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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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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 12, 1952</u>			
Monday May 12 10:00 A.M. Press Show	SHOWING OF FALL AND WINTER SHOES 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 and Winter. Displays at New Yorker and McAlpin Hotels from Sunday, May 11, at 10:00 A.M. through Thursday, May 15. Co-managers of show: Maxwell Field and Edward Atkins. By invitation. Contact: Edward Atkins, MU. 2-8705. Publ.: Ruth Hammer Assoc., EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER NORTH BALLROOM
Monday May 12 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Press showing of Handmacher's Fall coat and suit collection. By invitation only. Publicity: Isabelle Crawford, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Monday May 12 4:00 P.M. Cocktails	FALL GLOVE COLLECTION AT PRESS PREVIEW Fall showing by Wear-Right Gloves, and a special collection designed by Roger Fare. By invitation. Contact: Marina Zangara, MU. 3-9110.	WEAR-RIGHT GLOVES, INC.	244 MADISON AVENUE SHOWROOM
Beginning Monday May 12	SHOWING OF FALL SEPARATES COLLECTION Fall collection of Separates. By appointment; contact: PE. 6-8537. Publicity: The 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: The Miles, CH. 2-2344.	LUMAY COAT COMPANY	512 SEVENTH AVENUE SHOWROOM-13TH FLOOR
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.		
Tuesday May 13 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Elizabeth Arden will present a collection of Summer fashions during luncheon. (Note: Plaza Luncheon on Tuesday instead of Thursday this week). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Arden Publicity: Rasponi Associates, TE. 8-8171. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ELIZABETH ARDEN	HOTEL PLAZA TERRACE ROOM
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, Inc., MU. 9-1630.	ROSENBLATT & KAHN, INC.	HAMPSHIRE HOUSE THE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 13 7:00 P.M.- 9:00 P.M.	TENTH SESSION OF PUBLICITY COURSE "How To Sell Publicity And Yourself". Leader--Henry Schapper. Speakers: Catherine Blondin, Pres. of Catherine Blondin Associates and Philip M. Bottfeld, Benton & Bowles. Contact: PL. 5-4000, Ext. 208.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
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, BEDO, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Wednesday May 14 9:30 A.M. Breakfast	PRESS SHOWING OF NEW HAIR COSMETICS Contress--a brand new fashion cosmetic for the hair, will be shown to the beauty press at a breakfast, prior to its introduction to the public at Macy's. (<u>Note Change of Date</u>). By invitation only. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 3275. Contress Publicity: Jack Shor, OR. 5-0700.	MACY'S: CONTRESS, INC.	HOTEL PIERRE ROOF GARDEN
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 SHOWRM.
Wednesday May 14 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS "The Fresh, The Flattering, The Feminine"--Arnold Constable's Summer fashion collection by top-flight American designers. 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 AT LUNCHEON SHOWING "The Pale Pale Look"--Russeks' collection of Summer pastels in active and spectator sportswear fashions. Press by invitation. Public by reserva- tion; 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 15 11:00 A.M.	ITALIAN FASHIONS AT PRESS SHOWING Press preview of Italian sportswear and separates. By invitation only. Informal modeling for public on Monday, May 19, 3rd Floor. Specialty Corner. Publicity: Gay Stearns or Janice Synes, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR CONFERENCE ROOM
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
Thursday May 15 3:30 P.M.	FASHION SHOW BY SENIOR STUDENTS "Headlines For 1952"--annual show produced and planned by senior students of the Laboratory Institute of Merchandising, presenting fashions from McCreery's. By invitation only. Contact: Shirley Carson, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
Saturday May 17 11:30 A.M.	SUMMER FASHIONS FOR TEENAGERS Namm Loeser's will present a collection of Summer fashions for teens in cooperation with "Seventeen" Magazine. Press invited. Open to public. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM LOESER'S (BROOKLYN)	2ND FLOOR
Saturday May 17 1:00 P.M. Luncheon	BENEFIT SHOWING OF SUMMER FASHIONS Summer fashions by del Mar will be presented during a benefit luncheon. For reservations: contact: Headwaiter, PL. 5-5800. Commentator and del Mar Publicity: Ken R. Williams, PE. 6-7462. St. Moritz Fashion Director: Alberta Kelley, PL. 5-5800.	del MAR	ST. MORITZ HOTEL BURGUNDY ROOM
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 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</u> <u>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 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 12:30 P.M. Luncheon	PREVIEW: CORONATION SHOE COLLECTION Introduction to the press of new Fall shoe line, under a new name-- Coronation collection of Red Cross Shoes. By invitation only. Publicity: Marti Lucas, of Lynn Farnol, JU. 6-5777.	RED CROSS SHOES	WALDORF-ASTORIA PERROQUET SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. By invitation. Publicity: The Miles, CH. 2-2344.	NEW JAUNTY SPORTSWEAR	1410 BROADWAY SHOWROOM-15TH FLOOR
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. <u>Trade opening</u> on Wednesday, June 4, at 2:30 P.M. Publicity: Donna Cannon, PL. 3-7072.	HENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH 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.; 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 DESSES BLOUSES COATS, SUITS, GLOVES Exclusive American collection, designed in Paris by Jean Desses, will be presented by Alper Blouse Co.; I.M. Bagedonow coats and suits; and Ireland Bros. gloves. Jean Desses will be present at the show. (<u>Note Change of Time and Place</u>). By invitation only. Alper Blouse Publicity: Ann Pester, BR. 9-7222. Bagedonow Publicity: Sylvia Bernstein, LO. 4-0247.	ALPER BLOUSE CO. & I.M. BAGEDONOW, INC.	HOTEL PLAZA TERRACE ROOM
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. Publ.: 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 3:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL "TOMMIES" The press and resident buyers will be invited to a cocktail preview of Kaylon's Fall and Back-To-School collection of "Tommies", pajamas and leisure wear. By invitation only. Contact: Ruth Miller, MU. 9-6292.	KAYLON, INC.	180 MADISON AVENUE SHOWROOM-5TH FLOOR
Thursday May 22 4:00 P.M. Cocktails	FALL KNITTED FASHIONS AT PRESS & TRADE PREVIEW Fall collection of knitted fashions. By invitation. Publicity: 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. (<u>Note Change of Time</u>). Admission by invitation.	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 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, PE. 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
Wednesday May 28 9:00 A.M. Breakfast	PREVIEW: ALEX MAGUY FALL COLLECTION 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.	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. Publ.: Ann R. Silver, MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Wednesday May 28 11:00 A.M. Breakfast	FALL COLLECTION AT PREVIEW FOR PRESS Press and trade preview of Greta Plattray's Fall collection. By invitation. Publicity: Margaret Hodge, PE. 6-8680.	PLATTRAY COUNTRYWEAR, INC.	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Wednesday May 28 4:00 P.M. Cocktails	FALL COLLECTION AT PRESS PREVIEW Preview for the press of Fall collection by Hannah Troy. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Beginning Wednesday May 28- June 12	"ITALY TODAY": EXHIBIT OF ITALIAN PRODUCTS Daily fashion showings, featuring the latest creations of Italy's leading couturiers, and worn by Italian models. Contact: Gene Rea, WI. 7-9248.	NEW YORK FAIR OF ITALIAN MANUFACTURERS	GRAND CENTRAL PALACE 46TH 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. <u>Showing at 10:00 A.M.</u> By invitation. 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 8:30 A.M. Coffee	PREVIEW: FALL & WINTER BLOUSES AND SEPARATES Press and trade preview of Dorine Liebert's Fall and Winter collection of separates and blouses, in a series of 8:30 A.M. breakfast shows. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	DORINE LIEBERT	15 EAST 53RD STREET SHOWROOM
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". Featuring a promotion and display blueprint, daily at 9:00 A.M. and 11:00 A.M., breakfast, for buyers, merchandise managers, display directors, store promotion executives and buying offices. Contact: Charm Promotion Dept., PL. 9-2080.	CHARM	1384 BROADWAY SHOWROOM-20TH 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 Drewyn, Ltd., will present "Lotte of Drewyn, U.S.A."--introducing her new collection of spectator casuals for America's career girls. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday	OPENING OF FALL COLLECTION FOR JUNIORS	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
June 2	Jerry Greenwald will present the new Fall collection for juniors at daily showings. Contact: LO. 5-4851.		

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 Gendler, executive secretary, CH. 4-6945.			

Tuesday	PRIVATE PREVIEWS OF FALL COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
June 3-5 8:30 A.M. Breakfast	Private breakfast previews of Carolyn Schnurer's Fall collection at 8:30 A.M. By invitation only. Showings to the trade, beginning Friday, June 6 at 12:30 P.M. daily (box luncheons served from 12:00 Noon). Contact: Lee Weber, CH. 4-4587.		

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. And 2:30 P.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.		

Tuesday	ANNUAL FALL FASHION CLINIC & LUNCHEON	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
June 3 10:00 A.M. Show 12:30 P.M. 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, girls, boys, and small teens. Clinic Director: Mrs. Beryl Tucker, fashion editor of "Parents'" Magazine. Luncheon at 12:30 P.M. in the Belvedere Room. Tickets: \$5.00 (clinic); \$5.00 (luncheon). Contact: Monroe B. Michels, promotion manager, MU. 5-4400.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 3 11:00 A.M.	PREVIEW: NEW BRA 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, Cecil & 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 coats and suits, designed by Donald Norris. Also, new Fall collection of "Bellclettes", styled for five-feet-four and under. (<u>Note Change of Date</u>). 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.; SUNCLOTES, 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. (<u>Note Change of Time</u>). By invitation. Trade showings at 3:30 P.M. on June 4, 5, 10, 11, 12. Publ.: MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
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. (<u>Note Change of Date and Time</u>). By invitation only. <u>Trade</u> <u>showings</u> : Beginning Thursday, June 5 at 10:30 A.M. and 2:30 P.M. daily. Publicity: Rosemary Sheehan, CI. 7-8060.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM-15TH 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 12:30 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 4 2:30 P.M.	BRIGANCE OF SPORTSMAKER FALL COLLECTION	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	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.		
Wednesday June 4 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE	GLAMOUR MAGAZINE	HOTEL PLAZA GRAND BALLROOM
	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.		
Thursday June 5 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	HARMAY, INC.	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
	Harmay will present a press showing of their Fall dress and suit collection. By invitation only. Publicity: Pauline Greene, MU. 5-3164.		
Friday June 6 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Showing to the press of B. H. Wragge's collection for Fall. By invitation only. Publicity: Molly Porter, WI. 7-4968.		
Friday June 6 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
	Adler & Adler's press preview of the Fall collection, designed by Inez Filipo. By invitation. <u>Trade showings, beginning Tuesday, June 3 at 10:30 A.M.</u> Publicity: Ruth Hammer Associates, EL. 5-7108.		
Monday June 9 11:00 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION	FREDERICA FURS (SCHWARTZ & BLUESTEIN)	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
	Fredrica Furs (Arthur Schwartz, designer) Fall and Winter custom fur collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday June 10 9:00 A.M. Breakfast	FALL FASHIONS AT PRESS & TRADE PREVIEW	JOHN ROBERT POWERS	247 PARK AVENUE 6TH FLOOR
	Fall and back-to-school fashions in ready-to-wear and accessories will be presented to the press, buying offices and trade. <u>Showing at 9:30 A.M.</u> By invitation only. Contact: Merchandising Coordinates, MU. 8-8722.		
Beginning Tuesday June 10 1:00 P.M.	OPENING OF FALL AND WINTER COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM-5TH FLOOR
	Showing of Talmack's Fall and Winter dress and suit collection at 1:00 P.M. daily. Contact: Matty Talmack, BR. 9-1195.		
Wednesday June 11 4:00 P.M.- 7:00 P.M. Cocktails	TWELFTH ANNUAL SEWING CONTEST FASHION SHOW	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
	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-professional 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.		

MOVIES...TELEVISION...THEATRE

- Now THEATRICAL ARTISTS EXHIBIT ANTA PLAYHOUSE, 245 WEST 52ND STREET
Going Designs, costumes and sketches by theatrical costume designers of United
On Scenic Artists. Open to public, 10:00 A.M. to 6:00 P.M., daily through
May 28. Contact: CI. 6-8023.
- Friday PREMIERE: "THE SAN FRANCISCO STORY" (Movie) WARNER THEATRE, B'WAY & 47TH
May 9 A story about the politics in San Francisco during the 1800's, released
by Warner Bros., and starring Joel McCrae and Yvonne de Carlo. Producer:
Howard Welsch. Director: Robert Parrish. Wardrobe: Joe King. Miss de
Carlo's Gowns: Yvonne Wood. Publicity: Eve Siegel, CI. 6-1000.
- Friday PREMIERE: "THE SNIPER" (Movie) CRITERION THEATRE, B'WAY & 45TH
May 9 Columbia Pictures will present a suspense drama of a psychopathic killer
who concentrates on the murder of women in their thirties. Producer:
Stanley Kramer. Director: Edward Dmytryk. Stars: Adolphe Menjou and
Arthur Franz with Marie Windsor. Publicity: Hortense Schorr, CI. 5-5000.
- Saturday PREMIERE: "THE WILD NORTH" (Movie) LOEW'S STATE, B'WAY & 45TH STREET
May 10 Stewart Granger, Wendell Corey and Syd Charisse will star in the MGM
Technicolor movie of a fugitive pursued by an agent through the track-
less North. Producer: Stephen Ames. Director: Andrew Marten. Publ.:
Herbert Crooker, JU. 2-2000.
- Monday TELEVISION: KATE SMITH HOUR WNBT, CHANNEL 2
May 12 Denims from dawn to dusk, featuring morning through cocktail fashions in
4:00 P.M. Avondale fabrics. Publicity: Dorothy Daye, CI. 7-8300.
- Wednesday OPENING: "TOVARICH" N.Y. CITY CENTER, 131 WEST 55TH ST.
May 14 The N.Y.C. Theatre Company will present the second in a series of three
comedies, about Russian nobility employed as domestic help in Paris.
Stars: Uta Hagen, Herbert Berghof, Luther Adler and Paula Laurence. Dir:
Harry Horner. Costumes: Noel Taylor. Publ.: Sol Jacobson, CH. 4-1482.
- Wednesday PREMIERE: "RANCHO NOTORIOUS" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
May 14 Technicolor motion picture, released by RKO Radio Pictures, about an ex-
saloon entertainer who presides over a ranch refuge for bandits of all
descriptions. Stars: Marlene Dietrich, Arthur Kennedy and Mel Ferrer.
Producer: Howard Welsch. Director: Fritz Lang. Wardrobe: Joe King.
Miss Dietrich's Gowns: Don Loper. Publicity: Don Prince, JU. 6-5050.
- Thursday OPENING: "NEW FACES OF 1952" ROYALE THEATRE, 242 WEST 45TH
May 15 Leonard Sillman will present a musical revue, satirizing life in New York,
its plays, its people, and its customs. Director: John Murray Anderson.
Choreography: Richard Barstow. Scenery and Lighting: Raoul Pene DuBois.
Costumes: Thomas Becher. Publicity: Bill Doll, JU. 2-4976.
- Friday PREMIERE: "KANGAROO" (Movie) ROXY THEATRE, 6TH AVE. & 50TH ST.
May 16 Technicolor adventure story filmed in Australia about a cattle rancher
and his daughter, released by Twentieth Century-Fox. Producer: Robert
Bassler. Director: Lewis Milestone. Stars: Maureen O'Hara and Peter
Lawford. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Wednesday OPENING: "SUNDAY BREAKFAST" ANTA PLAYHOUSE, 245 WEST 52ND
May 21 Fifth and final drama in ANTA Play Series, starring Anthony Ross and
Phyllis Povah. Publicity: Barry Hyams, PL. 7-7327.