

PUBLISHED WEEKLY • 10TH YEAR OF PUBLICATION

X10/30/50

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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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 30, 1950</u>			
Monday Oct. 30 7:30 P.M.- 9:30 P.M.	SIXTH SESSION OF FASHION TRAINING COURSE Subject: "Advertising"--Stores, Agency. Speakers: Florence W. Goldin, Grey Advertising Agency; Ruth L. Stein, Bloomingdale's; Alieda Van Wesep, Lord & Taylor. 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. 30	OPENING OF SPRING DRESS COLLECTION The Holiday and Spring collection of casual and classic dresses by Artel at continuous daily showings, beginning Monday, Oct. 30. Publicity: Roberta Miles, Cannon-Miles, PL. 3-7072.	ARTEL DRESSES, INC.	1400 BROADWAY SHOWROOM-18TH FLOOR
Tuesday Oct. 31 10:00 A.M. Breakfast	PREVIEW: "ORIGINALES" BUTTON DISPLAY Button display with new and unusual uses for buttons at a breakfast pre- view. By invitation. Publicity: Monroe Dreher, Inc. CI. 6-6675.	BAILEY GREEN & ELGER	136 MADISON AVENUE SHOWROOM-8TH FLOOR
Tuesday Oct. 31 12:45 P.M. Luncheon	HOLIDAY FASHIONS AT BENEFIT 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 reserva- tion; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	INTERIOR DECORATORS; RAOUL-JEAN FOURÉ	HOTEL PIERRE BALLROOM
Tuesday Oct. 31 1:00 P.M. Luncheon	SHOWING OF FURS AT LUNCHEON SHOW Hollander's "Cycle of Color", a presentation of furs from the new collec- tions. 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. 7-3060. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	A. HOLLANDER & SON	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Oct. 31 1:00 P.M. Luncheon	WOMEN'S SUITS & FALL FURS AT LUNCHEON SHOW Barrington, Ltd. will present a group of man-tailored suits for women; and Morris Hessel will present Fall fur fashions at the first of a series of informal luncheon fashion shows in the Sherry Room. Hats--Irene of New York. Gloves--Superb. Jewels--Cartier. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Barrington and Hessel Publicity: Clyde Matthews, JU. 2-4390. Sherry's Fashion Director and Publicity: Rosamund Hanscom, PL. 3-0200.	BARRINGTON, LTD.: MORRIS HESSEL, INC.	SHERRY'S, 300 PARK SHERRY ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 31-	NINTH EDITION OF "FASHIONS OF THE TIMES"	NEW YORK TIMES	TIMES HALL 240 W. 44TH STREET
Nov. 3 2:30 P.M.; 8:45 P.M.	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-	SIXTY-SECOND ANNUAL NATIONAL HORSE SHOW	NATIONAL HORSE SHOW ASS'N OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Nov. 7 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 2:30 P.M. and 8:45 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 1:00 P.M. Luncheon	"COLOR CARNIVAL OF MILLINERY FASHIONS"	MILGRIM	WALDORF-ASTORIA SERT ROOM
	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	EVENING FASHIONS AT BENEFIT SHOWING	BENEFIT OF SISTER KENNY FOUNDATION	HOTEL PIERRE COTILLION ROOM
	Presentation of special gowns for evening wear during National Horse Show week will be shown by Ceil Chapman and Raoul-Jean Fouré for the benefit of the Sister Kenny Foundation. Jewels--Otto Grun. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Thursday Nov. 2 11:00 A.M.	RESORT & SPRING COLLECTION FOR PRESS	SCHIAPARELLI	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Press preview of Schiaparelli's American collection of coats and suits for Resort and Spring. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Thursday Nov. 2 1:00 P.M. Luncheon	MILLINERY FASHIONS DURING LUNCHEON	ANITA ANDRA (558 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
	"Holiday Highlights"--presentation of Fall and Winter millinery fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Anita Andra Contact: PL. 9-1822. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Nov. 2 2:30 P.M.	PRESS PREVIEW: "BRIEF" COATS AND SUITS	PEGGY DIAMENT, INC.	512 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Peggy Diamant will present a press preview of her Spring collection of coats and suits in junior and "brief" sizes to the press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Thursday Nov. 2 5:30 P.M.- 7:00 P.M.	"ROMANCE FASHIONS" FOR MEN AND WOMEN	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
	The weekly fashion presentation by Abraham & Straus during the supper hour will feature "Romance Fashions" for men and women. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 2 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE Sixth Session: "The How and Why of Food Publicity"--Harriet Anderson, director of the Herald Tribune Home Institute; and Marjorie Deen, manager of Products Publicity, General Foods. Director: Ellen Lind. Individual session: \$2.50. Contact: Promotions, MU. 8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE. & 59TH ST.
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
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</u> , at 10:00 A.M. and 2:00 P.M. 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
Beginning Friday Nov. 3	OPENING OF SPRING SHOE COLLECTION Joyce will present the Spring shoe collection at daily showings, beginning Friday, Nov. 3 at 10:30 A.M. and 2:00 P.M. For information, contact: 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, aged 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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- 11:00 P.M.	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 8:00 P.M.	OPENING: METROPOLITAN OPERA SEASON	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
	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	SPRING OPENINGS	FASHIONS ORIGINATORS'	INDIVIDUAL NEW YORK
Tuesday	OF FOGA	GUILD OF AMERICA, INC.	SHOWROOMS
Nov. 7	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.	
		PARNIS-LIVINGSTON, INC.	
		HANNAH TROY, INC.	
	<u>Thursday, Nov. 9</u>		
	GRABOIS		
	<u>Friday, Nov. 10</u>	<u>Wednesday, Nov. 15</u>	
	NATHAN-STRONG, INC.	LARRY L. ALDRICH CO., INC.	
		NAT KAPLAN, INC.	
		CHARLES LANG, INC.	
	<u>Monday, Nov. 13</u>	BEN REIG, INC.	
	PAUL PARNE CORP.	MARTIN SIMON, INC.	
	RUDOLF GOWNS		
	HERBERT SONDEHEIM, INC.	<u>Thursday, Nov. 16</u>	
		ELFREDA, INC.	
	<u>Tuesday, Nov. 14</u>	BEN J. GAM, INC.	
	HANSEN BANG, INC.	ED GERRICK, INC.	
	BEN BARRACK, INC.	ADELE SIMPSON, INC.	
	WILLIAM BASS DRESS CO.	FRANK STARR, INC.	
	Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.		

Wednesday Nov. 8-	PREVIEW: JACQUES FATH	JOSEPH HALPERT	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Nov. 10 10:30 A.M.; 2:30 P.M.	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. 13 at 2:30 P.M.</u> Contact: Sam Moskowitz, or Dorothy Wise, WI. 7-7400.		

Beginning Wednesday Nov. 8 10:30 A.M.; 2:00 P.M.	OPENING: SPRING COAT AND SUIT COLLECTION	GEORGE JABLLOW & CO., INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 8 12:45 P.M. Luncheon	"HOROSCOPE ON CHARM" LUNCHEON FASHION SHOW Coordinated fashion show with a presentation of Fall and 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 5:00 P.M. Cocktails	PRESS PREVIEW: SPRING DRESS COLLECTION Norbert Jay will present his Spring collection of dresses, sizes 12 to 40. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	NORBERT JAY (15 EAST 53RD STREET)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday Nov. 8- Nov. 10	OPENING: SPRING AND HOLIDAY COLLECTION Presentation of the Ceil Chapman Holiday and Spring collections at daily showings, beginning Wednesday Nov. 8 to Nov. 10 at 10:30 A.M. and 2:30 P.M.; Monday Nov. 13 to Nov. 17 and Monday, Nov. 20 and Nov. 21 at 2:30 P.M. Contact: Alto G. Schifrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday Nov. 9 9:00 A.M. Breakfast	PREVIEW OF RESORT AND SPRING FASHIONS Kiviette will present her Resort and Spring collection of afternoon, cocktail and evening ensembles at a press breakfast. Attendance by invitation only. Trade showings at 10:30 A.M. and 2:00 P.M. daily; also by special appointment. Publ.: Roberta Miles, Cannon & Miles, PL. 3-7072.	KIVIETTE	15 WEST 47TH STREET SALON
Thursday Nov. 9 12:00 Noon; 4:00 P.M.	OPENING OF SPRING COLLECTION Vera Maxwell's Spring collection 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	HOLIDAY FASHIONS IN EVENING CLOTHES 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Friday Nov. 10 12:00 Noon Luncheon	PREVIEW: 1951 CARS WITH FORD MOTOR COMPANY 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. Attendance by invitation only, for the fashion press. Publ.: Ellen Lind, LO. 4-7800. Ford Publ.: MU. 8-2800.	FORD MOTOR COMPANY	HOTEL ASTOR GREEN ROOM
*Nov. 11	ARMISTICE DAY (Saturday).		
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 champagne party in celebration of their twenty-fifth anniversary. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM
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
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 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. Publicity: 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 SHOW Presentation of Holiday and Resort fashions by specialty shops during luncheon. 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

* Out of Date Order.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 14 2:30 P.M.	PRESENTATION OF SPRING COLLECTION	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
	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.		
Tuesday Nov. 14 2:30 P.M.	SIXTH ANNUAL BRIDAL CLINIC	MADEMOISELLE	HOTEL BILTMORE GRAND BALLROOM
	Annual clinic for briday 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 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 12:45 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW	SPECIALTY SHOPS FOR TUBERCULOSIS ASS'N	HOTEL PIERRE COTILLION ROOM
	Fall and Winter fashions at a benefit luncheon for the Christmas Seal Campaign of the Tuberculosis Ass'n. Children's fashions to age 14-- Georg Jensen. College Fashions--Peck & Peck. 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	SUIT FASHIONS AT LUNCHEON SHOW	BARRINGTON, LTD. (299 MADISON AVE.)	WALDORF-ASTORIA SERT ROOM
	Luncheon showing of custom 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.		
Wednesday Nov. 15 3:00 P.M.	SPRING READY-TO-WEAR COLLECTION	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
	Elizabeth Arden will present her Spring ready-to-wear collection to the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.		
Wednesday Nov. 15 4:30 P.M. Cocktails	PRESS PREVIEW: SPRING BRIDAL FASHIONS	OSCAR ABEL, INC. (1441 BROADWAY)	HOTEL WARWICK MIRROR ROOM
	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.		
Thursday Nov. 16 1:00 P.M. Luncheon	HOLIDAY & WINTER SHOW FASHIONS	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
	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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 16 4:00 P.M. Cocktails	N.Y. PRESS SHOWING BY WASHINGTON DESIGNER Mme. Louise Bruné, 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
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
Monday Nov. 20 3:30 P.M.	PRESS SHOWING OF RESORT FASHIONS Lord & Taylor's Resort fashions will be previewed for the press. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
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. 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 12:30 P.M.; Luncheon 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, presenting three wedding ceremonies, Protestant, Catholic and Jewish, to demonstrate correct wedding etiquette during luncheon. The evening presentation (8:00 P.M.) for prospective brides will be followed by a reception. 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 28 1:00 P.M. Luncheon	CUSTOM COLLECTION OF WINTER SUITS Barrington, Ltd. will present a custom collection of man-tailored suits for women, designed by Nicholas Catenaro. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Barrington Publicity: Clyde Matthews, Dick Randall Associates, JU. 2-4390. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	BARRINGTON, LTD. (299 MADISON AVE.)	RITZ-CARLTON HOTEL OVAL 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
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 COTILLION ROOM
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
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

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

- Monday AMERICAN DEBUT: GRAND BALLET CENTURY THEATRE, 59TH ST. & 7TH AVENUE
Oct. 30 Marquis George de Cuevas, founder and artistic director of the Grand
Nov. 25 Ballet de Monte Carlo will bring his company to New York for a four
week's engagement, the first American appearance of the ballet. Contact:
CI. 7-3121.
- Tuesday TELEVISION: "ZEKE MANNERS SHOW" WJZ-TV, CHANNEL 7
Oct. 31; The Zeke Manners television show will feature a presentation of White
Thursday Stag Manufacturing Co. collection of ski clothes for the coming Winter
Nov. 2 season on Tuesday, Oct. 31. Martini Diminutives will present their
3:00 P.M. Holiday collection of gowns on the Thursday, Nov. 2 show. WJZ-TV
5:00 P.M. Contact: Kay Bardsley, TR. 3-7000.
- Wednesday OPENING: "HILDA CRANE" CORONET THEATRE, 230 WEST 49TH ST.
Nov. 1 Arthur Schwartz will present a play based on seven magazine stories
written by Samson Raphaelson, about a divorcee who returns to her own home
town after having lived in a big city. Stars: Jessica Tandy, Beulah Bondi,
Frank Sundstrom, John Alexander. Director: Hume Cronyn. Settings: Howard
Bay. Gowns executed by Bergdorf Goodman under supervision of Harriet
Ames. Publicity: Nat Dorfman, LO. 3-0858.
- Thursday PREMIERE: "HARRIET CRAIG" (Movie) LOEW'S STATE, BROADWAY AND 45TH ST.
Nov. 2 Columbia Pictures' drama based on George Kelly's Pulitzer Prize winning
play, "Craig's Wife", about a domineering self centered woman, who eventually
causes the break-up of her own marriage. Stars: Joan Crawford and
Wendell Corey. Producer: William Dozier. Director: Vincent Sherman.
Wardrobe: Sheila O'Brien. Publicity: Hortense Schorr, CI. 5-5000.
- Wednesday OPENING: "THE LADY'S NOT FOR BURNING" ROYALE THEATRE, 242 WEST 45TH ST.
Nov. 8 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.
- Tuesday OPENING: "BELL, BOOK AND CANDLE" BARRYMORE THEATRE, 243 W. 47TH ST.
Nov. 14 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 PREMIERE: "CYRANO DE BERGERAC" (Movie) BIJOU THEATRE, 209 WEST 45TH ST.
Nov. 15 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. The premiere performance
is a benefit for Forest Neighborhood House. Co-stars Mala Powers with
William Prince, Morris Carnovsky, Ralph Clanton, Lloyd Corrigan and
Virginia Farmer. Producer: Stanley Kramer. Director: Michel Gordon.
Wardrobe: Joe King, Dorothy Jenkins, Ann Peck. Open to public Nov. 16.
Publicity: Tess Michaels, CI. 5-6000.
- Thursday OPENING: GUYS AND DOLLS" FORTY-SIXTH ST. THEATRE, 226 W. 46TH ST.
Nov. 16 Cy Feuer and Ernest H. Martin will present a musical based on the writings
of Damon Runyon. Director: George S. Kaufman. Book: Jo Swerling and Abe
Burrows. Music and Lyrics: Frank Loesser. Dances: Michel Kidd. Settings
and Lighting: Jo Mielziner. Costumes: Alvin Colt. Publicity: Karl
Bernstein, CI. 6-0427.