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7/30/51

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR  
 FRANCES HUGHES, ASSOCIATE EDITOR

# 1951

january

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february

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august

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november

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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 27, 1951</u>			
<u>FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE</u>			
<u>CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE</u>			
Some of these dates may yet be changed:			
Friday, July 27:	Fath, Madeleine Geroy, Griffé, Maguy, Patton, Lola Prussac, Rochas, Maggy Rouff, Jacqueline Sagardoy, Worth.		
Saturday, July 28:	Anny Blatt, De Rauch, Desses, Lanvin, Montaigne, Schiaparelli.		
Monday, July 30:	Alwynn, Dior, Agnes Drecoll, Henry, Manguin, Genevieve Orossen, Raphael, Claude Riviere, Vramant.		
Tuesday, July 31:	Carven, Gres, Heim, Lafaurie.		
Wednesday, Aug. 1:	Madeleine Geroy, Paquin, Patou, Ricci, Edouard Seyne, Orossen.		
Thursday, Aug. 2:	Baillie, Bruyere, Calixte, Carpentier, Creed, Marcelle Desvignes, Lambert, Lecomte.		
Friday, Aug. 3:	Ardanse, Jean Bader, Balmain, Pierre Clarence, Hermes, A La Pensee.		
Monday, Aug. 6:	Balenciaga, Chaumont, Martial et Armand, Christiane Misset.		
Tuesday, Aug. 7:	Amy Linker, Georgette Renal.		
Wednesday, Aug. 8:	Helene Hubert.		
Friday, Aug. 10:	Chauvel.		
No Dates Yet:	Vera Borea, Valentine Bourgade, Madeleine Colbert, Callot Soeurs, Raymonde Coste, Dominique, Eliane, Alice Levon, Marianne Monnanteuil, Mehner, Alice Thomas, Helene Vanner.		
Contact:	Madeleine Godeau, 102 Rue du Faubourg, St. Honore, Paris.		

### WEEK BEGINNING MONDAY, JULY 30, 1951

<u>BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS</u>		
Monday July 30	BONWIT TELLER Publicity: Nancy Talbert, EL. 5-6800.	7TH FLOOR
Tuesday July 31 9:30 A.M. Coffee	BLOOMINGDALE'S Showing of College fashions to the press in Classroom "C". By invitation only. (College Shop will open on Monday, July 30, third floor). Publicity: Patricia Snyder, EL. 5-5900, Ext. 311 or 695.	4TH FLOOR
Wednesday August 1 2:30 P.M.	ARNOLD CONSTABLE Presentation of college fashions and opening of College Shop. Press invited. Open to public. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
Saturday August 4 11:00 A.M.	NAMM'S (BROOKLYN) Presentation by Namm's of college and career fashions. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.	2ND FLOOR

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<b>BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)</b>			
Monday August 6	KRESGE-NEWARK Publicity: Constance Bray, Mitchell 2-8000.		3RD FLOOR
Monday August 6	LORD & TAYLOR Informal modeling of college fashions. Publicity: Gloria Carr, WI.7-3300.		5TH FLOOR
Monday August 6	JOHN WANAMAKER Publicity: Esther Podester, GR. 3-4700.		3RD FLOOR
Tuesday August 7 2:00 P.M.	RUSSEKS FIFTH AVENUE Showing of college fashions at Russeks. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		7TH FLOOR
Wednesday August 8 9:30 A.M.	PECK & PECK Private press showing, during breakfast, of Peck & Peck's college fashions. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.		260 FOURTH AVENUE
Thursday August 9 2:30 P.M.	MARTIN'S (BROOKLYN) Martin's will present fashions for college, designed by Carolyn Schnurer. Guest Commentators: Michelle Murphy, of the Brooklyn Museum; and Carolyn Schnurer. Press invited. Open to public. (College Shop opened Thurs- day, July 26). Publicity: Pat Ellis, TR. 5-3100.		5TH FLOOR
Thursday August 9 6:00 P.M.	FRANKLIN SIMON Presentation of college fashions. Press invited. Open to public. (College Shop opens Mon., August 6). Publicity: Lenore Benson, WI. 7-9600.		3RD FLOOR
Monday August 13- August 17 2:30 P.M.	ABRAHAM & STRAUS (BROOKLYN) A & S "Back-To-School Week" fashion shows. <u>Monday, August 13 at 2:30 P.M.</u> <u>Fashions for kindergarten through college age, including clothes for</u> <u>teachers, featuring corduroy. Tuesday, August 14 at 2:30 P.M.: "Hi-Teens"</u> <u>fashions, featuring "Pencil Box" purple and "Soda Set" clothes. Wednesday,</u> <u>August 15 at 2:30 P.M.: Sewing fashions for teens and juniors,</u> <u>featuring easy-to-make and budget-wise patterns. Thursday, August 16 at</u> <u>6:00 P.M.: Fashions for college men and women and introduction of the</u> <u>new crinoline silhouette. Friday, August 17 at 2:30 P.M.: Kindergarten</u> <u>to pigtails back-to-school fashions for boys and girls. Press invited.</u> Open to public. Publ.: Olga Paracka, Feature Events Dept., TR.5-7200.		8TH FL.-SPEC.EVENTS
Wednesday August 15 10:30 A.M. Breakfast	SAKS FIFTH AVENUE Saks Fifth Avenue will present new college fashions at a breakfast pre- view for the press in the Chateau Suite of the Savoy Plaza. By invitation only. (College Shop will open on August 15, 7th Floor, Saks Fifth Avenue). Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		SAVOY PLAZA
Wednesday August 15 2:30 P.M.	B. ALTMAN & CO. Press preview of college fashions at Altman's. Press invited. Open to public. Previews in suburban stores: <u>White Plains--Thursday, August 16,</u> <u>at 3:00 P.M.; Manhasset--Friday, August 17, at 3:00 P.M.; East Orange,</u> <u>N.J.--Monday, August 20, at 3:00 P.M.</u> Publicity: Lois Garrett or Jean O'Brien, MU. 9-7000.		3RD FLOOR

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)</u>			
Thursday August 16 9:30 A.M.	HEARN'S Press preview of fashions for back-to-school wear at breakfast. By invitation only. Publicity: Lillian Suchanek, OR. 5-5000, Ext. 493.		2ND FL.-EXEC.OFFICE
Thursday August 16	JAMES McCREERY & CO. Presentation of college fashions at 12:30 P.M. and 6:00 P.M. Open to 12:30 P.M.; public. (College Shop opens on July 30). Publicity: Georgine Thomson, 6:30 P.M. WI. 7-7000.		4TH FLOOR
Thursday August 23	MARTIN'S (BROOKLYN) Back-to-school fashions for teenagers, presenting clothes from the "Miss Deb" Shop. Press invited. Open to public. Publ.: Pat Ellis, TR.5-3100.		5TH FLOOR
Tuesday August 28	NAMM'S (BROOKLYN) Showing of back-to-school fashions for pigtails to teen-agers by Namm's. 2:30 P.M. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.		2ND FLOOR
Wednesday August 29	L. BAMBERGER & CO. (NEWARK) "Bam" College Junction fashion showing for press. By invitation. College Shop will open on Monday, July 30. Publicity: John von Arnold, Market 2-1212.		3RD FLOOR
July 31	BLOOMINGDALE'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).		
Wednesday August 1 9:30 A.M. Coffee	OPENING OF NEW OVER 5'7" SHOP Lane Bryant's "Over 5'7" Shop will present their Fall collection, in conjunction with the opening of their new quarters on the 6th Floor. By invitation only. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	6TH FLOOR
August 1	ARNOLD CONSTABLE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).		
Wednesday August 1- August 2	SHOWING OF FASHIONS FROM SIMPLICITY PATTERNS (NEWARK) Presentation of Simplicity fashions, as shown in July "Seventeen" Magazine, on Wednesday, August 1 at 2:30 P.M. and 7:30 P.M.; and Thursday, August 2 at 2:30 P.M. Open to public. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. FABRIC CENTER	2ND FLOOR FABRIC CENTER
August 4	NAMM'S PRESENTATION OF COLLEGE AND CAREER FASHIONS AT 11:00 A.M. (See P.1).		
Tuesday August 7 9:30 A.M. Breakfast	NELLY DON FALL PREVIEW FOR PRESS Nelly Don and McCreery will present a preview of Fall fashions. Show at 10:00 A.M. By invitation. Publicity: Hilda Fitzgerald, LO. 5-4762.	NELLY DON & McCREERY & CO.	HOTEL PIERRE BALLROOM FOYER
Tuesday August 7 12:00 Noon Luncheon	PRESS PREVIEW OF PARIS REPRODUCTIONS Baron-Peters Company will invite the press to a luncheon and presentation of the first collection of dresses and dressmaker suits, reproduced from the Parisian designs by Bruyere. By invitation. Contact: LO. 4-6238.	BARON-PETERS CO., INC. (BOSTON, MASSACHUSETTS)	533 SEVENTH AVENUE SHOWROOM-39TH FLOOR
August 7	RUSSEKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 2:00 P.M. (See Page 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 7 2:00 P.M.	SPECIAL SHOWING OF AUTUMN FASHIONS "Mexican Holiday"--Autumn fashions by Ciro of Bond Street; Dein-Bacher; de Markoff; Dorian; Mr. John; Claire McCarell; and Herbert Sondheim will be presented at a special showing for the guests of the N.Y. State Food Merchants Association convention members. By invitation only. Contact: Beatrice Joyce, Joyce & Pilling Fashion Productions, BE. 3-3812.	NEW YORK DESIGNERS & MANUFACTURERS	WALDORF-ASTORIA STARLIGHT ROOF
August 8	PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 2).		
Wednesday August 8 4:00 P.M. Cocktails 4:30 P.M. Show	HOLIDAY COLLECTIONS AT PRESS PREVIEW Rosenau Brothers will present their Holiday collection of Cinderella Frocks for girls, Bonnie Blair Dresses for sub-teens, and Cinderella half sizes. Nannette Originals will preview their Holiday line of Babe and Toddler frocks. By invitation only. Publ.: Gladys Steiner, MU. 9-1630.	CINDERELLA FROCKS; NANNETTE ORIGINALS	HAMPSHIRE HOUSE COTTAGE
August 9	MARTIN'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Thursday August 9 4:00 P.M.	PRESS SHOWING OF BRIDAL FASHIONS Preview of Fall custom-order bridal gowns by Josephine Oro, coordinated with bridesmaids' dresses. By invitation only. Publicity: Elaine Kanners, JU. 6-1000, Ext. 104.	JAY THORPE	5TH FLOOR
August 9	FRANKLIN SIMON'S COLLEGE FASHION SHOW AT 6:00 P.M. (See Page 2).		
August 13	ABRAHAM & STRAUS' "BACK-TO-SCHOOL WEEK" FASHION SHOWS. (See Page 2).		
August 15	SAKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 10:30 A.M. (See Page 2).		
August 15	B. ALTMAN'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Wednesday August 15 August 30	FAIR OF ITALY EXHIBITION Fashions, textiles, handicraft, home furnishings and machinery from Italy will be on display at the Fair of Italy Exhibit, August 15 through August 30, daily 10:00 A.M. to 11:00 P.M.; Saturdays, 11:00 A.M. to 11:00 P.M. Sundays, 1:00 P.M. to 11:00 P.M. Admission: \$1.00 (including tax). Contact: EL. 5-0159.	ITALIAN MANUFACTURERS	GRAND CENTRAL PALACE 480 LEXINGTON AVE.
August 16	HEARN'S FASHION SHOWING OF BACK-TO-SCHOOL CLOTHES AT 9:30 A.M. (See Pg. 3)		
August 16	JAMES McCREERY'S COLLEGE FASHION SHOW AT 12:30 P.M. & 6:00 P.M. (See Pg. 3)		
Tuesday August 21- August 22	39TH SEMI-ANNUAL LEATHER SHOW Ninety-three tanning firms will display leather finishes and treatments in new colors for Spring 1952. Contact: Tanners' Council, BE. 3-0494.	TANNER'S COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
August 23	MARTIN'S TEEN-AGE BACK-TO-SCHOOL FASHION SHOW AT 2:30 P.M. (See Page 3).		
August 28	NAMM'S SHOWING OF BACK-TO-SCHOOL FASHIONS AT 2:30 P.M. (See Page 3).		
August 29	L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 3).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS OPENING: FALL CUSTOM-ORDER COLLECTIONS</u>			
<u>PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS</u>			
<u>OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.</u>			
Thursday August 30	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST. PUBL.: ELEANOR LAMBERT	MU. 8-2130
Wednesday Sept. 5	<u>SAKS FIFTH AVENUE</u> At 11:00 A.M.	611 FIFTH AVE. PUBL.: CAROLYN HAIGHT (Designed by Sophie)	PL. 3-4000
Wednesday Sept. 5	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE. PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 6	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE. PUBL.: SOPHIE SHONNARD or NONA PARKS	EL. 5-6800
Monday Sept. 10	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST. PUBL.: RUTH WALTZ	CI. 7-7200

Tuesday Sept. 4 2:30 P.M.	PRESS SHOWING OF JAY THORPE ORIGINALS Presentation to the press of the collection of Jay Thorpe Originals for Fall. By invitation only. Publ.: Elaine Kanners, JU. 6-1000, Ext. 104.	JAY THORPE	4TH FLOOR
Sept. 5	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Above).		
Wednesday Sept. 5 12:30 P.M. Luncheon	LUNCHEON SHOWING OF PARIS ADAPTATIONS Russeks Fifth Avenue will present adaptations of French fashions for Fall during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 5	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Above).		
Sept. 6	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Above).		
Thursday Sept. 6 12:45 P.M. Luncheon	SPECIAL SHOWING OF FALL FASHIONS A special luncheon showing of fashions by Arnold Constable for the Ladies Group of the American Chemical Society Convention. By invitation only. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
Sept. 6	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Above).		
Thursday Sept. 6 4:15 P.M.	PRESS PREVIEW OF HOLIDAY LINE Arnold & Fox will present the Holiday line of afternoon, cocktail and evening dresses, designed by Miguel Dorian; and a special group of original imports. By invitation. Trade showings at 3:30 P.M. on Sept. 11, 12, 13, 18 and 19. Publicity: Pauline Greene, Esmond & Dore, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 10	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M.		(See Page 5).
Monday Sept. 10 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 at a luncheon for the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA CHATEAU SUITE
Tuesday Sept. 11 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Anita Andra will present Fall millinery fashions during luncheon. (Regular luncheon fashion show will be held Tuesday instead of Wednesday this week). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Anita Andra Contact: PL. 9-1822. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ANITA ANDRA (558 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 12 12:30 P.M. Luncheon	FALL FURS & FASHIONS AT LUNCHEON SHOW Margaret Newman will present Fall fashions, coordinated with furs from Balch Price & Company, during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Margaret Newman Contact: LA. 4-4278. Balch Price Contact: PL. 9-3909. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MARGARET NEWMAN; & BALCH PRICE & CO.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 12 4:00 P.M. Cocktails	PREVIEW: ENCORE SHOE FASHIONS FOR FALL The Tailored Woman will present Encore Shoe fashions for Fall, featuring designs by Anthony Mascioli, at a cocktail preview for the press. By invitation only. Encore Shoe Publicity: Mollie Baldwin, LE. 2-4281.	TAILORED WOMAN	MAIN FLOOR SHOE SALON
Thursday Sept. 13 11:00 A.M.	PREVIEW OF FALL SHOE COLLECTION Saks Fifth Avenue will invite the press to a preview of the Fall shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE	FLOOR TO BE ANNOUNCED
Thursday Sept. 13 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Knize will present a collection of Fall and Winter fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Knize Contact: PL. 3-2987. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	KNIZE, INC.	HOTEL PLAZA TERRACE ROOM
Friday Sept. 14 12:15 P.M. Luncheon	PARIS FASHIONS AT LUNCHEON MEETING The Fashion Group will present a Paris Report and showing of clothes from the French collections. More details later. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Monday Sept. 17 1:00 P.M. Luncheon	SHOWING OF FASHIONS BY JO COPELAND Saks Fifth Avenue will present a collection of Fall fashions by Pattullo-Jo Copeland during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 17	OPENING OF CRUISE & RESORT LINES IN CALIF.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
	Contact: California Fashion Creators, Los Angeles, Calif.		
Tuesday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
	Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		
Postponed Sept. 18	JANTZEN'S SWIMSUIT PREVIEW ORIGINALLY SCHEDULED FOR TUES., SEPT. 18 AT 5:00 P.M., HAS BEEN POSTPONED TO TUES., SEPT. 25 AT 9:30 A.M. (See Pg. 8).		
Wednesday Sept. 19 9:30 A.M. Coffee	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. By invitation only. Publicity: Patricia Snyder, EL. 5-5900, Ext. 311 or 695.		
Wednesday Sept. 19 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
	Presentation of fashions for Fall and Winter by Arnold Constable during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday Sept. 19 12:45 P.M. Luncheon	"PROMENADE TO FASHION" LUNCHEON SHOWING	TOWNLEY FROCKS, INC. (CLAIRE McCARDELL)	HOTEL PIERRE COTILLION ROOM
	Presentation of Fall fashions, designed by Claire McCardell for Townley, with "Promenade" represented in the first of a series of magazine fashion shows. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. McCardell Publicity: Bette Anne Brown, LO. 4-2155. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Sept. 19 3:30 P.M.	PRESS PREVIEW OF SEAMOLDS SWIMSUITS	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
	Press preview of 1952 SeaMolds swimsuits by Flexees. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.		
Thursday Sept. 20 1:00 P.M. Luncheon	MAURICE RENTNER FASHIONS AT LUNCHEON	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Presentation of a Fall collection by Maurice Rentner from Saks Fifth Ave. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 7063. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Sept. 23	FIRST DAY OF AUTUMN (Sunday).		
Sept. 24	NATIONAL SWEATER WEEK. Contact: Edward A. Brandwein, MU. 3-7520.		
Monday Sept. 24 1:00 P.M. Luncheon	SHOWING OF PARIS FASHIONS AT LUNCHEON	GIMBELS	HOTEL PLAZA TERRACE ROOM
	Paris fashions and Gimbel's adaptations will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 24- Dec. 10 7:30 P.M.- 9:30 P.M.	ELEVENTH FASHION TRAINING COURSE Eleventh 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. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
Tuesday Sept. 25 9:30 A.M. Breakfast	PREVIEW OF NEW SWIMSUIT COLLECTION Jantzen's new swimsuit collection will be presented to the press at a breakfast preview. ( <u>Note Change of Date, Time and Place</u> ). By invitation only. Publicity: Rosamond Eddy, LO. 4-2820.	JANTZEN KNITTING MILLS	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 25 2:30 P.M.	PREVIEW OF FALL CUSTOM-ORDER FASHIONS Preview of Mme. Garnett's Fall custom-order collection. By invitation only. Contact: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 26 12:45 P.M. Luncheon	KNIT FASHIONS FOR FALL AT LUNCHEON Showing of morning, afternoon and evening handknits for Fall by Mimi Pearce during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 26 1:00 P.M. Luncheon	NETTIE ROSENSTEIN FASHIONS AT LUNCHEON Saks Fifth Avenue will present a collection of Fall fashions by Nettie Rosenstein. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 26	RODEO AT MADISON SQUARE GARDEN (Sept. 26-Oct. 31). Publicity: CO. 5-6800.		
Thursday Sept. 27 12:30 P.M. Luncheon	FUR FASHIONS FOR FALL AT LUNCHEON Showing of Dein-Bacher's collection of furs for Fall during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Stein & Blaine will present a collection of Fall fashions at luncheon showing. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC.	HOTEL PLAZA TERRACE ROOM
Oct. 1	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Monday).		
Oct. 2	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Tuesday).		
Oct. 10	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Wednesday).		

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

- Saturday July 28 PREMIERE: "ALICE IN WONDERLAND" (Movie) CRITERION THEATRE, B'WAY & 45TH  
Walt Disney will present his all-cartoon Technicolor film, distributed by RKO Radio Pictures, an adaptation of Lewis Carroll's fantasy. Publicity: Lila Lipkin, JU. 6-3442.
- Week Of Week-end July 30 SIXTH WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.  
Monday, July 30: All-Beethoven Program--Joseph Szigeti, playing Violin Concerto in D major.  
Tuesday, July 31: Orchestral program--Tchaikovsky's "Pathetique".  
Wednesday, Aug. 1: Orchestral program--Mendelssohn, Brahms, Debussy, Ravel, Respighi.  
Thursday, Aug. 2: The Ballet Theatre with guest star, Mia Slavenska.  
Saturday, Aug. 4: Rodgers and Hammerstein program.  
Publicity: Miss Alix Williamson, CI. 6-4462.
- Tuesday July 31 1:00 P.M. TELEVISION: KATHI NORRIS PROGRAM WNB-TV, CHANNEL 4  
Kathi Norris will demonstrate the versatility of organdy in women's wear and home fashions. Publicity: Bob Bloch, PL. 3-1742.
- Tuesday July 31 3:30 P.M. TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2  
Presentation of fashions designed by Ceil Chapman. Program hostess: Arlene Francis. Publicity: Helen Brattrud, PL. 5-2000.
- Tuesday July 31 PREMIERE: "BRIGHT VICTORY" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.  
Universal-International's motion picture, based on Baynard Kendrick's novel, "Lights Out", about the rehabilitation of a blinded war veteran. Stars: Arthur Kennedy and Peggy Dow. Producer: Robert Buckner. Director: Marc Robson. Publicity: Philip Gerard, PL. 9-8000.
- Wednesday August 1 PREMIERE: "MR. BELVEDERE RINGS THE BELL (Movie) ROXY THEA., 7TH AVE. & 50TH  
Twentieth Century-Fox movie about a middle-aged man who brings happiness to an old folks' home. Based on hit play "The Silver Whistle". Stars: Clifton Webb, Hugh Marlowe and Joanne Dru. Producer: Andre Hakim. Director: Henry Koster. Wardrobe: Charles Le Maire and Renie. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Thursday August 2; August 9 3:30 P.M. TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2  
August 2: Presentation of back-to-school fashions by "Seventeen" Magazine.  
August 9: Showing of Rosanna knitted wear fashions. Program hostess: Robin Chandler. Publicity: Helen Brattrud, PL. 5-2000.
- Friday August 3 PREMIERE: "THE SECRET OF CONVICT LAKE" (Movie) GLOBE THEA., B'WAY & 46TH ST.  
Twentieth Century-Fox will present a drama about 5 escaped convicts who are shielded in a community inhabited only by women. Stars: Glenn Ford, Gene Tierney, Ethel Barrymore and Zachary Scott. Producer: Frank P. Rosenberg. Director: Michael Gordon. Wardrobe: Charles Le Maire and Edward Stevenson. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Tuesday Sept. 4 OPENING: "LACE ON HER PETTICOAT" BOOTH THEATRE, 222 WEST 45TH ST.  
Herman Shumlin will present Amee Stewart's play, which played in London last season. About the daughter of a wealthy Scotch family, in the late 19th century, who befriended the daughter of a commoner. Cast features Neva Patterson, Jeff Morrow, Perlita Neilson and Patsy Bruder. Settings: Sam Leve. Costumes: Hazel Roy. Publicity: Bernard Simon, CI. 5-7294.