

fashion calendar

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

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

february

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

march

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

april

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

may

S	M	T	W	T	F	S
1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

june

S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

july

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

august
WEEK OF

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

september

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

october

S	M	T	W	T	F	S
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november

S	M	T	W	T	F	S
		1	2	3	4	5
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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, AUGUST 3, 1951</u>			
Friday August 3 9:45 A.M. Coffee	PREVIEW: IRMA KIGERE'S STOLES FOR FALL The press will be invited to an informal showing of stoles for Fall by Irma Kigere. By invitation. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECHEL	2ND FLOOR
<u>BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS</u>			
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
Monday August 6	KRESGE-NEWARK Publicity: Constance Bray, Mitchell 2-8000.		3RD 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 Thursday, 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. Monday, August 13 at 2:30 P.M.: Fashions for kindergarten through college age, including clothes for teachers. Tuesday, August 14 at 2:30 P.M.: "Hi-Teens" fashions. Wednesday, August 15 at 2:30 P.M.: Sewing fashions for teens and juniors. Thursday, August 16 at 6:00 P.M.: Fashions for college men and women. Friday, August 17 at 2:30 P.M.: Kindergarten to pigtails back-to-school fashions. Press invited. Open to public. Publicity: Olga Paracka, Feature Events Dept., TR. 5-7200.		8TH FL.-SPEC.EVENTS

(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>			
Monday August 13	LORD & TAYLOR Informal modeling of college fashions. Publicity: Gloria Carr, WI. 7-3300. (Note Change of Date).		5TH FLOOR
Wednesday August 15 10:30 A.M. Breakfast	SAKS FIFTH AVENUE Presentation of college fashions at a breakfast preview for the press. By invitation. (College Shop will open on August 15, 7th Floor, Saks Fifth Ave.). Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		SAVOY PLAZA (CHATEAU SUITE)
Wednesday August 15 2:30 P.M.	B. ALTMAN & CO. Preview of college fashions. Press invited. Open to public. Previews in suburban stores: White Plains--August 16, at 3:00 P.M.; Manhasset--August 17, at 3:00 P.M.; East Orange, N.J.--August 20, at 3:00 P.M. Publicity: Lois Garrett or Jean O'Brien, MU. 9-7000.		3RD FLOOR
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, QR. 5-5000, Ext. 493.		2ND FL.-EXEC.OFFICE
Thursday August 16 12:30 P.M.	JAMES McCREERY & CO. Presentation of college fashions at 12:30 P.M. and 6:00 P.M. Open to public. Publicity: Georgine Thomson, WI. 7-7000.		4TH FLOOR
Thursday August 23 2:30 P.M.	MARTIN'S (BROOKLYN) Back-to-school fashions for teenagers, presenting clothes from the "Miss Deb" Shop. Press invited. Open to public. Pub.: Pat Ellis, TR. 5-3100.		5TH FLOOR
Tuesday August 28 2:30 P.M.	NAMM'S (BROOKLYN) Showing of back-to-school fashions for pigtails to teen-agers by Namm's. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.		2ND FLOOR
Wednesday August 29 2:30 P.M.	L. BAMBERGER & CO. (NEWARK) "Bam" College Junction fashion showing for press. By invitation. Publicity: John von Arnold, Market 2-1212.		3RD FLOOR

WEEK BEGINNING MONDAY, AUGUST 6, 1951

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	HOTEL PIERRE BALLROOM FOYER
Tuesday August 7 12:00 Noon Luncheon	PRESS PREVIEW OF PARIS REPRODUCTIONS Presentation of dresses and dressmaker suits, reproduced from Parisian designs by Bruyere. By invitation. Contact: LO. 4-6238.	BARON-PETERS CO., INC. (BOSTON, MASSACHUSETTS)	533 SEVENTH AVENUE SHOWROOM-39TH FLOOR
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 Sondeheim at a special showing for the guests of the N.Y. State Food Merchants Association. By invitation. Contact: Beatrice Joyce, BE. 3-3812.	NEW YORK DESIGNERS & MANUFACTURERS	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 7	RUSSEKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 2:00 P.M. (See Page 1).		
August 8	PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).		
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 1).		
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 1).		
Sunday August 12- August 16	NATIONAL RETAIL JEWELERS' SHOW The American National Retail Jewelers' Association will hold its 46th annual convention and merchandise show, with exhibits by manufacturers, distributors and importers of jewelry and allied lines. Contact: Boyd Evans, 551 Fifth Avenue, MU. 2-2764.	AMERICAN NAT'L RETAIL JEWELERS' ASSOCIATION	WALDORF-ASTORIA
August 13	ABRAHAM & STRAUS' "BACK-TO-SCHOOL WEEK" FASHION SHOWS. (See Page 1).		
August 15	SAKS 5TH AVE. COLLEGE FASHION SHOW AT SAVOY PLAZA, 10:30 A.M. (See Pg. 2).		
August 15	B. ALTMAN'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		
Cancelled August 15- August 30	THE "FAIR OF ITALY" EXHIBIT, ORIGINALLY SCHEDULED FOR WEDNESDAY, AUGUST 15 THROUGH AUGUST 30, AT GRAND CENTRAL PALACE, HAS BEEN CANCELLED. (Tentative date for this exhibit has been set for December 12 through December 23).		
August 16	HEARN'S FASHION SHOWING OF BACK-TO-SCHOOL CLOTHES AT 9:30 A.M. (See Pg. 2).		
Thursday August 16 9:30 A.M. And 3:30 P.M.	PREVIEW: RESORT-SPRING COLORS & LEATHER STYLES A preview of Allied Kid Company's Resort, Spring and Summer, 1952, leather colors and styles in skins and pullovers. At 9:30 A.M., for fashion press, shoe stylists and department store fashion coordinators. At 3:30 P.M., for fabric and hosiery stylists and buying office fashion coordinators. By invitation only. Contact: Helene O'Hara or Dorothy Campbell, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM
August 16	JAMES McCREERY'S COLLEGE FASHION SHOW AT 12:30 P.M. & 6:00 P.M. (See Pg. 2).		
August 19	NATIONAL AVIATION DAY (Sunday).		
August 19- August 23	THE PHILADELPHIA COSMETIC ASSOCIATION'S TENTH ANNUAL SHOW AT BENJAMIN FRANKLIN HOTEL. Contact: Philadelphia Cosmetic Ass'n., Philadelphia.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 20-	ANNUAL GIFT & NEW PRODUCTS SHOW	GEORGE F. LITTLE MANAGEMENT	HOTELS STATLER & NEW YORKER
August 24	The New York Gift Show will include a large variety of gift lines and new products for selling in retail stores. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.		
August 21	PRIMARY ELECTIONS DAY (Tuesday).		
Tuesday August 21	PRESS PREVIEW OF NEW LEATHER COLORS	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA JANSEN SUITE
12:30 P.M. Luncheon	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.		
Tuesday August 21	PRESS PREVIEW: ITALIAN COUTURE COLLECTION	COHAMA FABRICS	HOTEL PLAZA PERSIAN ROOM
3:30 P.M. Tea	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.		
Thursday August 23	BREAKFAST PREVIEW FOR BEAUTY PRESS	CLAIROL HAIR COLOR INSTITUTE, INC.	510 SIXTH AVENUE SHOWROOM-4TH FLOOR
9:30 A.M. Breakfast	Clairol will invite the beauty press to a breakfast party. By invitation only. Publicity: Jack Shor, OR. 5-0700.		
Thursday August 23	FASHION SHOW FOR WOMEN WHO WORK	SAKS 34TH STREET	MARTINIQUE HOTEL B'WAY & 32ND ST.
12:15 P.M. Box	Saks 34th Street will present fashions based on a "back-from-vacation and back-to-office" theme--clothes for women who work. By invitation.		
Luncheon	Publicity: Rita Dobbins, LA. 4-7000.		
August 23	MARTIN'S TEEN-AGE BACK-TO-SCHOOL FASHION SHOW AT 2:30 P.M. (See Page 2).		
Sunday August 26-	NATIONAL BEAUTY TRADES SHOW	NAT'L HAIRDRESSERS & COSMETOLOGISTS ASS'N	HOTEL STATLER
August 28	The National Beauty Trades Show, sponsored by the National Hairdressers and Cosmetologists Association, in cooperation with the National Beauty and Barber Manufacturers' Association, will include trade exhibits and style shows. Registration Fee: \$1.50. Contact: Mr. L.A. Freiberg, Managing Director, 212 Fifth Avenue, MU. 5-8287.		
August 28	NAMM'S SHOWING OF BACK-TO-SCHOOL FASHIONS AT 2:30 P.M. (See Page 2).		
Wednesday August 29	PRESS PREVIEW OF NEW FABRICS FOR FALL	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
9:45 A.M. Breakfast	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. 2431.		
August 29	L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>PRESS OPENINGS: 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
Sept. 3	LABOR DAY--LEGAL HOLIDAY (Monday).		
Tuesday Sept. 4 9:30 A.M. Breakfast	PRESS PREVIEW: PARIS MILLINERY & COPIES	SAKS 34TH STREET	HOTEL PLAZA 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. Publicity: Rita Dobbins, LA. 4-7000.		
Tuesday Sept. 4 2:30 P.M.	PRESS SHOWING OF JAY THORPE ORIGINALS	JAY THORPE	4TH FLOOR
	Presentation to the press of the collection of Jay Thorpe Originals for Fall. By invitation only. Publ.: Elaine Kanners, JU. 6-1000, Ext. 104.		
Wednesday Sept. 5 9:45 A.M.	PRESS SHOWING: PARIS HATS AND ADAPTATIONS	GIMBELS	2ND FLOOR FASHION MDSE.OFFICE
	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.		
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	WALDORF-ASTORIA STARLIGHT ROOF
	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.		
Sept. 5	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Above).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 6	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 5).		
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 Page 5).		
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
Sunday Sept. 9	THIRTEENTH ANNUAL "MRS. AMERICA" CONTEST National finalists will compete for the "Mrs. America" of 1952 title and trophy to be presented by Hess Brothers of Allentown, Pa. The finalists will participate in a fashion showing of suits, designed by Murray Sices. Publicity: Sylvia Greene, Bert Nevins, Inc., WI. 7-9715.	MRS. AMERICA, INC. (152 WEST 42ND STREET)	CONVENTION HALL ASBURY PARK, N.J.
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 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
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
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. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
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 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
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.
Week Of Sept. 17	SCARF JUBILEE PROMOTION WEEK The Scarf and Neckwear Guild of the National Women's Scarf and Neckwear Association will sponsor the Scarf Jubilee Promotion during the week of September 17. Publicity: Gladys Steiner, Lester Harrison, Inc., MU.9-1630.	NAT'L WOMEN'S SCARF AND NECKWEAR ASS'N	THROUGHOUT THE COUNTRY
Beginning Monday Sept. 17	OPENING OF CRUISE & RESORT LINES IN CALIF. Contact: California Fashion Creators, Los Angeles, Calif.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
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. Publicity: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH ST. SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 18 3:30 P.M.	PREVIEW: FALL CUSTOM- ORDER COLLECTION Presentation by B. Weinstein of the Fall custom-order collection of coats, suits and furs, the ready-to-wear collection of suits and dresses, and a showing of imports. 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: Headwaiter, 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. (<u>Note Change of Date and Place</u>). 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. 7063. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
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. <u>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, at Gimbel's, 3rd floor.</u> 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

<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.
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
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
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
Sept. 30	DAYLIGHT SAVING TIME ENDS--SUNDAY (Set clocks back one hour).		
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

- Friday August 3 PREMIERE: "THE SECRET OF CONVICT LAKE" (Movie) GLOBE THEA., B'WAY & 46TH ST. Twentieth Century-Fox 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. Wardrobe: Charles Le Maire and Edward Stevenson. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Saturday August 4; 11:00 A.M. TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2 August 4: John Frederick Strassner, designer for Elfreda-Fox, will present a collection of Fall dress fashions. Also, Dan Levin will demonstrate how to make rhinestone buttons. August 7: Gwendolyn Walters, fashion editor of "Modern Screen", will commentate on fashions chosen by the magazine's Hollywood board for the September issue. Program hostess: Arlene Francis. Publicity: Helen Brattrud, PL. 5-2000.
- Week Of August 6 FINAL PROGRAM: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM Monday, August 6: All-Brahms program--Yehudi Menuhin, violinist. Tuesday, August 7: Carl Stern, violoncellist--Tchaikovsky's Symphony No.4 in F minor. Wednesday, August 8: Ezio Pinza, soloist. Publicity: Miss Alix Williamson, CI. 6-4462.
- Tuesday August 7; August 10 1:00 P.M. TELEVISION: KATHI NORRIS PROGRAM WNBT-TV, CHANNEL 4 August 7: Presentation of jewelry and fashion items by Mr. Uslander of Joost Brothers Jewelry Manufacturing Company. August 10: Showing of youngsters Fall fashions, aged 9 months to 3 years, designed by Hulda Schorr. Publicity: Bob Bloch, PL. 3-1742.
- Wednesday August 8 PREMIERE: "THE LAW AND THE LADY" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST. MGM romantic comedy, starring Greer Garson and Michael Wilding, about the wooing and winning of a young lady throughout the capitols of three continents. Producer-Director: Edwin H. Knopf. Wardrobe: Walter Plunkett. Publicity: Dorothy Day, JU. 2-2000.
- Thursday August 9; August 16 3:30 P.M. TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2 August 9: Showing of Rosanna knitted wear fashions. August 16: Presentation of a collection of blouses by Korby. Program hostess: Robin Chandler. Publicity: Helen Brattrud, PL. 5-2000.
- Monday August 12 4:00 P.M. TELEVISION: NANCY CRAIG PROGRAM WJZ-TV, CHANNEL 7 Diane Young will introduce a collection of Monogram Blouses. Diane Young Publ.: Merchandising Coordinates, WA. 9-6758. WJZ Contact: CI. 7-5700.
- Wednesday August 15 8:30 P.M. PREMIERE: "DAVID AND BATHSHEBA" (Movie) RIVOLI THEATRE, B'WAY & 50TH ST. 20th Century-Fox Technicolor movie based on the Biblical story about a great Israel King. Stars: Gregory Peck, Susan Hayward and Raymond Massey. Producer: Darryl F. Zanuck. Director: Henry King. Wardrobe: Charles Le Maire and Edward Stevenson. Publ.: 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, 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.