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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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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 20, 1951</u>			
Monday August 20 11:00 A.M. 3:00 P.M.	PRESS & TRADE PREVIEWS: NEW GOWN COLLECTION Raymond Marinelli will present his new collection of "Cosmopolitan" fashions, label gowns "done with a thought to your budget." <u>Press preview at 11:00 A.M.</u> Trade Preview at 3:00 P.M. By invitation only. Contact: Mr. Nelson, RE. 4-3759.	RAYMOND MARINELLI, INC.	37 WEST 47TH STREET SHOWROOM-3RD FLOOR
Monday August 20 4:30 P.M. Cocktails	PARIS "QUICKIE": PRESS PREVIEW OF FRENCH HATS Press preview of newest French hats, selected by G. Howard Hodge from the Haute Couture in Paris. By invitation. Publ.: Maud G. Moody, LE. 2-4049.	G. HOWARD HODGE	1 WEST 39TH STREET SHOWROOM-5TH FLOOR
August 20- August 24	ANNUAL GIFT & NEW PRODUCTS SHOW, HOTELS STATLER & NEW YORKER. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.		
August 21	PRIMARY ELECTIONS DAY (Tuesday).		
Tuesday August 21 12:30 P.M. Luncheon	PRESS PREVIEW OF NEW LEATHER COLORS The Tanners' Council of America will invite the press to a luncheon and showing of new leather colors. By invitation only. (<u>Tuesday, August 21</u> and <u>Wednesday, August 22</u> , leather finishes and treatments in new colors for Spring 1952, from ninety-three tanning firms, will be on display at the 39th Semi-Annual Leather Show.) Contact: Leif Kronen, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA JANSEN SUITE
Tuesday August 21 3:30 P.M. Tea	PRESS PREVIEW: ITALIAN COUTURE COLLECTION Presentation to the press of a collection of fashions, designed by Italian couturiers in Cohama fabrics. (Showing promptly at 4:00 P.M.). By invitation only. Publicity: Jane Wyatt, LO. 4-6000.	COHAMA FABRICS	HOTEL PLAZA PERSIAN ROOM
Beginning Tuesday August 21	OPENING OF HOLIDAY COLLECTION Masket Brothers will present the Raissa Masket collection of Inseparables for Holiday wear at daily showings. Publicity: Sidney Dee Bloeme, JU.6-4490.	MASKET BROTHERS SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Beginning Tuesday August 21	OPENING OF HOLIDAY COLLECTION OF SEPARATES Daily showings of Nelly de Grab's collection of Holiday separates. Publ.: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB CO.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Wednesday August 22 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Rosette Pennington will present bridal fashions at a preview for the press. By invitation only. Contact: Ruth English, PL. 9-3737.	ROSETTE PENNINGTON	20 EAST 56TH STREET 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 23 9:30 A.M. Breakfast	BREAKFAST PREVIEW FOR BEAUTY PRESS Clairol will invite the beauty press to a breakfast party. By invitation only. Publicity: Jack Shor, OR. 5-0700.	CLAIROL HAIR COLOR INSTITUTE, INC.	510 SIXTH AVENUE SHOWROOM-4TH FLOOR
Thursday August 23 12:15 P.M. Box Luncheon	FASHION SHOW FOR WOMEN WHO WORK Saks 34th Street will present fashions based on a "back-from-vacation and back-to-office" theme--clothes for women who work. By invitation only. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	MARTINIQUE HOTEL B'WAY & 32ND ST.
Thursday August 23 2:30 P.M.	TEENAGE FASHIONS AT PRESS PREVIEW Back-to-school fashions for teenagers from the "Miss Deb" Shop will be presented to the press. Open to public. Publicity: Pat Ellis, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
August 26- August 28	NAT'L BEAUTY TRADES SHOW, HAIRDRESSERS & COSMETOLOGISTS, HOTEL STATLER. Contact: Mr. L.A. Freiberg, Managing Dir., 212 Fifth Avenue, MU. 5-8287.		
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: Susanna Davis, 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. <u>For press at 3:00 P.M. For fashion coordinator, and designers, 4:00 P.M. to 7:00 P.M., cocktails.</u> By invitation only. (Use private entrance at 58th Street). Publicity: Kay Martin or Helen Bennett, Silk & Rayon Print Institute, LO. 5-2140.	SILK AND 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
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 STREET 5TH FLOOR

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 HATTIE CARNEGIE 42 EAST 49TH ST. PUBL.: ELEANOR LAMBERT MU. 8-2130
At 3:00 P.M.

Wednesday
Sept. 5 SAKS FIFTH AVENUE 611 FIFTH AVE. PUBL.: CAROLYN HAIGHT PL. 3-4000
At 11:00 A.M. (Designed by Sophie)

Wednesday
Sept. 5 BERGDORF GOODMAN 754 FIFTH AVE. PUBL.: FLORENCE NEFF PL. 3-7300
At 5:30 P.M.

Thursday
Sept. 6 HENRI BENDEL 10 WEST 57TH ST. PUBL.: FRANCES ANDERSON CI. 7-1100
At 10:30 A.M.

Thursday
Sept. 6 BONWIT TELLER 721 FIFTH AVE. PUBL.: SOPHIE SHONNARD EL. 5-6800
At 3:00 P.M. or NONA PARKS

Monday
Sept. 10 MILGRIM 6 WEST 57TH ST. PUBL.: RUTH WALTZ CI. 7-7200
At 11:00 A.M.

Tuesday
Sept. 11 ELIZABETH ARDEN 691 FIFTH AVE. PUBL.: RASPONI ASSOC. TE. 8-8171
At 3:00 P.M.

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 SAKS 34TH STREET HOTEL PLAZA
MILLINERY & COPIES WHITE & GOLD SUITE
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.) PUBL.: Rita Dobbins, LA. 4-7000.

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.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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	2ND FLOOR FASHION MDSE. OFFICE
Sept. 5	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Pg. 3).		
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. 3).		
Sept. 6	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Pg. 3).		
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. (This will be the only show). Press invited. For reservations, contact: Denise Dolfin, RE. 4-1233.	RUTH RAMOS, INC. (16 EAST 66TH STREET)	HOTEL ASTOR BALLROOM
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 Pg. 3).		
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. <u>Trade showings at 3:30 P.M. on Sept. 11, 12, 13, 18 and 19.</u> 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>
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 informally for the public, from 12:00 Noon to 4:00 P.M., on the 3rd Floor). Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Sept. 8	NATIONAL TIE WEEK (Sept. 8-Sept. 17).		
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 3).		
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. 3).		
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 ST. SALON

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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	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 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
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 BIRDCAGE
Friday Sept. 14 12:15 P.M. Luncheon	EUROPEAN COLLECTIONS AND TREND CLOTHES The Fashion Group will present a 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
Sept. 15	FEDERAL INCOME TAX (Third payment due--Saturday).		
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, 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. By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7108.	CARLYE DRESS CORP. (ST. LOUIS, MISSOURI)	PLACE TO BE ANNOUNCED

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Sept. 17	SCARF JUBILEE PROMOTION WEEK Publicity: Gladys Steiner,	NAT'L WOMEN'S SCARF AND NECKWEAR ASS'N 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 collec- tion 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
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
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
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
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 TERRACE 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 Gimbel's adaptations will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Showings for public at 5:00 P.M., Monday, Sept. 24; at 2:30 P.M., Tuesday, Sept. 25; and at 2:30 P.M., Wednesday, Sept. 26—Gimbel's, 3rd floor. Gimbel's 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
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 STREET
Sept. 24	NATIONAL SWEATER WEEK. Contact: Edward A. Brandwein, MU. 3-7520.		
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
Wednesday Sept. 26 11:00 A.M.	SWIMSUIT COLLECTION AT PRESS PREVIEW Par-Form Foundations will present a collection of 1951-52 Par-Form Swimsuit Originals. By invitation only. Contact: May Hunau, OR. 7-0330.	PAR-FORM FOUNDATIONS, INC. (SWIMSUIT DIVISION)	1407 BROADWAY ROOM 3409
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 & Elaine 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 Harbor 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 HARBOR HOTEL BERMUDA
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. Indi- vidual dates will be announced later. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA-FOX, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. Spring collections by members of the Fashion Originators' Guild of America will be shown during the week beginning Monday, Oct. 15. Indi- vidual dates will be announced later. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA-FOX, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	MANUFACTURERS' SHOWROOMS HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TAIMACK, INC. HANNAH TROY, INC.

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

- Wednesday August 22; TELEVISION: KATHI NORRIS PROGRAM WNB-TV, CHANNEL 4
August 23 1:00 P.M. August 22: Presentation of women's and misses storm coats from 10 leading N.Y. manufacturers' collections. August 23: Showing of fashions inspired by colors used in tobacco processing by the Cuban tobacco industry. Publicity: Bob Bloch, PL. 3-1742.
- Thursday August 23 2:45 P.M. TELEVISION: "VANITY FAIR" CBS-TV, CHANNEL 2
Celeste Frocks will present a Fall collection of couture designs in little girls' fashions, sizes 1 to 12. Commentator: Robin Chandler. CBS-TV Contact: Betty Hamilton, PL. 5-2000, Ext. 329.
- Thursday August 23; TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2
August 30 3:30 P.M. August 23: Anne Fogarty will present her collection of crinolines, to be worn under Fall fashions, as featured in "Life" magazine. August 30: Frances Hodges, director of merchandise for "Seventeen" magazine, will present and comment on Fall fashions from the St. Louis Fashion Creators, coordinated by Joan Gardner. Producer and Contact for TV Program: Stanley Poss, PL. 5-2000.
- Tuesday Sept. 4 OPENING: "LACE ON HER PETTICOAT" BOOTH THEATRE, 222 WEST 45TH 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: Sam Leve. Costumes: Hazel Roy. Publicity: Bernard Simon, CI. 5-7294.
- Beginning Tuesday Sept. 4 EIGHTH SEASON: NEW YORK CITY BALLET NEW YORK CITY CENTER, 131 W. 55 ST.
The New York City Ballet will open its eighth season., Fall 1951, consisting of three weeks' programs. Artistic Director: George Balanchine. Musical Director: Leon Barzin. Prices (including tax): \$1.50-\$3.60. Publicity: Philip Bloom, CH. 4-5185.
- Wednesday Sept. 5 PREMIERE: "THE MEDIUM" (Movie) SUTTON THEATRE, 3RD AVE, & 57 ST.
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. 17 OPENING: "BORSCHT CAPADES" ROYALE THEATRE, 242 WEST 45TH ST.
Hal Zeiger will present the successful musical revue, which played in Chicago, Miami and on the West Coast. Stars Mickey Katz and his recording orchestra, with outstanding singers and dancers from Israel. More details later. Publicity: Ross Associates, BR. 9-5906.
- Tuesday Sept. 25 OPENING: "LOVE AND LET LOVE" PLYMOUTH THEATRE, 236 WEST 45TH ST.
Anthony B. Farrell will present a new comedy written and directed by Louis Verneuil. Stars: Ginger Rogers with Tom Helmore, Dorothy Adams and Louis Verneuil. Setting: Ralph Alswang. Costumes: Jean Louis. Publicity: Nat Dorfman, LO. 3-0858.
- Sept. 26- TWENTY-SIXTH ANNUAL WORLD'S CHAMPIONSHIP RODEO, MADISON SQ. GARDEN, 8TH Oct. 31 AVE. & 50TH ST. Publicity: Lillian Jenkins, CO. 5-6800.