

PUBLISHED WEEKLY • 10TH YEAR OF PUBLICATION

Nov 6

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 ENDING SATURDAY, NOVEMBER 4, 1950</u> | | | |
| Friday Nov. 3 9:30 A.M. Coffee | PRESS PREVIEW OF SKI FASHIONS Bloomingdale's will present new ski fashions to the press. Showing promptly at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695. | BLOOMINGDALE'S | 3RD FLOOR SKI SHOP |
| <u>WEEK BEGINNING MONDAY, NOVEMBER 6, 1950</u> | | | |
| Friday Nov. 3 10:30 A.M. | PRESS PREVIEW: SPRING COATS AND SUITS "Paris In The Spring"--Seymour Fox will present his Spring collection of coats and suits, including special designs created in collaboration with Paris couturiers. Attendance by invitation only. Daily trade showings, beginning <u>Tuesday, Nov. 7, at 10:00 A.M. and 2:00 P.M.</u> Publicity: Ann R. Silver Associates, MU. 7-8654. | FOX & CO. | 512 SEVENTH AVENUE SHOWROOM-34TH FLOOR |
| Beginning Friday Nov. 3 10:30 A.M.; 2:00 P.M. | OPENING OF SPRING SHOE COLLECTION Joyce's Spring shoe collection at daily showings, beginning Friday, Nov. 3 at 10:30 A.M. and 2:00 P.M. Contact: Consultants, Inc., 210 W. 7th St. Los Angeles 14, Madison 6-5197; or Mary Marsh, PL. 7-5810. | JOYCE, INC. | EMPIRE STATE BLDG. ROOM 7401 |
| Saturday Nov. 4 11:30 A.M. | SHOWING OF SUB-TEEN FASHIONS A showing of coordinated fashions for girls, ages 10 to 12, by Namm's in cooperation with the Girl Scouts of America. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700, Ext. 76. | NAMM'S | 2ND FLOOR |
| Monday Nov. 6 12:30 P.M. Luncheon | PREVIEW OF CHARLES JAMES COLLECTION Press preview to introduce the first collection of Charles James for Ohrbach's, with a presentation of Charles James' original designs and Ohrbach's adaptations. Attendance by invitation only. Publicity: Carson-Ruff Associates, MU. 2-2055; or Mark Klauser, SP. 7-9000. | OHRBACH'S | SHERRY NETHERLANDS CHANTECLAIR ROOM |
| Beginning Monday Nov. 6 | DOLL EXHIBIT AT SPRING BRIDAL GOWN OPENING "Weddings of the World"--an exhibit of dolls dressed in ceremonial bridal clothes, including Korea, England and France, by Mary E. Lewis, lecturer and author of "The Marriage of Diamonds and Dolls". Madam Herma will present her new Spring line of bridal and bridesmaid gowns. Attendance by invitation only. Publicity: Ken Williams, CH. 4-8441. | MADAM HERMA CREATIONS, INC. | 215 WEST 40TH STREET SHOWROOM-4TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Monday Nov. 6- | TWENTY-SEVENTH ANNUAL WOMEN'S EXPOSITION | WOMEN'S INTERNATIONAL EXPOSITION | 71ST REGIMENT ARMORY PARK AVE. & 34TH ST. |
| Nov. 12 12:00 Noon- | The Women's International Exposition covers women's interests from every angle, with a daily "Fashion Extravaganza" on the stage. Admission: 50¢ plus tax. | Publicity: Aileen Fogarty, EL. 5-6316. | |
| Monday Nov. 6 7:30 P.M.- 9:30 P.M. | EIGHTH SESSION OF FASHION TRAINING COURSE Subject: "Publicity"--Store, Fabric Manufacturer, Freelance. Speakers: Adelia B. Ellis, Forstmann Woolen Co.; Carolyn Haight, formerly of Bonwit Teller; Ruth Hammer, Ruth Hammer Associates. Fee: \$2.00 for lecture. (There will be no lecture Monday, Nov. 13). Contact: The Fashion Group, Inc., CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | CARL FISCHER HALL 165 WEST 57TH ST. |
| Monday Nov. 6 8:00 P.M. | OPENING: METROPOLITAN OPERA SEASON | METROPOLITAN OPERA ASSOCIATION, INC. | MET. OPERA HOUSE B'WAY & 39TH ST. |
| | Grand opening of the 1950-51 Metropolitan Opera, the 66th season, with 20 weeks of performances. The first evening's presentation will be Verdi's DON CARLO. Publicity: Margaret Carson, PE. 6-1200. | | |
| Nov. 7 | ELECTION DAY (Tuesday). | | |
| Beginning Tuesday Nov. 7 | SPRING OPENINGS OF FOGA | FASHION ORIGINATORS' GUILD OF AMERICA, INC. | INDIVIDUAL NEW YORK SHOWROOMS |
| | The FOGA Collections will be shown for a two-week period as follows: | | |
| | <u>Tuesday, Nov. 7</u> | <u>Tuesday, Nov. 14</u> | |
| | A. GOODMAN & CO., INC. | CAPRI FROCKS, INC. | |
| | HORWITZ AND DUBERMAN, INC. | FRED GREENBERG DRESS CO. | |
| | <u>Wednesday, Nov. 8</u> | INTERNATIONAL DRESS CO. | |
| | DEITSCH, WERSBA & COPPOLA, INC. | JUNIOR LEAGUE FROCKS, INC. | |
| | JOSEPH HALPERT, INC. | DAVID LEVINE CO. | |
| | <u>Thursday, Nov. 9</u> | PARNIS-LIVINGSTON, INC. | |
| | GRABOIS | HANNAH TROY, INC. | |
| | <u>Friday, Nov. 10</u> | <u>Wednesday, Nov. 15</u> | |
| | NATHAN-STRONG, INC. | LARRY L. ALDRICH CO., INC. | |
| | <u>Monday, Nov. 13</u> | NAT KAPLAN, INC. | |
| | PAUL PARNE CORP. | CHARLES LANG, INC. | |
| | RUDOLF GOWNS | BEN REIG, INC. | |
| | HERBERT SONDEHEIM, INC. | MARTIN SIMON, INC. | |
| | <u>Tuesday, Nov. 14</u> | <u>Thursday, Nov. 16</u> | |
| | HANSEN BANG, INC. | ELFREDA, INC. | |
| | BEN BARRACK, INC. | BEN J. GAM, INC. | |
| | WILLIAM BASS DRESS CO. | ED GERRICK, INC. | |
| | Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945. | ADELE SIMPSON, INC. | |
| | | FRANK STARR, INC. | |
| Wednesday Nov. 8 9:30 A.M. | PREVIEW: SOUTHERN AND SPRING COLLECTION | HOUSE OF GALLAGHER MESH, INC. | 17 WEST 45TH ST. SHOWROOM-10TH FLOOR |
| | The House of Gallagher Mesh will present a press showing of the Southern and Spring daytime fashions, designed by Louise Barnes Gallagher. Attendance by invitation only. Daily trade showings, beginning Thursday, Nov. 9 at 9:15 A.M. | Publicity: Nona James, CH. 4-7658. | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday Nov. 8 Nov. 10 10:30 A.M.; 2:30 P.M. | PREVIEW: JACQUES FATH SPRING COLLECTION Preview of the Spring collection, designed in America by Jacques Fath for Joseph Halpert, at 10:30 A.M. and 2:30 P.M., Nov. 8, 9, 10. Attendance by invitation only, which must be presented at the door. Daily trade showings of the Fath collection, <u>beginning Monday, Nov. 13 at 10:30 A.M.</u> , by invitation; of the regular Halpert collection, <u>beginning Monday, Nov.</u> <u>13 at 2:30 P.M.</u> Contact: Sam Moskowitz, or Dorothy Wise, WI. 7-7400. | JOSEPH HALPERT | 530 SEVENTH AVENUE SHOWROOM-24TH FLOOR |
| Beginning Wednesday Nov. 8 10:30 A.M.; 2:00 P.M. | OPENING: SPRING COAT AND SUIT COLLECTION Presentation of George Jablow's Spring coat and suit fashions, beginning Wednesday, Nov. 8 at 10:30 A.M.; and 2:00 P.M. Press invited. Contact: Stanley Sherman, PE. 6-7530. | GEORGE JABLOW & CO., INC. | 530 SEVENTH AVENUE SHOWROOM-9TH FLOOR |
| Wednesday Nov. 8 12:45 P.M. Luncheon | "HOROSCOPE ON CHARM" LUNCHEON FASHION SHOW Coordinated fashion show with a presentation of Winter fashions during luncheon. Gowns--Philip Hulitar. Hats--Mary Goodfellow. Shoes--Nancy Haggerty. Hairstyles--Emile Salon. Robes (at-home-fashions)--St. Marys. Jewels--Jolie Gabor. Furs--David's. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Show Coordinator and Contact: Rosalyn Bader, EL. 5-4263. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | DESIGNERS AND SPECIALTY SHOPS | HOTEL PIERRE COTILLION ROOM |
| Wednesday Nov. 8 1:00 P.M. Luncheon | DEBUTANTE FASHIONS AT LUNCHEON SHOW Horwitz & Duberman will celebrate their twenty-fifth anniversary with a luncheon showing of debutante party clothes: "Judy 'n Jill" fashions available at Lord & Taylor; "Connie Adams" fashions at Bonwit Teller. Press by invitation. Public by reservation; contact: "Albert", head- waiter, EL. 5-3000. Horwitz & Duberman Publicity: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | HORWITZ & DUBERMAN | WALDORF-ASTORIA SERT ROOM |
| Wednesday Nov. 8 2:30 P.M. | OPENING OF 1950 SPRING COLLECTION Trade opening of the Christian Dior-New York Spring collection at 2:30 P.M. Press show at 6:00 P.M. Attendance by invitation only. | CHRISTIAN DIOR- NEW YORK, INC. | 730 FIFTH AVENUE SALON-7TH FLOOR |
| Wednesday Nov. 8 4:30 P.M. Cocktails | PRESS PREVIEW: SPRING DRESS COLLECTION Norbert Jay will present his Spring collection of dresses, sizes 12 to 40. Showing promptly at 4:45 P.M. (Note Change of Time). Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | NORBERT JAY (15 EAST 53RD STREET) | HOTEL PLAZA WHITE & GOLD SUITE |
| Wednesday Nov. 8 4:30 P.M. Cocktails | SPRING COLLECTION FOR PRESS AND TRADE Presentation of Raymond Marinelli's collection of afternoon, cocktail and evening dresses for Resort and Spring. For press and trade by invitation only. Contact: Dick Pistilli, PL. 7-2177. | RAYMOND MARINELLI | 37 WEST 47TH STREET SHOWROOM-3RD FLOOR |
| Thursday Nov. 9 9:00 A.M. Breakfast | PREVIEW OF RESORT AND SPRING FASHIONS Kiviette will present her Resort and Spring afternoon, cocktail and even- ing ensembles, by invitation. Trade showings at 10:30 A.M. and 2:30 P.M. daily; also by special appointment. Publ.: Roberta Miles, Cannon & Miles, PL. 3-7072. | KIVIETTE | 15 WEST 47TH STREET SALON |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday Nov. 9 12:00 Noon; 4:00 P.M. | OPENING OF SPRING COLLECTION Vera Maxwell's Spring collection will be presented at daily showings, 12:00 Noon and 4:00 P.M. Contact: Janet Hutton, LO. 3-4358. | VERA MAXWELL, INC. | 530 SEVENTH AVENUE SHOWROOM-26TH FLOOR |
| Thursday Nov. 9 1:00 P.M. Luncheon | "GRAND ENTRANCE" EVENING FASHIONS Presentation of evening fashions for Holiday wear by Russeks Fifth Avenue at luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | RUSSEKS FIFTH AVENUE | HOTEL PLAZA TERRACE ROOM |
| Thursday Nov. 9 4:00 P.M. Cocktails | PREVIEW: RESORT AND SPRING COLLECTION Presentation of Philip Hulitar's Resort and Spring collection of cocktail, dinner and evening gowns. By invitation only. Publicity: Mollie Appleby Baldwin, PL. 5-2500. | PHILIP HULITAR | SHERRY'S, 300 PARK SHERRY ROOM |
| Beginning Thursday Nov. 9 | OPENING: RESORT AND SPRING COLLECTION Maria Krum's Resort and Spring collection of daytime, afternoon, and evening clothes. By appointment. Contact: Sally Krum, CI. 7-3060. | MARIA KRUM | 41 WEST 56TH STREET SALON |
| Thursday Nov. 9 7:30 P.M. | FASHION PUBLICITY WORKSHOP COURSE Seventh Session: Adelia Bird Ellis of Forstmann, Inc. will describe the workings of "The How and Why of Fabric Publicity"; and Ruth Finley, editor, FASHION CALENDAR, will discuss "Press Shows". Director: Ellen Lind. Individual session: \$2.50. Contact: Promotions, MU. 8-1837. | PROMOTIONS | HOTEL DELMONICO PARK AVE. & 59TH ST. |
| Friday Nov. 10 12:00 Noon Luncheon | PREVIEW: 1951 CARS WITH COORDINATED FASHIONS Ford Motor Company will invite the fashion press to an advance preview of its 1951 line, designed with fashion significance for the American woman. Leading New York designers will present coordinated fashions for the new Ford colors and styles. Hats--Lilly Dache, Mr. John, John Frederics, and Sally Victor. Costumes--Lilly Dache, Jane Derby, Pattullo-Jo Copeland, and Clare Potter. Shoes and Handbags--Palter De Liso and J. & J. Slater. Costume Jewelry--Trifari. Attendance by invitation only. Fashion Publ.: Ellen Lind, LO. 4-7800. Ford Publicity: John Sattler, MU. 8-2000. | FORD MOTOR COMPANY | HOTEL ASTOR GREEN ROOM |
| Friday Nov. 10 1:00 P.M. Buffet Luncheon | ANNIVERSARY LUNCHEON FOR THE PRESS Horwitz & Duberman will invite the press to a buffet luncheon and cham- pagne party in celebration of their twenty-fifth anniversary. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | HORWITZ & DUBERMAN | 498 SEVENTH AVENUE SHOWROOM-9TH FLOOR |
| Friday Nov. 10 3:00 P.M. | PREVIEW OF SPRING DRESSES AND SUITS Presentation by Howard Greer of his Spring collection of suits and dresses at a showing for the trade and press. Attendance by invitation only. Contact: Howard Greer, 8446 West 3rd Street, Los Angeles, or Jane Synnott, 16 Sutton Place, N.Y., EL. 5-3171. | HOWARD GREER (LOS ANGELES) | HOTEL PLAZA WHITE & GOLD SUITE |

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| Monday Nov. 13 10:30 A.M. | CUSTOM FUR COLLECTION FOR FALL AND WINTER Press preview of Alfred Rainer's custom fur collection for Fall and Winter. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790. | ALFRED RAINER | 17 EAST 55TH STREET SALON |
| Monday Nov. 13 2:30 P.M. | PREVIEW: ADVANCE SPRING DRESS COLLECTION The press will be invited to preview the Advance Spring collection of the International Dress Company. Attendance by invitation only. Daily trade showings, beginning Tuesday, Nov. 14 at 10:30 A.M. and 2:00 P.M. Publicity: Viola Shefer, PL. 3-3173. | INTERNATIONAL DRESS CO. | 1400 BROADWAY SHOWROOM-15TH FLOOR |
| Monday Nov. 13 4:00 P.M.- 7:00 P.M. Cocktails | PATENT LEATHER COLORS AND COMBINATIONS Preview of patent leather fashions for Resort and Spring in shoes and accessories. New colors and combinations, presented for the first time by the Patent Leather Bureau as interpreted by leading designers and manufacturers, and coordinated with the new fabrics in ready-to-wear. By invitation only. Publicity: Lucille Turner, LA. 4-1398. | PATENT LEATHER BUREAU | SHERRY NETHERLAND CHANTECLAIR ROOM |
| Tuesday Nov. 14 9:30 A.M. Breakfast | PRESS PREVIEW OF SPRING COLLECTION Presentation of the Spring collection by Janice Milan, during breakfast preview. Attendance by invitation only. Continuous showings daily. Publicity: Barbara Fields, LO. 4-7940. | JANICE MILAN, INC. | 498 SEVENTH AVENUE SHOWROOM-15TH FLOOR |
| Tuesday Nov. 14 10:30 A.M. | PRESS PREVIEW OF DRESSES AND SUITS Presentation to the press of William Bass Dress Company's collection of Spring dresses; and Bass, Levine and Bass Company's collection of Spring suits. Attendance by invitation only. Publ.: Laura Benham, RE. 7-8230. | WILLIAM BASS DRESS CO.; BASS, LEVINE & BASS CO. | 530 SEVENTH AVENUE SHOWROOM-22ND FLOOR |
| Beginning Tuesday Nov. 14 10:30 A.M. | OPENING: SPRING COAT AND SUIT COLLECTION Carmel's Spring coat and suit collection will be shown daily at 10:30 A.M. and 2:30 P.M. Press invited. Contact: Larry Carmel, LA. 4-3310. | GEORGE CARMEL, INC. | 530 SEVENTH AVENUE SHOWROOM-15TH FLOOR |
| Tuesday Nov. 14 1:00 P.M. Luncheon | COORDINATED FASHIONS AT LUNCHEON SHOWING Presentation of Holiday and Resort fashions by specialty shops during luncheon. Bathing suits--Hilbrun, Inc. Suits and afternoon gowns--Saul Schwartz. "After-five" gowns--Harold Oberon. Hostess gowns--Belle-Amie. Men's robes--Di Tieri. Hats--Peggy Corck. Shoes--Albert Hartman. Hairstyles--Martin. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Fashion Show Coordinator and Publicity: Rosalyn Bader, EL. 5-4263. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000. | SPECIALTY SHOPS | RITZ-CARLTON HOTEL OVAL ROOM |
| Tuesday Nov. 14 2:30 P.M. | PRESENTATION OF SPRING COLLECTION Arnold & Fox will present the Spring collection of dresses for daytime, cocktail, and evening wear, designed by Miguel Dorian. Attendance by invitation. Trade Showing on Nov. 15 and Nov. 16 at 4:00 P.M.; continuous daily thereafter. Publicity: Pauline Greene, MU. 7-8297. | ARNOLD & FOX | 530 SEVENTH AVENUE SHOWROOM-10TH FLOOR |

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| Tuesday Nov. 14 2:30 P.M. | SIXTH ANNUAL BRIDAL CLINIC | MADEMOISELLE | HOTEL BILTMORE GRAND BALLROOM |
| | Annual clinic for bridal consultants, bridal dress buyers, trousseau buyers, publicity, display and merchandise managers. Tickets available by invitation, and only for Mademoiselle's tie-in stores across the country. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910. | | |
| Tuesday Nov. 14 4:00 P.M. Tea | PREVIEW OF SPRING FASHIONS FOR JUNIORS | EMILY WILKENS (530 SEVENTH AVENUE) | PARK LANE HOTEL PARK AVE. & 48TH ST. |
| | Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present Spring fashions "For America's Juniors", at a preview for press and trade at the Park Lane Ballroom. Attendance by invitation only. Publicity for Emily Wilkens: Eleanor Lambert, MU. 8-2130. Contact: Reich-Goldfarb, WI.7-5374. | | |
| Beginning Tuesday Nov. 14 | JUNIOR RESORT AND SPRING COLLECTION | JERRY GREENWALD, INC. | 1400 BROADWAY SHOWROOM-29TH FLOOR |
| | Jerry Greenwald, Inc. will present a Resort and Spring collection of junior ensembles, designed by Lee Evans. Attendance by appointment. Contact: LO. 5-4850. | | |
| Wednesday Nov. 15 10:30 A.M.; 12:00 Noon | PRESS PREVIEW OF SPRING COLLECTIONS | MARTINI DESIGNED; DIMINUTIVES, INC. | 498 SEVENTH AVENUE SHOWROOM-21ST FLOOR |
| | Sylvan Rich will present his day and evening collections of fashions for Spring. Martini Designed at 10:30; Diminutives, Inc. at 12:00 Noon. Attendance by invitation only. Trade showings at these same times daily. Publicity: Mildred Kaldor, MU. 9-5420. | | |
| Beginning Wednesday Nov. 15 10:30 A.M. | OPENING OF SPRING COAT & SUIT COLLECTION | FRANK GALLANT, INC. | 205 WEST 39TH ST. SHOWROOM-5TH FLOOR |
| | Presentation of the Spring coat and suit collection by Frank Gallant at 10:30 A.M. and 2:30 P.M. daily. Contact: Herbert Gallant, LA. 4-7286. | | |
| Wednesday Nov. 15- Nov. 17 10:30 A.M. | SPRING COLLECTION BY CEIL CHAPMAN | SAMUEL CHAPMAN, INC. | 530 SEVENTH AVENUE SHOWROOM-2ND FLOOR |
| | Presentation of the Ceil Chapman Spring and Holiday Collections at daily showings, beginning Wed., Nov. 15 to Nov. 17 at 10:30 A.M. and 2:30 P.M.; Nov. 20, 21, 22, and 24 at 2:30 P.M.; and Nov. 27-Nov. 30 at 2:30 P.M. (Note Change of Dates). Contact: Alto G. Schifrine, LA. 4-5800. | | |
| Wednesday Nov. 15 12:45 P.M. Luncheon | FASHION SHOW DURING LUNCHEON | SPECIALTY SHOPS FOR TUBERCULOSIS ASS'N. | HOTEL PIERRE COTILLION ROOM |
| | Opening of the Christmas Seal Drive with a showing of Winter fashions. Children's fashions to age 14--Georg Jensen. College fashions--Peck & Peck. Debutante and bridal gowns--Eulalie. Flowers--Kathryn Churchill. Press by invitation. Public by reservation; contact: Francois, TE.8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | | |
| Wednesday Nov. 15 1:00 P.M. Luncheon | CUSTOM SUITS AT LUNCHEON SHOWING | BARRINGTON, LTD. (299 MADISON AVE.) | WALDORF-ASTORIA SERT ROOM |
| | Presentation by Barrington, Ltd. of their first showing of their custom collection of man-tailored suits, designed for women, by Nicholas Catenaro. Hat--Laddie Northridge. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Barrington Publicity: Clyde Matthews, JU. 2-4390. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | | |

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| Wednesday Nov. 15 3:00 P.M. | SPRING READY-TO-WEAR COLLECTION Elizabeth Arden will present her Spring ready-to-wear collection to the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171. | ELIZABETH ARDEN | 691 FIFTH AVENUE SALON-2ND FLOOR |
| Wednesday Nov. 15 4:30 P.M. Cocktails | PRESS PREVIEW: SPRING BRIDAL FASHIONS Gertrude Hoffman of Oscar Abel, Inc., new national bridal center, will present Spring bridal fashions from leading manufacturers at a cocktail party for the press. Attendance by invitation only. Miss Hoffman will serve as stylist and consultant for retail bridal shops throughout the country. Contact: Gertrude Hoffman, PE. 6-7972. | OSCAR ABEL, INC. (1441 BROADWAY) | HOTEL WARWICK MIRROR ROOM |
| Thursday Nov. 16 1:00 P.M. Luncheon | HOLIDAY & WINTER SHOE FASHIONS Luncheon presentation of shoes for Holiday and Winter by J. & J. Slater. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Slater Publicity: Kathleen Low, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | J. & J. SLATER | HOTEL PLAZA PERSIAN ROOM |
| Beginning Thursday Nov. 16 10:30 A.M.; 1:00 P.M. | OPENING OF SPRING COLLECTION BY TED SHORE Showings of the Spring afternoon, dinner and evening dress collection, designed by Ted Shore for Frank Starr, daily at 10:30 A.M. and 1:00 P.M. Contact: Marion Auley, LA. 4-7690. | FRANK STARR, INC. | 530 SEVENTH AVENUE SHOWROOM-19TH FLOOR |
| Thursday Nov. 16 4:00 P.M. Cocktails | N.Y. PRESS SHOWING BY WASHINGTON DESIGNER Mme. Louise Brune, leading Washington designer, will present the first New York showing of her Resort and Travel collection, including nine-way interchangeable daytime and evening suits, designed for the "one-suit-case" traveler. Jewelry--Vogue. Attendance by invitation only. Publicity: Mollie Appleby Baldwin, PL. 5-2500. | MME. LOUISE BRUNE | SHERRY'S, 300 PARK MIRROR ROOM |
| Thursday Nov. 16 4:00 P.M. Cocktails | PRESS SHOWING OF SPRING COLLECTION Presentation to the press of the new Spring collection of better women's dresses. By invitation only. Trade showings, beginning Wed. Nov. 15 at 10:00 A.M. and 4:00 P.M. daily. Publicity: Claire A. Wolff, LO. 4-7230. | BRIGANTI, INC. | 31 WEST 47TH STREET SHOWROOM-9TH FLOOR |
| 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. | PRESENTATION OF SPRING COLLECTION Opening of the Trigere Spring collection, with daily showings at 2:30 P.M., by appointment. Press Preview at 5:00 P.M., on Monday, Nov. 20. Attendance by invitation only. Contact: Mrs. Gordon, PL. 3-6778. | TRIGERE, INC. | 29 WEST 57TH STREET SHOWROOM- |
| 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. Publ.: Gloria Carr, WI. 7-3300. | LORD & TAYLOR | 5TH FLOOR BIRD CAGE |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| 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 |
| Nov. 23 | THANKSGIVING DAY (Thursday). | | |
| 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 |
| Monday Nov. 27 10:00 A.M. Press Preview-- Dress Rehearsal; 2:00 P.M. Trade Show | ANNUAL POPULAR PRICE SHOE 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, MU. 2-8704, 51 East 42nd Street. Press by invitation only. Contact: Ruth Hammer Associates, Inc., EL. 5-7108. | POPULAR PRICE SHOE SHOW OF AMERICA | HOTEL NEW YORKER GRAND BALLROOM |
| 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 Fashion 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. The showing will be followed by a reception for the press and prospective brides. Commentator: Alexandra Potts, Merchandising Counsel, Modern Bride Magazine. Attendance by invitation only. Publicity: Mollie Appleby Baldwin, PL. 5-2500. | THE TAILORED WOMAN | SHERRY'S, 300 PARK SHERRY ROOM |
| 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 |
| Beginning Wednesday Nov. 29- Jan. 31 | "ITALY AT WORK" ITALIAN DESIGN EXHIBIT "Italy At Work--Her Renaissance in Design Today", an exhibit of over 2500 objects. Publicity: Isadora Bennett and Richard Pleasant, PL. 7-3184. | ITALIAN GOVT. AGENCIES; E.C.A. ADMINISTRATION | BROOKLYN MUSEUM EASTERN PARKWAY |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| 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 9:00 P.M. | BENEFIT PARTY FOR COSTUME INSTITUTE A gala party, ball and entertainment, under the sponsorship of 25 different branches of the fashion industry, will be given for the benefit of The Costume Institute of the Metropolitan Museum of Art. Chairman of Executive Committee: Dorothy Shaver. Co-chairmen of Arrangements Committee: Eleanor Lambert, Richard Koret, Lloyd Weill. 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 |
| Dec. 4 | SPRING CORSET WEEK. Contact: Jed Sylbert, MU. 3-1593. | | |
| Tuesday Dec. 5 10:30 A.M. | "FACE THE FIGURES" FOUNDATION SHOW 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. | THE WARNER BROTHERS CO. (BRIDGEPORT, CONN.) | HOTEL ASTOR GRAND BALLROOM |
| Wednesday Dec. 6 12:15 P.M. Luncheon | COSMETICS DIVISION LUNCHEON MEETING The Cosmetics 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, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |
| Thursday Dec. 7 12:30 P.M. | 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 |
| Tuesday Dec. 12 12:00 Noon Buffet Luncheon | PREVIEW OF RESORT & ADVANCE SPRING HATS Resort and advance Spring millinery by the two Anna's will be presented to the press. Buffet luncheon at 12:00 Noon, followed by show. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049. | ANNA'S HATS, INC. | 22 EAST 56TH STREET SALON |

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

- Friday Nov. 3 3:30 P.M.-4:00 P.M. TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2 A new series of television fashion shows (Monday and Friday) will be presented by Ilka Chase. She will interview Jean Desses, a leading French couturier, on the first program. Publ.: Helen Brattrud, PL. 5-2000.
- Week Of Nov. 6 FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST. Opening week of the sixty-sixth season (1950-1951) of the Metropolitan Opera, presenting: Mon. Eve., Nov. 6: DON CARLO; Thurs. Eve., Nov. 9: THE FLYING DUTCHMAN; Sat. Mat., Nov. 11: DON CARLO; Sat. Eve., Nov. 11: LA TRAVIATA. Publicity: Margaret Carson, PE. 6-1200.
- Tuesday Nov. 7-8 10:00 A.M. TELEVISION: THE KATHI NORRIS SHOW WNBT, CHANNEL 4 Dorothy Dorn, of Hammacher Schlemmer, will show the latest canine fashions from Paris, including ermine dog collars; also, guests from the 27th Annual Women's International Exposition will demonstrate costumes and customs of five nations. Wed., Nov. 8: Jacques Paschkes, hairstylist, will demonstrate chignons with coordinated fashions. Publicity: Babs Doniger, PL. 3-1742.
- Wednesday Nov. 8 OPENING: "THE LADY'S NOT FOR BURNING" ROYALE THEATRE, 242 WEST 45TH ST. Atlantis Productions, The Theatre Guild, Tennent Productions, Ltd., John C. Wilson, will present Christopher Fry's romantic comedy, starring John Gielgud and Pamela Brown. Director: John Gielgud. Settings and Costumes: Oliver Messel. Publicity: Willard Keefe, CI. 6-7492.
- Thursday Nov. 9 PREMIERE: "KING SOLOMON'S MINES" RADIO CITY MUSIC HALL, 6TH AVE. & 50TH MGM presents a Technicolor film drama about a woman's search for her husband who had disappeared into unchartered African country while on a quest for legendary diamond mines. Stars: Deborah Kerr, Stewart Granger and Richard Carlson. Producer: Sam Zimbalist. Directors: Compton Bennett and Andrew Marton. Costumes: Walter Plunkett. Publicity: Herbert Crooker, JU. 2-2000.
- Friday Nov. 10 OPENING: "THE COUNTRY GIRL" LYCEUM THEATRE, 149 WEST 45TH STREET Dwight Deere Wiman will present Clifford Odets' new play about backstage life in New York. Stars: Paul Kelly and Uta Hagen. Director: Clifford Odets. Settings and Lighting: Boris Aronson. Costumes: Anna Hill Johnstone. Publicity: Tom Weatherly, CO. 5-7640.
- Tuesday Nov. 14 OPENING: "BELL, BOOK AND CANDLE" BARRYMORE THEATRE, 243 W. 47TH ST. Irene Mayer Selznick will present John van Druten's new comedy, starring Rex Harrison and Lilli Palmer. Director: John van Druten. Scenery and Lighting: George Jenkins. Costumes: Valentina and Anna Hill Johnstone. Publicity: Ben Kornsweig, LU. 2-3368.
- Wednesday Nov. 15 PREMIERE: "CYRANO DE BERGERAC" (Movie) BIJOU THEATRE, 209 WEST 45TH ST. Stanley Kramer Productions, released through United Artists, presents Jose Ferrer in Edmond Rostand's story of a courageous and educated man, whose outsize nose is the key to his character. Co-stars Mala Powers. Producer: Stanley Kramer. Director: Michel Gordon. Wardrobe: Joe King, Dorothy Jenkins, Ann Peck. The premiere performance is a benefit for Forest Neighborhood House. Open to public Nov. 16. Publicity: Tess Michaels, CI. 5-6000.