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5/19/52

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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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 19, 1952</u>			
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
Monday May 19 5:00 P.M.- 7:00 P.M. Cocktails	ANNUAL "BLUE GRASS" PARTY FOR PRESS Elizabeth Arden's annual Blue Grass Party, introducing Mr. Peter J. Marquand, new Sales Director. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	HOTEL PIERRE ROOF
Tuesday May 20 9:30 A.M. Coffee	SUMMER FASHIONS AT PRESS SHOWING Presentation of a collection of Summer fashions by Hearn's at a breakfast showing for the press. <u>Showing at 10:00 A.M.</u> By invitation only. <u>For public:</u> Saturday, May 24 at 2:00 P.M., 2nd Floor, Fashion Department. Publicity: Lillian Suchanek, OR. 5-5000, Ext. 493.	HEARN'S DEPT. STORE	2ND FLOOR EXECUTIVE OFFICE
Tuesday May 20 12:00 Noon Luncheon	OPENING OF NEW SALON AND FALL FUR PREVIEW Joseph Bernham will present highlights from his Fall and Winter furs. By invitation only. Publicity: Rosette de M. Pennington, PL. 5-1068.	JOSEPH BERNHAM	16 EAST 52ND STREET PENTHOUSE
Tuesday May 20 12:30 P.M. Luncheon	PREVIEW: CORONATION SHOE COLLECTION Introduction to the press of new Fall shoe line--"Coronation" collection. By invitation. Publicity: Marti Lucas, of Lynn Farnol, JU. 6-5777.	RED CROSS SHOES	WAIDORF-ASTORIA PERROQUET SUITE
Tuesday May 20 3:00 P.M. Cocktails	PREVIEW: FALL COLLECTION DESIGNED BY JEAN MERSEL Presentation of Ciro's Fall collection, designed by Jean Mersel, at a cocktail party for press. By invitation only. <u>N.Y. Resident Buying Offices Preview:</u> Wednesday, May 21 at 3:00 P.M. Contact: CH. 4-6851.	CIRO SPORTSWEAR, INC.	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Tuesday May 20 3:30 P.M. Cocktails	PREVIEW: FALL LUXITE LINGERIE & HOSIERY Press preview of the Fall Luxite lingerie and hosiery collection. By invitation only. Contact: Public Relations Management Corp, MU.5-9170.	HOLEPROOF HOSIERY CO.	SHERRY NETHERLAND CARNAVAL ROOM
Tuesday May 20 4:00 P.M.	PRESS & RESIDENT BUYERS PREVIEW: FALL COLLECTION The "Costume Look" in Fall sportswear. Publ.: The Miles, CH. 2-2344.	NEW JAUNTY SPORTSWEAR	1410 BROADWAY SHOWROOM-15TH FLOOR
Tuesday May 20 6:00 P.M. Dinner	FASHION SHOWING OF FALL SPORTSWEAR "Sportswearama"--fashion showing of sportswear for Fall. Price: \$10.00 for non-members. Publicity: Cecelia Cooper, BR. 9-9624.	INFANTS', CHILDREN'S & TEENS' WEAR BUYERS	HOTEL STATLER GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. Trade showings beginning Wednesday, June 4, at 2:30 P.M. Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Wednesday May 21 10:45	FALL COLLECTION AT RESIDENT BUYERS' SHOW Resident buyers' preview of Leonard Arkin's collection of Fall daytime and cocktail dresses, suits and costumes. Contact: Andrew Arkin, WI.7-5324.	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday May 21 12:00 Noon Luncheon	FALL COLLECTION AT PRESS & TRADE PREVIEW Stanley Wyllins, designer, will present his "College Yearbook" collection of Fall separates. By invitation. Contact: Felice Slavin, CH. 4-5722.	BEACON HILL CORAL, INC.	STORK CLUB 3 EAST 53RD STREET
Wednesday May 21 12:15 P.M.; 1:15 P.M. Luncheon	VACATION FASHIONS FOR WOMEN WHO WORK Saks 34th Street will show vacation fashions at box luncheon showings. Price: 75¢. Contact: LA. 4-7000, Ext. 441. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR SPORTSWEAR DEPT.
Wednesday May 21 12:15 P.M.; 6:15 P.M.	SHOWING OF CHARM'S VACATION FASHIONS Vacation fashions for the business girl from Charm's "Two Weeks With Pay" issue. Box luncheon at 12:15 P.M.; supper at 6:15 P.M. Press invited. Open to public. Publicity: Constance Bray, Mitchell 2-8000.	KRESGE-NEWARK (NEWARK, N.J.)	8TH FLOOR AUDITORIUM
Wednesday May 21 12:30 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT LUNCHEON A collection of Summer dresses for daytime and evening wear will be presented by Esther Reifer during benefit luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Esther Reifer Publicity: Ruth Hammer Associates, EL. 5-7108. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ESTHER REIFER	HOTEL PIERRE COTILLION ROOM
Wednesday May 21 3:00 P.M. Cocktails	JEAN DESSÈS BLOUSES COATS, SUITS, GLOVES Exclusive American collection, designed in Paris by Jean Dessès, will be presented by Alper Blouse Co.; I.M. Bagedonow coats and suits; and Ireland Bros. gloves. Jean Dessès will be present at the show. By invitation only. Publicity: Alper Blouse--Ann Pester, BR. 9-7222. Bagedonow--Sylvia Bernstein, LO. 4-0247. Dessès--Rosemary Sheehan, CI. 7-8060.	ALPER BLOUSE CO. & I.M. BAGEDONOW, INC.	HOTEL PLAZA TERRACE ROOM
Wednesday May 21 4:00 P.M.- 6:00 P.M.	PREVIEW OF BOYS' FALL FASHIONS Preview of Fall fashions for boys, sizes 2 to 8. By invitation only. Publicity: Ruth Emmet, LO. 3-5500.	NEW IDEA YANKEE TOGS	1350 BROADWAY SHOWROOM-2ND FLOOR
Thursday May 22 10:00 A.M. Breakfast 11:00 A.M. Show	PRESS PREVIEW OF FALL COLLECTIONS "The Fall Hunt Starts At Donald Dress"--presentation of new Fall collection. By invitation. <u>Showing for N.Y. Resident Buyers:</u> Tuesday, May 27 at 11:00 A.M., followed by luncheon. Also, Fern Hunter's new junior Fall collection. By invitation. <u>N.Y. Resident Buyers' Show:</u> Wednesday, May 28 at 11:00 A.M. Publicity: Ken R. Williams, LO. 5-0525.	DONALD DRESS, INC.; & FERN HUNTER	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 22 3:00 P.M.	SHOWING OF FALL COLLECTION Presentation of Raissa Masket's "Inseparables" and juniors by Jenny Bell for Fall. By invitation. Contact: Bernard Masket, BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Thursday May 22 3:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL "TOMMIES" Preview of Kaylor's Fall and Back-To-School collection of "Tommies", pajamas and leisure wear, By invitation. Contact: Ruth Miller, MU. 9-6292.	KAYLON, INC.	180 MADISON AVENUE SHOWROOM-5TH FLOOR
Thursday May 22 4:00 P.M.	FALL KNITTED FASHIONS AT PRESS & TRADE PREVIEW Fall collection of knitted fashions. Publ.: Margaret Hodge, CH. 4-3693.	GOLDWORM SPORTSWEAR	1410 BROADWAY SHOWROOM-20TH FLOOR
Monday May 26 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1952 Fall and Winter collection at 10:30 A.M. Admission by invitation.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
Monday May 26 2:30 P.M.; May 27 10:30 A.M.	PREVIEW: FALL & WINTER COAT & SUIT COLLECTION Dan Millstein will present his Fall and Winter 1952 collection of coats and suits on Mon., May 26 at 2:30 P.M. and Tues., May 27 at 10:30 A.M. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.	DAN MILLSTEIN	205 WEST 39TH STREET SHOWROOM-11TH FLOOR
Monday May 26 4:00 P.M.	PREVIEW OF FALL COATS AND SUITS Preview of Fall coats, suits, and sportswear designed by Torre, will be presented to the press. By invitation. <u>Trade opening:</u> Tuesday, June 3. Contact: WI. 7-4640. Publicity: Kay Norton, PL. 3-0236.	HEATHERTON SPORTSWEAR LTD. 1410 BROADWAY (EMPIRE IMPORTS, INC.)	SHOWROOM-24TH FLOOR
Tuesday May 27- May 28 9:00 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 9:00 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 Luncheon preview of Ritter Brothers collection of Fall and Winter furs. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	HOTEL PIERRE COTILLION ROOM
Tuesday May 27 3:00 P.M. Cocktails	FALL COLLECTION AT PRESS PREVIEW Presentation of del Mar's collection for Fall at a cocktail party for the press. By invitation only. <u>N.Y. Resident Buying Offices Preview:</u> Wed., May 28 at 3:00 P.M. Publicity: Ken R. Williams, FE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday May 27 4:30 P.M. Cocktails	FALL DRESSES & SUITS BY ALAN PHILLIPS Alan Phillips of Lentz Diminutives will present his Fall collection of dresses and suits to the press. By invitation only. <u>N.Y. Resident Buyers' Preview:</u> Wednesday, May 28 at 3:00 P.M. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	LENTZ DIMINUTIVES, INC.	533 SEVENTH AVENUE SHOWROOM-7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 28 9:00 A.M. Breakfast	PREVIEW: ALEX MAGUY FALL COLLECTION	DONNYBROOK	500 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Press preview of the Alex Maguy Paris collection of Fall coats and suits, designed exclusively for Donnybrook, with a showing of identical reproductions in imported and domestic fabrics. <u>Showing at 9:45 A.M.</u> By invitation only. Public Relations: Dorothy Gluck, LA. 4-3040.		
Wednesday May 28 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
	Seymour Fox of Fox & Company will present "Pretty As A Picture", his Fall coat and suit collection. By invitation. <u>Trade showings:</u> 10:00 A.M. on June 3, 4, 5, 10, 11, 12, 17, 18, 19. Publ.: Ann R. Silver, MU. 7-8654.		
Wednesday May 28 11:00 A.M.	FALL COLLECTION AT PREVIEW FOR PRESS	PLATIRY COUNTRYWEAR	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
	Press and trade preview of Greta Plattery's Fall collection. By invitation. Publicity: Margaret Hodge, PE. 6-8680.		
Wednesday May 28 3:30 P.M. Cocktails	FALL FOUNDATIONS AT PRESS PREVIEW	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
	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.		
Wednesday May 28 4:00 P.M. Cocktails	FALL COLLECTION AT PRESS PREVIEW	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
	Preview for the press of Fall collection by Hannah Troy. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		
Beginning Wednesday May 28- June 12	"ITALY TODAY": EXHIBIT OF ITALIAN PRODUCTS	NEW YORK FAIR OF ITALIAN MANUFACTURERS	GRAND CENTRAL PALACE 46TH ST. & LEX. AVE.
	Daily fashion showings, featuring the latest creations of Italy's leading couturiers, and worn by Italian models. (Special preview, Wed, May 27 at 8:30 P.M.) Contact: Gene Rea, WI. 7-9248.		
Thursday May 29 9:30 A.M. Breakfast	PREVIEW: FALL AND WINTER COLLECTION	CARLYE DRESS COMPANY	1451 BROADWAY SHOWROOM-5TH FLOOR
	Press preview of Carlye's Fall and Winter dress collection. <u>Showing at 10:00 A.M.</u> By invitation. Publicity: Ruth Hammer Associates, M. 5-7108.		
Beginning Thursday May 29	OPENINGS OF FALL COLLECTIONS	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	Lady Northcool Fall suits at continuous daily showings, beginning, <u>Thurs.</u> May 29; Haymaker separates, beginning, <u>Mon.</u> , June 2; David Crystal's collection "Come To The Races" at 10:30 A.M. and 2:30 P.M. daily, <u>Tues.</u> , June 3. Publicity: Terry Mayer, BR. 9-6560.		
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	1384 BROADWAY SHOWROOM-20TH FLOOR
	"Charm" Magazine Sifts Fall Fashions For Women Who Work from the August-September tandem issues, titled "Best-Dressed Woman In The World". Featuring a promotion and display blueprint, daily at 9:00 A.M. and 11:00 A.M., breakfast. Contact: Charm Promotion, PL. 9-2080.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 2 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION "The Flight of Fashion"--Fall coats and suits of imported and domestic woolens by Will Nemerov will be presented to the press. By invitation only. <u>Daily showings for trade, beginning Wednesday, June 4 at 11:45 A.M. followed by buffet luncheon.</u> Publicity: Angeline Dougherty, MU. 5-3643.	WILL NEMEROV	500 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Monday June 2 12:00 Noon- 2:00 P.M. Luncheon	ROUND-TABLE DISCUSSION & LUNCHEON FOR PRESS Sylvan Rich will invite the press to a round-table discussion on "Making Ready-To-Wear More Ready To Wear". By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Monday June 2 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for 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
Monday June 2 3:45 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR SEPARATES "Lotte of Drewyn, U.S.A."--introducing new collection of spectator casuals. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR
Beginning Monday June 2	OPENING OF FALL COLLECTION FOR JUNIORS Jerry Greenwald will present the new Fall collection for juniors at daily showings. Contact: LO. 5-4851.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Beginning Monday June 2	OPENING OF FALL SPORTSWEAR LINES ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC.	THE SPORTSWEAR GUILD KANE WEILL MUTUAL ROSENBLUM ZOLTAN ROSENEBERG	MANUFACTURERS' SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
Beginning Monday June 2	OPENING OF FOGA FALL COLLECTIONS LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN PARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA-FOX, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC.	FASHION ORIGINATORS GUILD OF AMERICA GRABOIS FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS CO. NAT KAPLAN, INC. DAVID LEVINE CO.	INDIVIDUAL SHOWROOMS PAUL PARNE'S 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 June 3-5 8:30 A.M. Breakfast	PRIVATE PREVIEWS OF FALL COLLECTION Private breakfast previews of Carolyn Schnurer's Fall collection at 8:30 A.M. By invitation only. <u>Showings to the trade, beginning Friday, June 6 at 12:30 P.M. daily (box luncheons).</u> Contact: Lee Weber, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 3 9:30 A.M.	PRESS PREVIEW OF FALL COLLECTION The Fall couture collection of daytime, cocktail and evening dresses and costumes, designed by Marie Krum, will be shown to the press. By invitation only. (Trade showings daily thereafter at 9:30 A.M. and 12:30 P.M.) Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Tuesday June 3 9:30 A.M. And 2:30 P.M.	SIXTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Nancy Sprott, Special Projects Department, PL. 9-2080.	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
Tuesday June 3 10:00 A.M. Show 12:30 P.M.	ANNUAL FALL FASHION CLINIC & LUNCHEON Exhibit of fabrics and fashion, to be advertised in the August and Sept. issues; also, a presentation of back-to-school fashions for children. Contact: Monroe B. Michels, promotion manager, MU. 5-4400.	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
Tuesday June 3 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION Showing of Arthur Jablow's Fall collection of dressmaker suits and coats. Daily thereafter at 10:30 A.M. and 2:00 P.M. Contact: FE. 6-7053.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday June 3 11:00 A.M.	PREVIEW: NEW BRA LINE STYLED BY LILLY DACHE Nemo Foundations will invite the press to a preview of their new bra line, styled by Lilly Dache. By invitation only. Contact: Helen Gardner, Ceil & Presbrey, Inc., MU. 8-1234.	KOPS BROS., INC.	385 FIFTH AVENUE SHOWROOM-11TH FLOOR
Tuesday June 3 12:00 Noon; 4:00 P.M.	FALL COLLECTION AT PRESS & TRADE SHOWS Vera Maxwell will present her Fall collection at 12:00 Noon and 4:00 P.M. daily. Contact: Janet Hutton, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Tuesday June 3 1:30 P.M.	PREVIEW: FALL COATS & SUITS BY DONALD NORRIS Dave Bellsey will present "Me And My Shadow"--Fall collection of Bellciano coats and suits, designed by Donald Norris. Also, new Fall collection of "Bellciettes", styled for five-feet-four and under. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM-30TH FLOOR
Tuesday June 3 2:30 P.M.	FALL COLLECTION BY CLAIRE McCARDELL Daily showings at 2:30 P.M. Contact: LO. 4-2155.	TOWNLEY FROCKS	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday June 3 2:30 P.M.	OPENING OF FALL SPORTSWEAR COLLECTION Frances Sider will present her Fall sportswear collection at 2:30 P.M. daily. Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Tuesday June 3 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Arnold & Fox will present the Fall collection of afternoon and cocktail dresses, designed by Miguel Dorian. By invitation only. Trade showings: June 4, 5, 10, 11, 12. Publ.: Pauline Greene, MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 3 4:00 P.M. Cocktails	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 10:30 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Special preview for press of George Carmel's collection of Fall coats and suits. By invitation only. <u>Trade showings:</u> Beginning Thursday, June 5 at 10:30 A.M. and 2:30 P.M. daily. Publ.: Rosemary Sheehan, CI.7-8060.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Wednesday June 4 10:30 A.M.; 2:30 P.M.	OPENING OF FALL COLLECTION Showings of McMullen sportswear collection for Fall at 10:30 A.M. and 2:30 P.M. daily. Publicity: Mary Lewis, MU. 3-9560.	THE McMULLEN CO., INC.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR
Wednesday June 4 12:00 Noon Luncheon	FALL AND WINTER DRESS COLLECTION Van Gogh will show their Fall and Winter dress collection to press and trade daily. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.	VAN GOGH FASHIONS, INC.	530 SEVENTH AVENUE SHOWROOM-29TH FLOOR
Wednesday June 4 12:00 Noon 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. <u>Trade showings</u> 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 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Anna Miller will present her Fall collection of dresses and suits for daytime and cocktail wear at a breakfast preview for the press. <u>Trade showings:</u> Tuesday, June 10, at 2:30 P.M.; Wednesday, June 11, at 10:30 A.M. and 2:30 P.M., thereafter at 2:30 P.M. daily. Contact: Sally Wolf, CH. 4-3966.	ANNA MILLER & CO.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Thursday June 5 10:30 A.M.	OPENING OF FALL DRESS COLLECTION Daily showings at 10:30 A.M., 1:15 P.M. and 4:00 P.M. Contact: LO.5-4115. Publicity: Viola Shefer, PL. 3-3173.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 5 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Harmay will present a press showing of their Fall dress and suit collection. By invitation only. Publicity: Pauline Greene, MU. 5-3164.	HARMAY, INC.	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Thursday June 5 4:30 P.M. Cocktails	FALL COLLECTION AT BUYERS' PREVIEW The Fall collection by Georgia Bullock will be presented at a preview for buyers. By invitation only. Continuous daily showings thereafter. Publicity: Mona Jane Moore, LO. 5-4762.	GEORGIA BULLOCK, INC.	350 SEVENTH AVENUE SUITE 5708
Friday June 6 9:00 A.M. Breakfast	FALL LINGERIE AT PRESS PREVIEW Breakfast preview for press of Munsingwear's lingerie collection and "Foundettes" for Fall. By invitation only. Contact: Mary Woodman, MU. 9-7433.	MUNSINGWEAR, INC.	SAVOY PLAZA LE CHATEAU-11TH FL.
Friday June 6 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW Showing to the press of B. H. Wragge's collection for Fall. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Friday June 6 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Adler & Adler's press preview of the Fall collection, designed by Inez Filipo. By invitation. Trade showings: Beginning Tuesday, June 3 at 10:30 A.M. 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. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	FREDRICA FURS (SCHWARTZ & BLUESTEIN)	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 9 4:30 P.M. Cocktails	FALL COLLECTION OF "YOUNG VIEWPOINT" FASHIONS Ginsburg & Abelson will present their Fall collection of "Young Viewpoint" fashions at a preview for press and trade. By invitation only. Contact: Muriel Oggins, CH. 4-4131.	GINSBURG & ABELSON, INC.	PARK LANE HOTEL PARK AVE. & 48TH ST.
Monday June 9 7:00 P.M. Dinner	FALL SPORTSWEAR AT FASHION SHOWING Fall sportswear and After-Five fashions will be presented by the Woolknit Associates in cooperation with The Wool Bureau. Showing of "Wool-Dressed Globe Trotters"--dresses, suits, sweaters with original woolknit bathing costumes by American and European designers; also, exhibits of educational "behind-the-scenes" story of wool. Press by invitation. Tickets available to store executives, and buyers. Price: \$25.00. Director: Eleanor Kairalla. Publicity: Women's fashions, Margo Auerbacher, MU. 8-1172; Men's fashions, Lawrence Briggs, PL. 7-5092.	WOOLKNIT ASSOCIATES, INC.; WALDORF-ASTORIA THE WOOL BUREAU	GRAND BALLROOM
Tuesday June 10 9:00 A.M. Breakfast	FALL FASHIONS AT PRESS & TRADE PREVIEW Fall and back-to-school fashions in ready-to-wear and accessories will be presented to the press and trade. Showing at 9:30 A.M., at Powers Model Agency. By invitation. Contact: Merchandising Coordinates, MU. 8-8722.	JOHN ROBERT POWERS	247 PARK AVENUE 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 10 1:00 P.M.	OPENING OF FALL AND WINTER COLLECTION Showing of Talmack's Fall and Winter dress and suit collection at 1:00 P.M. daily. Contact: Matty Talmack, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Tuesday June 10 1:15 P.M.	OPENING OF FALL COLLECTION Daily showings of the Fall collection at 1:15 P.M. Contact: BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Wednesday June 11 9:30 A.M. Breakfast	PREMIERE SHOWING OF FALL ENSEMBLES First showing of complete Fall ensemble "From Head to Hem", designed by Walter Florell, at preview for press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Wednesday June 11 10:30 A.M.; 2:30 P.M.	OPENING OF FALL COLLECTION The Fall collection will be shown daily at 10:30 A.M. and 2:30 P.M. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday June 11 2:30 P.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Elizabeth Arden will present her Fall ready-to-wear at a preview for the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Wednesday June 11 4:00 P.M.- 7:00 P.M. Cocktails	TWELFTH ANNUAL SEWING CONTEST FASHION SHOW Presentation of prize winning home-sewn garments, and awarding of prizes to eight national winners selected by fashion designers and editors. Showing of garments which have been made by senior and junior non-profes- sional dressmakers from many cities through the U.S., and which have won first prizes locally. By invitation. Publicity: Grace Turner, director, Women's Department, Win Nathanson & Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 12 12:00 Noon Cocktails; Luncheon	PRESS CONFERENCE & SUN GLASS FASHION SHOW Sun Glass press conference and live fashion show, with a display in the Penthouse, will be presented at cocktails and luncheon. Fashion show will tie-in with National Sun Glass Week (June 22-June 28). By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, Inc., LA. 4-1420.	L. J. HOUZE CONVEX GLASS COMPANY	ST. REGIS HOTEL ROOF & PENTHOUSE
Thursday June 12 7:00 P.M. Dinner; 9:00 P.M. Show	ANNUAL FALL FASHION SHOW AND DINNER DANCE "Fashionable Beauties of '52"--Society of N. Y. Dress Designers will present their annual Fall fashion show at a dinner-dance. Dress optional. Tickets (including tax): \$20.00, dinner and show; \$10.00, balcony seats, show only. Contact: Belle Burke, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	WALDORF-ASTORIA GRAND BALLROOM
Monday June 16 4:00 P.M. Cocktails	FUR FORECAST AND NEW FUR COLORS Hollander will present a forecast of colors, silhouette, price and news in furs for 1952-53. By invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	HOLLANDER FURS	163 WEST 29TH ST. HOLLANDER COLOR ROOM

MOVIES...TELEVISION...THEATRE

- Friday May 16 OPENING: "NEW FACES OF 1952" ROYALE THEATRE, 242 WEST 45TH Leonard Sillman will present a musical revue, satirizing life in New York, its plays, its people, and its customs. (Note Change of Date). Director: John Murray Anderson. Choreography: Richard Barstow. Scenery and Lighting: Raoul Pene DuBois. Costumes: Thomas Becher. Publ.: Bill Doll, JU. 2-4976.
- Friday May 16 PREMIERE: "KANGAROO" (Movie) ROXY THEATRE, 6TH AVE. & 50TH ST. Twentieth Century Fox Technicolor adventure story filmed in Australia, about a cattle rancher and his daughter. Producer: Robert Bassler. Director: Lewis Milestone. Stars: Maureen O'Hara and Peter Lawford. Costumes: Charles Le Maire and Edward Stevenson. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Thursday May 22 TELEVISION: THE GARRY MOORE SHOW CBS-TV, CHANNEL 4 1:30 P.M. Mrs. Alan G. Kirk, wife of former U.S. Ambassador to Russia, will be a guest on the Garry Moore TV show, and will compare American standards of living with Russian, showing Russian fashions designed for the white collar workers. Publicity: Liz Scofield, PL. 5-2000.
- Friday May 23 TELEVISION: KATE SMITH HOUR WNBT, CHANNEL 2 4:00 P.M. "Summer Symphony" showing of a collection of Hannah Troy fashions. Publicity: Dorothy Daye, CI. 7-8300.
- Wednesday May 28 OPENING: "FIRST LADY" N.Y. CITY CENTER, 131 WEST 55TH ST. Helen Gahagan, Edna Best, Ona Munson, Peggy Ann Garner, Howard Smith and Scott McKay will star in the third and final comedy in a series of three presented by the N.Y.C. Theatre Company. This involves the wife of a U.S. senator and the wife of a Chief Justice, and the privilege of calling the White House home. Director: David Alexander. Settings: Peter Larkin. Costumes: Noel Taylor. Publicity: Sol Jacobson, CH. 4-1482.
- Wednesday May 28 OPENING: "SUNDAY BREAKFAST" CORONET THEATRE, 230 WEST 49TH ST. Fifth and final drama in ANTA Play Series, by Emery Rubio and Miriam Balf, starring Anthony Ross, Cloris Leachman and Douglas Watson. (Note Change of Date and Place). Director: Stella Adler. Scenery and Costumes: Ben Edwards. Publicity: Barry Hyams, PL. 7-7327.
- Wednesday May 28 PREMIERE: "WALK EAST ON BEACON" (Movie) VICTORIA THEA., 45TH ST. & B'WAY. Louis de Rochemont's production, dramatizing the F.B.I.'s nation-wide offensive against the underground activities, will be released by Columbia Pictures. Stars: George Murphy, Finlay Currie, and Virginia Gilmore. Director: Alfred Werker. Publicity: Hortense Schorr, CI. 5-5000.
- Beginning Monday June 23 STADIUM CONCERTS, LEWISOHN STADIUM 138TH ST. & AMSTERDAM AVENUE The annual Stadium Concerts series will extend for six weeks, June 23 through August 2. Programs will be given 5 nights a week, Mondays, Tuesdays, Wednesdays, Thursdays and Saturdays, featuring Stadium Symphony Orchestra and world-famous conductors with concert, opera, radio stars as soloists. Publicity: Alix Williamson, CI. 6-4462.
- Wednesday June 25 OPENING: "WISH YOU WERE HERE" IMPERIAL THEATRE, 247 WEST 45TH Leland Hayward and Joshua Logan will present a new musical comedy by Arthur Kober and Joshua Logan. Music and Lyrics: Harold Rome. Director and Dances: Joshua Logan. Stars: Christine Mathews, Jack Cassidy and Sheila Bond. Settings: Jo Mielziner. Costumes: Robert Mackintosh. Publicity: Leo Freedman, CH. 4-7250.