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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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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, NOVEMBER 7, 1952</u>			
Friday Nov. 7 10:30 A.M.	PREVIEW OF SPRING COATS AND SUITS "Spring Is Here"--Seymour Fox will present Spring coats and suits to the press. By invitation. Trade showings at 10:00 A.M. on Nov. 11, 12, 13, 18, 19, 20. Publicity: Ann R. Silver Associates, MU. 7-8654.	SEYMOUR FOX (FOX & COMPANY)	512 SEVENTH AVENUE SHOWROOM - 34TH FL.
Friday Nov. 7 12:00 Noon Luncheon	PREVIEW OF SPRING FASHIONS BY BRANELL Press preview of Spring fashions by Branell. Trade showings, beginning Nov. 13, at 12:00 Noon and 4:00 P.M. Publ.: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FL.
Friday Nov. 7 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Nov. 7: John Frederics. Nov. 14: Mago Hayes. 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
Friday Nov. 7- Dec. 27	"THE STORY OF AMERICAN GLASS" "The Story of American Glass", tracing the development of American glass from 1608 to the present time, and consisting of about 100 historic pieces. This is the first in a series of exhibits to be organized by The Corning Museum of Glass for display in the Steuben Exhibition Gallery and for circulation to leading museums. Publicity: Isobel C. Lee, CI. 6-8280.	STEUBEN GLASS INC.	718 FIFTH AVENUE MEZZANINE
Nov. 8	"GIFT HANDKERCHIEF WEEK". Publicity: Mary Marsh Assoc., PL. 7-5809.		
Nov. 9- Nov. 13	BOYS' APPAREL AND ACCESSORIES MFRS' ASS'N.--SEMI-ANNUAL MARKET WEEK AT HOTEL NEW YORKER. Contact: OR. 9-1050.		

WEEK BEGINNING MONDAY, NOVEMBER 10, 1952

Monday Nov. 10- Nov. 14 <i>10-10 Monday</i> <i>10-6 Friday</i> <i>10-1 Friday</i>	37TH ANNUAL NAT'L HOTEL EXPOSITION There will be about 500 exhibits on four floors, showing comprehensive displays of newest equipment and supplies for hotels, restaurants, clubs and institutions. Nov. 10: 3:00 P.M.-10:00 P.M.; Nov. 11: 10:00 A.M.-10:00 P.M.; Nov. 12, 13, 14: 10:00 A.M.-6:00 P.M. Not open to public. Publicity: Leon Gruberg at Korbel & Colwell, PL. 9-7340.	N.Y. STATE HOTEL ASSN; GRAND CENTRAL PALACE HOTEL ASSN--N.Y. CITY LEX. AVE. & 46TH ST.	RR Shryp Camps Schools
Monday Nov. 10- Nov. 22	EXHIBIT OF PORTRAITS BY IRWIN HOFFMAN Exhibit of Irwin D. Hoffman's portraits. Publ.: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)			
<u>MONDAY, NOV. 10</u>			
Horwitz & Duberman, Inc.	. . 10:30 A.M. & 2:00 P.M.	498 7th, LO. 4-1860	
International Dress Co.	. . 10:30 A.M. & 2:00 P.M.	1400 Bway, LA. 4-7100	
Hannah Troy, Inc. 1:00 P.M.	530 7th, LO. 3-0988	
<u>TUESDAY, NOV. 11</u>			
A. Goodman & Co., Inc.	. . 10:30 A.M.	530 7th, WI. 7-4077	
Junior League Frocks	. . 10:30 A.M. & 2:30 P.M.	1372 Bway, WI. 7-3200	
Elfreda-Fox, Inc. 1:00 P.M.	498 7th, CH. 4-2659	
Frank Starr, Inc. 1:00 P.M.	530 7th, LA. 4-7690	
Talmack, Inc. 1:00 P.M.	530 7th, BR. 9-1195	
Herbert Sondheim, Inc. 2:30 P.M.	530 7th, LA. 4-7540	
Joseph Halpert, Inc. 4:00 P.M.	530 7th, WI. 7-7400	
Ben Barrack, Inc. Continuous daily	533 7th, LO. 4-3923	
<u>WEDNESDAY, NOV. 12</u>			
Ben Reig, Inc. 10:00 A.M.	498 7th, CH. 4-1542	
Larry Aldrich, Inc. 2:30 P.M.	530 7th, CH. 4-1872	
Hansen Bang, Inc. 2:30 P.M.	498 7th, BR. 9-4020	
Paul Parnes Corp. 2:30 P.M.	498 7th, CH. 4-4600	
Suzanne-Augustine, Inc. 4:30 P.M.	1 W. 47th, PL. 7-3465	
<u>THURSDAY, NOV. 13</u>			
David Levine Co. 10:30 A.M. & 2:30 P.M.	530 7th, LA. 4-0237	
Grabois 1:15 P.M. & 4:00 P.M.	498 7th, CH. 4-2767	
Rudolf Gowns 1:15 P.M.	530 7th, WI. 7-6865	
Capri Frocks, Inc. 2:30 P.M.	1372 Bway, WI. 7-7430	
<u>FRIDAY, NOV. 14</u>			
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		

Beginning Monday Nov. 10 1:00 P.M.	OPENING OF SPRING COLLECTION AT LUNCHEON	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Janice Milan will present her Spring collection, with daily showings at 1:30 P.M., following luncheon. Contact: Ellie Regan, LO. 4-7940.		
Beginning Monday Nov. 10 2:00 P.M.	OPENING OF SPRING COLLECTION	HARRY FRECHTEL	205 WEST 39TH STREET SHOWROOM
	Opening of Harry Frechtel's Spring coat and suit collection. By appoint- ment. Contact: PE. 6-1310.		
Monday Nov. 10- Nov. 11 2:45 P.M.	HOLIDAY AND WINTER FASHION SHOW	SYDELL (666 FIFTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
	Sydel's custom order and ready-to-wear fashions at a benefit show. By invitation only. Contact: PL. 8-0892.		
Beginning Monday Nov. 10 3:00 P.M.	OPENING OF CRUISE & SPRING COLLECTION	FONTANA	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Opening of Fontana collection in new showroom, presenting day and evening fashions for Cruise and Spring. Press by invitation. Daily showings at 3:00 P.M., Nov. 10-14. By reservation only. Publicity: Margot Stratton, LO. 5-2939.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 10 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION Presentation of the first collection by designer John Chambers for International Juniors. By invitation. Publicity: Ken Williams, LA. 4-7100.	INTERNATIONAL JUNIORS	1400 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Monday Nov. 10	OPENING OF SPRING COAT AND SUIT COLLECTION Ben Gershel will present his Spring coat and suit collection. By appointment only. Contact: LA. 4-2544.	BEN GERSHEL & CO.	512 SEVENTH AVENUE SHOWROOM
Beginning Monday Nov. 10	SPRING SEPARATES & BLOUSE COLLECTION Opening of Dorine Liebert's Spring separates and blouse collection. By appointment. Contact: Faye Berk, LA. 4-9290.	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday Nov. 10 6:30 P.M.- 8:45 P.M.	ADVERTISING SURVEY COURSE Subject: "Marketing Research"-- Why it is used - how it is done - what it accomplishes. Speaker: Donald B. Armstrong, Jr., McCann-Erickson, Inc. Fee: \$1.00 per lecture. Contact: CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR NORTH BALLROOM
Monday Nov. 10 7:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE Subject: "Advertising"--stores, agency. Speakers: Florence W. Goldin, Grey Advertising Agency; Sara Pennoyer, McGreery's; Alieda Van Wesep, Lord & Taylor. Fee: \$2.00 lecture. Contact: Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. CARL FISCHER HALL (9 ROCKEFELLER PLAZA)	165 WEST 57TH STREET
Monday Nov. 10 8:00 P.M.	OPENING: METROPOLITAN OPERA'S 68TH SEASON Grand opening of the 1952-53 Metropolitan Opera Season, with presentation of Verdi's LA FORZA DEL DESTINO. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET

OPENING NIGHT BOX-HOLDERS AT THE METROPOLITAN OPERA

For the convenience of fashion reporters who want to know who's who in the Diamond Horseshoe on Opening Night at the Opera, FASHION CALENDAR again publishes this list of Opening Night box-holders and their box numbers, released exclusively by N.W. Ayer & Son, Inc. (in the interest of diamonds, of course) and in cooperation with the Metropolitan Opera.

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| 1. Mr. Barney Balaban | 2. Mr. & Mrs. Beverley Bogert |
| 3. Mr. George Bagby | 4. Mrs. G. L. Stewart |
| 5. Mrs. August Belmont | 6. Mr. & Mrs. William Francis Gibbs |
| 7. Mrs. Lorraine Manville | 8. Mr. & Mrs. Donald P. Blagden |
| 9. Mr. & Mrs. Leonard Warren | 10. Mr. & Mrs. Walter D. Floersheimer |
| 11. Mr. & Mrs. Eli Tullis Watson | 12. Mr. Bruce L. Kubert |
| 13. Mr. & Mrs. M. Kulukundis | 14. Mrs. Richard Tucker |
| 15. Mr. & Mrs. Jacob Shriro | 16. Mr. & Mrs. Proctor Thomas |
| 17. Mrs. Ceil Chapman | 18. Mr. & Mrs. Floyd W. Jefferson |
| 19. Mr. & Mrs. Charles H. Revson | 20. Mr. & Mrs. William K. Dick |
| 21. Sir Gladwyn and Lady Jebb | 22. Mr. Barton Emanuel |
| 23. Mr. & Mrs. Rudolph Bing | 24. Mr. & Mrs. Myron P. Kirk |
| 25. Mr. & Mrs. Lowell Wadmond | 26. Mr. & Mrs. Cornelius V. Starr |
| 27. Sen. & Mrs. Charles B. Howard | 28. Mr. & Mrs. Irving Geist |
| 29. Mr. & Mrs. Theodore C. Wiehe | 30. Mr. & Mrs. Seborn Perry |
| 31. Mr. & Mrs. Joseph H. Reid | 32. Mr. Lauder Greenway |
| 33. Mr. & Mrs. Cornelius V. Whitney | 34. Mrs. J. B. Haggan |

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 11	ARMISTICE DAY (Tuesday) -- Banks will be closed. Only one mail delivery.		
Tuesday Nov. 11 9:00 A.M. Breakfast	PRESS PREVIEW OF SPRING SWEATERS Bernhard Altmann will present Spring collection of cashmere, wool and vicuna sweaters. By invitation only. Publicity: Frances Mason, WI.7-1815.	BERNHARD ALTMANN (1451 BROADWAY)	ST. REGIS HOTEL ROOF
Beginning Tuesday Nov. 11 10:00 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Zelinka-Matlick presents Spring suit and coat originals by Jeanne Le Gon, at 10:00 A.M. and 2:00 P.M. daily. Contact: BR. 9-8683.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Nov. 11 10:00 A.M.	OPENING OF SPRING COLLECTIONS Presenting three Junior collections, featuring day-into-evening fashions by Madeleine Fauth of Arkay Junior Frocks--daily 10:00 A.M. & 2:00 P.M.; Anne Fogarty of Margot Dresses--3:00 P.M.--thereafter 10:00 A.M. and 3:00 P.M.; Rappi of Junior Formals--daily 11:00 A.M. and 4:00 P.M. Contact: Ruth Robinson, LO. 5-2626.	ARKAY; MARGOT; JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOMS-19 & 20 FLS.
Beginning Tuesday Nov. 11 10:30 A.M.	SPRING SUIT AND COAT COLLECTION Opening of Arthur Jablow's Spring coat and suit collection, with daily showings at 10:30 A.M. and 2:00 P.M. Contact: PE. 6-7530.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 11 10:30 A.M.	OPENING OF SPRING COLLECTION Pattullo-Jo Copeland Spring collection, daily at 10:30 A.M. Contact: LO. 3-5650.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 11 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Spring coat and suit collection at 10:30 A.M. daily. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 11 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING FASHIONS Maria Krum will present her Resort and Spring collection of daytime, after- noon and evening fashions to the press. (<u>Note Change of Time</u>). By invita- tion only. Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Tuesday Nov. 11 12:45 P.M. Luncheon	CANINE FASHIONS AT LUNCHEON SHOWING Showing of canine fashions for town and country wear. Public by reserva- tion; contact: Headwaiter, MU. 8-7550. Publicity: Evelyn Wade, CI.7-8170.	GIMBELS PET SHOP	400 RESTAURANT 400 EAST 57TH STREET
Beginning Tuesday Nov. 11 1:00 P.M.	OPENING OF SPRING COLLECTION Hannah Troy will present her Spring collection at 1:00 P.M. daily. Publicity: Gladys Steiner, Lester Harrison, Inc. MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Nov. 11 2:00 P.M.	COATS AND SUITS DESIGNED BY MOLLY Spring coats and suits, showings at 2:00 P.M. daily. Contact: PE. 6-7121.	JACK SARNOFF	512 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Nov. 11 2:30 P.M.	SHOWING OF SPRING COLLECTION Varden Petite will present their Spring collection at 2:30 P.M. daily. Contact: Elsie Brandt: PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Nov. 11 2:30 P.M.	SPRING COAT AND SUIT COLLECTION Spring coat and suit collection at 2:30 P.M. daily. By appointment only. Contact: WI. 7-3764.	BEN ZUCKERMAN	512 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Nov. 11 4:00 P.M.	OPENING OF CRUISE & SPRING COLLECTION Opening of the Joseph Halpert collection designed in America by Jacques Fath, showing day and evening fashions for Cruise and Spring. (<u>Press preview, Thursday, Nov. 13 at 4:00 P.M.</u> --See Pg. 7). By invitation only. Publicity: Edith Jordan, WI. 7-7400.	JOSEPH HALPERT - BY JACQUES FATH	530 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 11 4:00 P.M.	PRESS SHOWING OF SPRING COLLECTION Showing of Harmay's Spring dress collection to the press. Daily showings thereafter at 4:00 P.M. Publicity: Pauline Greene, MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
Beginning Tuesday Nov. 11	DEBUTANTE FORMALS BY TED SHORE Resort and Spring collection of debutante formals, designed by Ted Shore at continuous daily showings. Contact: Ted Shore, WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FL.
Beginning Tuesday Nov. 11	SPRING COLLECTION BY GERTRUDE ROTHSCHILD Opening of Cruise and Spring collection of "Coronation Originals," designed by Gertrude Rothschild, at continuous daily showings. Contact: Evelyn Guidis, WI. 7-9165.	STREET VOGUES, INC.	1385 BROADWAY SHOWROOM - 10TH FL.
Wednesday Nov. 12 10:00 A.M.- 12:00 Noon	ADVANCE SHOWING OF RESORT BAG COLLECTION Press preview of Resort bag collection by Josef, including domestics and imports. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	BAGS BY JOSEF (GOLD SEAL IMPORTERS, INC.)	30 EAST 33RD STREET SHOWROOM
Beginning Wednesday Nov. 12 11:45 A.M.	OPENING: WILLI COAT AND SUIT COLLECTION Opening of Willi's coat and suit collection for Spring 1953, in his new showroom. Daily showings at 11:45 A.M. <u>Cocktail party for the press</u> <u>Monday, November 10, 4:00 P.M. to 7:00 P.M.</u> By invitation. Publicity: Angeline Dougherty, MU. 4-6873.	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM - 2ND FL.
Wednesday Nov. 12 12:00 Noon	OPENING OF SPRING DRESS COLLECTION Misses' dresses at 12:00 Noon and 4:00 P.M. daily.	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM Contact: CH. 4-3488.
Wednesday Nov. 12 12:30 P.M. Luncheon	NELLY DE GRAB HOLIDAY FASHIONS AT LUNCHEON Press by invitation. Public by reservation; contact: TE. 8-8000. Publ.: Nelly de Grab--Sidney Dee Bloeme, JU. 6-4490; Saks--Carolyn Haight, PL. 3-4000, Ext. 7064. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 12 12:30 P.M. Luncheon	PREVIEW OF FRENCH MILLINERY IMPORTS "Buckram For Form and Fashion"--French millinery imports, specially selected for the Buckram Shape Manufacturers, will be presented to the press and trade. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	ASSOCIATED BUCKRAM SHAPE MANUFACTURERS	HOTEL ASTOR ROOF
Wednesday Nov. 12 12:30 P.M. Luncheon	MOTHER & DAUGHTER FASHIONS AT LUNCHEON Jane Engel will present Holiday fashions for children highlighting mother-daughter duets. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Jane Engel Publicity: Louise G. Fried, RH.4-0300. Show Coordinator: Agnes Phillips, MU. 2-2520. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JANE ENGEL, INC. (50 EAST 79TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 12 12:30 P.M. Luncheon	PRESS PREVIEW OF 1953 FIBER RUG Preview of 1953 Waite fiber rug at a preview for the press. By invitation only. Publicity: Faith Willcox, MU. 6-0592.	WAITE CARPET COMPANY	295 FIFTH AVENUE SHOWROOM - 15TH FL.
Wednesday Nov. 12 2:00 P.M.	PREVIEW OF SPRING COATS AND SUITS Showings at 2:00 P.M. daily. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Wednesday Nov. 12 2:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Presentation of Nathan & Strong Spring collection in their new shorwoom. By invitation. Publicity: Ken Williams, PE. 6-7590.	NATHAN & STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FL.
Wednesday Nov. 12 3:30 P.M.	OPENING OF SPRING COLLECTION Arnold & Fox will present a press showing of their Spring collection of afternoon and cocktail fashions, designed by Billy Gordon. Showings at 3:30 P.M. on Nov. 13, 18, 19, 20. Publ.: Pauline Greene, MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FL.
Wednesday Nov. 12 4:00 P.M. Cocktails	"PERFECT AMERICAN TYPE" COAT & SUIT COLLECTION Preview of coats and suits for 5'5" and under. By invitation. Daily showings thereafter, 1:30 P.M. & 3:00 P.M. Publ.:Mildred Kaldor,MU.9-5420.	P. A. T.	512 SEVENTH AVENUE SHOWROOM - 24TH FL.
Wednesday Nov. 12 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW: NEW SPRING FOUNDATIONS Preview of new Peter Pan bras for 1953, at champagne party in new showrooms. By invitation. Publicity: Lois Weber, Rogers & Cowan, PL.3-0164.	PETER PAN FOUNDATIONS	389 FIFTH AVENUE SHOWROOM - 3RD FL.
Thursday Nov. 13 10:00 A.M. Breakfast	PREVIEW OF FASHIONS FOR TALL GIRLS Peg Newton will present her first wholesale collection for tall girls. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	PEG NEWTON (3 EAST 48TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
Thursday Nov. 13 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON "Significant News In The American Cruise Collections"--fashion show and market report. Speaker: Dorothy Shaver, pres., Lord & Taylor. Comm: Sally Kirkland, fashion ed. "Life". Chmn: Elizabeth Ritter & Nancy Maxwell. Price: \$5.50. Contact: Fashion Group,CI.7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 13 1:00 P.M. Luncheon	COCKTAIL AND EVENING FASHIONS AT LUNCHEON "Glamour, Glow and Glitter"--Russeks presents cocktail and evening fashions for the festive season. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 13	PRESS PREVIEW AT 4:00 P.M. OF THE JOSEPH HALPERT COLLECTION, DESIGNED IN AMERICA BY JACQUES FATH. (See Page 5).		
Thursday Nov. 13 4:00 P.M.	SHOWING OF COUTURE FASHIONS FOR SPRING Daily showings at 4:00 P.M. Contact: CO. 5-7145.	PHILIP HULITAR, INC.	37 WEST 47TH STREET SHOWROOM
Thursday Nov. 13 4:00 P.M. Cocktails	COCKTAIL PARTY FOR HOME FURNISHINGS EDITORS Norge invites home furnishings editors to a cocktail party. By invitation only. Publicity: David H. Kutner, Merchandise Mart, Chicago, Ill.	NORGE	WALDORF-ASTORIA PERROQUET SUITE
Friday Nov. 14 9:00 A.M. Breakfast	FOUNDATION FASHIONS AT BREAKFAST PREVIEW Foundation fashions for Spring, Summer and Resort wear. By invitation. Contact: Walter Stewart, H.W. Gossard Co., 111 N. Canal St., Chicago.	THE H.W. GOSSARD CO. (200 MADISON AVENUE)	COLONY RESTAURANT 30 EAST 61ST STREET
Friday Nov. 14 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 FLOOR
Sunday Nov. 16- Nov. 20	SEMI-ANNUAL CORSET MARKET WEEK Contact: Jed Sylbert, Executive Director, MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN
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. Trade preview 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
Monday Nov. 17 10:30 A.M.	OPENING: SPRING SUIT AND COAT COLLECTION Spring coat and suit collection. By appointment only. Contact: LU.2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
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
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 18 9:00 A.M. Breakfast	LINGERIE FOR SPRING & SUMMER 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.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Tuesday Nov. 18 10:30 A.M.	ANNUAL SHOWING OF FOUNDATION FASHIONS "New Figures In '53"--Warner Brothers will present foundation fashions. Show followed by luncheon. Admission by ticket only. Publicity: Marion Sherwood, MU. 3-1194.	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL ASTOR GRAND BALLROOM
Tuesday Nov. 18	ALEXANDER'S LUNCHEON SHOW 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 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. Cocktails	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 Nov. 19 and 20 at 2:30 P.M.; and Nov. 21 at 10:30 A.M. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Nov. 19 10:00 A.M.- 10:00 P.M.	PREVIEW: HIGH FIDELITY RADIO PHONOGRAHS Orfeo Music Studios will introduce 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. 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; What Is It?" Price: \$4.25 for members; \$4.75 for non-members. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE (141 EAST 44TH STREET)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Wednesday Nov. 19 3:00 P.M.	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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 4:00 P.M.- 6:00 P.M. Cocktails	RESORT FASHIONS IN COTTON FABRICS Galey & Lord will present ready-to-wear from American Resort collections. Also mid-season fashions by French, Italian, Spanish and English designers. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	GALEY & LORD (BURLINGTON MILLS CORP.)	SHERRY NETHERLAND CHANTECLAIR ROOM
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 12:30 P.M. Luncheon	GOTHE 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 3:00 P.M. Cocktails	PREVIEW OF SPRING SHOE COLLECTIONS Preview of Spring shoe collections by Old Town Shoe Co., manufacturing "Old Maine Trotters"; and Penobscot Shoe Co., manufacturing "Trampeze". By invitation only. Contact: Frederick-Clinton Co., MU. 2-7433.	OLD TOWN SHOE CO.; PENOBCOT 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
Monday Nov. 24 2:30 P.M.	HENRY ROSENFIELD'S DAY & PLAYTIME FASHIONS Russeks will present Henry Rosenfeld's Cruise collection of daytime and playtime dresses. Publicity: Florence Lord, WI. 7-1900.	RUSEEKS FIFTH AVENUE	7TH FLOOR
Tuesday Nov. 25 8:00 P.M. Dinner	BENEFIT PARTY FOR COSTUME INSTITUTE "The Midas Touch"--Annual "Party of the Year". Reservations: \$60.00 each; contact: Julia Raymond, Costume Institute, TR. 9-5500, Ext. 380.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Nov. 27	THANKSGIVING DAY (Thursday) -- Legal Holiday.		-9-

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

- Beginning Monday Nov. 10 FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Nov. 10: Verdi's LA FORZA DEL DESTINO. Nov. 12: Puccini's TOSCA.
Nov. 15: Mat: Wagner's LOHENGRIN. Nov. 15, Eve.: Verdi's RIGOLETTO.
 Publicity: Margaret Carson, PE. 6-1200.
- Beginning Tuesday Nov. 11 SECOND WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Nov. 11: CONCERTO BAROCCO, TYL ULENSPIEGEL, SCOTCH SYMPHONY, CAKEWALK.
Nov. 12: SWAN LAKE, PRODIGAL SON, THE CAGE, BOURREE FANTASQUE. Nov. 13:
 THE DUEL, ORPHEUS, PAS DE TROIS, LA VALSE. Nov. 14: SERENADE, AGE OF
 ANXIETY, SYLVIA: PAS DE DEUX, BOURREE FANTASQUE. Nov. 15, Mat.: CARD
 GAME, PICNIC AT TINTAGEL, TYL ULENSPIEGEL, SCOTCH SYMPHONY. Nov. 15,
Eve.: PICNIC AT TINTAGEL, SERENADE, LILAC GARDEN, PIED PIPER. Nov. 16,
Mat.: THE DUEL, SWAN LAKE, A LA FRANCAIX, CAKEWALK. Nov. 16, Eve.: MOTHER
 GOOSE SUITE, THE CAGE, PAS DE TROIS, SYMPHONY IN C. Prices: \$1.50-\$3.60.
 Publicity: Phillip Bloom, CH. 4-5185.
- Beginning Wednesday Nov. 12 OPENING: "FRENCH THEATRE" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
 The Madeleine Renaud-Jean-Louis Barrault Co. presented by S. Hurok, in
 eight productions direct from Paris: Nov. 12-Nov. 15: Les Fausses
 Confidences (The False Secrets); Baptiste. Nov. 17-Nov. 19: Le Proces
 (The Trial). Settings & costumes: Maurice Brianchon. Tickets: \$1.20-
 \$4.80. Publicity: Martin Feinstein, PI. 9-6000.
- Friday Nov. 14 PREMIERE: "THE TURNING POINT" (Movie) GLOBE THEATRE, B'WAY & 46TH ST.
 Paramount Pictures will present William Holden, Edmond O'Brien and Alexis
 Smith about a newspaper reporter who tries to aid a special crime investi-
 gating committee. Producer: Irving Asher. Director: William Dieterle.
 Costumes: Edith Head. Publicity: Maria van Slyke, BR. 9-8700.
- Friday Nov. 14 PREMIERE: "MONTANA BELLE" (Movie) PALACE THEATRE, B'WAY & 47TH ST.
 R.K.O. Radio Pictures Western drama in Trucolor starring Jane Russell,
 George Brent, Scott Brady, Forrest Tucker, Andy Devine featured, about
 Belle Starr the famous woman bandit. Producer: Howard Welsch. Director:
 Allan Dwan. Costumes: Adele Palmer. Publicity: Don Prince, JU. 6-5050.
- Monday Nov. 17 (Tentative) PREMIERE: "LIFE BEGINS TOMORROW" (Movie) 55TH ST. PLAYHOUSE, 154 W. 55
 Arthur Mayer-Edward Kingsley release starring Jean-Pierre Aumont with
 Jean-Paul Sartre, Picasso, Le Corbusier and Andre Gide of a man who
 explores the future guided by those great minds. Director: Nicole Vedres.
 Music by Darius Milhaud. Publicity: Gertrude Golden, CH. 4-6421.
- 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.
- Thursday Nov. 20 OPENING: "THE SEVEN YEAR ITCH" FULTON THEATRE, 210 WEST 46TH STREET
 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.
- 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, PI. 8-0275.