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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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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, JULY 31, 1950</u>			
Just Published	SPRING COLOR FORECASTS: MEN'S & WOMEN'S SHOES	THE TEXTILE COLOR CARD ASSOCIATION	200 MADISON AVENUE
	Advance leather samples of the new colors for women's and men's shoes for Spring, 1951 have just been issued by The Textile Color Card Association. Leather swatches in twenty colors, including pastels and brilliants, will be on the 1951 Spring Color Cards, to be issued by the Association. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.		
Monday July 31 3:30 P.M.	SPRING FABRIC SHOW FOR TRADE PRESS	CONE EXPORT & COMMISSION CO.	WALDORF-ASTORIA CARPENTER SUITE
	Cone Export & Commission Company will hold a special preview of their 1951 Spring fabrics for the trade press. Attendance by invitation only. Contact: Cone Export & Commission Co., 59 Worth St., WA. 5-2182.		
Monday July 31- August 5	FALL & HOLIDAY MARKET WEEK IN CHICAGO	WOMEN'S WEAR AND ACCESSORIES ASS'N.	MERCHANDISE MART CHICAGO, ILLINOIS
	Contact: Women's Wear And Accessories Ass'n., Merchandise Mart, Chicago.		

COLLEGE SHOP OPENINGS AND SHOWINGS

Monday July 31	BLOOMINGDALE'S Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695 or 311.	3RD FLOOR
Monday July 31	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Monday July 31	JOHN WANAMAKER (B'WAY & 9TH ST.) Publicity: Esther Podester, GR. 3-4700.	3RD FLOOR
Tuesday August 1 9:00 A.M. Breakfast	SAKS FIFTH AVENUE "The Well-Rounded Wardrobe for the Girl with a Goal . . . College or Career"--Saks Fifth Avenue will present a breakfast preview of their college fashions at the Hotel Edison Arena Theatre, 228 West 47th St. Show at 9:45 A.M. Attendance by invitation only. Opening of College Shop at Saks Fifth Avenue, 7th floor, Tuesday, August 8. Publicity: Felice Maier, PL. 3-4000, Ext. 7064.	ARENA THEATRE
Tuesday August 1	LORD & TAYLOR Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Tuesday August 1 2:00 P.M.	RUSSEKS FIFTH AVENUE Showing of college fashions at Russeks. Press invited. Open to public. (Note Change of Date). Publicity: Miriam Lenzen, WI. 7-1900.	7TH FLOOR

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)</u>			
Thursday August 3 3:00 P.M.	ARNOLD CONSTABLE Presentation of fashions for college. Press invited. Publicity: Lynn Casey, MU. 5-2300.		3RD FLOOR Open to public.
Thursday August 3 6:00 P.M.	ABRAHAM & STRAUS (BROOKLYN) Abraham & Straus will present college fashions in the Special Events Center, 8th floor. Press invited. Open to public. Publicity: Frances Bemis, Feature Events, TR. 5-7200.		8TH FL., SPEC. EVENTS
Monday August 7	L. BAMBERGER & CO. (NEWARK) Publicity: Bert Adams, Market 2-1212, Ext. 2312.		3RD FLOOR
Monday August 7	FRANKLIN SIMON Publicity: Lenore Benson, WI. 7-9600.		3RD FLOOR
Wednesday August 9 4:30 P.M.	JAY THORPE Press preview of back-to-school fashions from The Young Sophisticates Shop. By invitation only. Publicity: Sally Park, JU. 6-1000, Ext. 104.		2ND FLOOR
Thursday August 10 10:30 A.M.	OHRBACH'S Press preview of college fashions at 10:30 A.M. Attendance by invitation only. College Shop will open to the public at 12:00 Noon. Publicity: Mark Klauser, SP. 7-9000.		3RD FLOOR
Thursday August 10 2:30 P.M.	MARTIN'S (BROOKLYN) College fashion show at Martin's. Press invited. Open to public. College shop opens Thursday, August 3. Publicity: Rita Dobbins or Pat Ellis, TR. 5-3100.		5TH FLOOR
Monday August 14 7:30 P.M.	BOND FIFTH AVENUE Presentation of college fashions. Press invited. Open to public. College Shop opens same day. Publicity: Jerry Halprin, WI. 7-6550.		3RD FLOOR
Monday August 14	BONWIT TELLER Publicity: Carolyn Haight, EL. 5-6800.		5TH FLOOR
Tuesday August 15 3:00 P.M.	SAKS 34TH STREET Showing of fashions for college. Press invited. College Shop opens Monday, August 14. Publicity: Frances Eisner, IA. 4-7000.		3RD FLOOR
Wednesday August 16 2:30 P.M.	B. ALTMAN & CO. Altman's will present a preview of college fashions. Press invited. Open to public. The College Shop will open Monday, July 31. Publicity: Etta Daub, MU. 9-7000, Ext. 412 or 418.		3RD FLOOR
Thursday August 17 11:00 A.M.	GIMBELS Gimbels will show college fashions to the press at 11:00 A.M. Presentation for public at 6:00 P.M. on the 3rd floor. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		2ND FLOOR
Thursday August 17 2:30 P.M.	MARTIN'S (BROOKLYN) Presentation of back-to-school fashions for teenagers. Press invited. Open to public. Publicity: Rita Dobbins or Pat Ellis, TR. 5-3100.		4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE</u> <u>CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE</u>			
Monday, July 31:	Callot Soeurs, M. Vramant, Maggy Rouff, Molyneux, N. Ricci.		
Tuesday, Aug. 1:	Agnes Drecoll, Alice Levon, Henry a la Pensee, J. Heim, Lanvin, Robert Piquet, Worth.		
Wednesday, Aug. 2:	Calixte, Renal, Bader, Chaumont, Desvignes, Schiaparelli.		
Thursday, Aug. 3:	Gres, Jean Patou, Martial Et Armand, Schiaparelli.		
Friday, Aug. 4:	Hermes.		
Monday, Aug. 7:	Pierre Benoit, Pierre Clarence.		
Tuesday, Aug. 8:	Amy Linker.		
Wednesday, Aug. 16:	Madeleine Geroy.		
Monday, Aug. 28:	Carmine.		
Attendance by invitation only. Contact: Chambre Syndicale de La Couture Parisienne, 102 Rue du Faubourg St.-Honore, Paris, France.			
August 1	SAKS FIFTH AVENUE COLLEGE FASHION SHOW FOR PRESS AT 9:00 A.M. (See Pg.1)		
Tuesday August 1 3:30 P.M.	PREVIEW: SPRING COLORS AND LEATHER STYLES	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM
	A preview of Allied Kid Company's Resort, Spring, Summer 1951 leather colors and styles in skins and pullovers. For press, fabric stylists, and buying offices, by invitation. This show will be repeated on		
	<u>Wednesday, August 2 at 9:30 A.M.</u> for shoe and hosiery stylists; and department store fashion coordinators. By invitation only. Contact: Helene O'Hara or Dorothy Campbell, MU. 6-1623.		
Tuesday August 1 4:30 P.M.- 7:30 P.M. Cocktails; Buffet	PRESS PREVIEW OF FASHIONS IN TELEVISION	MOTOROLA, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
	The 1951 complete new line of television receivers and radios will be shown to the press by Motorola, Inc., along with television fashions and furniture. M.C.--Maggi McNellis. Attendance by invitation only.		
	Publicity: Jeanne Lowe at Roger Brown, Inc., PL. 5-3100.		
August 1	RUSSEKS FIFTH AVENUE COLLEGE SHOW FOR PRESS AT 2:00 P.M. (See Page 1).		
Wednesday August 2 5:00 P.M. Cocktails	PREVIEW: NEW PERFUME AND HOLIDAY GIFT LINES	BOURJOIS, INC.	WALDORF-ASTORIA BASILDON SUITE
	Bourjois will invite the press to a cocktail party and preview of its newest perfume line and Evening in Paris, Mais Oui, and Beau Belle gift sets and novelties for Christmas, 1950. Also, Barbara Gould will present her new Fall make-up, and Christmas specialties. Attendance by invitation only. Publicity: Grace Coppage, LO. 4-0200, Ext. 74.		
Wednesday August 3 10:00 A.M.; 6:00 P.M.	PRESS PREVIEW OF FUR FASHIONS	GIMBELS	2ND FLOOR FASHION OFFICE
	Gimbels will present Fall and Winter fur fashions at a showing for the press. Attendance by invitation only. This show will be repeated for the public on 3rd floor at 6:00 P.M. Publicity: Terry Mayer, LO.5-1500.		
August 3	ARNOLD CONSTABLE COLLEGE FASHION SHOW AT 3:00 P.M. (See Page 2).		
August 3	ABRAHAM & STRAUS (BKLYN) COLLEGE FASHION SHOW AT 6:00 P.M. (See Page 2).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 8 9:30 A.M. Coffee; Brioche	PRESS PREVIEW OF FALL FASHIONS "Convert To The Convertible"--showing of 1950 Fall fashions by Nelly Don in the Ballroom Foyer. Attendance by invitation only. Publicity: Sara Pennoyer; or Hilda Fitzgerald, LO. 5-4762.	NELLY DON	HOTEL PIERRE BALLROOM FOYER
Wednesday August 9 4:00 P.M. Cocktails	COCKTAIL PARTY FOR BEAUTY PRESS Pond's will invite the beauty press to a cocktail party in the Petit Salon of the Park Lane Hotel. Attendance by invitation only. Publicity: Marcella Holmes of J. Walter Thompson, MU. 3-2000.	POND'S	PARK LANE HOTEL PARK AVE. & 48TH
August 9	JAY THORPE'S COLLEGE FASHION SHOW FOR PRESS AT 4:30 P.M. (See Pg. 2).		
August 10	OHRBACH'S COLLEGE FASHION SHOW FOR PRESS AT 10:30 A.M. (See Pg. 2).		
August 10	MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW FOR PRESS AT 2:30 P.M. (See Pg. 2).		
August 14	BOND FIFTH AVENUE COLLEGE FASHION SHOW AT 7:30 P.M. (See Page 2).		
Monday August 14- August 17	NATIONAL RETAIL JEWELERS' SHOW The American National Retail Jewelers' Association will hold its 45th annual convention and merchandise show, with exhibits by manufacturers, distributors and importers of jewelry and allied lines. Contact: Boyd Evans or G. Irving Baily, 551 Fifth Avenue, MU. 2-2764.	AMERICAN NAT'L RETAIL JEWELERS' ASSOCIATION	WALDORF-ASTORIA
August 15	SAKS 34TH COLLEGE FASHION SHOW FOR PRESS AT 3:00 P.M. (See Pg. 2).		
August 16	ALTMAN'S COLLEGE FASHION SHOW FOR PRESS AT 2:30 P.M. (See Pg. 2).		
August 17	GIMBELS COLLEGE FASHION SHOW AT 11:00 A.M. (PRESS); AND 6:00 P.M. (See Pg 2).		
August 17	MARTIN'S (BROOKLYN) BACK-TO-SCHOOL TEENAGE SHOW AT 2:30 P.M. (See Pg. 2).		
Monday August 21- August 24	FALL AND HOLIDAY MERCANDISE FAIR A Fall and Holiday Variety Merchandise Fair will be held for the press and trade, including chain and variety stores, independent merchants and department stores. The Fair will have 250 exhibits and will include domestic and imported toys and novelties. Contact: Arthur Tarshis, Expositions For Trades, Inc., 36 West 47th Street, LU. 2-4627.	EXPOSITIONS FOR TRADES, INC.	71ST REG. ARMORY PARK AVE. & 34TH ST.
Monday August 21- August 25	GIFT SHOW AND HOLIDAY PRODUCTS The New York Gift Show will include a large variety of gift lines and new products for holiday selling in retail stores. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.	GEORGE F. LITTLE MANAGEMENT	HOTELS NEW YORKER & STATLER
Tuesday August 22 3:30 P.M. Cocktails	SHOWING OF NEW HOLIDAY COLLECTION Preview showing for the press of the Arrowhead Playclothes' new holiday collection--"After Five, After Ski". Attendance by invitation only. Trade showings beginning <u>Wednesday, August 23</u> . Contact: Margaret Shelley, LA. 4-0111.	ARROWHEAD PLAYCLOTHES	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 29 9:30 A.M. Breakfast	PRESS SHOWING OF MILLINERY FASHIONS Lydia will present her Fall and Winter millinery fashions to the press. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	LYDIA (18 EAST 56TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday August 30 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Robert Paul will present his Fall and Winter millinery collection to the press. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ROBERT PAUL	751 MADISON AVENUE SALON
Thursday August 31 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL SHOE FASHIONS 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.	ANDREW GELLER	18 WEST 57TH STREET SALON
Sept. 4	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 5 12:30 P.M.	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

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, Ext. 374 or 379	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. (Designed by Sophie)	611 FIFTH AVE.	PUBL.: FELICE MAIER	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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 during luncheon. Millinery: Laddie Northridge. Gloves: Wear-Right. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Marinelli Publicity: Jane Franklin, Allied Public Relations, PL. 9-6411. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	RAYMOND MARINELLI (37 WEST 47TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 6	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Pg. 5).		
Wednesday Sept. 6- Sept. 7	SEMI-ANNUAL LEATHER SHOW Contact: Tanners' Council, 100 Gold Street, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS
Sept. 7	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 5).		
Sept. 7	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 5).		
Friday Sept. 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION 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.	MME. E. GARNETT	47 EAST 51ST ST. SALON
Friday Sept. 8 3:00 P.M.	PREVIEW: PARIS-MADE HOLIDAY COLLECTION 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.	ARNOLD & FOX	530 SEVENTH AVE. SHOWROOM-10TH FL.
Monday Sept. 11 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 to the press. Attendance by invitation only. Publicity: Felice Maier, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL
Monday Sept. 11 2:00 P.M.	BEACHWEAR SHOW IN 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, California, Jefferson 5174.	COLE OF CALIFORNIA	BEVERLY HILLS CALIFORNIA
Sept. 11	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 5).		
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 will present his Fall custom-order collection to the press. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND ST. SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 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.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 13 2:00 P.M.	PRESS PREVIEW OF NEW COLLECTIONS 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.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday Sept. 14 11:00 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Esther Dorothy will present a press preview of her Fall and Winter, 1950-1951 fur collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Thursday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW De Pinna will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. De Pinna Publ.: Dorothy Coburn, MU. 8-2000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 14 1:00 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON A presentation of Fall fashions by Saks 34th Street during luncheon. (Show scheduled on Thursday because of Jewish holiday on Wednesday). 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.	SAKS 34TH STREET	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Pg. 5).		
Sept. 15	FEDERAL INCOME TAX, third payment due (Friday).		
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. 272. Peg Newton Publicity: Donna Cannon, PL. 5-0484. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 19 12:15 P.M. Luncheon	PARIS FASHIONS AT LUNCHEON MEETING The Fashion Group will present a showing of French fashion highlights. Speaker: Carmel Snow, Editor of "Harper's Bazaar". Price and more details later. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 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>
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 a press showing of the Fall and Winter dress collection, designed in America by Jacques Fath, exclusively for Joseph Halpert. Attendance by invitation only. Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Sept. 21	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Thursday).		
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, Inc., consisting of ten sessions Mondays from 7:30 P.M. to 9:00 P.M., with key speakers discussing specific fashion fields. Subjects will include: Fashion Markets, Fabric Styling, Designing, Buying, Fashion Coordination and Display, Advertising, Display-Television; Publicity, Editorial, Job Discussion. Tuition fee for series: \$15.00; or \$2.00 for each individual lecture. Chairman: Helen Faith Keane, fashion consultant. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 W. 57TH STREET
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 ST. SALON
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 1:00 P.M. Luncheon	KNIT FASHIONS AT LUNCHEON SHOW Presentation of Mimi Pearce's knit fashions for Fall during luncheon. 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
Thursday Sept. 28 2:30 P.M.	FIRA BENENSON FASHION SHOWING FOR PRESS Lord & Taylor's press preview of the Fall and Winter dress collection by Fira Benenson. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON

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

Week
Of
July 31

FINAL WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM
Monday, July 31: Zino Francescatti, violinist, playing Violin Concerto
in D major by Beethoven.
Tuesday, Aug. 1: Vladimir Golschmann conducting works by Faure, Ravel,
Brahms, Debussy.
Wednesday, Aug. 2: Balbina Brainina, pianist, playing Rachmaninoff's
Piano Concerto No. 2 in C minor; Jeanne Mitchell,
violinist, playing Prokofieff's Violin Concerto
No. 2 in G minor.
Thursday, Aug. 3: Isaac Stern, violinist, playing Mendelssohn's Violin
Concerto in E minor.
Saturday, Aug. 5: Rodgers and Hammerstein Night with soloists, Annamarie
Dickey, soprano; Thomas Hayward, tenor; Gladys
Swarthout, mezzo-soprano; Robert Weede, baritone.
Publicity: Miss Alix Williamson, CI. 6-4462.

Wednesday
August 2
10:00 A.M.

TELEVISION: THE KATHI NORRIS SHOW WNBTV, CHANNEL 4
Kathi Norris will interview Dorine Liebert, fashion designer, showing
separates and hostess gowns from her Fall collection. Publicity:
Babs Doniger, PL. 3-1745.

Wednesday
August 2
8:30 P.M.

PREMIERE: "EDGE OF DOOM" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET
Samuel Goldwyn Productions film of a young boy who murders a priest
through whom he has become disillusioned. Stars: Joan Evans, Farley
Granger, Dana Andrews. Producer: Samuel Goldwyn. Director: Marc Robson.
Wardrobe: Mary Wills. Premiere benefit showing for the N.Y. Foundling
Home. Tickets: \$10.00. Regular opening Thursday, August 3. Publicity:
Martin Davis, PL. 7-7900.

Thursday
August 3

PREMIERE: "A LADY WITHOUT PASSPORT" (Movie) CAPITOL THEA., B'WAY & 51ST
MGM film about the illegal transportation of Cubans to the United States.
Stars: Hedy Lamarr, John Hodiak, and James Craig. Producer: Jack
Cummings. Director: Richard Thorpe. Publ.: Herbert Crooker, JU. 2-2000.

Thursday
August 3

OPENING: "THE LIVE WIRE" PLAYHOUSE THEATRE, 48TH ST. E. OF B'WAY
Michael Todd presents Garson Kanin's new comedy, starring Scott McKay,
Shiela Bond, Carmen Mathews and Jack Gilford. Director: Garson Kanin.
Settings: Donald Oenslager. Costumes: Forrest Thayer. Publicity:
Max Gendel, CI. 7-3425.

Friday
August 4
4:30 P.M.-
5:00 P.M.

TELEVISION: "VANITY FAIR" CBS-TV, CHANNEL 2
Mr. Fred of John Frederics, Inc. will comment on his Fall millinery
collection, and present new trends in millinery on the Dorothy Doan
"Vanity Fair" television program. Publicity: Helen Bratrud, PL. 5-2000.

Friday
August 4

PREMIERE: "PANIC IN THE STREETS" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox melodrama about the hunt for a murderer in New
Orleans by city police and a government doctor. Stars: Richard Widmark,
Paul Douglas, Barbara Bel Geddes. Producer: Sol Siegel. Director: Elia
Kazan. Wardrobe: Charles Le Maire and Travilla. Publicity: Elizabeth
Eisenhart, CO. 5-3320.

Friday
August 4

PREMIERE: "KISS TOMORROW GOODBYE" (Movie) STRAND THEATRE, B'WAY & 47TH
Warner Bros. film about an educated "tough guy". Stars: James Cagney.
Prod.: William Cagney. Dir.: Gordon Douglas. Publ.: Eve Siegel, CI. 6-1000.