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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 FRIDAY, SEPTEMBER 22, 1950</u>			
Now Showing	HOLIDAY COLLECTION OF NEW BLOUSES	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
	Presentation of Holiday blouses by Frances Sider with a complete collection of "Blouses To Suit", featuring a soft, detailed shirtmaker in festive fabrics. Continuous showings at newly decorated quarters. (Please use 7th Ave. elevator). Contact: LO. 4-3323.		
Just Issued	INDUSTRY BULLETIN OF FASHION NEWS	THE BELT ASSOCIATION	350 FIFTH AVENUE ROOM 5319
	"International Fashion News", an industry bulletin, with sketches and fashion digest of London and Paris showings. For copies, contact: Claire A. Wolff, 5319 Empire State Building, LO. 4-7230.		
Cancelled Sept. 22	BERGDORF GOODMAN'S PRESS SHOWING OF FALL READY-TO-WEAR ORIGINALS, SCHEDULED FOR FRIDAY, SEPT. 22 AT 11:00 A.M., HAS BEEN CANCELLED.		
Friday Sept. 22	OPENING OF PALM BEACH AND HOLIDAY COLLECTIONS	HARRIETTE HARRA	225 WEST 36TH STREET SHOWROOM-7TH FLOOR
	Harriette Harra will present her Palm Beach and Holiday collections at daily trade showings, 10:30 A.M. and 3:30 P.M. Attendance by invitation only. Publicity: Adele Strassfield, LA. 4-5538.		
Friday Sept. 22 3:30 P.M.	PARIS REPORT ON FALL JEWELRY FASHIONS	JEWELRY INDUSTRY COUNCIL	24 KARAT CLUB 608 FIFTH AVENUE
	The Jewelry Industry Council will hold a fashion analysis and public relations meeting for costume jewelry manufacturers. These meetings, which will be held periodically, are designed to further coordinate jewelry fashion trends. Contact: Martha Percilla, PL. 7-3075.		
Sept. 24	DAYLIGHT SAVING TIME ENDS. Move clocks back one hour (Sunday).		

WEEK BEGINNING MONDAY, SEPTEMBER 25, 1950

Monday Sept. 25 11:00 A.M.	PREVIEW OF FALL CUSTOM COLLECTION	MAINBOCHER	6 EAST 57TH STREET SALON
	Press preview of Mainbocher's Fall custom-order collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Sept. 25 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING	GIMBELS	HOTEL PLAZA TERRACE ROOM
	Gimbels will present a showing of Paris originals with Gimbel copies during luncheon. Commentator: Dorothy Kilgallen. There will be special door prizes. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publicity: Terry Mayer, LO. 5-1500, Ext. 600. 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>
Monday Sept. 25	FALL FASHION SHOW FOR CUSTOMERS	MACY'S NEW YORK	3RD FLOOR LITTLE SHOP
Sept. 26 2:30 P.M.	Macy's will present Fall fashions at 2:30 P.M. on Monday, Sept. 25 and Tuesday, Sept. 26, a repeat of the press show held Sept. 20. Admission by ticket only. Publicity: Helen Law, CH. 4-2000, Ext. 2341.		
Monday Sept. 25 3:00 P.M.	RESORT AND SPRING SHOE COLLECTIONS	NEWTON ELKIN SHOE CO.	350 FIFTH AVENUE ROOM 1216
	Mr. Albert H. Bogutz, president of the Newton Elkin Shoe Company, will invite the press to a preview of the Resort and Advance Spring collections of Newton Elkin and Pandora shoes. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Monday Sept. 25 5:00 P.M.	SHOWING OF PARIS FASHIONS AND COPIES	GIMBELS	3RD FLOOR SPECIALTY CORNER
	Gimbels will present Paris originals with Gimbel copies at 5:00 P.M. on Monday, Sept. 25; and 12:15 P.M. on Tuesday, Sept. 26 and Wednesday, Sept. 27. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Monday Sept. 25 7:30 P.M.- 9:30 P.M.	FIRST SESSION OF FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
	Subject: "Fashion Markets"--Operation by type, price and taste levels; local and regional. Speaker: Helen Faith Keane, Fashion Consultant and Chairman of the Course. Tuition fee for series: \$15.00; or \$2.00 for each individual lecture. Contact: The Fashion Group, Inc. CI. 7-3940.		
Monday Sept. 25	PUBLICATION OF PARIS FASHION NEWS SERVICE	FASHIONS FROM FRANCE	HOTEL PIERRE 5TH AVE. & 61ST ST.
	"La Depeche", a new service for reporting on-the-spot fashion news about the Paris Collections, featuring models sketched at the showings, and previewing advance trends of the Paris Couturiers. "La Depeche" is sold by subscription only, published twice a week with English translations, and flown here from Paris. Price: \$95.00 for 1 year's subscription (104 issues). Contact: Elizabeth Davies, Fashions From France, Hotel Pierre; TE. 8-7180.		
Sept. 25	NATIONAL SWEATER WEEK.	Contact: Edward Brandwein, MU. 3-7520.	
Tuesday Sept. 26 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING	GUNTHER JAECKEL, INC.	10 EAST 57TH ST. SALON
	Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Sept. 26 11:00 A.M. 1:00 P.M.; 3:30 P.M.	SHOWING OF MCKETTRICK FALL COLLECTION	JAMES McCREERY & CO.	2ND FLOOR DRESS DEPARTMENT
	McCreery will present the Fall dress collection by McKettrick at three showings. Perfumes by Charbert will be featured. Commentator: Frances Lane of McKettrick. Press invited. Open to public. Publicity: Sara Pennoyer. Contact: Jean Saville, WI. 7-7000, Ext. 521.		
Tuesday Sept. 26 11:30 A.M.	MARUSIA COLLECTION AT PRESS SHOWING	SAKS FIFTH AVENUE	5TH FLOOR
	Saks Fifth Avenue will present Marusia's Fall collection at a showing for the press. Attendance by invitation only. Contact: Publicity Dept., PL. 3-4000, Ext. 7064.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 26 12:00 Noon Luncheon	FALL AND WINTER MILLINERY COLLECTION "Las Sombreros de Manana"--Cesar Rubio's millinery collection, designed for the Fall and Winter social season. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CESAR RUBIO	40 EAST 50TH ST. SALON
Tuesday Sept. 26 3:30 P.M. Cocktails	HOLIDAY AND RESORT SEPARATES COLLECTION Masket Bros. Sportswear will present Raissa Masket's collection of "inseparables" for Holiday and Resort to the press and trade. Attendance by invitation only. Publicity: Sidney Bloeme, JU. 6-4490.	MASKET BROTHERS SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday Sept. 26 4:30 P.M. Champagne	PRESS SHOWING OF FALL COLLECTION Sonia Gowns will present the couturier collection for Fall, designed by Mme. Sonia, as well as a collection of Fall sportswear by Reville Ltd. of London. Attendance by invitation only. Contact: Herbert Lannard, JU. 2-2514; or Sonia, PL. 3-8242.	SONIA GOWNS, INC.	25 WEST 57TH ST. SALON
Beginning Tuesday Sept. 26 7:00 P.M.	FOURTH SURVEY COURSE IN PUBLICITY TECHNIQUES Ten-week survey course in fundamentals of publicity. Fee: \$10.00. Contact: Rita Otway, Publicity Club, Room 208. Hotel Shelton, PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON BALLROOM
Wednesday Sept. 27 10:00 A.M.; 3:00 P.M.	SHOWING OF FALL CUSTOM FASHIONS A presentation of Fall custom-order suits and coats by Knize for the press at 10:00 A.M.; for customers at 3:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	KNIZE, INC.	24 EAST 56TH ST. SALON
Wednesday Sept. 27 10:30 A.M.	PRESS SHOWING OF WINTER FURS Revillon Freres will present their Winter fur collections from their Paris and New York studios. Attendance by invitation only. Contact: PL. 9-5504.	REVILLON FRERES	11 WEST 57TH ST. SALON
Wednesday Sept. 27 12:45 P.M. Luncheon	KNIT FASHIONS AT LUNCHEON SHOW "Inspiration for Fall"--presentation of Mimi Pearce's morning, afternoon, and evening handknit fashions for Fall during luncheon. Shoes: J. & J. Slater. Hats: Peggy Corck. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Frank Martier will present a luncheon showing of his custom-order coats and suits; daytime, afternoon and evening fashions for Fall. Hats: Mary Goodfellow. Furs: Dein-Bacher. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Martier contact: JU. 2-4812. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	FRANK MARTIER	WAUDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 27 2:30 P.M.	FRENCH IMPORTS AND FALL COLLECTION Showing of French imports; and furs, custom-made and ready-to-wear fashions. By invitation. Publ.: Irene Staub, C.J. Herrick Assoc., LA. 4-9310.	B. WEINSTEIN	7 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 27 3:00 P.M. Champagne	PRESS PREVIEW OF NEW BATHING SUITS Showing of Rose Marie Reid's swim suit collection for 1950-51. By invitation only. Contact: Winifred Chester, BR. 9-1974.	ROSE MARIE REID OF CALIFORNIA	HOTEL AMBASSADOR TRIANON ROOM
Wednesday Sept. 27 4:00 P.M. Champagne	PRESS PREVIEW OF FUR COLLECTION Fall and Winter furs, with advance 1951 styling, will be presented to the press by Julius Green. By invitation only. Hats: Chanda and Laddie Northridge. Accessories: Hermes. Contact: Helen Faith Keane, LO.5-7055.	JULIUS GREEN FUR CO.	330 SEVENTH AVENUE SHOWROOM-14TH FLOOR
Thursday Sept. 28 11:00 A.M.	PRESS SHOWING OF FALL COLLECTIONS Carrie Munn will present her Fall ready-to-wear and custom-order collections at a showing for the press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	CARRIE MUNN	640 MADISON AVENUE SALON
Thursday Sept. 28 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Rosette Pennington will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 28 2:30 P.M.	FIRA BENENSON FASHION SHOWING Lord & Taylor will invite the press and customers to a presentation of Fira Benenson's Fall and Winter dress collection. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON
Thursday Sept. 28 5:00 P.M.	SHOWING OF FASHIONS FOR THE SMALL MISS Leslie Fay Fashions will present Fall fashions for women 5'5" or under. Press by invitation. Publicity: Helene Towers, BR. 9-7700.	LESLIE FAY FASHIONS, INC.	MUTUAL LIFE BLDG. B'WAY & 56TH ST.
Thursday Sept. 28 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE "Publicity That Reaches The Woman Consumer"--a series of ten workshop sessions on photography, preparation and distribution of releases, sources of information, lists, media, and contacts--giving a better understanding of how to work with editors. <u>First session:</u> "The Scope of Publicity in the Women's Field." Director: Ellen Lind. Fee for series: \$20.00 Individual session: \$2.50. Contact: Promotions, 1068 Second Ave., MU. 8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE. & 59TH ST.
Friday Sept. 29 12:30 P.M. Luncheon	RESORT & SPRING FASHIONS AT PRESS SHOWING A presentation to the press of the Resort and Spring collection of David Crystal dresses, Izod of London women's wear, and Haymaker sportswear. By invitation. Trade showings daily beginning <u>Tuesday, October 3</u> . Publicity: Nancy Pike Talbert, LA. 4-7760.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD 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. Press by invitation. Public by reservation. Northridge Publ.: Donna Cannon, PL. 3-7072. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 2	NATIONAL HAT WEEK (Oct. 2-Oct. 8).		
Tuesday Oct. 3 11:00 A.M.	PRESS SHOWING OF FALL & WINTER FURS Presentation of Bergdorf Goodman's collection of furs for Fall and Winter at a showing for the press. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	FIFTH AVENUE AND 58TH STREET
Tuesday Oct. 3 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Daytime, afternoon and evening costumes for Fall, including hats and accessories, will be shown during luncheon, by Callot Soeurs. 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 Walter Florell will invite the press to a breakfast showing of his Holiday millinery collection. (<u>Note Change of Date</u>). 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 Publicity: 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.	RESORT AND ADVANCE SPRING COLLECTION Hannah Troy will present her Resort and Advance Spring collection of dresses and suits to the press. Showing at 11:00 A.M., followed by luncheon. By invitation only. Publicity: 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. Publicity: 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. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC.	HOTEL PLAZA PERSIAN ROOM
Thursday Oct. 5 3:30 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. 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	SHOWING OF RESORT COLLECTION Arrowhead will present the Resort collection of sportswear at a showing for the press. By invitation only. 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'Etrealis; 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
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
Beginning Monday Oct. 9 12:30 P.M.; 3:30 P.M.	OPENING OF RESORT COLLECTION 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.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Monday Oct. 9 1:00 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW 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.	EVE TARTAR (750 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
Monday Oct. 9 2:30 P.M.	PRESS PREVIEW: SPRING AND RESORT COLLECTION Preview of Adler and Adler's Spring and Resort collection, designed by Bonnie Cashin. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>OPENING OF RESORT AND SPRING COLLECTIONS BY THE SPORTSWEAR GUILD</u>			
<u>MONDAY, OCT. 9</u>			
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.	
<u>TUESDAY, OCT. 10</u>			
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.	
<u>WEDNESDAY, OCT. 11</u>			
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.	
<u>THURSDAY, OCT. 12</u>			
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	DEL MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	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.		
Tuesday Oct. 10 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOW	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
	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.		
Tuesday Oct. 10 2:30 P.M.	PREVIEW OF RESORT AND CRUISE COLLECTION	CHARLES W. NUDELMAN	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
	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 Thursday, Oct. 12 at 10:30 A.M. and 2:30 P.M.; thereafter at 10:30 A.M. daily. Publicity: Gilbert Victor, LA. 4-1254.		
Wednesday Oct. 11 12:45 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
	"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 Stuppell. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Oct. 11 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 11 3:30 P.M. Cocktails	PRESS PREVIEW: 1951 SEAMOLDS SWIM SUITS Flexees will invite the press to a preview of their 1951 collection of Seamolds, "the swimsuits with Foundation Fit". Showing promptly at 4:00 P.M. By invitation only. Publicity: Sandra Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
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 9:00 P.M. Supper	AMERICAN FASHION CRITICS' AWARD Coty will present the Eighth Annual American Fashion Critics' Award at a supper and fashion show. Tickets: \$15.00. Contact: Fashion Critics Award, Children's Memorial Cancer Fund Office at Waldorf Astoria, EL. 5-3000. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
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 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, including textiles and some fashions from Chinese, Japanese, near Eastern and European collections. Press preview, Monday, Oct. 16. Members of the World Silk Congress and their guests will be invited to preview the exhibit on Wed., Oct. 18, 5:00 P.M. to 7:00 P.M.; Members Private Preview on Thurs., Oct. 19, 8:30 P.M. to 11:00 P.M. Open to public, Fri., Oct. 20 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. COSTUME INSTITUTE
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 Tuesday, Oct. 17. 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>
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 Commit- tee, 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 Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	PEG FISCHER	RITZ-CARLTON HOTEL OVAL ROOM
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. Publ.: 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"--presentation of fashions for Fall 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 sponsored by the International Silk Association for the benefit of the United Nations International Children's Emergency Fund will feature a presentation of silk fashions for Holiday and Resort wear, conducted as a theatre-in-the-round show. 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	WALDORF-ASTORIA GRAND BALLROOM
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 matinee and evening performances. Tickets: \$3.60. Contact: Ivan Veit, LA. 4-1000, Ext. 507.	NEW YORK TIMES	TIMES HALL 240 W. 44TH STREET

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

- Monday Sept. 25 OPENING: "AFFAIRS OF STATE" ROYALE THEATRE, 242 WEST 45TH ST. Richard Krakeur and Fred Finklehoffe present Louis Verneuil's comedy about a retired Secretary of State and his wife. Stars: Celeste Holm, Reginald Owen, Barbara O'Neil. Settings: Paul Morrison. Costumes: Dorothy Jeakins. Publicity: Karl Bernstein, CI. 6-0427.
- Tuesday Sept. 26 OPENING: "SOUTHERN EXPOSURE" BILTMORE THEATRE, 261 WEST 47TH ST. Margo Jones, Tad Adoue & Manning Gurian will present Owen Crump's comedy about a Yankee writer who joins the pilgrimage to Mississippi, where antebellum homes have been opened to tourists. Stars: Cameron Mitchell and Betty Greene Little. Director: Margo Jones. Setting: Frederick Fox. Costumes: Kenn Barr. Publicity: Sol Jacobson, CH. 4-1482.
- Wednesday Sept. 27 4:30 P.M. TELEVISION: "VANITY FAIR" WCBS-TV, CHANNEL 2 Dorothy Doan's "Vanity Fair" television program will feature a collection of Page Boy maternity fashions and a display of twelve models, tracing the progress of maternity fashions. Page Boy Publicity: Carson-Ruff Assoc.: MU. 2-2055. CBS Publ.: Helen Brattrud, PL. 5-2000.
- Sept. 27- Oct. 22 25TH ANNUAL WORLD'S CHAMPIONSHIP RODEO, MADISON SQ.GARDEN, 8TH AVE.& 50TH Publicity: Lillian Jenkins, CO. 5-6800.
- Wednesday Sept. 27 OPENING: "BLACK CHIFFON" 48TH STREET THEATRE, 157 WEST 48TH ST. John Wildberg and Joe Kaufman will present the English play by Lesley Storm about a mother's unusual reactions to her son's marriage. Star: Flora Robson. Director: Charles Hickman. Setting: Larry Eggleton. Wardrobe: Molyneux. Publicity: Harry Davies, LO. 5-5982.
- Thursday Sept. 28 PREMIERE: "THE GLASS MENAGERIE" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST. Warner Brothers present Tennessee Williams' Broadway stage success. Stars: Jane Wyman, Kirk Douglas and Arthur Kennedy. Producer: Charles K. Feldman and Jerry Wald. Director: Irving Rapper. Wardrobe: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Thursday Sept. 28 OPENING: "SEASON IN THE SUN" CORT THEATRE, 138 WEST 48TH ST. Courtney Burr and Malcolm L. Pearson present Wolcott Gibbs' series about summer colony life on Fire Island. Stars: Richard Whorf and Nancy Kelly. Director: Burgess Meredith. Setting: Boris Aronson. Costumes: Natalie Walker. Publicity: Phyllis Perlman and Marian Byram, CI. 5-9151.
- Thursday Sept. 28 PREMIERE: "BORN TO BE BAD" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET RKO Radio Pictures presents a modern drama about a woman whose ambition for wealth and social position makes her ruthlessly mistreat her family and friends. Stars: Joan Fontaine, Robert Ryan, Zachary Scott. Joan Fontaine Gowns: Hattie Carnegie. Joan Leslie Gowns: Michael Woulfe. Publicity: Rutgers Neilson, CO. 5-6500.
- Tuesday Oct. 12 OPENING: "CALL ME MADAM" IMPERIAL THEATRE, 249 W. 45TH ST. 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.