

File Copy
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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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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> |
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| <u>WEEK BEGINNING SUNDAY, AUGUST 24, 1952</u> | | | |
| Sunday August 24- | AMERICAN LEGION NATIONAL CONVENTION IN NEW YORK. | | |
| August 28 | Fashion show at Waldorf-Astoria, Grand Ballroom, Sunday, Aug. 24, 4:30 and 6:00 P.M. with a "Cavalcade of Fashion" by Gimbels, Macy's, Stern Bros., and Mr. John's Millinery. Coordinator: Etta Wanger, JU. 6-3110. American Legion Convention Publicity: Helen Brooks, EL. 5-1661. | | |
| Cancelled August 25 | HEARN'S PRESS PREVIEW OF BACK-TO-SCHOOL FASHIONS, ORIGINALLY SCHEDULED FOR MONDAY, AUGUST 25 at 9:30 A.M., HAS BEEN CANCELLED. | | |
| Monday August 25 | PRESS PREVIEW OF NEW MILLINERY IDEAS | JAY THORPE | 4TH FLOOR MILLINERY SALON |
| 11:00 A.M. | The press will be invited to meet Martin Belasco, and to preview his new ideas in millinery. By invitation. Publ.: Minnie Fite, JU. 6-1000. | | |
| Tuesday August 26 | PRESS SHOWING OF RESORT COTTONS | HOPE SKILLMAN | 1407 BROADWAY SHOWROOM - 29TH FLOOR |
| 9:30 A.M. Breakfast | Hope Skillman will present her Resort collection of cottons in an informal show and display at a breakfast for the press. By invitation only. Publicity: Dorothy Johnson Werner, CH. 4-8109. | | |
| Tuesday August 26 | PRESS PREVIEW OF CUSTOM MILLINERY | MILGRIM | 6 WEST 57TH STREET SALON - 6TH FLOOR |
| 11:00 A.M. | Presentation of Milgrim's custom millinery at a showing for the press. By invitation only. Publicity: Maud G. Moody, LE. 2-4049. | | |
| Tuesday August 26 | LUNCHEON FOR FASHION PRESS | BAITCH & CASTALDI, INC. HOTEL PLAZA (230 WEST 39TH STREET) | BAROQUE SUITE |
| 12:30 P.M. Luncheon | Baitch & Castaldi will invite the press to a special luncheon, presenting news of fashion significance. By invitation only. Contact: Hilda Sherey, Diamond-Barnett, Inc., MU. 2-7025. | | |
| Wednesday August 27 | PREVIEW OF COUTURIER IMPORTED FABRICS | McCUTCHEON'S | 609 FIFTH AVENUE 2ND FLOOR |
| 9:30 A.M. Breakfast | McCutcheon's will present an informal showing of exclusive couturier imported fabrics to the press. By invitation. Publ.: Ned Irish, EL. 5-1000. | | |
| Wednesday August 27 | PRESS PREVIEW: FALL SHOE COLLECTION | SAKS FIFTH AVENUE | PARK LANE HOTEL LE PETIT SALON |
| 11:00 A.M. Brioche | Saks Fifth Avenue will present their Fall shoe collection to the press. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7065. | | |
| Wednesday August 27 | PRESENTATION OF COLLEGE FASHIONS | L. BAMBERGER & CO. (NEWARK) | 3RD FLOOR |
| 2:30 P.M. | Showing of Bamberger's college fashions. Press invited. Publicity: John von Arnold, MArket 2-1212. | | |

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| Wednesday August 27 4:00 P.M. Cocktails; 4:30 P.M. Showing | WORLD DEBUT OF NEW FIBER: "ACRILAN" Press preview of "Acrilan", Chemstrand Corporation's new acrylic textile fiber, featuring a fashion show, fabric exhibit, and fact forum with firm's officials. By invitation. Chemstrand Public Relations Director: James Bixby, LA. 4-7200. Acrilan Fashion Publicity: Ann R. Silver, MU.7-8654. | CHEMSTRAND CORP. (350 FIFTH AVENUE) | HOTEL PIERRE GRAND BALLROOM |
| Wednesday August 27 4:00 P.M. | PREVIEW OF "SEVENTEEN" FASHIONS Presentation of back-to-school and date fashions from "Seventeen" Magazine's August and September issues. Contact: Jeannette Smith, Mitchell 2-8000. | KRESGE-NEWARK | 7TH FLOOR REGIMENTAL ROOM |
| Thursday August 28 9:30 A.M. Breakfast | PREVIEW OF SCOTCH TWEED COLLECTION Private press showing, during breakfast, of Peck & Peck's Scotch tweed collection. By invitation only. Publicity: Mrs. D.J. Todd, OR. 3-4700. | PECK & PECK | 260 FOURTH AVENUE 6TH FLOOR |
| Thursday August 28 11:15 A.M. | PRESENTATION OF TEEN-AGE FASHIONS Showing of teen-age fashions at Saks 34th. Press invited. Open to public. Publicity: Rita Dobbins, LA. 4-7000. | SAKS 34TH STREET | 2ND FLOOR |
| Thursday August 28 2:30 P.M. | PRESENTATION OF COLLEGE FASHIONS Showing of college fashions by Martin's College Board at 2:30 P.M. (This is a repeat of the Aug. 4 press show). Open to public. Publicity: Juli Daves, TR. 5-3100, Ext. 355. | MARTIN'S (BROOKLYN) | 5TH FLOOR |
| Thursday August 28- Sept. 7 | CALIFORNIA STATE FAIR IN SACRAMENTO. Annual exposition and Pageant of California Fashions. Publicity: Bert F. Williams, Box 2036, Sacramento, California. | | |
| Sept. 1 | LABOR DAY (Legal Holiday -- Monday). | | |

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

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| Tuesday Sept. 2 | <u>HATTIE CARNEGIE</u> At 3:00 P.M. | 42 EAST 49TH ST. PUBL.: CONSTANCE WOODWORTH PL. 5-2600 (Also, French Imports) (Note Change of Date and Time). |
| Wednesday Sept. 3 | <u>BERGDORF GOODMAN</u> At 5:30 P.M. | 745 FIFTH AVE. PUBL.: FLORENCE NEFF PL. 3-7300 |
| Monday Sept. 8 | <u>MILGRIM</u> At 11:00 A.M. | 6 WEST 57TH ST. PUBL.: GERTRUDE LETTESE CI. 7-7200 |
| Monday Sept. 8 | <u>HENRI BENDEL</u> At 2:30 P.M. | 10 WEST 57TH ST. PUBL.: FRANCES ANDERSON CI. 7-1100 (Also showing French Import Collection) |
| Tuesday Sept. 9 | <u>SAKS FIFTH AVE.</u> At 9:00 P.M. | 611 FIFTH AVE. PUBL.: CAROLYN HAIGHT PL. 3-4000 (Designed by Sophie) (Note Change of Date and Time). |
| Wednesday Sept. 10 | <u>ELIZABETH ARDEN</u> At 3:00 P.M. | 691 FIFTH AVE. PUBL.: RASPOLI ASSOC. TE. 8-8171 |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Tuesday Sept. 2 | "HOLI-DATE" WITH del MAR Daily showings of Holiday collection of dresses and coordinates. Press by appointment. Publicity: Ken R. Williams, PE. 6-7462. | del MAR | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Beginning Tuesday Sept. 2 | OPENING OF HOLIDAY SEPARATES COLLECTION By appointment. Contact: PE. 6-8537. Publ.: The Miles, CH. 2-2344. | HERBERT LABANDTER, INC. | 1384 BROADWAY SHOWROOM - 6TH FLOOR |
| Beginning Tuesday Sept. 2 | COCKTAIL AND EVENING SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present their cocktail, evening and early Spring shoe collections in individual members' showrooms. Composite display at the Guild office, Room 312, Shelburne Hotel. By appointment only. Members include: Newton Elkin, Jerro Brothers, John Marino, Palter DeLiso, Zuckerman & Fox, M. Wolf, Andrew Geller, I. Millen. Publicity: Doris Beechman, MU. 9-5200. | GUILD OF BETTER SHOE MANUFACTURERS | INDIVIDUAL SHOWROOMS |
| Wednesday Sept. 3 10:00 A.M. | DESIGN AND COLOR TRENDS FOR SPRING The National Shoe Retailers Ass'n will hold a style conference covering fabrics, silhouettes, millinery, shoes, bags, gloves and other accessories. This entire program and presentation will be made by the staff of "Vogue" Magazine. Contact: Mrs. Thelma Hennessey or Mr. L.E. Langston, MU. 6-7520. | NATIONAL SHOE RETAILERS ASS'N. | WALDORF-ASTORIA GRAND BALLROOM |
| Wednesday Sept. 3 12:30 P.M. Luncheon | DAVID CRYSTAL FASHIONS AT LUNCHEON SHOW Presentation of David Crystal Fall dresses and suits, available at Best & Co. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: David Crystal -- Terry Mayer, BR. 9-6560; Best & Co. -- Madlyn Grimes, PL. 9-2000; Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | BEST & CO. | WALDORF-ASTORIA STARLIGHT ROOF |
| Wednesday Sept. 3 4:00 P.M. Cocktails | PRESS PREVIEW OF FALL SHOE COLLECTION The Tailored Woman will present their new Fall and Winter shoe collection, featuring exclusive designs by Anthony Mascioli; and "Senorinas", new medium-priced group of "career girl" shoes. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281. | THE TAILORED WOMAN | STREET FLOOR |
| Sept. 3 | BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 2). | | |
| Thursday Sept. 4 12:15 P.M.; 6:00 P.M. | MILLINERY IMPORTS & SAKS 34TH COPIES Presentation of French and Italian millinery originals, and Saks 34th "carbon copies". Open to public. Publicity: Rita Dobbins, LA. 4-7000. | SAKS 34TH STREET | 4TH FLOOR |
| Thursday Sept. 4 12:30 P.M. Luncheon | ELFREDA-FOX FASHIONS AT LUNCHEON SHOW Jay Thorpe will present Fall fashions by Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ.: Elfreda-Fox -- Gladys Steiner, MU. 9-1630; Jay Thorpe -- Minnie Fite, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | JAY THORPE | HOTEL PLAZA TERRACE ROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday Sept. 4 12:30 P.M. Luncheon | TEEN-AGE FASHIONS AT LUNCHEON SHOW | SAKS FIFTH AVENUE | WALDORF-ASTORIA EMPIRE ROOM |
| | Saks Fifth Avenue will present teen-age fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks 5th Avenue Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000. | | |
| Thursday Sept. 4 12:30 P.M. Luncheon | PRESS PREVIEW OF LEATHER TREATMENTS | TANNERS' COUNCIL OF AMERICA, INC. | WALDORF-ASTORIA |
| | Press luncheon showing leather treatments and finishes in new colors for Spring 1953. The 41st Semi-Annual Leather Show, with displays by about 90 tanning firms, will take place in the Grand Ballroom on Thurs., Sept. 4, from 11:00 A.M. to 8:00 P.M.; and Friday, Sept. 5, from 9:00 A.M. to 5:00 P.M. By invitation. Publicity: Leif C. Kronen, MU. 6-7950. | | |
| Thursday Sept. 4 2:00 P.M. | SWIMSUIT FASHION SHOW IN CALIFORNIA | COLE OF CALIFORNIA | 846 SO. BROADWAY LOS ANGELES, CALIF. |
| | Cole of California's swimsuits, sun dresses, and after-swim fashions for Misses, Juniors (9-15), Girls (9-15), Girls (7-14), Little Girls and Boys (2-6), will be shown in Cole's new "Swim Lanai." Press preview, Thursday, Sept. 4, 2:00 P.M.; Buyers' preview, Friday, Sept. 5, 9:30 A.M.; Buying Offices, Friday, Sept. 5, 2:00 P.M. Contact: Margot Mallary, Adv. Mgr., Cole of California, Pacific Blvd. and Fruitland Ave., Los Angeles. | | |
| Thursday Sept. 4 5:45 P.M. | FASHIONS FROM "CHARM'S" SEPTEMBER ISSUE | BONWIT TELLER | 8TH FLOOR |
| | Fashions from "Charm" Magazine's September issue at Bonwit Teller. Open to public. Publicity: Nancy Talbert, EL. 5-6800. | | |
| Friday Sept. 5 9:30 A.M. Breakfast | PRESS BREAKFAST: FASHIONS FOR TALL GIRLS | TALL WEAR | 13 EAST 47TH STREET 2ND FLOOR |
| | Tall Wear will present a press showing of Fall fashions for tall girls. By invitation. Contact: Sylvia Polleck, EL. 5-6029. | | |
| Friday Sept. 5 2:30 P.M. | READY-TO-WEAR FASHIONS FOR FALL | JAY THORPE | 3RD FLOOR |
| | Jay Thorpe will present Fall ready-to-wear from leading designers at a showing for customers. Publicity: Minnie Fite, JU. 6-1000. | | |
| Sept. 8 | MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 2). | | |
| Sept. 8 | HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2). | | |
| Monday Sept. 8 4:30 P.M. Cocktails | PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION | MME. E. GARNETT | 47 EAST 51ST STREET SALON |
| | The Fall custom-order collection will be presented to the press by Mme. E. Garnett. By invitation only. Showing to customers, Tuesday, Sept. 9 at 2:30 P.M. Publicity: Margaret Troop, EL. 5-5275. | | |
| Beginning Monday Sept. 8 | MARKET WEEK IN LOS ANGELES | CALIFORNIA RESORT WEAR GUILD | LOS ANGELES, CALIFORNIA |
| | The 24 members of the California Resort Wear Guild will present their fashion collections, starting Monday, Sept. 8. Contact: California Resort Wear Guild, 740 South Broadway, Los Angeles 14, California. | | |

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| Beginning Monday Sept. 8 | PREVIEW OF HOLIDAY COLLECTION Jerry Greenwald will present their Holiday collection for juniors with continuous daily showings. Contact: Miss Woelfel, LO. 5-4850. | JERRY GREENWALD, INC. | 1400 BROADWAY SHOWROOM - 29TH FL. |
| Beginning Monday Sept. 8 | PREVIEW OF RESORT AND SPRING COTTONS M. & W. Thomas will present their Non-Stop cottons for Cruise and Spring. By appointment only. Contact: The Miles, CH. 2-2344. | M. & W. THOMAS COMPANY | 58 WEST 40TH STREET SHOWROOM - 15TH FL. |
| Sept. 8 | ANNUAL NAT'L BEAUTY TRADES SHOW AT HOTEL STATLER. Contact: OR. 4-1428. | | |
| Monday Sept. 8- Sept. 9 | FIFTEENTH ANNUAL FALL FASHION EXPOSITION Neiman-Marcus will present their Awards for distinguished service in the field of fashion at a fashion showing, followed by a formal ball Monday evening. Exposition will be open to the public Tuesday evening. Contact: Kay Kerr, LO. 4-1200.in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas, Texas. | NEIMAN-MARCUS | DALLAS, TEXAS |
| Tuesday Sept. 9 9:00 A.M. Breakfast | PRESS PREVIEW OF FLOWER NOVELTIES Aster Flower Co. presents a collection of flower novelties. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | ASTER FLOWER CO. | 11 WEST 37TH STREET SHOWROOM-MAIN FLOOR |
| Tuesday Sept. 9 9:00 A.M. Breakfast | PRESS PREVIEW: HOLIDAY AND RESORT FASHIONS Carlye Dress will present their Holiday and Resort collections to the press. Showing at 9:45 A.M. By invitation. Publ.:Ruth Hammer, EL.5-7108. | CARLYE DRESS CO. | HAMPSHIRE HOUSE THE COTTAGE |
| Tuesday Sept. 9 12:30 P.M. Luncheon | PRESS PREVIEW OF CUSTOM ORIGINALS The press will be invited to a luncheon preview of custom-made separates and "frivolities" (Note Change of Date). By invitation. <u>Showings to customers Thursday, Sept. 11 at 5:00 P.M. (cocktails)</u> . Publ.: Alyce Green, TE. 8-7218. | LA BOUTIQUE DE ZITA, INC. | 44 EAST 64TH STREET SALON |
| Tuesday Sept. 9 3:30 P.M. | HOLIDAY COLLECTION BY MIGUEL DORIAN Arnold-Fox presents a Holiday collection of cocktail and evening dresses by Miguel Dorian. Also, a special group of original imports. <u>Showings for the trade; Sept. 10, 11, 16, 17, 18 at 3:30 P.M.</u> By invitation only. Publicity: Pauline Greene, MU. 5-3164. | ARNOLD-FOX | 530 SEVENTH AVENUE SHOWROOM-10TH FLOOR |
| Sept. 9 | SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 9:00 P.M. (See Pg. 2). | | |
| Beginning Tuesday Sept. 9 | OPENING OF HOLIDAY DRESS COLLECTION The Holiday dress collection, designed by Frances Prisco for Ted Brown, will be shown daily. Contact: PE. 6-2642. | TED BROWN, INC. | 1400 BROADWAY SHOWROOM-8TH FLOOR |
| Beginning Tuesday Sept. 9 | OPENING OF HOLIDAY COLLECTION Henry Rosenfeld will present his Holiday dress collection at 11:00 A.M. and 2:00 P.M. daily. Contact: Sally Sober, LO. 5-0400. | HENRY ROSENFELD | 498 SEVENTH AVENUE SHOWROOM - 2ND FL. |

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| Beginning Tuesday Sept. 9 | OPENING OF HOLIDAY COLLECTION | HORWITZ & DUBERMAN | 498 SEVENTH AVENUE SHOWROOM-9TH FLOOR |
| | Horwitz & Duberman will present their Holiday collection at continuous daily showings. Contact: Bill Durland, LO. 4-1860. | | |
| Wednesday Sept. 10 11:00 A.M. | PRESS PREVIEW OF HOWARD GREER COLLECTION | JAY THORPE | 3RD FLOOR SALON |
| | Jay Thorpe will present a collection of Howard Greer of California fashions for Fall. By invitation only. Showing to customers at 2:30 P.M. Publicity: Minnie Fite, JU. 6-1000. | | |
| Wednesday Sept. 10 12:30 P.M. Luncheon | TATIANA DU PLESSIX CUSTOM MILLINERY SHOW | SAKS FIFTH AVENUE | SAVOY PLAZA LE CHATEAU-11TH FL. |
| | Press showing of Fall and Winter custom millinery by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | | |
| Wednesday Sept. 10 12:30 P.M. Luncheon | LARRY ALDRICH FALL COLLECTION | BONWIT TELLER | WALDORF-ASTORIA EMPIRE ROOM |
| | Bonwit Teller will present Larry Aldrich's Fall dress collection during luncheon. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Larry Aldrich Contact: CH. 4-1872. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | | |
| Sept. 10 | ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2). | | |
| Cancelled Sept. 11 | LORD & TAYLOR'S PRESS PREVIEW OF JACQUES FATH COLLECTION BY JOSEPH HALPERT, SCHEDULED FOR THURS., SEPT. 11, AT 10:00 A.M. HAS BEEN CANCELLED. | | |
| Thursday Sept. 11 12:30 P.M. Luncheon | LUNCHEON SHOWING OF CUSTOM MILLINERY | MILGRIM | WALDORF-ASTORIA STARLIGHT ROOF |
| | Milgrim's custom millinery for Fall will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Milgrim's Contact: Donald Bruce, CI. 7-7200. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | | |
| Thursday Sept. 11 12:30 P.M. Luncheon | SEPARATES AND SUITS AT LUNCHEON SHOW | DAVID CRYSTAL (498 SEVENTH AVENUE) | HOTEL PLAZA TERRACE ROOM |
| | David Crystal's "Pieces of Eight" collection, as shown in Sept. 1 "Vogue". Also, Haymaker separates, Izod of London shirts and Lady Northcool suits. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Thursday Sept. 11 4:00 P.M. Cocktails | PRESS PREVIEW OF RESORT FASHIONS | WELLINGTON SEARS CO. (65 WORTH STREET) | PARK LANE HOTEL CRYSTAL ROOM |
| | Wellington Sears' preview of Resort fashions. By invitation only. Publicity: Ella Howard, Ellington & Co., MU. 7-4300. | | |
| Thursday Sept. 11 5:45 P.M. | FALL FASHIONS FROM "MADEMOISELLE" | BONWIT TELLER | 8TH FLOOR |
| | Bonwit Teller will show fashions from "Mademoiselle" Magazine's September issue. Press invited. Open to public. Publ.: Nancy Talbert, EL. 5-6800. | | |
| Sept. 14 Sept. 18 | RESORT AND CRUISE SHOWINGS IN MIAMI BY MIAMI FASHION COUNCIL. Contact: Leonard Grossman, executive director, Miami, Florida. | | |

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| Monday Sept. 15 11:00 A.M. Luncheon | IRENE OF HOLLYWOOD FALL COLLECTION Irene of Hollywood's Fall collection will be shown to the press by Jay Thorpe. By invitation only. Showing to customers at 2:30 P.M. Publicity: Minnie Fite, JU. 6-1000. | JAY THORPE | 3RD FLOOR |
| Monday Sept. 15 12:30 P.M. Luncheon | SHOWING OF FALL COATS AND SUITS Saks Fifth Avenue will present a preview of Fall coats and suits by Carmel, Ben Gershel, Mangone, Monte Sano and Pruzan, and Ben Zuckerman during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Saks Fifth Avenue -- Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | SAKS FIFTH AVENUE | HOTEL PLAZA TERRACE ROOM |
| Tuesday Sept. 16 9:00 A.M. Coffee | FALL FASHION SHOW FOR PRESS Bloomingdale's will present a collection of Fall coats, suits and dresses. (Note Change of Date). By invitation only. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695. | BLOOMINGDALE'S | SPECIALTY SHOP GREEN ROOM - 3RD FL. |
| Tuesday Sept. 16 12:30 P.M. Luncheon | AMERICAN FASHION CRITICS' AWARD Tenth Annual American Fashion Critics' Award, sponsored by Coty, Inc., with a fashion show following the presentation of awards. Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130. | COTY, INC. | WALDORF-ASTORIA GRAND BALLROOM |
| Tuesday Sept. 16 3:30 P.M. | PREVIEW OF FALL CUSTOM-ORDER COLLECTION Oldric Royce will present his Fall and Winter custom-order collection to the press. By invitation only. Publicity: Nona James, CH. 4-7658. | OLDRIC ROYCE | 16 EAST 52ND STREET SALON |
| Wednesday Sept. 17 9:30 A.M. Breakfast | PREVIEW: KNIT FASHIONS BY BONNIE CASHIN Joseph Guttman will present a special collection of Holiday and Resort knitted fashions designed by Bonnie Cashin. By invitation only. Daily trade showings at 1407 Broadway, 12:00 Noon, luncheons. By invitation only. Publicity: Donna Cannon, PL. 3-7072. | JOSEPH GUTTMAN (1407 BROADWAY) | HAMPSHIRE HOUSE THE COTTAGE |
| Wednesday Sept. 17 12:30 P.M. Luncheon | FASHION SHOW FOR 127TH ANNIVERSARY Arnold Constable will present Fall and Winter fashions at a luncheon show celebrating their 127th anniversary. Press by invitation. Public by reservation; contact: TE. 8-8000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | ARNOLD CONSTABLE | HOTEL PIERRE COTILLION ROOM |
| Wednesday Sept. 17 12:30 P.M. Luncheon | FUR FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter furs during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: PL. 9-5913. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000. | DEIN-BACHER OF THE WALDORF | WALDORF-ASTORIA STARLIGHT ROOF |
| Wednesday Sept. 17 3:30 P.M. Cocktails | PREVIEW OF SWIMSUITS-- 1953 SEAMOLDS Flexees, Inc. will present their 1953 SeaMolds swimsuit collection. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100. | FLEXEES, INC. | 417 FIFTH AVENUE SHOWROOM - 6TH FLOOR |

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| Wednesday Sept. 17 4:30 P.M. Cocktails | PRESS PREVIEW OF NEW DRENE SHAMPOO Procter and Gamble will present an entirely new Drene shampoo. By invitation. Contact: Pauline Bowie, Edward L. Bernays, TE. 8-5000. | PROCTER & GAMBLE CO. | STORK CLUB 2ND FLOOR |
| Thursday Sept. 18 9:15 A.M. Breakfast | PREVIEW OF FASHIONS FROM "NUMBER KNITTING" Crown Publishers invites the fashion press to preview fashions from their new book "Number Knitting" and to meet the author, Virginia Woods Bellamy. By invitation. Publicity: Lind-Gilbert Associates, PL. 3-4786. | CROWN PUBLISHERS, INC. | COUNTRY SHOP RES. 1290 SIXTH AVENUE |
| Thursday Sept. 18 10:30 A.M. | PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | GUNTHER JAECKEL, INC. | 10 EAST 57TH STREET SALON - 3RD FLOOR |
| Thursday Sept. 18 12:30 P.M. Luncheon | MOLLIE PARNIS FALL COLLECTION Bonwit Teller will present Mollie Parnis' Fall collection during luncheon. Press by invitation. Public by reservation. Contact: Headwaiter, EL. 5-3000. Bonwit Teller Contact: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | BONWIT TELLER | WALDORF-ASTORIA STARLIGHT ROOF |
| Thursday Sept. 18 12:30 P.M. Luncheon | PIERRE BALMAIN FASHIONS AT LUNCHEON De Pinna will present Fall fashions by Pierre Balmain during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. De Pinna Commentator and Coordinator: Solita Arbib, MU. 8-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | DE PINNA | HOTEL PIERRE COTILLION ROOM |
| Thursday Sept. 18 12:30 P.M. Luncheon | FALL FASHIONS AT LUNCHEON SHOW Stein & Blaine will present their Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publ. and Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790. | STEIN & BLAINE, INC. (13 WEST 57TH STREET) | HOTEL PLAZA TERRACE ROOM |
| Thursday Sept. 18 3:00 P.M. Cocktails | PRESS PREVIEW OF CUSTOM-MADE GOWNS Mort Mogel's first press showing of his custom-made fashions for Fall. By invitation. Contact: Mort Mogel, PL. 3-5049. | MORT MOGEL | 23 EAST 67TH STREET SALON - 2ND FLOOR |
| Thursday Sept. 18 5:45 P.M. | SHOWING OF FASHIONS FROM "GLAMOUR" MAGAZINE Presentation of fashions from "Glamour" Magazine's September issue. Press invited. Open to public. Publicity: Nancy Talbert, EL. 5-6800. | BONWIT TELLER | 8TH FLOOR |
| Sept. 20 | ROSH HASHONAH -- FIRST DAY OF JEWISH NEW YEAR (Saturday). | | |
| Sept. 21 | ROSH HASHONAH -- SECOND DAY OF JEWISH NEW YEAR (Sunday). | | |
| Monday Sept. 22 12:30 P.M. Luncheon | PARIS IMPORTS AND COPIES AT LUNCHEON Gimbels will present Paris fashions and copies at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publicity: Gay Stearns, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | GIMBELS | HOTEL PLAZA BALLROOM |

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| Monday Sept. 22 3:30 P.M. Cocktails | PREVIEW: COLOR IN HAIRSTYLES & FASHIONS Victor Vito, hair stylist, presents "Colorama", the first complete beauty and fashion picture, coordinating color in hairstyles and in clothes. Showing at 4:00 P.M. By invitation only. Publicity: Charlotte Byrum or Gloria Crimmins, PL. 3-6905. | VICTOR VITO, INC. | PLACE TO BE ANNOUNCED |
| Tuesday Sept. 23 9:30 A.M. Breakfast | OPENING OF 1953 SWIMSUIT COLLECTION Jantzen will present their collection of 1953 swimsuits and sunclothes for women, men and children. By invitation. Publ.: Grace Hill, LO. 4-2820. | JANTZEN KNITTING MILLS (350 FIFTH AVENUE) | HOTEL PIERRE COTILLION ROOM |
| Tuesday Sept. 23 11:00 A.M. | PREVIEW OF HOLIDAY AND RESORT COLLECTION Press preview of Benham Originals -- Holiday and Resort collection. (<u>Note Change of Date and Time</u>). By invitation only. <u>Daily trade showings</u> , beginning Sept. 24, at 2:30 P.M. Publ.: Donna Cannon, PL. 3-7072. | RENDER & HAMBURGER | 498 SEVENTH AVENUE SHOWROOM--8TH FLOOR |
| Tuesday Sept. 23 12:15 P.M. Luncheon | FRENCH IMPORTS AT LUNCHEON MEETING Report and showing of Paris collections. (More details later). Contact: The Fashion Group, CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| Tuesday Sept. 23 12:30 P.M. Luncheon | PATTULLO-JO COPELAND FASHIONS AT LUNCHEON Saks Fifth Avenue will present Fall fashions by Jo Copeland of Pattullo at a luncheon for wives of American College of Surgeons. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | WALDORF-ASTORIA STARLIGHT ROOF |
| Tuesday Sept. 23 3:00 P.M. | PRESS PREVIEW: RESORT AND CRUISE COLLECTION del Mar will present Resort and Cruise collection of dresses, coordinates, sun dresses and swimsuits by Jan Little and Will Saunders. <u>Preview for N.Y. resident buyers and Fifth Ave. stores: Wednesday, Sept. 24 at 3:00 P.M.</u> followed by cocktails. By invitation only. Publicity: Ken R. Williams, PE. 6-7462. | del MAR | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Tuesday Sept. 23 4:30 P.M. Cocktails | PRESS PREVIEW OF RESORT SWIM SUITS Press preview of Roxanne Swim Suits for Resort wear. By invitation only. Publicity: Nona James, CH. 4-7658. | ROXANNE ABC SWIMSUITS (6 EAST 32ND STREET) | SAVOY-PLAZA HOTEL LE CHATEAU-11TH FL. |
| Wednesday Sept. 24 12:30 P.M. Luncheon | FALL FASHIONS AT LUNCHEON SHOWING Presentation of fashions for Fall by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | ROSETTE PENNINGTON | WALDORF-ASTORIA STARLIGHT ROOF |
| Wednesday Sept. 24 12:30 P.M. Luncheon | KNIT FASHIONS FOR FALL AT LUNCHEON Showing of morning, afternoon and evening handknits. Press by invitation. Public by reservation; contact: TE. 8-8000. Mimi Pearce contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000. | MIMI PEARCE (23 EAST 67TH STREET) | HOTEL PIERRE COTILLION ROOM |

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| Wednesday Sept. 24 4:00 P.M. Cocktails | PRESS PREVIEW OF NEW SWIMSUITS Perform's press preview of new swimsuits for 1953. Publicity: Mary Alice Rice, CI. 6-1790. | PARFORM, INC. (1407 BROADWAY) | HOTEL PLAZA BAROQUE SUITE By invitation only. |
| Thursday Sept. 25 11:00 A.M. Aperitif & Luncheon | PRESS PREVIEWS: SEA NYMPH & de GIVENCHY SWIMSUITS Jordan Mfg. Co. will present a new line of swimsuits, designed by Hubert de Givenchy; also their own Sea Nymph collection for 1953. By invitation only. Jordan Publicity: Jack Shor, WI. 7-6700. de Givenchy Publicity: Ruth Hammer Assoc., EL. 5-7108. | JORDAN MFG. CO. (1410 BROADWAY) | ST. REGIS HOTEL ROOF |
| Thursday Sept. 25 12:30 P.M. Luncheon | HARVEY BERIN'S FALL COLLECTION Bonwit Teller will present Harvey Berin's Fall dress collection at a luncheon show. Press by invitation. Public by reservation. Bonwit Publ.: Nancy Talbert, EL. 5-6800. Waldorf Publ.: Madeleine Riordan, EL. 5-3000. | BONWIT TELLER | WALDORF-ASTORIA STARLIGHT ROOF |
| Thursday Sept. 25 12:30 P.M. Luncheon | ANNA MILLER FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present Fall fashions by Anna Miller. Press by invitation. Public by reservation. Saks 5th Ave. Publicity: Carolyn Haight, PL. 3-4000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790. | SAKS FIFTH AVENUE | HOTEL PLAZA TERRACE ROOM |
| Sept. 29 | YOM KIPPUR - JEWISH DAY OF ATONEMENT (Monday). | | |
| Wednesday October 1 12:30 P.M. Luncheon | READY-TO-WEAR FASHIONS AT LUNCHEON Hattie Carnegie's Fall ready-to-wear Blue Room fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Constance Woodworth, PL. 5-2600. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | HATTIE CARNEGIE | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Oct. 1 12:30 P.M. Luncheon | GOTHÉ FASHIONS AT LUNCHEON SHOW David E. Gottlieb will present Gothé daytime and evening fashions. Press by invitation. Public by reservation; contact: TE. 8-8000. Publicity--Gothé: Nona James, CH. 4-7658; Bonwit's: Nancy Talbert, EL. 5-6800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | BONWIT TELLER | HOTEL PIERRE COTILLION ROOM |
| Thursday Oct. 2 12:30 P.M. Luncheon | FALL FASHIONS AT LUNCHEON SHOW Russeks will show Fall fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publ.: Florence Lord, WI. 7-1900. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000. | RUSSEKS FIFTH AVENUE | WALDORF-ASTORIA EMPIRE ROOM |
| Beginning Monday Oct. 6 | OPENING OF SPRING SPORTSWEAR LINES Opening of Resort and Spring sportswear collections. Members include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact individual manufacturers. | THE SPORTSWEAR GUILD KANE WEILL MUTUAL ROSENBLUM CO. | MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES, INC. |

*THEATRE PAGE WILL BE RESUMED AS SOON AS SPACE IS AVAILABLE *
