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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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february

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march

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november

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december

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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 3, 1952</u>			
Friday October 3 2:00 P.M.	FASHION SHOW ABOARD U.S.N.S. GEIGER	MME. ELSA SCHIAPARELLI	N.Y. PORT OF EMBARKATION
Rear Admiral John M. Will, U.S. Navy, and Elsa Schiaparelli invites the press to the 3rd Birthday Celebration of the Military Sea Transportation Service, aboard the new Navy Transport U.S.N.S. Geiger. Showing of Fall fashions and accessories by Schiaparelli. Decor of ship--Raymond Loewy. Press will depart from 45th St. side of Hotel Astor at 1:00 P.M. By invitation only. Publicity: Saul Krieg Associates, PL. 3-1545.			
Friday October 3 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
"Head-Lines"--informal presentation of hats, in cooperation with the Millinery Fashion Bureau, will be shown during cocktail hour. <u>October 3:</u> Laddie Northridge. <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-Commentator: Nola Luxford, TE. 8-8000.			
<u>WEEK BEGINNING MONDAY, OCTOBER 6, 1952</u>			
Monday October 6 10:30 A.M. And 2:30 P.M.	OPENING OF RESORT AND SPRING COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWRCOM - 23RD FLOOR
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>) (<u>Haymaker Separates' resident buyers' preview, Fri., Oct. 3 at 12:00 Noon.</u>)			
Publicity: Terry Mayer, BR. 9-6560.			
Beginning Monday October 6- October 10 12:00 Noon	SHOWING OF RESORT AND SPRING SEPARATES	BEACON HILL	108 WEST 39TH STREET SHOWROOM - 6TH FLOOR
Beacon Hill and Coral, Inc. present "Separates in Every Port", traveled by Stanley Wyllins. Daily luncheons, 12:00 Noon. By appointment only. Contact: Irving Garber, CH. 4-5722.			
Beginning Monday October 6 12:00 Noon	OPENING OF RESORT AND SPRING COLLECTIONS	NANTUCKET NATURALS (STYLE TRADES)	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Nantucket Naturals will present their Resort and Spring collection at 12:00 Noon. Contact: George Rappaport, WI. 7-1061.			
Monday October 6 2:30 P.M.	CAPSULE COLLECTION OF MIDSEASON HATS	HARRYSON	711 FIFTH AVENUE SHOWROOM - 5TH FLOR
Harryson presents a Capsule collection of Holiday and Midseason millinery. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<i>Rept of And Spring</i> OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD			
<u>MONDAY, OCTOBER 6</u>			
Oct 5	Star-Maid Dresses 10:30 A.M. and 2:30 P.M. daily	498 7th, PE. 6-0444	
Oct 6	Sport-Craft, Inc. . . . 2:30 P.M.; thereafter 10:30 & 2:30	550 7th, LA. 4-9724	
<u>TUESDAY, OCTOBER 7</u>			
Oct 6	Adler & Adler 10:30 A.M. daily	550 7th, BR. 9-9600	
Oct 6	Kane-Weill 10:30 & 2:30, Oct. 7-8	Oct 6 498 7th, LO. 5-3041	
	<i>Also, Nan Warkay (Thereafter, 10:30 A.M. only)</i>		
<u>WEDNESDAY, OCTOBER 8</u>			
Wed	Davidow 10:30 A.M. daily	550 7th, PE. 6-6909	
Oct 7	David M. Goodstein. 10:30 & 2:30, Oct. 8-10. 7-9	498 7th, LA. 4-2577	
	<i>(Thereafter, 10:30 A.M. only)</i>		
<u>THURSDAY, OCTOBER 9</u>			
Oct 8	Zoltan Rosenberg Co.. 2:30 P.M. daily, by appointment	550 7th, LA. 4-6691	

Beginning Monday	TWELFTH FASHION TRAINING COURSE	THE FASHION GROUP, INC. CARL FISCHER HALL (9 ROCKEFELLER PLAZA) 165 WEST 57TH STREET
October 6 7:30 P.M.- 9:30 P.M.	First session: Subject--"Fashion Markets"--Operation by type, price and taste levels; local, regional. Chairman: Helen Faith Keane. Fee for series: \$15.00. Contact: The Fashion Group, CI. 7-3940.	
October 6-	NATIONAL GLASSWARE JUBILEE BY GLASSWARE INSTITUTE OF AMERICA.	
October 11	Publicity: Ferd Browning at Steve Hannagan Associates, PL. 5-2900.	
October 6-	1952 NATIONAL HARDWARE SHOW AT GRAND CENTRAL PALACE.	
October 10	For trade, by invitation only. Contact: Charles Snitow, MU. 2-4802.	
Tuesday October 7 9:00 A.M. Breakfast	BREAKFAST MEETING FOR MMEA MEMBERS	MILLINERY MERCHANDISING HOTEL ASTOR EXECUTIVES' ASSOCIATION Special mid-season meeting for members of Millinery Merchandising Executives' Association. Contact: Ruth Weintraub, PL. 3-2116.
Tuesday October 7 12:00 Noon Luncheon	CRUISE COLLECTION AT LUNCHEON	DREWYN, LTD. (1400 BROADWAY) HOTEL PIERRE COTILLION ROOM Drewyn, Ltd., in cooperation with the Colony of Trinidad and Tobago, presents "Lotte's T.N.T." cruise collection, inspired by her visit to these islands. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.
Tuesday October 7-8 12:30 P.M. Luncheon	PRESS SHOWING OF RESORT COLLECTION	FRANCES SIDER, INC. 1407 BROADWAY SHOWROOM - 14TH FLOOR Resort collection of bathing suits, playclothes, sundresses, introducing the "Sun Body". By invitation only. <u>Informal trade showing beginning Thursday, Oct. 9.</u> Contact: Julie Isles, LO. 4-3323.
Beginning Tuesday October 7 1:00 P.M.	PREVIEW OF CRUISE COLLECTION	JANICE MILAN 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR Janice Milan will present her Cruise fashions. Luncheon at 1:00 P.M. daily, with showings at 1:30 P.M. Contact: Ellie Regan, LO. 4-7940.
Tuesday October 7 2:00 P.M.	PRESS PREVIEW OF RESORT COLLECTION	PIERRE BALMAIN 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR Press showing of Pierre Balmain's New York collection. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tues Oct 6 23rd			
Beginning Tuesday October 7 2:30 P.M.	OPENING OF RESORT AND SPRING COLLECTION Claire McCarell 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 3:00 P.M.-	PREVIEW OF NEW LAMP COLLECTION Introduction of new collection of lamps to press, buyers and decorators.	THE HEIFETZ CO.	16 EAST 53RD STREET SHOWROOM
7:00 P.M.	By invitation. Publicity: Hilda Kassell, PL. 9-2917.		
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. GOMPERTZ (224 WEST 30TH ST.)	DELMONICO HOTEL CRYSTAL BALLROOM
Thursday October 7 3:30 P.M.	PREVIEW OF RESORT & SPRING COLLECTIONS Heatherlane, Inc. will present their first collection for Resort and Spring, at a combined showing with Bedford Dress Co. Both designed by Melba Hobson. By invitation. Publicity: Angela Carioli, WI. 7-5285.	HEATHERLANE, INC.; BEDFORD DRESS CO.	1385 BROADWAY SHOWROOM - 2ND FLOOR
Tuesday October 7 4:00 P.M.	PREVIEW OF RESORT FASHIONS Showing of Resort fashions by Serbin. Cocktails at 5:30 P.M. By invitation only. Contact: Muriel Ryan, BR. 9-9567.	SERBIN, INC.	1384 BROADWAY SHOWROOM
Tuesday October 7 4:30 P.M.	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 4:30 P.M.	PREVIEW OF FRENCH MILLINERY IMPORTS "Quickie" preview for press and buyers of French hats personally selected by G. Howard Hodge. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	G. HOWARD HODGE	1 WEST 39TH STREET * SALON - 4TH FLOOR
Beginning Tuesday October 7	OPENING OF HOLIDAY AND RESORT COLLECTION Maria Krum will present her Resort and Holiday collection at continuous daily showings. For appointment, contact: Fannie Ettinger, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Beginning Tuesday October 7 7:00 P.M.	SIXTH SURVEY COURSE IN PUBLICITY TECHNIQUES Eleven session survey course every Tuesday from 7:00 P.M. to 9:00 P.M. in the fundamentals of publicity technique. Fee: \$15.00. Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH STREET
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 Press by invitation. Public by reservation; contact: TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ, INC. (36 CENTRAL PARK SO.)	HOTEL PIERRE BALLROOM
Wednesday October 8 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW De Pinna will present designer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Solita Arbib, MU. 8-2000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 8 2:30 P.M.	PREVIEW: RESORT-SPRING COLLECTION BY BRIGANCE Sportsmaker will present a special press preview of bathing suits, beach- wear, playclothes and separates for Resort wear, and dresses for both Resort and Spring, designed by Brigance. By invitation. <u>Trade showings</u> <u>daily thereafter at 2:30 P.M.</u> Contact: Irving Lein, LO. 3-1534.	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Wednesday Oct. 8-17 2:30 P.M.	CEIL CHAPMAN'S HOLIDAY AND RESORT COLLECTION Trade showings of Ceil Chapman's Holiday and Resort collection. (<u>Note</u> <u>change of date</u>). Publicity: Alto Schifrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM-2ND 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.</u> ; <u>thereafter, 2:30 P.M. only.</u> Contact: MU. 3-9560.	THE McMULLEN CO.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR
Wednesday October 8 6:00 P.M.	CAREER GIRL FASHION SHOW Milgrim will present the second 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
Beginning Wednesday October 8	OPENING OF CRUISE AND SPRING COLLECTION Jerry Greenwald presents the Cruise and Spring collection for juniors, designed by Ruth Woelfel. Contact: Miss Kitty, LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Beginning Wednesday October 8- October 31	DISPLAY OF SPRING AND SUMMER FABRICS "Seventeen" Magazine previews advance Spring and Summer fabrics to be featured with Simplicity Patterns in the January "It's All Yours" issue. By appointment. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 9-	PREVIEW: EARLY SPRING & CRUISE COORDINATES	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
October 10 9:00 A.M.	Nelly de Grab presents "Dots & Flashes", early Spring and Cruise coordinates at breakfast. By invitation only. Publ.: Sidney Dee Bloeme, JU.6-4490.		
Thursday October 9 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING "From Where We Sit"--The Fashion Group will have their Home Furnishings Luncheon Meeting with an exhibit and fashion show. Commentator: Miriam Lippincott, fashion consultant, Carson Pirie Scott. Speaker: Alfred Auerbach of Auerbach Associates. Display by Tom Lee. Chairman:(pro tem): Frederika Fox, "House Beautiful" Magazine. 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	
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 Director: 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 Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WAIDORF-ASTORIA EMPIRE & SERT ROOMS
Thursday October 9 4:30 P.M. Cocktails	PREMIERE SHOWING: ANCIENT AND RECREATED JEWELRY Coro will present an ancient concept in jewelry, recreated for the present; and a showing of gifts of Ptolemy to his Queen Arsinao, 200 B.C. Special guest: Archeologist Dr. Paul Ilton, discoverer of these jewels. By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO, INC.	HOTEL PLAZA WHITE & GOLD SUITE
Thursday October 9 6:00 P.M. Box Dinner	CAREER GIRL FASHION SHOW Showing of Milgrim's Career Girl fashions. By invitation. Publicity: Nadine Bertin, CI. 7-7200.	MILGRIM	3RD FLOOR
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
October 12	COLUMBUS DAY (Sunday) Banks and post office closed on Monday, Oct. 13.		
October 12- October 17	NEWSPAPER FOOD EDITORS' CONFERENCE AT THE WALDORF-ASTORIA. Contact: Agnes M. Beck, Suite 1021, 360 N. Michigan Ave., Chicago.		-5-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Monday October 13- October 18	EIGHTEENTH ANNUAL ANTIQUES FAIR 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.	N. Y. ANTIQUES FAIR	71ST REGT. ARMORY PARK AVE. & 34TH ST.
October 13	NATIONAL POSTURE WEEK (October 13 - 18). Contact: CH. 4-5798.		
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" to be held 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
Wednesday 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>
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>Linz Bros.</u> <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	WAUDORF-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 Publ.: 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 of Date</u>). By invitation. Publ.: 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 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 Publ.: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WAUDORF-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
October 19	UNITED NATIONS WEEK (Oct. 19 - Oct. 25.)		-7-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 21 12:15 P.M.	FABRICS DIVISION LUNCHEON MEETING Exhibit of Spring and Summer 1953 fabrics. Chairman: Susan Eastman, Luncheon "Glamour" Magazine. More details later. Contact: Fashion Group, CI.7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday October 22 12:30 P.M.	GOTHÉ FASHIONS AT LUNCHEON SHOW Jay Thorpe will show Gothé afternoon and evening fashions during luncheon.	JAY THORPE	WALDORF-ASTORIA EMPIRE ROOM
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.		
Wednesday October 22 12:30 P.M.	LUNCHEON SHOWING OF DAVE BELLSEY SUITS De Pinna will present Bellciano and Bellciette coats and suits during	DE PINNA	HOTEL PIERRE COTILLION ROOM
Luncheon	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.		
Wednesday October 22 12:30 P.M.	VARDEN PETITES AT BENEFIT LUNCHEON Showing of Varden's Fall fashions at a benefit luncheon show. By invitation	B. ALTMAN & CO.	HOTEL PIERRE BALLROOM
Luncheon	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.		
Thursday October 23 12:30 P.M.	FUR FASHIONS AT LUNCHEON SHOW Fur fashions by Aronowicz will be presented during luncheon. Press by	ARONOWICZ FURS (19 WEST 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Luncheon	invitation. Public by reservation; contact: Headwaiter, EL. 5-3000.		
	Aronowicz Contact: Annette Meyer, PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Thursday October 23 1:00 P.M.	TOWN & COUNTRY FASHIONS AT LUNCHEON Showing of Sport & Travel custom originals during luncheon. Press by	SPORT & TRAVEL (511 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Luncheon	invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director, Mary Alice Rice, CI. 6-1790.		
Thursday October 23 2:45 P.M.	PREVIEW OF SWIMSUITS & PLAYCLOTHES FOR 1953 Rose Marie Reid presents 1953 swimsuits to the press and resident buyers.	ROSE MARIE REID (1410 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Cocktails	By invitation only. Publicity: Betty Rich, WI. 7-3260.		
Thursday October 23 4:30 P.M.	PREVIEW OF SPRING COATS AND SUITS The House of Swansdown will present a press preview of Spring coats and	HOUSE OF SWANSDOWN (500 SEVENTH AVE.)	PLACE TO BE ANNOUNCED
Cocktails	suits. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Monday October 27 4:00 P.M.	PRESS PREVIEW OF NEW GIRDLE DESIGN Treco presents a new conception in girdle design that gives "fit in motion".	TREO COMPANY	LA VIE EN ROSE 123 EAST 54TH STREET
Cocktails	By invitation only. Publicity: Lind-Gilbert Associates, PL. 3-4786.		
Tuesday October 28 11:00 A.M.	PREVIEW OF SPRING HATS FROM PARIS E. C. Scherrer, importer of straws, will present Paris millinery to press	E. C. SCHERRER	15 WEST 37TH STREET SHOWROOM - 3RD FLOOR
	and trade. By invitation. Publ.: Maud G. Moody, LE. 2-4049.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 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
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
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.
<i>Harvey Berlin, L.W.</i>	<i>JLF</i> Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		<i>Samuel Bernstein</i>

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
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Nov. 4 ELECTION DAY (Tuesday).

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

- Beginning Friday October 3 THIRD WEEK: NEW YORK CITY OPERA CO. CITY CENTER, 131 WEST 55TH ST. Oct. 3: AIDA; Oct. 4, Mat.: THE LOVE FOR THREE ORANGES; Oct. 4, Eve.: FAUST; Oct. 5, Mat.: LA TRAVIATA; Oct. 5, Eve.: DON GIOVANNI; Oct. 8: THE CONSUL; Oct. 9: MADAME BUTTERFLY. Director: Joseph Rosenstock. Tickets: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Friday October 3 PREMIERE: "LURE OF THE WILDERNESS" (Movie) GLOBE THEATRE, B'WAY & 46TH ST. Twentieth Century-Fox Technicolor production, filmed on location in the Okefenokee Swamp. Featuring: Jean Peters, Jeffrey Hunter, Constance Smith and Walter Brennan. Producer: Robert Jacks. Director: Jean Negulesco. Costumes: Dorothy Jeakins. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Friday October 3 PREMIERE: "HURRICANE SMITH" (Movie) PALACE THEATRE, B'WAY & 47TH ST. A Paramount Technicolor adventure story of pirates in the South Seas. Starring: Yvonne DeCarlo, John Ireland and James Craig. Producer: Nat Holt. Costumes: Edith Head. Publicity: Maria van Slyke, BR. 9-8700.
- Friday October 3 PREMIERE: "ANGELO IN THE CROWD" (Movie) RIALTO THEATRE, B'WAY & 42ND ST. Continental Motion Pictures Corp. production about a mulatto orphan boy. Producer: Mario Borghi. Director: Leonardo DeMitri. Publicity: Lodlow Werner, PL. 7-4373.
- Tuesday October 7 OPENING: "THE SACRED FLAME" PRESIDENT THEATRE, 247 WEST 48TH ST. The Somerset Maugham drama about a paralytic, presented by Anthony Parella. Featuring Frances Starr and Nancy Coleman. Director: John Reich. Settings: Leo Kerz. Costumes: Edith Lutyens. Miss Starr's gowns: Farquharson & Wheelock. Miss Coleman's gowns: del Mar. Publicity: David Lipsky, CH. 4-5185.
- Wednesday October 8 PREMIERE: "JUST FOR YOU" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST. Paramount's Technicolor musical production of a composer-producer with two teen-age children who wants to marry a musical comedy star. Starring: Bing Crosby, Jane Wyman and Ethel Barrymore. Producer: Pat Duggan. Director: Elliott Nugent. Costumes: Edith Head. Publicity: Maria van Slyke, BR. 9-8700.
- Wednesday October 8 OPENING: "IN ANY LANGUAGE" CORT THEATRE, 138 WEST 48TH ST. Jule Styne and George Abbott will present Uta Hagen in a new comedy by Edmund Beloin and Henry Garson about a movie queen vacationing in Italy. Settings and costumes: Raoul Pene du Bois. Publ.: John Toohey, CH. 4-2644.
- Monday October 13 OPENING: "THE GAMBLER" LYCEUM THEATRE, 149 WEST 45TH ST. Thomas Hammond 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. Publ.: Maurice Turet, LO. 5-5982.
- 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.
- Beginning Monday October 20 GILBERT & SULLIVAN OPERETTAS MARK HELLINGER THEATRE, B'WAY AT 51ST ST. Week of Oct. 20: THE MIKADO; Week of Oct. 27: PIRATES OF PENZANCE; Week of Nov. 3: H.M.S. PINAFORE & TRIAL BY JURY; Week of Nov. 10: IOLANTHE. Tickets: \$1.20-\$4.80. Publ.: Nat Dorfman, LO. 3-0858.