

JAN 6 1947

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**FASHION CALENDAR**

RUTH FINLEY, Editor  
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor  
NEW YORK 19, N.Y.

Eldorado 5-3693



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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.

### WEEK BEINNING MONDAY, JANUARY 6, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Jan. 6	EIGHTH NATIONAL PRESS WEEK Visiting fashion editors from leading newspapers of the United States and Canada will be in N. Y. during the week of January 6, for the Eighth National Press Week. They will see couture collections from New York Dress Institute designers, to be shown daily from 9:30 A.M. to 4:30 P.M. with two evening showings during the week. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Monday Jan. 6- Jan. 17 9:30 A.M.- 5:30 P.M.	PREVIEW OF NEW TEEN FASHIONS A preview of all the merchandise that will be featured editorially and advertised in the February, March, April and May issues of Calling All Girls Magazine. Teen fashions from more than 50 leading resources, with merchandise assembled for quick "birds eye" viewing and complete listings distributed for buyers' convenience. Contact: Nancy Pepper, MU. 5-4400.	CALLING ALL GIRLS MAGAZINE	52 VANDERBILT AVENUE
Monday Jan. 6 12:30 P.M. Luncheon	LUNCHEON FOR OUT- OF-TOWN EDITORS Luncheon for visiting editors to mark official opening of Press Week. <u>Press strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA ASTOR GALLERY
Cancelled Jan. 6	THE PRESS SHOWING OF THE LINDELLE SPRING BAG COLLECTION, ORIGINALLY SCHEDULED FOR MONDAY, JANUARY 6, AT 4:30 P.M., HAS BEEN CANCELLED.		
Monday Jan. 6 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF NEW LINGERIE FASHIONS "Spring Chromance" -- presentation of Odette Barsa's new dramatic lingerie creations -- a new mood in at-home fashions. Showing at 5:30 P.M. For local and out-of-town press by <u>invitation only</u> . Publicity: Ann R. Silver Associates, MU. 2-8633.	ODETTE BARSA	16 EAST 34TH STREET FIFTEENTH FLOOR
Monday Jan. 6 6:30 P.M.- 8:30 P.M.	COCKTAIL PARTY FOR VISITING EDITORS Primrose House will have a cocktail party to welcome the out-of-town editors. By invitation only. Publicity: Mary Brown, CI. 5-7434.	PRIMROSE HOUSE, INC.	379 PARK AVENUE SALON
Week Of Jan. 6	"NAME-YOUR-TOWN" TALKS FOR VISITING PRESS "You name your town," and fur remodeling specialist Harry Jay Treu will show how he has handled the remodeling of furs from women who live in that town. Contact: LA. 4-6788.	HARRY JAY TREU, INC.	147 WEST 35TH STREET 18TH FLOOR
Beginning Monday Jan. 6	SPRING COLLECTION OF HALF-SIZE DRESSES Introducing a new collection of women's half-size street dresses, fashioned for the shorter woman. Contact: Walter Ginsburg, LO. 5-0358.	PATRICIA ROBERT CO.	244 WEST 39TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Jan. 6	SHOE GUILD WARM WEATHER OPENINGS Shoes for summertime wear, featuring styles influenced by the latest trends in apparel. Delivery will be for March, April and May. In addition to the showing and sale of footwear, this opening will mark the planning of distribution policies between manufacturers and retailers. Member firms of the Guild of Better Shoe Manufacturers are: Cangemi, Inc.; Thomas Cort Ltd.; Delman, Inc.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; Marino; I. Miller and Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter Deliso, Inc.; Schwartz and Benjamin, Inc. (Customcraft); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock Co.; Zuckerman and Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Secy., 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Tuesday Jan. 7 8:30 A.M. Breakfast	FASHION SHOW FOR VISITING EDITORS Mildred O'Quinn will present her Spring and Summer collection to the out-of-town editors. Showing will begin promptly at 9:00 A.M. Attendance strictly by invitation. Publicity: Nona James, VO. 5-3440.	MILDRED O'QUINN	ST. REGIS HOTEL LOUIS XVI SUITE
Tuesday Jan. 7 8:30 A.M. Breakfast	PREMIERE: "GUILD SHOE-VUES OF 1947" World Premiere Performance and dramatization of the future of better shoes, a vital and realistic approach to the shoe business of tomorrow. "Guild Shoe-Vues of 1947", featuring stars of stage, screen and radio, prepared by the top writing talent of America. By invitation only. Public relations handled by Kate Goldstein Kamen, 875 Fifth Avenue, RE. 4-4888.	GUILD OF BETTER SHOE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 7- Jan. 10	"THE AMERICAN IDEA IN FASHION" Presentation at 10:00 A.M. and 2:30 P.M. daily, with a press showing on Thurs., Jan. 9, at 2:30 P.M. By reservation. Contact: Ruth Schwartz, WI. 7-7200.	LOMBARDY, INC.	134 WEST 37TH STREET SHOWROOM
Tuesday Jan. 7 12:00 Noon Luncheon	SEVENTH BIRTHDAY PARTY: DUBARRY SUCCESS COURSE Ann Delafield, director of the DuBarry Success Course, will invite local and out-of-town press to the Success Course's 7th Anniversary Birthday Luncheon. By invitation only. Publicity: Dora Miller, LO. 3-4285.	RICHARD HUDNUT	HOTEL ASTOR
Tuesday Jan. 7 1:00 P.M.	PRESENTATION OF AWARDS BY MAYOR O'DWYER Awards will be presented to the twenty-five statesmen of industry by Mayor William O'Dwyer at a special ceremony at City Hall. Press invited. Contact: Shirley D. Spaulding, Fashion Director, EL. 5-7430.	FASHION TRADES	CITY HALL
Postponed Jan. 7	THE LUCIENNE HARANG PRESS SHOWING OF NEW GLOVES AND BLOUSES FOR SPRING, ORIGINALLY SCHEDULED FOR TUESDAY, JAN. 7, AT 3:30 P.M., HAS BEEN POSTPONED. (NEW DATE WILL BE ANNOUNCED LATER.)		
Tuesday Jan. 7 4:00 P.M. Cocktails	SHOWING OF SPRING AND SUMMER COLLECTION Laddie Northridge's forecast of '47 Spring and Summer hats at a showing for the N.Y. fashion press. By invitation <u>only</u> . Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 7 4:00 P.M.	PRESS PREVIEW: SPRING MILLINERY Presentation of Lilly Dache's new millinery collection to the press. <u>Strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Tuesday Jan. 7 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF NEW LINGERIE FASHIONS Showing at 4:30 P.M. for buyers, merchandise managers, and fashion coordinators of "Spring Chromance" -- Odette Barsa's new dramatic lingerie creations -- a new mood in at-home fashions. By invitation only. Publicity: Ann R. Silver Associates, MU. 2-8633.	ODETTE BARSA	16 EAST 34TH STREET FIFTEENTH FLOOR
Tuesday Jan. 7 4:45 P.M. Cocktails	PRESENTATION OF "FASHIONS FOR SELLING" Cocktail party and showing of small, high-fashioned group of daytime frocks featured under the Mayflower and Amerisport labels for misses; and Nan Scott for Juniors. For press, merchandise executives and buyers, by invitation only. Publicity: Bea Baris, LO. 3-6759.	MAYFLOWER DRESS CO. (1350 BROADWAY)	HOTEL McALPIN BLUE ROOM
Tuesday Jan. 7 5:00 P.M. Cocktails	JUNIOR FASHION SHOW FOR VISITING EDITORS Showing of "Junior Mix and Match" fashions by Tilly Schanzer to be presented to out-of-town editors during cocktails. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	TILLY SCHANZER (498 SEVENTH AVE.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Jan. 7 5:30 P.M.- 7:30 P.M. Cocktails	PARTY TO CELEBRATE SEVENTIETH ANNIVERSARY Lambert Brothers' Jewelry will celebrate their 70th anniversary with a special showing of diamonds and other fine jewelry. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	LAMBERT BROTHERS, INC. LEXINGTON & 60TH ST.	2ND FLOOR GIFT SHOP
Wednesday Jan. 8 8:00 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST Latest millinery creations will be presented to the out-of-town fashion editors. Hats by 17 uptown designers: ANITA ANDRA, BRAAGAARD, HATTIE CARNEGIE, LILLY DACHE, EMME, PEG FISCHER, WALTER FLORELL, MARY GOODFELLOW, MAGO HAYES, JOHN-FREDERICS, LENESTA, LADDIE NORTHRIDGE, MME. PAULINE, FLORENCE REICHMAN, MME. REINE, SUZANNE-REMY, SALLY VICTOR. Millinery Creators Guild: BERNICE CHARLES, GERMAINE MONTABERT, HARRYSON HATS, G. HOWARD HODGE, JEANNE TETE, EDGAR J. LORIE, MILGRIM HATS. (Jewelry by Castlecliff. Publicity: Dorothy Lansing, PL. 8-3145). Attendance strictly by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE EAST BALLROOM
Wednesday Jan. 8 10:30 A.M. Breakfast	PRESS PREVIEW: SPRING AND SUMMER MILLINERY Sally Victor will present a showing of her new millinery for Spring and Summer to the N. Y. fashion press. (Showing for out-of-town press on Saturday, Jan. 11). Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Wednesday Jan. 8 12:00 Noon Luncheon	SHOWING SPRING LINE TO VISITING PRESS Luncheon showing of Spring line of Varden Petites and Varden Casuals to be presented to the out-of-town fashion press. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.	VARDEN DRESS CO., INC.	530 SEVENTH AVENUE SHOWROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 8 12:15 P.M. Luncheon	LUNCHEON MEETING: "REPORT ON GERMANY" Members' monthly luncheon meeting with a "Report on Germany" by Kathleen McLaughlin, member of the Berlin Bureau of "The New York Times" and just returned from Germany. She will be introduced by Mrs. Franklin Delano Roosevelt. Eleanor Pollock, Chairman, Program Committee. Price, including tax and tip: \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Jan. 8 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING AND SUMMER MILLINERY "Tomorrow, for an Indefinite Stay" -- a collection of Mme. Pauline's new Spring and Summer millinery. Showing promptly at 4:00 P.M. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	MADAME PAULINE	6 EAST 53RD STREET SALON
Wednesday Jan. 8 4:00 P.M.- 6:00 P.M. Cocktails	"GEMS OF FASHION" OR "RAFFLES' RETURN" Kramer Jewelry Co. presents a unique fashion showing of rhinestone jewelry. Attendance by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773. "Crime Does Not Pay!"	KRAMER JEWELRY CO.	HOTEL PIERRE ROOF
Wednesday Jan. 8 4:30 P.M. Cocktails	ANNOUNCE WINNERS OF TEEN DESIGN CONTEST Miss America Magazine and Soap 'n' Water Fabrics will announce the winners of their teen fashion design contest. For buyers and press, strictly by invitation. Contact: Aileen Fogarty, BR. 9-5890.	MISS AMERICA MAGAZINE	SUITE 7308 EMPIRE STATE BLDG.
Wednesday Jan. 8 5:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING EDITORS Laddie Northridge's forecast of 1947 Spring and Summer hats at a showing for the out-of-town press. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 8 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS The out-of-town and local press will be invited to a cocktail party at Prince Matchabelli's new Crown Room. Attendance by invitation only. Publicity: Leonore Buehler, PL. 3-7010.	PRINCE MATCHABELLI	711 FIFTH AVENUE CROWN ROOM
Wednesday Jan. 8 5:30 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS The out-of-town editors have been invited to a millinery presentation by Lilly Dache. <u>Attendance strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENT HOUSE
Wednesday Jan. 8 7:30 P.M. Dinner	THIRTEENTH ANNUAL FASHION PRESENTATION Annual fashion show marking the first efforts in the postwar period by the National Association of House Dress Manufacturers, emphasizing "Famous Labels in Daytime Fashions." Designed by A. A. Ostrander. Directed and written by Grace Houston. By invitation only. Contact: Rudi Lazarus, LA. 4-5550.	NATIONAL ASSN. OF HOUSE DRESS MNFRS.	WALDORF-ASTORIA GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 9 8:15 A.M. Breakfast	BREAKFAST SHOWING FOR FASHION EDITORS Semi-annual presentation of accessories -- Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs, Glenwear Blouses, and Bienep-Davis Bags. Showing promptly at 9:00 A.M. For local and out-of-town fashion press, <u>strictly by invitation</u> .	SIX LEADING ACCESSORY DESIGNERS Publicity: Ann R. Silver Associates, MU. 2-8633.	WALDORF-ASTORIA JADE ROOM
Thursday Jan. 9 All Day 9:00 A.M.- 6:00 P.M.	"DIAMOND DAY" In response to many requests to see the process of diamond cutting, an all-day demonstration has been arranged in the Ayer offices with the cooperation of Lazare Kaplan, cutter of the Jonker diamond. Special features at 9:30 A.M., 12:00 Noon, and 5:00 P.M. Big exhibit of rough diamonds, colored diamonds, fancy cuts. Also newest diamond jewelry by Frank S. Hartley. Invitations have been issued.	N.W. AYER & SON, INC. 30 ROCKEFELLER PLAZA	RCA BUILDING 11TH FLOOR
Thursday Jan. 9 11:00 A.M.	PRESS SHOWING OF SPRING MILLINERY Presentation of Walter Florell's new Spring and Summer millinery at a showing for the press. (Buffet luncheon will be served.) Attendance by invitation only. Contact: Burton M. Pell, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD STREET SALON
Thursday Jan. 9 3:30 P.M. Cocktails	GLOVE VARIETY SHOW FOR PRESS Press preview of new colors, fabrics, and novelties in gloves by Marcel Wagner, from the most exotic long styles to the shortie for sportswear. Showing promptly at 4:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	MARCEL WAGNER GLOVES	ST. REGIS HOTEL LOUIS XVI SUITE
Thursday Jan. 9 4:00 P.M.- 7:00 P.M. Cocktails	"FANTASY IN FASHION" MOVIE PREVIEW Preview of Sam Friedlander's unusual motion picture, featuring 24 Moyer originals, which will be shown exclusively in 150 cities from coast to coast beginning with the first week in February. Showing at Chanin Auditorium (50th Floor) at 5:00 P.M. sharp. For movie and radio critics, and store merchandisers. Attendance strictly by invitation. Contact: Harriet Rhoday, PE. 6-2663.	SAM FRIEDLANDER	CHANIN AUDITORIUM 122 EAST 42ND ST.
Thursday Jan. 9 4:00 P.M. Cocktails	PRESS PREVIEW: NEW LINGERIE FOR 1947 Thea Tewi will invite the local and out-of-town fashion press and buyers to a showing of her "First Collection for 1947"--new designs in intimate fashions. By invitation only. Contact: Alice O. Steindler, PL. 3-0831.	MADAME TEWI (9 EAST 48TH ST.)	RITZ CARLTON HOTEL CRYSTAL GARDEN
Thursday Jan. 9 5:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Walter Florell will have a cocktail party for out-of-town fashion editors to present his new millinery collection. Attendance by invitation only. Contact: Burton M. Pell, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD STREET SALON
Friday Jan. 10 8:00 A.M. Breakfast	NEW ACCESSORIES AT PRESS BREAKFAST New accessories for Spring and Summer will be shown to the out-of-town fashion press during breakfast. Commentator: Mary Margaret McBride. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	NECKWEAR AND SCARF ASSOCIATION	HOTEL COMMODORE SOUTH ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 10 6:00 P.M. Cocktails	COCKTAIL BUFFET FOR VISITING PRESS Dan River will invite the out-of-town and local press to a cocktail buffet in the North Lounge atop the RCA Building at 30 Rockefeller Plaza. Attendance by invitation only. Publicity: Christine Ecker, John A. Cairns & Co., OR. 4-5600.	DAN RIVER MILLS	NORTH LOUNGE ATOP RCA BUILDING
Saturday Jan. 11 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Sally Victor will have her semi-annual millinery fashion show and breakfast for the out-of-town press. <u>Attendance strictly by invitation.</u> Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD ST. SALON
Saturday Jan. 11 5:30 P.M. Supper	PICNIC SUPPER FOR VISITING EDITORS Dana Perfumes will invite the out-of-town editors to a picnic supper. Attendance strictly by invitation. Publicity: Ruth Bolway, HA. 6-6688.	DANA PERFUMES	WALDORF-ASTORIA CARPENTER SALON
Monday Jan. 13- Jan. 16	THIRTY-SIXTH ANNUAL CONVENTION Theme, "Dynamic Distribution in a Free Economy". Contact: Charles E. Harner, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL PENNSYLVANIA GRAND BALLROOM
Postponed Jan. 13	THE EMME MILLINERY FASHION SHOW, ORIGINALLY SCHEDULED FOR MONDAY, JAN. 13, HAS BEEN POSTPONED TO THURSDAY, JAN. 16, AT 4:00 P.M.		
Tuesday Jan. 14 9:30 A.M.	SPRING MILLINERY BREAKFAST CLINIC Annual Spring clinic of the Millinery Merchandising Executives' Association, with experts in the fashion, merchandising and business worlds discussing trends, problems and developments. Virginia Pope, fashion editor, N. Y. Times, will act as director of the Clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	WALDORF-ASTORIA PERROQUET SUITE
Tuesday Jan. 14 4:00 P.M. Cocktails	SPRING MILLINERY SHOWING FOR PRESS Mary Goodfellow will present her new Spring and early Summer millinery to the press at a cocktail party. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	MARY GOODFELLOW (23½ EAST 61 ST.)	HAMPSHIRE HOUSE COTTAGE
Tuesday Jan. 14 4:00 P.M.- 7:00 P.M. Cocktails	GLASS PANTS PARTY: "FANTASY OF PANTASIES" On the occasion of the opening of their new glass showrooms, Julius Kayser & Co. will present an "out of this world" entertainment and cocktail party for the press. Attendance strictly by invitation. Publicity: Ruth LeBron, WI. 2-8200.	JULIUS KAYSER & CO.	500 FIFTH AVENUE 6TH FLOOR
Tuesday Jan. 14- Jan. 15	EXHIBIT OF SPRING STYLES FOR MEN Press showing on Tuesday, Jan. 14, from 10:00 A.M. to 12:30 P.M. Continuous showing from 1:00 P.M. to 9:00 P.M. on Tuesday and Wednesday. Trade and press are cordially invited. Publicity: Lee Babin, The Zlowe Co., VA. 6-4885.	MEN'S FASHION GUILD OF NEW YORK	SAVOY-PLAZA HOTEL BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 14 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER Semi-annual Spring millinery fashion show and dinner. The following milliners will present new trends in hats: <u>UPTOWN MILLINERS</u> Anita Andra Braagaard Hattie Carnegie Bernice Charles Lilly Dache delle Donne Emme Peg Fischer Walter Florell Germaine Montabert Gladys & Belle Mary Goodfellow Harryson Hats Mago Hayes G. Howard Hodge Jeanne Tete John-Frederics Lenesta Miriam Lewis Edgar J. Lorie Lydia Milgrim Hats Laddie Northridge Commentator: Mrs. Maude G. Moody, millinery fashion editor, Women's Wear Daily. Tickets: \$16.50 (including dinner); show only, \$8.50 (mezzanine). For tickets, contact: Millinery Stabilization Commission, 1450 Broadway, CH. 4-6547. Press by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY STAB. COMM.; MILLINERY FASHION BUREAU Mme. Pauline Florence Reichman Mme. Reine Sally Victor Vogue Hats  <u>POPULAR-PRICED MAKERS</u> Alba Hat Co. Alfreda Amrose Hat, Inc. Berkley Hats Brandt Millinery Co. Joe Cohn Hats Croyden Hats Abe Del Monte Co. Elizabeth Hat Co. Flanzig Bros. Oscar Friedman Harry Furst B. J. Goldenberg Goldstone-Weber Greenstein & Flaum Harry Hikand Lesser-Lasoff, Inc.	HOTEL ASTOR GRAND BALLROOM  Luxor Hat Co. Walter K. Marks Millinery Fashion Creators Frances & Walter Nelkin Parfait Hats David Rothman Morris Schachter & Co. Schoen Hats Schwartz & Rosenfeld William Silverman Woodmere Hat Co.  <u>JUNIOR MAKERS</u> Bertlyn Betmar's (John-Frederics Jr.) Greenberg-Fisch Ann Koppelman Madcaps Park Avenue Jrs. Playtoppers Radcliffe Fashions Vic-Debs
Wednesday Jan. 15 9:30 A.M. Breakfast	"YOUNG THINGS" SHOWING OF NEW COTTONS Ellen Hewitt of Delphi will present her "Young Things" line of new teen-age cottons to the press and trade during breakfast. Attendance by invitation only. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644. Ellen Hewitt Publicity: Mildred Kaldor, BR. 9-9399.	ELLEN HEWITT OF DELPHI	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 15 1:00 P.M. Luncheon	SHOWING OF ORIGINAL GOWNS BY EDITH HEAD Preview of fashions worn by Loretta Young and Virginia Field in the forthcoming Paramount picture, <u>The Perfect Marriage</u> , produced by Hal Wallis, and featuring ten glamorous nightgowns in addition to other exciting creations designed by Edith Head. Also, "The Business Girl Silhouette", with clothes worn by Joan Caulfield in <u>Welcome Stranger</u> and <u>Dear Ruth</u> ; and by Lizabeth Scott in <u>Desert Fury</u> ; the "Latin American Silhouette" in fashions created for Dorothy Lamour in <u>My Favorite Brunette</u> ; "The Peg Top Peplum, 1915" as illustrated by Betty Hutton in <u>Perils of Pauline</u> ; "The Hour Glass, 1900" by Joan Fontaine in <u>Emperor Waltz</u> . Hats by Lilly Dache. Commentator: Edith Head. Public by reservation. Press by invitation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Paramount Publicity: Aileen St. John Brenon, BR. 9-8700. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	PARAMOUNT PICTURES	WALDORF-ASTORIA SERT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 15 4:00 P.M. Cocktails	OPEN HOUSE TO INTRODUCE NEW PACKAGE Cocktail party at Aberle's redecorated offices with introduction of new hosiery package. Attendance by invitation only. Publicity: Mello M. Meldram, AS. 4-0377.	ABERLE, INC.	385 FIFTH AVENUE ROOM 1401
Wednesday Jan. 15 4:30 P.M. Cocktails	NEW SOPHIE READY- TO-WEAR MILLINERY Press preview and cocktail party at the new Saks 5th Avenue ready-to-wear millinery studio at 27 West 56th St., to introduce their new collection of exclusive Sophie millinery. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	27 WEST 56TH STREET 7TH FLOOR
Thursday Jan. 16 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Showing of Emme's new Spring millinery to the press during cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	EMME	21 EAST 56TH STREET
Thursday Jan. 16 4:00 P.M.- 5:30 P.M. Cocktails	NEW CLASSICS AND MATERNITY FASHIONS Showing of pure dye and pure silk dresses by McKettrick-Williams. Also a 10 minute movie. Attendance by invitation only. Contact: Sheila Hawkins, McKettrick-Williams, WI. 7-4438. Publicity: Rosemary Sheehan, CI. 7-8060.	McKETTRICK-WILLIAMS INC. (1350 BROADWAY)	RITZ CARLTON HOTEL CRYSTAL GARDEN
Thursday Jan. 16 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF "GALLERY OF TIES" Necktie showing by Arthur Siegman of "Signets' Gallery of Ties." By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	ARTHUR SIEGMAN, INC.	HOTEL PLAZA BAROQUE SUITE
Thursday Jan. 16 5:00 P.M.- 6:00 P.M. Cocktails	MALE TESTED FASHION PRESENTATION Preview of rainwear to be shown to a select male celebrity jury under the direction of Hinda Gould, Fashion Editor. <u>By invitation only.</u> Contact: Louise Whitney, Merchandise Editor, CO. 5-7300.	COSMOPOLITAN MAGAZINE	STORK CLUB
Friday Jan. 17 9:00 A.M. On	NINTH ANNUAL BRIDAL BUSINESS CLINIC The Bride's Magazine will present its Ninth Annual Bridal Business Clinic at the Waldorf-Astoria for the entire day, beginning at 9:00 A.M. with Continental Breakfast, and ending with a gala Champagne Party on the Starlight Roof. Bridal Secretaries and Retailers from coast to coast will be on hand for a day of informative glamour. Produced by the Department of Merchandising Service, Alice Rydell, Director; Virginia Andrews, reservations, MU. 2-1490.	THE BRIDES' MAGAZINE	WALDORF-ASTORIA
Tuesday Jan. 21 12:30 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Spring and Summer fashions by top New York designers will be presented at the third annual "March of Dimes" Fashion Show in New York for the benefit of the National Foundation for Infantile Paralysis. Tickets: \$12.00 and \$20.00. For tickets, contact: Recia Sobelson, CI. 6-4571, Ext. 29. Press by invitation only. Director of fashion show: Lester Gaba. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 22 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show to be presented by Russeks during luncheon. Public by reservation. Press by invitation. For reservations, contact: "Frank", EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Thursday Jan. 23 3:00 P.M.	PRESS PREVIEW: NEW MILLINERY COLLECTION Exclusive millinery for Spring and early Summer by Germaine Vittu. Presentation by Mme. Paule Madoc. Press <u>strictly by invitation</u> . Publicity: Anna T. Moore, ST. 9-6000.	GERMAINE VITTU	509 MADISON AVENUE SUITE 908-910
Wednesday Jan. 29 1:00 P.M. Luncheon	PRESS LUNCHEON AND THEATRE PARTY Lane Bryant will give a preview of its new Fifth Avenue building to the press at a Luncheon-Theatre party to celebrate the opening of their new store. An original musical comedy story of Lane Bryant's history, featuring well-known personalities, will be given at 2:00 P.M., followed by a guided tour of the store. <u>Attendance by invitation only</u> . Publicity: Jerome Klein or Roslyn Kaye, LE. 2-0200, Ext. 9 or 10.	LANE BRYANT	465 FIFTH AVENUE THIRD FLOOR
Wednesday Jan. 29 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION New fashions by Arnold Constable will be presented during luncheon. Public by reservations. Press by invitation. For reservations, contact: "Frank", EL. 5-3000. Arnold Constable Publicity: Anne Albee, CA. 5-2300, Ext. 202. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Thursday Jan. 30 5:30 P.M. Cocktails	SOUTHERN HOSPITALITY COCKTAIL PARTY Party for press and toiletries buyers to celebrate the opening and to dedicate the new Williamsburg Room for Old South Perfumers at their N. Y. showroom. By invitation only. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.	OLD SOUTH PERFUMERS	347 FIFTH AVENUE 13TH FLOOR
Beginning Monday Feb. 3	FOGA TO SHOW SUMMER LINES February collections will be the only lines for the season, comprising, with the Spring and Fall, a permanent program for three seasons a year. Guild houses presenting Summer lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CAPRI FROCKS CARLYE DRESS CORP. DEITSCH, WERSBA & COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO. Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS, INC. LA RUE DRESSES, INC. DAVID LEONARD & LEVINE MARY LEE, INC.	MANUFACTURERS' SHOWROOMS MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC.



MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Sunday  
Jan. 5  
8:45 P.M. DANCE RECITAL BY JOSE LIMON BELASCO THEATRE, 115 WEST 44TH STREET  
Recital by Jose Limon, assisted by Ellen Love, Letitia Ide, Meg Mundan and  
Miriam Pandor. Tickets: \$1.20-\$3.60 (tax included). Publicity: Fern  
Helscher, 115 East 57th St., PL. 5-3748.

Monday  
Jan. 6 RETURN ENGAGEMENT: "BLOOMER GIRL" CITY CENTER, 131 WEST 55TH STREET  
A six-weeks' return engagement of the clever musical about suffragettes,  
featuring Nanette Fabray, Dick Smart, Peggy Campbell, Hubert Dilworth,  
and Matt Briggs. Produced by John C. Wilson in association with Nat  
Goldstone. Directed by William Schorr; dances by Agnes De Mille;  
costumes by Miles White. Publicity: Willard Keefe, CI. 6-7492.

Monday  
Jan. 6- NINTH WEEK: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH  
Jan. 12 Mon. Jan. 6 at 8:00 P.M.--BORIS GODUNOFF. Stevens, Pinza, Berini.  
Wed. Jan. 8 at 8:00 P.M.--DER ROSENKAVALIER. Jessner, List, Darcy.  
Thurs. Jan. 8 at 8:00 P.M.--OTELLO. Roman, Lipton, Ralf, Tibbett.  
Fri. Jan. 10 at 8:30 P.M.--LA BOHEME. Albanese, Benzell, Tagliavini.  
Sat. Jan. 11 at 2:00 P.M.--THE WARRIOR; HANSEL AND GRETEL.  
Sat. Jan. 11 at 8:15 P.M.--AIDA. Roman, Thebom, Baum, Merrill, Chabay.  
Sun. Jan. 12 at 8:00 P.M.--Special benefit performance: CARMEN.  
Publicity: Margaret Carson, PE. 6-1200.

Wednesday  
Jan. 8 OPENING: "THE BIG TWO" BOOTH THEATRE, 45TH ST. WEST OF B'WAY  
New comedy by L. Bush-Fekete and Mary Helen Fay, produced by Elliott  
Nugent and Robert Montgomery (by arrangement with David Bromson),  
featuring Claire Trevor and Philip Dorn, with Felix Bressart, Edward Franz,  
Wauna Paul. Staged by Robert Montgomery. Settings: Jo Mielziner.  
Costumes: Bianca Stroock. Publicity: Richard Maney, WI. 7-6939.

Thursday  
Jan. 9 OPENING: "STREET SCENE" ADELPHI THEATRE, 54TH ST. EAST OF B'WAY  
Dwight Deere Wiman and The Playwrights' Company present a musical version  
of Elmer Rice's drama with Norman Cordon, Anne Jeffreys, Polyna Stoska,  
Richard Manning and Sydney Rayner. Music by Kurt Weill; book by Elmer  
Rice. Director: Charles Friedman. Settings: Jo Mielziner. Costumes:  
Lucinda Ballard. Publicity: William Fields, CI. 5-7930.

Friday  
Jan. 10 OPENING: "FINIAN'S RAINBOW" 46TH ST. THEATRE, 226 WEST 46TH STREET  
Lee Sabinson and William R. Katzell present a new musical by E. Y. Harburg,  
Fred Saily and Burton Lane based on Irish legends. Cast features Ella  
Logan, Albert Sharpe, Donald Richards, David Wayne, Arita Alvanez, and  
the Lyn Murray singers. Director: Bretaigne Windust. Scenery and light-  
ing: Jo Mielziner. Costumes: Eleanor Goldsmith. Publicity: Sam Friedman,  
CH. 2-8048.

Thursday  
Jan. 23- SONJA HENIE HOLLYWOOD ICE REVUE MADISON SQUARE GARDEN, 49TH ST. & 8TH AVE.  
Jan. 30 Sonja Henie and her Hollywood Ice Revue -- featuring "The Bon-Bon Shop",  
"The Sleeping Beauty", "Pink Tea", "Circus Days", and "Hula". Sonja will  
skate nightly in the Garden, January 23-30 inclusive, and February 3-11  
inclusive. Tickets: \$1.25-\$6.00. Publicity: Lillian Jenkins, CO. 5-6800.







