



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				
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						

april

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			

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	7
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	7
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				
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
$\frac{2}{3}$	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
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 ENDING FRIDAY, OCTOBER 24, 1952</u>			
Friday October 24 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS October 24: Hattie Carnegie. October 31: Emme. Public by reservation; 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
Beginning Monday October 27	RESORT AND SPRING "QUEEN MAKE" FASHIONS Resort and Spring casuals for misses, women and women's half sizes; also brief-sized casuals, Glendale Petites. Publ.: Viola Sylbert, MU. 4-7534.	ISAAC GINSBERG & BROS.	1350 BROADWAY SHOWROOM - 20TH FLOOR
Monday October 27 1:30 P.M.- 2:30 P.M.	DOROTHY HUBBS FASHIONS AT INFORMAL SHOWINGS Showing of Dorothy Hubbs dresses at an informal showing. Open to public. Publicity: Susan Trowbridge, TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS	3RD FLOOR
Monday October 27 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW GIRDLE DESIGN "Forever Spring"--Treo presents a new conception in girdle design that gives "fit in motion". By invitation. Publ.: Lind-Gilbert, PL. 3-4786.	TREO COMPANY	LE VIE EN ROSE 123 EAST 54TH STREET
Monday October 27 6:30 P.M.- 8:45 P.M.	ANNUAL ADVERTISING SURVEY COURSE Subject: "Planning A Campaign - Manufacturer's Part"--determining the purpose and setting the budget. Speaker: Howard Lochrie, Birds Eye Div., General Foods Corporation. Contact: Margaret Stark, LU. 2-2880.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR NORTH BALLROOM
Monday October 27 7:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE Subject: "Ready-To-Wear Buying"--store, buying office. Speakers: Katherine Murphy of Lord & Taylor; Clara L. Treyz of Associated Merchandising Corp. Fee: \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. CARL FISCHER HALL (9 ROCKEFELLER PLAZA)	165 WEST 57TH STREET
Beginning Monday October 27- Nov. 1	"THE STORY OF WOOL" -- EXHIBIT Fabric swatches from the Wool Bureau and illustrated material showing wool's properties, processing and fabric manufacturing. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday October 28 9:30 A.M. Breakfast	PREVIEW: BONNIE CASHIN FASHIONS IN RAINWEAR Press preview of Resort and Spring rainwear, designed by Bonnie Cashin. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	MAIN STREET FASHIONS	257 WEST 39TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Postponed October 28	BAITCH & CASTALDI PRESS PREVIEW OF COATS DESIGNED BY CASTILLO, SCHEDULED FOR OCT. 28 at 4:00 P.M., HAS BEEN POSTPONED UNTIL FURTHER NOTICE.		
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. Publicity: 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	JAY THORPE FASHIONS AT BENEFIT LUNCHEON Fashions by Jay Thorpe during luncheon for the benefit of the Cerebral Palsy Association. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	TOVA LEAGUE FOR CEREBRAL PALSY ASS'N	WALDORF-ASTORIA SERT ROOM
Wednesday October 29 12:30 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Showing of fashions designed by Randy Monk for Design House. Furs by Greenhut. (<u>Note Change of Show</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Winifred Keay, RE. 4-6436. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DESIGN HOUSE (27 EAST 61ST ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 29 1:00 P.M. Luncheon	BENEFIT FASHION SHOW WITH DUNHAM DANCERS Fashion by del Mar, Fashion Towne, Heatherton, Nathan & Strong, Hannah Troy, Herman Lebow Furs. Special performance by dancers from Katherine Dunham School. Show for benefit of Children's Welfare League. Press by invitation. Publicity: Ken Williams, PE. 6-7462.	PARTICIPATING MANUFACTURERS	HOTEL PIERRE GRAND BALLROOM
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
Wednesday October 29 4:00 P.M.- 7:00 P.M.	SHOWING OF NEW BAKELITE PRODUCTS The Bakelite Corporation will present a press showing of new products. By invitation only. Contact: News Bureau. MU. 7-8000.	BAKELITE CORP.	300 MADISON AVENUE SHOWROOM
Wednesday October 29 All Day	SECOND NAT'L HOME VACUUM CLEANING CONF. Second National Home Vacuum Cleaning Conference, presenting new developments. By invitation. Contact: William Shaw, MU. 6-6000, Ext. 1049.	VACUUM CLEANERS MANUFACTURERS ASS'N	HOTEL COMMODORE EAST BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 29- Nov. 1	ANNUAL AUDIO FAIR Displays of radios, record players, television sets and cabinet styles. By invitation: Contact: Audrey Schramm, GR. 5-5560.	AUDIO ENGINEERING SOC.	HOTEL NEW YORKER
Thursday October 30 10:00 A.M. Breakfast	PREVIEW: IMPORTED DRESSY SEPARATES Gimbels will show new collection of original imported dressy separates and original copies from leading couturiers. By invitation only. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Thursday October 30 2:00 P.M.	ISRAELI AND AMERICAN FASHION PRESENTATION "Israel Fashion Cruise"--showing of resort and cruise wear by America's leading designers, in addition to new fashions from Israel. Commentator: Ilka Chase. Admission: \$250.00 purchase of Bonds for Israel. Contact: Suite 2200, 120 Broadway, PL. 7-5762. Publicity: Sidney Gross, RE. 2-9500; or Mildred Kaldor, MU. 9-5420.	COOPERATING ORGANIZATIONS	MANHATTAN CENTER 34TH ST. & 8TH AVENUE
Thursday October 30 4:00 P.M. Cocktails	HOLIDAY AND RESORT CUSTOM MILLINERY "New Hats To Wear Under Palm or Pine"--Milgrim's presents their Holiday and Resort custom millinery collection. By invitation. Publicity: Maud G. Moody, LE. 2-4049.	MILGRIM	6TH FLOOR SALON
Thursday October 30 6:00 P.M.- 7:00 P.M.	FORMAL FASHIONS FOR HOLIDAY WEAR Informal showing of Holiday formal fashions. Open to public. Publicity: Susan Trowbridge, TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS	3RD FLOOR
Thursday October 30 7:00 P.M. Dinner	WINE TASTING PARTY AND BUFFET DINNER Introduction of a new line of standardized wine by Paul Masson Vineyards, distributed by Fromm & Sichel in N.Y. Publ.: Maurice Feldman, VA. 6-2985.	PAUL MASSON VINEYARDS (SARATOGA, CALIFORNIA)	HOTEL PLAZA BAROQUE SUITE
Friday October 31	SIXTH NATIONAL HOME LAUNDRY CONFERENCE Conference by American Home Laundry Manufacturers Association, makers of washers, dryers and ironers. By invitation. Contact: William Shaw, MU. 6-6000, Ext. 1049.	AMERICAN HOME LAUNDRY MFRS. ASS'N.	HOTEL COMMODORE EAST BALLROOM
October 31	HALLOWE'EN (Friday).		
Beginning Saturday Nov. 1	SPRING OPENINGS IN ST. LOUIS Opening of Spring lines of suits, coats, dresses, sportswear, and lingerie in St. Louis. Contact: Promotion Director, 915 Olive St., St. Louis, Mo.	ST. LOUIS FASHION CREATORS	ST. LOUIS MISSOURI
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 4	ELECTION DAY (Tuesday)		
Tuesday Nov. 4-	SIXTY-FOURTH ANNUAL NATIONAL HORSE SHOW	NATIONAL HORSE SHOW ASS'N. OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Nov. 11	Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.		
Wednesday Nov. 5 10:30 A.M. Luncheon	PRESS PREVIEW OF SPRING FASHIONS	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
	Sylvan Rich will present Martini Designed fashions to the press. By invitation. Trade showings, 10:30 A.M. and 2:30 P.M., Nov. 6 and Nov. 7. Thereafter, 10:30 A.M. only, Publ.: Mildred Kaldor, MU. 9-5420.		
Wednesday Nov. 5 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	JANE ENGEL, INC. (50 EAST 79TH ST.)	HOTEL PIERRE COTILLION ROOM
	"Fashions For Girls, Gals, and Grandmas"--Jane Engel will present fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-3000. Jane Engel Publicity and Commentator: Louise G. Fried, RH. 4-0300. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday Nov. 5 12:30 P.M. Luncheon	COTILLION BALL GOWNS AT LUNCHEON SHOW	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
	Bonwit Teller will show Cotillion ball gowns and evening fashions during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday Nov. 5 2:00 P.M.- 3:00 P.M.	INFORMAL SHOWING OF COAT FASHIONS	ABRAHAM & STRAUS	3RD FLOOR BETTER COAT DEPT.
	Informal fashion showing of coats. Open to public. Publicity: Susan Trowbridge, TR. 5-7200, Ext. 664.		
Wednesday Nov. 5 2:30 P.M.	SPRING COATS AND SUITS DESIGNED BY BRIGANCE	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	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.		
Wednesday Nov. 5 6:00 P.M.	CAREER GIRL FASHION SHOW	MILGRIM	PAMPER HOUSE 600 FIFTH AVENUE
	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.		
Thursday Nov. 6 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION	CHRISTIAN DIOR, NEW YORK, INC.	730 FIFTH AVENUE SALON
	Christian Dior, New York, Inc. will present his Resort and Spring collection at a preview for the press. By invitation only.		
Thursday Nov. 6 1:00 P.M. Luncheon	DESIGNER COLLECTIONS IN M. & W. THOMAS COTTONS	DE PINNA	HOTEL PLAZA TERRACE ROOM
	De Pinna presents M. & W. Thomas cotton fashions for men, women and children. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Publ.: M. & W. Thomas--The Miles, CH. 2-2344; De Pinna--Solita Arbib, MU. 8-2000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 6 4:30 P.M. Cocktails	PREVIEW OF SPRING COATS AND SUITS The House of Swansdown will present a press preview of Spring coats and suits. (<u>Note Change of Date</u>). By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	HOUSE OF SWANSDOWN (500 SEVENTH AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday Nov. 6 5:30 P.M.	"FASHIONS AT A PRICE"-- INFORMAL PRESENTATION A & S will present an informal showing of "Fashions At A Price". Open to public. Publicity: Susan Trowbridge, TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS	2ND FLOOR THRIFT DRESS DEPT.
Beginning Thursday Nov. 6- Nov. 21	SHOWINGS OF NYLON TRICOT LINGERIE Vanity Fair will present nylon tricot lingerie for Spring 1953, at 10:30 A.M. and 2:30 P.M. daily. Press by appointment. Publicity: Ruth Lupton Mills, MU. 8-4805.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Friday Nov. 7 10:30 A.M.	PREVIEW OF SPRING COATS AND SUITS "Spring Is Here"--Seymour Fox will present Spring coats and suits to the press. By invitation. Trade showings at 10:00 A.M. on Nov. 11, 12, 13, 18, 19, 20. Publicity: Ann R. Silver Associates, MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Friday Nov. 7 12:00 Noon Luncheon	PREVIEW OF SPRING FASHIONS BY BRANELL Press preview of Spring fashions by Branell. Trade showings, beginning Nov. 11, at 12:00 Noon and 4:00 P.M. Publ.: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Nov. 8- Nov. 15	"GIFT HANDKERCHIEF WEEK" -- THROUGHOUT THE COUNTRY. Publicity: Mary Marsh, PL. 7-5809.		
Sunday Nov. 9- Nov. 11	ANNUAL CRUISEWEAR SHOW IN TAMPA Showing of over 500 lines. Contact: 905 Langford Bldg., Miami, Fla.	FLORIDA FASHION MART	FLORIDIAN & HILLSBORO HOTELS -- TAMPA, FLA.
Beginning Monday Nov. 10	SPRING OPENINGS OF FOGA LINES <u>Note Change of Date</u> --one week later than previously announced. Openings will take place within a single week. Individual dates will be listed later. Members include: LARRY L. ALDRICH CO. INC. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. ELFREDA-FOX, INC. ED GERRICK, INC. GRABOIS	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS JOSEPH HALPERT, INC. HORWITZ & DUBERMAN JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP. BEN REIG, INC.	MANUFACTURERS' SHOWROOMS RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
	Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.		
Beginning Monday Nov. 10	OPENING OF SPRING COLLECTION Horwitz & Duberman will present Judy 'n Jill fashions for Spring at 10:00 A.M. and 2:00 P.M. daily. Contact: William Durland, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Nov. 10 1:00 P.M.	OPENING OF SPRING COLLECTION Hannah Troy will present her Spring collection at 1:00 P.M. daily. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Beginning Monday Nov. 10 2:00 P.M.	OPENING OF SPRING COLLECTION Opening of Harry Frechtel's Spring coat and suit collection. By appointment. Contact: PE. 6-1310.	HARRY FRECHTEL	205 WEST 39TH STREET SHOWROOM
Beginning Monday Nov. 10 3:00 P.M.	OPENING OF CRUISE & SPRING COLLECTION Opening of Fontana collection in new showroom, presenting day and evening fashions for Cruise and Spring. Daily showings at 3:00 P.M., Nov. 10-14. By reservation only. Publicity: Margot Stratton, LO. 5-2939.	FONTANA	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Beginning Monday Nov. 10	OPENING OF SPRING COAT AND SUIT COLLECTION Ben Gershel will present his Spring coat and suit collection. By appointment only. Contact: LA. 4-2544.	BEN GERSHEL & CO.	512 SEVENTH AVENUE SHOWROOM
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
Monday Nov. 10- Nov. 17	CALIFORNIA NATIONAL PRESS WEEK Contact: William C. Kent, Exec. Dir. 740 So. Broadway, Los Angeles, Calif.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Beginning Tuesday Nov. 11 10:30 A.M.	SPRING SUIT AND COAT COLLECTION Opening of Arthur Jablow's Spring coat and suit collection, with daily showings at 10:30 A.M. and 2:00 P.M. Contact: PE. 6-7530.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Nov. 11 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION George Carmel will present his Spring coat and suit collection at 10:30 A.M. daily. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 11 10:45 A.M.	PRESS PREVIEW OF SPRING FASHIONS Maria Krum will present her Spring collection to the press. By invitation only. Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Beginning Tuesday Nov. 11 2:30 P.M.	SPRING COAT AND SUIT COLLECTION Ben Zuckerman will present his Spring coat and suit collection. By appointment only. Contact: WI. 7-3764.	BEN ZUCKERMAN	512 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Nov. 11 4:00 P.M.	OPENING OF CRUISE & SPRING COLLECTION Opening of the Joseph Halpert collection designed in America by Jacques Fath, showing day and evening fashions for Cruise and Spring. (Press preview, Thursday, Nov. 13 at 4:00 P.M.--See Pg. 8). By invitation only. Publicity: Edith Jordan, WI. 7-7400.	JOSEPH HALPERT - BY JACQUES FATH	530 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 11 4:00 P.M.	OPENING OF SPRING COLLECTION Press showing of Harmay's Spring dress collection. thereafter at 4:00 P.M. Publicity: Pauline Greene,	HARMAY Daily showings MU. 5-3164.	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
Wednesday Nov. 12 12:30 P.M. Luncheon	NELLY DE GRAB FASHIONS AT LUNCHEON Fashions by Nelly de Grab will be presented during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Nelly de Grab Publicity: Sidney Dee Bloeme, JU. 6-4490. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 12 12:30 P.M. Luncheon	PREVIEW OF FRENCH MILLINERY IMPORTS "Buckram For Form and Fashion"--French millinery imports, specially selected for the Buckram Shape Manufacturers, will be presented to the press and trade. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	ASSOCIATED BUCKRAM SHAPE MANUFACTURERS	HOTEL ASTOR ROOF
Wednesday Nov. 12 12:30 P.M. Luncheon	MOTHER & DAUGHTER FASHIONS AT LUNCHEON Jane Engel will present mother and daughter fashions for Holiday wear. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Jane Engel Publicity: Louise G. Fried, RH. 4-0300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JANE ENGEL, INC. (50 EAST 79TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 12 2:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Presentation of Nathan & Strong Spring collection in their new showroom. By invitation only. Trade opening: Thursday, Nov. 13 with daily showings at 11:30 A.M. and 3:30 P.M. Publicity: Ken Williams, FE. 6-7590.	NATHAN & STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FL.
Wednesday Nov. 12 3:30 P.M.	OPENING OF SPRING COLLECTION Arnold & Fox will present a press showing of their Spring collection of afternoon and cocktail fashions, designed by Billy Gordon. Showings at 3:30 P.M. on Nov. 13, 18, 19, 20. By appointment. Publicity: Pauline Greene, MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FL.
Wednesday Nov. 12 4:00 P.M.- 6:00 P.M. Champagne	PRESS PREVIEW: NEW SPRING FOUNDATIONS Presentation of Peter Pan's Spring foundations at a cocktail party in their new showroom. By invitation only. Publicity: Lois Weber, Rogers & Cowan, PL. 3-0164.	PETER PAN FOUNDATIONS	389 FIFTH AVENUE SHOWROOM - 3RD FL.
Thursday Nov. 13 10:00 A.M. Breakfast	PREVIEW OF FASHIONS FOR TALL GIRLS Peg Newton will present her first wholesale collection for tall girls. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	PEG NEWTON (3 EAST 48TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
Thursday Nov. 13 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 13	PRESS PREVIEW OF THE JOSEPH HALPERT COLLECTION, DESIGNED IN AMERICA BY JACQUES FATH AT 4:00 P.M. (See Page 6).		
Friday Nov. 14 2:30 P.M.	COATS AND SUITS BY CHARLES JAMES Preview of Spring coats and suits, designed by Charles James for William Popper. By invitation only. Contact: Adele Lakes, WI. 7-7062.	WILLIAM POPPER	251 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Beginning Sunday Nov. 16	SEMI-ANNUAL CORSET MARKET WEEK Contact: Jed Sylbert, Executive Director, MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN
Monday Nov. 17 9:30 A.M. Breakfast	PREVIEW: SPRING AND SUMMER BRA FASHIONS "Champagne Party"--a breakfast presentation of Lovable's Spring and Summer bras, including a line of sun bras and halters. Preview for the press on Mon. at 9:30 A.M.; for the trade Tues. and Wed. at 9:30 A.M., Fri. at 3:00 P.M. Contact: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE MEZZANINE
Monday Nov. 17 5:00 P.M.- 7:00 P.M. Cocktails	FASHION SHOW PRESENTING NEW BRAS Maiden Form's annual cocktail reception and fashion show, introducing Spring bras and new promotional "Dream" themes. Producer: Lester Gaba. Commentator: Kay Daly. By invitation only. Publicity: Inez Foster at Maiden Form, OR. 9-0111.	MAIDEN FORM BRASSIERE CO.	HOTEL PLAZA GRAND BALLROOM
Tuesday Nov. 18 9:00 A.M. Breakfast	LINGERIE FOR SPRING & SUMMER Informal buffet breakfast, showing of women's and junior lingerie for Spring and Summer 1953. By invitation only. Contact: Helen D. Leaf & Dore Fly, B.B.D.O., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Tuesday Nov. 18 10:30 A.M.	ANNUAL SHOWING OF FOUNDATION FASHIONS "New Figures In '53"--Warner Brothers will present foundation fashions. Show followed by luncheon. Admission by ticket only. Publicity: Marion Sherwood, MU. 3-1194.	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL ASTOR GRAND BALLROOM
Tuesday Nov. 18 12:30 P.M. Luncheon	PREVIEW OF HOLIDAY AND RESORT FASHIONS Alexander's presents their collection of Holiday and Resort fashions to the press. By invitation. Fashion Dir.: Lita Hassard, CY. 8-2000, Ext. 42.	ALEXANDER'S (FORDHAM ROAD)	860 FIFTH AVENUE APT. 11-L
Wednesday Nov. 19 11:00 A.M.	INFANTS' & CHILDREN'S INTIMATE FASHIONS Informal round-table discussion and showing of infants' and children's intimate apparel for 1953. By invitation only. Contact: Helen D. Leaf & Dore Fly, B.B.D.O., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Wednesday Nov. 19 12:30 P.M. Luncheon	BEN REIG FASHIONS AT LUNCHEON SHOW Bonwit Teller will present resort fashions by Ben Reig during luncheon. (Note Change of Show). 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 19 12:30 P.M. Luncheon	BEST & CO. FASHIONS DURING LUNCHEON Best & Co. will present fashions by leading designers in Stehli fabrics during luncheon honoring the N.Y. Tuberculosis & Health Ass'n. in its 50th year. Press by invitation. Public by reservation; contact: TE. 8-8000. Stehli Publ.: Anita Pine, WI. 7-3000. Best Publ.: Madlyn Grimes, PL. 9-2000. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	FABRICS BY STEHLI & CO. (1372 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 19 4:00 P.M.- 6:00 P.M. Cocktails	RESORT FASHIONS IN COTTON FABRICS Galey & Lord will present ready-to-wear from American Resort collections. Also mid-season fashions by French, Italian, Spanish and English designers. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	GALEY & LORD (BURLINGTON MILLS CORP.)	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday Nov. 20 9:30 A.M. Breakfast	B.G.E. ORIGINALES SPRING BUTTONS "Tricks Of The Trade"--press preview of B.G.E. Originales, showing interesting uses of buttons. By invitation only. Publicity: Anne Larsen at Monroe F. Dreher, CI. 6-6675.	BAILEY, GREEN & ELGER (136 MADISON AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday Nov. 20 12:30 P.M. Luncheon	GOTHÉ FASHIONS AT LUNCHEON SHOW De Pinna will present Holiday fashions by Gothé during luncheon. Press by invitation. Press by reservation; contact: PL. 9-3000, Ext. 176. Gothé Publ.: Nona James, CH. 4-7658. De Pinna Coordinator: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 20 3:00 P.M. Cocktails	PREVIEW OF SPRING SHOE COLLECTIONS Preview of Spring shoe collections by Old Town Shoe Co., manufacturing "Old Maine Trotters"; and Penobscott Shoe Co., manufacturing "Trampeze". By invitation only. Contact: Frederick-Clinton Co., MU. 2-7433.	OLD TOWN SHOE CO.; PENOBCOTT SHOE CO.	47 WEST 34TH STREET ROOMS 418 & 420
Monday Nov. 24 2:30 P.M.	HENRY ROSENFIELD'S DAY & PLAYTIME FASHIONS Russeks will present Henry Rosenfeld's daytime and playtime dresses, including some Resort fashions. Publ.: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday Nov. 25 8:00 P.M. Dinner & Dance	BENEFIT PARTY FOR COSTUME INSTITUTE "The Midas Touch"--Annual "Party of the Year" presented by the Costume Institute. Reservations: \$60.00 each; contact: Julia Raymond, Costume Institute, TR. 9-5500, Ext. 380.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Nov. 27	THANKSGIVING DAY (Thursday) -- Legal Holiday.		
Monday Dec. 1 4:30 P.M. Cocktails	SHOWING OF FABRICS BY PAINTERS AND SCULPTORS Third annual showing of fabrics by painters and sculptors. Open to public, 2:00 P.M. to 6:00 P.M., beginning Dec. 2. Publ.: Mary Marsh, PL. 7-5809.	PERSPECTIVES, INC.	34 EAST 51ST STREET
Wednesday Dec. 10 12:15 P.M. Luncheon	COSMETICS' DIVISION LUNCHEON MEETING The Fashion Group will have their Cosmetics' Division luncheon meeting. Chairman: Kay Torrey. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

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

- Week SIXTH WEEK: NEW YORK CITY OPERA CO. CITY CENTER, 131 WEST 55TH STREET
 Of Oct. 24: TOSCA; Oct. 25, Mat.: CARMEN; Oct. 25, Eve.: CAVALIERIA
 October 24 RUSTICANA and PAGLIACCI; Oct. 26, Mat.: THE LOVE FOR THREE ORANGES;
 Oct. 26, Eve.: AIDA; Oct. 29: THE CONSUL; Oct. 30: WOZZECK. Tickets:
 \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Friday PREMIERE: "ASSIGNMENT PARIS" (Movie) PALACE THEATRE, B'WAY & 47TH ST.
 October 24 Columbia Pictures drama of international intrigue about four staff members
 of the Paris edition of an American newspaper. Starring: Dana Andrews,
 Marta Toren, George Sanders, Audrey Totter. Director: Robert Parrish.
 Costumes: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.
- Monday OPENING: "FRANKIE & JOHNNIE" NEW THEATRE DE LYS, 121 CHRISTOPHER ST.
 October 27 William DeLys presents John Huston's play based on the "Frankie & Johnnie"
 story. Starring: Pat Larsen, Val DeFor, Hilda Taylor. Director: Don
 Dickinson. Costumes: Jan Holm. Publicity: Max Eisen, CH. 3-2158.
- Monday OPENING: "MY DARLIN' AIDA" WINTER GARDEN THEATRE, B'WAY & 50TH ST.
 October 27 Robert L. Joseph, in association with Paul Vroom, will present Charles
 Friedman's modernization of Verdi's opera set in the South during the
 Civil War. Starring Dorothy Sarnoff and Elaine Malbin. Producer:
 Hassard Short. Director: Charles Friedman. Settings and costumes: Lemuel
 Ayers. Publicity: Karl Bernstein, CI. 6-0427.
- Monday PREMIERE: "THE PROMOTER" (Movie) FINE ARTS THEATRE, 128 EAST 58TH ST.
 October 27 Universal-International release of a J. Arthur Rank presentation about a
 man who sets out to make his fortune in the grim English town of Bursley.
 Starring: Alec Guinness, Glynis Johns and Valerie Hobson. Producer:
 John Bryan. Director: Ronald Neame. Costumes: Sophie Harris, "Motley".
 Publicity: Lowell Benedict, PL. 9-8000.
- Monday PREMIERE: "THE HOUR OF 13" (Movie) LITTLE CARNEGIE THEATRE, 146 W. 57TH ST.
 October 27 Metro-Goldwyn-Mayer production of several murders and a young lad who
 steals an emerald. Starring: Peter Lawford and Dawn Addams. Producer:
 Hayes Goetz. Director: Harold French. MGM Publicity: Herbert Crooker or
 Frances Lane, JU. 2-2000.
- Wednesday OPENING: "DIAL 'M' FOR MURDER" PLYMOUTH THEATRE, 236 WEST 45TH ST.
 October 29 James P. Sherwood will present Maurice Evans in a new murder melodrama by
 Frederick Knott; featuring Gusti Huber, Richard Derr, John Williams and
 Anthony Dawson. Director: Reginald Denham. Settings: Peter Larkin.
 Costumes: Noel Taylor. Publicity: Richard Maney, WI. 7-6939.
- Wednesday TELEVISION: "FASHION PREMIERE" WABD, CHANNEL 5
 October 29 Ethel Thorsen and Nils Asther, sponsored by Tish-U-Knit, features
 Goldberg-Weissman coats; Tish-U-Knit sweaters; Fredrica furs; Alfreda hats;
 Richelieu jewelry; Daniel Hays gloves. Fashion Show Coordinator and
 Contact: Gloria Lindner, MU. 9-6278.
- Thursday PREMIERE: "THE HAPPY TIME" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH
 October 30 Columbia Pictures presents the Stanley Kramer Company film production of
 the gay, life-loving Bonnard family of Ottawa in 1924. Starring: Charles
 Boyer and Louis Jourdan. Director: Richard Fleischer. Costumes: Jean
 Louis. Columbia Publicity: Hortense Schorr, CI. 5-5000. Radio City
 Music Hall Publicity: Fred Lynch, CI. 6-4600.