

X 102/50

# 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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october

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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 BEGINNING MONDAY, OCTOBER 2, 1950</u>			
Now Going On	PRESENTATION OF HOLIDAY COLLECTION Showing of Nali-Bee daytime cottons for Holiday in woven and plain fabrics, at continuous daily showings, to press and trade. Contact: Marian Ostroff, PE. 6-5520.	NALI-BEE (H. & J. NALIBOTSKY)	1350 BROADWAY SHOWROOM-16TH FLOOR
Monday Oct. 2 12:00 Noon Luncheon	PRESS SHOWING OF RESORT COLLECTION Ann Sadowsky & Eta, Inc. will present a brief showing of the highlights of the Resort collection designed by Eta, at a luncheon for the press. Attendance by invitation only. Showings to the trade, beginning <u>Tuesday,</u> <u>Oct. 3 at 10:30 A.M.</u> ; and daily thereafter at 2:30 P.M., by appointment. Publicity: Mildred Kaldor, MU. 9-5420.	ANN SADOWSKY & ETA, INC.	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Monday Oct. 2 1:00 P.M. Luncheon	PRESENTATION OF FALL MILLINERY AT LUNCHEON Laddie Northridge will present his Fall and Holiday millinery collection. during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Northridge Publicity: Donna Cannon, PL. 3-7072. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 2- Oct. 6 2:00 P.M.- 6:00 P.M.	TRADE SHOWINGS: WINTER & FLORIDA COLLECTIONS Helen de Huene's original collections of dresses, suits and coats for Winter and Florida at daily showings for the trade, from 2:00 P.M. to 6:00 P.M. Contact: EL. 5-1337.	HELEN de HUENE	21 EAST 57TH STREET SALON
Beginning Monday Oct. 2 2:30 P.M.	TRADE SHOWINGS OF RESORT COLLECTION Trade showings of the Christian Dior-New York Resort collection, at 2:30 P.M., beginning Monday, Oct. 2. Attendance by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
Monday Oct. 2 2:30 P.M.	PREVIEW: PALM BEACH AND SPRING COLLECTION Anna Miller will present the Palm Beach and early Spring collection to the press. Attendance by invitation only. Trade showings, beginning <u>Tuesday, Oct. 3 at 2:30 P.M.</u> , and daily thereafter. Contact: Dorothy Lambert at Anna Miller, CH. 4-3966.	ANNA MILLER & CO.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Monday Oct. 2 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF NEW ART GALLERY Helena Rubinstein will invite the press to a cocktail party and the opening of a new art gallery in her home. Attendance by invitation only. Publicity: Amy Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN	625 PARK AVENUE (HOME)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 2 7:30 P.M.- 9:30 P.M.	SECOND SESSION OF FASHION TRAINING COURSE Subject: "Fabric Styling"--Cottons, Synthetics, Woolens. Speakers: Pauline Alper, Burlington Mills; Marcelle Feybusch, D.B. Fuller & Co.; Jeanne Pierre, A.D. Juilliard & Co. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
Tuesday Oct. 3 11:00 A.M.	PRESS SHOWING OF FALL & WINTER FURS Press preview of Bergdorf Goodman's collection of furs for Fall and Winter. By invitation only. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday Oct. 3 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Showing of daytime, afternoon and evening costumes for Fall. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Callot Soeurs Publicity: Mary Marsh, PL. 7-5810. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	CALLOT SOEURS (42 EAST 57TH ST.)	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday Oct. 4 10:30 A.M. Breakfast	SHOWING OF HOLIDAY MILLINERY COLLECTION Press preview of Holiday millinery by Walter Florell. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Wednesday Oct. 4 12:45 P.M. Luncheon	FALL SHOE FASHIONS AT LUNCHEON SHOWING J. & J. Slater will present Fall shoe fashions. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. J. & J. Slater Contact: Kathleen Low, PL. 9-4805. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	J. & J. SLATER	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 4 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Irene of New York will present her custom-made collection of hats during luncheon. Press by invitation. Public by reservation; contact "Albert", headwaiter, EL. 5-3000. Irene Publicity: Nona James, CH. 4-7658. Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	IRENE OF NEW YORK	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 5 10:30 A.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION The Resort and Spring collection, designed by Esther Reifer for Surrey Classics, will be presented to the press. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	SURREY CLASSICS	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Thursday Oct. 5 11:00 A.M. Luncheon	RESORT & ADVANCE SPRING COLLECTION Presentation to the press of Hannah Troy's Resort and Advance Spring collection. By invitation. Publ.: Gladys Steiner, MU. 9-1630.	HANNAH TROY, INC.	HAMPSHIRE HOUSE COTTAGE
Thursday Oct. 5 12:45 P.M. Luncheon	SPECIAL SHOWING: MEN'S AND WOMEN'S FASHIONS "Mr. and Mrs. Fashion"--a special showing of Fall and Winter fashions for men and women. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Publ.: Richard Bernstein, PL. 8-1703. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	THE FASHION AUTHORITY FOR THE AMERICAN MALE	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 5 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS  Presentation of Stein & Blaine's coats, suits and dresses for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Publicity: Betty Greenberg, PL. 3-7700. Show Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC.	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 5 3:00 P.M.- 7:00 P.M. Cocktails	FASHION, MERCHANDISE AND FOOD DISPLAYS  The press, trade and manufacturers will be invited by Capp Enterprises to a presentation of fashion, merchandise and food displays, associated with the "Li'l Abner" comic strip and John Wayne, the Western movie star. There will be a discussion of promotion and publicity plans for the coming year. Special Guest: Al Capp. Attendance by invitation. Contact: Gladys Murray, MU. 7-6930.	CAPP ENTERPRISES, INC.	HOTEL SHELBYNE LEX.AVE. & 37TH ST.
Thursday Oct. 5 4:00 P.M. Cocktails	PRESS PREVIEW OF RESORT COLLECTION  Arrowhead will present the Resort collection of sportswear at a preview for the press. Attendance by invitation only. Trade showings, beginning <u>Monday, Oct. 9 at 10:00 A.M.</u> Contact: Margaret Shelley, LA. 4-0111.	ARROWHEAD PLAYCLOTHES	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday Oct. 5 4:00 P.M. Cocktails	FALL FASHION PRESENTATION  Boue Soeurs will present Fall dresses, afternoon and evening gowns, designed by Baroness D'Etreillis; also hats and furs. Press by invitation. Contact: Henry Gedal, PL. 3-8270.	BOUE SOEURS (9 EAST 54TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 5 5:45 P.M. Cocktails	PRESS PREVIEW OF CEIL CHAPMAN DESIGN  Preview of "Belles On Their Toes" dress, designed by Ceil Chapman, and inspired by book of the same name by Ernestine Carey and Frank Gilbreth. By invitation only. Publicity: Elaine Kanners, JU. 6-1000.	JAY THORPE	4TH FLOOR
Thursday Oct. 5 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE  Second Session: "Discussion of Media in Publicity That Reaches The Woman Consumer"--newspapers, magazines, syndicates and trade press. Speaker: Dorothy O'Neill, New York Times, assistant fashion editor. Director: Ellen Lind. Fee: \$20.00. Individual session: \$2.50. Contact: Promotions, 1068 Second Ave., MU. 8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE.& 59TH ST.
Friday Oct. 6 2:30 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION  Max Milstein will present his Cruise and early Spring collection of coats and suits at a press showing. By invitation only. Daily trade showings thereafter at 10 A.M., 1:30 P.M., 3:30 P.M. Contact: Miss Layne, WI.7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH ST. SHOWROOM-9TH FLOOR
Monday Oct. 9 10:00 A.M. Breakfast	PREVIEW OF RESORT SPORTSWEAR LINE  Serbin will present the Resort and Spring collection of sportswear, de- signed by Claire Smith, at a breakfast preview for the press. Attendance by invitation only. Showing to the trade, <u>Tuesday, Oct. 10 at 3:30 P.M.</u> followed by cocktails. Daily showings thereafter. Contact: Muriel Ryan, BR. 9-9568.	SERBIN, INC.	1384 BROADWAY SHOWROOM-20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday	OPENING OF RESORT COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Oct. 9 12:30 P.M.; 3:30 P.M.	Daily showings of Carolyn Schnurer's Resort collection will be presented to the trade and press at 12:30 P.M. (box luncheon) and 3:00 P.M. For appointment contact: Lee Walker, CH. 4-4587.		
Monday Oct. 9 1:00 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW	EVE TARTAR (750 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
	Eve Tartar will present Fall millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Tartar Contact: TR. 9-3355. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.		
Monday Oct. 9 2:30 P.M.	PRESS PREVIEW: SPRING AND RESORT COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
	Preview of Adler and Adler's Spring and Resort collection, designed by Bonnie Cashin. By invitation. Publ.: Ruth Hammer Associates, EL. 5-7108.		
Monday Oct. 9 4:00 P.M. Cocktails	PRESS PREVIEW: TWO RESORT COLLECTIONS	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
	Fashion show and cocktail party for the press to inaugurate Frances Sider's new showroom. Presentation of two new Resort collections of "Seasiders"; and introduction of the "Body", a new foundation. Attendance by invitation only. Daily trade showings at 10:30 A.M. and 2:30 P.M., beginning <u>Tuesday, Oct. 10</u> . Publicity: Viola Shefer, PL. 3-3173.		
Beginning Monday Oct. 9- April 9 7:00 P.M.	ANNUAL SURVEY OF ADVERTISING COURSE	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA ASTOR GALLERY
	Twenty-second Survey of Advertising Course, with 24 Monday evening lectures by leading advertising executives. Fee for course: \$15.00. Contact: Advertising Women, 1233 Avenue of Americas, CI. 5-4149.		

OPENING OF RESORT AND SPRING COLLECTIONS BY THE SPORTSWEAR GUILD

MONDAY, OCT. 9

Sport-Craft, Inc. 2:30 P.M. on Oct. 9 . . . . . 550 7th, LA. 4-9724.  
Thereafter, at 10:30 A.M. and 2:30 P.M.

Star-Maid Dresses 10:30 A.M. and 2:30 P.M. daily. . . . . 498 7th, PE. 6-0444.

TUESDAY, OCT. 10

Adler & Adler, Inc. 10:30 A.M. daily. . . . . 550 7th, CH. 4-6630.  
Kane-Weill 10:30 A.M. and 2:30 P.M. daily. . . . . 498 7th, LO. 5-3041.

WEDNESDAY, OCT. 11

Davidow 10:30 A.M. daily. . . . . 550 7th, PE. 6-6909.  
David M. Goodstein 10:30 A.M. and 2:30 P.M. daily. . . . . 550 7th, LA. 4-2577.  
Mutual-Rosenbloom Co. 10:30 A.M. and 2:30 P.M. daily. . . . . 498 7th, CH. 4-6221.

THURSDAY, OCT. 12

Charles W. Nudelman 10:30 A.M. and 2:30 P.M. on Oct. 12 . . 550 7th, LA. 4-1254.  
Thereafter, at 10:30 A.M. daily . .

Zoltan Rosenberg Co. 2:30 P.M. daily . . . . . 550 7th, LA. 4-6691.

Tuesday Oct. 10 11:00 A.M. Luncheon	PRESS SHOWING OF HOLIDAY COLLECTION Presentation to the press of the Holiday collection designed by Clifford for del Mar. Show will be followed by luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	DEL MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 10 11:00 A.M.; 2:00 P.M.	OPENING OF RESORT & SPRING COLLECTIONS  Henry Rosenfeld will present the Resort and early Spring collection of dresses and suits at 11:00 A.M. and 2:00 P.M. daily. Contact: Shirley Perces or Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Tuesday Oct. 10 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOW  Presentation of Fall and Winter custom-order and ready-to-wear originals by Jonai during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Jonai Contact: PL. 5-3500. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Oct. 10 2:30 P.M.	PREVIEW OF RESORT AND CRUISE COLLECTION  The Resort and Cruise collection of casual dresses and ensembles, play-clothes and beachwear, designed by Brigance, will be presented to the press by Charles W. Nudelman, Inc. Attendance by invitation only. Trade showings <u>Thursday, Oct. 12 at 10:30 A.M. and 2:30 P.M.</u> ; thereafter at 10:30 A.M. daily. Publicity: Gilbert Victor, LA. 4-1254.	CHARLES W. NUDELMAN	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Wednesday Oct. 11 12:45 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON  "Designed For Living"--a showing of coordinated Fall fashions by Harriette Harra, John Norman and Hannah Troy, Inc. Men's furnishings by Budd, Ltd. Fabrics by Scalamandre. Table Settings by Carole Stupell. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 11 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW  Presentation of Russeks Fall fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 11 2:15 P.M.	PRESS SHOWING OF RESORT COLLECTION  Press preview of the Resort and Spring collection of rainwear, designed by Adele Lawrence, for Lawrence of London. Attendance by invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR
Wednesday Oct. 11 3:30 P.M. Cocktails	PRESS PREVIEW: 1951 SEAMOLDS SWIM SUITS  Preview of 1951 collection of Seamolds, "the swimwuits with Foundation Fit". By invitation only. Publicity: Sandra Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Wednesday Oct. 11 4:30 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS  The McMullen Company's semi-annual preview for the fashion press, with a showing of their Resort and Spring fashions. Seating at 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (Trade showings at McMullen showroom, 475 Fifth Avenue, beginning Thursday, Oct. 12 at 10:30 A.M. and 2:30 P.M.) Publicity: Isabelle Crawford, MU. 3-9560.	THE McMULLEN CO. (475 FIFTH AVENUE)	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 12 1:00 P.M. Luncheon	PRESENTATION OF FALL FASHIONS Razook's will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Commentator, Publ., and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RAZOOK'S INC. (HOTEL PLAZA)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 12 4:00 P.M.	RESORT AND HOLIDAY COLLECTION FOR PRESS Press preview of Sam Friedlander's Resort and Holiday collection. By invitation only. Daily trade showings, beginning <u>Friday, Oct. 13</u> through <u>Oct. 20 at 4:00 P.M.</u> Publicity: Joanne Jaap, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
Thursday Oct. 12 9:00 P.M. Supper	AMERICAN FASHION CRITICS' AWARD Coty will present the Eighth Annual American Fashion Critics' Award for excellence in the field of Fashion Design, at a fashion show and supper. Tickets: \$15.00, now available at American Fashion Critics' Award-Children's Memorial Cancer Fund Office, 730 Fifth Avenue. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Friday Oct. 13 10:00 A.M. 4:00 P.M.	"WORLD OF SILK" EXHIBIT OF TEXTILES OF ART A survey of about 400 examples of silk makers' art. Press preview, Friday, Oct. 13. ( <u>Note Change of Date</u> ). Members of the World Silk Congress and their guests will be invited to preview the exhibit on <u>Wed., Oct. 18, 5:00 P.M. to 7:00 P.M.</u> ; Members Private Preview on <u>Thurs., Oct. 19, 8:30 P.M. to 11:00 P.M.</u> Open to public, <u>Fri., Oct. 20</u> through Dec. 3. World of Silk Congress Publicity Director: Eleanor Lambert, MU. 8-2130. Metropolitan Museum Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM COSTUME INSTITUTE	82ND ST. & 5TH AVE.
Friday Oct. 13 11:00 A.M.	RESORT, TRAVEL AND SPRING COLLECTION The press will be invited to a showing of the Resort, Travel and Spring collection by B.H. Wragge. By invitation. Contact: Molly Porter, WI.7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Saturday Oct. 14 2:30 P.M.	SHOWING OF CAREER GIRL FASHIONS Namm's will present a collection of fashions for career girls at work and at play. Members of Career Girl Fashion Board will serve as models. Press invited. Open to public. Publ.: Susanna Davis, TR. 5-5700, Ext. 76.	NAMM'S	2ND FLOOR
Monday Oct. 16 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashions for Fall will be presented by the Sport and Travel Shop during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Commentator, Sport and Travel Publicity, and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORT AND TRAVEL, INC. (511 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 16 4:00 P.M.	PRESS PREVIEW OF CRUISE COLLECTION Katja of Sweden will invite the press to preview her Cruise collection of popular-priced separates for sports and evening wear. Attendance by invitation only. Open house for the trade on <u>Tuesday, Oct. 17</u> . Publicity: Rasponi Associates, TE. 8-8171.	KATJA OF SWEDEN	1384 BROADWAY SHOWROOM-22ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 16-	PREVIEW OF COTTON PLAYCLOTHES	WHITE STAG MFG. CO. (PORTLAND, OREGON)	1407 BROADWAY SHOWROOM-34TH FLOOR
Oct. 20	White Stag will present a showing of Resort and Spring cotton playclothes in six different fabric ranges. Showings at 10:30 A.M. and 2:30 P.M., in the new showroom, during the week of Oct. 16. Contact: Lou Gale or Gloria Gelfand, BR. 9-1974.		
Beginning Monday Oct. 16-	ANNUAL NATIONAL POSTURE WEEK	S.H. CAMP & COMPANY (JACKSON, MICHIGAN)	THROUGHOUT THE COUNTRY
Oct. 21	The twelfth annual observance of National Posture Week. Contact: The Samuel Higby Camp Institute for Better Posture, CH. 4-5798.		
Tuesday Oct. 17 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "Fabrics--What's Ahead" . . . For Cotton? W.J. Fullerton, Director, Fabric Development, Dan River Mills; For Nylon-Orlon-Rayon? Donald B. Tansill, Vice President, Burlington Mills; For Silk? R. Stewart Kilborne, Jr., President, William Skinner & Sons; For Wool? Martin C. Dubman, President, Miron Mills. Spring 1950 Fabrics Report By Keene Lamborn, Fashion Coordinator, Pacific Mills, and Chairman, Fabrics Division of Fashion Group Exhibit of Spring fabrics, selected by the Fabrics Committee, and arranged by Tom Lee. Price (including tax and tip): \$4.25 for members; \$4.75 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 ASTOR BALLROOM
Tuesday Oct. 17 1:00 P.M. Luncheon	MILLINERY COLLECTION AT LUNCHEON SHOW "Headlines"--Peg Fischer's hats for Autumn, Resort, Theatre and Winter will be presented during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Peg Fischer Publ.: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publ.: Marion Morrison, MU. 8-3000.	PEG FISCHER	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Oct. 17 1:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Showing of Fall fashions by Trigere and furs by Maximilian at a benefit luncheon for N.Y.C. Mission Society. Admission \$5.00, with rummage; otherwise, \$7.50. Publ.: Adele Brown or Dorothy Wentworth King, GR. 5-6070.	BENEFIT N.Y. CITY MISSION SOCIETY	HOTEL AMBASSADOR GARDEN RESTAURANT
Tuesday Oct. 17 4:00 P.M. Cocktails	PREVIEW: CALIFORNIA SPORTSWEAR FASHIONS First New York showing of M.R. Fleischman's casual California sportswear. Attendance by invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.	M.R. FLEISCHMAN & CO.	STORK CLUB 3 EAST 53RD STREET
Wednesday Oct. 18 9:45 A.M. Breakfast	PREVIEW OF "FLAME" NEW HAIR COLOR "Fashions In Flame"--press showing of the new "Miss Clairol" hair color. Hairstyles--Ferrantelle at Bergdorf Goodman. Dresses--Ceil Chapman. Jewelry--Coro. Attendance by invitation only. Publ.: Jack Shor, OR. 5-0700.	CLAIROL, INC.	510 SIXTH AVENUE 4TH FLOOR
Wednesday Oct. 18 12:30 P.M. Luncheon	"DIAMONDS U.S.A." DIAMOND FASHIONS 1951 The third nationwide showing of diamonds will be presented at a luncheon for the fashion press. By invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 18 12:45 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON SHOWING "Talk Of The Town"--presentation of fashions for Fall by Specialty Shops during luncheon. Gowns--Betty-Lynn Modes, Inc. Shoes--Nancy Haggerty. Hats--Mme. Agnes, Inc. Furs--Sprei Freres, Inc. Hairstyles--Paschkes. Coordinator: Rosalyn Bader. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 18 1:00 P.M. Luncheon	FALL FUR FASHIONS AT LUNCHEON SHOW Dein-Bacher will present Fall fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 19 12:15 P.M. Luncheon	"WORLD OF SILK" FASHION SHOW "The World of Silk" fashion show and luncheon, sponsored by the International Silk Association, for benefit of the United Nations International Children's Emergency Fund, will feature a presentation of silk fashions for Holiday and Resort wear by America's leading designers. Theatre-in-the-round fashion show staged by Lester Gaba; exhibits of textiles for home furnishings and decorations will be displayed. Tickets: \$25.00; contact: Miss Weatherby, MU. 8-1350. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION - U.S.A.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Oct. 19 1:00 P.M. Luncheon	FASHIONS FOR FALL AT LUNCHEON SHOW Phillippa MacDonald will present a collection of gowns for Fall during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. MacDonald Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MacDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Monday Oct. 23 12:45 P.M. Luncheon	GLOVE DISCUSSION: "LUNCHEON AT SARDI'S" The Third Annual Glove Week Will have as its theme "Hand In Glove With Fashion" and promotions will begin with an informal round-robin discussion by fashion designers on Bill Slater's radio show, "Luncheon At Sardi's". Attendance by invitation only. Publicity: Hugh Benson or Henry Leeds, Blaine-Thompson Co., LO. 4-0800.	NATIONAL GLOVE GROUP	SARDI'S RESTAURANT 234 WEST 44TH STREET
Tuesday Oct. 24 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of daytime and evening fashions for Fall. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Sada Sacks Contact: Milton Cline, TE. 8-5595. Ritz Publicity: Marion Morrison, MU. 8-3000.	SADA SACKS, INC. (671 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday Oct. 25 12:45 P.M. Luncheon	"CHARM UNLIMITED" FUR FASHION SHOW The House of Aronowicz will present fur styles for Fall during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Aronowicz Contact: PL. 3-2698. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	HOUSE OF ARONOWICZ (19 WEST 57TH STREET)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 26 1:00 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Presentation of Mimi Tuthill's collection of Fall dresses and gowns. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Commentator, Tuthill Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL, INC. (50 EAST 50TH ST.)	HOTEL PLAZA TERRACE ROOM
Saturday Oct. 28 2:30 P.M.	SHOWING OF TEEN-AGE FASHIONS A presentation of teen-age fashions, featuring popular-priced school and date fashions. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700, Ext. 76.	NAMM'S	2ND FLOOR
Tuesday Oct. 31 1:00 P.M. Luncheon	SHOWING OF FURS AT LUNCHEON Hollander's "Cycle of Color", a presentation of furs from the new collections. Furs by Bergdorf Goodman, Dein-Bacher of the Waldorf, Esther Dorothy, Gunther Jaeckel, Henri Bendel, Jay Thorpe, Maximilian, Revillon Freres, Saks Fifth Avenue, Stein and Blaine, B. Weinstein. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Hollander Publicity: Rosemary Sheehan, CI. 7-8060. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	A. HOLLANDER & SON	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Oct. 31- Nov. 3 2:30 P.M.; 8:45 P.M.	NINTH EDITION OF "FASHIONS OF THE TIMES" The New York Times will present its Ninth Annual Fashion Show, "Fashions of the Times", with two performances daily, matinee and evening, on Tuesday, Wednesday, Thursday and Friday. Tickets: \$3.60 (including tax). Contact: Ivan Veit, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.	NEW YORK TIMES	TIMES HALL 240 W. 44TH STREET
Tuesday Oct. 31- Nov. 7	SIXTY-SECOND ANNUAL NATIONAL HORSE SHOW Eight evening and eight matinee performances of the 62nd National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Prices (including tax): Evenings--\$1.50-\$6.00; Matinees--\$1.50-\$3.50. Publicity: Carol Berman, Elser and Cothran, MU. 7-5490.	NATIONAL HORSE SHOW ASS'N. OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.

Beginning Thursday Nov. 9	SPRING OPENINGS OF FOGA	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	INDIVIDUAL NEW YORK SHOWROOMS
	The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. (The other seasonal openings are: Summer lines in early February, and Fall lines in June). Guild members who will present their lines include:		
LARRY L. ALDRICH CO.	GRABOIS		PAUL PARNE CORP.
HANSEN BANG, INC.	FRED GREENBERG DRESS		PARNIS-LIVINGSTON
BEN BARRACK, INC.	JOSEPH HALPERT, INC.		BEN REIG, INC.
WILLIAM BASS DRESS CO.	HORWITZ & DUBERMAN, INC.		RUDOLF GOWNS
CAPRI FROCKS, INC.	INTERNATIONAL DRESS CO.		MARTIN SIMON, INC.
DEITSCH, WERSBA & COPPOLA	JUNIOR LEAGUE FROCKS		ADELE SIMPSON, INC.
ELFREDA, INC.	NAT KAPLAN, INC.		HERBERT SONDHEIM
BEN J. GAM, INC.	CHARLES LANG, INC.		FRANK STARR, INC.
ED GERRICK, INC.	DAVID LEVINE CO.		SUZANNE-AUGUSTINE
A. GOODMAN & CO., INC.	NATHAN-STRONG, INC.		HANNAH TROY, INC.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			

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

- Tuesday Oct. 3 8:30 P.M. PREMIERE: "UNION STATION" PARAMOUNT THEATRE, B'WAY & 43RD STREET Paramount Pictures presents a drama about the kidnapping of a blind girl and the subsequent hunt for her abductors. Stars: William Holden, Nancy Olson and Barry Fitzgerald. Producer: Jules Schermer. Director: Rudolph Mate. Costumes: Mary Kay Dodson. Premiere performance for the benefit of the Sister Kenny Organization. Paramount Publicity: Maria Van Slyke, BR. 9-8700.
- Tuesday Oct. 3 OPENING: "THE GIOCONDA SMILE" LYCEUM THEATRE, 149 WEST 45TH STREET Shepard Traube will present Aldous Huxley's play about a wealthy British gentleman who is convicted of murdering his wife, a crime he did not commit. Stars: Basil Rathbone and Valerie Taylor. Director: Shepard Traube. Settings and Lighting: Feder. Publ.: James Proctor, VA. 6-5084.
- Monday Oct. 4 PREMIERE: "STATE SECRET" (Movie) VICTORIA THEATRE, B'WAY & 46TH STREET Columbia's film about political intrigue, involving an English surgeon with the police in a Central European state. Stars: Douglas Fairbanks, Jr., Glynis Johns and Jack Hawkins. Producers: Frank Launder and Sidney Gilliat. Costumes: Beatrice Dawson and Ivy Baker. Publicity: Hortense Schorr, CI. 5-5000.
- Thursday Oct. 5 OPENING: "PARDON OUR FRENCH" BROADWAY THEATRE, B'WAY & 53RD STREET Olsen and Johnson in a musical revue with Denise Darcel and 75 Continental and American artists. Music: Victor Young. Lyrics: Edward Heyman. Sketches: Olsen and Johnson with additional dialogue by Eddie Davis. Choreography: Ernst and Maria Matray. Settings: Albert Johnson. Costumes: Jack's of Hollywood and Ernest Schraps. Publ.: Sam Friedman, PL. 7-4380.
- Friday Oct. 6 7:30 P.M. TELEVISION: "MANHATTAN SPOTLIGHT" WABD, CHANNEL 5 Verne Trandum, hostess on "Manhattan Spotlight" will present Michele Murphy of the Brooklyn Museum who will show "The History of Belts", a collection of primitive, ancient and medieval belts from the museum, highlighted by fashions created by leading designers. Publicity: Claire A. Wolff, LO. 4-7230. Dumont Publicity: Gerald Lyons, MU. 8-2600.
- Tuesday Oct. 10 PREMIERE: "TRIO" (Movie) SUTTON THEATRE, 57TH ST. & 3RD AVENUE Paramount Pictures will distribute the J. Arthur Rank Production, "Trio", a picture based on three short stories by Somerset Maugham. The first story, "Sanitorium", centers about a love affair in a tubercular sanitorium, and co-stars Jean Simmons, Michael Rennie and Roland Culver. Director: Harold French. "The Verger" stars James Hayter and Kathleen Harrison. "Mr. Knowall" stars Anne Crawford, Nigel Patrick and Naunton Wayne. Both of these pictures were directed by Ken Annakin. "Trio" Producer: Sydney Box and Antony Darnborough. Publicity: Jerry Dale for J. Arthur Rank, PL. 9-1500; or Maria Van Slyke for Paramount Pictures, BR. 9-8700.
- Tuesday Oct. 12 OPENING: "CALL ME MADAM" IMPERIAL THEATRE, 249 WEST 45TH STREET Ethel Merman will star in a new musical comedy by Howard Lindsay and Russel Crouse, about a famous Washington hostess who becomes ambassador. Presented by Leland Hayward. Director: George Abbott. Music and Lyrics: Irving Berlin. Choreography: Jerome Robbins. Musical Director: Jay Blackton. Settings and Costumes: Raoul Pene DuBois. Dresses for Ethel Merman: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.