

PUBLISHED WEEKLY - 10TH YEAR OF PUBLICATION

X 9/18/50

# 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 ENDING FRIDAY, SEPTEMBER 15, 1950</u>			
Friday Sept. 15 9:30 A.M. Breakfast	FASHION PREVIEW AT BREAKFAST SHOWING "Pertinent Perennials"--a group of clothes for "around-the-calendar" wear, will be presented by Janice Milan. Attendance by invitation only. Publicity: Barbara Fields, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
<u>WEEK BEGINNING MONDAY, SEPTEMBER 18, 1950</u>			
Friday Sept. 15 11:00 A.M. Luncheon	PRESS PREVIEW OF HOLIDAY COLLECTIONS Sylvan Rich will invite the press to the opening of his two collections for the Holidays and evening wear. Included will be a group of Paris imports especially created for Martini Designed, also a group entitled "Paris Discovers The Diminutives". Attendance by invitation only. Daily trade showings thereafter at 10:30 A.M. for Martini Designed and 12:00 Noon for Diminutives, Inc. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED; DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Just Published	NEW BOOK ON GIFT WRAPPING "The Art Of Wrapping Gifts", a practical book on gift wrapping by Drucella Lowrie, published by Studio Publications, Inc. and Thomas Y. Crowell Co. Illustrated with over 100 step-by-step drawings and photographs, it clearly shows every phase of gift wrapping; tells how to select materials, tie bows, wrap around corners. It also suggests appropriate gifts for every occasion. Price: \$2.00. Contact: Ralph Meisenhelder, OR. 9-0630.	DRUCELLA LOWRIE	STUDIO PUBLICATIONS & THOMAS CROWELL CO.
Monday Sept. 18 9:00 A.M. Breakfast	PRESS PREVIEW OF PARIS IMPORTS AND COPIES Ohrbach's will preview their Paris imports and copies of dresses, coats, suits, and millinery at a press breakfast. Showing promptly at 10:00 A.M.	OHRBACH'S	WALDORF-ASTORIA WEDGWOOD ROOM
10:00 A.M. Show	Attendance by invitation only. Publicity: Mark Klauser, SP. 7-9000, or Carl Ruff, MU. 2-2055.		
Monday Sept. 18 9:15 A.M. Breakfast	PREVIEW OF IMPORTS AND COPIES "Accessory Bazaar"--a press preview of imports (and copies, too) from France, Italy and Switzerland. Breakfast following show in the Executive Dining Room, 13th floor. By invitation. Publ.: Helen Law, CH. 4-2000.	MACY'S NEW YORK	STREET FLOOR BROADWAY ENTRANCE
Monday Sept. 18 9:30 A.M. Breakfast	PRESS PREVIEW OF HOLIDAY MILLINERY First press showing by Beatrice-Martin of her cocktail, dinner and date hats for Holiday and Winter. By invitation. Publ.: Maud Moody, LE. 2-4049.	BEATRICE-MARTIN HATS (47 WEST 56TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 18 9:30 A.M.	OPENING OF BETTY BARCLAY HOLIDAY COLLECTION "Dress-up To Fun In Fashions By Betty Barclay" for juniors, sizes 9 to 15, will be presented to the press and trade on Monday, Sept. 18. Continuous daily trade showings thereafter. Publicity: Mildred Kaldor, MU. 9-5420.	LINSK OF NEW YORK, PHILA. & CALIFORNIA	1350 BROADWAY SHOWROOM-11TH FLOOR
Monday Sept. 18 11:00 A.M.	PRESS SHOWING OF BAGS FOR HOLIDAY & RESORT Press presentation of California collection of hand-made bags and belts. By invitation. Trade showings, Sept. 18 through Sept. 20. Contact: Moness Waterbury or Mary Streep, Madison, N.J., 6-0172-J.	LA JOLLA HAND-MADES (LA JOLLA, CALIF.)	HOTEL NEW YORKER ROOM 817
Monday Sept. 18 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom-order collection to the press. ( <u>Note Change of Date</u> ). Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Monday Sept. 18 12:00 Noon Cocktails; Luncheon	PRESS PARTY FOR BEAUTY EDITORS The Toni Company will invite beauty editors to a special press luncheon. Attendance strictly by invitation. Publicity: Eileene Oberling, The Toni Co., Merchandise Mart, Chicago; Whitehall 4-1800.	THE TONI CO., INC.	WALDORF-ASTORIA JADE ROOM
Monday Sept. 18 12:30 A.M.- 5:00 P.M.	FUR FASHION PROMENADE AT OPENING OF BELMONT The Associated Fur Manufacturers will present fur fashions, designed for wearing to the races. Transportation will be provided for the press. Associated Fur Manufacturers Publicity: Eleanor Lambert, MU. 8-2130. Belmont Track Publ.: Charlotte Byrum, News Contacts, Inc., CO. 5-3166.	ASSOCIATED FUR MANUFACTURERS	BELMONT RACE TRACK QUEEN'S VILLAGE, L.I.
Monday Sept. 18 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOW Peg Newton will present Fall and Winter fashions for tall girls during luncheon. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Peg Newton Publicity: Donna Cannon, PL. 3-7072. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	HOTEL PLAZA TERRACE ROOM
Monday Sept. 18 3:00 P.M.	PRESS PREVIEW: FALL READY-TO-WEAR Hattie Carnegie's Fall ready-to-wear "Blue Room" fashions will be presented to the press. By invitation only. Publ.: Sanna Brody, PL. 5-2600.	HATTIE CARNEGIE	PARK LANE HOTEL PARK AVE. & 48TH ST.
Monday Sept. 18 3:00 P.M.	PRESS SHOWING OF FALL MILLINERY Monica Basel will present her Fall collection of custom-order hats to the press. Attendance by invitation. Publicity: Helen Barnes, GR. 3-4859.	MONICA BASEL	340 EAST 74TH STREET SALON
Monday Sept. 18	"7TH ANNUAL ASSEMBLY OF FAMOUS FASHIONS" "Out Of This World"--Gimbels will hold the Seventh Annual Assembly of Famous Fashions, with morning and afternoon presentations of Fall collections. Show Director: Lester Gaba. Tickets: \$5.00. Contact: Judy Colt, Phila., Rittenhouse 6-4222. Publ.: Gertrude S. Mayers, Gimbels, Phila., Pa.	GIMBEL BROTHERS	PHILADELPHIA PENNSYLVANIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 19 9:30 A.M. Breakfast	PRESENTATION OF LATE FALL MILLINERY Mary Goodfellow will invite the press to a breakfast showing of her Holiday, Resort and late Fall millinery. Showing at 10:00 A.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Tuesday Sept. 19 10:30 A.M. Coffee	SHOWING OF FALL WOMEN'S FASHIONS The press will be invited to a presentation of Roaman's Fall daytime and sportswear fashions for the larger woman. Show at 11:00 A.M. Attendance by invitation only. Contact: Edward Lieb, WI. 7-6400.	ROAMAN'S (20 W. 39TH ST.)	HOTEL ASTOR 8TH FLOOR
Tuesday Sept. 19 12:15 P.M. Luncheon	PARIS FASHIONS AT LUNCHEON MEETING Carmel Snow, editor of "Harper's Bazaar", will report on French Fall collections. A representative group of highlights from the collections will be shown. Commentator: Laura Pyzel, a fashion editor of "Harper's Bazaar". Chairman: Eleanor W. Howard. Price ( <u>Note Change For This Luncheon Only</u> ): \$4.75 for members. 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 Sept. 19 2:30 P.M.	PRESENTATION OF FALL FASHIONS Martin's will present Fall fashions including coats, suits and dresses. Press invited. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	3RD FLOOR
Tuesday Sept. 19- Sept. 21 2:30 P.M.	SHOWING OF FALL MILLINERY COLLECTION Braagaard will present his Fall millinery to the press and customers at 2:30 P.M. on Tuesday, Sept. 19; Wednesday, Sept. 20; and Thursday, Sept. 21. By invitation only. Contact: Barbara Pearlman, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH ST. SALON
Tuesday Sept. 19 5:00 P.M. Cocktails	PRESS RECEPTION FOR M. ROBERT RICCI Jacqueline Cochran will invite the press to a cocktail party and reception for M. Robert Ricci of Nina Ricci, Paris, couturier and perfume manufacturer. By invitation. Publicity: Leonore Buehler, PL. 7-2880.	JACQUELINE COCHRAN	MISS COCHRAN'S HOME
Wednesday Sept. 20 9:15 A.M. Breakfast	PRESS SHOWING OF FALL FASHIONS Macy's will present a showing of Fall fashions during breakfast. By invitation. Publicity: Helen Law, CH. 4-2000, Ext. 600.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Sept. 20 11:00 A.M.	PRESS PREVIEW OF FALL CUSTOM COLLECTION Eulalie will present her Fall collection of custom fashions for day and evening wear; also new wedding gowns. Attendance by invitation only. Publicity: Frank Chapman, TE. 8-8950.	EULALIE (131 EAST 70TH ST.)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Wednesday Sept. 20 11:30 A.M. Buffet Luncheon	PRESS PREVIEW OF SHOE COLLECTION The Resort and advance Spring 1951 Mademoiselle shoe collection by Carlisle will be presented at a showing for the press. ( <u>Note Change Of Time</u> ). Attendance by invitation only. Contact: Shirley Blacher, LO.4-3350.	CARLISLE SHOE COMPANY	350 FIFTH AVENUE ROOM 7419

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 20 12:30 P.M. Luncheon	PRESS SHOWING OF KNIT FASHIONS Presentation of the new collection of Pringle's cashmere sweaters, matching skirts and other knit fashions at a luncheon for the press. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PRINGLE OF SCOTLAND (9 EAST 41ST STREET)	HOTEL PLAZA BAROQUE SUITE
Wednesday Sept. 20 1:00 P.M. Luncheon	PRESENTATION OF FALL FASHIONS AT LUNCHEON Arnold Constable's Fall fashions for juniors, misses, women, and children. Press by invitation. Public by reservation; contact: "Albert", headwaiter. EL. 5-3000. Arnold Constable Publ.: Lynn Casey, MU. 5-2300. Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday Sept. 20 2:30 P.M.	JACQUES FATH AMERICAN COLLECTION Lord & Taylor will present Jacques Fath's dress and suit collection for Fall and Winter, designed in America by Jacques Fath, for Joseph Halpert (dresses); and George Carmel (suits). Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Wednesday Sept. 20 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: CATALINA SWIM FASHIONS FOR 1951 "Catalina Caribbean Holiday"--a presentation of swimsuit fashions for 1951 for men, women and children, at a cocktail party for the press. Attendance by invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.	CATALINA, INC.	STORK CLUB 3 EAST 53RD STREET
Sept. 21	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Thursday).		
Friday Sept. 22 11:00 A.M.	FALL COLLECTION OF READY-TO-WEAR ORIGINALS Presentation of Bergdorf Goodman's ready-to-wear originals for Fall at a showing for the press. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Friday Sept. 22 3:30 P.M.	PARIS REPORT ON FALL JEWELRY FASHIONS 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 and to study public relations problems of the industry. For admission, contact: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	24 KARAT CLUB 608 FIFTH AVENUE
Sept. 24	DAYLIGHT SAVING TIME ENDS. Move Clocks back one hour (Sunday).		
Monday Sept. 25 11:00 A.M.	PREVIEW OF FALL CUSTOM COLLECTION Press preview of Mainbocher's Fall custom-order collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Monday Sept. 25 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of Fall fashions by Gimbel's during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbel's Publicity: Terry Mayer, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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.		
Beginning Monday Sept. 25- Dec. 11 7:30 P.M.- 9:30 P.M.	TENTH FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
	Tenth annual course, "Fashion Jobs", sponsored by The Fashion Group, consisting of ten sessions, Mondays from 7:30 P.M. to 9:30 P.M. Subjects: Fashion Markets, Fabric Styling, Designing, Buying, Fashion Coordination, Advertising, Display-Television; Publicity, Editorial, Job Discussion. Fee for series: \$15.00; or \$2.00 for each lecture. Chmn.: Helen Faith Keane. Contact: The Fashion Group, Inc., CI. 7-3940.		
Sept. 25	NATIONAL SWEATER WEEK (Sept. 25-Sept. 30). Contact: Edward Brandwein, MU. 3-7520.		
Tuesday Sept. 26 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET 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 12:00 Noon Luncheon	FALL AND WINTER MILLINERY COLLECTION	CESAR RUBIO	40 EAST 50TH STREET SALON
	"Las Sombreros de Manana"--Cesar Rubio's millinery collection, designed for the late Fall and Winter social season. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Tuesday Sept. 26 4:30 P.M. Champagne	PRESS SHOWING OF FALL COLLECTION	SONIA GOWNS, INC.	25 WEST 57TH STREET SALON
	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.		
Beginning Tuesday Sept. 26 7:00 P.M.	FOURTH SURVEY COURSE IN PUBLICITY TECHNIQUES	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON BALLROOM
	Ten-week survey course in the fundamentals of publicity techniques. Fee for series: \$10.00. Contact: Rita Otway, Publicity Club, Room 208. Hotel Shelton, PL. 5-4000.		
Wednesday Sept. 27 10:00 A.M.; 3:00 P.M.	SHOWING OF FALL CUSTOM FASHIONS	KNIZE, INC.	24 EAST 56TH STREET SALON
	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.		
Wednesday Sept. 27 10:30 A.M.	PRESS SHOWING OF WINTER FURS	REVILLON FRERES	11 WEST 57TH STREET SALON
	Revillon Freres will present their Winter fur collections from their Paris and New York studios. Attendance by invitation only. Contact: PL. 9-5504.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 27 2:30 P.M.	FRENCH IMPORTS AND FALL COLLECTION  B. Weinstein will invite the press and customers to a showing of French imports and a collection of furs, custom-made and ready-to-wear fashions. By invitation only. Publ.: Irene Staub, C.J. Herrick Assoc., LA. 4-9310.	B. WEINSTEIN	7 EAST 57TH STREET SALON
Wednesday Sept. 27 3:00 P.M.	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. Show Coordinator and Publicity: Helen Faith Keane, LO. 5-7055.	JULIUS GREEN FUR CO.	330 SEVENTH AVENUE SHOWROOM-14TH FLOOR
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.
Beginning Thursday Sept. 28 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE  A series of ten lectures on phases of the fashion, cosmetic, food and home furnishings industries with lectures by leading publicists and editors. Director: Ellen Lind. Fee: \$20.00. Contact: Promotions, MU.8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE. & 59TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Northridge Publicity: Donna Cannon, PL. 3-7072. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA PERSIAN ROOM
Oct. 2	NATIONAL HAT WEEK (Oct. 2-Oct. 8).		
Tuesday Oct. 3 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. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Tuesday Oct. 3 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Daytime, afternoon and evening costumes for Fall, with hats and accessories. 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 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 & 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 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 A 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
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 STREET SHOWROOM-9TH FLOOR
Beginning Monday Oct. 9 12:30 P.M.; 3:00 P.M.	OPENING OF RESORT COLLECTION Daily showings of Carolyn Schnurer's Resort collection will be presented to the trade 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 Adler and Adler's Spring and Resort collection, designed by Bonnie Cashin, will be presented to the press. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Beginning Monday Oct. 9	OPENINGS OF RESORT AND SPRING LINES Resort, Cruise and Spring lines by members of the Sportswear Guild: ADLER & ADLER, INC. KANE-WEILL ZOLTAN ROSENBERG CO. DAVIDOW MUTUAL ROSENBLUM SPORT-CRAFT, INC. DAVID M. GOODSTEIN, INC. CHARLES W. NUDELMAN STAR-MAID DRESSES, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD	INDIVIDUAL N.Y. SHOWROOMS
Tuesday Oct. 10 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOW Presentation of Fall and Winter custom-order and ready-to-wear originals by Jonai during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Jonai contact: PL. 5-3500. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday Oct. 11 12:45 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON "Designed For Living"--a showing of coordinated Fall fashions by Harriette Harra, Raymodes and Hannah Troy, Inc. Men's furnishings by Budd, Ltd. Fabrics by Scalamandre. Table Settings by Carole Stupell. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 11 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW  Presentation of Russeks Fall fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 11 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 9:00 P.M.	AMERICAN FASHION CRITICS' AWARD  Coty will present the Eighth Annual American Fashion Critics' Awards. Further details later. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
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. Attendance by invitation only. Publicity: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM
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. This will be the first fashion show to be conducted as a theatre-in-the-round. Exhibits of textiles for home furnishings and decorations will be displayed. Tickets: \$25.00. 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 two performances daily, matinee and evening, on Tuesday, Wednesday, Thursday and Friday. Tickets: \$3.60 (including tax). Contact: Ivan Veit, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.	NEW YORK TIMES	TIMES HALL 240 W. 44TH STREET
Tuesday Oct. 31- Nov. 7	SIXTY-SECOND ANNUAL NATIONAL HORSE SHOW  Eight evening and eight matinee performances of the 62nd National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Prices (including tax): Evenings--\$1.50-\$6.00; Matinees--\$1.50-\$3.50. Publicity: Carol Berman, Elser and Cothran, MU. 7-5490.	NATIONAL HORSE SHOW ASS'N. OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.

MOVIES...MUSIC...THEATRE

- Monday Sept. 18 PREMIERE: "BITTER RICE" (Movie) WORLD THEATRE, 153 WEST 49TH STREET Lux Film Distributing Corporation presents a film about the Italian Po Valley rice fields and the lives of the women who work in these fields. Stars: Silvana Mangano, Doris Dowling, Vittorio Gassmann and Raf Vallone. Producer: Luigi De Laurentiis. Director: Giuseppe De Santis. Publicity: Marjorie Thirer Geiss, BR. 9-0137.
- Monday Sept. 18 OPENING: "DAPHNE LAUREOLA" MUSIC BOX THEATRE, 235 WEST 45TH ST. Leland Hayward and Herman Shumlin in association with Sir Laurence Olivier will present James Bridie's play. Stars: Dame Edith Evans, Cecil Parker and Peter Williams. Director: Murray MacDonald. Settings: Roger Furse and Roger Ramsdell. Gowns for Dame Edith Evans: Molyneux. Shoes: Delman. Publicity: Leo Freedman, CH. 4-7250.
- Wednesday Sept. 20 PREMIERE: "THE SLEEPING CITY" (Movie) PARAMOUNT THEATRE, BWAY & 43RD ST. Universal-International release of film, which was photographed entirely in New York City and deals with dope peddling. Stars: Richard Conte and Coleen Gray. Producer: Leonard Goldstein. Director: George Sherman. Publicity: Lowell Benedict, PL. 9-8000.
- Thursday Sept. 21 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.
- Beginning Thursday Sept. 21-Nov. 12 THIRTEENTH ANNUAL SEASON, NEW YORK CITY OPERA CO., CITY CENTER, 131 W. 55TH The New York City Opera Co., under the direction of Laszlo Halasz, will present an eight-week season of forty-five performances given on Thursdays, Fridays, Saturdays and Sundays from September 21 through November 12.  
Thurs. Eve., Sept. 21: TURANDOT; Fri. Eve., Sept. 22: MADAMA BUTTERFLY; Sat. Eve., Sept. 23: DER ROSENKAVALIER; Sun. Mat., Sept. 24: LA TRAVIATA; Sun. Eve., Sept. 24: THE TALES OF HOFFMAN. Tickets: \$1.50-\$3.00 (tax included). Publicity: Isadora Bennett, PL. 7-3184.
- Monday Sept. 25 OPENING: "AFFAIRS OF STATE" ROYALE THEATRE, 242 WEST 45TH STREET Richard Krakeur and Fred Finklehoffe will present Louis Verneuil's comedy starring Celeste Holm. Director: John Haggott. Settings: Paul Morrison. Costumes: Dorothy Jenkins. Publicity: Karl Bernstein, CI. 6-0427.
- Tuesday Sept. 26 OPENING: "SOUTHERN EXPOSURE" BILTMORE THEATRE, 261 WEST 47TH ST. Margo Jones, Tod Adoue and Manning Gurian will present Owen Crump's comedy about a Yankee writer who joins the pilgrimage to Natchez, Miss., where ante-bellum homes have been opened. Stars: Cameron Mitchell and Pat Crowley. Director: Margo Jones. Settings: Frederick Fox. Publicity: Sol Jacobson, CH. 4-1482.
- Wednesday Sept. 27 OPENING: "BLACK CHIFFON" 48TH STREET THEATRE, 157 W. 48TH ST. John Wildberg will present the English play "Black Chiffon" by Lesley Storm. Star: Flora Robson. Director: Charles Hickman. Setting: Larry Eggleton. Wardrobe: Molyneux. Publicity: Harry Davies, LO. 5-5982.
- Sept. 27-Oct. 22 25TH ANNUAL WORLD'S CHAMPIONSHIP RODEO, MADISON SQ. GARDEN, 8TH AVE. & 50TH Publicity: Lillian Jenkins, CO. 5-6800.