNGE
Tuesday Jan. 6 1:00 P.M. Luncheon	PRESS PREVIEW OF FASHIONS IN SILK Luncheon fashion showing of Spring collections by leading designers in fabrics from International Silk Association, U.S.A. (Auxiliary Member of N.Y.D.I.--See Page 4). By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	WALDORF-ASTORIA STARLIGHT ROOF
Jan. 6 2:00 P.M.	MONTE-SANO & PRUZAN (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Jan. 6 3:00 P.M.	CLAIRE McCARDELL OF TOWNLEY (N. Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM (See Page 4).		
Jan. 6 4:00 P.M.	CAROLYN SCHNURER (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Jan. 6 5:00 P.M.	CEIL CHAPMAN (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Tuesday Jan. 6 9:00 P.M.	SPRING MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. Show will be followed by supper and dance. By invitation only. Contact: Millinery Stabilization Commission, LO. 4-7800. Publ.: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Tuesday Jan. 6 9:30 P.M.	NINETEENTH ANNUAL FASHION SHOW "Daytime Fashions for the Youthful Look"--presentation of new Spring and Summer "Meet the Budget" fashions by the national brand line daytime dress manufacturers, plus a special group of dresses featuring the newest fabrics from 26 leading fashion textile houses. Featuring television star Dorothy Collins. By invitation only. Bonnie Donahue, Fashion Director. Contact: Erwin Feldman, Director, LA. 4-6352.	NATIONAL ASSOCIATION OF HOUSE DRESS MFRS.	WALDORF-ASTORIA MAIN BALLROOM
Wednesday Jan. 7 8:00 A.M. Breakfast	EMBROIDERED FASHIONS FOR VISITING PRESS Fashions in embroidery will be presented to visiting press. By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERY MANUFACTURING BUREAU	PLACE TO BE ANNOUNCED
Jan. 7 9:00 A.M.	DAVIDOW SPORTSWEAR (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM. (See Page 4).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 7 9:30 A.M.	IRENE OF NEW YORK'S PRESS PREVIEW FOR N.Y. EDITORS AT 9:30 A.M. BREAKFAST, AT 16 EAST 52ND STREET. (See Page 6).		
Jan. 7 10:00 A.M.	TRIGERE (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM. (See Page 4).		
Jan. 7 11:00 A.M.	ADELE SIMPSON (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM. (See Page 4).		
Wednesday Jan. 7 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY FASHIONS Mr. Fred will present his Spring millinery collection to the N.Y. press. <u>This show will be repeated for the visiting editors at 6:15 P.M. By</u> invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Wednesday Jan. 7 12:30 P.M. Luncheon	ANN DELAFIELD PRESS LUNCHEON The out-of-town editors will be invited to a special luncheon by Rexall Drug Co. (Auxiliary Member of N.Y.D.I.--See Pg. 4) to meet Ann Delafield. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	REXALL DRUG CO.	HOTEL PLAZA TERRACE ROOM
Wednesday Jan. 7 12:30 P.M. Luncheon	WRAGGE FASHIONS AT LUNCHEON SHOWING Bonwit Teller will present Spring fashions by B. H. Wragge during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Jan. 7 2:00 P.M.	BRIGANCE OF FRANK GALLANT (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 205 WEST 39TH STREET. (See Page 4).		
Wednesday Jan. 7 2:30 P.M.	MILLINERY PREVIEW OF SPRING COLLECTION Presentation to the N.Y. press of Laddie Northridge's Spring millinery. <u>Show for visiting editors on Friday, Jan. 9 at 6:00 P.M. By invitation.</u> Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Jan. 7 3:00 P.M.	MOLLIE PARNIS OF PARNIS-LIVINGSTON, (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM. (See Page 4).		
Jan. 7 4:00 P.M.	JOSEPH HALPERT...JACQUES FATH (N.Y. DRESS INSTITUTE), SHOWING FOR VISIT- ING PRESS, 530 SEVENTH AVENUE, SHOWROOM. (See Page 4).		
Jan. 7 5:00 P.M.	PHILIP MANGONE (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 500 SEVENTH AVENUE, SHOWROOM. (See Page 4).		
Jan. 7 6:15 P.M.	JOHN FREDERICS PRESS PREVIEW OF SPRING MILLINERY FOR VISITING PRESS AT 6:15 P.M., AT 29 EAST 48TH STREET. (See Above).		
Wednesday Jan. 7 7:00 P.M. Dinner	ANNUAL DINNER AND ENTERTAINMENT Dinner and entertainment, highlighting Spring market week, sponsored jointly by Lingerie and Negligeé Manufacturers' Associations. By invitation only. Contact: Jack Gross, LE. 2-4444.	LINGERIE & NEGLIGEE MFRS. ASS'N, INC.	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 7 8:00 P.M.	"CINERAMA" NIGHT FOR VISITING PRESS Gotham Hosiery will invite the out-of-town press to see Cinerama. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GOTHAM HOSEIERY	BROADWAY THEATRE 53RD STREET & B'WAY
Wednesday Jan. 7 10:30 P.M. Midnight	MILLINERY PREVIEW FOR VISITING EDITORS Lilly Dache will invite the visiting press to a showing of Spring millinery. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Jan. 8 9:00 A.M.	B. H. WRAGGE (N.Y. DRESS INST.), SHOWING FOR VISITING PRESS, BONWIT TELLER, 9TH FLOOR. (See Page 4).		
Jan. 8 10:00 A.M.	HATTIE CARNEGIE (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE. (See Page 4).		
Thursday Jan. 8 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John will invite the N.Y. press to a preview of his Spring millinery collection. This show will be repeated for the visiting editors at 6:00 P.M. By invitation only. Publicity: Jeanne Carberry, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Jan. 8 11:00 A.M.	ELIZABETH ARDEN (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 691 FIFTH AVENUE. BUFFET LUNCHEON WILL BE SERVED. (See Page 4).		
Jan. 8 2:00 P.M.	JANE DERBY (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 785 FIFTH AVENUE. (See Page 4).		
Jan. 8 2:30 P.M.	WALTER FLORELL'S SPRING MILLINERY PREVIEW FOR N.Y. PRESS AT 2:30 P.M., 29 EAST 53RD STREET. (See Page 4).		
Jan. 8 3:30 P.M.	CHRISTIAN DIOR (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE. (See Page 4).		
Jan. 8 5:00 P.M.	NETTIE ROSENSTEIN (N.Y. DRESS INSTITUTE), COCKTAIL SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE. (See Page 4).		
Jan. 8 6:00 P.M.	MR. JOHN'S SPRING MILLINERY PREVIEW FOR THE VISITING EDITORS AT 6:00 P.M., 53 EAST 57TH STREET. (See Above).		
Thursday Jan. 8 7:00 P.M. Dinner	SPRING HAT FASHIONS AT PRESS SHOWING The Millinery Fashion Bureau will invite visiting and local press to dinner at 7:00 P.M., and fashion show by leading millinery designers and manufacturers at 8:00 P.M. By invitation. Publ.: Mary Kelley, LO.4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA SERT ROOM
Jan. 9 9:00 A.M.	PATTULLO-JO COPELAND (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM. (See Page 4).		
Jan. 9 10:00 A.M.	BEN REIG (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM. (See Page 4).		
Jan. 9 11:00 A.M.	ELFREDA FOX AND PIERRE BALMAIN OF N.Y. (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE. (See Page 4).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 9 11:00 A.M.	PRESS PREVIEW OF MILLINERY FASHIONS Presentation of Gladys & Belle Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	GLADYS & BELLE	20 WEST 57TH STREET SALON
Friday Jan. 9 12:30 P.M. Luncheon	LUNCHEON FOR VISITING EDITORS Coty will invite out-of-town editors to a luncheon. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. (See Page 4).	COTY, INC.	WALDORF-ASTORIA SERT ROOM
Jan. 9 2:00 P.M.	CAPRI FROCKS (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 1372 BROADWAY. (See Page 4).		
Jan. 9 3:00 P.M.	SAMUEL WINSTON, INC....CHARLES JAMES (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE. (See Page 4).		
Jan. 9 4:00 P.M.	HANNAH TROY (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE. (See Page 4).		
Jan. 9 5:00 P.M.	OLEG CASSINI (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, AT COCKTAIL PARTY, GOGI'S LARUE, 45 EAST 58TH STREET. (See Page 4).		
Jan. 9 6:00 P.M.	LADDIE NORTHRIDGE'S PREVIEW OF SPRING MILLINERY FOR VISITING EDITORS AT 6:00 P.M., 16 WEST 57TH STREET. (See Page 8).		
Friday Jan. 9 8:00 P.M.	OPERA PARTY FOR VISITING PRESS The Jewelry Industry Council will be host to the visiting editors at the performance of the opera "Aida." By invitation only. Publicity: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Jan. 10 9:00 A.M.	STYLE-WISE FASHION SERIES ... FASHIONS WITH NATIONWIDE DISTRIBUTION IN ALL PRICES AND CATEGORIES AT WALDORF, SERT ROOM (N.Y. DRESS INSTITUTE) (Pg. 4).		
Jan. 10 11:00 A.M.	FASHIONS FOR INDUSTRY (AUXILIARY MEMBER--N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 4).		
Saturday Jan. 10 12:30 P.M. Luncheon	"PARIS IN AMERICA" FASHION PRESENTATION Showing of Spring fashions to the out-of-town press by Jonathan Logan (Auxiliary Member of N.Y.D.I.--See Page 4). This showing will be repeated at luncheons on Jan. 13 and Jan. 14. By invitation only. Publicity: John O'Malley, MU. 9-3933.	JONATHAN LOGAN	VERSAILLES RESTAURANT 151 EAST 50TH STREET
Monday Jan. 12 4:00 P.M.- 6:30 P.M. Cocktails	COTTON KNIT FASHION SHOW Cotton knit fashion show of late Spring and Summer fashions. Admission: \$5.00--for merchandise managers, buyers and members of the knitwear industry. Press by invitation. Publicity: Martin Stern, VA. 6-0543.	KNITTED FABRICS INST. (1450 BROADWAY)	HOTEL BILTMORE BALLROOM
Tuesday Jan. 13 4:30 P.M.- 6:30 P.M. Cocktails	"FETES DES PERLES" LA TAUSCA JEWELRY Spring 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 & SON)	HOTEL PLAZA GRAND BALLROOM

MOVIES...MUSIC...THEATRE

- Monday Dec. 15 OPENING: "TWO'S COMPANY" ALVIN THEATRE, 250 WEST 52ND STREET James Russo and Michael Ellis present Bette Davis in a new revue with Hiram Sherman, Nora Kaye and David Burns. Director: Jules Dassin. Settings: Ralph Alswang. Costumes: Miles White. Choreography: Jerome Robbins. Publicity: Sam Friedman, PL. 7-4380.
- Beginning Monday Dec. 15 SIXTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH STREET & B'WAY Dec. 15: Bizet's CARMEN. Dec. 16: Ponchielli's LA GIOCONDA. Dec. 17: Wagner's DIE MEISTERSINGER. Dec. 18: Verdi's RIGOLETTO. Dec. 19: Puccini's MADAMA BUTTERFLY. Dec. 20, Mat.: Verdi's DON CARLO. Dec. 21, Eve.: Puccini's TOSCA. Publicity: Margaret Carson, PE. 6-1200.
- Beginning Monday Dec. 15 FIFTH WEEK: "FRENCH THEATRE" ZIEGFELD THEATRE, 6TH AVE. & 54TH STREET S. Hurok presents the Madeleine Renaud-Jean-Louis Barrault Co. Dec. 15- Dec. 20: "Amphitryon" and "Les Fourberies de Scapin (Scapin's Pranks)". Settings & costumes: Maurice Brianchon. Tickets: \$1.20-\$4.80. Publicity: Martin Feinstein, PL. 9-6000.
- Beginning Tuesday Dec. 16 SEVENTH WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET Dec. 16: MOTHER GOOSE SUITE, HARLEQUIN PAS DE DEUX, LILAC GARDEN, BOURREE FANTASQUE. Dec. 17: SERENADE, FIREBIRD, PAS DE TROIS, METAMORPHOSES. Dec. 18: SWAN LAKE, CATENA, THE CAGE, LA VALSE. Dec. 19: CONCERTO BAROCCO, PICNIC AT TINTAGEL, SYLVIA: PAS DE DEUX, BOURREE FANTASQUE. Dec. 20, Mat.: SERENADE, CAKEWALK, PAS DE TROIS, PIED PIPER. Dec. 20, Eve.: FOUR TEMPERAMENTS, FIREBIRD, A LA FRANCAIX, SYMPHONY IN C. Dec. 21, Mat.: SWAN LAKE, A LA FRANCAIX, CATENA, LA VALSE. Dec. 21, Eve.: THE DUEL, SCOTCH SYMPHONY, PICNIC AT TINTAGEL, METAMORPHOSES. Prices: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Wednesday Dec. 17 OPENING: "THE GREY-EYED PEOPLE" MARTIN BECK THEATRE, 302 WEST 45TH ST. Albert Selden presents a new comedy by John D. Hess starring Walter Matthau, Virginia Gilmore, Sandra Keel. Director: Morton Da Costa. Settings: Eldon Elder. Costumes: Noel Taylor. Publicity: Ben Kornsweig, MU. 7-1670.
- Thursday Dec. 18 OPENING: "THE CHILDREN'S HOUR" CORONET THEATRE, 230 WEST 49TH STREET Kermit Bloomgarden will present Patricia Neal, Kim Hunter, Iris Mann and Robert Pastene in Lillian Hellman's play staged by the author. Settings: Howard Bay. Costumes: Anna Hill Johnstone. Publ.: Richard Maney, WI.7-6939.
- Friday Dec. 19 PREMIERE: "PONY SOLDIER" (Movie) GLOBE THEATRE, B'WAY & 46TH STREET 20th Century-Fox Technicolor production about the Royal Canadian Mounted Police starring Tyrone Power and featuring Cameron Mitchell, Penny Edwards, Robert Horton and Thomas Gomez. Producer: Sam G. Engel. Director: Joseph M. Newman. Costume Direction: Charles Le Maire. Costumes by: Edward Stevenson. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Tuesday Jan. 13 OPENING: "THE FIFTH SEASON" CORT THEATRE, 138 WEST 48TH STREET George Kondolf will present a comedy starring Menasha Skulnik and Richard Whorf with John Griggs, Cherokee Hardt, Nita Talbot and Augusta Roeland. Director: Gregory Ratoff. Costumes by Henry Rosenfeld; under the supervision of Edyth E. Gilfond. Publicity: Bernard Simon, CI. 5-7294.