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4/28/52

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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november

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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, APRIL 25, 1952</u>			
Friday April 25 12:30 P.M. Luncheon	PRESS PREVIEW: KNITTED FASHIONS FOR FALL Rosanna Knitted Sportswear will preview the news in fashion and machine-knitted techniques, in knitted sportswear and dresses for Fall, 1952. By invitation only. Publicity: Rose Hilton, MU. 5-5133.	ROSANNA KNITTED SPORTSWEAR	HAMPSHIRE HOUSE THE COTTAGE
Saturday April 26 2:30 P.M.	KAY WINDSOR FROCKS FOR SPRING & SUMMER Martin's will present a collection of Spring and Summer cottons by Kay Windsor Frocks. Press invited. Publicity: Juli Daves, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR
April 27	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Set Clocks <u>Ahead</u> 1 Hour-Sun., 2 A.M.)		

WEEK BEGINNING MONDAY, APRIL 28, 1952

Tuesday April 29 9:45 A.M. Breakfast	SHOWING OF COLLECTION DESIGNED BY JACQUES FATH Lord & Taylor will present the Joseph Halpert Spring and Summer collection, designed in America by Jacques Fath, at a press breakfast. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	11TH FLOOR CONFERENCE ROOM
Tuesday April 29 7:00 P.M.- 9:00 P.M.	EIGHTH SESSION OF PUBLICITY COURSE "Publicizing Personalities...Using The Broadway Columns". Contact: PL. 5-4000, Ext. 208.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Wednesday April 30 9:30 A.M. Coffee	SHOWING OF FULL FIGURE FASHIONS Spring fashions for the fuller figure will be shown to the press by Lane Bryant. By invitation only. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Wednesday April 30 10:00 A.M. Breakfast	PRESS SHOWING OF SUMMER FASHIONS Breakfast showing for the press of Summer fashions by Namm-Loeser's. By invitation only. Showing for public: Thursday, May 1, at 6:00 P.M. on Second Floor. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM-LOESER'S (BROOKLYN)	8TH FLOOR EXECUTIVE OFFICES
Wednesday April 30 10:30 A.M. Press; 2:30 P.M. Trade	PRESS & TRADE PREVIEWS: FUR TRIMMED FASHIONS Previews of fur-trimmed coats and suits with designs by Marcus Grubere and fabrics by Anglo, sponsored by Fur Trimming Salesmen's Group; Fur Buyers Group of Cloak and Suit Industry; Leading Fur Dressers & Dyers of America; and United Rabbit Fur Dressers, Inc. By invitation only. Trade showings on Thurs., May 1 at 10:00 A.M. and 2:30 P.M. Publicity and Production: Rosemary Sheehan, CI. 7-8060.	NEW YORK FUR TRADE ORGANIZATIONS	HOTEL STATLER KEYSTONE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 30 11:00 A.M.; 2:30 P.M.; 5:30 P.M.	SHOWING OF SUMMER FASHIONS "Miracles By McKettrick"--showing of McKettrick Summer fashions. Com- mentator: Sheila Hawkins, McKettrick. Press invited. Open to public. Publicity: Constance Bray, Mitchell 2-8000.	KRESGE-NEWARK	3RD FLOOR BUDGET DRESS DEPT.
Wednesday April 30 12:00 Noon; 2:30 P.M.	SHOWING OF FASHIONS BY JERRY PARNIS Late Spring and early Summer fashions by Jerry Parnis will be presented by L. Bamberger. Press invited. Open to public. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK, N.J.)	10TH FL.-RESTAURANT 3RD FL.-FASHION CTR.
Wednesday April 30 12:30 P.M. Luncheon	PREVIEW: ANN DELAFIELD APPETITE REDUCING PLAN The Rexall Drug Company will introduce the Ann Delafield Appetite Reduc- ing Plan to the press. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	REXALL DRUG COMPANY	WALDORF-ASTORIA ASTOR GALLERY
Wednesday April 30 12:30 P.M. Luncheon	SPRING FASHIONS BY VARDEN PETITE B. Altman will present "It's All A Matter Of Proportion" featuring Spring fashions by Varden Petite. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. B. Altman Publicity: Mr. Feris J. Megarity, MU. 9-7000. Varden Publicity: Elsie Brandt, PE. 6-5460. Pierre Fashion Director-Commentator, Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday April 30 4:00 P.M. Cocktails	SHOWING OF MCKETTRICK SUMMER FASHIONS Gimbels will show the McKettrick Summer collection to the press. By in- vitation only. <u>Showing for public:</u> Thursday, May 1 at 6:00 P.M., 3rd Floor, Casual Dress Dept. Publicity: Gay Stearns or Janice Synes, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR CONFERENCE ROOM
Thursday May 1 10:00 A.M.	OPENING OF SHOP AND SUMMER FASHION SHOW The press will be invited to a showing of Summer fashions, including beach wear, swimsuits, playclothes and separates, at the opening of the Sun Shop. By invitation only. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	3RD FLOOR SUN SHOP
Thursday May 1 12:30 P.M. Luncheon	ADELE SIMPSON SUMMER COLLECTION Saks Fifth Avenue will present a Summer collection of daytime and evening fashions by Adele Simpson. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Adele Simpson Publ.: Eleanor Lambert, MU. 8-2130. Saks Fifth Ave. Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Thursday May 1 2:00 P.M.	BEACH AND SPORTS FASHION SHOWING Beach and sports fashions will be presented by Martin's. Press invited. Open to public. Publicity: Juli Daves, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	5TH FLOOR
Thursday May 1 3:45 P.M. Champagne	PREVIEW OF LACE LINGERIE FASHIONS The Lace Institute will present a champagne preview of Paris-designed lingerie for press, buyers, and manufacturers. By invitation only. Lace Institute Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	THE LACE INSTITUTE	HOTEL VANDERBILT PARK AVE. SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 1 6:00 P.M.	FASHION SHOWING FOR CAREER WOMEN "On Your Toes"--fashion showing of Summer clothes for career girls and women. Press by invitation. Open to public. Publicity: Frances Bemis, Director of Feature Events, TR. 5-7200.	ABRAHAM & STRAUS	8TH FLOOR SPEC. EVENTS CTR.
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, camels 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 N.Y. press and invited guests will spend an evening "Under The Paris Sky"--with a program including "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 the 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 collection of boys apparel (ages 2 to 7 years) will be shown in conjunction with the Boys Apparel Manufacturers Association Convention (May 4-May 8). By invitation only. 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 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 ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
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 BALI ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. The Sportleigh Fall collection will be presented beginning Thursday, May 1. By appointment. Contact: LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM-15TH FLOOR
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
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 Merch. 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 SHOE FASHIONS 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, 1952. 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 Your Mom". Contact: Irving K. Edwards, Nat'l Committee, CH. 4-3900.		
Beginning Monday May 12	SHOWING OF FALL SEPARATES COLLECTION Fall collection of Separates. By appointment; contact: PE. 6-8537. Publicity: Roberta 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: Roberta Miles, CH. 2-2344.	LUMAY COAT COMPANY	512 SEVENTH AVENUE SHOWROOM-13TH FL.
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.		

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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, MU. 9-1630.	ROSENBLATT & KAHN, INC.	HAMPSHIRE HOUSE THE COTTAGE
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, BBDO, 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 SHOWROOM
Wednesday May 14 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Presentation of Summer fashions by Arnold Constable during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. 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 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 17	NATIONAL LUGGAGE WEEK (May 17-May 24).		
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
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 12:00 Noon Luncheon	FALL COLLECTION AT PRESS & TRADE PREVIEW Stanley Wyllins, designer, will present his "College Year Book" collection of Fall separates and coordinates for Beacon Hill and Coral, Inc. By invitation only. Contact: Felice Slavin, CH. 4-5722.	BEACON HILL	PLACE TO BE ANNOUNCED
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 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 cocktail preview for the press. By invitation only. Jean Desses Publicity: Rosemary Sheehan, CI. 7-8060. Alper Publicity: Ann Pester, BR. 9-7222.	ALPER BLOUSE CO.	PLACE TO BE ANNOUNCED
Thursday May 22 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION "The Fall Hunt Starts At Donald Dress"--presentation of new Fall collection at a breakfast preview for the press. By invitation only. <u>Showings for N.Y. Resident Buying Offices:</u> Tuesday, May 27 and Wednesday, May 28 at 11:30 A.M., followed by luncheon. Publ.: Ken R. Williams, LO. 5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-9TH 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
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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> <u>Wed., May 28 at 3:00 P.M.</u> Publicity: Ken R. Williams, PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday May 28 9:00 A.M. Breakfast	PRESS PREVIEW: FALL COATS AND SUITS Breakfast preview for the press of Donnybrook's coat and suit collection for Fall, designed by Alex Maguy. <u>Showing at 9:45 A.M.</u> By invitation only. <u>Trade Preview: Thursday, June 4 at 9:00 A.M.</u> 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 only. Trade showings at 10:00 A.M. on June 3, 4, 5, 10, 11, 12, 17, 18. 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
Beginning Wednesday May 28- June 12	"ITALY TODAY": EXHIBIT OF ITALIAN PRODUCTS Daily fashion showings, featuring the latest creations of Italy's leading couturiers, with coordinated accessories, will highlight the exhibit of merchandise from Italy, under the auspices of the New York Fair of Italian Manufacturers. Contact: Gene Rea, WI. 7-9248.	NEW YORK FAIR OF ITALIAN MANUFACTURERS	GRAND CENT. PALACE 46 ST. & LEX. AVE.
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- 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", and featuring 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 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 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday	OPENING OF FALL SPORTSWEAR COLLECTION	NEW JAUNTY SPORTSWEAR	1410 BROADWAY SHOWROOM-15TH FLOOR
June 2	Showings of the Fall collection of sportswear by New Jaunty. By appointment; contact: WI. 7-2496. Publicity: Roberta D. Miles, CH. 2-2344.		
Beginning Monday	OPENING OF FALL SPORTSWEAR LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
June 2	Members of Sportswear Guild will open Fall lines week of June 2: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC.	KANE WEILL MUTUAL ROSENBLUM ZOLTAN ROSENBERG	SPORT-CRAFT, INC. STAR-MAID DRESSES
Beginning Monday	OPENING OF FOGA FALL COLLECTIONS	FASHION ORIGINATORS GUILD OF AMERICA	INDIVIDUAL SHOWROOMS
June 2	Foga Members will open Fall lines, beginning Monday, 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.	GRABOIS FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS CO. NAT KAPLAN, INC. DAVID LEVINE CO.	JUNE 2: PAUL PARNE CORP. BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
	Contact: Leonard Gandler, executive secretary, CH. 4-6945.		
Tuesday	PRESS PREVIEW OF FALL COLLECTION	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
June 3			
9:30 A.M.	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.		
Tuesday	SIXTEENTH ANNUAL COLLEGE CLINIC	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
June 3			
9:30 A.M.	"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.		
And			
2:30 P.M.			
Tuesday	ANNUAL FALL FASHION CLINIC & LUNCHEON	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
June 3			
10:00 A.M.	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. Tickets: \$5.00 (clinic); \$5.00 (luncheon).		
Show			
12:30 P.M.			
Luncheon	Contact: Monroe B. Michels, promotion manager, MU. 5-4400.		
Tuesday	FALL COLLECTION	TOWNLEY FROCKS	550 SEVENTH AVENUE
June 3	BY CLAIRE McCARDELL		SHOWROOM-6TH FLOOR
2:30 P.M.	Daily showings at 2:30 P.M. Contact: LO. 4-2155.		
Tuesday	PRESS PREVIEW OF FALL COLLECTION	ARNOLD & FOX	PLACE TO BE ANNOUNCED
June 3			
4:00 P.M.	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.		

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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
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, Inc. will present a press showing of their Fall dress and suit collection. By invitation only. Publicity: Pauline Greene, MU. 5-3164.	HARVEY, INC.	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
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. (<u>Note Change of Date and Time</u>). By invitation only. Publicity: Rosemary Sheehan, CI. 7-3060.	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. (<u>Note Change of Date</u>). 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. <u>Trade showings, beginning Tuesday, June 3 at 10:30 A.M. and daily thereafter.</u> Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Monday June 9 11:00 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer) Fall and Winter custom fur collection will be presented to the press. By invitation only. <u>Trade showings, Tuesday, June 10 at 10:00 A.M., and daily thereafter.</u> By appointment, contact: CH. 4-8685. Publicity: Mildred Kaldor, MU. 9-5420.	FREDRICA FURS (SCHWARTZ & BLUESTEIN)	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR

MOVIES...MUSIC...TELEVISION...THEATRE

- Monday April 28 PREMIERE: "NEVER TAKE NO FOR AN ANSWER" BEEKMAN THEA., 2ND AVE. & 66TH
Souvaine Selective Pictures release of movie, based on story by Paul Gallico, about an Italian boy and his donkey. Stars: Vittorio Manunta and Denis O'Dea. Producer: Anthony Havelock-Allan. Directors: Maurice Cloche and Ralph Smart. Publicity: Rasponi Associates, TE. 8-8171.
- Tuesday April 29 OPENING: "HOOK 'N LADDER" ROYALE THEATRE, 242 WEST 45TH ST.
A new farce comedy presented by Al Moritz and starring Allen Nourse, Judson Batt, Charles G. Martin. Dir.: Al Moritz. Setting: Eldon Elder. Costumes: Jerry Boxhorn. Publicity: Arthur Cantor, PL. 3-2676.
- Wednesday April 30 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. Publicity: Paula Goold, JU. 2-2000.
- Beginning Wednesday April 30 FIFTH DRAMA SEASON, N.Y.C. THEATRE CO. CITY CENTER, 131 WEST 55TH ST.
The N.Y.C. Theatre Company will present James Thurber and Elliot Nugent's "The Male Animal". Stars: Mr. Nugent, Martha Scott, and Robert Preston. Director: Michael Gordon. Settings: Melvin Bourne. Costumes: Noel Taylor. Publicity: Sol Jacobson, CH. 4-1482.
- Thursday May 1 3:30 P.M. TELEVISION: NANCY CRAIG PROGRAM WJZ-TV, CHANNEL 7
A collection of suits, dresses and coats by leading N.Y. designers in Herbert Meyer's "Inspiration Cottons" fabric for Summer and Fall. Meyer Publicity: Louise Huston, LO. 5-2866. TV Publ.: CI.7-5700, Ext. 8069.
- Thursday May 1 OPENING: "MUCH ADO ABOUT NOTHING" MUSIC BOX THEATRE, 239 WEST 45TH ST.
Revival of Shakespeare's comedy will be presented by Luther Greene, in association with Jerry Tishman. Cast includes: Clare Luce, Antony Eustrel and Melville Cooper. Director: Mr. Eustrel. Costumes and Scenery: Stewart Chaney. Publicity: Richard Maney, WI. 7-6939.
- 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 baseball team, will be presented by Twentieth Century-Fox. Stars: Dan Dailey, Joanne Dru and Richard Hylton. Producer: Jules Schermer. Dir.: Harmon Jones. Costumes: Charles Le Maire. Promotions: Hal Gross, CO. 5-3320.
- 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. Lyrics: Ira Gershwin. Music: George Gershwin. Director: George S. Kaufman. Dances: Helen Tamiris. 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 International Films Corporation 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 Publicity: Noel Meadow, LO. 5-7763. Paris Theatre Publicity: Lillian Gerard, MU. 8-4860.