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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.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

WEEK BEGINNING MONDAY, AUGUST 7, 1950

COLLEGE SHOP OPENINGS AND SHOWINGS

Monday August 7	L. BAMBERGER & CO. (NEWARK) Publicity: Bert Adams, Market 2-1212, Ext. 2312.	3RD FLOOR
Monday August 7	FRANKLIN SIMON Publicity: Lenore Benson, WI. 7-9600.	3RD FLOOR
Wednesday August 9 4:30 P.M.	JAY THORPE Press preview of back-to-school fashions from The Young Sophisticates Shop. By invitation only. Publicity: Sally Park, JU. 6-1000, Ext. 104.	2ND FLOOR
Thursday August 10 10:30 A.M.	OHRBACH'S Press preview of college fashions at 10:30 A.M. Attendance by invitation only. College Shop will open to the public at 12:00 Noon. Publicity: Mark Klauser, SP. 7-9000.	3RD FLOOR
Thursday August 10 2:30 P.M.	MARTIN'S (BROOKLYN) College fashion show at Martin's. Press invited. Open to public. Publicity: Rita Dobbins or Pat Ellis, TR. 5-3100.	5TH FLOOR
Monday August 14 6:30 P.M.	BOND FIFTH AVENUE Presentation of college fashions. Press invited. Open to public. (Note Change of Time). College Shop opens same day. Publicity: Jerry Halprin, WI. 7-6550.	3RD 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
Wednesday August 16 2:30 P.M.	B. ALTMAN & CO. Altman's will present a preview of college fashions. Press invited. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412 or 418.	3RD FLOOR
Thursday August 17 11:00 A.M.	GIMBELS Gimbels will show college fashions to the press at 11:00 A.M. Presentation for public at 6:00 P.M. on the 3rd floor. 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>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 8 9:30 A.M. Coffee; Brioche	PRESS PREVIEW OF FALL FASHIONS "Convert To The Convertible"--showing of 1950 Fall fashions by Nelly Don in the Ballroom Foyer. Attendance by invitation only. Publicity: Sara Pennoyer; or Hilda Fitzgerald, LO. 5-4762.	NELLY DON	HOTEL PIERRE BALLROOM FOYER
Tuesday August 8; Wednesday August 9 9:30 A.M.	FALL AND WINTER LINGERIE COLLECTION John Norman will present his Fall and Winter lingerie collection to the press on Tuesday, August 8 or Wednesday, August 9 at 9:30 A.M. Attendance by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	JOHN NORMAN, INC.	105 EAST 29TH ST. SHOWROOM
Wednesday August 9 10:00 A.M. Coffee	INFORMAL FORUM; SILK FOR 1951 Cohn-Hall-Marx Company will invite the press, fashion coordinators and stylists to a repeat performance of the round-table forum with Mr. Abbot Copeland, presenting the Cohama pure silk story for 1951. Attendance by invitation only. Contact: Bee Bradshaw, LO. 4-6000.	COHN-HALL-MARX CO.	HOTEL PLAZA BAROQUE SUITE
Wednesday August 9 4:00 P.M. Cocktails	COCKTAIL PARTY FOR BEAUTY PRESS 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.	POND'S	PARK LANE HOTEL PARK AVE. & 48TH ST.
August 9	JAY THORPE'S COLLEGE FASHION SHOW FOR PRESS AT 4:30 P.M. (See Page 1).		
August 10	OHRBACH'S COLLEGE FASHION SHOW FOR PRESS AT 10:30 A.M. (See Page 1).		
August 10	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW FOR PRESS AT 2:30 P.M. (See Pg.1)		
Monday August 14 8:45 A.M. Breakfast	MOROCCAN INFLUENCE ON NEW FASHIONS Press preview of Altman's "Agadir Bazaar" (the annual "Festival of Friendship" held in French Morocco), presenting the first showing in the U.S. of the Moroccan Group of decorative fabrics, created by the American artist, Jay Gresham. Showing French Moroccan influence on high fashion in the U.S. this season. Attendance by invitation. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	4TH FLOOR "AGADIR BAZAAR"
August 14	BOND FIFTH AVENUE COLLEGE FASHION SHOW AT 6:30 P.M. (See Page 1).		
Monday August 14- August 17	NATIONAL RETAIL JEWELERS' SHOW The American National Retail Jewelers' Association will hold its 45th annual convention and merchandise show. Contact: Boyd Evans or G. Irving Baily, 551 Fifth Avenue, MU. 2-2764.	AMERICAN NAT'L RETAIL JEWELERS' ASSOCIATION	WALDORF-ASTORIA
August 15	SAKS 34TH ST. COLLEGE FASHION SHOW FOR PRESS AT 3:00 P.M. (See Page 1).		
Wednesday August 16 2:00 P.M.	MURRAY SICES' SUITS FOR LITTLE WOMEN Russeks will present suits by Murray Sices, designed for little women under 5'5". Press invited. Murray Sices Publ.: Paula Goldin for Bert Nevins, WI. 7-9715. Russeks Publ.: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR WOMEN'S WORLD

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 16	ALTMAN'S COLLEGE FASHION SHOW FOR PRESS AT 2:30 P.M.	(See Page 1).	
August 17	GIMBELS COLLEGE FASHION SHOW AT 11:00 A.M. (PRESS); AND 6:00 P.M. (See Pg.1).		
August 17	MARTIN'S (BROOKLYN) BACK-TO-SCHOOL TEENAGE SHOW AT 2:30 P.M.	(See Page 1).	
Monday August 21- August 24	FALL AND HOLIDAY MERCHANDISE FAIR	EXPOSITIONS FOR TRADES, INC.	71ST REG. ARMORY PARK AVE. & 34TH ST.
	A Fall and Holiday Variety Merchandise Fair will be held for the press and trade, including chain and variety stores, independent merchants and department stores. The Fair will have 250 exhibits and will include domestic and imported toys and novelties. Contact: Arthur Tarshis, Expositions For Trades, Inc., 36 West 47th Street, LU. 2-4627.		
Monday August 21- August 25	GIFT SHOW AND HOLIDAY PRODUCTS	GEORGE F. LITTLE MANAGEMENT	HOTELS NEW YORKER & STATLER
	The New York Gift Show will include a large variety of gift lines and new products for holiday selling in retail stores. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.		
Monday August 21- August 25	LUGGAGE AND LEATHER SHOW IN CHICAGO	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	PALMER HOUSE CHICAGO, ILLINOIS
	Contact: Luggage and Leather Goods Mfrs. of America, Inc., LE. 2-3960.		
Tuesday August 22 3:30 P.M. Cocktails	SHOWING OF NEW HOLIDAY COLLECTION	ARROWHEAD PLAYCLOTHES	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR
	Press preview of the Arrowhead Playclothes' new Holiday collection-- "After Five, After Ski". Attendance by invitation. Trade showings beginning <u>Wednesday, August 23</u> . Contact: Margaret Shelley, LA. 4-0111.		
Thursday August 24 11:00 A.M.	PRESENTATION OF FALL WEDDING GOWN COLLECTION	JAY THORPE	5TH FLOOR
	Jay Thorpe will present a press preview of the new Fall collection of wedding gowns, designed by Madame Oro. Attendance by invitation only. Publicity: Elaine Kanners, JU. 6-1000.		
Sunday August 27- August 29	NATIONAL BEAUTY TRADES SHOW	NAT'L HAIRDRESSERS & COSMETOLOGISTS ASS'N	HOTEL STATLER
	The National Beauty Trades Show, sponsored by the National Beauty and Barber Manufacturers' Association, in cooperation with the National Hairdressers and Cosmetologists Association, will include trade exhibits and style shows. Attendance by invitation. Contact: Mr. L. A. Freiberg, Managing Director, 212 Fifth Avenue, MU. 5-8287.		
Tuesday August 29 9:30 A.M. Breakfast	PRESS SHOWING OF MILLINERY FASHIONS	LYDIA (18 EAST 56TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
	Lydia will present her Fall and Winter millinery fashions to the press. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Wednesday August 30 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY	ROBERT PAUL	751 MADISON AVENUE SALON
	Robert Paul will present his Fall and Winter millinery collection to the press. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 31 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL SHOE FASHIONS	ANDREW GELLER	18 WEST 57TH ST. SALON
	Andrew Geller will invite the press to a preview of "Daring New Ideas In Shoes", featuring his entire Fall collection, and celebration of the opening of his new shoe salon. Attendance by invitation only. Publicity: Jean McLaughlin, Frederick-Clinton Co., Inc. MU. 2-7433.		
Sept. 4	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 5 12:30 P.M.	PREVIEW OF FASHIONS BY OLEG CASSINI	JAY THORPE	4TH FLOOR
	Jay Thorpe will present Fall fashions, designed by Oleg Cassini, at a preview for the press. Attendance by invitation only. Publicity: Elaine Kanners, JU. 6-1000.		
Sept. 5	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See below).		
Tuesday Sept. 5 4:30 P.M. Cocktails	PRESS PARTY: DEBUT OF ENCORE SHOES	THE TAILORED WOMAN	5TH AVE. & 57TH ST.
	The Tailored Woman will present a press preview of its newly sponsored and adopted line of custom-tailored shoes for Fall and Winter. Attendance strictly by invitation. Publ.: Molly Appleby Baldwin, PL. 5-2500.		

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	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 AVE.</u> At 3:00 P.M.	611 FIFTH AVE. PUBL.: FELICE MAIER (Designed by Sophie)	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
Thursday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. PUBL.: RASPONI ASSOC. (American and French original designs, created especially for Elizabeth Arden, to be sold exclusively under the Elizabeth Arden label)	TE. 8-8171

Wednesday Sept. 6 Sept. 7	37TH SEMI-ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS
	92 tanning concerns will display leather finishes and treatments in new colors for Spring 1951. Contact: Tanners' Council, BE. 3-0494.		

<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 SHOWING Raymond Marinelli will present his Fall collection of afternoon, cocktail, dinner and evening clothes during luncheon. Millinery: Laddie Northridge. Gloves: Wear-Right. Hairstyles: John Fonda of 57th St. 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.	RAYMOND MARINELLI (37 WEST 47TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 6	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 4).		
Sept. 7	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 4).		
Sept. 7	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Friday Sept. 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Press preview of Italian imported ready-to-wear originals, designed by Mme. Garnett, and made under her supervision in Rome. Also, custom-order coats, suits and dresses. By invitation only. Showing for customers Wednesday, Sept. 13 at 2:30 P.M. Contact: Dorothy Dunn, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST ST. SALON
Friday Sept. 8 3:00 P.M.	PREVIEW: PARIS-MADE HOLIDAY COLLECTION A presentation by Arnold & Fox of the Holiday collection of afternoon, cocktail, and evening dresses, made in Paris by Miguel Dorian, in "American fabrics for American women." Attendance by invitation only. Publicity: Pauline Greene, Lawrence Esmond Advg. Corp., MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVE. SHOWROOM-10TH FLOOR
Monday Sept. 11 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW 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.	SAKS FIFTH AVENUE	ST. REGIS HOTEL
Monday Sept. 11 2:00 P.M.	BEACHWEAR SHOW IN CALIFORNIA Press preview of Cole of California swimsuits, sun dresses and beach ensembles for misses, teens, children (girls 2 to 6 and 7 to 14; boys 2 to 6). Also, mother and daughter beachwear. Attendance by invitation only. Publicity: Margot Mallary, 2615 Fruitland Road, Los Angeles 58, California, 5174.	COLE OF CALIFORNIA	BEVERLY HILLS CALIFORNIA
Sept. 11	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Sept. 12	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Tuesday).		
Tuesday Sept. 12 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom-order collection to the press. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND ST. SALON
Sept. 13	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Wednesday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 13 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL READY-TO-WEAR 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.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 13 2:00 P.M.	PRESS PREVIEW OF NEW COLLECTIONS Lilly Dache will present her first head-to-toe collection for 1950, including hats, costumes, jewelry, gloves and hosiery. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH ST. PENTHOUSE
Thursday Sept. 14 11:00 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Esther Dorothy will present a press preview of her Fall and Winter, 1950-1951 fur collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH ST. SALON
Thursday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW 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.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 14 1:00 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON 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", head-waiter, EL. 5-3000. Saks 34th St. Publicity: Frances Eisner, LA. 4-7000. Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Pg. 4).		
Sept. 15	FEDERAL INCOME TAX, third payment due (Friday).		
Sept. 15	FELT HAT DAY IN SOME CITIES (Friday).		
Monday Sept. 18 10:00 A.M. Breakfast	PRESS PREVIEW OF HOLIDAY MILLINERY The press will be invited by Beatrice Martin to preview her cocktail, dinner and date hats for the new Holiday and Winter collections. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN (47 WEST 56TH ST.)	PLACE TO BE ANNOUNCED
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. (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.	PEG NEWTON	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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". Chairman: Laura Pyzel, a fashion editor of "Harper's Bazaar". Price (<u>Note Change in Price for</u> <u>This Luncheon Only</u>): \$4.75 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Wednesday Sept. 20 1:00 P.M. Luncheon	PRESENTATION OF FALL FASHIONS AT LUNCHEON	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
	Luncheon show by Arnold Constable, presenting Fall fashions for juniors, misses, women, and children. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.		
Wednesday Sept. 20 2:30 P.M.	JACQUES FATH AMERICAN COLLECTION	LORD & TAYLOR	3RD FLOOR
	Lord & Taylor will present a press showing of the Fall and Winter dress collection, designed in America by Jacques Fath, exclusively for Joseph Halpert. Attendance by invitation only. Publ.: Gloria Carr, WI. 7-3300.		
Sept. 21	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Thursday).		
Sept. 23	FIRST DAY OF AUTUMN (Saturday).		
Beginning Monday Sept. 25- Sept. 30	ANNUAL NATIONAL SWEATER WEEK	NATIONAL KNITTED OUTERWEAR ASSOCIATION	THROUGHOUT THE COUNTRY
	The National Knitted Outerwear Association will sponsor the Fifth Annual National Sweater Week. Contact: Edward A. Brandwein, 386 Fourth Ave., MU. 3-7520.		
Beginning Monday Sept. 25- Dec. 11 7:30 P.M.- 9:00 P.M.	TENTH FASHION TRAINING COURSE	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 W. 57TH STREET
	Tenth annual course, "Fashion Jobs", sponsored by The Fashion Group, Inc., consisting of ten sessions, Mondays from 7:30 P.M. to 9:00 P.M., with key speakers discussing specific fashion fields. Subjects will include: Fashion Markets, Fabric Styling, Designing, Buying, Fashion Coordination and Display, Advertising, Display-Television; Publicity, Editorial, Job Discussion. Tuition fee for series: \$15.00; or \$2.00 for each individual lecture. Chairman: Helen Faith Keane, fashion consultant. Contact: The Fashion Group, Inc., CI. 7-3940.		
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.		
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.		

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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: Mr. John. 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 1:00 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. 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
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. 272. 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 FOR PRESS Lord & Taylor's press preview of the Fall and Winter dress collection by Fira Benenson. By invitation only. Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON
Wednesday Oct. 4 12:45 P.M. Luncheon	FALL SHOE FASHIONS AT LUNCHEON SHOWING Fall shoe fashions by J. & J. Slater will be shown during luncheon. 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	FALL MILLINERY AT LUNCHEON SHOW Irene of New York will present her Fall millinery 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 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 will be presented by the Tailors' Art Institute of America during luncheon. Fashion Show Coordinator: Richard Bernstein: Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Tailors' Art Institute Contact: OR. 5-2567. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	TAILORS' ART INSTITUTE OF AMERICA	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 11 12:45 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON "Designed For Living"--showing of coordinated Fall fashions. Dresses, suits, gowns: Hannah Troy; Nite Club Frocks. Fabrics: Scalamandre. Table decor: Carole Stupell. Press by invitation. Public by reservation; contact: TE. 8-8000. Pierre Fashion Dir.-Comm.: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM

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

- Monday TELEVISION: "VANITY FAIR" CBS-TV, CHANNEL 2
August 7; "Little Furs For Early Fall" from the Heinz fur salon will be shown on
Wednesday, August 7. On Wednesday, August 9, Best & Co. will present the
August 9 "Lamp Cut" for the Summer coiffure, which will condition the hair for
4:30 P.M.- the new Fall permanent. Hostess: Dorothy Doan, "Vanity Fair" television
5:00 P.M. program. Publicity: Helen Brattrud, PL. 5-2000.
- Beginning OPENING: "LADY FROM THE SEA" FULTON THEATRE, 46TH ST. W. OF B'WAY
Monday Sam Wanamaker and Terese Hayden in association with Harriett Ames will
August 7- present the second in a series of four plays for The Festival Theatre.
August 19 "Lady From The Sea" by Henrik Ibsen will star Luise Rainer. Director:
Sam Wanamaker. Settings: Howard Bay. Costumes: Paul duPont. Publicity:
Willard Keefe, CI. 6-7492.
- Wednesday PREMIERE: "THREE LITTLE WORDS" (Movie) LOEW'S STATE THEATRE, B'WAY & 45TH
August 9 MGM Technicolor film, based on the lives of Kalmar and Ruby, famous song-
writers. Stars: Fred Astaire, Red Skelton, Vera-Ellen and Arlene Dahl.
Producer: Jack Cummings. Director: Richard Thorpe. Wardrobe: Helen Rose.
Publicity: Dorothy Daye, JU. 2-2000.
- Thursday PREMIERE: "SUNSET BOULEVARD" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST.
August 10 Paramount Pictures presents a film about a young Hollywood writer who
becomes involved with a one-time silent screen queen who is egocentric and
neurotic. Stars: William Holden, Gloria Swanson, Erich von Stroheim, with
Cecil B. DeMille, Hedda Hopper, Buster Keaton. Producer: Charles Brackett.
Director: Billy Wilder. Wardrobe: Edith Head. Publicity: Rex Taylor,
BR. 9-8700.
- Tuesday PREMIERE: "TREASURE ISLAND" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH ST.
August 15 Walt Disney Productions-RKO Radio Pictures release of the film dramatiza-
tion of Robert Louis Stevenson's immortal story, in which Disney uses live
actors only, for the first time. Producer: Perce Pearce. Director:
Byron Haskin. Stars: Robert Newton, Basil Sydney, Bobby Driscoll.
Publicity: Lila Lipkin, JU. 6-3442.
- Thursday OPENING: "THE LIVE WIRE" PLAYHOUSE THEATRE, 48TH ST. E. OF B'WAY
August 17 Michael Todd presents Garson Kanin's new comedy, starring Scott McKay,
Sheila Bond, Carmen Mathews and Jack Gilford. Director: Garson Kanin.
Settings: Donald Oenslager. Costumes: Forrest Thayer. (Note Change of
Date). Publicity: Max Gendel, CI. 7-3425.
- Beginning OPENING: SADLER'S WELLS BALLET, METROPOLITAN OPERA HOUSE, 137 W. 39TH ST.
Sunday The return engagement of the Sadler's Wells Ballet will consist of an
September 10 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.
- Saturday OPENING: "THE BARRIER" MANSFIELD THEATRE, 47TH ST. W. OF B'WAY
Sept. 16 Michael Myerberg and Joel Spector will present Langston Hughes' musical
drama, with score by Jan Meyerowitz. Stars: Muriel Rahn, Paul Elmer,
Robert Goss, and Edward Chappell. Director: Joel Spector. Choreography:
Charles Weidman and Doris Humphrey. Settings and Costumes: H.A. Condell.
Publicity: Richard Maney, WI. 7-6939.