

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, OCTOBER 10, 1952</u>			
Friday October 10 11:00 A.M.	PREVIEW OF RESORT AND SPRING COLLECTION B. H. Wragge will present his Resort and Spring collection to the press. By invitation only. Contact: Mollie Porter, WI. 7-4968.	B.H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Friday October 10 5:00 P.M. Cocktails	PREVIEW OF CATALINA 1953 SWIMSUITS Catalina will present their 1953 collection of swimsuits and playclothes for women, men and children. By invitation only. Publicity: Barbara McGinnis, LA. 4-2380.	CATALINA	HOTEL PLAZA TERRACE ROOM
Friday October 10 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--informal presentation of hats, in cooperation with the Millinery Fashion Bureau, will be shown during cocktail hour. <u>October 10:</u> Walter Florell. <u>October 17:</u> Harryson Hats, <u>October 24:</u> Hattie Carnegie. <u>October 31:</u> Emme. Press by invitation. Public by reservation; contact: Fashion Show Reservations, 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
October 12	COLUMBUS DAY (Sunday) Banks and post office closed on Monday, Oct. 13.		
October 12-	NEWSPAPER FOOD EDITORS' CONFERENCE AT THE WALDORF-ASTORIA.		
October 17	Contact: Agnes M. Beck, Suite 1021, 360 N. Michigan Ave., Chicago		
<u>WEEK BEGINNING MONDAY, OCTOBER 13, 1952</u>			
Monday October 13-	EIGHTEENTH ANNUAL ANTIQUES FAIR	N.Y. ANTIQUES FAIR	71ST REGT. ARMORY PARK AVE. & 34TH ST.
October 18	Press preview 10:00 A.M. to 1:00 P.M. on Monday, October 13. Open from 1:00 P.M. to 11:00 P.M. daily. Admission: \$1.50 (including tax). Contact: C. J. Nuttall or Dorothy Hazen, TE. 8-6830.		
Beginning Monday October 13 2:30 P.M.	OPENING OF RESORT & CRUISE COLLECTION Sam Friedlander will present his Resort and Cruise collection at 2:30 P.M. daily. By appointment only. Contact: Edith Simpson, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Beginning Monday October 13	OPENING OF CRUISE & RESORT COLLECTION Aywon Dress will present prints and cottons for Resort and Spring. Continuous showings daily. Contact: Bert Cassidy, LO. 3-0870.	AYWON DRESS CO.	525 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
October 13	NATIONAL POSTURE WEEK (October 13 - 18). Contact: CH. 4-5798.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 13 7:30 P.M.- 9:30 P.M.	TWELFTH FASHION TRAINING COURSE Subject: "Fabric Styling"--cottons, synthetics, woolens. Speakers: Pauline P. Alper, Burlington Mills; Marcellle Feybusch, D.B. Fuller & Co.; Jeanne Pierre, A.D. Julliard & Co. Fee: \$15.00 for series; \$2.00 for individual lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Monday October 13.. October 17	RESORT AND CRUISE LINES FROM MIAMI Showings by about 20 Miami Fashion Council manufacturers--10 A.M. to 10 P.M. daily. Contact: Leonard Grossman, LO. 3-1000.	MIAMI FASHION COUNCIL	HOTEL NEW YORKER
Tuesday October 14 9:00 A.M.- 6:00 P.M.	PREVIEW: SEWING MACHINE AT "ALL-DAY SEWING CLINIC" Introduction of new Singer Sewing Machine at an "All-Day Sewing Clinic" for the press. Continuous demonstrations and exhibits will show the many functions of various types of household sewing machines and the part they play in sewing for fashion and for the home. By invitation only. Publicity: Anne Cunningham or Katherine Hedick, Bureau of Industrial Service, Inc., MU. 9-5000.	SINGER SEWING MACHINE CO.	HOTEL PLAZA TERRACE ROOM
Tuesday October 14 9:30 A.M. Breakfast	PREVIEW OF RESORT & CRUISE COLLECTION Greta Plattery's Resort-Cruise collection of sportswear and separates will be shown to the press and resident buyers. By invitation only. Contact: Margaret Hodge, PE. 6-8680.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Tuesday October 14 11:00 A.M.& 2:00 P.M.	OPENING OF SPRING AND CRUISE COLLECTION Opening of Henry Rosenfeld's Spring and Cruise collection, with daily showings at 11:00 A.M. and 2:00 P.M. Contact: Sally Sober, LO. 5-0400.	HENRY ROSENFIELD, INC.	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Tuesday October 14 12:00 Noon Luncheon	PRESS PREVIEW: RESORT INTO SPRING FASHIONS Esther Reifer will present Resort-Into-Spring fashions at a picnic lunch- eon. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	ESTHER REIFER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Tuesday October 14 12:30 P.M. Luncheon	FALL FASHIONS AT BENEFIT LUNCHEON Presentation of Benham Originals for Fall and Winter at a benefit luncheon. Bridal gown--Kiviette; hats--Laddie Northridge; furs-- Rudolph-Garfield. By invitation only. Publicity: Donna Cannon, PL. 3-7072. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BENDER & HAMBURGER (498 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday October 14 3:30 P.M. Tea	READY-TO-WEAR AND ITALIAN ORIGINALS Milgrim's ready-to-wear fashions featuring imported Italian originals. Press and customers by invitation. Publicity: Nadine Bertin, CI.7-7200.	MILGRIM	2ND FLOOR
Tuesday October 14 4:00 P.M. Cocktails	PREVIEW OF SPRING & RESORT COLLECTION Empire Imports, Inc. will present their new Spring-Resort collection and introduce "Heatherton's Independents" at a cocktail preview for the press. Buyers preview on Wednesday, Oct. 15 at 4:00 P.M. cocktails. By invitation only. Publicity: Ken Williams, WI. 7-4639.	HEATHERTON	1410 BROADWAY SHOWROOM-24TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday October 14	OPENING OF HOLIDAY & RESORT COLLECTION Kiviette will present her Resort and Holiday collection at continuous daily showings. For appointment, contact: Arthur L. Kiviette, PL. 7-8750.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET SHOWROOM - 3RD FLOOR
Wednesday October 15 9:00 A.M. Breakfast	PREVIEW OF SPRING AND SUMMER COLLECTION White Stag will present their 1953 Spring and Summer collection at a breakfast showing for the press. By invitation only. Contact: Gloria Gelfand, BR. 9-1974.	WHITE STAG	1407 CLUB 1407 BROADWAY
Wednesday October 15 12:30 P.M. Luncheon	"DIAMONDS U.S.A."-- DIAMOND FASHIONS 1953 Fifth annual nationwide showing of diamonds at press luncheon. Exhibitors: <u>Birmingham</u> --Bromberg & Co. <u>Boston</u> --Bigelow-Kennard Co. <u>Chicago</u> --C. D. Peacock. <u>Cincinnati</u> --The Frank Herschede Co. <u>Dallas</u> --Arthur A. Everts Co.; Linz Bros. <u>Detroit</u> --Wright, Kay & Co. <u>Los Angeles</u> --B.D. Howes & Son. <u>New Orleans</u> --Coleman E. Adler & Sons. <u>New York City</u> --Cartier; Van Cleef & Arpels; Harry Winston. <u>Philadelphia</u> --J.E. Caldwell & Co. <u>Washington</u> -- Grape & Co. By invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM
Wednesday October 15 12:30 P.M. Luncheon	B.H. WRAGGE FALL COLLECTION Bonwit Teller will present B. H. Wragge's Fall collection 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
Wednesday October 15 12:30 P.M. Luncheon	FASHIONS IN SILVER AT LUNCHEON SHOW "Silver Wheat--At Home In America" presentation of Reed & Barton's new sterling silver pattern. Fashions by Dave Bellsey, Lotte of Drewyn, Nelly de Grab, Fontana-Tafel, Helen de Huene. Press by invitation. Public by reservation; contact: TE. 8-8000. Reed & Barton Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	REED & BARTON; & LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday October 15 4:30 P.M. Tea	PRESS PREVIEW OF SPRING COLLECTION Pringle of Scotland will present the highlights of their Spring collection, and will introduce designer Otto Weisz from Hawick, Scotland. (<u>Note Change</u> <u>of Date</u>). By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7108.	PRINGLE OF SCOTLAND	PRINGLE-JOHNSTON 24 WEST 40TH STREET
Wednesday October 15 5:00 P.M.- 7:00 P.M.	PREVIEW OF NEW FURNITURE LINE Press preview of new furniture line by Tommie Parzinger in newly designed showroom. By invitation only. Publicity: Lillian Weiss, WO. 2-6020.	WILLOW & REED ART WORKS	1 PARK AVENUE SHOWROOM
Thursday October 16 9:30 A.M. Breakfast	PREVIEW: NATIONAL SUB- TEEN DESIGN CONTEST "American Girl Magazine", published by Girl Scouts of U.S.A. will intro- duce its National Sub-teen Design Award Contest, to be launched in associa- tion with Joseph Love, Inc.; Little Empress Coats; Lortogs; Regal Knitwear. By invitation. Contact: Pat DeSernia, fashion editor, MU. 2-2505, Ext. 132.	AMERICAN GIRL MAGAZINE	HOTEL ASTOR EAST BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 16 12:30 P.M. Luncheon	BEN REIG FASHIONS AT LUNCHEON SHOW Altman's will present fashions by Ben Reig during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman's Publicity: Ferris Megarity, MU. 9-7000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Thursday October 16 1:00 P.M. Luncheon	FALL COLLECTION AT LUNCHEON SHOW Mimi Tuthill will present her Fall Ready-to-Wear fashions at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mimi Tuthill Publ. and Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL (50 EAST 50TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday October 16 1:00 P.M.	SECOND ANNUAL CONTEST: VERSATILITY IN DESIGN Demonstration and review of all products entered in 2nd annual Hess Brothers "Versatility in Design" Contest--including Women's, Men's, Children's, Home Furnishings, Appliances, Housewares. (Luncheon on train at 12:00 Noon) Contact: Helen Beringer, Hess Awards Committee, WI.7-9715.	HESS BROTHERS	ALLENTOWN, PA.
October 19	UNITED NATIONS WEEK (Oct. 19 - Oct. 25.)		
October 20- October 25	NATIONAL BUSINESS SHOW AT GRAND CENTRAL PALACE. Publicity: Thomas J. Canning, PE. 6-6760.		
Monday October 20- Nov. 8	CERAMIC EXHIBITION Ceramics by Aaron Bohrod and Carlton Ball. Open to public. Publicity: Lucile McLean, PL. 5-0711.	ASSOC. AMERICAN ARTISTS	711 FIFTH AVENUE
Beginning Monday October 20	OPENINGS OF SPRING SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present Spring shoe collections, to coordinate with ready-to-wear Spring fashions. Composite display at Guild Office, Shelburne Hotel. Members include: Jerro Brothers; Julianelli; John Marino; Newton Elkin; Palter de Liso; M. Wolf; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS, INC.	INDIVIDUAL SHOWROOMS
October 20- October 25	SUMMER FURNITURE MARKET AT MERCHANDISE MART, CHICAGO. Contact: News Bureau, Merchandise Mart, Chicago 54, Illinois.		
Beginning Tuesday October 21 12:00 Noon & 4:00 P.M.	OPENING OF HOLIDAY AND SPRING COLLECTION Vera Maxwell will present her Holiday and Spring collection at 12:00 Noon and 4:00 P.M. daily. By invitation. Contact: Connie Barber or Janet Hutton, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Tuesday October 21 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "Performance and Potential of Man-made fibers" discussed by W.E. Coughlin, Director, Textile Laboratory, Good Housekeeping Institute. A report on colors and fibers for Resort and Spring 1953 made by Susan Eastman, Fabrics Editor of "Glamour" Magazine and Chairman of the Fabrics Division. Fabrics arranged by Tom Lee will be on view from 11:00 A.M. until 3:30 P.M. Price: \$4.75 for members; \$5.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR (9 ROCKEFELLER PLAZA) BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 21 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Fall and Winter fashions by Mme. Garnett at a benefit luncheon for the N.Y. City Hospital Visiting Committee. Press by invitation. Public by reservation; contact: TE. 8-8000. Garnett Contact: Margaret Troop, EL. 5-5275. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	MME. ELEANORA GARNETT (47 EAST 51ST STREET)	HOTEL PIERRE COTILLION ROOM
Tuesday October 21- October 24	EXPOSITION OF ELECTRICAL PRODUCTS Exposition of latest developments in electrical products, 2:00 P.M. to 10:00 P.M. daily. Publicity: Kathryn Beebe, TR. 9-1328 or CH. 4-1697.	NATIONAL ELECTRICAL INDUSTRIES SHOW	69TH REG. ARMORY LEXINGTON AVE. & 26TH
Tuesday October 21 5:00 P.M.- 7:00 P.M.	COCKTAIL PARTY FOR FOOD EDITORS Food editors of newspapers, magazines, radio and television will be invited to a cocktail party. By invitation. Publ.: Mabel Stegner, EL. 5-1837.	WARING PRODUCTS CORP. (25 WEST 43RD STREET)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday October 22 12:30 P.M. Luncheon	LUNCHEON SHOWING OF DAVE BELLSEY SUITS De Pinna will present Bellciano and Bellciette coats and suits during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Bellsey Publ.: Sidney Dee Bloeme, JU. 6-4490. De Pinna Publ.: Solita Arbib, MU. 8-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Wednesday October 22 12:30 P.M. Luncheon	VARDEN PETITES AT BENEFIT LUNCHEON Showing of Varden's Fall fashions at a benefit luncheon show. By invitation only. Varden Publ.: Elsie Brandt, PE. 6-5460. Altman's Publ.: Ferris Megarity, MU. 9-7000. Pierre Fashion Dir.-Comm.: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE BALLROOM
Wednesday October 22 12:30 P.M. Luncheon	GOTHE FASHIONS AT LUNCHEON SHOW Jay Thorpe will present Holiday fashions by Gothé during luncheon. (<u>Note</u> <u>Change of Store Doing Show</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gothé Publicity: Nona James, CH. 4-7658. Best & Co. Publicity: Madlyn Grimes, PL. 9-2000. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 22 7:00 P.M. Dinner	ANNUAL SPICE TRADE DINNER Annual dinner of American Spice Trade Association. Publicity: Syril Ivler, LO. 5-3210.	AMERICAN SPICE TRADE ASSOCIATION	HOTEL ASTOR GRAND BALI ROOM By invitation only.
Thursday October 23 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fur fashions by Aronowicz will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Contact: Annette Meyer, PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ FURS (19 WEST 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Thursday October 23 1:00 P.M. Luncheon	TOWN & COUNTRY FASHIONS AT LUNCHEON Showing of Sport & Travel custom originals during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORT & TRAVEL (511 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 23 2:45 P.M. Cocktails	PREVIEW OF SWIMSUITS & PLAYCLOTHES FOR 1953 Rose Marie Reid presents 1953 swimsuits to the press and resident buyers. By invitation only. Publicity: Betty Rich, WI. 7-3260.	ROSE MARIE REID (1410 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Postponed October 23	THE HOUSE OF SWANSDOWN PRESS PREVIEW OF SPRING COATS AND SUITS, ORIGINALLY SCHEDULED FOR THURS., OCT. 23, AT 4:30 P.M., HAS BEEN POSTPONED. (New Date Will Be Announced Next Week).		
Sunday October 26	STYLE EXHIBIT OF SHOES	THE NATIONAL SHOE FAIR	PALMER HOUSE, CHICAGO RED LACQUER ROOM
October 30	"Fashion-Vues" -- 34 displays of men's, women's and children's fashions; costumes by top designers coordinated with fabrics, accessories and shoes. Contact: Alice Dowd: PL. 3-8293.		
Monday October 27 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW GIRDLE DESIGN Treo presents a new conception in girdle design that gives "fit in motion". By invitation only. Publicity: Lind-Gilbert Associates, PL. 3-4786.	TREO COMPANY	LE VIE EN ROSE 123 EAST 54TH STREET
Tuesday October 28 11:00 A.M.	PREVIEW OF SPRING HATS FROM PARIS E. C. Sherrer, importer of straws, will present Paris millinery to press and trade. By invitation. Publicity: Maud G. Moody, LE. 2-4049.	E. C. SCHERRER	15 WEST 37TH STREET SHOWROOM - 3RD FLOOR
Tuesday October 28 4:00 P.M. Cocktails	PREVIEW: CASTILLO'S TRAVEL & CASUAL COATS Baitch and Castaldi will present their 1953 Spring travel and casual coats, designed by Castillo of Lanvin-Castillo, Paris. By invitation only. Publicity: Ruth Daly, Diamond-Barnett, MU. 2-7025.	BAITCH & CASTALDI	PARK LANE HOTEL TAPESTRY ROOM
Wednesday October 29 12:30 P.M. Luncheon	JERRY PARNIS FASHIONS AT LUNCHEON Best & Co. will present Resort and Holiday fashions by Jerry Parnis during luncheon. (<u>Note Change of Show</u>). Press by invitation. Public by reservation; contact: TE. 8-8000. Jerry Parnis Contact: CH. 4-0619. Best & Co. Publ.: Madlyn Grimes, PL. 9-2000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BEST & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday October 29 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aranka Gyorky Publicity: Winifred Keay, RE. 4-6436. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARANKA GYORKY (15 EAST 54TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 29 2:30 P.M.	PRESS SHOWING: SPRING AND SUMMER COATS Lawrence of London will present a new collection of multi-purpose water-repellent coats for Spring and Summer 1953. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM - 11TH FLOOR
Wednesday October 29 2:45 P.M.	FALL AND WINTER FASHION SHOW Sydell's custom order and ready-to-wear fashions at a benefit show. By invitation only. Contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 30 4:00 P.M. Cocktails	HOLIDAY AND RESORT CUSTOM MILLINERY Milgrim's presents their Holiday and Resort custom millinery collection. (Note Change of Date). By invitation. Publ.: Maud G. Moody, LE. 2-4049.	MILGRIM	6TH FLOOR SALON
Beginning Monday Nov. 3	SPRING OPENINGS OF FOGA LINES Individual dates will be announced later. Members include: LARRY L. ALDRICH CO. INC. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO., INC.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. GRABOIS FRED GREENBERG DRESS JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNE CORP.	MANUFACTURERS' SHOWROOMS BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
Monday Nov. 3 12:30 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present Mollie Parnis' fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mollie Parnis Publicity: Eleanor Lambert, MU. 8-2130. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Nov. 4	ELECTION DAY (Tuesday).		
Tuesday Nov. 4- Nov. 11	SIXTY-FOURTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N. OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Wednesday Nov. 5 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW "Fashion For Girls, Gals, and Grandmas"--Jane Engel will present fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Jane Engel Publicity and Commentator: Louise G. Fried, RH. 4-0300. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	JANE ENGEL, INC. (50 EAST 79TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 5 12:30 P.M. Luncheon	TALMACK FASHIONS AT LUNCHEON SHOW Bonwit's will show holiday fashions by Talmack 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
Wednesday Nov. 5 2:30 P.M.	SPRING COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Resident buyers' preview of Frank Gallant collection, with Brigance group, on Thurs., Nov. 6, at 2:30 P.M. Daily trade showings at 10:30 A.M. beginning Tuesday, Nov. 11. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 5 6:00 P.M.	CAREER GIRL FASHION SHOW Milgrim will present the third in a series of Career Girl fashion shows. at Pamper House. Open to public. Publicity: Nadine Bertin, CI. 7-7200.	MILGRIM	PAMPER HOUSE 600 FIFTH AVENUE
Thursday Nov. 6 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior, New York, Inc. will present his Spring fashions at a preview for the press. By invitation only.	CHRISTIAN DIOR, NEW YORK, INC.	730 FIFTH AVENUE SALON
Thursday Nov. 6 1:00 P.M. Luncheon	DESIGNER COLLECTIONS IN M. & W. THOMAS COTTONS De Pinna presents Designer collections in M. & W. Thomas cottons for men, women and children. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. M. & W. Thomas Publicity: The Miles, CH. 2-2344. De Pinna Publicity: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
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. <u>Trade showings at 10:30 A.M. on Nov. 11, 12, 13,</u> <u>18, 19, 20.</u> Publicity: Ann R. Silver Associates, MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 34TH FL.
Friday Nov. 7 12:00 Noon Luncheon	PREVIEW OF SPRING FASHIONS BY BRANELL Press showing of Spring fashions by Branell. By invitation. Daily trade showing thereafter at 12:00 Noon and 4:00 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
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
Thursday Nov. 13 1:00 P.M. Luncheon	COCKTAIL AND EVENING FASHIONS AT LUNCHEON Russeks will present cocktail and evening fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Dir.: Mary Alice Rice, CI.6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Wednesday Nov. 19 12:30 P.M. Luncheon	FASHIONS BY LEADING DESIGNERS Leading designers will present fashions in Stehli fabrics, in conjunction with the 50th Anniversary of the Tuberculosis Assoc. Press by invitation. Public by reservation; contact: TE. 8-8000. Stehli Publicity: Anita Pine, WI. 7-3000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	STEHLI & CO., INC. (1372 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 19 12:30 P.M. Luncheon	CEIL CHAPMAN FASHIONS AT LUNCHEON SHOW Bonwit Teller will present fashions by Ceil Chapman 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

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

- Beginning Friday October 10 FOURTH WEEK: NEW YORK CITY OPERA CO. CITY CENTER, 131 WEST 55TH ST. Oct. 10: CARMEN; Oct. 11, Mat.: THE MARRIAGE OF FIGARO; Oct. 11, Eve.: LA BOHEME; Oct. 12, Mat.: AIDA; Oct. 12, Eve.: CAVALIERIA RUSTICANA and PAGLIACCI; Oct. 15: WOZZECK; Oct. 16: BLUEBEARD'S CASTLE and L'HEURE ESPAGNOLE. Tickets: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Friday October 10 PREMIERE: "MY WIFE'S BEST FRIEND" (Movie) PALACE THEATRE, B'WAY & 47TH ST. Twentieth Century-Fox film about a confession a husband makes to his wife thinking they're about to crash during a plane trip. Starring Anne Baxter and Macdonald Carey. Costumes: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Monday October 13 OPENING: "THE GAMBLER" LYCEUM THEATRE, 149 WEST 45TH ST. Thomas Hammond and Wayne Harriss will present Alfred Drake in the Ugo Betti drama, adapted by Mr. Drake and Edward Eager. Director: Herman Shumlin. Settings: Jo Mielziner. Costumes: Robert Mackintosh. Publicity: Maurice Turet, LO. 5-5982.
- Tuesday October 14 OPENING: "BUTTRIO SQUARE" CENTURY THEATRE, 59TH ST. & 7TH AVE. Gen Genovese and Eddie Woods will present Billy Gilbert in a story of G.I.'s in an Italian village. Director: Eugene Loring. Costumes: Sal Anthony. Publicity: Bill Doll, MU. 2-6129.
- Wednesday October 15 OPENING: "THE TIME OF THE CUCKOO" EMPIRE THEATRE, B'WAY AT 40TH ST. Robert Whitehead and Walter Fried will present Shirley Booth in Arthur Laurents' new play with Dino DiLuca. Director: Harold Clurman. Settings: Ben Edwards. Costumes: Helene Pons. Publ.: Barry Hyams, PL. 7-7238.
- Wednesday October 15 PREMIERE: "THE FOURPOSTER" (Movie) VICTORIA & SUTTON THEATRES A Stanley Kramer production for Columbia Pictures release, based upon Jan de Hartog's Broadway hit, starring Rex Harrison and Lilli Palmer. Director: Irving Reis. Costumes: Jean Louis. Publ.: Hortense Schorr, CI. 5-5000.
- Wednesday October 15 PREMIERE: "THE THIEF" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. A Harry M. Popkin production released through United Artists starring Ray Milland and featuring Martin Gabel and Rita Gam. Director: Russell Rouse. Publicity: Tess Michaels, CI. 5-6000.
- Thursday October 16 OPENING: THE PHILHARMONIC SYMPHONY CARNEGIE HALL, 7TH AVE. & 57TH ST. The Philharmonic Symphony will open its 111th season with Dmitri Mitropoulos conducting for the initial eight weeks. Tickets: \$1.50-\$4.25. Publicity: Dorle Jarmel, CO. 5-4480.
- Thursday October 16 OPENING: "BERNARDINE" PLAYHOUSE THEATRE, 137 WEST 48TH ST. Irving L. Jacobs presents the Guthrie McClintic production of Mary Chase's new romantic comedy. Featuring: Johnny Stewart, Alney Alba, Beverly Lawrence and John Kerr. Settings: John Robert Lloyd. Costumes: Noel Taylor. Publicity: Arthur Cantor, LO. 4-6636.
- Friday October 17 OPENING: "THE MILLIONAIRESS" SHUBERT THEATRE, 225 WEST 44TH ST. The Theatre Guild and John C. Wilson will present Katherine Hepburn in the Bernard Shaw play. Director: Michael Bentall. Settings: James Bailey. Miss Hepburn's gowns: Pierre Balmain. Publicity: Nat Dorfman, LO. 3-0858.