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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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november

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december

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FASHION CALENDAR

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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 28, 1952</u>			
Monday July 28-	WEDDING GOWNS BY BRIDAL-AGE DESIGNERS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
August 8	A display of prize-winning wedding gowns, made by Joy-Time Frocks from designs submitted by student contestants. Open to the public Mondays through Fridays, 9:00 A.M. to 9:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.		

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS

Monday July 28	BEST & CO. Publicity: Madlyn Grimes, PL. 9-2000.	6TH FLOOR
Tuesday July 29	NAMM-LOESER'S Contact: Dan Kalter, TR. 5-5700, Ext. 49.	2ND FLOOR
Thursday July 31 10:00 A.M. Breakfast	LORD & TAYLOR Private breakfast preview, for the press, of Lord & Taylor's college fashions. <u>Informal showings</u> Mon., Aug. 4 - Aug. 8, 11:00 A.M. to 4:00 P.M., 5th floor College Shop. Publ.: Gloria Carr, WI. 7-3300, Ext. 330.	TOWN & COUNTRY SHOP, 5TH FL.
Friday August 1	B. ALTMAN & CO. Publicity: Ferris Megarity, MU. 9-7000.	3RD FLOOR
Monday August 4 10:00 A.M.	MARTIN'S (BROOKLYN) Breakfast press preview of college fashions at Martin's, Brooklyn. By invitation only. Publicity: Juli Daves, TR. 5-3100, Ext. 355.	5TH FLOOR
Monday August 4 2:30 P.M.	ARNOLD CONSTABLE Press show, by invitation. <u>Suburban store showings</u> : Tues., Aug. 5 at 2:30 P.M. in New Rochelle, N.Y. and Hackensack, N.J.; Wed., Aug. 6 at 2:30 P.M. in Hempstead, L.I. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
Monday August 4	FRANKLIN SIMON Publicity: Lenore Benson, WI. 7-9600.	3RD FLOOR
Monday August 4	KRESGE-NEWARK Show on August 20 (See Page 2). Publ.: Constance Bray, Mitchell 2-8000.	3RD FLOOR
Tuesday August 5 2:30 P.M.	RUSSEKS FIFTH AVENUE Russeks will present a collection of college fashions. By invitation. Publicity: Florence Lord, WI. 7-1900.	7TH FLOOR
Wednesday August 6 9:30 A.M.	PECK & PECK Private press showing, during breakfast, of Peck & Peck's college collection (6th Floor). By invitation only. Publ.: Mrs. D.J. Todd, OR. 3-4700.	260 FOURTH AVENUE

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)</u>			
Thursday August 7 9:30 A.M.	OHRBACH'S Breakfast preview of college fashions. Press by invitation. Publicity: Mark Klauser, SP. 7-9000.		3RD FLOOR
Thursday August 7 10:30 A.M.	BOND'S FIFTH AVENUE Breakfast press preview of Bond's Fifth Avenue's back-to-school fashions. By invitation only. Publicity: Jerry Halprin, WI. 7-6550.		3RD FLOOR
Thursday August 7 6:00 P.M.	ABRAHAM & STRAUS Showing of back-to-college fashions in the Special Events Center. Publ.: Frances Bemis or Susan Trowbridge, Feature Events Dept., TR. 5-7200.		8TH FLOOR
Friday August 8	BLOOMINGDALE'S (<u>Note Change of Date</u>). Publicity: Margaret de Mille, EL. 5-5900.		3RD FLOOR
Monday August 11 11:30 A.M.	B. ALTMAN & CO. Press preview of college fashions by Altman's. <u>Informal showings</u> Mon., Aug. 11 at 4:00 P.M. and Tuesday and Wednesday, Aug. 12 and 13 at 11:30 A.M. and 4:00 P.M. Press by invitation. Publ.: Ferris Megarity, MU. 9-7000.		COLLEGE BAZAAR-3RD FL
Tuesday August 12 11:00 A.M.	SAKS FIFTH AVENUE Press preview of college fashions for 1952-1953 at Savoy Plaza Hotel, Le Chateau Suite. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.		SAVOY PLAZA-11TH FL.
Wednesday August 13 9:30 A.M.	JAMES McCREERY & CO. College fashion preview over morning coffee. Showing at 10:00 A.M. Press by invitation. Publicity: Georgine Thompson, WI. 7-7000, Ext. 228.		4TH FLOOR
Thursday August 14 2:30 P.M.	MARTIN'S (BROOKLYN) Informal presentation of college fashions by Martin's College Board; repeat showing on <u>Thurs., Aug. 28, at 2:30 P.M.</u> Open to public. Publicity: Juli Daves, TR. 5-3100, Ext. 355.		5TH FLOOR
Saturday August 16 2:00 P.M.	GERTZ (JAMAICA) College fashions will be shown to the press and public. Publicity: D. Patterson, JA. 6-6800, Ext. 340.		4TH FLOOR
Monday August 18 11:00 A.M. Breakfast	ALEXANDER'S DEPT. STORES Private breakfast preview for the press of Alexander's back-to-school fashion collection. By invitation only. Fashion Director: Lita Hassard, CY. 8-2000, Ext. 80.		860 5TH, APT. 11-L
Tuesday August 19 9:30 A.M.	HEARN'S College fashions will be shown at a breakfast preview for the press. By invitation only. Publicity: Lillian Suchanek, OR. 5-5000.		74 5TH AVE. - 2ND FL.
Wednesday August 20 12:30 P.M.	KRESGE-NEWARK Informal showings of college and career fashions in Thimbleberry Room at 12:30 P.M. and 6:30 P.M. (<u>Note Change of Time</u>). Press invited. Open to public. Publicity: Constance Bray, Mitchell 2-8000, Ext. 392.		8TH FLOOR

(Continued on Next Page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)</u>			
Thursday August 21 10:00 A.M.	MARTIN'S (BROOKLYN) Press preview of teen-age back-to-school fashions at breakfast. By invitation only. (<u>Showing for public: Sat., Aug. 23, at 11:00 A.M.</u>) Publicity: Juli Daves, TR. 5-3100, Ext. 355.		5TH FLOOR
Thursday August 21	NAMM-LOESER'S College Fashion Show at 5:30 P.M. Publ.: Dan Kalter, TR. 5-5700, Ext. 49.		2ND FLOOR
Monday August 25 9:30 A.M.	HEARN'S Breakfast preview of back-to-school fashions from age six to teens. Press by invitation. Publicity: Lillian Suchanek, OR. 5-5000.		74 5TH AVE.-2ND FL.
Wednesday August 27	L. BAMBERGER & CO. (NEWARK) College Fashion Show at 2:30 P.M. Publ.: John von Arnold, MArket 2-1212.		3RD FLOOR
Thursday August 28 11:15 A.M.	SAKS 34TH STREET Saks 34th will present a back-to-school fashion show for teen-agers. Publicity: Rita Dobbins, LA. 4-7000.		2ND FLOOR
Thursday August 28	MARTIN'S (BROOKLYN) College Fashion Show at 2:30 P.M. Publ.: Juli Daves, TR. 5-3100, Ext. 355.		5TH FLOOR

Wednesday July 30 10:30 A.M.	FUR FASHION SHOW IN PARIS	REVILLON FRERES	40 RUE DE LA BOETIE PARIS, FRANCE
	Revillon Freres will present Fall and Winter furs in their Paris salon. New York Publicity: Jeanne de Pene, PL. 9-5504.		

FALL AND WINTER PARIS COUTURE OPENINGS—PARIS, FRANCE
CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

<u>Wed., July 30:</u>	Borea, Bruyere, Carminé, Fath, Maguy, Bernard Sagardoy.
<u>Thurs., July 31:</u>	Callot Soeurs, Heim, Lanvin, Revillon, Rouff, Schiaparelli, Worth.
<u>Fri., Aug. 1:</u>	Balmain, Carven, M. de Rauch, Agnes Drecoll, Hermes, Germaine Lecomte, Manguin, Henry a la Pensee, Madeleine Vramant.
<u>Sat., Aug. 2:</u>	H. de Givenchy, Desses, Dior, Montaigne, Paquin.
<u>Sun., Aug. 3:</u>	Henry.
<u>Mon., Aug. 4:</u>	Baillie, Calixte, M. Geroy, Gres, Griffe, Irmone, Serge Kohan, Raphael, Nina Ricci.
<u>Tues., Aug. 5:</u>	Dior, Lafaurie, M. Lambert, Misset, Patou.
<u>Wed., Aug. 6:</u>	Balenciaga, Amy Linker, Renee Lise, Georgette Renal.
<u>Thurs., Aug. 7:</u>	Ardanse, Balenciaga, Carpentier, P. Clarence, Martial et Armand.
<u>Fri., Aug. 8:</u>	Balenciaga, Valentine Bourgade, Alice Levon.
<u>Tues., Aug. 12:</u>	Marcelle Chaumont.
<u>Tues., Aug. 19:</u>	Raymonde Coste, Genevieve Crossen.
<u>Mon., Sept. 15:</u>	Marcel Rochas.
Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	

July 31 LORD & TAYLOR'S COLLEGE FASHION SHOW AT 10:00 A.M. (See Page 1).

Monday August 4	SHOWING OF FASHIONS FROM "SEVENTEEN"	B. ALTMAN & CO.	2ND FLOOR TEEN-AGE DEPT.
12:00 Noon; 2:00 P.M.	"Story Book Look"— fashions from "Seventeen" Magazine's August issue. Press invited. Open to public. Publ.: Ferris Megarity, MU. 9-7000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 4	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW AT 10:00 A.M. (See Page 1).		
August 4	ARNOLD CONSTABLE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).		
Tuesday August 5 9:30 A.M. Breakfast	PRESS PREVIEW OF KNITTED FASHIONS A showing of fashions in Thalspun knitted fabrics of orlon- and-wool, and 100% orlon. By invitation. Publ.: Martin Stern, VA. 6-0543.	ALAMAC KNITTING MILLS (350 FIFTH AVENUE)	PARK LANE HOTEL PETIT SALON
August 5	RUSSEKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).		
August 6	PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).		
August 7	OHRBACH'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 2).		
August 7	BOND'S FIFTH AVENUE'S BACK-TO-SCHOOL FASHION SHOW AT 10:30 A.M. (See Pg 2).		
August 7	ABRAHAM & STRAUS' COLLEGE FASHION SHOW AT 6:00 P.M. (See Page 2).		
August 11	ALTMAN'S COLLEGE FASHION SHOW AT 11:30 A.M. (See Page 2).		
August 12	SAKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 11:00 A.M. (See Page 2).		
Tuesday August 12- August 13 9:30 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES Allied Kid Co. will preview Resort- Spring -Summer 1953 leather colors and finishes at a showing for press, shoe stylists, buyers, manufacturers and buying offices, <u>Tuesday, Aug. 12, at 9:30 A.M.</u> Show for department stores, fabric, hosiery and accessory stylists on <u>Wednesday, Aug. 13, at</u> <u>9:30 A.M.</u> By invitation only. Contact: Dorothy Campbell, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR
Tuesday August 12 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY "Coronation" by Chanda -- showing of Fall and Winter millinery at a special preview. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	CHANDA, INC.	30 WEST 57TH STREET SALON - 3RD FLOOR
August 13	JAMES McCREERY'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 2).		
Thursday August 14 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Bridal fashions by Rosette Pennington will be presented to the press. By invitation only. Contact: Margot Stratton, LA. 4-2688.	ROSETTE PENNINGTON	20 EAST 56TH STREET BRIDES' SHOP
August 14	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Thursday August 14 5:45 P.M.	SHOWING OF FASHIONS FROM "CHARM" MAGAZINE Bonwit Teller will present a showing of fashions from "Charm" Magazine's August issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Beginning Monday August 18- August 21	OPENING OF SPANISH COUTURE COLLECTIONS Couturier collections by Bastida, El Dique Flotante, Pertegaz, Rodriguez and Santa Eulalia. Contact: Robert Dunev, Goetsch y Cia, Serrano, 14, Madrid; or Rosemary Sheehan, CI. 7-8060.	SPANISH FESTIVAL OF FASHION	MADRID SPAIN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 18 11:00 A.M.	ALEXANDER'S BACK-TO-SCHOOL FASHION COLLECTION WILL BE PRESENTED AT 860 FIFTH AVENUE (NEAR 68TH ST.) APT. 11-L. (See Page 2).		
Monday August 18-	NATIONAL LUGGAGE & LEATHER GOODS SHOW	LUGGAGE & LEATHER GOODS MANUFACTURERS	PALMER HOUSE CHICAGO, ILLINOIS
August 21	Luggage & Leather Goods Manufacturers will present luggage, trunks, brief cases and personal leather goods. Contact: LE. 2-3960.		
August 19	PRIMARY DAY IN NEW YORK (Tuesday).		
August 19	HEARN'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 2).		
Tuesday August 19 10:30 A.M. Coffee	PRESS PREVIEW OF FALL FASHIONS FOR TALL GIRLS	TALL APPAREL	37 WEST 57TH STREET 5TH FLOOR
	Tall Apparel will present a press preview of Fall fashions for tall girls. By invitation only. Publicity: Helen Horchler, VA. 6-4186.		
August 20	KRESGE-NEWARK COLLEGE FASHION SHOWS STARTING AT 12:30 P.M. (See Page 2).		
Wednesday August 20 12:15 P.M. Luncheon	"BACK FROM VACATION & BACK TO THE OFFICE"	SAKS 34TH STREET	3RD FLOOR
	Saks 34th will present a box luncheon fashion show for women who work. By invitation. Publicity: Rita Dobbins, LA. 4-7000.		
Wednesday August 20 2:30 P.M.	PRESS PREVIEW: BRIDAL GOWNS BY MME. ORO	JAY THORPE	24 WEST 57TH STREET 5TH FL. BRIDAL SALON
	Showing of Jay Thorpe's custom bridal gowns, designed by Mme. Oro. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.		
Wednesday August 20 3:30 P.M.	PREVIEW: FASHIONS BY EUROPEAN COUTURIERS	COHN-HALL-MARX	HOTEL PLAZA PERSIAN ROOM
	Presentation to the press of a collection of fashions designed in Cohama fabrics by leading Italian, French and Spanish Couturiers. Showing at 4:00 P.M. By invitation only. Contact: Margot McAuliffe, LO. 4-6000.		
Wednesday August 20 4:00 P.M.- 7:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
	Press preview of 1953 Resort and Spring prints at a cocktail party. By invitation only. Publicity: Kay Martin, LO. 5-2140.		
Wednesday August 20 8:30 P.M. Dinner	PREVIEW OF FABIANI'S FALL COLLECTION	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
	Russeks will invite the press to a special dinner showing of Fall fashions by the Italian couturier Fabiani, presenting both his American collection and Italian originals. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
August 21	MARTIN'S (BROOKLYN) TEEN-AGE FASHION SHOW AT 10:00 A.M. (See Page 3).		
Thursday August 21 5:45 P.M.	FASHION SHOWING OF "GLAMOUR" FASHIONS	BONWIT TELLER	8TH FLOOR
	Bonwit Teller will present fashions from "Glamour" Magazine's September issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 25	HEARN'S BACK-TO-SCHOOL FASHION SHOW AT 9:30 A.M.	(See Page 3).	
Monday August 25 11:00 A.M.	PRESS PREVIEW OF NEW MILLINERY IDEAS The press will be invited to meet Martin Belasco, and to preview his new ideas in millinery. By invitation. Publ.: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR MILLINERY SALON
Tuesday August 26 11:00 A.M.	PRESS PREVIEW OF CUSTOM MILLINERY Presentation of Milgrim's custom millinery at a showing for the press. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MILGRIM	6 WEST 57TH STREET SALON
Wednesday August 27 11:00 A.M.	PRESS PREVIEW: FALL SHOE COLLECTION By invitation only. Publicity: Grace de Mun, FL. 3-4000, Ext. 7065.	SAKS FIFTH AVENUE	PARK LANE HOTEL LE PETIT SALON
August 27	L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 3).		
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
August 28	SAKS 34TH STREET BACK-TO-SCHOOL FASHION SHOW AT 11:15 A.M. (See Page 3).		
August 28	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 3).		
Sept. 1	LABOR DAY (Legal Holiday -- Monday).		
Tuesday Sept. 2	GALA COLLECTION OF HOLIDAY SEPARATES Preview of Holiday separates by Herbert Labandter. By appointment only. Contact: Herbert Labandter, Inc., PE.6-8537. Publ.: The Miles, CH.2-2344.	HERBERT LABANDTER, INC.	1384 BROADWAY SHOWROOM-6TH FLOOR

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.

Tuesday Sept. 2	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST. (Also, French Imports)	PUBL.: SIDNEY WINTERS	PL. 5-2600 (Note Change of Date and Time).
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVENUE	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. (Also showing French Import Collection)	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday Sept. 9	<u>SAKS FIFTH AVE.</u> At 9:00 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT	PL. 3-4000 (Note Change of Date and Time).
Wednesday Sept. 10	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC.	TE. 8-8171

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 6).		
Thursday Sept. 4 12:15 P.M.; 6:00 P.M.	ORIGINAL IMPORTS & SAKS 34TH COPIES Presentation of a collection of original imports and Saks 34th "carbon copies". Press invited. Open to public. Publ.: 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 from Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Publicity: Elfreda-Fox -- Gladys Steiner, MU. 9-1630; Jay Thorpe--Dorothy Coburn, JU. 6-1000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 4 12:30 P.M. Luncheon	TEEN-AGE FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present teen-age fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks 5th Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 4- Sept. 5	FORTY-FIRST SEMI- ANNUAL LEATHER SHOW Leather treatments and finishes in new colors for Spring 1953, from about 90 tanning firms, will be on display at 41st Semi-Annual Leather Show. <u>Press luncheon Thursday, Sept. 4 at 12:30 P.M.</u> (Room to be announced later). By invitation only. Publicity: Leif C. Kronen, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Friday Sept. 5 2:30 P.M.	READY-TO-WEAR FASHIONS FOR FALL Jay Thorpe will present Fall ready-to-wear from leading designers at a showing for customers. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR
Sept. 8	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 6).		
Sept. 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 6).		
Monday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION The Fall custom order collection will be presented to the press by Mme. E. Garnett. By invitation only. Publ.: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 8-	FIFTEENTH ANNUAL FALL FASHION EXPOSITION	NEIMAN-MARCUS (DALLAS, TEXAS)	DALLAS, TEXAS
Sept. 9	Neiman-Marcus will present their Awards for distinguished service in the fashion field at a fashion showing, followed by a formal ball on Monday Night. Exposition will be open to the public Tuesday night. Entire proceeds will go to the Dallas Museum of Fine Arts. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen MacDuff at Neiman-Marcus, Dallas, Texas.		
Sept. 9	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 9:00 P.M. (See Pg. 6).		
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. <u>Showing to customers at 2:30 P.M.</u> Publicity: Dorothy Coburn, 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. (<u>Note Change in Show</u>). Press by invitation. Public by reservation; contact: Headwaiter, 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 Pg. 6).		
Thursday Sept. 11 12:30 P.M. Luncheon	SEPARATES AND SUITS AT LUNCHEON SHOW	DAVID CRYSTAL	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 will be presented during luncheon. 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 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.		
Monday Sept. 15 11:00 A.M.	IRENE OF HOLLYWOOD FALL COLLECTION	JAY THORPE	3RD FLOOR
	Irene of Hollywood's Fall collection will be shown to the press by Jay Thorpe. By invitation only. <u>Showing to customers at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.		
Tuesday Sept. 16 12:30 P.M. Luncheon	AMERICAN FASHION CRITICS' AWARD	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
	Tenth Annual American Fashion Critics' Award, sponsored by Coty, Inc., with a fashion show and presentation of awards. Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 17 10:30 A.M. Luncheon	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present his Fall and Winter collection at Gunther Jaeckel. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
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
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	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
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
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 12:15 P.M. Luncheon	FRENCH IMPORTS AT LUNCHEON MEETING The Fashion Group will present a 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

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

- Friday
July 25 PREMIERE: "BRIGAND" (Movie) PALACE THEATRE, B'WAY & 45TH STREET
Columbia Pictures' swashbuckling costume production in Technicolor, starring Tony Dexter, Anthony Quinn, Jody Lawrence and Gale Robbins. Producer: Edward Small. Director: Phil Karlson. Costumes: Gean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- Week
of
July 28 SIXTH WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.
Mon., July 28: Eugene Istomin, Brahms' Piano Concerto No. 2.
Tues., July 29: June and Iris Yaysnoff, Duo-Pianists (suite, "Himalayas").
Wed., July 30: Henri Deering, Rachmaninoff's Piano Concerto No. 2.
Thurs., July 31: Eileen Farrell, Rosemary Kuhlmann, Wesley Dalton.
Sat., Aug. 2: Rodgers-Hammerstein Night, Piazza, Turner, Hayward, Weede.
Price: 30¢ to \$1.20. Publicity: Alix Williamson, CI. 6-4462.
- Monday
July 28 PREMIERE: "THE STRANGE ONES" (Movie) PARIS THEATRE, 5TH AVE. & 58TH ST.
A Jean Cocteau film, based on his novel "Les Enfants Terribles", about a bizarre brother and sister who share a world all their own. Stars: Nicole Stephane and Edouard Dermithe. Producer and Director: Jean Pierre Melville. Gowns: Christian Dior. Publ.: Lillian Gerard, MU. 8-4860.
- Tuesday
July 29 PREMIERE: "GLORY ALLEY" (Movie) LOEW'S STATE, B'WAY & 45TH STREET
MGM presents Ralph Meeker, Leslie Caron, in a film about New Orleans during Mardi Gras. Producer: Nicholas Naysack. Director: Raoul Walsh. Costumes: Helen Rose. MGM Publicity: Herbert Crooker, JU. 2-2000.
- Wednesday
July 30 PREMIERE: "AFFAIR IN TRINIDAD" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.
Columbia Pictures Corp. will present their spy drama of an undercover operator masquerading as a night club entertainer. Stars: Rita Hayworth, Glenn Ford and Valerie Bettis. Producer and Director: Vincent Sherman. Costumes: Gean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- Friday
August 1 PREMIERE: "FRANCIS GOES TO WEST POINT" (Movie) GLOBE THEATRE, B'WAY & 46TH
Universal International film, the third in the Francis The Talking Mule comedy series, starring Donald O'Connor, Lori Nelson, Alice Kelly, William Reynolds and Palmer Lee. Producer: Leonard Goldstein. Director: Arthur Lubin. Costumes: Kara. Publicity: Lowell Benedict, PL. 9-8000.
- Thursday
August 7 PREMIERE: "THE BIG SKY" (Movie) CRITERION THEATRE, B'WAY & 45TH ST.
A Howard Hawks production, released by RKO Radio Pictures, starring Kirk Douglas, Dewey Martin and Elizabeth Threatt. It tells the story of pioneers who blazed the American trails. Producer and Director: Howard Hawks. Costumes: Dorothy Jeakins. Publicity: Don Prince, JU. 6-5050.
- Thursday
August 7 PREMIERE: "SUDDEN FEAR" (Movie) LOEW'S STATE, B'WAY & 45TH ST.
RKO Radio Pictures presents Joan Crawford, Jack Palance, Gloria Grahame and Bruce Bennett in a story of a Broadway playwright who meets a struggling actor, marries him and learns to her sorrow he's a "heel". Producer: Joseph Kaufman. Director: David Miller. Gowns: Sheila O'Brien. Furs: Al Teitelbaum. Publicity: Don Prince, JU. 6-5050.
- Thursday
August 7 PREMIERE: "IVANHOE" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.
MGM will present the Technicolor film of Sir Walter Scott's famous book, starring Robert Taylor, Elizabeth Taylor, Joan Fontaine and George Sanders. Producer: Pandro S. Berman. Director: Richard Thorpe. Costumes: Roger Furse. MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000. Radio City Music Hall Publicity: Fred Lynch, CI. 6-4600.