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7-21-52

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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february

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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.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
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WEEK BEGINNING MONDAY, JULY 21, 1952

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS

Wednesday July 23	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Monday July 28	BEST & CO. <i>Ray Stearns</i> 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. Publicity: Gloria Carr, WI. 7-3300.	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 College fashions will be shown to the press at Arnold Constable. By invitation only. 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
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

(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>			
Friday August 8	BLOOMINGDALE'S <u>(Note Change of Date).</u> Publicity: Margaret de Mille, EL. 5-5900.		3RD FLOOR
Tuesday August 12	SAKS FIFTH AVENUE College fashions for 1952-1953 will be presented by Saks Fifth Avenue at 11:00 A.M. Savoy Plaza Hotel, Le Chateau. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.		SAVOY PLAZA, 11TH FL.
Thursday August 14	MARTIN'S (BROOKLYN) Informal presentations of college fashions by Martin's College Board; also, <u>on 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	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	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, Breakfast CY. 8-2000, Ext. 80.		860 5TH, APT. 11-L
Wednesday August 20	KRESGE-NEWARK Informal showings of college and career fashions at 12:00 Noon, 1:00 P.M., 12:00 Noon 5:30 P.M., 6:30 P.M. Press invited. Open to public. Publicity: Constance Bray, MITCHELL 2-8000, Ext. 392.		8TH FLOOR
Thursday August 21	MARTIN'S (BROOKLYN) Press preview of teen-age back-to-school fashions at breakfast. By 10:00 A.M. invitation only. (Showing for public: Sat., Aug. 23, at 11:00 A.M.) Publicity: Juli Daves, TR. 5-3100, Ext. 355.		5TH FLOOR
Thursday August 21	NAMM-LOESER'S Namm-Loeser's will present a collection of college fashions. Open to 5:30 P.M. public. Publicity: Dan Kalter, TR. 5-5700, Ext. 49.		2ND FLOOR
Wednesday August 27	L. BAMBERGER & CO. (NEWARK) Bamberger will present an informal showing of college fashions. 2:30 P.M. Publicity: John von Arnold, Market 2-1212.		3RD FLOOR
Thursday August 28	SAKS 34TH STREET Saks 34th will present a back-to-school fashion show for teen-agers. 11:15 A.M. Publicity: Rita Dobbins, LA. 4-7000.		2ND FLOOR

Beginning Monday July 21 THREE WEEK REFRESHER COURSE: FABRIC ANALYSIS NEW YORK UNIVERSITY SCHOOL OF RETAILING 100 WASHINGTON SQ.
 N.Y. University School of Retailing offers a laboratory and lecture course in fabric analysis. Instructor: Professor Isabel B. Wingate, author of "Textile Fabrics" and co-author of "Know Your Merchandise". Fee: \$52. Contact: Katherine Pedell, SP. 7-2000, Ext. 377.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 21	DEMOCRATIC POLITICAL CONVENTION IN CHICAGO (Week of July 21).		
Tuesday July 22 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING "Signature Accessories" -- fashion show and exhibit of Fall and Winter accessories. Commentator: Carolyn Saks, Associate Fashion & Merchandise Editor, "Charm" Magazine. "It's The Look; Not The Item" -- Speaker: Mary MacMahon, Fashion Director, Joseph Magnin, San Francisco. Accessories Division Co-Chairman: Matilda Taylor and Mimi Aleinikoff. Price: \$4.75 for members; \$5.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday July 23 12:30 P.M. Luncheon	PRESS LUNCHEON ON NEW SHOE PROGRAM The National Shoe Institute, under the joint sponsorship of the National Shoe Manufacturers and Retailers Associations, announces a new program for the shoe industry. By invitation. Publicity: Alice Dowd, PL.3-8293.	NATIONAL SHOE INSTITUTE	HOTEL BILTMORE SUITE 119
Thursday July 24 5:45 P.M.	BRIDAL FASHION SHOW FOR CUSTOMERS Bonwit Teller will show bridal fashions to customers. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	3RD FLOOR BRIDAL SALON
Beginning Friday July 25	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Friday, July 25:</u> John Cavanagh; Norman Hartnell; Worth (London) Ltd. <u>Monday, July 28:</u> Iachasse; Digby Morton; Peter Russell; Michael Sherard. <u>Tuesday, July 29:</u> Hardy Amies; Charles Creed; Mattli; Victor Stiebel. Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON W-1, ENGLAND
Wednesday July 30 10:30 A.M.	FUR FASHION SHOW IN PARIS Revillon Freres will present Fall and Winter furs in their Paris salon. Publicity: Jeanne de Pene, PL. 9-5504.	REVILLON FRERES	40 RUE DE LA BOETIE

FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE

CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

<u>Wed., July 30:</u>	Borea, Bruyere, Carmine, 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 Kogan, 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 Orossen.
<u>Mon., Sept. 15:</u>	Marcel Rochas.
Contact:	Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 4 12:00 Noon; 2:00 P.M.	SHOWING OF FASHIONS FROM "SEVENTEEN" "Story Book Look" -- Altman's will present fashions from "Seventeen" Magazine's August issue. Press invited. Open to public. Publicity: Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	2ND FLOOR TEEN-AGE DEPT.
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 Alamac Knitting Mills will present fashions in Thalspun knitted fabrics of orlon and wool; and 100% orlon. By invitation only. Publicity: 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	ABRAHAM & STRAUS' COLLEGE FASHION SHOW AT 6:00 P.M. (See Page 1)		
August 11	ALTMAN'S COLLEGE FASHION SHOW FOR PRESS AT 11:30 A.M.		
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 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. Publicity: Maud G. Moody, LE.2-4049.	CHANDA, INC.	30 WEST 57TH STREET SALON - 3RD FLOOR
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).		
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 SHOW STARTING AT 12:00 NOON. (See Page 1).		
Wednesday August 20 12:15 P.M. Luncheon	"BACK FROM VACATION & BACK TO THE OFFICE"	SAKS 34TH STREET	3RD FLOOR
	Saks 34th presents 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	COHAMA FABRICS	HOTEL PLAZA PERSIAN ROOM
	Presentation to the press of a collection of fashions designed by leading Italian, French and Spanish Couturiers in Cohama fabrics. 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. Cocktails	PREVIEW OF RESORT AND SPRING PRINTS	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
	The Silk and Rayon Print Institute will present their preview of Resort and Spring prints at a cocktail party. By invitation only. Publicity: Kay Martin, LO. 5-2140.		
Wednesday August 20 8:30 P.M.	PREVIEW OF FABIANI DESIGNER COLLECTION	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
	Russeks will invite the press to a showing of Fall fashions, designed by Italian couturier Fabiani, presenting his American collection and Italian originals. Press by invitation. Public by reservation; contact: Head-waiter, 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 2).		
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.		
August 23	MARTIN'S (BROOKLYN) TEEN-AGE FASHION SHOW AT 11:00 A.M. (See Page 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 SHOW 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).		
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 34 STREET BACK-TO-SCHOOL FASHION SHOW AT 11:15 A.M. (See Page 2).		
August 28	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
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.

Tuesday Sept. 2	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST. (Also, French Imports)	PUBL.: SIDNEY WINTERS (Note Change of Date and Time).	PL. 5-2600
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 (Note Change of Date and Time).	PL. 3-4000
Wednesday Sept. 10	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC.	TE. 8-8171

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. Publicity: David Crystal -- Terry Mayer, BR. 9-6560; Best & Co. -- Madlyn Grimes, PL. 9-2000; Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA STARLIGHT ROOF
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 Ave. 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 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
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. 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. Showing to customers, Tuesday, Sept. 9 at 2:30 P.M. Publicity: 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>
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 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.	JAY THORPE	3RD FLOOR SALON
Wednesday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be shown at a luncheon for the press. 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. (<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.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
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'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 Publ.: Terry Mayer, BR. 9-6560. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DAVID CRYSTAL	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
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: Dorothy Coburn, 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, Monte Sano and Pruzan, Ben Zuckerman, Mangone 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 Dir.: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Wednesday Sept. 17 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present his Fall and Winter collection at Gunther Jaeckel. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 Dein-Bacher's collection of furs for Fall and Winter during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: PL. 9-5913. Waldorf Fashion Publicity: 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 a collection of Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publ.: and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC. (13 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Friday Sept. 19 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON SHOW De Pinna will present Fall fashions 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
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 18 PREMIERE: "DON'T BOTHER TO KNOCK" (Movie) GLOBE THEATRE, B'WAY & 46TH ST. Richard Widmark and Marilyn Monroe will co-star in Twentieth Century-Fox's suspense drama. Director: Roy Baker. Producer: Julian Blaustein. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Friday July 18 PREMIERE: "SHADOW IN THE SKY" (Movie) PALACE THEATRE, B'WAY & 45TH ST. MGM movie, starring Ralph Meeker, Nancy Davis, James Whitmore and Jean Hagen, about a couple in San Pedro. Producer: William H. Wright. Director: Fred M. Wilcox. MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000.
- Saturday July 19 PREMIERE: "THE SPIDER AND THE FLY" (Movie) LITTLE CARNEGIE, 144 W. 57TH ST. J. Arthur Rank presents a story based on facts on file at the Surete, starring Eric Portman, Nadia Gray and Guy Rolfe. Director: Robert Hammer. Publicity: George Schwartz, PL. 7-6980.
- Monday July 21 1:30 P.M. TELEVISION: "GARRY MOORE SHOW" CBS-TV, CHANNEL 2 Alice Richardson, fashion editor of "Look" Magazine will discuss Fall hat fashions. Publicity: Gene Schrott, PL. 5-2000.
- Week Of July 21 FIFTH WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE. Mon., July 21: Robert Merrill, Roberta Peters, excerpts "Barber of Seville" Tues., July 22: Stell Anderson, Gordon Manley (pianists), Smallens, cond. Wed., July 23: Aldo Parisot, violoncellist; Aurora Mauro-Cottone (debut). Thurs., July 24: Claudio Arrau (pianist) "Emperor" Concerto by Beethoven. Sat., July 26: "Night in Vienna", Jarmila Novotna and Charles Kullman. Price: 30¢ to \$1.20. Publicity: Alix Williamson, CI. 6-4462.
- Monday July 21 PREMIERE: "THE STROLLER" (Movie) WORLD THEATRE, 153 WEST 49TH STREET Discina Int'l. Film Corp. will present a story about a hunter of snakes, starring Henri Vidal, Maria Mauban and Francoise Arnoul. Producers: Metzger and Woog. Director: E.E. Reinert. Publ.: George Schwartz, PL. 7-6980.
- Wednesday July 23 PREMIERE: "JUMPING JACKS" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST. Hal Wallis' production for Paramount, with Dean Martin as a paratrooper trainee and Jerry Lewis who, after pretending to be a real soldier, finally becomes one. Costumes: Edith Head. Director: Norman Taurog. Paramount Publicity: Maria Van Slyke, BR. 9-8700.
- Thursday July 24 PREMIERE: "HIGH NOON" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH ST. Gary Cooper stars in Stanley Kramer's first western film production, released through United Artists; the story of 86 minutes in a frontier marshal's life and his effort to save his town, life and self-respect. Director: Fred Zinnemann. United Artists Publ.: Tess Michaels, CI. 5-6000.
- Friday July 25 PREMIERE: "DREAMBOAT" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Clifton Webb, Ginger Rogers, Ann Francis and Jeffrey Hunter star in Twentieth Century-Fox's film about a silent star (Webb), teaching in a small college, who finds out his old films are being used on television. Producer: Sol. C. Siegel. Director: Claude Binyon. Costumes: Travilla. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- 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 Madri Gras. Producer: Nicholas Naysack. Director: Raoul Walsh. Costumes: Helen Rose. MGM Publicity: Herbert Crooker, JU. 2-2000.