

File Copy
9-15-52

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
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
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	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 15, 1952</u>			
Monday Sept. 15 11:00 A.M. Breakfast	IRENE OF HOLLYWOOD FALL COLLECTION Irene of Hollywood's Fall collection will be shown to the press by Jay Thorpe. By invitation only. Showing to customers at 2:30 P.M. Publicity: Minnie Fite, JU. 6-1000.	JAY THORPE	3RD FLOOR
Monday Sept. 15- Sept. 16 11:00 A.M. Breakfast	FALL MILLINERY FESTIVAL A & S will present millinery imports and copies. Also, millinery designer fashions. Special guest: G. Howard Hodge. By invitation. Informal showings daily from 12:00 Noon to 4:00 P.M. Contact: Frances Bemis, Feature Events, TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR
Monday Sept. 15 12:00 Noon Luncheon	FASHION SHOW AT RACE TRACE OPENING Bonwit Teller will present fashions by Larry Aldrich, Harvey Berin, Christian Dior, Traina Norell, Ben Reig, Nettie Rosenstein at the opening day of Belmont Race Track's Fall Season. (Cars will leave Bonwit Teller at 9:30 A.M. for press who plan to photograph at race track). Press by invitation. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Belmont Publicity: Jeanne Fair, News Contacts, RE. 4-1450.	BONWIT TELLER & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L.I.
Monday Sept. 15 12:30 P.M. Luncheon	SHOWING OF FALL COATS AND SUITS Saks Fifth Avenue will present a preview of Fall coats and suits by Carmel, Ben Gershel, Mangone, Monte Sano and Pruzan, and Ben Zuckerman during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ.: Saks Fifth Avenue--Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Beginning Monday Sept. 15 3:00 P.M.	SHOWING OF DRESSES, COATS AND SUITS Helen de Huene will present trade showings of her dresses, coats and suits from 3:00 P.M. to 6:00 P.M. daily. Contact: EL. 5-1337.	HELEN DE HUENE	21 EAST 57TH STREET
Tuesday Sept. 16 9:00 A.M. Coffee	FALL FASHION SHOW FOR PRESS Bloomingdale's will present a collection of Fall coats, suits and dresses. By invitation only. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	SPECIALTY SHOP GREEN ROOM - 3RD FL.
Tuesday Sept. 16 11:00 A.M.	PRESS PREVIEW: READY- TO-WEAR ORIGINALS Bergdorf Goodman will present Bernard Newman's Ready-To-Wear Originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 16 12:30 P.M. Luncheon	AMERICAN FASHION CRITICS' AWARD Tenth Annual American Fashion Critics' Award, sponsored by Coty, Inc., with a fashion show following the presentation of awards. Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Sept. 16 12:30 P.M. Luncheon	PREVIEW OF FALL AND WINTER MILLINERY Jack McConnell will present his Fall and Winter millinery collection. Press by invitation. Public by reservation; contact: Headwaiter, MU. 8-7550. Contact: Evelyn Wade, PL. 9-1310.	JACK McCONNELL (36 WEST 57TH STREET)	400 RESTAURANT 400 EAST 57TH STREET
Tuesday Sept. 16 12:30 P.M. and 3:00 P.M.	PREVIEW OF McKETTRICK FASHIONS Kresge-Newark presents McKettrick fashions for city and suburban living. Commentator: Sheila Hawkins of McKettrick. McKettrick Publicity: Janet McQuade, PE. 6-6525. Kresge-Newark Publicity: Jeannette Smith, Mitchell 2-8000, Ext. 202.	KRESGE-NEWARK	3RD FLOOR BUDGET DRESSES
Tuesday Sept. 16 1:15 P.M.	OPENING OF HOLIDAY AND RESORT COLLECTION Rudolf Gowns will show their Holiday and Resort collection at 1:15 P.M. daily. Contact: Robert Macrae, WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FL.
Tuesday Sept. 16 4:00 P.M.	PREVIEW: CRUISE, RESORT AND HOLIDAY FASHIONS Harmay will present a press preview of their Cruise, Resort and Holiday fashions. By invitation only. Daily showings thereafter at 4:00 P.M.; contact: Mr. Macy, PE. 6-5547. Publicity: Pauline Greene, MU. 5-3164.	HARMAY, INC.	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
Wednesday Sept. 17 9:30 A.M. Breakfast	PREVIEW: KNIT FASHIONS BY BONNIE CASHIN Special collection, designed by Bonnie Cashin. Daily trade showings at 1407 B'way, 12:00 Noon, luncheons. Publ.: Donna Cannon, PL. 3-7072.	JOSEPH GUTTMAN (1407 BROADWAY)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday Sept. 17 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL FASHIONS Showing at 10:00 A.M. By invitation only. Public show Thurs., Sept. 18, at 6:00 P.M., on 2nd Fl. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM-LOESER'S, INC.	8TH FLOOR EXECUTIVE OFFICES
Wednesday Sept. 17 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS Gimbels will present a collection of their imports and copies. By invitation only. (This show will be repeated at the Hotel Plaza on Monday, Sept. 22 at 1:00 P.M. luncheon - See Page 4). Publicity: Alan Koehler, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Wednesday Sept. 17 11:00 A.M.	PREVIEW: FALL & WINTER SHOE COLLECTION Presentation of the Delman Fall and Winter Shoe collection to the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN	754 FIFTH AVENUE DELMAN SALON
Wednesday Sept. 17 12:00 Noon Luncheon	PREVIEW: CUSTOM-ORDER AND READY-TO-WEAR Fall and Winter custom-order and ready-to-wear. Show at 2:30 P.M. By invitation. Contact: EL. 5-8729.	SYDELL	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 17 12:30 P.M. Luncheon	FASHION SHOW FOR 127TH ANNIVERSARY "Keeping Young With Fashion"--Arnold Constable will present Fall and Winter fashions at a luncheon show in celebration of their 127th anniversary. Press by invitation. Public by reservation; contact: TE.8-8000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 17 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter furs. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: PL. 9-5913. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 17 1:00 P.M. Luncheon	DUET COLLECTION OF CONTINENTAL FASHIONS Macy's will present their Duet Collection of Continental originals and Macy's counterparts at luncheon. Press by invitation. Public by reservation; contact: Mr. Vedula, EL. 5-2800. (Customer showings, by ticket only, Monday, Sept. 22 and Tuesday, Sept. 23 at 2:15 P.M., in Macy's New Little Shop, 2nd Floor) Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Sherry-Netherland Publicity: Alexandre Tarsaidze, EL. 5-2800.	MACY'S	SHERRY-NETHERLAND CARNAVAL & CHANTECLAIR
Sept. 17 2:30 P.M.	"JUNIOR HAVEN" FASHIONS Publicity: John von Arnold, MA. 2-1212, Ext. 2312.	BAMBERGER'S (NEWARK)	3RD FLOOR
Wednesday Sept. 17 4:30 P.M. Cocktails	PRESS PREVIEW OF NEW DRENE SHAMPOO Procter and Gamble will present an entirely new Drene shampoo. By invitation. Contact: Pauline Bowie, Edward L. Bernays, TE. 8-5000.	PROCTER & GAMBLE CO.	STORK CLUB 2ND FLOOR
Wednesday Sept. 17 5:00 P.M.	PRESS PREVIEW: HOLIDAY AND RESORT SEPARATES Showing of separates. By invitation. Contact: Louise G. Fried, RH.4-0300.	JANE ENGEL, INC.	50 EAST 79TH STREET
Thursday Sept. 18 9:00 A.M. Breakfast	PREVIEW: PARIS AND ITALIAN IMPORTS Ohrbach's will present their Paris and Italian import fashions. By invitation. Showing at 9:30 A.M. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	2ND FLOOR OVAL ROOM
Thursday Sept. 18 9:15 A.M. Breakfast	PREVIEW OF FASHIONS FROM "NUMBER KNITTING" Fashions from new book "Number Knitting" by Virginia Woods Bellamy. By invitation. Publicity: Lind-Gilbert Associates, PL. 3-4786.	CROWN PUBLISHERS, INC.	COUNTRY SHOP REST. 1290 SIXTH AVENUE
Thursday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON - 3RD FLOOR
Thursday Sept. 18 12:30 P.M. Luncheon	MOLLIE PARNIS' FALL COLLECTION Bonwit Teller will present Mollie Parnis' Fall collection. Press by invitation. Public by reservation. Contact: Headwaiter, EL. 5-3000. Bonwit Teller Contact: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 18 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON Luncheon show by De Pinna of Pierre Balmain's Fall fashions. Press by invitation. Public by reservation; contact: TE. 8-8000. De Pinna Commentator and Coordinator: Solita Arbib, MU. 8-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 18 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Fall fashions by Stein & Blaine during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publ. and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC. (13 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 18 3:00 P.M.	PRESS PREVIEW OF CUSTOM-MADE GOWNS Press showing of custom-made fashions. By invitation. Contact: PL. 3-5049.	MORT MOGEL	23 EAST 67TH STREET SALON - 2ND FLOOR
Thursday Sept. 18 5:45 P.M.	SHOWING OF FASHIONS FROM "GLAMOUR" MAGAZINE Presentation of fashions from "Glamour" Magazine's September issue. Press invited. Open to public. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Friday Sept. 19 10:00 A.M. Breakfast	RESORT COLLECTION DESIGNED "BY BRANELL" Press showing of a collection for North and South, designed "by Branell". By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FL.
Friday Sept. 19 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON Ready-to-wear and custom-made fashions for Fall and Winter will be shown at a special convention luncheon. By invitation only. Publicity: Winifred Keay, RE. 4-6436.	MME. ARANKA GYORKY (15 EAST 54TH STREET)	HOTEL PIERRE BALLROOM
Sept. 20-21	ROSH HASHONAH -- FIRST TWO DAYS OF JEWISH NEW YEAR (Saturday and Sunday).		
Monday Sept. 22 10:30 A.M.	PREVIEW FOR PRESS OF RESORT COLLECTION By invitation. Trade showings at 1:00 P.M. daily, beginning Tuesday, Sept. 23. Publ.: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	ELFREDA-FOX	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 22 3:00 P.M.	PREVIEW: CUSTOM-ORDER FALL COLLECTION	CARRIE MUNN	640 MADISON AVENUE SALON
	Press showing of Carrie Munn's collection of custom-order fashions for Fall and Winter. By invitation only. Publ.: Eleanor Lambert, MU.8-2130.		
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).		
Sept. 22- Sept. 28	SEVENTH ANNUAL NATIONAL SWEATER WEEK SPONSORED BY THE NATIONAL KNITTED OUTERWEAR ASS'N. Contact: Arthur Tarshis, TR. 3-7128.		
Tuesday Sept. 23 9:30 A.M. Breakfast	OPENING OF 1953 SWIMSUIT COLLECTION	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	Jantzen will present their collection of 1953 swimsuits and sunclothes for women, men and children. By invitation. Publ.: Grace Hill, LO.4-2820.		
Tuesday Sept. 23 10:30 A.M.; 2:30 P.M.	PREVIEW OF RESORT AND HOLIDAY COLLECTION	DAVID LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	David Levine will present the Resort and Holiday dress collection. By appointment. Contact: Miss Fritzi, LA. 4-0237.		
Tuesday Sept. 23 11:00 A.M.	PREVIEW OF HOLIDAY AND RESORT COLLECTION	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Press preview of Benham Originals -- Holiday and Resort collection. By invitation only. Daily trade showings, beginning Sept. 24, at 2:30 P.M. Publicity: Donna Cannon, PL. 3-7072.		
Tuesday Sept. 23 12:15 P.M. Luncheon	FRENCH IMPORTS AT LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	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; \$7.50 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Tuesday Sept. 23 12:30 P.M. Luncheon	PATTULLO-JO COPELAND FASHIONS AT LUNCHEON	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
	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.		
Beginning Tuesday Sept. 23 2:30 P.M.	SHOWING OF CRUISE AND HOLIDAY COLLECTION	VARDEN PETITES	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Varden Petites will present their Cruise and Holiday collection at continuous daily showings. Contact: Elsie Brandt, PE. 6-5460.		
Tuesday Sept. 23 4:30 P.M. Cocktails	PRESS PREVIEW OF RESORT SWIM SUITS	ROXANNE ABC SWIMSUITS (6 EAST 32ND STREET)	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
	Press preview of Roxanne Swim Suits for Resort wear. By invitation only. Publicity: Nona James, CH. 4-7658.		
Wednesday Sept. 24 10:30 A.M.	PRESS PREVIEW OF FALL AND WINTER FURS	REVILLON FRERES	11 WEST 57TH STREET SALON
	Revillon will present their Fall and Winter fur collection to the press. By invitation only. Contact: Jeanne de Pene, PL. 9-5504.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 24 12:30 P.M. Luncheon	KNIT FASHIONS FOR FALL AT LUNCHEON Showing of morning, afternoon and evening handknits for Fall by Mimi Pearce during luncheon. Press by invitation. Public by reservation: contact: TE. 8-8000. Mimi Pearce contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH STREET)	HOTEL PIERRE COTILLION ROOM
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 Parform's press preview of new swimsuits for 1953. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PARFORM, INC. (1407 BROADWAY)	HOTEL PLAZA BAROQUE SUITE
Thursday Sept. 25 11:00 A.M. Aperitif & Luncheon	PRESS PREVIEWS: SEA NYMPH JORDAN MFG. CO. & de GIVENCHY SWIMSUITS (1410 BROADWAY) 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 Publ.: Jack Shor, WI. 7-6700. de Givenchy Publ.: 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 Publ.: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 25 12:30 P.M. Luncheon	ANNA MILLER FASHIONS SAKS FIFTH AVENUE 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, PL. 3-4000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 25 3:30 P.M. Cocktails	PREVIEW OF SWIMSUITS-- FLEXEES, INC. 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.	JANTZEN 1953 SWIM AND SUN FASHIONS Jantzen will present their 1953 swim and sun fashions to resident buying offices. By invitation. Publicity: Grace Hill, LO. 4-2820.	JANTZEN	EMPIRE STATE BLDG. SHOWROOM-ROOM 5101
Thursday Sept. 25 5:45 P.M.	FASHIONS FROM "CHARM'S" OCTOBER ISSUE "Charm" Magazine's fashions from the October issue. Open to public. 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 Publicity: John von Arnold, MA. 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. Publ.: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	PIERRE BALMAIN	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
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 McCardell, 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 invitation. 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	3RD FLOOR
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 Gothé daytime and evening fashions. Press by invitation. Public by reservation. Publ.: Gothé: Nona James, CH. 4-7658. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday October 1 3:30 P.M. Cocktails	PRESS PREVIEW: RESORT AND CRUISE COLLECTION "American Safari"--del Mar's Resort and Cruise collection of dresses, coordinates, sun dresses, swimsuits by Jan Little and Will Saunders. Preview for resident buyers and Fifth Ave. stores: Thurs. Oct. 2, at 3:00 P.M. By invitation. Publ.: Ken Williams, PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 1 4:00 P.M. Cocktails	PRESS PREVIEW OF RESORT COLLECTION Preview of Resort collection, designed by Alan Phillips. By invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	LENTZ DIMINUTIVES	533 SEVENTH AVENUE SHOWROOM
Thursday October 2 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Russeks will show Fall fashions. 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.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Thursday October 2 12:30 P.M. Luncheon	SOPHIE ORIGINALS AT LUNCHEON SHOW 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. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Friday October 3 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--first in the series of weekly hat fashion shows, in cooperation with Millinery Fashion Bureau. (Exhibitors will be listed next week). For reservations, contact: TE. 8-8000. Millinery Fashion Bureau Publ.: Mary Kelley, LO. 4-7800. Pierre Fashion Director: Nola Luxford, TE.8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
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
Beginning Monday October 6	OPENING OF SPRING SPORTSWEAR LINES Opening of Resort and Spring sportswear collections. Members include: ADLER & ADLER, INC. KANE WEILL DAVIDOW MUTUAL ROSENBLUM CO. DAVID M. GOODSTEIN, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES, INC.
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
Beginning Tuesday October 7 2:30 P.M.	OPENING OF RESORT AND SPRING COLLECTION Claire McCardell will present her Resort and Spring collection at 2:30 P.M. daily. Contact: Adolph Klein, LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday October 7 10:00 P.M.	WINTER AND HOLIDAY MILLINERY FASHION SHOW First Winter and Holiday millinery fashion show, followed by supper and dance. By invitation only. Publicity: Mary Kelley, LO. 4-7800. Contact: Millinery Stabilization Commission, LO. 4-7800.	MILLINERY STAB. COMM. MILLINERY FASHION BUR.	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Wednesday October 8 9:15 A.M. Breakfast	PREVIEW OF CRUISE FASHIONS 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.	MARGARET NEWMAN	HOTEL PIERRE COTILLION ROOM
Wednesday October 8 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Presentation of Fall fashions at a benefit 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.	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE BALLROOM
Wednesday October 8 2:30 P.M.	PREVIEW: RESORT-SPRING COLLECTION BY BRIGANCE 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.	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday October 8 4:30 P.M. Cocktails	PRESS PREVIEW OF SPRING FASHIONS Press preview of Resort and Spring fashions, designed by Dorothy Cox. By invitation. <u>Trade showings, Oct. 9-17, at 10:30 A.M. & 2:30 P.M.; thereafter, 2:30 P.M. only.</u> Publ.: Mary Lewis, MU. 3-9560.	THE McMULLEN CO.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR
Beginning Wednesday October 8	OPENING OF CRUISE AND SPRING COLLECTION Jerry Greenwald presents their Cruise and Spring collection for juniors, designed by Ruth Woelfel. Contact: Miss Kitty, LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Thursday October 9 12:30 P.M. Luncheon	CHRISTIAN DIOR -- N.Y. FALL FASHION SHOW 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.	SAKS FIFTH AVENUE	HOTEL PLAZA BALLROOM
Thursday October 9 12:30 P.M. Luncheon	ADELE SIMPSON FALL COLLECTION 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.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE & SERT ROOMS
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 will be presented at a luncheon for the fashion press. Exhibitors from twelve leading cities will show their newest diamond jewelry. Coiffures and Make-Up: Helena Rubenstein. By invitation. 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 "At Home In America" -- presentation of Reed & Barton's Silver Wheat 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	FALL AND WINTER COTTONS AT LUNCHEON Herbert Meyer will present Fall and Winter cottons at luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Herbert Meyer Publicity: Louise Huston, LO. 5-2866. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	HERBERT MEYER, INC. (1441 BROADWAY)	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
Beginning Monday November 3	SPRINGS 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, INC. TALMACK, INC. HANNAH TROY, INC.
	Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.		