

File copy
2/2/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

WEEK OF

january	february	march	april
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january	february	march	april
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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, JANUARY 30, 1953</u>			
Friday Jan. 30	PRESS PREVIEW OF SUMMER COLLECTION	RICHARD COLE, INC.	1400 BROADWAY SHOWROOM
10:30 A.M.	Richard Cole will present his Summer dress collection, designed by Miguel Dorian, By invitation. Publicity: Mildred Kaldor, MU. 9-5420.		
Friday Jan. 30	"THE DESIGN FOR LIVING" FASHION SHOW	ROBBINS MILLS, INC. (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
5:00 P.M. Cocktails	Robbins Mills will present "The Design For Living" fashion show. Buffet dinner at 6:30 P.M. By invitation. Publ.: Donna Cannon, PL. 3-7072.		
<u>WEEK BEGINNING MONDAY, FEBRUARY 2, 1953</u>			
Monday Feb. 2	PREVIEW OF SUMMER 1953 SHOES	TOWN & COUNTRY SHOES (350 FIFTH AVENUE)	SAVOY PLAZA CRYSTAL ROOM
Feb. 3	Presentation of Summer 1953 shoe collection to press and trade. By invitation. Contact: Mrs. Eleanor Howard at Town & Country, CH. 4-3620.		
10:30 A.M.			
Monday Feb. 2	SUIT FASHIONS FOR SUMMER	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
10:30 A.M.	Daily showings at 10:30 A.M. and 2:00 P.M. Contact:	PE. 6-7530.	
Beginning Monday Feb. 2	OPENING OF SUMMER DRESS COLLECTION	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
10:30 A.M.	Showing of misses' Summer dresses by Leonard Arkin, at 10:30 A.M. and 1:30 P.M. daily. Publicity: Betty Yarmon at Leonard Arkin, WI. 7-5324.		
Monday Feb. 2	PREVIEW OF SUMMER COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
2:30 P.M.	Adler & Adler will preview their Summer collection for the press. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.		
Monday Feb. 2	PRESS PREVIEW OF SUMMER COLLECTION	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
4:00 P.M. Champagne	Hannah Troy will present her Summer collection to the press. By invitation. Publicity: Gladys Steiner at Lester Harrison, Inc., MU. 9-1630.		
Beginning Monday Feb. 2	OPENING OF SUMMER COLLECTION	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM - 29TH FLOOR
	Summer collection for juniors and Jr. Vogue separates. Contact: LO.5-4850.		
Beginning Monday Feb. 2	OPENING: BILL ATKINSON'S "GENTRY COLLECTION"	GLEN OF MICHIGAN	1407 BROADWAY SHOWROOM - 39TH FLOOR
	Bill Atkinson will present his Summer collection of casual clothes for town, country and beach wear. Continuous informal showings or by appointment. Contact: Mary Ellen Dockery, OX. 5-0349.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)			
<u>MONDAY, FEB. 2</u>			
Hansen Bang, Inc.	By appointment only	498	7th, BR. 9-4020
Paul Parnes Corp.	2:30 P.M. daily	498	7th, CH. 4-4600
<u>TUESDAY, FEB. 3</u>			
Ben Barrack, Inc.	Continuous showings	533	7th, LO. 4-3923
A. Goodman & Co., Inc.	10:30 A.M. & 1:30 P.M.	530	7th, WI. 7-4077
Horwitz & Duberman, Inc.	10:30 A.M. & 3:00 P.M.	498	7th, LO. 4-1860
International Dress Co., Inc.	10:30 A.M. & 2:00 P.M.	1400	Bway, LA. 4-7100
Junior League Frocks, Inc.	10:30 A.M. & 2:30 P.M.	1372	Bway, WI. 7-3200
Ben Reig, Inc.	10:00 A.M., Tues., Wed., and Thurs., only	498	7th, CH. 4-1542
Hannah Troy, Inc.	1:00 P.M. daily	530	7th, LO. 3-0988
<u>WEDNESDAY, FEB. 4</u>			
Capri Frocks, Inc.	2:30 P.M. daily	1372	Bway, WI. 7-7430
<u>THURSDAY, FEB. 5</u>			
Grabois	1:15 P.M. & 4:00 P.M.	498	7th, CH. 4-2767
Nat Kaplan, Inc.	1:15 P.M. opening day; 10:30 A.M.; 1:15 & 4:00	498	7th, LO. 5-4115
<u>FRIDAY, FEB. 6</u>			
Rudolf Gowns	1:15 P.M. daily	530	7th, WI. 7-6865
Martin Simon, Inc.	Continuous showings	498	7th, LA. 4-2877
<u>MONDAY, FEB. 9</u>			
Fred Greenberg Dress Co.	10:30 A.M. & 2:30 P.M.	550	7th, LO. 4-5820
<u>TUESDAY, FEB. 10</u>			
Larry L. Aldrich Co., Inc.	2:30 P.M., by appointment	530	7th, CH. 4-1872
Elfreda-Fox, Inc.	1:00 P.M. daily	498	7th, CH. 4-2659
Ed Gerrick, Inc.	2:30 P.M. daily	550	7th, LO. 4-1820
David Levine Co.	10:30 A.M. & 2:30 P.M.	530	7th, LA. 4-0237
Herbert Sondheim, Inc.	2:30 P.M.; 10:30 & 2:30, Wed., Thurs., Fri. only	530	7th, LA. 4-7540
Frank Starr, Inc.	1:00 P.M. daily	530	7th, LA. 4-7690
Talmack, Inc.	1:00 P.M. daily	530	7th, BR. 9-1195
<u>WEDNESDAY, FEB. 11</u>			
Joseph Halpert, Inc.	2:30 P.M. daily	530	7th, WI. 7-7400
Contact: Leonard W. Gandler, Executive Secretary, 1440 Broadway, CH. 4-6945.			

<u>OPENING OF SUMMER COLLECTIONS BY THE SPORTSWEAR GUILD</u>			
<u>MONDAY, FEB. 2</u>			
Sport-Craft, Inc.	2:30 P.M. daily	550	7th, LA. 4-9724
Star-Maid Dresses	10:30 A.M. & 2:30 P.M. daily	498	7th, PE. 6-0444
<u>TUESDAY, FEB. 3</u>			
Adler & Adler, Inc.	Continuous showings daily	550	7th, BR. 9-9600
Kane-Weill	10:30 A.M. & 2:30 P.M., Feb. 3 & 4	498	7th, LO. 5-3041
	Thereafter, 10:30 A.M. only		
<u>WEDNESDAY, FEB. 4</u>			
Davidow	Time will be announced	550	7th, PE. 6-6909
David M. Goodstein	10:30 A.M. & 2:30 P.M. first week	550	7th, LA. 4-2577
	Thereafter, 10:30 A.M. only		
<u>THURSDAY, FEB. 5</u>			
Zoltan Rosenberg Co.	Continuous showings daily	550	7th, LA. 4-6691

Beginning OPENING OF
 Monday SUMMER COLLECTION
 Feb. 2 By appointment. Contact: Mona Jane Moore, LO. 5-4762.

350 FIFTH AVENUE
 ROOM 5708

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 2	OPENING OF SUMMER LINES IN ST. LOUIS	ST. LOUIS FASHION CREATORS	ST. LOUIS, MISSOURI
	The St. Louis Fashion Creators will open Summer lines. Contact: Joan Gardner, 915 Olive St., St. Louis, Mo.		
Monday Feb. 2- March 15	TAPESTRIES BY JEAN LURCAT	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
	Associated American Artists Galleries will present a treasury of color and design by the contemporary master of tapestry design, Jean Lurcat. Press Show at 4:30 P.M. Contact: Lucile McLean, PL. 5-0711.		
Beginning Monday Feb. 2	OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
<u>Feb. 2:</u>	Calixte, Carmine, Jacques Heim, Serge Kogan, Jeanne Lafaurie, Lanvin, Charles Montaigne, Maggy Rouff, Madeleine Vramant.		
<u>Feb. 3:</u>	Vera Borea, Bruyere, Agnes Drecoll, Jacques Fath, Jacques Griffe, Irmone, Michelle Lambert, Alex Maguy, Manguin, Jean Patou, Nina Ricci, Revillon.		
<u>Feb. 4:</u>	Mad Carpentier, Hubert De Givenchy, Jean Desses, Amy Linker, Paquin, Raphael, Madeleine De Rauch.		
<u>Feb. 5:</u>	Balenciaga, Callot Soeurs, Jean Desses, Christian Dior, Helene Hubert, Schiaparelli.		
<u>Feb. 6:</u>	Pierre Balmain, Balenciaga, Carven, Christian Dior, Fardeau, Gres, Hermes, Lecomte, Christiane Misset, Claude Riviere, Worth.		
<u>Feb. 7:</u>	Christian Dior, Regine Lutece.		
<u>Feb. 8:</u>	Edmond Courto.		
<u>Feb. 9:</u>	Pierre Clarence, Madeleine Geroy, Renee Lise.		
<u>Feb. 10:</u>	Ardanse, Martial et Armand, Henry a la Pensee.		
<u>Feb. 11:</u>	Valentine Bourgade, Georgette Renal.		
<u>Feb. 12:</u>	Raymonde Coste.		
<u>Feb. 18:</u>	Marcel Rochas.		
<u>Feb. 20:</u>	Chauvel.		
	Contact: Chambre Syndicale, 102 Rue du Faubourg, Saint-Honore, Paris.		
Tuesday Feb. 3- Feb. 5 8:30 A.M. Breakfast	PREVIEWS OF SUMMER SPORTSWEAR COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FL.
	Breakfast previews of Carolyn Schnurer's Summer collection. By invitation only. Trade showings, beginning Friday, Feb. 6 at 12:30 P.M. (box luncheon) daily. Publicity: Lee Weber at Carolyn Schnurer, CH. 4-4587.		
Tuesday Feb. 3 9:30 A.M.- 4:30 P.M.	"NEW TEXTILE HORIZONS THROUGH TECHNOLOGY"	AMERICAN ASS'N OF TEXTILE TECHNOLOGISTS	HOTEL STATLER GRAND BALLROOM
	Symposium and luncheon. Reservations: \$10.00. Contact: Room 803, 139 East 57th Street, PL. 8-1270.		
Tuesday Feb. 3 10:00 A.M. Breakfast	PRESS PREVIEW OF BRIDAL COLLECTION	GIMBEL BROTHERS	3RD FLOOR ERIDAL SHOP
	Gimbels will hold a preview of its new bridal collection at a breakfast for the press. By invitation only. (For release Wed., Feb. 4.) Public showing Thurs., Feb. 5 at 6:00 P.M. Publicity: Alan Koehler, LO. 5-1500.		
Beginning Tuesday Feb. 3 10:30 A.M.	PREVIEW OF NEW "SEPARABLES" COLLECTION	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
	Sam Friedlander will present his new "Separables" collection for Summer. By invitation. Contact: Agatha Phillips at Sam Friedlander, PE. 6-2663.		

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Tuesday Feb. 3 11:30 A.M.	MISSES DRESSES BY LOS ANGELES DESIGNER Altman's will present misses dresses by Charles Cooper of Los Angeles. Showings at 11:30 A.M.; 12:30 P.M. and 1:30 P.M. Open to public. Publicity: Ferris Megarity at Altman's, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR MISSES DEPT.
Beginning Tuesday Feb. 3 2:30 P.M.	OPENING OF SUMMER COLLECTION Opening of Summer collection by Claire McCardell. Daily showings at 2:30 P.M. By appointment. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FL.
Beginning Tuesday Feb. 3 2:30 P.M.	OPENING: BENHAM ORIGINALS SUMMER COLLECTION Opening of Summer collection of Benham Originals. Trade showings daily. Publicity: Donna Cannon, 104 East 52nd Street, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FL.
Beginning Tuesday Feb. 3	OPENING OF SUMMER COLLECTION Varden Petite will present their Summer collection at continuous showings. Contact: Elsie Brandt at Varden, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FL.
Tuesday Feb. 3- Feb. 5	SIXTH NATIONAL GARDEN SUPPLY TRADE SHOW Exhibitors will show their lines, including seeds, bulbs, hand tools and power equipment. Contact: MU. 5-2400.	NATIONAL GARDEN SUPPLY MERCHANDISER	71ST REG. ARMORY 34TH ST. & PARK AVE.
Beginning Wednesday Feb. 4 10:00 A.M.	OPENING OF SUMMER COLLECTION Adele Simpson will present her Summer collection daily at 10:00 A.M., Feb. 4 - Feb. 12. By appointment. Contact: LA. 4-7627.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FL.
Wednesday Feb. 4 11:00 A.M.	TATIANA DU PLESSIX CUSTOM MILLINERY Saks Fifth Avenue's press showing of Tatiana du Plessix Spring custom millinery. By invitation. Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Wednesday Feb. 4 12:30 P.M. Luncheon	COAT AND SUIT FASHIONS AT LUNCHEON Luncheon showing of Spring coats and suits, including a special collection by Charles James for William Popper. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: TE. 8-8000. Popper Publicity: Adele Lakes at Dundon Associates, 55 W. 42nd St., WI. 7-7062. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	WILLIAM N. POPPER	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 4 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Russeks will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publ.: Florence Lord, WI. 7-1900. Waldorf Fashion: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Beginning Wednesday Feb. 4 1:15 P.M.	OPENING OF SUMMER COLLECTION Oleg Cassini will present his Summer collection at 1:15 P.M. daily. Contact: Dorothy Lambert at Oleg Cassini, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 4 4:00 P.M. Champagne	PRESS PREVIEW: SPRING & SUMMER COLLECTION Showing of highlights of Spring and Summer collection of hand woven, knitted and crocheted costumes, including tailored and evening styles. By invitation. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	ANN FLEISCHER	16 WEST 57TH STREET SHOWROOM
Thursday Feb. 5 9:30 A.M. Breakfast	PREVIEW OF SUMMER SPORTSWEAR COLLECTION Greta Plattry will present her "Summer Spree" collection of Summer sports- wear and separates at a breakfast preview for the press and resident buyers. By invitation only. Continuous daily showings thereafter. Publicity: Margaret Hodge, at Plattry, PE. 6-8680.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Thursday Feb. 5 11:00 A.M.	SHOWING OF SUMMER COLLECTION Gothé will present afternoon, cocktail and evening fashions. By invita- tion. Publicity: Nona James, 20 East 43rd St., CH. 4-7658.	GOTHE	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Thursday Feb. 5 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOW Bonwit Teller will present Seymour Fox Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Seymour Fox Publicity: Ann R. Silver Assoc., 551 Fifth Avenue, MU. 7-8654. Bonwit Teller Publicity: Nancy Talbert, EL. 5-5800. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA TERRACE ROOM
Tuesday Feb. 5 2:30 P.M.	BRIGANCE OF SPORTSMAKER SUMMER COLLECTION Press preview of Sportsmaker's Summer collection of bathing suits, beach- wear, playclothes, separates and dresses, designed by Brigance. By in- vitation. <u>Trade showings daily thereafter at 2:30 P.M.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534.	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Thursday Feb. 5 3:45 P.M. Cocktails	PREVIEW OF LOTTE'S SUMMER COLLECTION Drewyn presents Lotte's new special Summer collection, including "Main Street Under Sea" fashions. (<u>Note Change of Date</u>). By invitation. Publicity: Sidney Dee Bloeme, 35 West 53rd St., JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-16TH FLOOR
Thursday Feb. 5 5:00 P.M.- 7:00 P.M. Cocktails	PARTY HONORING NORMAN HARTNELL Primrose House (exclusive distributor of Hartnell fragrances in the U.S.) invites the press to meet Norman Hartnell, London couturier to the Royal family and creator of Hartnell perfumes and toilet waters. By invitation. Publicity: Lola C. Christie at Primrose House, MU. 5-4145.	PRIMROSE HOUSE, INC. (420 Lexington Avenue)	HOTEL PLAZA TERRACE ROOM
Beginning Thursday Feb. 5	OPENING OF SUMMER COLLECTION Opening of Frances Sider's Summer collection at informal showings and by appointment. Contact: LO. 4-3323.	FRANCES SIDER	1407 BROADWAY SHOWROOM-14TH FLOOR
Friday Feb. 6 11:00 A.M.	PREVIEW OF SUMMER COLLECTION Presentation of B. H. Wragge's Summer collection. By invitation only. Publicity: Molly Porter at Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM

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Beginning Friday Feb. 6 2:30 P.M.	OPENING: CEIL CHAPMAN'S SUMMER COLLECTION Ceil Chapman will present her Summer collection at 2:30 P.M. Publicity: Alto Schifrine at Samuel Chapman, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Feb. 9 11:30 A.M. Luncheon	PRESS SHOWING: "ALL-WEATHER" COATS Sherman Brothers will make their first press presentation of the Spring and Summer collection of Sherbrooke "All-Weather" coats, including the highlights from their children's line. By invitation only. Publicity: Jan Lovett at Sherman Bros., LA. 4-5588.	SHERMAN BROTHERS, INC.	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Monday Feb. 9 4:00 P.M.	PREVIEW OF SUMMER FASHION COLLECTION Showing of Summer fashions by Philip Hulitar. Contact: CO. 5-7145.	PHILIP HULITAR	37 WEST 47TH STREET SHOWROOM
Beginning Monday Feb. 9	OPENING OF SUMMER COLLECTION Opening of the Dartford Deb Summer line, designed by Betty Carol, at continuous daily showings. Contact: LA. 4-2277.	DARTFORD DEBS MODES, INC.	1400 BROADWAY SHOWROOM
Monday Feb. 9- Feb. 10	ANNUAL WESTMINSTER DOG SHOW Annual Westminster Kennel Club Dog Show at Madison Square Garden with morning, afternoon and evening performances. Admission: \$2.00. Publicity: Manning Public Relations, PL. 5-7585.	WESTMINSTER KENNEL CLUB (22 E. 60TH ST.)	MADISON SQUARE GARDEN 8TH AVE. & 50TH ST.
Feb. 9- Feb. 13	1953 NATIONAL NOTION SHOW BY THE NATIONAL NOTION & NOVELTY EXHIBIT AT THE HOTEL NEW YORKER. Contact: George English, PE. 6-5000.		
Monday Feb. 9- Feb. 20	FASHIONS FROM "TWO WEEKS WITH PAY" ISSUE Special showroom presentation of fashions from Charm's May-June "Two Weeks With Pay" tandem issues, featuring a promotion and display blueprint. Merchandise showings at 9:00 A.M., 11:00 A.M., and 3:00 P.M. Open to buyers, merchandise managers, display directors, store promotion executives and buying offices. Contact: Promotion Dept., PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 20TH FLOOR
Tuesday Feb. 10 11:00 A.M.	PREVIEW: SPRING SHOE COLLECTION Saks Fifth Avenue will present their Spring shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	PARK LANE HOTEL PETIT SALON
Beginning Tuesday Feb. 10 11:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Summer dress collection at 11:30 A.M. and 3:30 P.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Feb. 10 12:30 P.M. Luncheon	VALENTINE FASHIONS AT LUNCHEON SHOW "Hearts and Flowers"--Valentine Day and Spring fashions by Jane Engel will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Show coordinator: Agnes Phillips, 521 Fifth Ave., MU. 2-2520. Jane Engel Publicity: Louise G. Fried, RH.4-0300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	JANE ENGEL (50 E. 79TH ST.)	WALDORF-ASTORIA EMPIRE ROOM

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Tuesday Feb. 10 1:00 P.M. Luncheon	OPENING OF SUMMER COLLECTION Janice Milan will present her Summer collection, designed by Selig Sidney. Showing at 1:30 P.M. By invitation. Contact: LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION Presentation of Elfreda-Fox Summer collection at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA-FOX	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 10 3:30 P.M.	SUMMER COCKTAIL & AFTERNOON DRESSES Arnold & Fox will present a collection of Summer cocktail and afternoon dresses, designed by Billy Gordon, including a special group of cottons. Press by invitation. Trade shows on Feb. 11, 12, 17 and 18, at 3:30 P.M. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Feb. 10 3:45 P.M.- 6:00 P.M. Cocktails	SWISS FABRIC FASHION SHOW Over 50 leading designers and manufacturers of formal and semi-formal dresses, sportswear, separates, blouses, lingerie, bridals, etc., from New York, out-of-town and European markets collaborate in presentation of Swiss Fabrics from current Summer collections. Tenth annual presentation, arranged by Cotton Textile Industry of Switzerland. Doors open 3:45 P.M. Showing from 4:15 P.M. Press and retail trade by invitation only. Contact: Swiss Fabric Group, Inc., 110 E. 42nd Street, OR. 9-2750.	SWISS FABRIC GROUP OF SWITZERLAND & NEW YORK	HOTEL PIERRE BALLROOM
Tuesday Feb. 10- Feb. 12	"THE FASHION HERALD OF 1953" IN BOSTON Sixth annual Spring fashion promotion by The Boston Herald, with one evening performance Tues., Feb. 10, and matinee and evening performances on Wed., Feb. 11 and Thurs., Feb. 12. (Wed., Feb. 11, Matinee for press and trade.) Contact: Patricia Porter, Boston Herald, 80 Mason St., Boston.	THE BOSTON HERALD	SHERATON PLAZA BOSTON, MASS.
Wednesday Feb. 11 12:30 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW "Fairy Tale"--bridal fashions by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publ.: Ruth English, PL. 9-3737. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON (20 EAST 56TH STREET)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 11 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Luncheon fashion show by the Swiss Fabric Group (previewed on Feb. 10 -- see above). Reservations: TE. 8-8000. Contact: Swiss Fabric Group, Inc., 110 E. 42nd St., OR. 9-2750. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	SWISS FABRIC GROUP OF SWITZERLAND & NEW YORK	HOTEL PIERRE COFILLION ROOM
Beginning Wednesday Feb. 11 1:00 P.M.	OPENING OF SUMMER COLLECTION Junior Sophisticates will present their Summer collection at 1:00 P.M. and 4:00 P.M. daily. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Wednesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Presentation of Pierre Balmain, N.Y. Summer collection at 2:30 P.M. daily. Contact: Dorothy Smith at Balmain, CH. 4-2659.	PIERRE BALMAIN, N.Y.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Joseph Halpert will present the Summer collection, designed by Jacques Fath. <u>Press showing Thurs., Feb. 12, at 2:30 P.M.</u> Publicity: Edith Jordan at Joseph Halpert, WI. 7-7400.	JACQUES FATH- JOSEPH HALPERT	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Feb. 12	LINCOLN'S BIRTHDAY (Thursday).		
Thursday Feb. 12 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW De Pinna will present designer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 12 4:00 P.M.	OPENING OF SUMMER GROUP Opening of Pauline Trigere's Summer group. <u>Showings also on Friday, Feb. 13, at 10:30 A.M. and 2:30 P.M.</u> By invitation only. Contact: Cecille Gordon at Trigere, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Friday Feb. 13 4:00 P.M.	PREVIEW OF SUMMER AFTERNOON FASHIONS Harmay presents their Summer collection to the press. By invitation. <u>Daily showings at 4:00 P.M., beginning Feb. 12.</u> Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Monday Feb. 16 11:00 A.M.	PREVIEW OF SPRING HATS AND SEPARATES Valia's Boutique will present their preview of Spring hats and separates. By invitation only. Publ.: Helen Galland, at Valia's, PL. 8-2755.	VALIA'S BOUTIQUE	532 MADISON AVENUE CORNER 54TH STREET
Tuesday Feb. 17 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES The Allied Kid Company's Fall-Winter collection will be previewed: To fashion press and shoe stylists, <u>Feb. 17, 9:15 A.M.</u> To fabric and hosiery stylists-dept. store fashion coordinators and shoe buyers, <u>Feb. 17, 3:30 P.M.</u> To buying office fashion coordinators - fashion publicists and accessory stylists, <u>Feb. 18, 9:15 A.M.</u> By invitation. Contact: Helen Caruso at Allied Kid, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR
Tuesday Feb. 17 10:00 A.M. Breakfast	SPRING FASHIONS FOR TALL GIRLS Tall Wear presents their Spring collection of coats, suits, dresses, sportswear, lingerie and accessories, at a preview. Introduction of special heights, short talls, medium talls and tall talls. By invitation only. Contact: Sylvia Pollack, at Tall Wear, EL. 5-6029.	TALL WEAR	13 EAST 47TH STREET SALON
Tuesday Feb. 17 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Arnold Constable will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 18	ASH WEDNESDAY--(Beginning of Lent).		
Thursday Feb. 19 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will have their Accessories Division luncheon meeting. More details later. Co-chairmen: Mathilda Taylor and Mimi Aleinikoff. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Feb. 19 12:30 P.M. Luncheon	CUSTOM MILLINERY DURING LUNCHEON Milgrim's will present their Spring custom millinery. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim's Millinery Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA TERRACE ROOM
Saturday Feb. 21- Feb. 28	NATIONAL "SEW AND SAVE" WEEK Fifteenth annual National Sew and Save Week, featuring a window display contest. Contact: George Pounder, 385 Fifth Avenue, LE. 2-4455.	NAT'L NEEDLECRAFT BUREAU	THROUGHOUT THE COUNTRY
Feb. 22- Feb. 28	NATIONAL BEAUTY SALON WEEK, SPONSORED BY HAIRDRESSERS' BOARD OF TRADE OF N.Y., INC. Contact: Joann Granat, Chairman, 160 E. 48 St., PL. 3-5460.		
Feb. 23	LEGAL HOLIDAY -- Monday (WASHINGTON'S BIRTHDAY FALLS ON SUNDAY).		
Wednesday Feb. 25 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON PRESENTATION Altman's will present fashions by Varden during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Publicity; Varden: Elsie Brandt, 530 Seventh Ave., PE. 6-5460. Altman: Ferris Megarity, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.; VARDEN DRESS	HOTEL PIERRE COTILLION ROOM
Monday March 2 10:00 A.M.	SHOE STYLE CONFERENCE "Design and Color Trends for Fall and Winter '53"--presented by the editors of "Vogue" Magazine, in cooperation with the National Shoe Retailers Association at the Association's semi-annual Style Conference. Contact: L.E. Langston, Exec. Vice-Pres., 274 Madison Ave., MU. 6-7520.	NATIONAL SHOE RETAILERS ASS'N.	HOTEL PLAZA GRAND BALLROOM
Monday March 2 11:00 A.M.	PREVIEW OF FASHIONS BY IRENE OF HOLLYWOOD Jay Thorpe will present Irene of Hollywood Spring fashions. By invitation. Customer showing at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE (24 WEST 57TH ST.)	4TH FLOOR
Monday March 2 4:30 P.M. Cocktails	PREVIEW OF READY-TO- WEAR COLLECTION Eleanora Garnett will present a preview of her Spring ready-to-wear collection. By invitation. Customer showing, Tues., March 3, at 2:30 P.M. Publicity: Austin Wilder, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday March 11 12:15 P.M. Luncheon	IMPORT COLLECTION AT LUNCHEON SHOWING The Fashion Group will present imports during luncheon. More details later. Co-chairmen: Elizabeth Ritter and Nancy Maxwell. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

MOVIES...MUSIC...THEATRE

- Beginning Monday Feb. 2 THIRTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Feb. 2: Ponchielli's LA GIOCONDA. Feb. 3: Mascagni's CAVALIERIA RUSTICANA & Leoncavallo's PAGLIACCI. Feb. 4: Strauss' DER ROSENKAVALIER. Feb. 5: Verdi's AIDA. Feb. 6: Bizet's CARMEN. Feb. 7, Mat.: Mozart's COSI FAN TUTTE. Feb. 7, Eve.: Verdi's RIGOLETTO. Publ.: Margaret Carson, PE.6-1000.
- Tuesday Feb. 3 PREMIERE: "THUNDER IN THE EAST" (Movie) HOLIDAY THEATRE, B'WAY & 47TH ST. Paramount Pictures presents an adventure story in India, starring Alan Ladd, Deborah Kerr, Charles Boyer. Producer: Everett Riskin. Director: Charles Vidor. Costumes: Edith Head. Publ.: Maria van Slyke, BR. 9-8700.
- Tuesday Feb. 3 OPENING: "TOUCHSTONE" MUSIC BOX THEATRE, 239 WEST 45TH STREET Elaine Perry presents William McDowell Stucky's drama about a Negro boy, with Ian Keith, Paul McGrath, Ossie Davis and Josh White, Jr. Director: Hale McKeen. Lighting & settings: George Jenkins. Publicity: Bill Doll, MU. 2-6129.
- Beginning Wednesday Feb. 4-
Feb. 15 OPENING: "LOVE'S LABOUR'S LOST" CITY CENTER, 131 WEST 55TH STREET The first of 3 plays presented by the New York City Center, with Joseph Schildkraut, Kevin McCarthy and Meg Mundy with Philip Bourneuf and Hurd Hatfield in Shakespeare's comedy of youth and age, madness and manners. Managing Director: Lincoln Kirstein. Production Supervisor: Lemuel Ayers. Artistic Director: Albert Marre. Prices: \$1.20-\$3.00. Publicity: Phillip Bloom, CH. 4-5185.
- Monday Feb. 9 OPENING: "THE EMPEROR'S CLOTHES" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST. Robert Whitehead, in association with The Playwrights' Company, will present George Tabori's drama of Budapest in the 1930's. Starring: Lee J. Cobb with Maureen Stapleton, Anthony Ross, Esmond Knight and Brandon de Wilde. Director: Harold Clurman. Settings: Lester Polakov. Costumes: Ben Edwards. Publicity: Barry Hyams, WI. 7-9218.
- Tuesday Feb. 10 PREMIERE: "MOULIN ROUGE" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET A gala formal premiere for the benefit of the Damon Runyon Memorial Fund for Cancer Research. Technicolor Romulus Production, released by United Artists, about the wild and brilliant Paris of the can-can era and of the painter, Toulouse-Lautrec. Starring: Jose Ferrer with Zsa Zsa Gabor, Colette Marchand, Suzanne Flon. Director: John Huston. Costumes: Marcel Vertes. United Artists Publicity: Tess Michaels, CI. 5-6000. Capitol Publicity: Paula Gould, JU. 2-2000.
- Wednesday Feb. 11 OPENING: "HAZEL FLAGG" HELLINGER THEATRE, B'WAY & 51ST STREET Jule Styne-A.B. Farrell will present a musical adaptation of Ben Hecht's movie "Nothing Sacred". Starring: Helen Gallagher, Thomas Mitchell, Benay Venuta, John Howard with Jack Whiting. Director: David Alexander. Choreography and general supervision by Robert Alton. Costumes: Miles White. Publicity: John Toohey, CH. 4-2644.
- Wednesday Feb. 25 OPENING: "WONDERFUL TOWN" WINTER GARDEN THEATRE, B'WAY & 50TH ST. Robert Fryer presents a new musical comedy based on the play "My Sister Eileen" starring Rosalind Russell with George Gaynes, Edith Adams, Henry Lascoe, Dor Clark, Jordan Bentley, Cris Alexander. Director: George Abbott. Settings & costumes by Raoul Pene Du Bois. Miss Russell's clothes by Mainbocher. Publicity: Marian Byram & Phyllis Perlman, CI. 5-9151.