



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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april

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august

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october

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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>
WEEK ENDING FRIDAY, NOVEMBER 14, 1952			
<u>ADVANCE SHOWINGS: 20TH NATIONAL PRESS WEEK (January 5, 1953)</u>			
Now Showing -	2:30 P.M.	HANSEN BANG	498 7th, BR. 9-4020
Now Showing -	2:30 P.M.	BENDER & HAMBURGER (to Nov. 21) . . .	498 7th, CH. 4-0450
Nov. 17 -	1:00 & 4:00	HARVEY BERIN (to Dec. 10)	530 7th, PE. 6-0206
Nov. 20 -	10:30 & 2:30	CAPRI FROCKS (to Nov. 27)	1372 Bway, WI. 7-7430
By Special Invitation		HATTIE CARNEGIE	711 5th
Nov. 24 -	1:15 P.M.	OLEG CASSINI (to Dec. 10)	498 7th, BR. 9-5986
Nov. 21 -	2:30 P.M.	CEIL CHAPMAN (to Nov. 26)	530 7th, LA. 4-5800
Now Showing -	10:30 A.M.	DAVIDOW	550 7th, PE. 6-6909
Now Showing -	10:30 A.M.	JANE DERBY (to Dec. 9, Tues. & Thurs.)	785 5th, PL. 5-1830
By Special Invitation		CHRISTIAN DIOR	730 5th
Now Showing -	1:00 P.M.	ELFREDA-FOX (to Nov. 30)	498 7th, CH. 4-2659
Now Showing -	10:30 A.M.	BRIGANCE OF FRANK GALLANT (to Nov. 21)	205 W.39, LA. 4-7286
Now Showing -	4:00 P.M.	JOSEPH HALPERT (Jacques Fath, Nov. 21)	530 7th, WI. 7-7400
Nov. 17 -	10:00 A.M.	PHILIP MANGONE (about 2 weeks) . . .	500 7th, PE. 6-2204
Nov. 18 -	10:30 A.M.	MONTE-SANO & PRUZAN (Nov. 19 & 25) .	21 W.46, LU. 2-2317
Nov. 17 -	Appointment	ORIGINALA COATS (To Dec. 10)	512 7th, BR. 9-8988
Nov. 17 -	2:30 P.M.	PAUL PARNE (to Nov. 26)	498 7th, CH. 4-4600
Nov. 17 -	12:00 Noon	MOLLIE PARNIS (to Nov. 21)	530 7th, BR. 9-5012
Nov. 18 -	10:30 A.M.	PATTULLO-JO COPELAND (about 2 wks) .	498 7th, LO. 3-5650
Nov. 18 -	10:00 A.M.	BEN REIG (to Dec. 12, Tue, Wed, Thurs.)	498 7th, CH. 4-1542
Nov. 25 -	10:30 & 2:30	MAURICE RENTNER (& Nov. 26)	498 7th, LA. 4-6968
Now Showing -	10:00 A.M.	NETTIE ROSENSTEIN (about 2 weeks) .	550 7th, BR. 9-6890
Now Showing -	2:00 P.M.	JACK SARNOFF, INC. (Molly) (to Nov. 21)	512 7th, PE. 6-7121
Now Showing -	12:30 P.M.	CAROLYN SCHNURER (to Nov. 14)	1410 Bway, CH. 4-4587
By Special Invitation		ADELE SIMPSON	530 7th
Now Showing -	2:30 P.M.	HERBERT SONDEHIM (Nov. 17, 18, 19, 20) .	530 7th, LA. 4-7540
Now Showing -	2:30 P.M.	CLAIRE McCARDELL (Townley, to Nov. 25)	550 7th, LO. 4-2155
Nov. 20 -	2:30 P.M.	TRIGERE (to Nov. 27)	550 7th, LO. 3-1600
By Special Invitation		HANNAH TROY	530 7th
Nov. 20 -	4:00 P.M.	SAMUEL WINSTON (Charles James, Nov. 26)	530 7th, CH. 4-2617
By Special Invitation		B. H. WRAGGE	550 7th
Now Showing -	10:15 A.M.	BEN ZUCKERMAN (to Nov. 26)	512 7th, WI. 7-3764

Friday Nov. 14 9:00 A.M. Breakfast	FOUNDATION FASHIONS AT BREAKFAST PREVIEW	THE H.W. GOSSARD CO. (200 MADISON AVENUE)	COLONY RESTAURANT 30 EAST 61ST STREET
	Foundation fashions for Spring, Summer and Resort wear. By invitation. Contact: Walter Stewart, H.W. Gossard Co., 111 N. Canal St., Chicago.		
Postponed Nov. 14	WILLIAM POPPER'S COAT AND SUIT COLLECTION BY CHARLES JAMES, HAS BEEN POSTPONED TO THURSDAY, NOVEMBER 20 AT 2:30 P.M. (See Page 6).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Nov. 14 11:30 A.M. Aperitif	PRESS PREVIEW OF PARIS MILLINERY Madame Maud of Maud et Nano will present her advance Spring millinery to the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	MAUD ET NANO	HOTEL PIERRE ROOF
Friday Nov. 14 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Nov. 14: Maud et Nano (Note change). Nov. 21: G. Howard Hodge. Public by reservation; contact: TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

FRIDAY, NOV. 14

Fred Greenberg Dress . . .	10:30 A.M. & 2:30 P.M.	550 7th, LO. 4-5820
Nat Kaplan, Inc.	10:30 A.M.; 1:15 & 4:00 P.M. . .	498 7th, LO. 5-4115
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO. 4-1820
Martin Simon, inc.	Continuous daily	498 7th, LA. 4-2877

Contact: Leonard W. Gandler, Executive Secretary, FOGA, CH. 4-6945.

Nov. 16- SEMI-ANNUAL MEETING OF THE LAMP AND SHADE INSTITUTE OF AMERICA AT
Nov. 17 WALDORF-ASTORIA. Contact: Doris Herzig, MU. 3-3460.

Sunday SEMI-ANNUAL CORSET CORSET AND BRASSIERE HOTEL McALPIN
Nov. 16- MARKET WEEK EXHIBITORS GUILD, INC.
Nov. 20 Contact: Jed Sylbert, Executive Director, MU. 3-1593.

WEEK BEGINNING MONDAY, NOVEMBER 17, 1952

Monday Nov. 17 9:30 A.M. Breakfast	PREVIEW: SPRING AND SUMMER BRA FASHIONS "Champagne Party"--a breakfast presentation of Lovable's Spring and Summer bras, including a line of sun bras and halters. Preview for the press on Mon. at 9:30 A.M.; for the trade Tues. and Wed. at 9:30 A.M., Fri. at 3:00 P.M. Contact: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE MEZZANINE
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Monday Nov. 17 11:00 A.M.	"BELLS OF SARNA" GIFT PROMOTION The Indian consul-general A. S. Lall will introduce Mr. Sarder Dewa Singh Sarna, who will demonstrate the "Bells of Sarna". Publicity: Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	4TH FLOOR GIFT DEPT.
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Monday Nov. 17 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF SILK FASHIONS Presentation of Resort and early Spring fashions by the International Silk Association-U.S.A. Showing at 4:30 P.M. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION-U.S.A.	LA VIE EN ROSE 123 EAST 54TH STREET
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Monday Nov. 17 5:00 P.M.- 7:00 P.M. Cocktails	FASHION SHOW PRESENTING NEW BRAS Maiden Form's annual cocktail party and fashion show, introducing Spring bras and new promotional "Dream" themes. Producer: Lester Gaba. Commentator: Kay Daly. By invitation only. Publicity: Inez W. Foster at Maiden Form, OR. 9-0111.	MAIDEN FORM BRASSIERE CO.	HOTEL PLAZA GRAND BALLROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 17 6:30 P.M. Dinner	ANNUAL LAMP & SHADE PUBLIC RELATIONS DINNER	N. Y. LAMP & SHADE MANUFACTURERS ASS'N.	WALDORF-ASTORIA SERT ROOM
	N. Y. Lamp & Shade Manufacturers Association will hold their annual public relations dinner. Speakers: Leonard Mongeon, traffic director of NRDGA, discussing what the Lamp and Shade Institute of America is doing to solve transportation and traffic problems for the retail stores. Myrtle Fahsbender, of the residential lighting department of Westinghouse Corp., will speak on "Improved Lighting at Pennies Cost." By invitation. Contact: Jacob Fogelson, MU. 3-3460.		
Monday Nov. 17 7:30 P.M.- 8:45 P.M.	ADVERTISING SURVEY COURSE	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR NORTH BALLROOM
	Subject: "Layout, Design & Illustration"--How they are used as a selling device. Speaker: Elwood Whitney, Foote, Cone & Belding. Price: \$1.00 per lecture. Contact: CI. 5-4149.		
Monday Nov. 17 7:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE	THE FASHION GROUP, INC. CARL FISCHER HALL (9 ROCKEFELLER PLAZA) 165 WEST 57TH STREET	
	Subject: "Display - Television"--interior window fashion display; fashion applied to television. Speakers: Tom Lee, Tom Lee, Ltd.; Catherine Anne D'Alessio, NBC-TV. Price: \$2.00. Contact: The Fashion Group, CI. 7-3940.		
Beginning Monday Nov. 17	OPENING OF SPRING COLLECTION	ORIGINAL MODES, INC.	512 SEVENTH AVENUE SHOWROOM - 43RD FL.
	Opening of Spring collection of "Originala" coats. By appointment only. Contact: BR. 9-8988.		
Beginning Monday Nov. 17	COCKTAIL & EVENING FASHIONS FOR SPRING	LEE CLAIRE, INC.	525 SEVENTH AVENUE SHOWROOM - 7TH FL.
	Opening of Spring collection of cocktail and evening fashions. Contact: Harry Shull, WI. 7-9470.		
Beginning Monday Nov. 17- Nov. 21	PREVIEW: SPRING 1953 FOUNDETTES	MUNSINGWEAR, INC.	200 MADISON AVENUE SUITE 1205
	Preview of Spring 1953 "Foundettes" and new Vi-Bra. By appointment. Contact: Mary Woodman, MU. 9-7433.		
Tuesday Nov. 18 9:00 A.M. Breakfast	LINGERIE FOR SPRING & SUMMER	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
	Informal buffet breakfast, showing women's and junior lingerie for Spring and Summer 1953. By invitation only. Contact: Helen D. Leaf & Dore Fly, B.B.D.O., EL. 5-5800.		
Tuesday Nov. 18 10:00 A.M. Breakfast	PREVIEW: IMPORTED INFANTS' WEAR	GIMBELS	2ND FLOOR INFANTS' DEPT.
	Gimbels will show a collection of newly arrived infants' wear from England, France, Belgium and Switzerland. By invitation only. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.		
Tuesday Nov. 18 10:30 A.M.	ANNUAL SHOWING OF FOUNDATION FASHIONS	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL ASTOR GRAND BALLROOM
	"New Figures In '53"--Warner Brothers will present foundation fashions. Show followed by luncheon. Admission by ticket only. Publicity: Marion Sherwood, MU. 3-1194.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 18	ALEXANDER'S LUNCHEON SHOWING OF HOLIDAY AND RESORT FASHIONS, SCHEDULED FOR NOV. 18 AT 12:30 P.M., HAS BEEN CANCELLED.		
Beginning Tuesday Nov. 18 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION "On The Wing"--Junior Sophisticates will present their Spring collection at 1:00 P.M. and 4:00 P.M. daily. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday Nov. 18 1:15 P.M.	OPENING OF SPRING COLLECTION Opening of Spring collection by Oleg Cassini. Showings daily thereafter at 1:15 P.M. Contact: BR. 9-5986.	OLEG CASSINI	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday Nov. 18 2:30 P.M.	OPENING OF SPRING COLLECTION Spring collection on Tues., Nov. 18 at 2:30 P.M.; Nov. 19 at 10:30 A.M. & 2:30 P.M.; Nov. 20 at 2:30 P.M.; Nov. 25 at 10:30 A.M.; Nov. 26 at 2:30 P.M. By invitation. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 18 4:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Pauline Trigere's Spring collection will be presented to the press at 4:30 P.M. By invitation only. Showings on Wed., Nov. 19 and Thurs., Nov. 20 at 2:30 P.M.; Fri. Nov. 21 at 10:30 A.M.; Tues., Nov. 25 at 2:30 and Wed., Nov. 26 at 2:30 P.M. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Nov. 18 5:30 P.M.- 7:00 P.M. Champagne	PREVIEW OF JET ROOM BY WILLIAM PAHLMANN Sloane's will introduce the first uses of Jet Lurex in upholstery, featuring Hasting's Square furniture and Boris Kroll's fabrics, in the new Jet Room by William Pahlmann. By invitation only. Publicity: Faith Willcox, MU. 6-0592.	W. & J. SLOANE	4TH FLOOR (47TH ST. ENTRANCE)
Wednesday Nov. 19 10:00 A.M.- 10:00 P.M.	PREVIEW: HIGH FIDELITY RADIO PHONOGRAPHS Orfeo Music Studios will introduce packaged and custom-built high fidelity radio phonographs for the home, engineered with the same precision as broadcast and theatre equipment. They will be styled in a variety of contemporary and traditional designs, with emphasis on high-styled furniture. Contact: Emanuel Becker, CO. 7-3217.	ORFEO MUSIC STUDIOS	19 EAST 48TH STREET
Wednesday Nov. 19 11:00 A.M.	INFANTS' & CHILDREN'S INTIMATE FASHIONS Informal round-table discussion and showing of infants' and children's intimate apparel for 1953. By invitation only. Contact: Helen D. Leaf & Dore Fly, B.B.D.O., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Wednesday Nov. 19 12:15 P.M. Luncheon	PANEL DISCUSSION AT FURNISHINGS LUNCHEON Subject: "Good Taste; Does It Pay Off?"--Panel discussion with slides. Speakers: Richard F. Bach, Consultant in Industrial Art, Metropolitan Museum; Tina Leser, designer; John Gerald, decorator. Price: \$4.25 for members; \$4.75 for guests. Reservations close at 11:00 A.M. on Mon., Nov. 17. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE (141 EAST 44TH STREET)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 19 12:15 P.M. Luncheon	PUBLICITY CLUB LUNCHEON MEETING Subject: "You Are Your Own Press Agent"--Guest speakers: Bert Bacharach, Men's Fashion Editor, "Colliers" Magazine; Frank Farrell, World Telegram & Sun columnist; Miriam Lippincott, Fashion Consultant. Price: \$2.75. Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF N.Y.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Wednesday Nov. 19 12:30 P.M. Luncheon	FASHIONS IN FABRICS BY STEHLI AT LUNCHEON Best & Co. will present fashions by leading designers in Stehlí fabrics during luncheon honoring the N.Y. Tuberculosis & Health Ass'n. in its 50th year. Press by invitation. Public by reservation; contact: TE. 8-8000. Stehlí Publ.: Anita Pine, WI. 7-3000. Best Publ.: Madlyn Grimes, PL. 9-2000. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	BEST & COMPANY	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 19 12:30 P.M. Luncheon	AT HOME FASHIONS AT LUNCHEON SHOW Bonwit Teller will present at-home fashions during luncheon. (<u>Note Change of Show</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 19 1:30 P.M. Luncheon	HOLIDAY FASHIONS AT BENEFIT LUNCHEON Showing of Sydell's ready-to-wear and custom-order fashions during luncheon. By invitation. Contact: PL. 9-0892.	SYDELL (666 FIFTH AVENUE)	HOTEL PLAZA BALLROOM
Wednesday Nov. 19 2:15 P.M.	JEWELRY INDUSTRY FASHION CLINIC Clinic conducted by Council's fashion director, Martha Percilla, who has just returned from 6 weeks in France, England and Switzerland. In addition to a detailed discussion of new merchandise, new design ideas, special interviews and news gained from the trip, there will be an exhibit of sketches and sample merchandise. By invitation. Contact: PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	608 FIFTH AVENUE 6TH FLOOR
Wednesday Nov. 19 3:00 P.M. Cocktails	PRESS PREVIEW: SPRING BRA COLLECTION "An every second look of glamour"--press preview of the new Goddess Bra collection for Spring, 1953. By invitation only. Publicity: Jeanette Cain, Gilbert Advertising Agency, PL. 7-2331.	GODDESS BRA	358 FIFTH AVENUE SUITE 707
Wednesday Nov. 19 4:00 P.M.- 6:00 P.M. Cocktails	RESORT FASHIONS IN COTTON FABRICS Galey & Lord will present ready-to-wear fashions from American Resort collections, including Jane Derby, Tina Leser, Joan Norton Irwin, Claire McCardell, Clifford, Carolyn Schnurer, Adele Simpson, Herbert Sondheim, Haymaker, del Mar, Elfreda-Fox, Fairchild, Lawrence of London, McMullen, Nanty Frocks, Fontana; also, Pierre Balmain and Jean Desses; Rodriguez; Norman Hartnell. By invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.	GALEY & LORD (BURLINGTON MILLS CORP.)	SHERRY NETHERLAND CHANTECLAIR ROOM
Beginning Wednesday Nov. 19	OPENING OF RESORT JEWELRY COLLECTION Daily showings of Kramer's first Resort jewelry collection. Contact: Morris Kramer, LO. 4-1644.	KRAMER JEWELRY	48 WEST 37TH STREET SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 20 9:30 A.M. Breakfast	B.G.E. ORIGINALS SPRING BUTTONS "Tricks Of The Trade"--press preview of B.G.E. Originals, showing interesting uses of buttons. By invitation only. Publicity: Anne Larsen at Monroe F. Dreher, CI. 6-6675.	BAILEY, GREEN & ELGER (136 MADISON AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday Nov. 20 10:30 A.M.	PRESS PREVIEW OF CHILDREN'S FASHIONS Preview of party and gift clothes for children from toddlers to pre-teens. By invitation. Showing for public, Sat., Nov. 22, at 11:15 A.M. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	7TH FLOOR EXECUTIVE OFFICES
Thursday Nov. 20 10:30 A.M.	PRESS PREVIEW: DESIGNER FASHIONS FROM ENGLAND Showing of Digby Morton fashions to the press. Buyers' showing at 9:30 A.M. Publicity: Eleanor Lambert, MU. 8-2130.	DIGBY MORTON	NEW WESTON HOTEL
Thursday Nov. 20 11:00 A.M.	PREVIEW: PALM BEACH CUSTOM COLLECTION Martha Matzner will present her Palm Beach custom collection to the press. By invitation only. Publicity: Helen Galland, PL. 8-2875.	MARTHA MATZNER, INC.	524 MADISON AVENUE AT 54TH STREET
Thursday Nov. 20 12:30 P.M. Luncheon	GOTHÉ FASHIONS AT LUNCHEON SHOW De Pinna will present Holiday fashions by Gothé during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothé Publ.: Nona James, CH. 4-7658. De Pinna Coordinator: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 20 1:00 P.M. Buffet	PREVIEW: RAINWEAR & ACCESSORIES FOR SPRING "Singing In The Rain"--preview of Spring rainwear and accessories, by Helen Van Vliet. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	TOWN CREATIONS (39 WEST 29 STREET)	CARNEGIE HALL ROSE ROOM
Thursday Nov. 20 2:30 P.M.	COATS AND SUITS BY CHARLES JAMES Preview of Spring coats and suits, designed by Charles James for William Popper. By invitation. Publ.: Adele Lakes, Dundon Assoc., WI. 7-7062.	WILLIAM POPPER	251 WEST 39TH STREET SHOWROOM - 14TH FL.
Thursday Nov. 20 3:00 P.M. Champagne	PREVIEW OF SPRING SHOE COLLECTIONS Preview of Spring shoes--"Old Maine Trotters"; and "Trampeze". By invitation. Contact: Frederick-Clinton Co., MU. 2-7433.	OLD TOWN SHOE CO.; PENOBSQUIT SHOE CO.	47 WEST 34TH STREET ROOMS 418 & 420
Thursday Nov. 20 4:00 P.M.- 6:00 P.M.	OPENING OF NEW SALON AT HAIRSTYLE SHOW Michel of Paris opens his new salon and presents his new "Lechee" hairstyles. By invitation. Publicity: Aileen Platt Associates, TR. 6-1354.	MICHEL OF PARIS	11 WEST 56TH STREET SALON - 2ND FLOOR
Thursday Nov. 20 6:30 P.M.	OPEN HOUSE SHOWING OF CAREER FASHIONS "57th Street Lights Up For Every Girl With a Job"--simultaneous fashion shows at Jay Thorpe, Gunther Jaeckel, Milgrim and Tailored Woman. Commentaries by "Glamour" editors. Publ.: Madge Rhodes, LE. 2-7500, Ext. 469.	FOUR 57TH STREET SHOPS	57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Postponed Nov. 24	RUSSEKS' RESORT FASHION SHOW, ORIGINALLY SCHEDULED FOR NOV. 24 AT 2:30 P.M. HAS BEEN POSTPONED TO TUESDAY, DEC. 2 AT 2:30 P.M. (See Page 8)		
Monday Nov. 24 4:30 P.M. Cocktails	RESORT COLLECTION BY CAROLYN SCHNURER "Gold Coast Memos"--via BOAC, a showing of Peck & Peck's exclusive Resort wear collection, designed by Carolyn Schnurer. By invitation only. Publicity: D. J. Todd, OR. 3-4700.	PECK & PECK	HOTEL GOTHAM GOLD ROOM
Monday Nov. 24 4:30 P.M.- 6:30 P.M.	OIL PAINTINGS BY JOSEPH FLOCH Press showing of oil paintings by Joseph Floch. Open to public through Dec. 13. Publicity: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
Tuesday Nov. 25 11:00 A.M.	PREVIEW: SOPHIE READY- TO-WEAR ORIGINALS Press showing of ready-to-wear Sophie Originals, designed by Sophie, with Stephen Erklin. By invitation. Contact: Grace de Mun, PL. 3-4000, Ext. 660.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday Nov. 25 8:00 P.M. Dinner- Dance	BENEFIT PARTY FOR COSTUME INSTITUTE "The Midas Ball"--fifth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. There will be a pageant of gold costumes from the collection of the Costume Institute. Chairman of Executive Committee: Dorothy Shaver. Co-chairmen of Entertainment Committee: Eleanor Lambert and Lloyd Weill. Decor: Henry Callahan. Tableaux: Lester Gaba. Reservations: \$60.00 each; contact: Julia Raymond, Costume Institute, Metropolitan Museum, 5th Ave. & 82nd St., TR. 9-5500, Ext. 380.	COSTUME INSTITUTE MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Thursday Nov. 26 6:00 P.M.	MEN'S GIFT FASHION SHOW Showing of fashions, food and furniture, suitable for men's Christmas gifts. During the week of Nov. 17, there will be an "Esquire Christmas Carousel" store-wide promotion of "gifts for the man in your life." Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 691.	ABRAHAM & STRAUS (BROOKLYN)	MEZZANINE
Nov. 27	THANKSGIVING DAY (Thursday) -- Legal Holiday.		
Thursday Nov. 27 10:00 A.M.	TWENTY-SIXTH ANNUAL THANKSGIVING PARADE Santa Claus will arrive in New York with Macy's 26th Annual Thanksgiving Day Parade, which will start at 10:00 A.M. at 77th St. and Central Park West, proceed down Central Park West to Columbus Circle, and from there along Broadway to 34th Street, arriving at the reviewing stand in front of Macy's about 11:45 A.M. There will be 5 giant balloons, featuring new planet-soaring 60 foot spaceman; 15 floats, depicting fairy tales and modern characters; 11 championship bands; and over 80 acrobats, comedy acts and clown heads. Publ.: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	FROM 77TH ST. & CENTRAL PARK WEST
Friday Nov. 28 2:30 P.M.	HOLIDAY FASHION PRESENTATION Lord & Taylor will present fashions for the holidays in the Young New Yorker Shop. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	YOUNG NEW YORKER SHOP 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Dec. 1 4:30 P.M. Cocktails	SHOWING OF FABRICS BY PAINTERS AND SCULPTORS Third annual showing of fabrics by painters and sculptors. Open to public, 2:00 P.M. to 6:00 P.M., thereafter. Publ.: Mary Marsh Assoc., PL. 7-5809.	PERSPECTIVES, INC.	34 EAST 51ST STREET
Beginning Monday Dec. 1	SCARF COLLECTION FOR SPRING AND SUMMER Opening of Vera's "Portofino," Italian Riviera collection of scarves, stoles and ties. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM
Tuesday Dec. 2 2:30 P.M.	"NEWS IN PRINT" BENEFIT FASHION SHOW Silk & Rayon Print Institute fashion show. Contact: Mia Grau, PL.5-1127.	HEBREW NATIONAL ORPHANAGE - MT. VERNON	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Dec. 2 2:30 P.M.	PRESENTATION OF RESORT FASHIONS Russkes will present a showing of Resort fashions. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday Dec. 3 12:30 P.M. Luncheon	CAROLYN SCHNURER FASHIONS AT LUNCHEON Peck & Peck will present Carolyn Schnurer's Resort and Cruise fashions. Press by invitation. Public by reservation; contact: TE. 8-8000. Publ.: Schnurer--Jose Lorenz, CH. 4-4587; Peck & Peck--D.J. Todd, OR. 3-4700; Pierre Director & Commentator: Nola Luxford, TE. 8-8000.	PECK & PECK	HOTEL PIERRE COTILLION ROOM
Thursday Dec. 4 12:30 P.M. Luncheon	HANNAH TROY FASHIONS AT LUNCHEON SHOW Bonwit Teller will present fashions by Hannah Troy. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hannah Troy Publ.: Gladys Steiner, MU. 9-1630. Bonwit Teller Publ.: Nancy Talbert, EL.5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday Dec. 4 1:00 P.M. Luncheon	McCARDELL FASHIONS IN PANAGRA COTTONS Showing of Claire McCardell's Resort collection in Panagra cottons by Everfast. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact PL. 9-3000, Ext. 176. Everfast Publicity: C. Elsie Ryan at Kelly, Nason, Inc., MU. 8-3300. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EVERFAST FABRICS, INC.	HOTEL PLAZA TERRACE ROOM
Thursday Dec. 4 4:00 P.M.	PREVIEW OF ADVANCE SPRING MILLINERY Harryson Hats will present their advance Spring millinery. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	HARRYSON HATS	711 FIFTH AVENUE SHOWROOM
Thursday Dec. 4 6:00 P.M. Cocktails	MERCHANDISING FASHIONS FOR TELEVISION Private showing and study of merchandising and coordination of fashions for television. By invitation only. Contact: Connie Dimun, PL. 7-0800.	SPOTLIGHT PROMOTIONS (123 WEST 44TH STREET)	GOVERNOR CLINTON HOTEL GRAMERCY ROOM
Monday Dec. 8 2:30 P.M.	RESORT FASHIONS BY SUZY PERETTE Russeks will present a showing of Suzy Perette's Resort fashions for North and South. Open to public. Publ.: Florence Lord, WI.7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 9 4:00 P.M. Cocktails	PREVIEW OF MILLINERY BY RUSS RUSSELL "The Sea Around Us"--O'Connell Hat Co. will present the Russ Russell collection of Spring hats. By invitation. Publ.: Maud G. Moody, LE. 2-4049.	O'CONNELL HAT CO. (1 WEST 39TH ST.)	SHERRY NETHERLAND CARNAVAL ROOM
Wednesday Dec. 10 12:15 P.M. Luncheon	COSMETICS' DIVISION LUNCHEON MEETING The Fashion Group will have their Cosmetics' Division luncheon meeting. Chairman: Kay Torrey. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 10 12:30 P.M. Luncheon	DAVID CRYSTAL FASHIONS DURING LUNCHEON Best & Co. will present Holiday and Resort fashions during luncheon by David Crystal. 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-Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 10 12:30 P.M. Luncheon	LOTTE OF DREWYN FASHIONS AT LUNCHEON Saks Fifth Avenue will present Holiday and Cruise fashions at luncheon by Lotte of Drewyn. Press by invitation. Public by reservation; contact: TE. 8-8000. Publicity: Lotte of Drewyn--Sidney Dee Bloeme, JU. 6-4490; Saks Fifth Avenue--Carolyn Haight, PL. 3-4000, Ext. 7064; Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Thursday Dec. 11 10:00 A.M.	PREVIEW OF NEW SPRING CARPETS Fifth Annual Magee distributors' sales meeting and presentation of the new style subjects in carpets for Spring, 1953. By invitation only. Publicity: John C. LeClair, CI. 7-3051.	MAGEE CARPET CO. (295 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Thursday Dec. 11 12:30 P.M. Luncheon	CABANA FASHIONS FOR RESORT & CRUISE Bonwit Teller will present Cabana Resort and Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday Dec. 11 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS DURING LUNCHEON De Pinna will present Resort fashions by Pierre Balmain. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Balmain-Gladys Steiner, MU. 9-1630; De Pinna-Solita Arbib, MU. 8-2000; Plaza Fashion Director-Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Dec. 14- Dec. 18	SEMI-ANNUAL DISPLAY MARKET WEEK AT HOTEL NEW YORKER. Contact: National Association of Display Industries, 203 N.Wabash,Chicago.		
Wednesday Dec. 17 12:30 P.M. Luncheon	LARRY ALDRICH FASHIONS DURING LUNCHEON Larry Aldrich Holiday and Resort fashions will be presented by Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publ.: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM

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

- Monday Nov. 17 PREMIERE: "LIFE BEGINS TOMORROW" (Movie) 55TH ST. PLAYHOUSE, 154 W. 55TH Arthur Mayer-Edward Kingsley release starring Jean-Pierre Aumont with Jean-Paul Sartre, Picasso, Le Corbusier and Andrew Gide of a man who explores the future. Publicity: Gertrude Golden, CH. 4-6421.
- Beginning Monday Nov. 17 SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY Nov. 17: Puccini's TOSCA. Nov. 19: Bizet's CARMEN. Nov. 20: Wagner's LOHENGRIN. Nov. 21: Verdi's LA FORZA DEL DESTINO. Nov. 22, Mat.: Verdi's RIGOLETTO. Nov. 22, Eve.: Puccini's MADAMA BUTTERFLY. Publicity: Margaret Carson, PE. 6-1200.
- Beginning Monday Nov. 17 SECOND WEEK: "FRENCH THEATRE" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST. S. Hurok presents The Madeleine Renaud-Jean-Louis Barrault Co. Nov. 17- Nov. 19: Le Proces (The Trial). Nov. 20-Nov. 22: Amphitryon; Les Fourberies de Scapin (Scapin's Pranks). Settings & Costumes: Maurice Brianchon. Tickets: \$1.20-\$4.80. Publ.: Martin Feinstein, PL. 9-6000.
- Beginning Tuesday Nov. 18 THIRD WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH ST. Nov. 18: CARD GAME, METAMORPHOSES, PAS DE TROIS, BOURREE FANTASQUE. Nov. 19: SERENADE, ILLUMINATIONS, A LA FRANCAIX, SCOTCH SYMPHONY. Nov. 20: SYMPHONIE CONCERTANTE, FIREBIRD, SYLVIA: PAS DE DEUX, CAKEWALK. Nov. 21: CARACOLE, TYL ULENSPIEGEL, PRODIGAL SON, PIED PIPER. Nov. 22, Mat.: SERENADE, METAMORPHOSES, SYLVIA: PAS DE DEUX. PIED PIPER. Nov. 22, Eve.: SWAN LAKE, ORPHEUS, A LA FRANCAIX, LA VALSE. Nov. 23, Mat.: CONCERTO BAROCCO, FIREBIRD, LILAC GARDEN, SCOTCH SYMPHONY. Nov. 23, Eve.: SWAN LAKE, AGE OF ANXIETY, SYLVIA: PAS DE DEUX, BOURREE FANTASQUE. Prices: \$1.50-\$3.60. Publ.: Phillip Bloom, CH. 4-5185.
- Wednesday Nov. 19 PREMIERE: "THE IRON MISTRESS" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST. Warner Brothers will present Alan Ladd and Virginia Mayo in a story of a young backwoodsman from the bayou who comes to New Orleans. Producer: Henry Blanke. Costumes: Marjorie Best. Publ.: Eve Siegel, CI. 6-1000.
- Beginning Wednesday Nov. 19 OPENING: "THE NATIONAL THEATRE OF GREECE" MARK HELLINGER THEA., B'WAY & 51 Guthrie McClintic by arrangement with ANTA presents Katina Paxinou and Alexis Minotis in two Sophoclean plays. Nov. 19-Nov. 23: ELECTRA, starring Katina Paxinou. Nov. 24-Nov. 30: OEDIPUS TYRANNUS, starring Alexis Minotis. Prices: \$1.20-\$4.80. Publ.: Sol Jacobson, CH. 4-1482.
- Thursday Nov. 20 PREMIERE: "LEONARDO DA VINCI" (Movie) GUILD THEATRE, 33 WEST 50TH ST. Pictura Films Corp. presents a feature-length, color-film biography of the master painter. Publicity: Irving Drutman, PL. 8-0275.
- Thursday Nov. 20 OPENING: "THE SEVEN YEAR ITCH" FULTON THEATRE, 210 W. 46TH ST. Courtney Burr and Elliott Nugent will present George Axelrod's romantic comedy. Starring: Tom Ewell and Vanessa Brown and featuring Neva Patterson, Robert Emhart and George Keane. Costumes: Clare Potter. Publicity: Byram-Perlman, CI. 5-9151.
- Tuesday Nov. 25 PREMIERE: "HANS CHRISTIAN ANDERSEN" (Movie) CRITERION & PARIS THEATRES Samuel Goldwyn Technicolor Production, released by RKO Radio Pictures, of Moss Hart's story of the famous Danish poet. Starring: Danny Kaye, Farley Granger and Jeanmarie. Producer: Samuel Goldwyn. Director: Charles Vidor. Ballet Costumes: Designed by Clave; Executed by Madame Karinska. RKO Publicity: Don Prince, JU. 6-5050.