

7/17/50
X issue

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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february

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december

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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, JULY 14, 1950</u>			
Now Going On	GIFT WRAPPING EXHIBIT Original Christmas decorations, utilizing "Scotch" brand cellophane and gift wrap tapes, are on display at the office of Roger Brown, Inc. Contact: Helen Cumming, PL. 5-3100.	MINNESOTA MINING AND MANUFACTURING CO.	40 EAST 49TH STREET ROGER BROWN OFFICE
Friday July 14 8:00 A.M. Breakfast	NECKWEAR SHOW FOR VISITING PRESS The out-of-town editors will be invited to a showing of neckwear for Fall. By invitation only. Publicity: Dora Miller, LO. 3-4285.	NATIONAL WOMEN'S NECKWEAR & SCARF ASSN.	LONGCHAMPS B'WAY & 41ST STREET
July 14	CLAIRE McCARDELL'S SHOW FOR VISITING PRESS AT 9:00 A.M.—550 SEVENTH AVE.		
July 14	DAVIDOW'S SHOWING FOR VISITING PRESS AT 10:00 A.M.—550 SEVENTH AVE.		
July 14	B.H. WRAGGE'S SHOWING FOR VISITING PRESS AT 11:00 A.M.—550 SEVENTH AVE.		
Friday July 14 12:00 Noon Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Lloyd Weill will invite the out-of-town press to a luncheon and showing of the Fall collection designed by Natalie Renke and Marie Ravel; and the Nan Westley collection of separates. Also, Lloyd Weill's original "floor show". By invitation only. Contact: Miss Gloria, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
July 14	PHILIP MANGONE'S SHOWING FOR VISITING PRESS AT 2:00 P.M.—500 SEVENTH AVE.		
July 14	CEIL CHAPMAN'S SHOWING FOR VISITING PRESS AT 3:00 P.M.—530 SEVENTH AVE.		
Friday July 14 3:30 P.M.	PRESENTATION OF FALL MILLINERY Mr. Fred. of John Frederics, Inc., will present his Fall millinery collection to the local and out-of-town press. Attendance by invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	20 EAST 48TH STREET SALON
Friday July 14 5:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Raymond Marinelli will invite the N.Y. and visiting editors to a preview of his Fall collection of afternoon, cocktail, dinner and evening clothes. Millinery: Laddie Northridge. Gloves: Wear-Right. Pearls: La Tausca. Door prize--custom made gown (\$250.00) by Raymond. Attendance by invitation. Publicity: Jane Franklin, Allied Public Relations, PL. 9-6411.	RAYMOND MARINELLI (37 WEST 47TH ST.)	ST. MORITZ HOTEL SKY GARDENS
Friday July 14 5:00 P.M.	FUR COLLECTION FOR VISITING EDITORS Esther Dorothy will present her fur collection to the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 14 6:30 P.M. Dinner	FASHION SHOWING AT PRESS DINNER The out-of-town editors will be invited to a dinner, followed by a fashion show of Fall clothes made in Crompton velveteens and corduroys. Showing at 8:30 P.M., followed by entertainment. Attendance strictly by invitation. Publicity: Laura Benham, RE. 7-8230.	CROMPTON-RICHMOND, INC.	SHERRY NETHERLAND CARNAVAL ROOM
Saturday July 15 9:30 A.M. Breakfast	LUGGAGE MOVIE FOR VISITING PRESS Amelia Earhart Luggage will invite the out-of-town press to a breakfast premiere of its 20-minute color film, "There Is A Difference". (Film will be shown at leading department stores and specialty shops throughout the country). By invitation only. Contact: Maxine Lord, Market 3-7500.	AMELIA EARHART LUGGAGE	HAMPSHIRE HOUSE THE COTTAGE
Saturday July 15 10:30 A.M. Champagne- Brunch	PENTHOUSE PARTY FOR THE PRESS Frances Sider will invite the out-of-town and local editors to an informal showing of her Fall collection, "Inseparable Separates". Attendance by invitation only. Contact: LO. 4-3323.	FRANCES SIDER	25 CENTRAL PARK W. PENTHOUSE - 32 J
Saturday July 15 12:00 Noon Luncheon	PRESS SHOWING OF FALL JEWELRY Luncheon showing of the Trifari Fall costume jewelry collection, for visiting and local press. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Sunday July 16 10:00 A.M. (Entire Day)	SHIPBOARD FASHION SHOW FOR EDITORS The New Haven "million dollar" air-conditioned train will depart from Grand Central Station at 10:00 A.M. for New London, where the out-of-town press will transfer to a ship for a cruise along the Connecticut shores to Old Saybrook. Kiviette's Fall gowns and Laddie Northridge's Fall and Winter hats will be presented on deck during dinner. Return by train to New York will be made in the early evening. Attendance by invitation only. Publicity: Donna Cannon or Roberta Miles, PL. 5-0484.	KIVIETTE; AND LADDIE NORTHRIDGE	VIA NEW HAVEN RR. TO CONNECTICUT CRUISE

WEEK BEGINNING MONDAY, JULY 17, 1950

Cancelled July 17	THE PHILIP HULITAR SHOWING OF AFTER-DARK FASHIONS FOR VISITING PRESS, ORIGINALLY SCHEDULED FOR JULY 17, AT 10:30 A.M., HAS BEEN CANCELLED.		
Monday July 17 11:00 A.M. Coffee	FALL COAT AND SUIT PRESS PREVIEW Will Nemerov will invite the out-of-town and N.Y. press to a showing of the Fall and Winter collection of coats and suits by "Willi". Attendance by invitation only. Contact: Marie Lerer, CH. 4-8570.	WILL NEMEROV, INC.	500 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Monday July 17 1:30 P.M.	PRESS PREVIEW OF WOMEN'S COLLECTION The local and out-of-town press will be invited to a Forecast of Women's Fashions for Fall at a 20-minute showing. Two dresses from the Summer collection will be given as door prizes. Attendance by invitation only. Publicity: Elsie Brandt, LO. 4-1820.	ED GERRICK, INC.	550 SEVENTH AVENUE SHOWROOM-7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 17 2:30 P.M.	FALL SPORTSWEAR PREVIEW FOR THE PRESS The local and out-of-town press will be invited to a showing of fashions by David Crystal; Izod of London interlocking wardrobe for women and leisure shirts for men; and Haymaker sportswear. By invitation. Publicity: Liz Daly, LA. 4-7760.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FL.
Monday July 17 4:00 P.M.- 6:30 P.M. Cocktails	FUR FASHIONS FOR VISITING & LOCAL PRESS The Associated Fur Manufacturers will invite the out-of-town and N.Y. press to a brief resume of 1950-51 fur fashions. Movie at 4:30 P.M. Fashion show at 5:00 P.M. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ASSOCIATED FUR MFRS.	WALDORF-ASTORIA WEDGWOOD ROOM
Monday July 17 9:00 P.M. Champagne- Buffet	PENTHOUSE PARTY FOR THE PRESS Chanda will invite the local and out-of-town editors to an informal showing of his Fall collection of millinery, during champagne and buffet supper. (In case of rain, party will be held in salon at 30 W. 57th St.). By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CHANDA, INC. (30 WEST 57TH ST.)	55 EAST 86TH ST. PENTHOUSE "B"
Tuesday July 18 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW OF CHRISTMAS TOILETRIES Gourielli will preview its Christmas collection of gifts and toiletries for men and women at a breakfast-buffet. By invitation only. Publicity: Elaine Hope Librescot, PL. 3-1200.	GOURIELLI, INC.	16 EAST 55TH ST. SALON
Cancelled July 18	THE CLARET MODES BLOUSE AND SEPARATES SHOWING FOR THE VISITING PRESS, ORIGINALLY SCHEDULED FOR MONDAY, JULY 18, AT 9:30 A.M., HAS BEEN CANCELLED.		
Tuesday July 18 11:00 A.M.	SCARF SHOWING FOR LOCAL & VISITING PRESS Showing for the out-of-town and local editors of Brooke Cadwallader's scarf collection and advance view of Resort and Spring 1951 silks. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday July 18 2:00 P.M.	PRESS SHOWING OF JUNIOR FASHIONS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall fashions for juniors to the out-of-town and local press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday July 18 4:30 P.M.	HOSIERY SHOWING FOR THE PRESS Stanton D. Sanson will invite local and out-of-town press to a presentation "Tableaux des Bas", introducing a new collection of hosiery; and to premiere Willys of Hollywood - "The Stocking of the Stars". By invitation only. Publicity: Margo Myers, Steve Hannagan's Office, PL. 5-2900.	SANSON HOSIERY MILLS	WALDORF-ASTORIA ASTOR GALLERY
Wednesday July 19 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AND FABRICS A presentation of Fall costumes, created by leading designers in John Walther fabrics, during a luncheon for the press and trade. Attendance by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALther FABRICS	HAMPSHIRE HOUSE THE COTTAGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 19 4:00 P.M. Cocktails	COLOR FILM ON NEW LUGGAGE Amelia Earhart Luggage will present "There Is a Difference", a 20-minute color movie, which will be shown in leading department stores and specialty shops throughout the country. For press, N.Y. and resident buyers, by invitation only. Contact: Maxine Lord, Market 3-7500. (Newark)	AMELIA EARHART LUGGAGE	21 CLUB (21 W. 52ND) HUNT ROOM, 2ND FL.
Wednesday July 19 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF IMPORTED CHINA AND EARTHENWARE Complete collection of fine English bone china and earthenware from Ridgway and Adderley. Attendance by invitation. Public Relations: Virginia Jewel, Patrick Dolan & Associates, MU. 7-2545.	RIDGWAY & ADDERLEY, INC.	17 EAST 54TH STREET SHOWROOM
Cancelled July 20	EINOT HOME PERMANENT PRESS PREVIEW OF NEW HOME PERMANENT WAVE, ORIGINALLY SCHEDULED FOR THURSDAY, JULY 20, 12:30 P.M. LUNCHEON, HAS BEEN CANCELLED.		
Friday July 21	NEW POLICY FOR "CHARM" MAGAZINE Commencing with its August issue, out Friday, July 21, "Charm" Magazine will appear under the helm of Editor-in-Chief Helen Valentine, and will carry the sub-title "Magazine for Women Who Work". Contact: MU. 3-8910.	CHARM MAGAZINE (122 EAST 42ND ST.)	AT NEWSSTANDS
Monday July 24	ST. LOUIS MARKET FASHION SHOW The St. Louis Fashion Creators will present their collections at a fashion show for the American Retailers Ass'n. Publicity: Joan Gardner, St. Louis Fashion Creators, 915 Olive Street, St. Louis 1, Missouri.	ST. LOUIS FASHION CREATORS	ST. LOUIS, MISSOURI
Beginning Monday July 24	SCHEDULE OF LONDON COUTURE OPENINGS <u>Monday, July 24:</u> Digby Morton, Ltd.; Worth, Ltd.; Hardie Amies, Ltd.; Molyneux et Cie; Michael Sherard. <u>Tuesday, July 25:</u> Charles Creed, Ltd.; Norman Hartnell, Ltd.; Mattli; Peter Russell, Ltd.; Victor Stiebel. Admission by invitation only. Contact: Lilian Hyder, Organizing Secretary, 36-A Bruton Place, London W-1.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36-A BRUTON PLACE LONDON W-1, ENGLAND

COLLEGE SHOP OPENINGS AND SHOWINGS

Tuesday July 25 9:30 A.M. Coffee	BLOOMINGDALE'S Press preview of college fashions will be presented in Classroom "C" on the 4th floor. Showing at 10:00 A.M. Attendance by invitation only. The College Shop, on the 3rd floor, will open Monday, July 31. Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695 or 311.	4TH FLOOR
Monday July 31	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Tuesday August 1 9:00 A.M. Breakfast	SAKS FIFTH AVENUE Saks Fifth Avenue will present a breakfast preview of their college fashions at The Hotel Edison Arena Theatre, 228 West 47th Street. Show at 9:45 A.M. Attendance by invitation only. Opening of College Shop at Saks Fifth Avenue, 7th floor, Tuesday, August 8. Publicity: Felice Maier, PL. 3-4000, Ext. 7064.	ARENA THEATRE

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)</u>			
Tuesday August 1	LORD & TAYLOR Publicity: Gloria Carr, WI. 7-3300.		5TH FLOOR
Wednesday August 2 2:00 P.M.	RUSSEKS FIFTH AVENUE Showing of college fashions at Russeks. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.		7TH FLOOR
Monday August 7	FRANKLIN SIMON Publicity: Lenore Benson, WI. 7-9600.		3RD FLOOR
Thursday August 10 2:30 P.M.	MARTIN'S (BROOKLYN) Presentation of college fashions. Press invited. Open to public. College shop opens Thursday, August 3. Publ.: Rita Dobbins, TR. 5-3100.		5TH FLOOR
Monday August 14	BONWIT TELLER Publicity: Carolyn Haight, EL. 5-6800.		5TH FLOOR
Tuesday August 15 3:00 P.M.	SAKS 34TH STREET Showing of fashions for college. Press invited. College Shop opens Monday, August 14. Publicity: Frances Eisner, LA. 4-7000.		3RD FLOOR
Thursday August 17 11:00 A.M.	GIMBELS Gimbels will present college fashions to the press at 11:00 A.M. Show- ing for public at 6:00 P.M. in the 6th floor auditorium. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		2ND FLOOR
Thursday August 17 2:30 P.M.	MARTIN'S (BROOKLYN) Presentation of back-to-school fashions for teenagers. Press invited. Open to public. Publicity: Rita Dobbins, or Pat Ellis, TR. 5-3100.		4TH FLOOR

<u>FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE</u>	
<u>CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE</u>	
<u>Thursday, July 27:</u>	Alex Maguy, Dior, Henry, Irmone, Baillie, Jeanne LaFaurie, Paquin, Tristan Maurice.
<u>Friday, July 28:</u>	Alice Thomas, Alwynn, Balenciaga, Carven, Dior, LeComte, Jacques Fath, J. Griffe, M. De Rauch, Raphael.
<u>Saturday, July 29:</u>	Bruyere, C. Montaigne, Dior, Jean Desses, M. Carpentier, Manguin, Marcel Rochas, Pierre Balmain.
<u>Monday, July 31:</u>	Callot Soeurs, M. Vramant, Maggy Rouff, Molyneux, N. Ricci.
<u>Tuesday, Aug. 1:</u>	Agnes Drecoll, Alice Levon, H.A. La Pensee, J. Heim, Lanvin, Robert Piguet, Worth.
<u>Wednesday, Aug. 2:</u>	Calixte, Renal, Bader, Chaumont, Desvignes, Schiaparelli.
<u>Thursday, Aug. 3:</u>	Gres, Jean Patou, Martial Et Armand, Schiaparelli.
<u>Friday, Aug. 4:</u>	Hermes.
<u>Monday, Aug. 7:</u>	Pierre Benoit, Pierre Clarence.
<u>Tuesday, Aug. 8:</u>	Amy Linker.
<u>Wednesday, Aug. 16:</u>	Madeleine Geroy.
<u>Monday, Aug. 28:</u>	Carmine.
Attendance by invitation only. Contact: Chambre Syndicale de La Couture Parisienne, 102 Rue du Faubourg St.-Honore, Paris, France.	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 1	SAKS FIFTH AVENUE COLLEGE FASHION SHOW FOR PRESS AT 9:00 A.M. (See Page 4)		
Tuesday August 1 3:30 P.M.	PREVIEW: SPRING COLORS AND LEATHER STYLES	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM
	A preview of Allied Kid Company's Resort, Spring, Summer 1951 leather colors and styles in skins and pullovers. For press, fabric stylists, and buying offices, by invitation. This show will be repeated on <u>Wednesday, August 2 at 9:30 A.M.</u> for shoe and hosiery stylists; and department store fashion coordinators. By invitation only. Contact: Helene O'Hara or Dorothy Campbell, MU. 6-1623.		
August 2	RUSSEKS FIFTH AVENUE COLLEGE SHOW FOR PRESS AT 2:00 P.M. (See Page 5).		
Wednesday August 9 4:00 P.M. Cocktails	COCKTAIL PARTY FOR BEAUTY PRESS	POND'S	PARK LANE HOTEL PARK AVE. & 48TH ST.
	Pond's will invite the beauty press to a cocktail party in the Petit Salon of the Park Lane Hotel. Attendance by invitation only. Publicity: Marcella Holmes of J. Walter Thompson, MU. 3-2000.		
August 10	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW FOR PRESS AT 2:30 P.M. (See Pg. 5).		
August 15	SAKS 34TH COLLEGE FASHION SHOW FOR PRESS AT 3:00 P.M. (See Pg. 5).		
August 17	GIMBELS COLLEGE FASHION SHOW AT 11:00 A.M. (PRESS); AND 6:00 P.M. (See Pg. 5)		
August 17	MARTIN'S (BROOKLYN) BACK-TO-SCHOOL TEENAGE SHOW AT 2:30 P.M. (See Pg. 5).		
Tuesday August 29 9:30 A.M. Breakfast	PRESS SHOWING OF MILLINERY FASHIONS	LYDIA (18 EAST 56TH ST.)	PLACE TO BE ANNOUNCED
	Lydia will present her Fall and Winter millinery fashions to the press. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.		

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday Sept. 5	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: NONA PARKE or SOPHIE SHONNARD, Ext. 374 or 379	EL. 5-6800
Wednesday Sept. 6	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Sept. 6	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 7	<u>SAKS FIFTH AVENUE</u> At 3:00 P.M.	611 FIFTH AVE. (DESIGNED BY SOPHIE)	PUBL.: FELICE MAIER	PL. 3-4000
Monday Sept. 11	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: SANNA BRODY	PL. 5-2600

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 6 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	RAYMOND MARINELLI (37 WEST 47TH ST.)	WALDORF ASTORIA STARLIGHT ROOF
	Raymond Marinelli will present his Fall collection of afternoon, cocktail, dinner and evening clothes during luncheon. Millinery: Laddie Northridge. Gloves: Wear-Right. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Marinelli Publicity: Jane Franklin, Allied Public Relations, PL. 9-6411. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.		
Monday Sept. 11 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW	SAKS FIFTH AVENUE	PLACE TO BE ANNOUNCED
	Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented to the press. Attendance by invitation only. Publicity: Felice Maier, PL. 3-4000, Ext. 7064.		
Sept. 12	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Tuesday).		
Sept. 13	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Wednesday).		
Wednesday Sept. 13 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL READY-TO-WEAR	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
	Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press, in the 4th Floor Training Dept., Classroom "C". Show at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695 or 311.		
Thursday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	DE PINNA	HOTEL PLAZA TERRACE ROOM
	De Pinna will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. De Pinna Publ.: Dorothy Coburn, MU. 8-2000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.		
Thursday Sept. 14 1:00 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON	SAKS 34TH STREET	WALDORF-ASTORIA STARLIGHT ROOF
	A presentation of Fall fashions by Saks 34th Street during luncheon. (Show scheduled on Thursday because of Jewish holiday on Wednesday). Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Saks 34th Publicity: Frances Eisner, LA. 4-7000. Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.		
Monday Sept. 18 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOW	PEG NEWTON	HOTEL PLAZA TERRACE ROOM
	Peg Newton will present Fall and Winter fashions for tall girls during luncheon. (Showing on Monday because of Jewish holiday on Thursday, Sept. 21). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Peg Newton Publicity: Donna Cannon, PL. 5-0484. Plaza Fashion Director, Mary Alice Rice, CI. 6-1790.		
Tuesday Sept. 19 12:15 P.M. Luncheon	PARIS FASHIONS AT LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	The Fashion Group will present a showing of French fashion highlights. Speaker: Carmel Snow, Editor of "Harper's Bazaar". More details later. Price (including tax and tip): \$4.25 for members; \$4.75 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		

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

- Week
Of
July 17
- FIFTH WEEK, STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.
- Monday July 17: Tschaikovsky Symphony No. 4 in F minor; soloist, Claude Arrau, pianist, playing Brahms Piano Concerto, No. 2.
- Tuesday, July 18: Camera Night--amateur photographers will be permitted to photograph audience and performers; program will feature works of Debussy, Dvorak, Smetana, Strauss.
- Wednesday, July 19: Abba Beglin, young pianist, will make his Stadium debut, playing Schumann's A Minor Piano Concerto.
- Thursday, July 20: Soloist, Simon Barere, pianist, playing Tschaikovsky's Piano Concerto, No. 1, B flat minor.
- Saturday, July 22: "Night of Italian Opera" with soloists Margarita Zambrana, soprano; Jan Peerce, tenor; Robert Weede, baritone; Salvatore Baccaloni, basso-buffo.
- Publicity: Miss Alix Williamson, CI. 6-4462.
- Tuesday
July 18-
July 21
10:00 A.M.
- TELEVISION: THE KATHI NORRIS SHOW WNBTV, CHANNEL 4
- Tues., July 18: Mary Brooks Picken, sewing authority and writer of home sewing books, will demonstrate how to pleat a skirt with the Traum Pleater.
- Thurs., July 20: Mrs. Helen Valentine, editor-in-chief of "Charm", will discuss the magazine's new editorial policy. Friday, July 21: Miriam Gibson French of the Fragrance Foundation will discuss the uses of perfumes and colognes. Publicity: Babs Doniger, PL. 3-1745.
- Thursday
July 20
- PREMIERE: "DUCHESS OF IDAHO" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST. MGM Technicolor musical about an aquatic star and her romance with a crooning band leader. Stars: Esther Williams, Van Johnson and John Lund. Producer: Joe Pasternak. Director: Robert Z. Leonard. Wardrobe: Helen Rose. Publicity: Herbert Crooker, JU. 2-2000.
- Thursday
July 20
- PREMIERE: "THE MEN" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST. United Artists release of film about paraplegic war veterans and their readjustments to normal living. Stars: Marlon Brando and Teresa Wright. Producer: Stanley Kramer. Director: Fred Zinnemann. Publicity: Tess Michaels, CI. 5-6000.
- Friday
July 21
- PREMIERE: "BROKEN ARROW" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. 20th Century-Fox film on how the white man brought about peace with the Apache Indians. Stars: Jimmy Stewart, Deborah Paget, Jeff Chandler. Producer: Julian Blaustein. Director: Delmer Daves. Wardrobe: Rene Hubert. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Wednesday
July 26
8:30 P.M.
- PREMIERE: "OUR VERY OWN" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST. Samuel Goldwyn Productions presents this motion picture about a high school girl whose sudden knowledge that she is an adopted child disrupts her feeling of security. Stars: Ann Blyth, Farley Granger and Joan Evans. Producer: Samuel Goldwyn. Director: David Miller. Costumes: Mary Wills. Premiere benefit showing for Foundling Home. Open to public, Thursday, July 27. Publicity: Martin Davis, PL. 7-7900.
- Beginning
Sunday
Sept. 10
- OPENING: SADLER'S WELLS BALLET, METROPOLITAN OPERA HOUSE, 137 W. 39TH ST. The return engagement of the Sadler's Wells Ballet will consist of an extensive tour of thirty cities, starting in New York on September 10, and concluding in Toronto on January 20. The ballerinas and corps de ballet will again be dressed in all-British wardrobes. Tickets on sale at Carnegie Hall box office only. No phone or mail orders. Publicity: Barry Hyams or Martin Feinstein, Hurok Attractions, PL. 9-6000.