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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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march

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august

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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>
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WEEK BEGINNING MONDAY, AUGUST 11, 1952

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS

Monday	LORD & TAYLOR	COLLEGE SHOP-5TH FL.
August 11	Informal showings at 11:00 A.M. and 4:00 P.M. daily. Open to public.	
August 15	Publicity: Gloria Carr, WI. 7-3300, Ext. 330.	
Monday	B. ALTMAN & CO.	COLLEGE BAZAAR-3RD FL.
August 11	Press preview of college fashions. By invitation. <u>Informal showings</u> Mon., 11:30 A.M. 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. Publicity: Ferris Megarity, MU. 9-7000.	
Tuesday	SAKS FIFTH AVENUE	SAVOY PLAZA-11TH FL.
August 12	Press preview of college fashions, at Savoy Plaza Hotel, Le Chateau Suite. 10:30 A.M. (<u>Note Change of Time</u>). By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	
Wednesday	JAMES McCREERY & CO.	4TH FLOOR
August 13	College fashion preview over morning coffee. Showing at 10:00 A.M. Press by invitation. Publicity: Georgine Thomson, WI. 7-7000, Ext. 228.	
Thursday	MARTIN'S (BROOKLYN)	5TH FLOOR
August 14	Showings of college fashions by Martin's College Board; also, on Thurs., 2:30 P.M. Aug. 28 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.	
Saturday	GERTZ (JAMAICA)	4TH FLOOR
August 16	College fashions will be shown to the press and public. Publicity: 2:00 P.M. Dorothil Patterson, JA. 6-6800, Ext. 340.	
Monday	ALEXANDER'S DEPT. STORES	860 5TH, APT. 11-L
August 18	Private breakfast preview for the press of back-to-school fashions. By 11:00 A.M. invitation only. Fashion Director: Lita Hassard, CY. 8-2000, Ext. 80.	
Tuesday	HEARN'S	5TH AV. & 14 - 2ND FL.
August 19	College fashions will be shown at a breakfast preview for the press. By 9:30 A.M. invitation only. Publicity: Lillian Suchanek, OR. 5-5000.	
Thursday	MARTIN'S (BROOKLYN)	5TH FLOOR
August 21	Press preview of teen-age back-to-school fashions at breakfast. By 10:00 A.M. invitation only. (<u>Showing for public: Sat., Aug. 23, at 11:00 A.M.</u>)	
Breakfast	Publicity: Juli Daves, TR. 5-3100, Ext. 355.	
Thursday	NAMM-LOESER'S	FUR DEPT.-2ND FLOOR
August 21	A showing of college and career fashions. (<u>Note Change of Time</u>). Press 6:00 P.M. invited. Open to public. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	

(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>			
Monday August 25 9:30 A.M.	HEARN'S Breakfast press preview of back-to-school fashions from age six to teens. By invitation. Publicity: Lillian Suchanek, OR. 5-5000.		5TH AVE.& 14TH-2 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 Presentation of teen-age fashions. Press by invitation. Open to the public. Publicity: Rita Dobbins, LA. 4-7000.		2ND FLOOR
Beginning Monday August 11- August 30	DRAWINGS INSPIRATIONAL TO FASHION ON VIEW Exhibition of studies and sketches by Leonardo, Michaelangelo, Ingres and Arthur Keller selected for fashions, figures and details of design of past periods. Open to the public, 9:00 A.M. to 9:00 P.M. Mondays through Fridays. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
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 9:30 A.M.</u> By invitation only. Contact: Dorothy Campbell, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR
August 12	SAKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 11:00 A.M. (See Page 1).		
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 1).		
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
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
August 16	GERTZ (JAMAICA) COLLEGE FASHION SHOW AT 2:00 P.M. (See Page 1).		
Monday August 18 9:30 A.M. Breakfast	SHOWING OF FALL PATTERNS AND FABRICS Macy's presents McCall's patterns and Milliken "Lorette" fabric fashion show, featuring the Boston O'Neil family (with 12 daughters dressed alike). By invitation only. Showings in Macy's Fabric Dept., 6th Fl., Aug. 18-20, at 12:00 Noon and 2:00 P.M. Publ.: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	SAVOY PLAZA ROSE ROOM - 3RD FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 18	ALEXANDER'S BACK-TO-SCHOOL FASHION SHOW AT 11:00 A.M. (See Page 1).		
Beginning Monday	OPENING OF SPANISH COUTURE COLLECTIONS	SPANISH FESTIVAL OF FASHION	MADRID SPAIN
August 18-	Goetsch & Co. and the High Couture Cooperative of Spain will present the		
August 21	Fashion Festival of Spain, showing 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.		
August 19	PRIMARY DAY IN NEW YORK (Tuesday).		
August 19	HEARN'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).		
Tuesday	PRESS PREVIEW OF FALL FASHIONS FOR TALL GIRLS	TALL APPAREL	37 WEST 57TH STREET
August 19			5TH FLOOR
10:30 A.M.	Tall Apparel will present a press preview of Fall fashions for tall girls.		
Coffee	By invitation only. Publicity: Helen Horchler, VA. 6-4186.		
Tuesday	PARIS MILLINERY AT PRESS PREVIEW	G. HOWARD HODGE	1 WEST 39TH STREET SHOWROOM
August 19	Preview of French originals from the Paris millinery couture openings and		
4:00 P.M.	G. Howard Hodge adaptations. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Wednesday	PRESS PREVIEW: BRIDAL GOWNS BY MME. ORO	JAY THORPE	24 WEST 57TH STREET
August 20			5TH FL. BRIDAL SALON
11:00 A.M.	Showing of Jay Thorpe's custom bridal gowns, designed by Mme. Oro. (Note Change of Time). By invitation only. Publicity: Minnie Fite, JU.6-1000.		
Wednesday	"BACK FROM VACATION & BACK TO THE OFFICE"	SAKS 34TH STREET	3RD FLOOR
August 20			
12:15 P.M.	Saks 34th will present a box luncheon fashion show for women who work.		
Luncheon	Press by invitation. Public by reservation. Publ.: Rita Dobbins, IA.4-7000.		
August 20	KRESGE-NEWARK COLLEGE FASHION SHOWS STARTING AT 12:30 P.M.		
Wednesday	PREVIEW: FASHIONS BY EUROPEAN COUTURIERS	COHN-HALL-MARX CO. (1407 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
August 20			
3:30 P.M.	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	PREVIEW OF RESORT AND SPRING PRINTS	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
August 20			
4:00 P.M.-	Press preview of 1953 Resort and Spring prints at a cocktail party. By invitation only. Publicity: Kay Martin, LO. 5-2140.		
7:00 P.M.			
Wednesday	PREVIEW OF FABIANI'S FALL COLLECTION	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
August 20			
8:30 P.M.	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 Publ.: Madeleine Riordan, EL. 5-3000.		
Dinner			
August 21	MARTIN'S (B'KLYN) TEEN-AGE FASHION SHOW AT 10:00 A.M. (See Page 1).		-3-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 21 5:45 P.M.	FASHION SHOWING OF "GLAMOUR" FASHIONS Bonwit Teller will present fashions from "Glamour" Magazine's September issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
August 21	NAMM-LOESER'S COLLEGE & CAREER FASHION SHOW AT 6:00 P.M. (See Page 1).		
August 25	HEARN'S BACK-TO-SCHOOL FASHION SHOW AT 9:30 A.M. (See Page 2).		
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.: Minnie Fite, JU. 6-1000.	JAY THORPE	4TH FLOOR MILLINERY SALON
Tuesday August 26 9:30 A.M. Breakfast	PRESS SHOWING OF RESORT COTTONS Hope Skillman will present her Resort collection of cottons. By invitation only. Publicity: Dorothy Johnson Werner, CH. 4-8109.	HOPE SKILLMAN	1407 BROADWAY SHOWROOM - 29TH FLOOR
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 - 6TH FLOOR
Wednesday August 27 11:00 A.M. Brioche	PRESS PREVIEW: FALL SHOE COLLECTION Saks Fifth Avenue will present their Fall shoe collection to the press. By invitation only. Publicity: Grace de Mun, PL. 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 2).		
Wednesday August 27 4:00 P.M. Cocktails; 4:30 P.M. Showing	WORLD DEBUT OF NEW FIBRE: "ACRILAN" Press preview of "Acrilan", Chemstrand Corporation's new acrylic fibre, with a fashion show, fabric exhibit, and fact forum with firm's officials. By invitation only. 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. Publicity: Constance Bray, MI. 2-8000.	KRESGE-NEWARK	REGIMENTAL ROOM 7TH FLOOR
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 2).		
Sept. 1	LABOR DAY (Legal Holiday -- Monday).		
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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

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. 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.: RASPONI ASSOC. TE. 8-8171

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
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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
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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
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Sept. 3	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Above).
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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". Press by invitation. Open to public. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 4 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". By invitation. Publ.: Alyce Green, TE. 8-7218.	LA BOUTIQUE DE ZITA, INC.	44 EAST 64TH STREET SALON
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. Publicity: 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
Thursday Sept. 4 12:30 P.M. Luncheon	TEEN-AGE FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present teen-age fashions during luncheon. (Note Change of Room). 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 EMPIRE ROOM
Thursday Sept. 4 12:30 P.M. Luncheon	PRESS PREVIEW OF LEATHER TREATMENTS 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 <u>Thurs., Sept. 4,</u> from 11:00 A.M. to 8:00 P.M.; and <u>Friday, Sept. 5,</u> from 9:00 A.M. to 5 P.M. By invitation only. Publicity: Leif C. Kronen, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Thursday Sept. 4 5:45 P.M.	FASHIONS FROM "CHARM'S" SEPTEMBER ISSUE Fashions from "Charm" Magazine's September issue will be presented by Bonwit Teller. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Friday Sept. 5 9:30 A.M. Breakfast	PRESS BREAKFAST: FASHIONS FOR TALL GIRLS Tall Wear will present a press showing of Fall fashions for tall girls. By invitation. Contact: Sylvia of Tall Wear, EL. 5-6029.	TALL WEAR	13 EAST 47TH STREET
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: Minnie Fite, JU. 6-1000.	JAY THORPE	3RD FLOOR
Sept. 8	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 5).		
Sept. 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 5).		
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. <u>Showing to customers, Tuesday, Sept. 9 at 2:30 P.M.</u> Publicity: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Monday Sept. 8- Sept. 10	ANNUAL NATIONAL BEAUTY TRADES SHOW Contact: L. A. Freiberg, Managing Director, OR. 4-1428.	NAT'L BEAUTY TRADES SHOW (175 FIFTH AVENUE)	HOTEL STATLER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 8	MARKET WEEK IN LOS ANGELES 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.	CALIFORNIA RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
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. Entire proceeds for Dallas Museum of Fine Arts. 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. Press by invitation. Publicity: Mildred Kaldor, MU. 9-5420.	ASTER FLOWER CO.	11 WEST 37TH STREET SHOWROOM-MAIN FLOOR
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 FL.
Sept. 9	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 9:00 P.M. (See Pg. 5).		
Wednesday Sept. 10 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION 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: Minnie Fite, JU. 6-1000.	JAY THORPE	3RD FLOOR SALON
Wednesday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Press showing of Fall and Winter custom millinery by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
Wednesday Sept. 10 12:30 P.M. Luncheon	LARRY ALDRICH FALL COLLECTION 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.	BONWIT TELLER	WAIDORF-ASTORIA EMPIRE ROOM
Sept. 10	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 5).		
Thursday Sept. 11 10:00 A.M. Breakfast	JACQUES FATH COLLECTION BY JOSEPH HALPERT Lord & Taylor presents the Jacques Fath collection by Joseph Halpert at a breakfast preview for the press. By invitation only. Informal showings, Sept. 15, 16, 17, from 1:15 P.M. to 3:30 P.M., 3rd floor, Dress Salon. Publicity: Gloria Carr, WI. 7-3300, Ext. 330.	LORD & TAYLOR	5TH FLOOR BIRD CAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 11 12:30 P.M. Luncheon	SEPARATES AND SUITS AT LUNCHEON SHOW 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.	DAVID CRYSTAL (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 11 5:45 P.M.	FALL FASHIONS FROM "MADEMOISELLE" Bonwit Teller will show fashions from "Mademoiselle" Magazine's September issue. Press invited. Open to public. Publ.: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Sunday Sept. 14- Sept. 18	RESORT AND CRUISE SHOWINGS IN MIAMI Contact: Leonard Grossman, executive director, Miami, Florida.	MIAMI FASHION COUNCIL	CASABLANCA HOTEL MIAMI BEACH, FLA.
Monday Sept. 15 11:00 A.M.	IRENE OF HOLLYWOOD FALL COLLECTION 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: 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 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
Wednesday Sept. 17 9:00 A.M. Coffee	FALL FASHION SHOW FOR PRESS Bloomingdale's will present a collection of Fall coats, suits and dresses. By invitation only. Contact: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	SPECIALTY SHOP GREEN ROOM-3RD FLOOR
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 Con- tact: PL. 9-5913. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
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 only. Contact: Pauline Bowie, Edward L. Bernays, TE. 8-5000.	PROCTER & GAMBLE CO.	STORK CLUB 2ND FLOOR
Thursday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present his Fall and Winter collection at Gunther Jaeckel. (Note Change of Date). Showing to customers at 2:30 P.M. 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	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 2:30 P.M.	PREVIEW OF HOLIDAY AND RESORT COLLECTION Press preview of Benham Originals -- holiday and resort collection. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM
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
Friday Sept. 19 12:30 P.M. Luncheon	FIERRE BALMAIN FASHIONS AT LUNCHEON De Pinna will present Fall fashions by Pierre Balmain during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Doris Richon, MU. 8-2000. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA STARLIGHT ROOF
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
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
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
Wednesday Sept. 24 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW SWIMSUITS Parform's press preview of new swimsuits for 1953. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PARFORM, INC. (1407 BROADWAY)	HOTEL PLAZA BAROQUE SUITE
Thursday Sept. 25 12:15 P.M. 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 Publ.: Jack Shor, WI. 7-6700. de Givenchy Publicity: Ruth Hammer Assoc., EL. 5-7108.	JORDAN MFG. CO. (1410 BROADWAY)	(PLACE TO BE ANNOUNCED)
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).		

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