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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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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 BEGINNING MONDAY, AUGUST 21, 1950</u>			
Just Issued	1951 SPRING COLORS FOR WOMEN'S GLOVES	THE TEXTILE COLOR CARD ASSOCIATION	200 MADISON AVENUE
	Fifteen shades have been chosen for women's leather and fabric gloves for Spring 1951 by the Glove Color Committee of The Textile Color Card Association. Contact: Margaret Hayden Rorke, Managing Director, MU.5-5881.		
August 21	MERCHANDISE FAIR AT 71ST REG. ARMORY--PARK AVE. & 34TH	(Aug. 21-Aug. 24).	
August 21	NEW YORK GIFT SHOW AT HOTELS NEW YORKER AND STATLER	(Aug. 21-Aug. 25).	
August 21	LUGGAGE AND LEATHER SHOW AT PALMER HOUSE IN CHICAGO	(Aug. 21-Aug. 25).	
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.		
Wednesday August 23 11:00 A.M.	FALL FASHIONS FOR THE TALL FIGURE	TALL APPAREL SHOP	37 WEST 57TH STREET 5TH FLOOR
	Coats, suits and dresses "for the tall figure", with coordinated accessories will be shown to the press by the Tall Apparel Shop. Hats: Mr. John. Attendance by invitation only. Contact: Morton Reuben, LO. 5-7550.		
Thursday August 24 10:00 A.M.	PRESS SHOWING: FALL COATS AND SUITS	OHRBACH'S (UNION SQ. & 14TH ST.)	3RD FLOOR GREY ROOM
	Ohrbach's will present their Fall collection of coats and suits to the press at the opening of the "Grey Room". Attendance by invitation only. Publicity: Mark Klauser, SP. 7-9000.		
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.		
Friday August 25 10:00 A.M.	PRESS SHOWING OF TEENAGE FASHIONS	GIMBELS	2ND FLOOR FASHION OFFICE
	Gimbels will present a showing of teenage fashions for Fall to the press. Attendance by invitation only. Showing for public on <u>Saturday, Aug. 26</u> at <u>12:00 Noon</u> , 4th Floor Teen Dept., with special guest Betty Betz, "Journal-American" columnist for teen-agers. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday August 27-	NATIONAL BEAUTY TRADES SHOW	NAT'L HAIRDRESSERS & COSMETOLOGISTS ASS'N	HOTEL STATLER
August 29	Contact: Mr. L. A. Freiberg, MU. 5-8287.		
Monday August 28	FASHION SHOW AT OPENING OF NEW STORE	BLACKTON FIFTH AVENUE	2 WEST 57TH STREET SALON
4:00 P.M. Champagne	Champagne party for the press to celebrate the opening of a new Blackton Fifth Avenue salon at 2 West 57th Street. Fashion showing of styles from "breastplate" to new plunge evening gown, featuring \$25,000 bras.		
	Attendance by invitation. Publicity: Claire A. Wolff, LO. 4-7230.		
Tuesday August 29	PRESS SHOWING OF MILLINERY FASHIONS	LYDIA (18 EAST 56TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
9:30 A.M. Breakfast	Lydia will present her Fall and Winter millinery fashions to the press.		
	Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Tuesday August 29-	INTRODUCTION OF NEW NAIL POLISH TO PRESS	HELEN NEUSHAEFER (COLLEGE POINT, L.I.)	THE "KYMA" YACHT (ADDRESS LATER)
August 31 2:30 P.M.	Helen Neushaefer will invite the press to a "Treasure Island Pirate Party" aboard her yacht, the "Kyma", to introduce her new nail polish, "Treasure Island". For tickets, contact: Saul Krieg Associates, LU. 2-1815.		
Wednesday August 30	PRESS PREVIEW OF FALL MILLINERY	ROBERT PAUL	751 MADISON AVENUE SALON
9:30 A.M. Breakfast	Robert Paul will present his Fall and Winter millinery collection to the press. Showing at 10:00 A.M. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.		
Thursday August 31	PRESS PREVIEW OF FALL SHOE FASHIONS	ANDREW GELLER	18 WEST 57TH ST. SALON
9:30 A.M. Breakfast	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.		
Thursday August 31 12:30 P.M. Luncheon	PLAYTEX FOUNDATIONS AT PRESS SHOWING	INTERNATIONAL LATEX CORPORATION	STORK CLUB 3 EAST 54TH ST.
	Playtex will invite the press to a preview of a "new girdle invention" to be shown during luncheon. Attendance by invitation only. Publicity: Gloria Stern at Roy Bernard Company, CI. 6-4476.		
Sept. 4	LABOR DAY (Monday) --- Legal Holiday.		
Monday Sept. 4-	THIRTEENTH FALL FASHION EXPOSITION	NEIMAN-MARCUS	DALLAS TEXAS
Sept. 5 8:30 P.M.	Presentation of the Neiman-Marcus awards for distinguished service in the field of fashion at the store's Thirteenth Annual Fall Fashion Exposition. Stanley Marcus, executive vice-president, will present awards to Bonnie Cashin, Pauline Trigere, Fleur and Gardner Cowles, and Gloria Swanson. Theme: "Mid-Century Exposition of Fashion" --- showing collections of top American designers with accessories, furs, jewels and perfumes from world-famous creators. Admission: \$2.50 (tax included), with total receipts for Dallas Museum of Fine Arts Permanent Acquisition Fund. Publicity: Kay Kerr, 1457 Broadway, LO. 4-1200; or Marihelen MacDuff, Neiman-Marcus, Dallas, Texas.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 5 12:30 P.M. Buffet	PREVIEW OF FASHIONS BY OLEG CASSINI  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.	JAY THORPE	4TH FLOOR
Tuesday Sept. 5 2:00 P.M.	SHOWING OF SUITS BY MORRIS KRAUS  Russeks' collection of Fall and Winter suits, designed by Morris Kraus. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	4TH FLOOR
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 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.	THE TAILORED WOMAN	5TH AVE. & 57TH ST.

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 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING  Raymond Marinelli will present his Fall collection of afternoon, cocktail, dinner and evening clothes. Millinery: Laddie Northridge. Gloves: Wear-Right. Hairstyles: John Fonda. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Marinelli Publ: Jane Franklin, PL. 9-6411. Waldorf Publ: Madeleine Riordan, EL. 5-3000.	RAYMOND MARINELLI (37 WEST 47TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 6	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 3).		
Wednesday	SEMI-ANNUAL	TANNERS' COUNCIL	WALDORF-ASTORIA
Sept. 6-	LEATHER SHOW	OF AMERICA, INC.	FOUR BALLROOMS
Sept. 7	The thirty-seventh semi-annual leather show, with 92 tanning concerns displaying leather finishes and treatments in new colors for Spring 1951. Contact: Tanners' Council, 100 Gold Street, BE. 3-0494.		
Sept. 7	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 3).		
Sept. 7	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
Sept. 7-	"IT'S WATCH INSPECTION TIME", SPONSORED BY THE JEWELRY INDUSTRY COUNCIL,		
Sept. 16	THROUGHOUT THE COUNTRY. Contact: Martha Percilla, PL. 7-3075.		
Friday	PRESS SHOWING OF	MME. E. GARNETT	47 EAST 51ST STREET
Sept. 8	FALL COLLECTION		SALON
11:00 A.M.	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.		
Friday	PREVIEW: PARIS-MADE	ARNOLD & FOX	530 SEVENTH AVENUE
Sept. 8	HOLIDAY COLLECTION		SHOWROOM-10TH FLOOR
3:00 P.M.	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.		
Sept. 8	NATIONAL TIE WEEK (Sept. 8 - Sept. 17).		
Sunday	TWELFTH ANNUAL "MRS.	MRS. AMERICA, INC.	CONVENTION HALL
Sept. 10	AMERICA" CONTEST	(152 WEST 42ND ST.)	ASBURY PARK, N.J.
	Thirty national finalists will compete for the "Mrs. America" title at Asbury Park Convention Hall. They will participate in a fashion showing of suits, designed by Murray Sices. Publ.: Bert Nevins, WI. 7-9715.		
Monday	PRESS PREVIEW OF	SURREY CLASSICS, INC.	498 SEVENTH AVENUE
Sept. 11	HOLIDAY COLLECTION		SHOWROOM-4TH FLOOR
10:00 A.M.	A collection of Holiday fashions designed for Surrey Classics by Esther Reifer, will be presented to the press. Attendance by invitation only. Continuous daily showings for the trade, beginning Thursday, Sept. 14. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Monday	TATIANA DU PLESSIX	SAKS FIFTH AVENUE	ST. REGIS HOTEL
Sept. 11	CUSTOM MILLINERY SHOW		PRIVATE SUITE
12:30 P.M.	Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented to the press. Attendance by invitation only.		
Luncheon	Publicity: Felice Maier, PL. 3-4000, Ext. 7064.		
Monday	FASHION SHOWING OF	RUSSEKS FIFTH AVENUE	3RD FLOOR
Sept. 11	PARIS ORIGINALS		
2:00 P.M.	New Paris Originals for Fall and Winter will be presented at a showing by Russeks. Gloves from Dawnelle. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 11 2:00 P.M.	BEACHWEAR SHOW IN CALIFORNIA	COLE OF CALIFORNIA	BEVERLY HILLS 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.		
Sept. 11	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
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	16 EAST 52ND STREET SALON
	Oldric Royce will present his Fall custom-order collection to the press. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.		
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.		
Wednesday Sept. 13 2:00 P.M.	PRESS PREVIEW OF NEW COLLECTIONS	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
	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.		
Thursday Sept. 14 10:00 A.M.	PRESS PREVIEW OF BRAND NAMES FASHIONS	GIMBELS	2ND FLOOR FASHION OFFICE
	Gimbels will present fashions by brand name manufacturers to the press. Attendance by invitation. Public showing at 6:00 P.M. on the 3rd Floor. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Thursday Sept. 14 11:00 A.M.	PRESS PREVIEW: FALL AND WINTER FURS	ESTHER DOROTHY	68 EAST 56TH STREET SALON
	Esther Dorothy's press preview of her Fall and Winter, 1950-1951 fur collection. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
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. 176. De Pinna Publicity: 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. 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.		

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Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Pg. 3).		
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 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	HOTEL PLAZA WHITE & GOLD SUITE
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. 176. Peg Newton Publicity: Donna Cannon, PL. 9-5846. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	HOTEL PLAZA TERRACE ROOM
Monday Sept. 18 2:00 P.M.	SHOWING OF NEW FUR FASHIONS Presentation of Russeks' Design Studio Furs in their Mink Room, 1st Floor. Gloves from Dawnelle. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	1ST FLOOR MINK ROOM
Week of 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 collec- tions. Show Producer and Director: Lester Gaba. Proceeds from the first day's events will be given to the Pension Foundation of the Philadelphia Orchestra. Tickets: \$5.00. Contact: Judy Colt, Pension Fund Office, Philadelphia, Rittenhouse 6-4222. Subsequent shows are open to public; free tickets available at Gimbels, Philadelphia. Publicity: Gertrude S. Mayers, Fashion Coordinator, Gimbels, Philadelphia, Pa.	GIMBEL BROTHERS	PHILADELPHIA PENNSYLVANIA
Tuesday Sept. 19 10:00 A.M. Breakfast	SHOWING OF FALL WOMEN'S FASHIONS The press will be invited to a showing of Roaman's Fall daytime and sportswear fashions for the larger woman. Attendance by invitation only. Contact: Edward Lieb, WI. 7-6400.	ROAMAN'S (20 WEST 39TH STREET)	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 collection will be shown. Commentator: Laura Pyzel, a fashion editor of "Harper's Bazaar". Chairman: Eleanor W. Howard. Price ( <u>Note Change For This</u> <u>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.	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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 20 1:00 P.M. Luncheon	PRESENTATION OF FALL FASHIONS AT LUNCHEON  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.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
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	PRESS PREVIEW: SWIM FASHIONS FOR 1951  Catalina will present swimsuit fashions for 1951 for men, women and children at a cocktail party for the press. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	CATALINA, INC.	STORK CLUB 3 EAST 54TH STREET
Sept. 21	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Thursday).		
Sept. 23	FIRST DAY OF AUTUMN (Saturday).		
Monday Sept. 25 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING  Showing of Fall fashions by Gimbels during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publicity: Terry Mayer, LO. 5-1500. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Sept. 25- Sept. 30	NATIONAL SWEATER WEEK, SPONSORED BY KNITTED OUTERWEAR FOUNDATION. Contact: Edward A. Brandwein, MU. 3-7520.		
Beginning Monday Sept. 25- Dec. 11 7:30 P.M.- 9:00 P.M.	TENTH FASHION TRAINING COURSE  Tenth annual course, "Fashion Jobs", sponsored by The Fashion Group, consisting of ten sessions, Mondays from 7:30 P.M. to 9:00 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.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 W. 57TH STREET
Tuesday Sept. 26 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING  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.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
Wednesday Sept. 27 10:00 A.M.; 3:00 P.M.	SHOWING OF FALL CUSTOM FASHIONS  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.	KNIZE, INC.	24 EAST 56TH STREET SALON

<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: 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 2:30 P.M.	PRESS PREVIEW OF NEW BATHING SUITS Press showing of swimsuits for 1950-1951 by Rose Marie Reid of California. By invitation only. Contact: Winifred Chester, BR. 9-1974.	ROSE MARIE REID OF CALIFORNIA	HOTEL AMBASSADOR TRIANON 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. 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
Beginning Thursday Sept. 28 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE A series of lectures on specific phases of the fashion industry and related fields: Ready-to-wear, Cosmetics, Food and Home Furnishings. Ten Thursday evening lectures by leading publicists and editors, with workshop sessions on photography and the mechanics of publicizing products of interest to women. Director: Ellen Lind. Fee for series: \$20.00. Contact: Promotions, 1068 Second Avenue, MU. 8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE. & 59TH ST.
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. 9-5846. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA PERSIAN ROOM
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 4 1:00 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW	IRENE OF NEW YORK	WALDORF-ASTORIA SERT ROOM
	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.		
Thursday Oct. 5 12:45 P.M. Luncheon	SPECIAL SHOWING: MEN'S AND WOMEN'S FASHIONS	THE FASHION AUTHORITY FOR THE AMERICAN MALE	HOTEL PIERRE COTILLION ROOM
	"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. Fashion Show Coordinator and Publicity: Richard Bernstein, PL. 8-1703. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Thursday Oct. 5 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS	STEIN & BLAINE, INC.	HOTEL PLAZA PERSIAN ROOM
	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.		
Monday Oct. 9 1:00 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW	EVE TARTAR (750 MADISON AVE.)	HOTEL PLAZA PERSIAN ROOM
	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.		
Tuesday Oct. 10 2:30 P.M.	SHOWING OF IRENE OF HOLLYWOOD FASHIONS	LORD & TAYLOR	3RD FLOOR
	Irene of Hollywood will personally present her collection of suits and dresses for Fall at Lord & Taylor. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.		
Wednesday Oct. 11 12:45 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
	"Designed For Living"--a showing of coordinated Fall fashions by Harriette Harra, Raymades and Hannah Troy, Inc. Men's furnishings by Budd, Ltd. Fabrics by Scalaramde. 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.		
Wednesday Oct. 11 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	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.		
Wednesday Oct. 11 3:30 P.M. Cocktails	PRESS PREVIEW: 1951 SEAMOLDS SWIM SUITS	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
	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. Attendance by invitation only. Publicity: Sandra Kahn, MU. 9-2100.		

BALLET...MOVIES...SPORTS...TELEVISION...THEATRE

- Beginning OPENING: "BORNED IN TEXAS" FULTON THEATRE, 46TH ST. W. OF B'WAY  
Monday Sam Wanamaker and Terese Hayden, in association with Harriett Ames, will  
August 21- present the third in a series of four plays for The Festival Theatre.  
Sept. 2 "Borned in Texas" will star Marsha Hunt and Anthony Quinn. Director:  
Sam Wanamaker. Settings: Howard Bay. Costumes: Paul duPont.  
Publicity: Willard Keefe, CI. 6-7492.
- Tuesday TELEVISION: THE KATHI NORRIS SHOW WNBT, CHANNEL 4  
August 22- Tues., Aug. 22: Philip Hulitar will present his new Fall collection of  
August 24 cocktail, dinner and evening gowns. Wed., Aug. 23: A fashion presenta-  
10:00 A.M. tion by Frances Sider of her Fall back-to-school and sportswear fashions.  
Thurs., Aug. 24: New "Black Rose" fashions will be shown and described  
by Corrine Schwab of Twentieth Century-Fox. Publicity: Babs Doniger,  
PL. 3-1742.
- Tuesday PREMIERE: "THE PARIS WALTZ" (Movie) PARIS THEATRE, 4 WEST 58TH ST.  
August 22 Lux Film Distributing Corporation will present the French comedy-romance  
of the Second Empire, based on Offenbach's operettas. Stars: Pierre  
Fresnay and Yvonne Printemps. Producer: Jacques Riviere. Director:  
Marcel Achard. Publicity: Marjorie Geiss, BR. 9-0137.
- Wednesday TOURNAMENT: PIMM'S CUP, WEST SIDE TENNIS CLUB, FOREST HILLS, L. I.  
August 23 The West Side Tennis Club will sponsor a Pimm's Cup Celebrity Tournament,  
to precede the Davis Cup Tournament. Publicity: Mickey Falkenburg,  
TE. 8-8639; or Virginia Dickson, Robert S. Taplinger & Associates,  
PL. 9-7979.
- Thursday BENEFIT: "RENDEZVOUS WITH THE THEATRE" HOTEL PLAZA, RENDEZVOUS ROOM  
August 24 An after-the-theatre-party will be held for the benefit of the Entertain-  
10:30 P.M. ment Committee for the Hospitalized Veterans, sponsored by The American  
Theatre Wing. Paul and Grace Hartman will be guests; Paul Hartman will  
act as a fashion expert, commentating on a showing of Schiaparelli's  
coats and suits for Fall. Admission: \$2.00. Publicity: Isadora  
Bennett, PL. 7-3184.
- Friday PREMIERE: "THE BLACK ROSE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.  
Sept. 1 Twentieth Century-Fox film set in the days of the Thirteenth Century, in  
which a young man ventures to the mysterious Far East for its treasures.  
Stars: Tyrone Power and Orson Welles. Producer: Louis D. Lighton.  
Director: Henry Hathaway. Wardrobe: Charles Le Maire and Michael  
Whittaker. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- 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  
Sept. 10 extensive tour of thirty cities, starting in New York on September 10.  
Tickets on sale at Carnegie Hall box office only. No phone or mail orders  
Publ.: 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: Lawrence Tibbett, 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.