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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 ENDING SATURDAY, OCTOBER 14, 1950</u>			
Friday Oct. 13	"WORLD OF SILK" EXHIBIT OF TEXTILES	METROPOLITAN MUSEUM OF ART	82ND ST. & 5TH AVE. COSTUME INSTITUTE
10:00 A.M.- 4:00 P.M.	A survey of about 400 examples of silk makers' art. Press preview, Friday, Oct. 13. 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 through Dec. 3.</u> Metropolitan Museum Publicity: Lillian Green, TR. 9-5500.		
Friday Oct. 13	RESORT, TRAVEL AND SPRING COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
11:00 A.M.	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.		
Saturday Oct. 14	SHOWING OF CAREER GIRL FASHIONS	NAMM'S	2ND FLOOR
2:30 P.M.	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.		
<u>WEEK BEGINNING MONDAY, OCTOBER 16, 1950</u>			
Monday Oct. 16	EXHIBIT: "FAMOUS THINGS FROM FAMOUS PEOPLE"	IRVINGTON HOUSE	HAL PHYFE STUDIOS 980 MADISON AVENUE
10:00 A.M.- 5:00 P.M.	Exhibition of items collected for the Irvington House Auction of "Famous Things From Famous People". Auction on Tues., <u>Oct. 17, at 8:30 P.M.</u> at Parke-Bernet Galleries, 980 Madison Avenue. Admission: \$2.50; or a bundle of rummage--for benefit of children with rheumatic heart disease. Publicity: Rachelle Wall, PL. 8-2372.		
Monday Oct. 16	LUNCHEON FASHION PRESENTATION	SPORT AND TRAVEL, INC. (511 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
1:00 P.M. Luncheon	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.		
Monday Oct. 16	PRESS PREVIEW OF CRUISE COLLECTION	KATJA OF SWEDEN	1384 BROADWAY SHOWROOM-22ND FLOOR
4:00 P.M.	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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 16 7:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE Subject: "Buying"--Ready-to-wear. Speakers: Loretta A. D'Arcy, Associated Merchandising Corp.; Katherine Murphy, Lord & Taylor. Fee for series: \$15.00; or \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
Beginning Monday Oct. 16	OPENING OF RESORT AND SPRING LINE Presentation of the Resort and Spring Collection of dresses and play-clothes by Margaret Newman at continuous daily showings for the press and trade. Publicity: Ann Rabin, LA. 4-4277.	MARGARET NEWMAN ORIGINALS, INC.	525 SEVENTH AVENUE PENTHOUSE
Monday Oct. 16- Oct. 20	PREVIEW OF COTTON PLAYCLOTHES 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.	WHITE STAG MFG. CO. (PORTLAND, OREGON)	1407 BROADWAY SHOWROOM-34TH FLOOR
Oct. 16	NATIONAL POSTURE WEEK (Oct. 16-Oct. 21). Contact: MU. 3-9454.		
Tuesday Oct. 17 9:30 A.M. Breakfast	PRESS PREVIEW OF RESORT COLLECTION Presentation of the Resort Collection by Janice Milan, during a 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 Oct. 17 9:30 A.M. Coffee; 10:00 A.M. Show	PRESS PREVIEW: FALL AND WINTER FURS The press will be invited to preview Gunther Jaeckel's collection of custom-order furs for Fall and Winter. Coffee and brioche at 9:30 A.M.; showing promptly at 10:00 A.M. Attendance by invitation only. Publicity: Georgine Thomson, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH ST. SALON-2ND FLOOR
Tuesday Oct. 17 11:00 A.M. Luncheon	PRESS SHOWING OF RESORT COLLECTION "Sun-Struck"--press preview of the Resort collection, designed by Clifford for del Mar. Show followed by luncheon. By invitation only. Trade showing at <u>4:00 P.M.</u> ; and Wed., Oct. 18 at <u>11:00 A.M.</u> ; and daily thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	del MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday Oct. 17 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "Fabrics--What's Ahead" . . . <u>For Cotton?</u> W.J. Fullerton, Director, Fabric Development, Dan River Mills; <u>For Nylon-Orlon-Rayon?</u> Donald B. Tansill, Vice President, Burlington Mills; <u>For Silk?</u> R. Stewart Kilborne, Jr., President, William Skinner & Sons; <u>For Wool?</u> 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 3:00 P.M.	PRESS PREVIEW OF RESORT COLLECTION Arnold & Fox will present a press preview of their Resort collection of afternoon, cocktail and evening dresses, designed by Miguel Dorian. Attendance by invitation only. Publicity: Pauline Greene, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
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
Beginning Tuesday Oct. 17	OPENING OF HOLIDAY AND CRUISE COLLECTION Maria Krum will present her Holiday and Cruise collection of daytime and evening fashions at continuous showings. Contact: Sally Krum, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
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. By invitation only. Publicity: 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 Third nationwide showing of diamonds will be presented at a luncheon for the fashion press. Exhibitors: <u>Boston</u> --Shreve, Crump & Low Co. <u>Chicago</u> --C.D. Peacock. <u>Dallas</u> --Arthur A. Everts Co.; Linz Bros. <u>Detroit</u> --Wright, Kay & Co. <u>Los Angeles</u> --B.D. Howes & Son; Ruser. <u>New Orleans</u> --Coleman E. Adler & Sons. <u>New York City</u> --Black, Starr & Gorham; Cartier; Tiffany & Co.; Van Cleef & Arpels; Harry Winston. <u>Philadelphia</u> --J.E. Caldwell & Co. <u>St. Louis</u> --Mermod-Jaccard-King. <u>San Francisco</u> --Shreve & Co. <u>Washington</u> --Grape & Co. Coiffures and Make-Up: Helena Rubinstein. Attendance by invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM
Wednesday Oct. 18 12:45 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON SHOWING "Talk Of The Town"--a presentation of Fall fashions. 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 18 1:00 P.M. Luncheon	FASHION SHOW AT A.W.V.S. LUNCHEON Fall and Winter fashions by Elizabeth Arden will be presented at the annual luncheon by the American Women's Volunteer Services (National). Publicity for Elizabeth Arden: Rasponi Associates, TE. 8-8171. Price: \$6.00; contact: A.W.V.S., 500 Park Avenue, PL. 3-4116.	ELIZABETH ARDEN; & A.W.V.S. (NATIONAL)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Oct. 18 1:00 P.M. Luncheon	FALL FUR FASHIONS AT LUNCHEON SHOW Presentation of Fall fur fashions by Dein-Bacher. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Postponed Oct. 18	PHILIP HULITAR'S PREVIEW OF RESORT FASHIONS, SCHEDULED FOR WED., OCT. 18, HAS BEEN POSTPONED TO THURS., NOVEMBER 9, AT 4:00 P.M. (See Page 9).		
Beginning Wednesday Oct. 18	SHOWING OF RESORT AND SPRING COLLECTION Opening of the Resort and Spring collection by Anna Licht. Daily showings by appointment. Contact: MU. 2-0230 or MU. 7-1662.	ANNA LICHT (SPORT HABILIE)	171 WEST 57TH STREET SHOWROOM-5TH FLOOR
Beginning Wednesday Oct. 18- Oct. 28	EXHIBIT OF SILKS FROM EUROPE An exhibit in honor of the Second International Silk Congress, including embroidered Spanish shawls, European silks in costume and accessories; and gold and silver threaded fabrics from the Orient. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Thursday Oct. 19 10:30 A.M.	PREVIEW: ANNA LICHT'S RESORT FASHIONS Jay Thorpe will present a press showing of Fall and Resort fashions, designed by Anna Licht. (Note Change of Date and Time). Attendance by invitation only. Publicity: Elaine Kanners, JU. 6-1000.	JAY THORPE	MAIN FLOOR CASUAL SHOP
Thursday Oct. 19 11:30 A.M.	"YOUTH AFTER FORTY" FASHION SHOWING Abraham & Straus will show women's Fall and Winter fashions, with Ida Bailey Allen, author of "Youth After Forty" as special guest. Showings at 11:00 A.M. on the 3rd floor, Women's Dept.; 12:15 P.M. - 1:00 P.M. in the restaurant, 4th floor; 1:00 P.M. in the Gallatin Room, 5th floor; 5:30 P.M.-7:30 P.M. in the restaurant. Press invited. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR WOMEN'S DEPT.
Thursday Oct. 19 1:00 P.M. Luncheon	"WORLD OF SILK" FASHION SHOW "The World of Silk" fashion show, luncheon and fabric exhibit, 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. 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 19 1:00 P.M. Luncheon	FASHIONS FOR FALL AT LUNCHEON SHOW Phillippa MacDonald will present a collection of gowns for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. MacDonald Publ. & Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MacDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 19 3:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF SPRING FABRICS Preview of Anglo Fabrics' Spring 1951 line of fabrics for coats and suits; and housewarming party in their new showroom. Attendance by invitation only. Contact: Elly Honig, PE. 6-6660.	ANGLO FABRICS CO., INC.	1407 BROADWAY SHOWROOM--18TH FLOOR
Thursday Oct. 19 4:00 P.M. Champagne	PRESS PREVIEW OF SPRING SHOES Champagne party and press preview by the Guild of Better Shoe Manufacturers, presenting Spring 1951 footwear. Guild members include: Beleganti; Fox Shoe Co.; Andrew Geller; Jerro Brothers; John Marino; I. Miller; Newton Elkin; Palter De Liso; Van Arden; M. Wolf & Sons; Zuckerman & Fox. Attendance by invitation only. Publicity: Doris Beechman, MU. 9-5200.	THE GUILD OF BETTER SHOE MANUFACTURERS	WALDORF-ASTORIA CRANE SUITE
Thursday Oct. 19 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE Fourth Session: "Basic Techniques of Cosmetic Publicity", featuring lists, contacts, media, releases, product testing and research; also "Photography Workshop for Cosmetics". Speaker: Ruth Ann Bolway, publicity director for Tussy Cosmetiques. Director: Ellen Lind. Individual session: \$2.50. Contact: Promotions, MU. 8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE. & 59TH ST.
Thursday Oct. 19 9:00 P.M. Dinner; Dance	"LAS FETE DES ROSES" BENEFIT DINNER DANCE Parfums Caron will sponsor a benefit dinner and dance for The Boys' Club of New York. The Ballroom will be decorated with American Beauty roses. Attendance by invitation only. Publicity: Ted Saucier, MU. 8-2330.	PARFUMS CARON	HOTEL PLAZA GRAND BALLROOM
Friday Oct. 20 8:00 P.M.	"THE WORLD OF SILK" GALA BANQUET A gala banquet for the Second International Silk Congress will include a promenade, dancing and entertainment. Tickets: \$25.00. Contact: Suite 661, Waldorf-Astoria Hotel, MU. 8-3870.	THE INTERNATIONAL SILK ASSOCIATION	WALDORF-ASTORIA GRAND BALLROOM
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 24 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF BIG AND LITTLE FURS A showing of big and little furs for daytime and evening wear "to please a lady", by the Master Furriers Guild. Attendance by invitation only. Publicity: Gould-Wade, Inc., MU. 8-8044.	MASTER FURRIERS GUILD	HOTEL PIERRE ROOF
Wednesday Oct. 25 11:30 A.M.	"HAT & CHIGNON" FASHION SHOW The millinery salon and the beauty salon of Jay Thorpe will present "The Hat and The Chignon", with millinery for the frosty season, and specially designed chignons by Joseph Fleischer. Attendance by invitation only. Contact: Maud G. Moody, LE. 2-4049.	JAY THORPE	4TH FLOOR MILLINERY SALON
Wednesday Oct. 25 12:45 P.M. Luncheon	"CHARM UNLIMITED" FUR FASHION SHOW House of Aronowicz will present Fall fur styles. 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
Wednesday Oct. 25 1:00 P.M. Luncheon	HORSE SHOW FASHIONS DURING LUNCHEON Presentation of "Gala Horse Show Fashions", designed by Gothé, and avail- able at Jay Thorpe. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Gothé Publicity: Nona James, CH. 4-7658. Jay Thorpe Publicity: Elaine Kanners, JU. 6-1000. Waldorf Fashion Public- ity: Madeleine Riordan, EL. 5-3000.	GOTHÉ--AVAILABLE AT JAY THORPE	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 25 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 manu- facturers, 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
Thursday Oct. 26 1:00 P.M. Luncheon	SHOWINGS 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
Thursday Oct. 26 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF CRUISE AND RESORT SEPARATES Presentation of Cruise and Resort separates by Susan Thomas at a cocktail party for the press aboard the Santa Paula. Attendance by invitation only. Publicity: Gould-Wade, Inc., MU. 8-8044.	SUSAN THOMAS	ABOARD SANTA PAULA PIER 58, W. 17TH ST.
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 30-	NATIONAL SHOE FAIR IN CHICAGO	NAT'L SHOE MFRS. ASS'N.; SHOE RETAILERS ASS'N.	CHICAGO ILLINOIS
Nov. 2	Seventeenth Annual National Shoe Fair, with shoe firms throughout the country displaying 1951 Spring and Summer shoe styles at four Chicago hotels: Palmer House, Stevens, Morrison and Congress. Contact: George E. Gayou, Manager, Palmer House, Room 953W, Chicago.		
Tuesday Oct. 31	HOLIDAY FASHIONS AT BENEFIT LUNCHEON	INTERIOR DECORATORS; RAOUL-JEAN FOURÉ	HOTEL PIERRE BALLROOM
12:45 P.M. Luncheon	A special luncheon showing, "Trends In Decor And Fashions", will include Holiday settings by twelve interior decorators with coordinated Holiday gowns, designed by Raoul-Jean Fouré. Price: \$3.25 (with rummage), for benefit of Virginia Day Nursery. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Tuesday Oct. 31	SHOWING OF FURS AT LUNCHEON SHOW	A. HOLLANDER & SON	RITZ-CARLTON HOTEL OVAL ROOM
1:00 P.M. Luncheon	Hollander's "Cycle of Color", a presentation of furs from the new collections. Furs: Bergdorf Goodman, Dein-Bacher, Esther Dorothy, Gunther Jaeckel, Bendel, Jay Thorpe, Maximilian, Revillon, Saks Fifth Ave., Stein & Blaine, B. Weinstein. For reservations: MU. 8-3000, Ext. 6. Hollander Publicity: Rosemary Sheehan, CI. 7-8060. Ritz-Carlton fashion Publicity: Marion Morrison, MU. 8-3000.		
Tuesday Oct. 31- Nov. 3	NINTH EDITION OF "FASHIONS OF THE TIMES"	NEW YORK TIMES	TIMES HALL 240 W. 44TH STREET
	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.		
Tuesday Oct. 31- Nov. 7	SIXTY-SECOND ANNUAL NATIONAL HORSE SHOW	NATIONAL HORSE SHOW ASS'N. OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
2:30 P.M.; 8:45 P.M.	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.		
Wednesday Nov. 1	MILLINERY FASHIONS AT LUNCHEON SHOW	MILGRIM	WALDORF-ASTORIA SERT ROOM
1:00 P.M. Luncheon	Showing of custom-order millinery for the Holiday season by Milgrim. Press by invitation. Public by reservation; contact: "Albert", head-waiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday Nov. 1 Midnight Supper	SPECIAL FASHION SHOW FOR HORSE SHOW WEEK	RAOUL-JEAN FOURÉ (MONTREAL, CANADA)	HOTEL PIERRE COTILLION ROOM
	Raoul-Jean Fouré, Canadian designer, will show his Holiday collection of gowns during the midnight supper hour. For the benefit of the Sister Kenny Foundation. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 2 11:00 A.M.	RESORT & SPRING COLLECTION FOR PRESS Press preview of Schiaparelli's American collection of coats and suits for Resort and Spring. Attendance by invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7108.	SCHIAPARELLI	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Friday Nov. 3 10:30 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Seymour Fox will present his Spring collection of coats and suits, including special designs created in collaboration with Paris couturiers. (<u>Note Change of Date and Time</u>). 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
Friday Nov. 3 11:00 P.M.	62ND ANNUAL NATIONAL HORSE SHOW BALL Annual ball during National Horse Show week, with international jumping teams and Col. Alois Podhajsky, officer of Vienna's famous Spanish riding school, as guests of honor. Attendance by invitation only. Publicity: Elser & Cothran, MU. 7-5490.	HORSE SHOW ASSOCIATION	WALDORF-ASTORIA BALLROOM
Saturday Nov. 4 2:30 P.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- Nov. 12 12:00 Noon- 11:00 P.M.	TWENTY-SEVENTH ANNUAL WOMEN'S EXPOSITION The Women's International Exposition covers women's interests from every angle, with a daily presentation of a "Fashion Extravaganza" on the stage. Admission: 50¢ plus tax. Publicity: Aileen Fogarty, EL. 5-6316.	WOMEN'S INTERNATIONAL EXPOSITION	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Monday Nov. 6 8:00 P.M.	OPENING: METROPOLITAN OPERA SEASON 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 with stage direction by Margaret Webster. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
Beginning Monday Nov. 6	SPRING OPENINGS OF FOCA The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. Guild members who will present their lines include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. GRABOIS FRED GREENBERG DRESS JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. CHARLES LANG, INC. DAVID LEVINE CO. NATHAN-STRONG, INC.	INDIVIDUAL NEW YORK SHOWROOMS PAUL PARNE CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. ADELE SIMPSON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 7	ELECTION DAY (Tuesday).		
Wednesday Nov. 8-	PREVIEW: JACQUES FATH SPRING COLLECTION	JOSEPH HALPERT	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Nov. 10 10:30 A.M.; 2:30 P.M.	Presentation 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, Nov. 9, Nov. 10. Attendance by invitation only, which must be presented at the door. Daily trade showings, beginning <u>Monday, Nov. 13 at 2:30 P.M.</u> Contact: Sam Moskowitz, or Dorothy Wise, WI. 7-7400.		
Wednesday Nov. 8 1:00 P.M. Luncheon	DEBUTANTE FASHIONS AT LUNCHEON SHOW	HORWITZ & DUBERMAN	WALDORF-ASTORIA SERT ROOM
	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", headwaiter, EL. 5-3000. Horwitz & Duberman Publicity: Eleanor Lambert, MU. 8-2130. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Thursday Nov. 9 1:00 P.M. Luncheon	HOLIDAY FASHIONS IN EVENING CLOTHES	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	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.		
Thursday Nov. 9 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING COLLECTION	PHILIP HULITAR	SHERRY'S, 300 PARK SHERRY ROOM
	Presentation of Philip Hulitar's Resort and Spring collection of cocktail, dinner and evening gowns. (<u>Note Change of Date and Place</u>). By invitation only. Publicity: Mollie Appleby Baldwin, PL. 5-2500.		
Nov. 11	ARMISTICE DAY (Saturday).		
Tuesday Nov. 14 4:00 P.M. Tea	PREVIEW OF SPRING FASHIONS FOR JUNIORS	EMILY WILKENS (530 SEVENTH AVE.)	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.		
Wednesday Nov. 15 1:00 P.M. Luncheon	SUIT FASHIONS AT LUNCHEON SHOW	BARRINGTON, LTD. (299 MADISON AVE.)	WALDORF-ASTORIA SERT ROOM
	Luncheon showing of man-tailored suits for women will be presented by Barrington, Ltd. 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.		
Monday Nov. 20 3:30 P.M.	PRESS SHOWING OF RESORT FASHIONS	LORD & TAYLOR	5TH FLOOR BIRD CAGE
	Presentation by Lord & Taylor of Resort fashions to the press. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.		
Nov. 23	THANKSGIVING DAY (Thursday).		

MOVIES...MUSIC...THEATRE

- Saturday Oct. 14 PREMIERE: "WALK SOFTLY, STRANGER" (Movie) GLOBE THEATRE, 1555 BROADWAY A Dore Schary presentation, distributed by RKO Radio Pictures, of a story about a young man with a criminal record, who settles in a small community and becomes respected by his fellow citizens. Stars: Joseph Cotton and Valli. Producer: Robert Sparks. Director: Robert Stevenson. Gowns: Edward Stevenson. Publicity: Rutgers Neilson, CI. 5-6500.
- Saturday Oct. 14 PREMIERE: "OUTRAGE" (Movie) CRITERION THEATRE, 1514 BROADWAY The Filmmakers presentation, distributed by RKO Radio Pictures, about a young girl who runs away from home because she was goaded by her neighbor's curiosity after being attacked by a man. Stars: Mala Powers and Tod Andrews. Producer: Collier Young. Director: Ida Lupino. Publicity: Rutgers Neilson, CI. 5-6500.
- Tuesday Oct. 17- FIFTH WEEK: NEW YORK CITY OPERA CO., CITY CENTER, 131 WEST 55TH STREET
Oct. 22 Program: Tues. Eve., Oct. 17: DIE MEISTERSINGER; Wed. Eve., Oct. 18:
TURANDOT; Thurs. Eve., Oct. 19: AIDA; Fri. Eve., Oct. 20: THE TALES OF
HOFFMAN; Sat. Mat., Oct. 21: FAUST; Sat. Eve., Oct. 21: LA BOHEME;
Sun. Mat., Oct. 22: CAVALLERIA RUSTICANA and PAGLIACCI; Sun. Eve.,
Oct. 22: DON GIOVANNI. Tickets: \$1.50-\$3.00. Publicity: Isadora Bennett,
PL. 7-3184.
- Wednesday Oct. 18 OPENING: "BURNING BRIGHT" BROADHURST THEATRE, 235 WEST 44TH STREET Richard Rodgers and Oscar Hammerstein, 2nd, will present a new play by John Steinbeck based on his novel. Stars: Kent Smith, Barbara Bel Geddes, Howard da Silva with Brooks Martin. Director: Guthrie McClintic. Settings and Lighting: Jo Mielziner. Costumes: Aline Bernstein. Publicity: Michael Mok, CI. 6-7889.
- Thursday Oct. 19 OPENING: "ARMS AND THE MAN" ARENA THEATRE, HOTEL EDISON, 228 W. 47TH David Heilweil and Derrick Lynn-Thomas will present George Bernard Shaw's comedy, starring Francis Lederer and Sam Wanamaker. Director: Richard Barr. Scenery, Lighting, and Costumes: Paul Morrison. Publicity: Richard Denenholz, PL. 7-0816.
- Thursday Oct. 19 PREMIERE: "THE MINIVER STORY" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET MGM will present the romantic sequel to "Mrs. Miniver", continuing the story of the English family and their adjustment to post-war living. Stars: Walter Pidgeon, Greer Garson and John Hodiak. Producer: Sidney Franklin. Director: H.C. Potter. Wardrobe: Walter Plunkett and Gaston Mallet. Publicity: Herbert Crooker, JU. 2-2000.
- Tuesday Oct. 24 OPENING: "THE CURIOUS SAVAGE" MARTIN BECK THEATRE, 302 WEST 45TH STREET The Theatre Guild, in association with Russell Lewis and Howard Young, will present John Patrick's comedy about a wealthy family by the name of Savage, starring Lillian Gosh. Director: Peter Glenville. Scenery and Lighting: Gordon Jenkins. Costumes: Anna Hill Johnstone. Publicity: Helen Hurley, GR. 7-7905.
- Thursday Oct. 26 OPENING: "THE DAY AFTER TOMORROW" BOOTH THEATRE, 222 WEST 45TH STREET Lee and J. J. Shubert will present a new comedy about an American heiress and an impoverished member of the British Aristocracy. Stars: Beatrice Pearson, Melville Cooper and Ralph Michael. Director: Gerald Savory. Scenery and Costumes: Edward Gilbert. Publicity: Ben Washer, PL. 7-1874.