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6/30/52

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.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 27, 1952</u>			
Friday June 27 8:00 A.M. Breakfast	VISITING PRESS PREVIEW: FALL MILLINERY FASHIONS Fall millinery fashions will be presented during breakfast for the out-of-town press. By invitation only. <u>Local press show at 9:30 A.M., Friday, July 9.</u> (See Page 4). Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	HAMPSHIRE HOUSE THE COTTAGE
Friday June 27 9:00 A.M.- 5:00 P.M.	FALL COLLECTION AT OPEN HOUSE FOR PRESS Vera Maxwell will present her Fall collection at open house for the out-of-town editors. By invitation only. Contact: Connie Barber, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Friday June 27 9:00 A.M.	FALL COLLECTION FOR VISITING PRESS Mollie Parnis...Parnis-Livingston (New York Dress Institute) will present her Fall collection to the out-of-town press. By invitation only. N.Y.D.I. Fashion Director: Eleanor Lambert, MU. 8-2130.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Friday June 27 10:00 A.M.	VISITING PRESS SHOWING OF FALL COLLECTION Pattullo-Jo Copeland (New York Dress Institute) will present the Fall collection to the visiting press. By invitation only. N.Y.D.I. Fashion Press Director: Eleanor Lambert, MU. 8-2130.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM-14TH FLOOR
Friday June 27 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Millinery fashions for Fall will be presented by Mr. John at show for the New York press. By invitation only. Publ.: Lois Gifford, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Friday June 27 11:00 A.M.	FALL COLLECTION FOR OUT-OF-TOWN PRESS Ben Reig (New York Dress Institute) will present to the out-of-town press the Fall collection. By invitation only. N.Y.D.I. Fashion Press Director: Eleanor Lambert, MU. 8-2130.	BEN REIG	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Friday June 27 12:00 Noon	FALL COLLECTION FOR VISITING PRESS Capri Frocks (New York Dress Institute) will present the Fall collection to the visiting press. By invitation only. N.Y.D.I. Fashion Press Director: Eleanor Lambert, MU. 8-2130.	CAPRI FROCKS	1372 BROADWAY SHOWROOM-5TH FLCOR
Friday June 27 1:00 P.M. Luncheon	VISITING PRESS SHOWING OF FALL COLLECTION Handmacher-Vogel (Auxiliary Member of the New York Dress Institute) will present Fall fashions to the out-of-town press. By invitation only. Publicity: Isabella Crawford, LO. 4-7832.	HANDMACHER-VOGEL	1407 BROADWAY SHOWROOM-15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 27 1:30 P.M. Cocktails	FALL FASHION SHOW FOR VISITING PRESS Henry Rosenfeld will present his Fall collection of dresses, coats and suits to the out-of-town and local editors. By invitation only. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Friday June 27 3:00 P.M.	FALL COLLECTION FOR VISITING PRESS Hansen Bang (New York Dress Institute) will present the Fall collection to out-of-town press. By invitation only. N.Y.D.I. Fashion Press Director: Eleanor Lambert, MU. 8-2130.	HANSEN BANG	498 SEVENTH AVENUE SHOWROOM-7TH FLOOR
Friday June 27 4:00 P.M. Cocktails	FALL COLLECTION FOR VISITING PRESS Ceil Chapman (New York Dress Institute) will present her Fall collection to the visiting press. By invitation only. N.Y.D.I. Fashion Press Director: Eleanor Lambert, MU. 8-2130.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Friday June 27 4:00 P.M.- 6:30 P.M.	FALL SHOE FASHIONS AT VISITING PRESS SHOW I. Miller's informal showing of Fall shoe collection. By invitation only. Publicity: Barbara McGinniss, BR. 9-2610.	I. MILLER & SON	EMPIRE STATE BLDG. SUITE 7110
Friday June 27 6:30 P.M. Buffet Supper	FALL MILLINERY FASHIONS AT VISITING PRESS SHOW Presentation of the Beatrice-Martin Fall millinery collection. <u>Showing for local press, Thursday, July 10, at 4:00 P.M.</u> (See Page 5). By invitation only. Publicity: Maud G. Moody, IE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Friday June 27 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS Gotham Hosiery will invite the out-of-town editors to the new musical comedy "Wish You Were Here". There will be a party on-stage after the performance, to meet the cast and see a showing of new Gotham hosiery fashions for Fall. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	GOTHAM HOSEIERY	IMPERIAL THEATRE 249 WEST 45TH STREET
Saturday June 28 9:00 A.M. Breakfast	BRIGANCE OF SPORTSMAKER VISITING PRESS PREVIEW Showing of the Fall collection of Brigance-designed blouses, skirts, separates and dresses for daytime and evening wear. (Luggage will be checked through to the train for editors going on the "Weekend At Martha's Vineyard.") By invitation only. Contact: Irving Lein, LO. 3-1534.	SPORTSMAKER (498 SEVENTH AVENUE)	HOTEL COMMODORE SOUTH ROOM
Saturday June 28 10:40 A.M. Through Sunday June 29	"WEEKEND AT MARTHA'S VINEYARD" FOR PRESS "Weekend At Martha's Vineyard" for visiting press, sponsored by Aris Gloves; Clairol, Inc.; Doris Day Furs; Fontana-Tafel; Laros Textiles; M. Lowenstein & Sons, Co.; Nelly de Grab; Reed & Barton; Wm. Skinner & Sons; Tennessee Eastman Co.; and Treo Co.; also, Ansco; Canada Dry; Remington Rand, Inc.; New Haven Railroad; Martha's Vineyard Chamber of Commerce; and Steamship Authority. Editors will leave Grand Central Terminal on a special train, Saturday at 10:40 A.M., Daylight Saving Time (luggage will be checked through to the train at the Brigance of Sportsman fashion show). By invitation. Publicity: Lind-Gilbert Associates, PL. 3-4786.	LEADING MILLS & MANUFACTURERS	MARTHA'S VINEYARD MASSACHUSETTS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 30, 1952</u>			
Monday June 30	LA TAUSCA JEWELRY SHOW FOR VISITING EDITORS	THE HOUSE OF HELLER	411 FIFTH AVENUE SHOWROOM
11:00 A.M. Sherry	La Tausca's Fall jewelry collection at a preview for the out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 1	NEW FASHION NEWSREEL: NAT KAPLAN COLLECTION	UNIVERSAL NEWSREEL	SS "UNITED STATES"
	"Fashions, U.S.A." -- new Universal Newsreel fashion short will be taken aboard the S.S. "United States," featuring fashions by Nat Kaplan, prior to her sailing on maiden voyage. Production originated and staged by Viola Shefer. This fashions newsreel will be released to 10,000 theatres. Publicity: Viola Shefer, PL. 3-3173.		
July 4	FOURTH OF JULY (Legal Holiday-Friday).		
<u>SATURDAY STORE CLOSINGS DURING SUMMER</u>			
Beginning Saturday July 5	MOST NEW YORK AND BROOKLYN STORES WILL BE CLOSED SATURDAYS DURING JULY AND AUGUST, BEGINNING SATURDAY, JULY 5. Henri Bendel will close Sat., June 28. THE FOLLOWING STORES WILL REMAIN OPEN ON SATURDAYS DURING THE SUMMER MONTHS: GIMBELS, HEARN'S, HECHT'S, KLEIN'S, OHRBACH'S, OPPENHEIM COLLINS, NAMM-LOESER'S, SAKS-34TH STREET AND GERTZ, L. I.		
Sunday July 6-	EARLY FALL FASHIONS AT FLORIDA SHOW	FLORIDA FASHION MART TAMPA, FLORIDA	FLORIDIAN AND HILLSBORO HOTELS
July 8	The Florida Fashion Mart will invite press, retailers and buyers to the Fall market week showings. Contact: The Florida Fashion Mart, Tampa, Fla.		
Monday July 7	PRESS & TRADE PREVIEW: FALL MILLINERY	L. & B. KARO	7 EAST 37TH STREET SHOWROOM-11TH FLOOR
12:00 Noon Luncheon	L. & B. Karo will invite the press and trade to a preview of the Fall hat collection. By invitation. Publicity: Maud G. Moody, LE. 2-4049.		
Monday July 7	FALL MILLINERY AT PRESS PREVIEW	WALTER FLORELL	29 EAST 53RD STREET SALON
2:30 P.M. Dessert	Walter Florell will present his Fall millinery at a dessert party for the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday July 7	PRESS PREVIEW FALL MILLINERY	JACK McCONNELL	36 WEST 57TH STREET SALON
4:00 P.M.	Jack McConnell will invite the press to a preview of Fall millinery col- lection in his new salon. By invitation only. Contact: JU. 6-1527.		
July 7	REPUBLICAN POLITICAL CONVENTION IN CHICAGO (Week of July 7).		
Tuesday July 8	FALL MILLINERY BREAKFAST FORUM	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA ASTOR GALLERY
8:30 A.M. Breakfast	Annual forum of the MMEA, with experts discussing millinery trends. By invitation only. Publicity: Ruth Weintraub, PL. 3-2116.		
Tuesday July 8	FALL FABRICS AT PRESS PREVIEW	JOHN WALTHER	HAMPSHIRE HOUSE THE COTTAGE
12:00 Noon Luncheon	Press preview of Fall fashions by leading designers in John Walther fabrics. By invitation only. Publ.: Elena Turner, JU. 6-0143.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 8 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER Milliners include: Anita Andra; Beatrice-Martin; Braagaard; Hattie Carnegie; Chanda; Bernice Charles; Lilly Dache; Emme; Peg Fischer; Walter Florell; Gladys & Belle; Harryson Hats; Mago Hayes; G. Howard Hodge; Mr. John; John Frederics; Edgar J. Lorie; Lydia; Milgrim; Germaine Montabert; Laddie Northridge; Jeanne Tete; Sally Victor; and Vogue Hats. Also, Alfreda; Ambrose Hat Co.; Bernclaire Hats; Brandt Millinery Co.; Chesterfield Hat Corp.; Joe Cohn Hats; Elizabeth Hat Co.; Oscar Friedman, Inc.; Harry Furst Co.; Gardner Hats; B.J. Goldenberg; Harry Hikand; George Lesser; Luxor Hat Co.; Walter K. Marks; Frances & Walter Nelkin; O'Connell Hat Corp.; Morris Schachter & Co.; Eugene Scherman; Schwartz & Rosenfeld Hats; William Silverman; Wilshire Hat Co.; Woodmere Hats by Herbert Bentley; and Bernard Workman. Junior hats include: Greenberg-Fisch; "Little Lady" by Harry Sperling; and Playtoppers by Salfair. <u>Showing at 9:00 P.M.</u> Dinner and show: \$20.00; Mezzanine, show only: \$10.00. Contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 9 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Preview for N.Y. press of Fall millinery fashions by Laddie Northridge. By invitation. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	HOTEL PIERRE ROOF
Wednesday July 9 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW The press will be invited to a preview of John Frederics collection of millinery for Fall. By invitation only. Publ.: Lily Davis, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Wednesday July 9 1:00 P.M. Luncheon	FALL MILLINERY AT PRESS PREVIEW "Variations On A Theme" - Emme will present her Fall millinery collection to the press and trade at a luncheon preview. By invitation only. (<u>Note Change of Place</u>). Publicity: Mildred Kaldor, MU. 9-5420.	EMME	HOTEL ST. MORITZ SKY GARDENS
Wednesday July 9 4:00 P.M. Cocktails	FALL MILLINERY AT PRESS PREVIEW The press will be invited to a cocktail preview of Christian Dior-New York Fall millinery collection, designed by Christian Dior in Paris. Attendance by invitation. Contact: Mme. Jeanne Rousseau, PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
Thursday July 10 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Braagaard's collection of Fall millinery will be presented to the press. By invitation only. Contact: PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON
Thursday July 10 12:00 Noon Luncheon	PRESS & TRADE PREVIEW OF FALL MILLINERY Box luncheon and preview for the press and trade of the Fall millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	GLADYS & BELLE	20 WEST 57TH STREET SALON
Thursday July 10 2:30 P.M.	FALL MILLINERY AT PRESS & TRADE PREVIEW First Fall millinery collection by Eleanor Flournoy at preview for press and trade. By invitation only. Publicity: Elizabeth Maher, EL. 5-4248.	ELEANOR FLOURNOY	STORK CLUB 3 EAST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 10 4:00 P.M.	FALL MILLINERY AT PREVIEW FOR PRESS Preview of Beatrice-Martin's Fall millinery. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Saturday July 12- July 20	"TEXAS WEEK ON THE FRENCH RIVIERA" Texas manufacturers of sportswear, lingerie, millinery and accessories will participate in a series of fashion shows, presenting Texas styles and way-of-life at Casinos on the French Riviera. <u>Schedule of events:</u> Sat., July 12, "Night of French Elegance"--Cannes; Sun., July 13, "The Great Night of Texas" -- Nice; and a nautical rodeo -- Palm Beach swimming pool, Cannes; Tues., July 15, folklore festival -- Monte Carlo; Thurs., July 17, garden party in Parc des Colombieres -- Menton; Sat., July 19, "Night Party In Texas" -- Beaulieu; also, Sun., July 20, "A Costume Night Gala" -- Grasse. Contact: Leon A. Harris, Jr., A. Harris & Co., Dallas, Texas.	FRENCH GOV'T & TEXAS MANUFACTURERS	FRENCH RIVIERA
Sunday July 13- July 17	FALL SPORTSWEAR TRADE SHOW Over 100 manufacturers will present Fall blouses, skirts, separates and active and spectator sportswear at the first exclusive all-sportswear trade show in New York. Director and Publ.: Arthur Tarshis, TR. 3-7128.	THE SPORTSWEAR SALESMEN'S ASSOCIATION	HOTEL McALPIN
Monday July 14 12:30 P.M. Luncheon	FASHION SHOW AND MILLINERY CLINIC Luncheon fashion show and merchandise clinic presenting Fall millinery trends. Coordinator and Commentator: Maud G. Moody. By invitation only. Contact: Diana Ambush, MU. 3-7873.	ROSENTHAL & ACKERMAN	BILTMORE HOTEL MUSIC ROOM-4TH FLOOR
Tuesday July 15 9:00 A.M.- 12:00 Noon Breakfast	PRESS PREVIEW OF CHRISTMAS GIFTS The House of Gourielli will present a preview of its Christmas line of gifts and toiletries. For magazine, trade and syndicate press, by invitation. Publicity: Mildred Sullivan, PL. 3-1200.	HOUSE OF GOURIELLI	16 EAST 55TH STREET SALON
Tuesday July 15 10:00 A.M. Coffee	PRESS SHOWING OF "NO BACK WRINKLE" SKIRT Mme. Louise Bruné will invite the press to preview her Fall wholesale collection of daytime and evening fashions, featuring the "no back wrinkle" skirt. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	MME. LOUISE BRUNÉ (WASHINGTON, D. C.)	17 EAST 48TH STREET SHOWROOM
Tuesday July 15 3:30 P.M.	FALL FUR FASHIONS AT PRESS PREVIEW Arnold Constable's fur fashions for Fall will be previewed at a showing for the press. By invitation only. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR MINK ROOM
Beginning Tuesday July 15	OPENING OF FALL HAT COLLECTIONS IN PARIS <u>July 15:</u> Evelyne Arzan; Jane Blanchot; Janette Colombier; Suzanne Talbot; Rose Valois. <u>July 16:</u> Marie Christiane. <u>July 17:</u> Simone Cange; Maud Et Nano. <u>July 18:</u> Fofo; Emma Pierron; Suzanne Vigneron. <u>July 20:</u> Claude Saint-Cyr. <u>July 22:</u> Legroux Soeurs; Gilbert Orcel; Svend. <u>July 23:</u> Achille; Cecile Billard; Le Monnier. <u>July 25:</u> Albouy, Fournillon; Paulette. <u>July 29:</u> Barthet. Contact: Individual milliners.	PARIS MILLINERY DESIGNERS	PARIS FRANCE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 16 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING "More Hats -- Ladies", fashion show at the Fashion Group's Millinery Division luncheon. Speaker: Joseph Rabinovich, President of Ogus, Rabinovich and Ogus. Commentator: Maud G. Moody, fashion consultant and co-chairman of Millinery Division (with Esther Lyman of Harper's Bazaar). Price: \$4.50 for members; \$5.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday July 17 5:30 P.M.- 6:30 P.M.	INFORMAL SHOWING OF BRIDAL FASHIONS A & S will present an informal showing of bridal fashions. Publicity: Frances Bemis or Susan Trowbridge, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR BRIDAL SALON
July 21	DEMOCRATIC POLITICAL CONVENTION IN CHICAGO (Week of July 21).		
Tuesday July 22 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING Co-Chairmen: Mathilde Taylor and Mimi Aleinikoff. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Beginning Tuesday July 22	SHOWING OF ITALIAN COUTURE COLLECTIONS Designers include: Antonelli; La Boutique; Cappucci of Rome; Carosa; Gabriellasport; Novera; Nobrasko; Schubert; and Vanna and Veneziani of Milan. Sportswear and accessories: Avolio; Camerino; Coppola Toppo; Mirsa; and Veneziani Sport. Roman firms, showing individually, will include: Battilocchi; Fabiani; Ferdinandi; Sorelle Fontana; Gabriella-sport; Schubert; and Simonetta Visconti. Contact: Signor G.B. Giorgini, Florence, Italy.	LEADING ITALIAN DESIGNERS	FLORENCE & ROME, ITALY
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> Lachasse; 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 36 BRUTON PLACE LONDON FASHION DESIGNERS LONDON W-1, ENGLAND	
Beginning Wednesday July 30	TENTATIVE SCHEDULE: PARIS AUTUMN-WINTER COLLECTIONS <u>July 30:</u> BOREA, BRUYERE, FATH, LANVIN, O'ROSSEN, PATTON, SCHIAPARELLI. <u>July 31:</u> BALMAIN, CARVEN, M. DE RAUCH, GERMAINE LECOMTE, MAGGY ROUFF, LOLA PRUSAC. <u>Aug. 1:</u> ANNY BLATT, GIVENCHY, MANGUIN, PAQUIN, HENRY A LA PENSEE, RICCI, M. VRAMANT. <u>Aug. 2:</u> DIOR, GRES, GRIFFE, S. KOGAN, MONTAIGNE, RAPHAEL. <u>Aug. 4:</u> CALIXTE, DESSES, LAFleurIE, WORTH. <u>Aug. 5:</u> BALENCIAGA, PATOU. <u>Aug. 6:</u> CLARENCE, RENAL. <u>Aug. 7:</u> BAILLIE, CARPENTIER, MAGUY, NOVAK. <u>Aug. 8:</u> ANDRELOU, BOURGADE, CREED, WOLBER. <u>Aug. 11:</u> RENE LISE. <u>Aug. 12:</u> MARCELLE CHAUMONT. <u>Aug. 19:</u> COSTES, GENEVIEVE OROSSEN. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris,	CHAMBRE SYNDICALE DE LA COUTURE COLLECTIONS	PARIS, FRANCE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 31 10:00 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Lord & Taylor will present a breakfast preview of college fashions. By invitation only. Continuous informal showings for the public beginning Monday, August 4 through August 8, 11:00 A.M. to 4:00 P.M., 5th floor College Shop. Publicity: Gloria Carr, WI. 7-3300, Ext. 330.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Monday August 4 2:30 P.M.	PREVIEW OF COLLEGE FASHIONS College fashions will be shown to the press at Arnold Constable. By invitation only. Suburban store showings: 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.	ARNOLD CONSTABLE	3RD FLOOR COLLEGE SHOP
Tuesday August 5 2:30 P.M.	PRESS PREVIEW: COLLEGE FASHIONS Russeks Fifth Avenue will present a collection of college fashions. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Thursday August 7 6:00 P.M.	COLLEGE FASHIONS AND BACK-TO-SCHOOL CLOTHES Informal showing of college and back-to-school fashions. Publicity: Frances Bemis or Susan Trowbridge, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	8TH FLOOR SPEC. EVENTS CENTER
Sunday August 10- August 14	FORTY-SEVENTH ANNUAL JEWELRY TRADE SHOW The Forty-Seventh Annual convention and jewelry trade show. Contact: 551 Fifth Avenue, MU. 2-2764.	AMERICAN NATIONAL RETAIL JEWELERS ASS'N	WALDORF-ASTORIA
Tuesday August 12 11:00 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS College fashions for 1952-1953 will be presented by Saks Fifth Avenue to the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
Beginning Monday August 18	OPENING OF SPANISH COUTURE COLLECTIONS First showing of Spanish couturier fashions for Fall and Winter will be presented by Bastida; El Dique Flotante; Pertegaz; Rodriguez; and Santa Eulalia. Contact: Eisa (Balenciaga), Avenida Jose Antonio, 9, Madrid.	SPANISH COUTURIERS	MADRID, SPAIN
Monday August 18- August 21	NATIONAL LUGGAGE & LEATHER GOODS SHOW Luggage & Leather Goods Manufacturers will present luggage, trunks, brief cases and personal leather goods. Contact: LE. 2-3960.	LUGGAGE & LEATHER GOODS MANUFACTURERS	PALMER HOUSE CHICAGO, ILLINOIS
Wednesday August 20 2:30 P.M.	PRESS PREVIEW: BRIDAL GOWNS BY MME. ORO Bridal gowns, designed by Mme. Oro, will be presented by Jay Thorpe at a press preview. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	24 WEST 57TH STREET 5TH FL. BRIDAL SALON
Wednesday August 27 8:30 P.M.	PREVIEW OF ITALIAN DESIGNER COLLECTION Russeks will invite the press to a showing of Fall fashions, designed by Italian couturier, Fabiani. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 1	LABOR DAY (Legal Holiday -- Monday).		
<u>PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS</u>			
<u>PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS</u>			
<u>OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.</u>			
Wednesday Sept. 3	<u>HATTIE CARNEGIE</u> At 11:00 A.M.	42 EAST 49TH ST. (Also showing French Import Collection.)	PUBL.: SIDNEY WINTERS PL. 5-2600
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVENUE	PUBL.: FLORENCE NEFF PL. 3-7300
Thursday Sept. 4	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVENUE (Designed by Sophie)	PUBL.: CAROLYN HAIGHT PL. 3-4000
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
Wednesday Sept. 10	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC. TE. 8-8171

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</u> , Tuesday Sept. 9 at 2:30 P.M. Publicity: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
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</u> at 2:30 P.M. 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 presented 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. 17 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present a press preview of 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 3:30 P.M. Cocktails	PREVIEW OF SWIMSUITS-- 1953 SEAMOLDS Flexees, Inc. will present their 1953 SeaMolds swimsuit collection at a cocktail party for the press. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Sept. 20	ROSH HASHONAH -- FIRST DAY OF JEWISH NEW YEAR (Saturday).		

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

- Friday June 27 PREMIERE: "WAIT 'TIL THE SUN SHINES, NELLIE" (Movie), ROXY, 50TH & 7TH Twentieth Century-Fox Technicolor film spanning a half century of life in Midwestern America. Stars: Jean Peters, David Wayne and Hugh Marlowe. Producer: George Jessel. Director: Henry King. Wardrobe: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Week Of June 30 SECOND WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE. Monday, June 30: Mischa Elman, Mendelssohn's Violin Concerto in E Minor. Tuesday, July 1: Brahms' Symphony No. 1 in C Minor. Wednesday, July 2: Jeanne Mitchell, Lalo's Symphonie Espagnole, for violin and orchestra. Thursday, July 3: Twenty-first Annual Gershwin Night, Oscar Levant, pianist. Saturday, July 5: Rise Stevens, mezzo-soprano, in her Stadium debut. Andre Kostelanetz, conductor. Price: 30¢ to \$1.20. Publicity: Alix Williamson, CI. 6-4462.
- Tuesday July 1 PREMIERE: "WASHINGTON STORY" (Movie) LOEW'S STATE, B'WAY & 45TH STREET MGM movie about a young congressman who becomes involved with a woman gossip columnist. Stars: Van Johnson, Patricia Neal and Lewis Calhern. Producer: Dore Schary. Director: Robert Pirosh. Costumes: Helen Rose. Publicity: Frances Lane, JU. 2-2000.
- Beginning Tuesday July 1 TELEVISION: KATHI NORRIS PROGRAM WABD, CHANNEL 5 Kathi Norris will start a weekly Tuesday Summer series with Tobe interviewing two well-known designers who will show their Fall collections. Beginning Thurs., July 3, Coty, Inc. will have a Summer series on make-up and cologne and will show films on how they make their products. Subject of first program: "What to Take Away for Make-up for Fourth of July Weekend". Publicity: Babs Doniger, PL. 3-1742.
- Wednesday July 9 PREMIERE: "SHE'S WORKING HER WAY THROUGH COLLEGE" (Movie), PARAMOUNT, W. 43RD Technicolor comedy musical about a burlesque queen who goes to college, released by Warner Bros., starring Virginia Mayo, Ronald Reagan, Gene Nelson, and Don DeFore. Producer: William Jacobs. Director: Bruce Humberstone. Costumes: Travilla and Marjorie Best. Publicity: Eve Siegel, CI. 6-1000.
- Friday July 11 PREMIERE: "WE'RE NOT MARRIED" (Movie) ROXY THEATRE, 7TH AVE & 50TH Marilyn Monroe, Ginger Rogers, Zsa Zsa Gabor, Fred Allen, David Wayne, Paul Douglas and Victor Moore will star in Twentieth Century-Fox comedy about an unlicensed Justice of the Peace. Producer: Nunnally Johnson. Director: Edmund Goulding. Wardrobe: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Wednesday July 16 PREMIERE: "CARRIE" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST. Paramount Pictures adaptation of Theodore Dreiser's novel, starring Jennifer Jones and Laurence Olivier. Producer and Director: William Wyler. Costumes: Edith Head. Paramount Publicity: Maria Van Slyke, BR. 9-8700. Capitol Theatre Publicity: Paula Gould, JU. 2-2000.
- 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, featuring Elizabeth Taylor and Joan Fontaine. Costumes designed by Robert Furse. (Tentative premiere date is set for August 7). MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000.