

# 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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april

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july

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september

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october

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november

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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 SUNDAY, JULY 22, 1951</u>			
Beginning Sunday	MILLINERY MARKET WEEK IN CHICAGO	MILLINERY GUILD OF CHICAGO, INC.	MORRISON HOTEL CHICAGO, ILLINOIS
July 22	Opening of the Chicago Market Week by the Millinery Guild of Chicago.		
July 27	Breakfast clinic for buyers on Tuesday, July 23 at 9:00 A.M. in the Morrison Hotel. Contact: Millinery Guild, 220 S. State St., Suite 718, Chicago, Ill.		
Beginning Monday	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON, W.1., ENGLAND
July 23	Monday, July 23: Worth Ltd.; Mattli. Tuesday, July 24: Lachasse; Michael Sherard; Norman Hartnell, Ltd.; Peter Russell Ltd. Wednesday, July 25: Charles Creed Ltd.; Victor Stiebel; Hardy Amies Ltd.; Digby Morton Ltd. Thursday, July 26: Hardy Amies Ltd. Admission by invitation only. Contact: Lilian Hyder, organizing secretary, 36 Bruton Place, London, W.1.		

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS

Thursday July 26	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Monday July 30	BONWIT TELLER Publicity: Nancy Talbert, EL. 5-6800.	7TH FLOOR
Tuesday July 31 9:30 A.M.	BLOOMINGDALE'S Showing of College fashions to the press. By invitation only. (College Shop will open on Monday, July 30, third floor) Publicity: Patricia Snyder, EL. 5-5900.	4TH FLOOR
Wednesday August 1 2:30 P.M.	ARNOLD CONSTABLE Presentation of college fashions and opening of College Shop. Press invited. Open to public. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
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
Tuesday August 7 2:00 P.M.	RUSSEKS FIFTH AVENUE Showing of college fashions at Russeks. Press invited. Open to public. Publicity: 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

(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>			
Wednesday August 15 Breakfast	SAKS FIFTH AVENUE Saks Fifth Avenue will present new college fashions at a breakfast pre- view for the press in the Chateau Suite of the Savoy Plaza. By invitation only. (College Shop will open on August 15, 7th Floor, Saks Fifth Avenue). Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		SAVOY PLAZA
Wednesday August 15 2:30 P.M.	B. ALTMAN & CO. Press preview of college fashions at Altman's. Press invited. Open to public. Previews in suburban stores: <u>White Plains--Thursday, August 16, at 3:00 P.M.</u> ; <u>Manhasset--Friday, August 17, at 3:00 P.M.</u> ; <u>East Orange, N.J.--Monday, August 20, at 3:00 P.M.</u> Publicity: Lois Garrett or Jean O'Brien, MU. 9-7000.		3RD FLOOR
Thursday August 16 6:30 P.M.	JAMES McCREERY & CO. Presentation of college fashions at 12:30 P.M. and 6:00 P.M. Open to 12:30 P.M.; public. (College Shop opens on July 30). Publicity: Georgine Thomson, WI. 7-7000.		4TH 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. College Shop will open on Monday, July 30. Publicity: John von Arnold, Market 2-1212.		3RD FLOOR

FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE

CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

Some of these dates may yet be changed:

<u>Friday, July 27:</u>	Fath, Madeleine Geroy, Griffé, Maguy, Patton, Lola Prussac, Maggy Rouff, Jacqueline Sagardoy, Worth.
<u>Saturday, July 28:</u>	Anny Blatt, De Rauch, Desses, Lanvin, Montaigne, Rochas, Schiaparelli.
<u>Monday, July 30:</u>	Alwynn, Dior, Agnes Drecoll, Henry, Manguin, Genevieve Orossen, Raphael, Claude Riviere, Vramant.
<u>Tuesday, July 31:</u>	Carven, Gres, Heim, Lafaurie.
<u>Wednesday, Aug. 1:</u>	Madeleine Geroy, Paquin, Patou, Ricci, Edouard Seyne, Orossen.
<u>Thursday, Aug. 2:</u>	Baillie, Bruyere, Calixte, Carpentier, Creed, Marcelle Desvignes, Lambert, Lecomte.
<u>Friday, Aug. 3:</u>	Ardanse, Jean Bader, Balmain, Pierre Clarence, Hermes, A La Pensee.
<u>Monday, Aug. 6:</u>	Balenciaga, Chaumont, Martial et Armand, Christiane Misson.
<u>Tuesday, Aug. 7:</u>	Amy Linker, Georgette Renal.
<u>Wednesday, Aug. 8:</u>	Helene Hubert.
<u>Friday, Aug. 10:</u>	Chauvel.
<u>No Dates Yet:</u>	Vera Borea, Valentine Bourgade, Madeleine Colbert, Callot Soeurs, Raymonde Coste, Dominique, Eliane, Alice Levon, Marianne Monnanteuil, Mehnert, Alice Thomas, Helene Vanner. Attendance by invitation only. Contact: Madeleine Godeau, 102 Rue du Faubourg, St. Honore, Paris.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday July 28 3:00 P.M.	HANDBAG CLINIC AT LUGGAGE MEETING	NATIONAL LUGGAGE DEALERS ASS'N	HOTEL STATLER 8TH AVE. & 33RD ST.
	A style and promotion clinic on ladies' handbags will be presented by Marjorie Kammerer at the semi-annual convention of the National Luggage Dealers Association. Speaker: Ruth Lundgren, Public Relations Counselor, National Authority for the Ladies' Handbag Industry. By invitation only. Contact: Marjorie Kammerer, MU. 6-4399.		
July 31	BLOOMINGDALE'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1).		
Wednesday August 1 9:30 A.M. Coffee	OPENING OF NEW OVER 5'7" SHOP	LANE BRYANT	6TH FLOOR
	Lane Bryant's "Over 5'7" Shop" will present their Fall collection in conjunction with the opening of their new quarters on the 6th Floor. By invitation only. Publicity: Paula Miller, LE. 2-0200.		
August 1	ARNOLD CONSTABLE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1).		
August 4	NAMM'S PRESENTATION OF COLLEGE AND CAREER FASHIONS AT 11:00 A.M. (See Pg.1)		
Tuesday August 7 9:30 A.M. Breakfast	NELLY DON FALL PREVIEW FOR PRESS	NELLY DON & McCREERY	HOTEL PIERRE BALLROOM FOYER
	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.		
Tuesday August 7 12:00 Noon Luncheon	PRESS PREVIEW OF PARIS REPRODUCTIONS	BARON-PETERS CO., INC. (BOSTON, MASSACHUSETTS)	533 SEVENTH AVENUE SHOWROOM-39TH FLOOR
	Baron-Peters Company will invite the press to a luncheon and presentation of the first collection of dresses and dressmaker suits, reproduced from the Parisian designs by Bruyere. By invitation. Contact: LO. 4-6238.		
August 7	RUSSEKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 2:00 P.M. (See Page 1).		
Tuesday August 7 2:00 P.M.	SPECIAL SHOWING OF AUTUMN FASHIONS	NEW YORK DESIGNERS & MANUFACTURERS	WALDORF-ASTORIA STARLIGHT ROOF
	"Mexican Holiday"--Autumn fashions by Ciro of Bond Street; Dein-Bacher; de Markoff; Dorian; Mr. John; Claire McCardell; and Herbert Sondheim will be presented at a special showing for the guests of the N.Y. State Food Merchants Association convention members. By invitation only. Contact: Beatrice Joyce, Joyce & Pilling Fashion Productions, BE. 3-3812.		
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	CINDERELLA FROCKS; NANNETTE ORIGINALS	HAMPSHIRE HOUSE COTTAGE
	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.		
Thursday August 9 4:00 P.M.	PRESS SHOWING OF BRIDAL FASHIONS	JAY THORPE	5TH FLOOR
	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.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 15	SAKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 10:30 A.M. (See pg. 2).		
August 15	B. ALTMAN'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Pg. 2).		
Wednesday	FAIR OF ITALY EXHIBITION	ITALIAN MANUFACTURERS	GRAND CENTRAL PALACE
August 15-			480 LEXINGTON AVE.
August 30	Fashions, textiles, handicraft, home furnishings and machinery from Italy will be on display at the Fair of Italy Exhibit, August 15 through August 30, daily 10:00 A.M. to 11:00 P.M.; Saturdays, 11:00 A.M. to 11:00 P.M. Sundays, 1:00 P.M. to 11:00 P.M. Admission: \$1.00 (including tax). Contact: EL. 5-0159.		
August 16	JAMES McCREERY'S COLLEGE FASHION SHOW AT 12:30 P.M. & 6:00 P.M. (See Pg. 2).		
Tuesday	39TH SEMI-ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
August 21-			
August 22	Ninety-three tanning firms will display leather finishes and treatments in new colors for Spring 1951. Contact: Tanners' Council, BE. 3-0494.		
August 28	NAMM'S SHOWING OF BACK-TO-SCHOOL FASHIONS AT 2:30 P.M. (See Pg. 2).		
August 29	L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Pg. 2).		

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	<u>HATTIE CARNEGIE</u>	42 EAST 49TH ST.	PUBL.: ELEANOR LAMBERT	MU. 8-2130
August 30	At 3:00 P.M.			
Wednesday	<u>SAKS FIFTH AVENUE</u>	611 FIFTH AVE.	PUBL.: CAROLYN HAIGHT	PL. 3-4000
Sept. 5	At 11:00 A.M.	(Designed by Sophie)		
Wednesday	<u>BERGDORF GOODMAN</u>	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Sept. 5	At 5:30 P.M.			
Thursday	<u>HENRI BENDEL</u>	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Sept. 6	At 10:30 A.M.			
Thursday	<u>BONWIT TELLER</u>	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD or NONA PARKS	EL. 5-6800
Sept. 6	At 3:00 P.M.			
Monday	<u>MILGRIM</u>	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Sept. 10	At 11:00 A.M.			

Tuesday	PRESS SHOWING OF JAY THORPE ORIGINALS	JAY THORPE	4TH FLOOR
Sept. 4			
2:30 P.M.	Presentation to the press of the collection of Jay Thorpe Originals for Fall. By invitation only. Publicity: Elaine Kanners, JU. 6-1000, Ext. 104.		
Wednesday	LUNCHEON SHOWING OF PARIS ADAPTATIONS	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA
Sept. 5			STARLIGHT ROOF
12:30 P.M.	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: WI. 7-1900. Waldorf Fashion Publicity: EL. 5-3000.		

<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	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
	A special luncheon showing of fashions by Arnold Constable for the Ladies Group of the American Chemical Society Convention. By invitation only. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300.		
Thursday Sept. 6 4:15 P.M.	PRESS PREVIEW OF HOLIDAY LINE	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
	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.		
Sept. 8	INTERNATIONAL TRADE FAIR IN CHICAGO (Sept. 8-Sept. 23).		
Sept. 8	NATIONAL TIE WEEK (Sept. 8-Sept. 17).		
Monday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW	SAKS FIFTH AVENUE	SAVOY PLAZA CHATEAU SUITE
	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.		
Tuesday Sept. 11 12:30 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	ANITA ANDRA (558 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
	Anita Andra will present Fall millinery fashions during luncheon. (Regular luncheon fashion show will be held 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.		
Wednesday Sept. 12 12:30 P.M. Luncheon	FALL FURS & FASHIONS AT LUNCHEON SHOW	MARGARET NEWMAN; & BALCH PRICE & CO.	WALDORF-ASTORIA STARLIGHT ROOF
	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.		
Thursday Sept. 13 11:00 A.M.	PREVIEW OF FALL SHOE COLLECTION	SAKS FIFTH AVENUE	FLOOR TO BE ANNOUNCED
	Saks Fifth Avenue will invite the press to a preview of the Fall shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.		
Thursday Sept. 13 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	KNIZE, INC.	HOTEL PLAZA TERRACE ROOM
	Knize will present a collection of Fall 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.		
Friday Sept. 14 12:15 P.M. Luncheon	PARIS FASHIONS AT LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	The Fashion Group will present a showing of French fashion highlights during luncheon. More details later. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 15	FEDERAL INCOME TAX (Third payment due--Saturday).		
Monday Sept. 17	SHOWING OF FASHIONS BY JO COPELAND	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
1:00 P.M. Luncheon	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.		
Tuesday Sept. 18	PRESS PREVIEW OF ADRIAN COLLECTION	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
10:30 A.M.	Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		
Tuesday Sept. 18	PREVIEW OF NEW SWIMSUIT COLLECTION	JANTZEN KNITTING MILLS	"21" CLUB 21 WEST 52ND STREET
5:00 P.M.-	Jantzen's new swimsuit collection will be presented to the press at a cocktail party. By invitation only. Publicity: Rosamond Eddy, LO. 4-2820.		
8:00 P.M.			
Wednesday Sept. 19	PRESS PREVIEW OF FALL READY-TO-WEAR	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
9:30 A.M.	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.		
Coffee			
Wednesday Sept. 19	SHOWING OF FALL FASHIONS AT LUNCHEON	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
12:30 P.M.	Presentation of fashions for Fall by Arnold Constable during luncheon.		
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.		
Wednesday Sept. 19	"FRO MENADE TO FASHION" LUNCHEON SHOWING	TOWNLEY FROCKS, INC. (CLAIRE McCARDELL)	HOTEL PIERRE COTILLION ROOM
12:45 P.M.	Presentation of Fall fashions designed by Claire McCardell for Townley.		
Luncheon	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.		
Wednesday Sept. 19	PRESS PREVIEW OF SEAMOLDS SWIMSUITS	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
3:30 P.M.	Press preview of 1952 Sea Molds swimsuits by Flexees. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.		
Thursday Sept. 20	SHOWING OF MAURICE RENTNER FALL FASHIONS	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
1:00 P.M.	Presentation of a Fall collection by Maurice Rentner from Saks Fifth Avenue.		
Luncheon	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.		
Sept. 23	FIRST DAY OF AUTUMN (Sunday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 24	NATIONAL SWEATER WEEK. Contact: Edward A. Brandwein, MU. 3-7520.		
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. Gimbel's Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600. 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 ST.
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 ST. SALON
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. 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
Wednesday Sept. 26 1:00 P.M. Luncheon	SHOWING OF NETTIE ROSENSTEIN FASHIONS 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
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.	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
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

- Saturday July 21; July 28 11:00 A.M. TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2  
July 21: Fashions by Oleg Cassini will be presented. July 28: A collection of fashions designed by Mildred Orrick will be shown. Program hostess: Arlene Francis. Publicity: Helen Brattrud, PL. 5-2000.
- Monday July 23 PREMIERE: "MARIE DU PORT" (Movie) PARIS THEATRE, 4 WEST 58TH STREET  
 Jean Gabin, Blanchette Brunoy, Nicole Courcel star in a love story, adapted from novel by Georges Simenon. Director: Marcel Carne. Paris Theatre Contact: Lillian Gerard, PL. 5-3760.
- Monday July 23; July 27 1:00 P.M. TELEVISION: KATHI NORRIS PROGRAM WNBT-TV, CHANNEL 4  
July 23: Celeste Frocks will present fashions for little girls, sizes 1 to 12. July 27: Presentation of men's neckwear fashions, designed by Mr. John. Publicity: Bob Bloch, PL. 3-1742.
- Week Of July 23 FIFTH WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.  
Monday, July 23: Claudio Arrau--Brahms Piano Concerto No. 1 in D minor.  
Tuesday, July 24: "American Festival" Overture; Prelude to "Lohengrin"; Suite Francaise; Symphonie Fantastique.  
Wednesday, July 25: Anshel Brusilow--Tchaikovsky's Violin Concerto in D major  
Thursday, July 26: Gilbert and Sullivan Night. Soloists--Elaine Malbin, Mary Davenport, Morton Bowe, Robert Eckles, Kenneth Smith.  
Saturday, July 28: Viennese Night, Soloists--Irra Petina, Kurt Baum. Publicity: Miss Alix Williamson, CI. 6-4462.
- Wednesday July 25 PREMIERE: "RICH, YOUNG AND PRETTY" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.  
 MGM Technicolor movie, set in Paris, where a Texas rancher and his young daughter meet the rancher's estranged wife, a Paris nightclub star. Stars: Jane Powell, Danielle Darrieux, Wendell Corey and Vic Damone. Producer: Joe Pasternak. Director: Norman Taurog. Wardrobe: Helen Rose. Publicity: Dorothy Day, JU. 2-2000.
- Wednesday July 25 PREMIERE: "ON MOONLIGHT BAY" (Movie) WARNER THEATRE, B'WAY & 47TH ST.  
 Warner Brothers musical filmed in Technicolor and set in the early part of the century. Stars: Doris Day and Gordon MacRae. Producer: William Jacobs. Director: Roy Del Ruth. Wardrobe: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Wednesday July 25 PREMIERE: "HAPPY, GO LOVELY" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.  
 R.K.O. Radio Pictures will present a film story about a theatre in Edinburgh which is extended credit under false pretenses. Stars: David Niven, Vera Ellen and Cesar Romero. Producer: Marcel Hellman. Director: Bruce Humberstone. Costumes: Anna Duse. Publicity: Don Prince, JU. 6-5050.
- Thursday July 26; Aug. 2 3:30 P.M. TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2  
July 26: Corduroy fashions for children by Togeroy. August 2: Presentation of back-to-school fashions by "Seventeen Magazine." Program hostess: Robin Chandler. Publicity: Helen Brattrud, PL. 5-2000.
- Saturday July 28 PREMIERE: "ALICE IN WONDERLAND" (Movie) CRITERION THEATRE, B'WAY & 45TH.  
 Walt Disney will present his all-cartoon Technicolor film, distributed by RKO Radio Pictures, an adaptation of Lewis Carroll's "The Adventures of Alice in Wonderland" and "Through The Looking Glass" in which a little girl wanders through a topsy-turvy world of make-believe. Publicity: Lila Lipkin, JU. 6-3442.