

File  
8/27/51

# 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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## 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 27, 1951</u>			
Tuesday August 28 9:30 A.M. Breakfast	BREAKFAST PREVIEW OF COLLEGE FASHIONS  Hearn's will invite the press to a breakfast preview of college fashions and the opening of the new Junior Shop. By invitation only. Publicity: Lillian Suchanek, OR. 5-5000.	HEARN DEPARTMENT STORES	2ND FLOOR EXECUTIVE OFFICE
Tuesday August 28 2:30 P.M.	SHOWING OF BACK-TO- SCHOOL FASHIONS  Namm's will present back-to-school fashions for pigtails to teenagers. Press invited. Open to public. Publicity: Muriel Lipchik, TR. 5-5700.	NAMM'S (BROOKLYN)	2ND FLOOR
Tuesday August 28 3:00 P.M. (Press Preview)	PREVIEW EXHIBIT: SILK & RAYON PRINT FABRICS  Exhibit featuring silk and rayon print fabrics from Resort and early Spring lines of leading converters. For press at 3:00 P.M. For fashion coordinators and designers, 4:00 P.M. to 7:00 P.M., cocktails. By invitation only. (Use Savoy Plaza's private entrance at 58th Street). Publicity: Kay Martin or Helen Bennett, Silk & Rayon Print Institute, LO. 5-2140.	SILK & RAYON PRINT INSTITUTE	SAVOY PLAZA BALLROOM SUITE
Wednesday August 29 9:45 A.M. Breakfast	PRESS PREVIEW OF NEW FABRICS FOR FALL  Macy's will invite the press to a forecast of Fall fashions in new fabrics and patterns. By invitation only. The fabric exhibit will be open to the public, during the week of Sept. 4, in the fabric center, 6th floor. Publicity: Helen Law, CH. 4-2000, Ext. 2208.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday August 29 2:30 P.M.	PRESS PREVIEW OF COLLEGE FASHIONS  The press will be invited to a showing of "Bam" College Junction fashions. By invitation only. Publicity: John von Arnold, Market 2-1212.	L. BAMBERGER & CO. (NEWARK)	3RD FLOOR
Wednesday August 29 4:00 P.M. Cocktails	PRESS PREVIEW OF MADEMOISELLE SHOES  "The Shoe Is Your Cue"--presentation to the press by Carlisle Shoe Company of the Resort and Advance Spring 1952 collection of Mademoiselle shoes. Show at 4:30 P.M. By invitation only. Publ.: Rosemary Reilly, LO. 4-3350.	CARLISLE SHOE COMPANY	EMPIRE STATE BLDG. ROOM 7419
Wednesday August 29 5:00 P.M. Cocktails	NEW COSMETICS DEPT. & FALL FASHION PREVIEW  The press will be invited to the opening of De Pinna's new cosmetics department, and to a preview of Fall fashions. By invitation only. Publicity: Jeanne McDonagh, MU. 8-2000.	DE PINNA	5TH AVE. & 52ND ST. MAIN FLOOR
Wednesday August 29 4:00 P.M. Cocktails	PREVIEW OF PRECIOUS & SEMI-PRECIOUS JEWELRY  Fashion show and presentation of precious and semi-precious jewelry by Arthur King. By invitation. Publ.: Melrick Landen Associates, BR. 9-4654.	ARTHUR KING JEWELRY (679 LEXINGTON AVENUE)	HOTEL PIERRE SAPPHIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 30- Sept. 9	CALIFORNIA FASHION & FABRIC EXPOSITION, SACRAMENTO, CALIFORNIA. Publicity: Ralph Bell, Box 2036, Sacramento, Hillcrest 6-7811.		
Thursday August 30 10:00 A.M.	SHOWING OF FALL COATS, SUITS & DRESSES Showing of Fall coats, suits and dresses for the tall girl to the press. By invitation only. Contact: Morton Reuben, LA. 4-1877.	TALL APPAREL SHOP	37 WEST 57TH ST. 5TH FLOOR
Thursday August 30 10:30 A.M.	PREVIEW OF FALL COATS AND SUITS Press preview of Ohrbach's Fall collection of suits and coats at the formal opening of the Grey Room. By invitation. Publicity: Jill Everhart, fashion coordinator; or Mark Klauser, advg. mgr., SP. 7-9000.	OHRBACH'S	3RD FLOOR GREY ROOM

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.

Thursday August 30	<u>HATTIE CARNEGIE</u> At 3:30 P.M.	42 EAST 49TH ST. (Note Change of Time).	PUBL.: ELEANOR LAMBERT	MU. 8-2130
Wednesday Sept. 5	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFT	PL. 3-7300
Wednesday Sept. 5	<u>SAKS FIFTH AVENUE</u> At 9:00 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT (Note Change of Time).	PL. 3-4000
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. 11	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.	TE. 8-8171
Wednesday Sept. 19	<u>MAINBOCHER</u> At 3:00 P.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	MU. 8-2130

Sept. 3 LABOR DAY--LEGAL HOLIDAY (Monday).

Monday  
Sept. 3-  
Sept. 4 FOURTEENTH ANNUAL FALL FASHION EXPOSITION BY NEIMAN-MARCUS, DALLAS, TEXAS.  
Contact: In N.Y., Kay Kerr, LO. 4-1200; Marihelen MacDuff, Neiman-Marcus, Dallas, Texas.

Tuesday Sept. 4 9:30 A.M. Breakfast	PRESS PREVIEW: PARIS MILLINERY & COPIES The press will be invited to a breakfast preview of millinery fashions from Paris and "Carbon Copies" by Saks 34th Street. By invitation only. (This show will be repeated for the public on Thursday, Sept. 6, at 12:15 P.M. and 6:00 P.M. at Saks 34th, fourth floor.) Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	HOTEL PLAZA WHITE & GOLD SUITE
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Tuesday Sept. 4- Sept. 14	MIDSEASON SHOWINGS: LINGERIE COLLECTION Vanity Fair Lingerie, for the holiday season and for gifts, will be presented to the trade at 10:00 A.M., 11:00 A.M., 2:30 P.M., and 3:30 P.M., Sept. 4 to Sept. 14. Publicity: Ruth Lupton Mills, MU. 8-4805.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM
Beginning Tuesday Sept. 4	SHOWING OF HOLIDAY SEPARATES Dorine Liebert will present her Holiday collection of dressy blouses and evening separates at daily showings. Contact: Faye Berk, EL. 5-2577.	DORINE LIEBERT	15 EAST 53RD STREET SHOWROOM-9TH FLOOR
Wednesday Sept. 5 9:45 A.M.	PRESS SHOWING: PARIS HATS AND ADAPTATIONS Gimbels will present a collection of Paris millinery and adaptations to the press. By invitation only. <u>Showing to the public on Monday, Sept. 10 at 2:30 P.M., on 4th Floor.</u> Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR CONFERENCE ROOM
Wednesday Sept. 5 11:00 A.M.	PRESS PREVIEW: FALL SHOE COLLECTION Presentation to the press of the Delman shoe collection for Fall and Winter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN	754 FIFTH AVENUE SALON
Wednesday Sept. 5 12:30 P.M. Luncheon	RUSSEKS' INTERNATIONAL FASHIONS AT LUNCHEON Russeks Fifth Avenue will present Italian, London, and Paris originals and adaptations, with a showing of Russeks' designers' collections for Fall. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, 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 Pg.2).		
Sept. 5 9:00 P.M.	SOPHIE'S (SAKS FIFTH AVENUE) CUSTOM COLLECTION FOR PRESS AT 9:00 P.M. (Note Change Of Time). (See Page 2).		
Sept. 6	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Pg. 2).		
Thursday Sept. 6 12:00 Noon Luncheon	PREVIEW: HOLIDAY LINE FOR INFANTS & CHILDREN Luncheon preview of Joseph Love's collection of infants' and children's dresses for Holiday wear. The firm will be presented with The Charm Institute Gold Medal Award For 1951. ( <u>Showing at 12:45 P.M.</u> ). By invitation only. Publicity: Nat Scholer, LA. 4-8117.	JOSEPH LOVE, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 6 12:30 P.M. Luncheon	TRADE SHOWING OF FRENCH & ITALIAN IMPORTS Trade showing by Ruth Ramos of her French and Italian import collection of dresses, suits, coats and sportswear. Admission: \$50.00. For reservations, contact: Denise Dolfin, RE. 4-1233.	RUTH RAMOS, INC. (16 EAST 66TH STREET)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Thursday Sept. 6 1:00 P.M. Luncheon	FALL SUITS BY BASS, LEVINE & BASS  Bonwit Teller will present new Fall suits from the collection of Bass, Levine & Bass. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Bass Publicity: Laura Benham, RE. 7-8230. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA TERRACE ROOM
Sept. 6	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Pg. 2).		
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
Thursday Sept. 6 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NEW GIFT SHOP  The press will be invited to a cocktail party preview of the Saks Fifth Avenue new gift shop. By invitation. Publ.: Faith Willcox, MU. 6-0592.	SAKS FIFTH AVENUE	14 EAST 50TH ST.
Friday Sept. 7 9:30 A.M. Breakfast	PREVIEW: JACQUES FATH FALL COLLECTION  Lord and Taylor will present a press preview of the Jacques Fath Fall collection, made in America for Joseph Halpert. By invitation only. (During the week of Sept. 10, these fashions will be modeled from 12:00 Noon to 4:00 P.M., on the 3rd Floor). Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Sunday Sept. 9	THIRTEENTH ANNUAL "MRS. AMERICA" CONTEST, AT CONVENTION HALL, ASBURY PARK, N.J. Publicity: Sylvia Greene, Mrs. America, Inc., WI. 7-9715.		
Sept. 10	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 2).		
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 on 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
Sept. 11	ELIZABETH ARDEN'S CUSTOM-ORDER PRESS SHOWING AT 3:00 P.M. (See Pg. 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 12 9:30 A.M. Breakfast	PREVIEW: SEA NYMPH SWIMSUITS FOR 1952 Press preview of the new Sea Nymph swimsuit collection for 1952. By invitation only. Publicity: Ellen L. Davis, WI. 7-6700.	JORDAN MANUFACTURING CO. (1410 BROADWAY)	HOTEL PIERRE BALLROOM FOYER
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 3:00 P.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom-order collection to the press. By invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
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 9:00 A.M. Coffee	PREVIEW OF SUITING FABRICS FOR SPRING Burlington Mills Women's Suiting Division will present a collection of fashions in fabrics for Spring, 1952, at an informal showing. (Show will start promptly at 9:00 A.M. and will be over before 10:00 A.M.) By invitation only. Contact: Fashion Bureau, CH. 4-7100.	BURLINGTON MILLS	1407 BROADWAY 4TH FLOOR
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	5TH FLOOR BRIDAL SALON
Thursday Sept. 13 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Knize will present a collection of Fall and Winter fashions. 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
Thursday Sept. 13 5:15 P.M. Cocktails	PRESS SHOWING: HATS BY OTTO LUCAS OF LONDON Lord & Taylor will present a collection of hats by Otto Lucas of London, and will introduce Mr. Lucas to the press at a cocktail party. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Friday Sept. 14 12:15 P.M. Luncheon	EUROPEAN COLLECTIONS AND TREND CLOTHES Report on the European collections and a showing of some important trend clothes. Speaker: Carmel Snow, editor, "Harper's Bazaar". Commentator: Nancy White, fashion editor, "Good Housekeeping" Magazine. Chairman: Gwen Randolph. Price (including tax and tip): \$5.00 for members; \$5.50 for guests (one per member). Contact: The Fashion Group, Inc., CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 17 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY JO COPELAND  Saks Fifth Avenue will present a collection of Fall fashions by Patullo-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
Monday Sept. 17 3:00 P.M.	BEACHWEAR SHOW IN CALIFORNIA  Fred Cole will present Cole of California's Resort and Summer 1952 collection of swimsuits and sun dresses for misses and children, designed by Margit Fellegi. Showing at 3:00 P.M., followed by cocktails. By invitation only, for press and buyers. Publicity: Margot Mallary, Advertising Manager, Cole of California, 2615 Fruitland Avenue, Los Angeles, California, Jefferson 5174.	COLE OF CALIFORNIA	1001 NO. ROXBURY DR. BEVERLY HILLS, CAL.
Monday Sept. 17 4:30 P.M. Cocktails	PREVIEW OF RESORT AND CRUISE COLLECTION  Carlye Dress will present a press preview of their North and South collection. (Show promptly at 5:00 P.M.) By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7108.	CARLYE DRESS CORP. (ST. LOUIS, MISSOURI)	HAMPSHIRE HOUSE COTTAGE
Week of Sept. 17	SCARF JUBILEE PROMOTION WEEK  Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	NAT'L WOMEN'S SCARF AND NECKWEAR ASS'N Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	THROUGHOUT THE COUNTRY
Tuesday Sept. 18 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION  Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH ST. SALON
Tuesday Sept. 18 2:30 P.M.	PREVIEW: FALL CUSTOM- ORDER COLLECTION  Presentation by B. Weinstein of the Fall and Winter custom-order collection of coats, suits and furs, the ready-to-wear collection of suits and dresses; and a showing of imports. Hats--John Frederics. By invitation only. Publicity: Irene Staub, C.J. Herrick Associates, LA. 4-9310.	B. WEINSTEIN (7 EAST 57TH STREET)	HOTEL PLAZA GRAND BALLROOM
Tuesday Sept. 18 4:30 P.M. Cocktails	PRESS PREVIEW OF NEW SHOWROOM  Berkshire Knitting Mills will invite the press to their new showroom. By invitation. Publ.: Peggy Scanlon, FE. 6-3630; after Sept. 1, PL. 7-2340.	BERKSHIRE KNITTING MILLS	600 FIFTH AVENUE SHOWROOM-24TH FL.
Wednesday Sept. 19 9:30 A.M. Coffee	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. By invitation only. Publicity: Patricia Snyder, EL. 5-5900, Ext. 311 or 695.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 19 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON  Presentation of fashions for Fall and Winter by Arnold Constable during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 19 12:45 P.M. Luncheon	"PROMENADE TO FASHION" LUNCHEON SHOWING 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.	TOWNLEY FROCKS, INC. (CLAIRe McCARDELL)	HOTEL PIERRE COTILLION ROOM
Sept. 19	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Wednesday Sept. 19 3:30 P.M.	PRESS PREVIEW OF SEAMOLDS SWIMSUITS Press preview of 1952 SeaMolds swimsuits by Flexees. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Wednesday Sept. 19 5:30 P.M.- 7:30 P.M. Cocktails	PREVIEW: PARIS ORIGINALS AND NEW FASHION FLOOR Gimbels will officially unveil their newly modernized third floor, and present a preview of Paris originals and Gimbels' adaptations. By invitation only. (This fashion show will be repeated on Monday, Sept. 24, at the Hotel Plaza, 1:00 P.M. luncheon). Publicity: Charline Sutton or Gay Stearns, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Thursday Sept. 20 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. By invitation only. Publicity: Rosamond Eddy, LO. 4-2820.	JANTZEN KNITTING MILLS	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 20 12:30 P.M. Luncheon	MAURICE RENTNER FASHIONS AT LUNCHEON 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. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Friday Sept. 21 12:00 Noon Luncheon	PRESS PREVIEW OF PARIS IMPORTS Callot Soeurs will present a collection of Paris imports--sportswear, afternoon and evening fashions. By invitation only. Publicity: Marsh-Healy Associates, PL. 7-5809.	CALLOT SOEURS	42 EAST 57TH STREET SALON-2ND FLOOR
Monday Sept. 24 1:00 P.M. Luncheon	SHOWING OF PARIS FASHIONS AT LUNCHEON Paris fashions and Gimbels' adaptations will be presented during luncheon. (Press Preview of these fashions on Wednesday, Sept. 19 at 5:30 P.M.--See above). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Showings for public: Monday, Sept. 24 at 5:00 P.M.; Tuesday, Sept. 25 and Wednesday, Sept. 26 at 2:30 P.M.--Gimbels, 3rd Fl. Gimbels Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Monday Sept. 24- Sept. 29	NATIONAL SWEATER WEEK Stores participating in the Sweater Week promotion will receive a special kit. Contact: Edward A. Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N.	THROUGHOUT THE COUNTRY

<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.	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. Fee for series: \$15.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH ST.
Tuesday Sept. 25 11:00 A.M.	PRESS PREVIEW OF WINTER COLLECTION Presentation of Lilly Dache's new Winter collection at a preview for the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET SALON-2ND FLOOR
Tuesday Sept. 25 12:30 P.M. Luncheon	PRESS PREVIEW OF SWIMSUIT COLLECTION Presentation of a collection of 1951-52 Par-Form Swimsuit Originals at a luncheon for the press. ( <u>Note change of date and time</u> ). By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	PAR-FORM FOUNDATIONS (SWIMSUIT DIVISION)	1407 BROADWAY ROOM 3409
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
Tuesday Sept. 25 2:30 P.M.	SHOWING OF FALL FASHIONS FOR WOMEN Lord & Taylor will present their Fall collection of women's fashions. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	4TH FLOOR
Tuesday Sept. 25 4:00 P.M. Champagne	HOSIERY COLOR PREVIEW & FRENCH CHAMPAGNE PARTY French champagne party and color preview for the press of new midseason hosiery fashion by Roman Stripe. Clothes from Lord & Taylor. By invitation only. (Use Savoy Plaza's private entrance at 58th Street). Contact: Betti Jessup, PE. 6-7300.	ROMAN STRIPE STOCKINGS & SAVOY PLAZA HOTEL PIPER HEIDSIECK CHAMPAGNE CRYSTAL SUITE	
Wednesday Sept. 26 12:30 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
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. (This show will be repeated on Thursday, Sept. 27 at 12:45 P.M., 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
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Thursday Sept. 27 3:00 P.M.	PREVIEW OF 1952 SWIMSUIT COLLECTION Preview for the press and resident buying offices of swimsuits for 1951-1952, by Rose Marie Reid of California. By invitation only. Contact: Betty Rich, WI. 7-3260.	ROSE MARIE REID OF CALIFORNIA	HOTEL PIERRE ROOF GARDEN
Oct. 1	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Monday).		
Oct. 2	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Tuesday).		
Wednesday Oct. 3- Oct. 4	SWIMSUIT PREVIEW IN BERMUDA FOR N.Y. EDITORS Catalina will invite the N.Y. fashion press to Bermuda to a forecast of swim wear fashions. Editors will depart from N.Y. by plane (Pan American World Airways) at about 10:00 A.M., Wednesday, Oct. 3. There will be a cocktail party, dinner, and fashion show at the Castle Harbour Hotel, in Bermuda, where they will stay. The press will leave after luncheon, Thursday, Oct. 4, and arrive in N.Y. about 6:00 P.M. By invitation only. (Bermuda Publicity: Elizabeth Maher, EL. 5-4248). Catalina Publicity: Virginia Dickson, Robert S. Taplinger & Associates, PL. 7-8040.	CATALINA SWIMSUIT CO. (LOS ANGELES, CALIF.)	CASTLE HARBOUR HOTEL, BERMUDA

Beginning Wednesday Oct. 3- Oct. 9	OPENING OF SPRING SPORTSWEAR LINES The Sportswear Guild members will open their Resort and Spring collections. Members include:	THE SPORTSWEAR GUILD ADLER & ADLER, INC. DAVIDOW DAVIDOW M. GOODSTEIN, INC.	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES, INC.
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Contact individual manufacturers.

Oct. 10 YOM KIPPUR--JEWISH DAY OF ATONEMENT (Wednesday).

Beginning Monday Oct. 15	SPRING OPENINGS OF FOGA LINES Spring collections by members of the Fashion Originators' Guild of America will be shown during the week beginning Monday, Oct. 15. Individual dates will be announced later. Members include:	FASHION ORIGINATORS' GUILD OF AMERICA, INC. LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSEA & COPPOLA ELFREDA-FOX, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS	MANUFACTURERS SHOWROOMS PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.			9

MOVIES...TELEVISION...THEATRE

- Tuesday August 28 3:30 P.M. Saturday Sept. 1 11:00 A.M.
- TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2  
August 28: Presentation of the Paul Parnes collection of Fall fashions. Also, a showing of high fashion apparel and accessories from new lace yarn. Sept. 1: Pat Warren, designer for Nantucket Naturals, will present a collection of Fall fashions; also, a demonstration of new felt fashions made from inexpensive fabric. Fashion Magic Fashion Coordinator and Contact: Francine Stone, JU. 6-4335.
- Wednesday August 29
- PREMIERE: "A PLACE IN THE SUN" (Movie) CAPITOL THEATRE, B'WAY & 51 ST. Paramount Pictures drama about a young man whose ambition to succeed in business leads him to contemplate murder. Stars: Montgomery Clift, Elizabeth Taylor, Shelley Winters. Producer and Director: George Stevens. Costumes: Edith Head. Publicity: Maria Van Slyke, BR. 9-8700.
- Wednesday August 29
- PREMIERE: "PEOPLE WILL TALK" (Movie) ROXY THEATRE, 7TH AVE. & 50 ST. Twentieth Century-Fox film based on the play "Dr. Praetorius" by Curt Goetz. Cast features Cary Grant, Jeanne Crain, Finlay Currie, Hume Cronyn. Producer: Darryl F. Zannuck. Director: Joseph Mankiewicz. Wardrobe Direction: Charles Le Maire. Publ.: Betty Eisenhart, CO. 5-3320.
- Wednesday August 29
- PREMIERE: "HIS KIND OF WOMAN" (Movie) PARAMOUNT THEATRE, B'WAY & 43 ST. Howard Hughes film about a professional gambler in Mexico. Starring Robert Mitchum, Jane Russell, with Vincent Price and Tim Holt. Producer: Robert Sparks. Director: John Farrow. Miss Russell's Gowns by Howard Greer. Publicity: Don Prince, JU. 6-5050.
- Thursday August 30 3:30 P.M.
- TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2 Frances Hodges, director of Merchandising Service for "Seventeen" Magazine, will present and comment on Fall fashions from the St. Louis Fashion Creators. These fashions will appear in the next issue of the magazine. Producer and Contact for TV Program: Stanley Poss, PL. 5-2000.
- Tuesday Sept. 4
- OPENING: "LACE ON HER PETTICOAT" BOOTH THEATRE, 222 WEST 45 ST. Herman Shumlin will present Amee Stewart's play, last season's London success, 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: Same Leve. Costumes: Hazel Roy. Publicity: Bernard Simon, CI. 5-7294.
- Wednesday Sept. 5
- PREMIERE: "THE MEDIUM" (Movie) SUTTON THEATRE, 3RD AVE.& 57TH United Artists will distribute the film version of the mystical drama about a seance written by Gian-Carlo Menotti. Stars: Marie Powers, Leo Coleman and Anna Maria Alberghetti. Producers: Walter Lowendahl, Milton Perlman and Evan Frankel. Director: Mr. Menotti. Benefit Premiere Prices: \$5.00; \$7.50; and \$10.00. Open to public: Thursday, Sept. 6. United Artists Publicity: Myer P. Beck, CI. 5-6000.
- Monday Sept. 10
- PREMIERE: "THE RIVER" (Movie) PARIS THEATRE, 4 WEST 58TH ST. United Artists release of Jean Renoir's Technicolor production based on Rumer Godden's novel about life along the Ganges River in West Bengal, India. The plot concerns three young girls and a young man from America. Stars: Nora Swinburne, Esmond Knight and Arthur Shields. Producer: Kenneth McEldowney. Director: Jean Renoir. Performances at 2:40 P.M. and 8:40 P.M. daily, by reservation only. United Artists Publ.: Tess Michaels, CI. 5-6000. Paris Theatre Publ.: Lillian Gerard, MU. 8-4860.