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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 19, 1952</u>			

THE NEXT ISSUE OF FASHION CALENDAR WILL GO PRESS ONE DAY			
EARLIER BECAUSE OF THE CHRISTMAS HOLIDAY ON THURSDAY.			

Friday Dec. 19	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
6:00 P.M.- 7:00 P.M.	Hats by Laddie Northridge. (This will be the last in the series of millinery shows until after the Holidays) Public by reservation; contact: TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Friday Dec. 19- Jan. 3	EXHIBITION BY JEAN CALOGERO Associated American Artists Galleries will present paintings by Jean Calogero. Contact: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
<u>WEEK BEGINNING MONDAY, DECEMBER 22, 1952.</u>			
Beginning Monday Dec. 22- Jan. 3	CHRISTMAS CARDS FROM AROUND THE WORLD A collection of Holiday greeting cards showing Christmas traditions. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Dec. 25	CHRISTMAS DAY (Thursday)		
Monday Dec. 29 4:00 P.M.- 7:00 P.M. Cocktails	MODERN FURNITURE AND COORDINATED FASHIONS Presentation of Modernmasters furniture, modern furniture designed by Clifford Pascoe, coordinated with fashions by Jonathan Logan. Also, paintings by six modern masters of art. 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 scarfs, stoles, wraps, novelties, and imports. Resident buyers only. Publicity: Ann R. Silver, MU. 7-8654.	GLENTEX (417 FIFTH AVENUE)	HOTEL ASTOR EAST BALLROOM
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 4 10:00 A.M.- 1:00 P.M.	SPRING JEWELRY PREVIEW AT BREAKFAST PARTY Presentation of Spring jewelry fashions at informal press breakfast. 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 invites visiting editors to showing of her Spring millinery. Presentation to N.Y. press at 12:00 Noon, at Hotel Pierre, on Monday, Jan. 5. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	EMME	HOTEL PIERRE GRAND BALLROOM 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. Luncheon	SPRING AND SUMMER FASHIONS IN KID 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
Sunday Jan. 4 2:15 P.M.	VISITING PRESS SHOWING COLLECTION BY BRIGANCE Sportsmaker invites the visiting press to a showing of bathing suits, beachwear, playclothes, separates, and dresses. Commentator: Eugenia Sheppard, fashion editor, N.Y. Herald Tribune. By invitation only. Contact: Irving Lein, LO. 3-1534.	SPORTSMAKER (498 SEVENTH AVENUE)	HOTEL CHATHAM TUDOR ROOM
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 editors to a cocktail party. By invitation. Publicity: Mary Brown, MU. 8-6000.	HARRIET HUBBARD AYER	HAMPSHIRE HOUSE THE COTTAGE
Sunday Jan. 4 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR VISITING PRESS Showing of Spring millinery. <u>N.Y. fashion editors on Thurs., Jan. 8 at 2:30 P.M.</u> By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>NEW YORK DRESS INSTITUTE'S TWENTIETH NATIONAL PRESS WEEK (Jan. 5-Jan. 10, 1953)</u>			
	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. 10:00 A.M. BEN ZUCKERMAN. 11:00 A.M. PAUL PARNES. 12:00 Noon DELMAN (Auxiliary Member) 1:00 P.M. SHIP 'N SHORE (Auxiliary) 2:30 P.M. HARVEY BERIN 3:30 P.M. JACK SARNOFF (Molly) 4:30 P.M. FILCOL 8:30 P.M. MAURICE RENTNER. WALDORF-SERT ROOM . WALDORF-SERT ROOM . WALDORF-SERT ROOM . WALDORF-PEACOCK LGE. . WALDORF-SERT ROOM . WALDORF-SERT ROOM . WALDORF-SERT ROOM . 498 SEVENTH AVENUE	
Tuesday, Jan. 6....	8:00 A.M. BUFFET BREAKFAST 9:00 A.M. HERBERT SONDEHEIM 10:00 A.M. ORIGINALA COATS. 11:00 A.M. BENHAM ORIGINALS 12:00 Noon CELESTE (Auxiliary Member) 1:00 P.M. INT'L SILK ASS'N. (Auxiliary) 2:00 P.M. MONTE-SANO & PRUZAN. 3:00 P.M. CLAIRE McCARDELL OF TOWNLEY. 4:00 P.M. CAROLYN SCHNURER 5:00 P.M. CEIL CHAPMAN WALDORF-SERT ROOM . WALDORF-SERT ROOM . WALDORF-SERT ROOM . WALDORF-SERT ROOM . WALDORF-PEACOCK LGE. . WALDORF-STARLIGHT RF. . WALDORF-SERT ROOM . WALDORF-SERT ROOM . WALDORF-SERT ROOM . WALDORF-SERT ROOM	
Wednesday, Jan. 7....	9:00 A.M. DAVIDOW. 10:00 A.M. TRIGERE. 11:00 A.M. ADELE SIMPSON. 12:30 P.M. REXALL (Ann Delafield--Aux.) 2:00 P.M. BRIGANCE OF FRANK GALLANT. 3:00 P.M. MOLLIE PARNIS (Parnis-Livingston) 4:00 P.M. JOSEPH HALPERT (Jacques Fath) 5:00 P.M. PHILIP MANGONE 550 SEVENTH AVENUE . 550 SEVENTH AVENUE . 530 SEVENTH AVENUE . PLAZA HOTEL-TERRACE . 205 WEST 39TH STREET . 530 SEVENTH AVENUE . 530 SEVENTH AVENUE . 500 SEVENTH AVENUE	
Thursday, Jan. 8....	9:00 A.M. B. H. WRAGGE 10:00 A.M. HATTIE CARNEGIE. 11:00 A.M. ELIZABETH ARDEN (Buffet) 2:00 P.M. JANE DERBY 3:30 P.M. CHRISTIAN DIOR 5:00 P.M. NETTIE ROSENSTEIN. BONWIT TELLER . 711 FIFTH AVENUE . 691 FIFTH AVENUE . 785 FIFTH AVENUE . 730 FIFTH AVENUE . 550 SEVENTH AVENUE	
Friday, Jan. 9....	9:00 A.M. PATTULLO-JO COPELAND 10:00 A.M. BEN REIG 11:00 A.M. ELFREDA FOX; PIERRE BALMAIN, N.Y. 12:30 P.M. COTY, INC. (Auxiliary Member) 3:00 P.M. SAMUEL WINSTON (Charles James) 4:00 P.M. HANNAH TROY. 5:00 P.M. OLEG CASSINI 498 SEVENTH AVENUE . 498 SEVENTH AVENUE . 498 SEVENTH AVENUE . WALDORF-SERT ROOM . 530 SEVENTH AVENUE . 530 SEVENTH AVENUE . GOGI'S LARUE	
Saturday, Jan. 10...	9:00 A.M. STYLE-WISE FASHION SERIES. 11:00 A.M. FASHIONS FOR INDUSTRY (Aux.) 12:30 P.M. JONATHAN LOGAN (Auxiliary) WALDORF-SERT ROOM . WALDORF-SERT ROOM . VERSAILLES REST.	

Jan. 5 BEN ZUCKERMAN (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-
10:00 A.M. ASTORIA, SERT ROOM. (See Above),

Jan. 5 SALLY VICTOR'S PREVIEW OF SPRING MILLINERY FOR THE LOCAL PRESS AT
10:30 A.M. 10:30 A.M., 18 EAST 53RD STREET. (See Page 2).

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 5 11:00 A.M.	PAUL PARDES (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3).		
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 2).		
Monday Jan. 5 12:00 Noon	SPRING SHOE PREVIEW FOR VISITING EDITORS 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 3). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN (754 FIFTH AVENUE)	WALDORF-ASTORIA PEACOCK LOUNGE
Monday Jan. 5 1:00 P.M. Luncheon	PREVIEW OF SPRING BLOUSE FASHIONS Showing of Spring blouses by Ship 'n Shore (Auxiliary Member of N.Y.D.I.-- See Page 4). By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE BLOUSES	WALDORF-ASTORIA SERT ROOM
Jan. 5 2:30 P.M.	HARVEY BERIN (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3).		
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 3).		
Monday Jan. 5 4:00 P.M. Cocktails	MILLINERY PREVIEW FOR N. Y. PRESS Presentation of the Beatrice-Martin Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Monday Jan. 5 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF BUDGET FASHIONS Leaders of the Brand Line Daytime Dress mfrs. will 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.	NATIONAL ASSOCIATION OF HOUSE DRESS MFRS.	WALDORF-ASTORIA JANSEN SUITE
Jan. 5 4:30 P.M.	FILCOL (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3).		
Monday Jan. 5 5:30 P.M. Tea	PREVIEW OF YOLANDE SPRING COLLECTION Preview of Yolande's Spring collection, including couture designs in lingerie, blouses, baby clothes and size 3 to 6 party dresses. By invitation only. Publicity: Rubye Graham, TE. 8-3987.	YOLANDE, INC.	PARK LANE HOTEL CRYSTAL BALLROOM
Monday Jan. 5 6:30 P.M.- 8:30 P.M.	PRESS PREVIEW OF BELTS BY RONAY Ronay Handbags will introduce Belts by Ronay at a buffet supper for the press. By invitation. Publ.: Paul Roth of Shivell-Hall Co., MU. 2-9120.	RONAY HANDBAGS, INC.	1 EAST 33RD STREET SHOWROOM
Jan. 5 8:30 P.M.	MAURICE RENTNER (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM. (See Page 3).		
Monday Jan. 5- Jan. 9	OPEN HOUSE AT NEW CAPEZIO "BOOTIQUE" Capezio invites the press to open house at their new "Bootique" Showroom. Contact: Jackie Dempsey, JU. 6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE SHOWROOM-2ND FLOOR

<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 footwear collections for 1953. 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 master-pieces." By appointment only. Publ.: Ann R. Silver Assoc., MU. 7-8654.		
Beginning Monday Jan. 5	SCARFS AND STOLES FOR SPRING	GLENTEX	417 FIFTH AVENUE SHOWROOM
	Scarfs, stoles, wraps, novelties and imports by Glensder Textile Corp. By appointment only. Publicity: Ann R. Silver Assoc., 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 8:00 A.M.	THE NEW YORK DRESS INSTITUTE WILL HAVE A BUFFET BREAKFAST AT THE WALDORF-ASTORIA, SERT ROOM. (See Page 3).		
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 3).		
Jan. 6 10:00 A.M.	ORIGINALA COATS (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3).		
Tuesday Jan. 6 10:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY	BRAAGAARD	10 EAST 56TH STREET SALON
	Preview of Braagaard's Spring millinery collection for local and out-of-town press. By invitation only. Contact: PL. 3-0353.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 6 11:00 A.M.	BENHAM ORIGINALS...BENDER & HAMBURGER (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3).		
Tuesday Jan. 6 12:00 Noon Aperitif	PRESS PREVIEW OF CHILDREN'S DRESSES Celeste (Auxiliary Member of N.Y.D.I.--See Page 3) will present to the visiting and local press a showing of their Spring collection of couture fashions for little girls, from toddlers to twelves. 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 Spring fashions in fabrics from Int. Silk Assn, U.S.A. (Aux. Member of N.Y.D.I.--See Page 3). 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 3).		
Jan. 6 3:00 P.M.	CLAIRE McCARDELL OF TOWNLEY (N. Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM (See Page 3).		
Jan. 6 4:00 P.M.	CAROLYN SCHNURER (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3).		
Jan. 6 5:00 P.M.	CEIL CHAPMAN (N.Y. DRESS INSTITUTE), COCKTAIL SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3).		
Tuesday Jan. 6 6:00 P.M.	NYLON LINGERIE SHOWING FOR VISITING PRESS Colura will invite the visiting press to a showing of high fashion nylon tricot lingerie and cotton petticoats for Spring and Summer. By invitation only. Publicity: Noriene Barrett, MU. 6-0055.	COLURA, INC.	185 MADISON AVENUE SHOWROOM - 9TH FL.
Tuesday Jan. 6 7:00 P.M. Buffet	PREVIEW OF SPRING AND SUMMER SHOES I. Miller will invite visiting press to a showing of Spring and Summer shoe collection. By invitation only. Publicity: Lucille Haley, BR. 9-2610.	I. MILLER & SONS, INC.	350 FIFTH AVENUE SHOWROOM - 71ST FL.
Tuesday Jan. 6 8:30 P.M.	CHAMPAGNE SHOWING OF SPRING COATS & SUITS Will Nemerov will present his collection of coats and suits for Spring, 1953, at a special champagne showing for the out-of-town and N.Y. press. By invitation only. Contact: Angeline Dougherty, LO. 4-9595.	WILLI	550 SEVENTH AVENUE SHOWROOM - 2ND FL.
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.; HOTEL ASTOR MILLINERY FASHION BUR.	GRAND BALLROOM
Beginning Tuesday Jan. 6	OPENING OF SPRING JEWELRY COLLECTION Spring collection of "The Diamond Look" by Kramer. By appointment only. Publicity: Talley Jordon, LO. 4-1644.	KRAMER JEWELRY	48 WEST 37TH STREET SHOWROOM - 4TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. Fashion Director: Bonnie Donahue. 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 3).		
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 5).		
Jan. 7 10:00 A.M.	TRIGERE (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM. (See Page 3).		
Jan. 7 11:00 A.M.	ADELE SIMPSON (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM. (See Page 3).		
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.</u> By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Wednesday Jan. 7 12:00 Noon	SHOWING SPRING COLLECTION TO OUT-OF-TOWN EDITORS Seymour Fox will invite the out-of-town press to a "Capsule Showing of Fashion Highlights," presenting his Spring coat and suit collection. By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	FOX & COMPANY	512 SEVENTH AVENUE SHOWROOM - 34TH FL.
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 Page 3) 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 3).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 7 2:30 P.M.	MILLINERY PREVIEW OF SPRING COLLECTION "Hatarama"--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. (Note change of place).</u> By invitation. Publ.: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	HOTEL PIERRE ROOF
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 3).		
Jan. 7 4:00 P.M.	JOSEPH HALPERT...JACQUES FATH (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM. (See Page 3).		
Jan. 7 5:00 P.M.	PHILIP MANGONE (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 500 SEVENTH AVENUE, SHOWROOM. (See Page 3).		
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 Page 7).		
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
Wednesday Jan. 7 8:30 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 HOISIERY	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
Wednesday Jan. 7- Jan. 9	OPEN HOUSE AND FASHION SHOW Henry Rosenfeld will invite the press to Open House and fashion shows, Jan. 7 to Jan. 9 in his showroom. Publ.: Sally Sober, LO. 5-0400.	HENRY ROSENFIELD, INC.	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday Jan. 8 8:00 A.M. Breakfast	BREAKFAST WITH JOSEF SPRING BAG PREVIEW Spring collection of domestic and imported "Bags By Josef" for local and visiting press. By invitation only. Publ.: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SHERRY NETHERLAND GOLD SUITE (1ST FL.)
Jan. 8 9:00 A.M.	B. H. WRAGGE (N.Y. DRESS INST.), SHOWING FOR VISITING PRESS, BONWIT TELLER, 9TH FLOOR. (See Page 3).		
Jan. 8 10:00 A.M.	HATTIE CARNEGIE (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE. (See Page 3).		
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. <u>This show will be repeated for the visiting editors at 6:00 P.M.</u> By invitation only. Publicity: Jeanne Carberry, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 3).		
Thursday Jan. 8	SHOWING OF SPRING 1953 COLLECTION	SCHIAPARELLI JEWELS	385 FIFTH AVENUE SUITE - 806
12:00 Noon Aperitif- Buffet	Press preview of costume jewelry designed by Elsa Schiaparelli for Spring, 1953, coordinated with ready-to-wear and accessories. For visiting and N.Y. press, by invitation only. Publicity: Helen Markwett at Saul Krieg Associates, PL. 3-1543.		
Jan. 8 2:00 P.M.	JANE DERBY (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 785 FIFTH AVENUE. (See Page 3).		
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 2).		
Jan. 8 3:30 P.M.	CHRISTIAN DIOR (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE. (See Page 3).		
Jan. 8 5:00 P.M.	NETTIE ROSENSTEIN (N.Y. DRESS INSTITUTE), COCKTAIL SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE. (See Page 3).		
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 Page 8).		
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 3).		
Jan. 9 10:00 A.M.	BEN REIG (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM. (See Page 3).		
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, SHOWROOM. (See Page 3).		
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 3).	COTY, INC.	WALDORF-ASTORIA SERT ROOM
Cancelled Jan. 9	CAPRI FROCKS (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, ORIGINALLY SCHEDULED FOR JAN. 9 AT 2:00 P.M., HAS BEEN CANCELLED.		
Jan. 9 3:00 P.M.	SAMUEL WINSTON, INC.....CHARLES JAMES (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE. (See Page 3).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 9 4:00 P.M.	HANNAH TROY (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE. (See Page 3).		
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 3).		
Jan. 9 6:00 P.M.	LADDIE NORTHRIDGE'S PREVIEW OF SPRING MILLINERY FOR VISITING EDITORS AT 6:00 P.M., BUFFET, 16 WEST 57TH STREET. (See Page 8).		
Friday Jan. 9 8:00 P.M.	OPERA PARTY FOR VISITING PRESS	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
	The Jewelry Industry Council will be host to the visiting editors at the Metropolitan Opera Company's performance of the new Margaret Webster production of Verdi's "Aida." By invitation only. Publicity: Martha Percilla, H. 7-3075.		
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. 3).		
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 3).		
Saturday Jan. 10 12:30 P.M. Luncheon	"PARIS IN AMERICA" FASHION PRESENTATION	JONATHAN LOGAN	VERSAILLES RESTAURANT 151 EAST 50TH STREET
	Showing of Spring fashions to the out-of-town press by Jonathan Logan (Auxiliary Member of N.Y.D.I.--See Page 3). This showing will be repeated at luncheons on Jan. 13 (for local press) and Jan. 15 (for trade). By invitation only. Publicity: Lee Ennis, MU. 8-5050.		
Saturday Jan. 10 3:45 P.M.	"WEEKEND AT OLD STURBRIDGE VILLAGE" FOR VISITING PRESS	LEADING MILLS & MANUFACTURERS	OLD STURBRIDGE VILLAGE MASSACHUSETTS
	"Weekend at Old Sturbridge, Mass. for visiting press, sponsored by leading mills and manufacturers of fashions, accessories and other products of interest to women. Editors will leave Grand Central Terminal about 3:45 P.M., Saturday, and will return Sunday evening. By invitation only. Publicity: Lind-Gilbert Assoc., PL. 3-4786		
Jan. 11- Jan. 16	NEW YORK LAMP SHOW AT THE HOTEL NEW YORKER. Contact: George F. Little Management, 220 Fifth Avenue, New York, MU. 9-7147.		
Monday Jan. 12 3:00 P.M.- 7:00 P.M.	OPEN HOUSE AT COSMETIC LABORATORY	HELENA RUBENSTEIN	NORTHERN BLVD. AT EAST HILLS, L.I.
	Helena Rubenstein invites the press to her new modern cosmetic laboratory. By invitation only. Publicity: Amy Blaisdell, EL. 5-2100.		
Monday Jan. 12 4:00 P.M.- 6:30 P.M. Cocktails	COTTON KNIT FASHION SHOW	KNITTED FABRICS INST. (1450 BROADWAY)	HOTEL BILTMORE BALLROOM
	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.		
Tuesday Jan. 13 9:00 A.M.- 5:00 P.M.	SEVENTH ANNUAL HOSEIERY MERCHANTISING FORUM	HOSIERY MERCHANTISING; HOTEL ROOSEVELT HOSIERY INDUSTRY WEEKLY BALLROOM	
	"Workshop" Hosiery Forum, including buyers' panel discussions, resource contacts, speakers' round-table, luncheon and "Buyers' Punch Bowl". Price: \$15.00. Contact: James A. Doyle, SP. 7-9364.		