

File Copy  
9-22-52

# fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

january

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

february

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

march

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

april

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

may

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

june

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

july

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

august

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

september

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

october

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

november

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

december

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

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 22, 1952</u>			
Monday Sept. 22 10:00 A.M. Breakfast	PRESS PREVIEW: SELECTION OF "MISS SWEATER GIRL" Selection of "Miss Sweater Girl, 1952 and 1972" and "Mr. Sweater Guy" at the opening of <u>National Sweater Week, Sept. 22-28</u> . By invitation only. Publicity: Wool Bureau--Betty Tanner, PL. 7-5092; Nat'l Knitted Outerwear --Arthur Tarshis, TR. 3-7128.	THE WOOL BUREAU NAT'L KNITTED OUTERWEAR PALM BAR	WALDORF-ASTORIA
Beginning Monday Sept. 22 10:00 A.M.	OPENING OF HOLIDAY COLLECTION Anne Fogarty will show her Holiday collection at 10:00 A.M. and 2:00 P.M. daily. Publicity: Jane Wyatt, LO. 5-2626.	ANNE FOGARTY-- MARGOT DRESSES, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FL.
Monday Sept. 22 10:30 A.M.	PREVIEW FOR PRESS OF RESORT COLLECTION Press showing of the Elfreda-Fox Resort collection. By invitation. Trade showings at 1:00 P.M. daily, beginning Tuesday, Sept. 23. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	ELFREDA-FOX	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
Monday Sept. 22 12:30 P.M. Luncheon	PARIS IMPORTS AND COPIES AT LUNCHEON Presentation of French, Italian and Spanish originals and Gimbel's copies at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Public showings on Gimbel's 3rd Floor: Mon., Sept. 22 at 5:00 P.M.; Tues., Sept. 23 at 2:30 P.M., Wed., Sept. 24, at 12:00 Noon. Gimbel's Publicity: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA BALLROOM
Monday Sept. 22 12:30 P.M. Luncheon	PRESS PREVIEW OF PATTERN WARDROBE McCall's Patterns presents a preview of a wardrobe to fit 14-16 inch dolls; 13 articles made from 2 patterns; and a musical fantasy. By invitation only. Contact: Betty Barras, MU. 6-4600.	McCALL'S PATTERNS	VERSAILLES RESTAURANT 151 EAST 50TH STREET
Monday Sept. 22 3:00 P.M.	PREVIEW: CUSTOM-ORDER FALL COLLECTION Press showing of Carrie Munn's collection of custom-order fashions for Fall and Winter. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	CARRIE MUNN	640 MADISON AVENUE SALON
Postponed Sept. 22	VICTOR VITO'S "COLORAMA" OF HAIRSTYLES AND FASHIONS, ORIGINALLY SCHEDULED FOR MONDAY, SEPT. 22 AT 3:30 P.M., HAS BEEN POSTPONED. (NEW DATE LATER).		
Tuesday Sept. 23 9:30 A.M. Breakfast	OPENING OF 1953 SWIMSUIT COLLECTION Jantzen will present their collection of 1953 swimsuits and sunclothes for women, men and children. By invitation. Publ.: Grace Hill, LO. 4-2820.	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 23 10:30 A.M.; 2:30 P.M.	PREVIEW OF RESORT AND HOLIDAY COLLECTION  David Levine will present the Resort and Holiday dress collection. By appointment. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Sept. 23 11:00 A.M. Aperitif	PRESS OPENING OF NEW PARIS BOUTIQUE  Mrs. Valia de Milly invites the press to her new shop to preview her Paris millinery imports from Gilbert Orcel, Paulette, Jean Barthet and Maud et Nano -- at boutique prices. Also, French sweater-blouses and accessories. By invitation only. Contact: Miss Alice, PL. 8-2755.	VALIA'S BOUTIQUE	532 MADISON AVENUE (AT 54TH ST.) 2ND FL.
Tuesday Sept. 23 11:00 A.M.	PREVIEW OF HOLIDAY AND RESORT COLLECTION  Press preview of Benham Originals -- Holiday and Resort collection. By invitation only. <u>Daily trade showings, beginning Sept. 24, at 2:30 P.M.</u> Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 23 12:15 P.M. Luncheon	FRENCH IMPORTS AT LUNCHEON MEETING  The Fashion Group will present a report and showing of Paris collections. Speaker: Carmel Snow, editor, "Harper's Bazaar". Co-chairmen: Elizabeth Ritter of "Glamour"; and Nancy Maxwell of ABC Fabrics. Price: \$5.50 for members; no more guest tickets. Contact: The Fashion Group, CI.7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA) BALLROOM	
Tuesday Sept. 23 12:30 P.M. Luncheon	PATTULLO-JO COPELAND FASHIONS AT LUNCHEON  Saks Fifth Avenue will present Fall fashions by Jo Copeland of Pattullo at a luncheon for wives of American College of Surgeons. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	WALDORF- ASTORIA STARLIGHT ROOF
Beginning Tuesday Sept. 23 2:30 P.M.	SHOWING OF CRUISE AND HOLIDAY COLLECTION  Varden Petites will present their Cruise and Holiday collection at continuous daily showings. Contact: Elsie Brandt, PE. 6-5460.	VARDEN PETITES	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 23 4:30 P.M. Cocktails	PRESS PREVIEW OF RESORT SWIM SUITS  Press preview of Roxanne Swim Suits for Resort wear. By invitation only. Publicity: Nona James, CH. 4-7658.	ROXANNE ABC SWIMSUITS (6 EAST 32ND STREET)	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
Tuesday Sept. 23 5:00 P.M.	COCKTAIL PARTY FOR THE PRESS  Mme. Elsa Schiaparelli invites the press to a cocktail party, 5:00 P.M.- 8:00 P.M. By invitation only. Publ.: Saul Krieg Associates, PL. 3-1543.	ELSA SCHIAPARELLI	ST. REGIS HOTEL ROOF
Wednesday Sept. 24 10:30 A.M.	PRESS PREVIEW OF FALL AND WINTER FURS  Revillon will present their Fall and Winter fur collection to the press. By invitation only. Contact: Jeanne de Pene, PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON
Wednesday Sept. 24 12:30 P.M. Luncheon	KNIT FASHIONS FOR FALL AT LUNCHEON  Press by invitation. Public by reservation: contact: TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH STREET)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 24 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Presentation of fashions for Fall by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 24 2:30 P.M.	PARIS ORIGINALS AND COPIES Bamberger's presents Paris originals and copies. Open to public. Publicity: John von Arnold, Market 2-1212, Ext. 2312.	BAMBERGER'S (NEWARK)	3RD FLOOR
Wednesday Sept. 24 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW SWIMSUITS Press preview of the 1953 collection of swimsuits by Par-Form. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PAR-FORM, INC. (1407 BROADWAY)	HOTEL PLAZA BAROQUE SUITE
Thursday Sept. 25 11:00 A.M. Apertif & Luncheon	PRESS PREVIEW: SEA NYMPH & de GIVENCHY SWIMSUITS Jordan Mfg. Co. will present a new line of swimsuits, designed by Hubert de Givenchy; also their own Sea Nymph 1953 collection. (Show at 11:30 A.M. followed by luncheon). By invitation. Jordan Publicity: Jack Shor, WI. 7-6700. de Givenchy Publicity: Ruth Hammer Associates, EL. 5-7108.	JORDAN MFG. CO. (1410 BROADWAY)	ST. REGIS HOTEL ROOF
Thursday Sept. 25 12:30 P.M. Luncheon	HARVEY BERIN'S FALL COLLECTION Bonwit Teller will present Harvey Berin's Fall dress collection. Press by invitation. Public by reservation. Bonwit Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 25 12:30 P.M. Luncheon	ANNA MILLER FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present Fall fashions by Anna Miller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks 5th Ave. Publicity: Carolyn Haight, FL. 3-4000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Beginning Thursday Sept. 25 1:15 P.M.	OPENING OF RESORT & HOLIDAY COLLECTION Presentation of Resort and Holiday collection at 1:15 P.M. daily. Contact: Dorothy Lambert at Oleg Cassini, BR. 9-5986.	OLEG CASSINI	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Sept. 25 3:30 P.M. Cocktails	PREVIEW OF SWIMSUITS-- 1953 SEAMOLDS Flexees, Inc. will present their 1953 SeaMolds swimsuit collection. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 25 5:30 P.M.- 7:30 P.M.	SWIM AND SUN FASHIONS FOR 1953 Jantzen will present their 1953 swim and sun fashions to resident buying offices. By invitation. Publicity: Grace Hill, LO. 4-2820.	JANTZEN	EMPIRE STATE BUILDING SHOWROOM - ROOM 5101
Thursday Sept. 25 5:45 P.M.	FASHIONS FROM "CHARM'S" OCTOBER ISSUE "Charm" Magazine's fashions from the October issue will be presented at Bonwit Teller. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Sept. 27 2:30 P.M.	PRESENTATION OF COATS AND SUITS Bamberger's presents a coat and suit fashion show. Open to public. Publicity: John von Arnold, Market 2-1212, Ext. 2312.	BAMBERGER'S (NEWARK)	3RD FLOOR
Sept. 29	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Monday).		
Tuesday Sept. 30 10:30 A.M.	PRESS PREVIEW OF RESORT COLLECTION Resort showing for the press. By invitation. Trade showings thereafter at 2:30 P.M. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	PIERRE BALMAIN	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Sept. 30 12:30 P.M. Luncheon	PRESS PREVIEW OF NOREEN RINSE Mrs. Ellen Baum of Noreen, Inc. invites the beauty press to a preview and modelling of Noreen color rinse at a buffet luncheon. By invitation only. Publicity: Marion MacDonald, EN. 9-7762.	NOREEN, INC. (DENVER, COLO.)	HAMPSHIRE HOUSE PRIVATE SUITE
Tuesday Sept. 30 12:30 P.M. Luncheon	SHOWING OF FASHIONS & DUPLICATE DOLL CLOTHES Showing of fashions by Oleg Cassini, Ceil Chapman, Celeste, Jane Derby, Anne Fogarty, Elfreda-Fox, Philip Hulitar, Claire McCarell, Paul Parnes, Alan Phillips of Lentz, Carolyn Schnurer, Hannah Troy -- with models and dolls dressed alike. For benefit of Spence-Chapin Adoption Service. Press by invitation. Public by reservation; contact: TE. 8-8000. Ideal Toy Contact: Melvin H. Poretz, OR. 5-6100. Pierre Fashion Director and Commentator: Nola Luxford, TE. 8-8000.	IDEAL TOY CO. & LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 30 2:30 P.M.	PRESS PREVIEW: RESORT AND CRUISE COLLECTION Sylvan Rich will present his Martini Designed and Diminutives collection for Resort wear. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Tuesday Sept. 30 4:00 P.M.	PREVIEW OF RESORT COLLECTION Hannah Troy will present a press preview of her Resort fashions. By in- vitation. Publ.: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday October 1 11:00 A.M.	FALL FUR COLLECTION AT PRESS PREVIEW Fall furs will be presented by Bergdorf Goodman at a press preview. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	754 FIFTH AVENUE
Wednesday October 1 12:30 P.M. Luncheon	READY-TO-WEAR FASHIONS AT LUNCHEON Hattie Carnegie's Fall ready-to-wear Blue Room fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Constance Woodworth, PL. 5-2600. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 1 12:30 P.M. Luncheon	GOTHE FASHIONS AT LUNCHEON SHOW David E. Gottlieb will present Gothe daytime and evening fashions. Press by invitation. Public by reservation. Publ.: Gothe--Nona James, CH.4-7658; Bonwit's--Nancy Talbert, EL. 5-6800. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 1	"FASHION--MIRROR OF ONE WORLD" MUSEUM SHOW	MARTIN'S (BROOKLYN)	BROOKLYN MUSEUM EASTERN PARKWAY
12:30 P.M. Luncheon	Fashion show for UNESCO delegates from 19 countries making seminar study of the Museum, dramatizing the work of a Museum in preserving world-wide fashion arts. By invitation only. Publicity: Juli Daves, Martin's, TR. 5-3100, Ext. 355; and Gertrude McAllister, Brooklyn Museum, NE. 8-5005.		
Wednesday October 1	PRESS PREVIEW: RESORT AND CRUISE COLLECTION	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
4:00 P.M. Cocktails	"American Safari"--del Mar's Resort and Cruise collection of dresses, co- ordinates, sun dresses, swimsuits by Jan Little and Will Saunders. ( <u>Note Change of Time.</u> ) Preview for resident buyers and Fifth Ave. stores: Thurs. Oct. 2 at 4:00 P.M. By invitation. Publ.: Ken Williams, PE. 6-7462.		
Wednesday October 1	PRESS PREVIEW OF RESORT COLLECTION	LENTZ DIMINUTIVES	533 SEVENTH AVENUE SHOWROOM
4:00 P.M. Cocktails	Preview of Resort collection, designed by Alan Phillips. By invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		
Thursday October 2	FUR FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
12:30 P.M. Luncheon	Russeks will show Fur fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publ.: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Thursday October 2	SOPHIE ORIGINALS AT LUNCHEON SHOW	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
12:30 P.M. Luncheon	Showing by Saks Fifth Avenue of Sophie's Ready-To-Wear originals for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks 5th Ave. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Friday October 3	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
6:00 P.M.-	"Head-Lines"--hats by Laddie Northridge at first in series of weekly		
7:00 P.M. Cocktails	millinery fashion shows, in cooperation with Millinery Fashion Bureau. For reservations, contact: TE. 8-8000. Millinery Fashion Bureau Publ.: Mary Kelley, LO. 4-7800. Pierre Fashion Director, Nola Luxford, TE. 8-8000.		

OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD

MONDAY, OCTOBER 6

Star-Maid Dresses . . 10:30 A.M. and 2:30 P.M. daily . . . . . 498 7th, PE. 6-0444  
Sport-Craft, Inc. . . 2:30 P.M.; thereafter 10:30 & 2:30 . . . 550 7th, LA. 4-9724

TUESDAY, OCTOBER 7

Adler & Adler . . . 10:30 A.M. daily . . . . . 550 7th, BR. 9-9600  
Kane-Weill. . . . . 10:30 & 2:30, Oct. 7-8 . . . . . 498 7th, LO. 5-3041  
(Thereafter, 10:30 A.M. only)

WEDNESDAY, OCTOBER 8

Davidow. . . . . 10:30 A.M. daily . . . . . 550 7th, PE. 6-6909  
David M. Goodstein. 10:30 & 2:30, Oct. 8-10. . . . . 498 7th, LA. 4-2577  
(Thereafter, 10:30 A.M. only)

THURSDAY, OCTOBER 9

Zoltan Rosenberg Co. 2:30 P.M. daily, by appointment. . . . . 550 7th, LA. 4-6691

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 6 10:30 A.M. And 2:30 P.M.	OPENING OF RESORT AND SPRING COLLECTION Opening of Resort and Spring collection of David Crystal dresses. Haymaker separates and Izod of London shirts; also, Lady Northcool suits. ( <u>David Crystal's resident buyers' preview, Thurs., Oct. 2, at 2:30 P.M.</u> ) Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday October 6 2:30 P.M.	CAPSULE COLLECTION OF MIDSEASON HATS Harryson presents a Capsule collection of Holiday and Midseason millinery. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	HARRYSON	711 FIFTH AVENUE SHOWROOM
Tuesday October 7 12:00 Noon Luncheon	CRUISE COLLECTION AT LUNCHEON Drewyn, Ltd., in cooperation with the Colony of Trinidad and Tobago presents "Lotte's T'n T" cruise collection, inspired by her visit to the islands. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD. (1400 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Tuesday October 7- October 8 12:30 P.M. Luncheon	PRESS SHOWING OF RESORT COLLECTION Resort collection of bathing suits, playclothes, sundresses, introducing the "Sun Body". By invitation only. <u>Informal trade showings beginning Thursday, Oct. 9.</u> Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM - 14TH FLOOR
Tuesday October 7 1:00 P.M. Luncheon	PREVIEW OF CRUISE COLLECTION Janice Milan will present her Cruise fashions. Showing at 1:30 P.M. Contact: Ellie Regan, LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday October 7 2:30 P.M.	OPENING OF RESORT AND SPRING COLLECTION Claire McCardell will present her Resort and Spring collection daily. Contact: Adolph Klein, LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday October 7 3:15 P.M.	PREVIEW: "FUTURES IN FURS" "Futures in Furs" -- advance collection of furs designed for 1953. By invitation. Publicity: Mia Grau, PL. 5-1127.	L. F. GOMERTZ (224 WEST 30TH ST.)	DELMONICO HOTEL CRYSTAL BALLROOM
Tuesday October 7 4:30 P.M. Cocktails	PREVIEW OF LORETTE'S NEW DEVELOPMENTS Deering, Milliken will present Lorette's "Coronation on Ice", showing new developments which will play an important part in Resort and Spring merchandising programs. By invitation only. Contact: LO. 3-5200.	DEERING, MILLIKEN & CO.	HOTEL ASTOR ROOF
Tuesday October 7 10:00 P.M.	WINTER AND HOLIDAY MILLINERY FASHION SHOW First Winter and Holiday millinery fashion show. Contact: Millinery Stabilization Commission, LO. 4-7800.	MILLINERY STAB. COMM. MILLINERY FASHION BUR.	HOTEL ASTOR BALLROOM
Wednesday October 8- October 10 8:30 A.M. Breakfast	PREVIEW OF RESORT & SPRING COLLECTION Breakfast previews of Carolyn Schnurer's Resort and Spring collection. By invitation only. Daily box luncheons, for the trade, beginning Friday, October 10, at 12:00 Noon. Contact: Jose Lorenz, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 8 9:15 A.M. Breakfast	PREVIEW OF CRUISE FASHIONS	MARGARET NEWMAN	HOTEL PIERRE COTILLION ROOM
	The Cruise line of Margaret Newman Originals will be shown to press and buyers at a breakfast. By invitation. Contact: Sue Gardner, TR. 7-4952.		
Wednesday October 8 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE BALLROOM
	Presentation of Fall fashions at a luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Else Fritz Contact: PL. 8-0111. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday October 8 2:30 P.M.	PREVIEW: RESORT-SPRING COLLECTION BY BRIGANCE	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Sportsmaker will present a special press preview of bathing suits, beachwear, playclothes and separates for Resort wear, and dresses for both Resort and Spring, designed by Brigance. By invitation. <u>Trade showings daily thereafter at 2:30 P.M.</u> Contact: Irving Lein, LO. 3-1534.		
Wednesday October 8 4:30 P.M. Cocktails	PRESS PREVIEW OF SPRING FASHIONS	THE McMULLEN CO.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR
	Press preview of Resort and Spring fashions, designed by Dorothy Cox. By invitation. <u>Trade showings, Oct. 9-17, at 10:30 A.M. &amp; 2:30 P.M.; thereafter, 2:30 P.M. only.</u> Publ.: Mary Lewis, MU. 3-9560.		
Beginning Wednesday October 8	OPENING OF CRUISE AND SPRING COLLECTION	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM - 29TH FLOOR
	Jerry Greenwald presents the Cruise and Spring collection for juniors, designed by Ruth Woelfel. Contact: Miss Kitty, LO. 5-4850.		
Thursday October 9- October 10 9:00 A.M.	PREVIEW: EARLY SPRING & CRUISE COORDINATES	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Nelly de Grab presents "Dots & Flashes", early Spring and Cruise coordinates. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Thursday October 9 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	The Fashion Group will have their Home Furnishings Luncheon Meeting with an exhibit and fashion show. Chairman: (pro tem): Fredrika Fox, House Beautiful Magazine. Price: \$4.75 for members; \$5.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.		
Thursday October 9 12:30 P.M. Luncheon	CHRISTIAN DIOR -- N.Y. FALL FASHION SHOW	SAKS FIFTH AVENUE	HOTEL PLAZA BALLROOM
	Christian Dior -- New York fashions for Fall will be presented by Saks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.		
Thursday October 9 12:30 P.M. Luncheon	ADELE SIMPSON FALL COLLECTION	BONWIT TELLER	WALDORF-ASTORIA EMPIRE & SERT ROOMS
	Bonwit Teller will present fashions by Adele Simpson during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publ.: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</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: David S. Hillman, Inc., 9130 Sunset Blvd., Los Angeles 46, Calif.	CATALINA	PLACE TO BE ANNOUNCED
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, FL. 3-7072. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BENDER & HAMBURGER (498 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
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. <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>San Francisco</u> --Shreve & 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 pattern. Press by invitation. Public by reservation; contact: TE. 8-8000. Reed & Barton Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	REED & BARTON; & LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Tuesday October 21 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING Exhibit of Spring and Summer 1953 fabrics. Chairman: Susan Eastman, Glamour Magazine. Price and more details later. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday October 22 12:30 P.M. Luncheon	GOTHÉ FASHIONS AT LUNCHEON SHOW Jay Thorpe will show Gothé afternoon and evening fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gothé Publicity: Nona James, CH. 4-7658. Jay Thorpe Publicity: Minnie Fite, JU. 6-1000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JAY THORPE	WALDORF-ASTORIA EMPIRE ROOM
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.: Doris Richon, MU. 8-2000. Pierre Fashion Director-Commentator: 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 BALIROOM
Wednesday Oct. 29 12:30 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON Best & Co. will present Fall fashions by Mollie Parnis during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Mollie Parnis Publ.: Eleanor Lambert, MU. 8-2130. Best & Co. Publ.: Madlyn Grimes, PL. 9-2000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BEST & CO.	HOTEL PIERRE COTILLION ROOM

Beginning Monday Nov. 3	SPRING OPENINGS OF FOGA LINES Individual dates will be announced later. Members include:	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	LARRY L. ALDRICH CO. INC.	GRABOIS	BEN REIG, INC.
	HANSEN BANG, INC.	FRED GREENBERG DRESS	RUDOLF GOWNS
	BEN BARRACK, INC.	JOSEPH HALPERT, INC.	MARTIN SIMON, INC.
	CAPRI FROCKS, INC.	HORWITZ & DUBERMAN	HERBERT SONDEHIM, INC.
	DEITSCH, WERSBA & COPPOLA	INTERNATIONAL DRESS	FRANK STARR, INC.
	ELFREDA-FOX, INC.	JUNIOR LEAGUE FROCKS	SUZANNE-AUGUSTINE, INC.
	ED GERRICK, INC.	NAT KAPLAN, INC.	TALMACK, INC.
	A. GOODMAN & CO., INC.	DAVID LEVINE CO.	HANNAH TROY, INC.
		PAUL PARNIS CORP.	
	Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.		