

PUBLISHED WEEKLY. 10TH YEAR OF PUBLICATION

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fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1950

january

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FASHION CALENDAR

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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, NOVEMBER 20, 1950</u>			
Now Going On	PIXIES HELP SANTA CLAUS	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR TOYLAND
Four pixies help Santa Claus distribute coloring books. The Sue Hastings Marionettes perform their twenty-sixth annual show in the Fulton Street windows. On Thursday, Nov. 30, "Angels In Disguise"--Christmas gifts from "Glamour" Magazine will be modeled in restaurant during luncheon, and will be on view in the store. Publicity: Frances Bemis, Feature Events Department, TR. 5-7200.			
Now Going On	PENNY BANK GIFT SHOP FOR CHILDREN	B. ALTMAN & CO.	5TH FLOOR
Altman's has a special Penny Bank Shop where children may purchase gifts for their families with prices ranging from 25¢ to \$2.00. Santa Claus is in the Toy Department (6th floor). Publicity: Etta Daub, MU. 9-7000.			
Now Going On	"MAGIC WONDERLAND" AND PUPPET SHOW	HEARN DEPARTMENT STORE	3RD FLOOR TOY DEPARTMENT
"Magic Wonderland"--favorite stories from "The Arabian Nights" will come to life in Hearn's Toy Department where a 12-foot paper maiche elephant, a snake charmer, and an Arab and his camel will complete the atmosphere of the Far East. Admission: 16¢ (tax included) for the benefit of the March of Dimes. In the 14th Street window a continuous puppet show will be featured, presenting Foodini and his friend Pinhead from the CBS television show, "Lucky Pup". Publ.: Doris Norman, OR. 5-5000, Ext. 493.			
Now Going On	SHOWING OF SPRING COLLECTION	CONTI, INC.	533 SEVENTH AVENUE SHOWROOM-7TH FLOOR
Presentation of Conti's complete collection of Spring coats, suits and dresses at continuous daily showings. Contact: WI. 7-7331.			
Now Going On	OPENING OF SPRING DRESS COLLECTION	GEORGIA BULLOCK, INC.	EMPIRE STATE BLDG. SUITE 5708.
Georgia Bullock will present her Spring dress collection at daily showings, by appointment. Contact: Terry Fry, LO. 5-4762.			
Now Going On	SHOWING OF SPRING DRESSES	MODERN COUTURE, INC.	525 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Showing of new Spring misses and junior (Junior Couture) collection of cocktail and formal dresses, designed by Helena Barbieri. By appointment. Publicity: Adele Lakes, Dundon Associates, Inc., WI. 7-7062.			
Monday Nov. 20- Nov. 22 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Presentation of Spring coats and suits by Monte-Sano & Pruzan, at 10:30 A.M. on Monday, Nov. 20; Tuesday, Nov. 21; and Wednesday, Nov. 22. By appointment only. Contact: LU. 2-2317.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 20 12:30 P.M. Luncheon	CUSTOM COLLECTION AT BENEFIT SHOWING Presentation of mid-Winter and early Spring collection of custom-order suits, afternoon and cocktail dresses, evening gowns and bridal fashions, at a benefit luncheon for the Mizrachi Women's Organization of America. Show at 1:45 P.M. Attendance by invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES	WALDORF-ASTORIA GRAND BALLROOM
Monday Nov. 20 1:00 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOW Fashions for Holiday wear by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON (20 EAST 56TH STREET)	HOTEL PLAZA PERSIAN ROOM
Beginning Monday Nov. 20 2:30 P.M.	OPENING OF SPRING COLLECTION Presentation of Pauline Trigere's Spring collection, Monday, Nov. 20, at 2:30 P.M.; Tuesday, Nov. 21, at 2:30 P.M.; Monday, Nov. 27, at 2:30 P.M.; and the following week, on Tuesday, Dec. 5, at 2:30 P.M. and 4:30 P.M. Attendance by invitation only. Contact: Cecille Gordon, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET
Monday Nov. 20 3:30 P.M.	PRESS SHOWING OF RESORT FASHIONS Lord & Taylor's Resort fashions will be previewed for the press. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Monday Nov. 20 5:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Press preview of Pauline Trigere's Spring collection at 5:00 P.M. Attendance by invitation only. Contact: Cecille Gordon, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET
Monday Nov. 20 7:30 P.M.	SEVENTH SESSION OF FASHION TRAINING COURSE Subject: "Display-Television"--Store Windows; Fashion Applied to Television. Speakers: Henry Callahan, Lord & Taylor; Elwell, N.B.C. Television. Fee for lecture: \$2.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Beginning Monday Nov. 20	SPRING MILLINERY OPENINGS The members of the Millinery Creators Guild will present Spring hats in their individual showrooms: Harryson Hats, 711 Fifth Avenue, PL. 3-6663. Dave Herstein, 711 Fifth Avenue, PL. 3-5145. G. Howard Hodge, 1 W. 39th Street, LO. 4-0430. Edgar J. Lorie, 711 Fifth Avenue, EL. 5-4330. Germaine Montabert, 711 Fifth Avenue, PL. 3-2170. Milgrim Hats, 6 West 57th Street, CI. 7-1980. Jeanne Tete, 20 West 57th Street, CI. 5-5892. Vogue Hats-Garfunkel Makers, 20 W. 57th Street, CI. 5-5892. Publicity: Ruth Weintraub, JU. 6-4074.	MILLINERY CREATORS GUILD	INDIVIDUAL NEW YORK SHOWROOMS
Beginning Monday Nov. 20	OPENING OF FORTY-FOURTH ANNUAL CHRISTMAS SEAL CAMPAIGN. Contact: Mary Williamson Hooker, Public Relations Director, N.Y. Tuberculosis and Health Ass'n, MU. 5-2440.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 21 9:00 A.M. Coffee	PRESS PREVIEW OF FORMFIT SPRING LINE Miss Jewel Ungar of the Formfit Company will interpret the silhouette trends for Spring in corsets and bras. Attendance by invitation. Publicity: Nona James, CH. 4-7658.	FORMFIT CO., INC.	358 FIFTH AVENUE SHOWROOM-6TH FLOOR
Tuesday Nov. 21 10:00 A.M. Coffee	PRESS PREVIEW OF FOUNDATION GARMENTS Jantzen will present advance Spring bras and foundations at a showing for the press. Attendance by invitation only. Publicity: Rosamond Eddy of Botsford, Constantine & Gardner, BR. 9-4845.	JANTZEN KNITTING MILLS	SHERRY NETHERLAND CHANTECLAIR ROOM
Tuesday Nov. 21 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Presentation of Winter fur fashions by Harra at luncheon show. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Sherry's Fashion Director: Rosamund Hanscom, PL. 3-0200.	S. HARRA FUR CO. (15 WEST 57TH ST.)	SHERRY'S, 300 PARK SHERRY ROOM
Tuesday Nov. 21 3:30 P.M. Cocktails	PREVIEW OF FLEXEES FOUNDATION GARMENTS Presentation of Flexees foundation garments for Spring, 1951, at a cocktail party for press. Showing promptly at 4:00 P.M. Attendance by invitation only. Publicity: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Tuesday Nov. 21 5:30 P.M. Cocktails	COCKTAIL PARTY BY DRESS DESIGNERS The Society of New York Dress Designers will hold a cocktail party with music and dancing. For tickets, contact: Belle Burke, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	RAINBOW GRILL 30 ROCKEFELLER PLAZA
Nov. 23	THANKSGIVING DAY (Thursday).		
Thursday Nov. 23 10:00 A.M.	TWENTY-FOURTH ANNUAL THANKSGIVING PARADE Macy's Santa Claus will arrive in New York with Macy's 24th Annual Thanksgiving Day parade, which will start at 10:00 A.M. at 77th St. and Central Park West, proceed down Central Park West to Columbus Circle, and along Broadway to Thirty-Fourth Street, arriving at the reviewing stand in front of Macy's about 11:15 A.M. There will be 5 giant balloons, 15 floats, depicting fairy tales and modern characters, 11 bands, and 68 clown and comic heads. Publ.: Herbert M. Golden, CH. 4-2000, Ext. 2824.	MACY'S NEW YORK	FROM 77TH ST. & CENTRAL PARK WEST
Friday Nov. 24 3:00 P.M.	HOLIDAY FASHIONS FOR YOUNG NEW YORKERS Showing of Holiday fashions for young New Yorkers at Lord & Taylor. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	6TH FLOOR - YOUNG NEW YORKER SHOP
Friday Nov. 24 4:00 P.M.	SHOWING OF JUNIOR HOLIDAY FASHIONS "Nights In New York"--presentation of junior fashions by Franklin Simon, featuring their window display fashions for the Stork Club, Sardi's, the Rendezvous Room of the Plaza, and the Carnaval Room of the Sherry Netherland. Guests: Virginia Peine of the Stork Club television show; and Russell Nype of "Call Me Madam". Press invited. Open to public. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	6TH FLOOR JUNIOR ASSEMBLY SHOP

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Nov. 24	YOUNGSTERS POSE WITH SANTA CLAUS	BLOOMINGDALE'S	6TH FLOOR
	Santa Claus arrives at Bloomingdale's Friday, Nov. 24, with balloons for children during the Christmas shopping season. Children may have their pictures taken with Santa, and the photograph may be obtained for \$1.00. Publicity: Alice Hutton, EL. 5-5900.		
Saturday Nov. 25	SKATING FASHION PRESENTATION	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
12:00 Noon- 1:30 P.M.	Abraham & Straus will present skating fashions at an informal show. Open to public. Publ.: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 479.		
Monday Nov. 27	ANNUAL POPULAR PRICE SHOE SHOW	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
10:00 A.M. Press Preview-- Dress Rehearsal; 2:00 P.M. Trade Show	Sponsored jointly by the National Association of Shoe Chain Stores and the New England Shoe and Leather Association, the Popular Price Shoe Show of America will present a retailers' preview of shoe fashion highlights for Spring and Summer 1951. (Over 600 displays will be shown, both at the New Yorker and McAlpin Hotels during entire week. Co-Managers: Edward Atkins and Maxwell Field). Press preview and formal dress rehearsal at 10:00 A.M. The trade show will be in two parts: First part--women's shoes, at 2:00 P.M. Second--men's and children's shoes, at 2:50 P.M. Separate tickets will be issued. For tickets to retailers' show, contact: Edward Atkins, 51 East 42nd Street, MU. 2-8704. Press by invitation only. Contact: Ruth Hammer Associates, Inc., EL. 5-7108.		
Monday Nov. 27 4:00 P.M.	PREVIEW OF 1951 COIFFURE FASHIONS	BERGDORF GOODMAN	4TH FLOOR
	Showing of 1951 coiffure fashions by the new Bergdorf Goodman beauty salon. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Monday Nov. 27 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF ITALIAN DESIGN EXHIBIT	ITALIAN GOVT. AGENCIES; E.C.A. ADMINISTRATION	BROOKLYN MUSEUM EASTERN PARKWAY
	"Italy At Work--Her Renaissance in Design Today", an exhibit of over 2500 objects will be previewed by the press. Included will be five full-scaled complete interiors: furniture; ceramics; glass; metalwork; enamels; mosaics; women's accessories; costume jewels; strawwork; fabrics; toys; mechanical and industrial machines. <u>Formal Opening and Members' Preview on Wednesday, Nov. 29 at 9:00 P.M.</u> Open to public on <u>Thursday, Nov. 30,</u> remaining at the Brooklyn Museum until Jan. 31. Publicity: Isadora Bennett and Richard Pleasant, PL. 7-3184.		
Tuesday Nov. 28 9:30 A.M. Coffee	PREVIEW OF SPRING HOSIERY COLORS	HOLEPROOF HOSIERY CO.	330 FIFTH AVENUE SHOWROOM-4TH FLOOR
	Holeproof Hosiery will preview the "Color Story" of Spring hosiery fashions. By invitation only. Publicity: Nona James, CH. 4-7658.		
Tuesday Nov. 28 9:30 A.M.; 10:00 A.M.; 12:00 Noon 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW OF NEW NYLON MOVIE	DU PONT COMPANY, NYLON DIVISION	CHANIN BUILDING 122 EAST 42ND STREET
	Showings for the press of "Close-Up of Nylon", Du Pont's 22-minute motion picture in color, at <u>9:30 A.M.; 10:00 A.M.; 12:00 Noon</u> , followed by luncheon; <u>4:00 P.M. to 6:00 P.M.</u> during cocktails, in the auditorium (50th Floor) of the Chanin Building. Attendance by invitation only. Contact: Blanche Gaillard, LO. 3-6400, Ext. 308.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 28 1:00 P.M. Luncheon	CUSTOM COLLECTION OF WINTER SUITS Barrington, Ltd. will present a custom collection of man-tailored suits for women, designed by Nicholas Catenaro. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Barrington Publicity: Clyde Matthews, JU. 2-4390. Ritz Publicity: Marion Morrison, MU. 8-3000.	BARRINGTON, LTD. (299 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Nov. 28 8:00 P.M. Reception	BRIDAL GOWNS AND WEDDING ETIQUETTE The Tailored Woman will show "The Perfect Wedding", with Barbara Barrie, director of the bridal salon, demonstrating correct wedding etiquette, illustrated by three wedding ceremonies, followed by a reception for the press and prospective brides. Commentator: Alexandra Potts, Merchandising Counsel, Modern Bride Magazine. By invitation. Publicity: Mollie Appleby Baldwin, PL. 5-2500.	THE TAILORED WOMAN	SHERRY'S, 300 PARK SHERRY ROOM
Wednesday Nov. 29 9:30 A.M. Breakfast	PRESS PREVIEW OF "JR. PLENTY" DEPT. Press showing of Holiday fashions in a new size range from Lane Bryant's new Jr. Plenty Department. By invitation. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT, INC.	465 FIFTH AVENUE JR. PLENTY DEPT.
Wednesday Nov. 29 12:00 Noon; 2:30 P.M.	HOLIDAY & CRUISE DRESS COLLECTION Presentation by Saks 34th Street of the McKettrick-Williams Holiday and Cruise dress collection at 12:00 Noon and 2:30 P.M. Press invited. Open to public. Publicity: Frances Eisner, IA. 4-7000, Ext. 445.	SAKS 34TH STREET	4TH FLOOR TALLY-HO SHOP
Wednesday Nov. 29 12:45 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW "Fashion Prophecy"--Carolyn Schnurer will present Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Schnurer Publicity: Lee Walker, CH. 4-4587. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 29 1:00 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Presentation by Russeks of Resort fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 29 1:00 P.M. Luncheon	PARIS-DESIGNED FASHIONS AT BENEFIT LUNCHEON Callot Soeurs fashions at luncheon. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Callot Soeurs Publ.: Mary Marsh, PL. 7-5810. Sherry's Fashion Director & Publ.: Rosamund Hanscom, PL. 3-0200.	CALLOT SOEURS (42 EAST 57TH ST.)	SHERRY'S, 300 PARK SHERRY ROOM
Thursday Nov. 30 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING "Fashion From Three Vantage Points". "Readers Are Customers--Gearing Fashion News To A Special Audience". Speakers: Helen Valentine, "Charm"; Fleur Cowles, "Flair"; Sally Kirkland, "Life". Price: \$3.75 for members. \$4.00 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 30 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Baroness Radvanszky and Kathleen will present a Resort collection of millinery and costumes. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Radvanszky Publicity: Maud G. Moody, LE. 2-4049. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BARONESS RADVANSZKY; KATHLEEN, INC.	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 30 5:30 P.M.- 7:15 P.M.	"FASHION NIGHT AT ABRAHAM & STRAUS" "Fashion Night At A&S"--featuring Glamour Magazine's gift items, "Angel in Disguise", and Willys of Hollywood hosiery to be worn with "Slim Sheath" fashions, at the Thursday night supper hour in the restaurant. Open to public. Publicity: Frances Bemis, Feature Events Department, TR. 5-7200, Ext. 479.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
Thursday Nov. 30 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE Ninth Session: Kathi Norris will survey television as a medium for reaching the woman consumer in her home. Members of Kathi Norris' staff and the NBC television network will also be present to answer questions of a more general nature about television. Director: Ellen Lind. Individual session: \$2.50. Contact: Promotions, MU. 8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE. & 59TH ST.
Thursday Nov. 30 9:00 P.M.	BENEFIT PARTY FOR COSTUME INSTITUTE The third annual "Party Of The Year", sponsored by 25 different branches of the fashion industry, will be given for the benefit of The Costume Institute of the Metropolitan Museum of Art. Executive Committee Chairman: Dorothy Shaver. Ticket Committee Co-Chairmen: Dorothy Shaver, Samuel Deitsch, Richard Koret, Herbert Sondheim. Arrangements Committee Co-Chairmen: Eleanor Lambert, Lloyd Weill. Entertainment Committee Chairman: Lloyd Weill. "Pickpocket" Committee Co-Chairmen: Eleanor Pollock, Richard Koret, Herbert Sondheim. "Photographers' Row" Committee Chairman: Sally Kirkland. Decorations Committee Co-Chairmen: Henry Callahan, Lester Gaba. Publicity Committee Chairman: Gloria Carr. Reservations: \$50.00 each. Contact: Mrs. Dorothy Cushman, Costume Institute of Metropolitan Museum, 5th Ave. & 82nd St., TR. 9-5500, Ext. 492.	SPONSORED BY FASHION INDUSTRIES	HOTEL PLAZA GRAND BALLROOM
Monday Dec. 4 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW BRASSIERE FASHIONS "Dreamatics"--preview of style innovations for 1951 by Maidenform at a fashion show and cocktail party for the press and trade. Maidenform brassieres will be shown with the new Spring fashions for which they have been designed. Settings: Tom Lee. Showing promptly at 5:30 P.M. Attendance by invitation only. Co-commentators and Fashion Show Directors: Kay Daly and Beth Fagenstrom. Publicity: Harriet Hatch, William H. Weintraub & Co., Inc., MU. 8-3901.	MAIDEN FORM BRASSIERE CO.	HOTEL PIERRE GRAND BALLROOM
Monday Dec. 4- Dec. 5 6:00 P.M.	SHOWING OF HOLIDAY EVENING FASHIONS Presentation of evening fashions for Holidays by Namm's on Mon., Dec. 4 and Tues., Dec. 5 at 6:00 P.M. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S (BROOKLYN)	2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Dec. 4	SPRING CORSET WEEK. Contact: Jed Sylbert, MU. 3-1593.		
Tuesday	"FACE THE FIGURES"	THE WARNER BROTHERS CO.	HOTEL ASTOR
Dec. 5	FOUNDATION SHOW	(BRIDGEPORT, CONN.)	GRAND BALLROOM
10:30 A.M.	The Warner Brothers Co. will present its annual showing of foundation fashions--"Face The Figures", supervised and commentated by Anne Ketcham, Warner's Publicity Director. Admission by ticket only. Publicity: Anne Ketcham, 200 Madison Avenue, MU. 3-1194.		
Tuesday	FUR FASHIONS AT LUNCHEON SHOW	BENN MANDEL (370 SEVENTH AVE.)	SHERRY'S, 300 PARK SHERRY ROOM
Dec. 5			
1:00 P.M.	Benn Mandel will present a collection of fur fashions in mink during luncheon, for the benefit of the Travelers' Aid Society. Dresses--Ceil Chapman. Hats--Mr. John. Gloves--Superb. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Benn Mandel Contact: LO. 5-2880. Sherry's Fashion Publicity: Rosamund Hanscom, PL. 3-0200.		
Luncheon			
Tuesday	"FASHION IS AN ORCHID"	HEBREW NATIONAL CHARITY FASHION SHOW	WALDORF-ASTORIA
Dec. 5		ORPHAN HOME	GRAND BALLROOM
2:00 P.M.	Showing of coordinated fashions for the benefit of the Hebrew National Orphan Home--Mt. Vernon League. Furs--Dein-Bacher of the Waldorf. Gowns--Frank Martier. Hats--John Frederics. Jewelry--Trifari. Negligees--Dorian Macksoud. Playclothes--Frances Sider. Attendance by invitation only. Producer and Publicity: Beatrice Joyce, WI. 7-9600.		
Luncheon			
Wednesday	COSMETICS DIVISION	THE FASHION GROUP, INC.	HOTEL BILTMORE
Dec. 6	LUNCHEON MEETING	(9 ROCKEFELLER PLAZA)	BALLROOM
12:15 P.M.	"Beauty In 1951"--beauty editors will introduce models representing their predictions for beauty in 1951. Speakers: Kay Torrey, "Charm"; Helen Van Slyke, "Glamour"; Sara Tomerlin Lee, "Harpers Bazaar"; Bernice Peck, "Mademoiselle"; Beth Harber, "Seventeen"; Shirley Cook Mitchell, "Town & Country"; Muriel Maxwell, "Vogue". Lucille Goold, promotion director of Saks 5th Avenue, will discuss the store promotion follow-through. Chairman: Beatrice Castle. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (two per member). Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Luncheon			
Wednesday	RESORT AND SPRING	SURREY CLASSICS, INC.	HOTEL PIERRE
Dec. 6	FASHIONS AT LUNCHEON		COTILLION ROOM
12:45 P.M.	Surrey Classics will present Resort and Spring collection, designed by Esther Reifer, during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Surrey Classics Publicity: Ruth Hammer Associates, EL. 5-7108. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Luncheon			
Wednesday	SPECIAL SHOWING OF	JOHN-FREDERICS, INC;	JOHN-FREDERICS SALON
Dec. 6	"COCKTAIL HOUR" HATS	JULIUS WILE SONS & CO.	29 EAST 48TH STREET
6:00 P.M.	A special Holiday collection of "Cocktail Hour" hats, designed by John-Fredrics, inspired by "Cocktails That Go To Your Head", will be presented at a party by John-Fredrics and Julius Wile Sons & Company, importers of wines and spirits. Attendance by invitation only. Publicity: Virginia Dickson of Robert S. Taplinger & Associates, PL. 9-7979; or Lily Davis of John-Fredrics, PL. 3-1010.		
Cocktails			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 7 12:30 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW The Millinery Designers' League will present advance Spring hats at their semi-annual luncheon show. Price of tickets will be announced later. Publicity: Maud G. Moody, LE. 2-4049.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Thursday Dec. 7 3:00 P.M.- 4:00 P.M. Cocktails	SHOWING OF MEN'S FASHIONS Palm Beach Suits of Cincinnati, Ohio will present men's fashions, from active sportswear to evening clothes, to the press during cocktails. Attendance by invitation only. This show will be repeated for the customers at 11:00 P.M. Publicity: Lynne Lawton, MU. 7-0621.	PALM BEACH SUITS (CINCINNATI, OHIO)	COQ ROUGE 65 EAST 56TH STREET
Thursday Dec. 7 5:45 P.M.	COLLEGE FASHIONS BY COLLEGE BOARD Junior fashions will be presented at a show planned, staged and modeled by 24 of the A & S College Board Members. Press invited. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200, Ext. 479.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR JUNIOR SIZE DEPT.
Wednesday Dec. 13 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING The Ready-To-Wear Division of The Fashion Group will hold a luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 13 12:45 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Cavalier hats and other millinery by Brewster will be presented during luncheon. (This is the last Hotel Pierre Luncheon Show until after the holiday season). Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CAVALIER HATS BY BREWSTER	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 13 1:00 P.M. Luncheon	RESORT DRESSES AND SUITS AT LUNCHEON Luncheon showing of Resort dresses by William Bass; and Resort suits by Bass, Levine and Bass. Fashions available at Saks 5th Avenue. (This will be the last Waldorf-Astoria Luncheon Show until after the Holiday Season). Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. William Bass and Bass, Levine & Bass Publicity: Laura Benham, RE. 7-8230. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	WILLIAM BASS DRESS CO.; BASS, LEVINE & BASS CO.	WALDORF-ASTORIA SERT ROOM
Thursday Dec. 14 7:30 P.M. Dinner- Dance (Black Tie)	PRESS PREVIEW OF RESORT FASHIONS "Flight To India"--Peck & Peck will present a press showing of their confined collection of Resort fashions, designed by Carolyn Schnurer. Attendance by invitation only. Publicity: Dorothy Jane Todd, OR. 3-4700; Ouida Wagner, BOAC, CO. 5-3737.	PECK & PECK	BROOKLYN MUSEUM SCULPTURE COURT
Dec. 25	CHRISTMAS DAY--LEGAL HOLIDAY (Monday).		
Jan. 1	NEW YEAR'S DAY--LEGAL HOLIDAY (Monday).		

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

- Friday Nov. 17; Nov. 20; Nov. 24 3:30 P.M. TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2
Ilka Chase will present Holiday collections and interview designers on her television program. Fri., Nov. 17: Emily Wilkens, junior fashions sponsored by Reich Goldfarb. Mon., Nov. 20: Dorothy Cox, sportswear designer for McMullen-Leavens. Fri., Nov. 24: Mollie Parnis, dress designer, Parnis-Livingston. Publicity: Helen Brattrud, PL. 5-2000.
- Monday Nov. 20- Nov. 24 12:30 P.M.- 1:00 P.M. COLOR TELEVISION: "VANITY FAIR" CBS-TV, CHANNEL 2
Dorothy Doan's "Vanity Fair" program will appear twice daily on television; in color from 12:30 P.M. to 1:00 P.M.; (in black and white from 3:30 P.M. to 4:00 P.M.). Mon., Nov. 20: Mexican arts and crafts, fashions and home furnishings will be shown. Tues., Nov. 21: Eleanor Lambert will present and commentate on Holiday fashions and colored furs. CBS Fashion Publicity: Helen Brattrud, PL. 5-2000.
- Monday Nov. 20 OPENING: "PRIDE'S CROSSING" BILTMORE THEATRE, 261 WEST 47TH ST.
T. Edward Hambleton will present Victor Wolfson's play, starring Mildred Dunnock. Director: Philip Barry, Jr. Scenery: Ralph Alswang. Costumes: Mildred Sutherland. Publicity: G. & D. Ross, BR. 9-5906.
- Tuesday Nov. 21- Nov. 23 TELEVISION: "ZEKE MANNERS SHOW" WJZ-TV, CHANNEL 7
Presentation of Fumae fashions for children, ages 1 to 3 years, featuring handmades from the Philippines, on Tues., Nov. 21; Mr. Joseph Bonne of the M. Louis Hair Design Institute will demonstrate new hairstyles on Wed., Nov. 22; Carolyn Schnurer will present swimsuits on Thurs., Nov. 23. Publicity: Kay Bardsley, TR. 3-7000.
- Tuesday Nov. 21 OPENING: "EDWINA BLACK" BOOTH THEATRE, 222 WEST 45TH ST.
Donald Flamm will present the London melodrama about the discovery of a murder and its effect. Stars: Robert Harris, Signe Hasso, Marjorie Rhodes, Michael Shepley. Director: Basil Langdon. Setting: Leo Kerz. Costumes: Elsi Von Kanzow. Publicity: Bill Doll, JU. 2-4976.
- Tuesday Nov. 21 PREMIERE: "NEVER A DULL MOMENT" (Movie) RIVOLI THEATRE, B'WAY & 49TH ST.
RKO Radio Pictures will present a comedy about a lady songwriter who marries an unsuccessful Western rancher. Stars: Irene Dunne and Fred MacMurray. Producer: Harriet Parsons. Director: George Marshall. Gowns: Travis Banton. Publicity: Rutgers Neilson, CO. 5-6500.
- Wednesday Nov. 22 PREMIERE: "THE JACKPOT" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox comedy about transformation which overcomes an average American family when it receives a \$24,000 radio quiz show award. Stars: James Stewart and Barbara Hale. Wardrobe: Charles Le Maire and Edward Stevenson. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Wednesday Nov. 22 OPENING: "THE RELAPSE" MOROSCO THEATRE, 217 WEST 45TH ST.
The Theatre Guild will present the rowdy Restoration comedy by John Vanbrugh. Stars: Cyril Ritchard, Madge Elliot and John Emery. Publicity: Richard Maney, WI. 7-6939.
- Thursday Nov. 23 OPENING: "RING AROUND THE MOON" MARTIN BECK THEATRE, 302 WEST 45TH ST.
Gilbert Miller will present Christopher Fry's translation of Jean Anouilh's story about the love affairs of twin brothers. Stars: Lucile Watson and Neva Patterson. Director: Gilbert Miller. Costumes: Castillo. Publicity: Richard Maney, WI. 7-6939.