

File copy  
7/7/52

# fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

january

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

february

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

march

S	M	T	W	T	F	S
	2	3	4	5	6	7
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

april

S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

may

S	M	T	W	T	F	S
	1	2	3			
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

june

S	M	T	W	T	F	S
	1	2	3	4	5	6
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

july WEEK OF

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

august

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

september

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

october

S	M	T	W	T	F	S
		1	2	3	4	5
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

november

S	M	T	W	T	F	S
	2	3	4	5	6	7
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

december

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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 7, 1952</u>			
Monday July 7	PRESS & TRADE PREVIEW OF 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 OF 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 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 WALDORF-ASTORIA EXECUTIVES' ASSOCIATION ASTOR GALLERY	
8:30 A.M. Breakfast	Annual forum of the MMEA, with experts discussing millinery trends. By invitation only. Publicity: Ruth Weintraub, PI. 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. Publicity: Elena Turner, JU. 6-0143.		
Tuesday July 8	FALL HAT FASHION SHOW AND DINNER	MILLINERY STAB. COMM.; HOTEL ASTOR MILLINERY FASHION BUR. GRAND BALLROOM	
7:00 P.M. 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. Showing at 9:00 P.M. 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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
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> <u>Sat., July 12, "Night of French Elegance"</u> --Cannes; <u>Sun., July 13, "The Great Night of Texas"</u> -- Nice; and a nautical rodeo -- Palm Beach swimming pool, Cannes; <u>Tues., July 15, folklore festival</u> -- Monte Carlo; <u>Thurs., July 17, garden party in Parc des Colombieres</u> -- Menton; <u>Sat., July 19, "Night Party In Texas"</u> -- Beaulieu; also, <u>Sun., July 20, "A Costume Night Gala"</u> -- Grasse. Contact: Leon A. Harris, Jr., A. Harris & Co., Dallas, Texas.	FRENCH GOV'T & TEXAS MANUFACTURERS	FRENCH RIVIERA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 13	FALL MILLINERY OPENINGS IN CHICAGO	MILLINERY GUILD OF CHICAGO, INC.	SHOWROOM
	The Millinery Guild of Chicago will present their Fall hats. Contact: Mathew S. Gieres, secretary-treasurer, Millinery Guild of Chicago, Inc., Chicago, Ill.		
Sunday July 13- July 17	FALL SPORTSWEAR TRADE SHOW	THE SPORTSWEAR SALESMEN'S ASSOCIATION	HOTEL McALPIN 8TH FLOOR
	Over 78 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.		
Monday July 14	FASHION SHOW AND MILLINERY CLINIC	ROSENTHAL & ACKERMAN	BILTMORE HOTEL MUSIC ROOM-4TH FLOOR
12:30 P.M. Luncheon	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.		
Tuesday July 15	PRESS PREVIEW OF CHRISTMAS GIFTS	HOUSE OF GOURIELLI	16 EAST 55TH STREET SALON
9:00 A.M.- 12:00 Noon Breakfast	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: Patrick O'Higgins, or Mildred Sullivan, PL. 3-1200.		
Tuesday July 15	PRESS SHOWING OF "NO BACK WRINKLE" SKIRT	MME. LOUISE BRUNÉ (WASHINGTON, D. C.)	17 EAST 48TH STREET SHOWROOM
10:00 A.M. Coffee	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.		
Tuesday July 15	COTTON FASHIONS FOR SUMMER AND FALL	B. ALTMAN & CO.	HOTEL COMMODORE GRAND BALLROOM
12:30 P.M. Luncheon	Altman's will show Summer-into-Fall cotton fashions at a showing for wives of Elks' Convention members. Press invited. Publicity: Ferris Megarity, MU. 9-7000.		
Tuesday July 15	FALL FUR FASHIONS AT PRESS PREVIEW	ARNOLD CONSTABLE	6TH FLOOR MINK ROOM
3:30 P.M.	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.		
Beginning Tuesday July 15	OPENING OF FALL HAT COLLECTIONS IN PARIS	PARIS MILLINERY DESIGNERS	PARIS FRANCE
	July 15: Evelyne Arzan; Jane Blanchot; Janette Colombier; Suzanne Talbot; Rose Valois. July 16: Marie Christiane, July 17: Simone Cange; Maud Et Nano. July 18: Fofo; Emma Pierron; Suzanne Vigneron. July 20: Claude Saint-Cyr. July 22: Legroux Soeurs; Gilbert Orcel; Svend. July 23: Achille; Cecile Billard; Le Monnier. July 25: Albouy, Fournillon; Paulette. July 29: Barthet. Contact: Individual milliners.		
Wednesday July 16	PRESS PREVIEW OF SPRING FABRICS	DAN RIVER MILLS, INC.	AMBASSADOR HOTEL TRIANON ROOM
9:30 A.M. Breakfast	Dan River Mills' 1953 dress goods line for Resort and Spring will be presented at a breakfast fashion show for the press. By invitation. Contact: Eloise Ray Francis, BR. 9-7802.		

<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; \$4.75 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 FL COR 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. (More details later). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer, EL. 5-7108.	THE FASHION GROUP, INC. (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; Noberasko; 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; Gabriellasport; Schubert; and Simonetta Visconti. Contact: Signor G.B. Giorgini, Florence.	LEADING ITALIAN DESIGNERS	FLORENCE & ROME, ITALY

COLLEGE SHOP OPENINGS AND SHOWINGS

Wednesday July 23	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Thursday July 31 10:00 A.M. Breakfast	LORD & TAYLOR Breakfast preview of Lord & Taylor's 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.	5TH FLOOR, BIRD CAGE
Friday August 1	B. ALTMAN & CO. Publicity: Ferris Megarity, MU. 9-7000.	3RD FLOOR
Monday August 4 2:30 P.M.	ARNOLD CONSTABLE 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.	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

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)			
Wednesday August 6 9:30 A.M.	PECK & PECK Private press showing during breakfast of Peck & Peck's college fashions. By invitation only. Publicity: 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
Tuesday August 12 11:00 A.M.	SAKS FIFTH AVENUE College fashions for 1952-1953 will be presented by Saks Fifth Avenue at Savoy Plaza Hotel, Le Chateau. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.		SAVOY PLAZA, 11TH FL.
Friday August 15	BLOOMINGDALE'S Publicity: Margaret de Mille, EL. 5-5900.		3RD FLOOR
Wednesday August 27 2:30 P.M.	L. BAMBERGER & CO. (NEWARK) Bamberger will present an informal showing of college fashions. Publicity: John von Arnold, Market 2-1212.		3RD FLOOR
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 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.		PARIS, FRANCE
July 31	LORD & TAYLOR'S COLLEGE FASHION SHOW AT 10:00 A.M. (See Page 4).		
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.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 4	ARNOLD CONSTABLE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 4).		
August 5	RUSSEKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 4).		
August 6	PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 5).		
August 7	ABRAHAM & STRAUS' COLLEGE FASHION SHOW AT 6:00 P.M. (See Page 5).		
Sunday	FORTY-SEVENTH ANNUAL	AMERICAN NATIONAL	WALDORF-ASTORIA
August 10-	JEWELRY TRADE SHOW	RETAIL JEWELERS ASS'N	
August 14	Contact: 551 Fifth Avenue, MU. 2-2764.		
August 12	SAKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 11:00 A.M. (See Page 5).		
Thursday	PRESS PREVIEW OF	ROSETTE PENNINGTON	20 EAST 56TH STREET
August 14	BRIDAL FASHIONS		BRIDES SHOP
11:00 A.M.	Bridal fashions by Rosette Pennington will be presented to the press. By invitation only. Contact: Margot Stratton, LA. 4-2688.		
Thursday	SHOWING OF FASHIONS	BONWIT TELLER	8TH FLOOR
August 14	FROM "CHARM" MAGAZINE		
5:45 P.M.	Bonwit Teller will present a showing of fashions from "Charm" Magazine's August issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.		
Beginning	OPENING OF SPANISH	SPANISH FESTIVAL	MADRID
Monday	COUTURE COLLECTIONS	OF FASHION	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).		
Wednesday	PRESS PREVIEW: BRIDAL	JAY THORPE	24 WEST 57TH STREET
August 20	GOWNS BY MME. ORO		5TH FL. BRIDAL SALON
2:30 P.M.	Custom bridal gowns, designed by Mme. Oro, will be presented by Jay Thorpe. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.		
Wednesday	PREVIEW: FASHIONS BY	COHAMA FABRICS	HOTEL PLAZA
August 20	EUROPEAN COUTURIERS		PERSIAN ROOM
3:30 P.M.	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	PREVIEW OF RESORT	SILK AND RAYON	SAVOY PLAZA HOTEL
August 20	AND SPRING PRINTS	PRINT INSTITUTE	BALLROOM SUITE
4:00 P.M.-	The Silk and Rayon Print Institute will present their preview of Resort		
7:00 P.M.	and Spring prints at a cocktail party. By invitation only. Publicity:		
Cocktails	Kay Martin, LO. 5-2140.		
Thursday	FASHION SHOWING OF	BONWIT TELLER	8TH FLOOR
August 21	"GLAMOUR" FASHIONS		
5:45 P.M.	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 27	L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M.	(See Page 5).	
Wednesday August 27 8:30 P.M.	PREVIEW OF ITALIAN 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. By invitation only. Publicity: Florence Lord, WI. 7-1900.		
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.

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

Thursday Sept. 4 12:30 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW	JAY THORPE	HOTEL PLAZA TERRACE ROOM
	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; Bonwit Teller -- Nancy Talbert, EL. 5-6800; Jay Thorpe -- Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Sept. 4 5:45 P.M.	FASHIONS FROM "CHARM'S" SEPTEMBER ISSUE	BONWIT TELLER	8TH FLOOR
	Fashions from "Charm" Magazine's September issue will be presented by Bonwit Teller. Publicity: Nancy Talbert, EL. 5-6800.		
Thursday Sept. 4- Sept. 5	FORTY-FIRST SEMI- ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
	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.		
Friday Sept. 5 11:00 A.M.; 2:30 P.M.	READY-TO-WEAR FASHIONS FOR FALL	JAY THORPE	3RD FLOOR
	Jay Thorpe will present Fall ready-to-wear from leading designers at an informal show for the press. Showing for customers at 2:30 P.M. By invitation. Publicity: Dorothy Coburn, JU. 6-1000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. 10 12:30 P.M. Luncheon	HARVEY BERIN FALL COLLECTION Bonwit Teller will present Harvey Berin's Fall dress collection during luncheon. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Harvey Berin Contact: PE. 6-0206. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE 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 Fall collection will be shown to the press by Jay Thorpe. By invitation only. <u>Showing to customers</u> at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR
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. Publ.: 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
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

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

- Monday July 7 PREMIERE: "THREE SINNERS" (Movie) LITTLE CARNEGIE, 144 WEST 57TH ST. Arthur Sachson Enterprises releases French film about three brothers, who have sinned in their own ways and the influence they have on their family relations. Starring: Ferendel. Producer: Walter Rupp. Director: Richard Pottier. Arthur Sachson Enterprises Contact: BR. 9-5063.
- Week Of July 7 THIRD WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE. Monday, July 7: Isaac Stern, Sibelius' Violin Concerto in D. Minor. Tuesday, July 8: Pictures at an Exhibition - Moussorgsky-Ravel. Wednesday, July 9: Stella Andersen, Piano Concerto in A Minor by Grieg. Thursday, July 10: Yehudi Menuhin, Beethoven's Violin Concerto in D Major. Saturday, July 12: Kern-Hammerstein Night, featuring "Show Boat". Price: 30¢ to \$1.20. Publicity: Alix Williamson, CI. 6-4462.
- 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.
- Thursday July 10 TELEVISION: KATHI NORRIS PROGRAM WABD, CHANNEL 5 Subject of Coty film this week will be "How Face Creams Are Made", and 11:00 A.M.- will be presented by Betty Spare of Coty. Kathi Norris Publicity: 12:00 Noon Babs Doniger, PL. 3-1742.
- 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, BWAY & 51ST 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.
- Friday July 25 PREMIERE: "HIGH NOON" (Movie) MAYFAIR THEATRE, 7TH AV. & 47TH 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 Publicity: Tess Michaels, CI. 5-6000.
- 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. (Tentative premiere date is set for August 7). MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000. Radio City Music Hall Publicity: Fred Lynch, CI. 6-4600.