

PUBLISHED WEEKLY 10TH YEAR OF PUBLICATION

5/29/50

# 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, MAY 29, 1950</u>			
May 30	MEMORIAL DAY (Tuesday)--Legal Holiday.		
Wednesday May 31	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION	DEL MAR SPORTSWEAR, LTD.	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
11:00 A.M. Luncheon	Showing of the del Mar Sportswear collection for Fall. Preview for resident buyers at 11:00 A.M., <u>Thursday, June 1</u> . By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday May 31 3:00 P.M.	FALL COLLECTION AT PRESS PREVIEW	JACK HERZOG & BRO.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Presentation to the press and resident buyers of Jack Herzog's Fall collection of cocktail, dinner and evening dresses, designed by Moyan. Attendance by invitation only. Trade opening <u>Tues., June 6</u> . Contact: LO.5-0525.		
Wednesday May 31 3:30 P.M.	PRESS SHOWING OF FALL FASHIONS	HOWARD GREER (LOS ANGELES)	DRAKE HOTEL PARK AVE. & 56TH ST.
	Howard Greer will present his Fall Collection of tailored suits, hostess gowns, afternoon, cocktail and dinner dresses at a showing for the press. Attendance by invitation only. Contact: Howard Greer, 8446 West 3rd St., Los Angeles, Calif.; or Jane Synnott, 16 Sutton Place, N.Y.		
Thursday June 1 11:00 A.M.	PRESS PREVIEW: FALL COATS AND SUITS	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
	First press showing by Frank Gallant of his Fall and Winter coats and suits. Attendance by invitation only. Trade opening, <u>Wednesday, June 7</u> , daily at 10:30 A.M. and 2:30 P.M. Contact: Herbert Gallant, LA. 4-7286.		
Thursday June 1 2:00 P.M. Cocktails	FALL COLLECTION AT PRESS PREVIEW	MARGARET NEWMAN ORIGINALS	525 SEVENTH AVENUE PENTHOUSE
	A presentation of Margaret Newman's Fall collection of sport, afternoon and cocktail dresses, for the press. Attendance by invitation only. Trade opening <u>Tuesday, June 6</u> ; continuous showings daily thereafter. Publicity: Ann Rabin, LA. 4-4277.		
Thursday June 1 2:30 P.M.	SUMMER FASHIONS PRESENTATION	GIMBELS	6TH FLOOR AUDITORIUM
	Gimbels will show Warner Bros. Summer foundations, coordinated with ready-to-wear fashions. Press invited. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Thursday June 1 3:00 P.M. Cocktails	PRESENTATION OF FALL COLLECTION	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
	Press and resident buyers preview of the Donald Dress Fall "Dusk To Dawn" fashions in cocktail and street dresses designed by Miss Woursell. By invitation. Trade opening <u>Tues., June 6</u> . Publ.: Chester Herzog, LO.5-0525.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 1 3:30 P.M.	FASHION SHOW BY STUDENTS "Flowers Of The Hours"--an exhibit planned and executed by the students of the Laboratory Institute of Merchandising as the last project of the course in fashion show procedures. Fashions--Jane Engel, Inc. Jewelry--Michael Paul. Attendance by invitation. Contact: Ann Spinney, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	HOTEL PLAZA TERRACE ROOM
Thursday June 1 4:00 P.M. Cocktails	FUR FASHIONS AT PRESS PREVIEW Leo Ritter will present his Fall fur collection to the press. By invitation. Publicity: Ruth Hammer Associates, EL. 5-7108.	RITTER BROTHERS	HOTEL PLAZA WHITE & GOLD SUITE
Thursday June 1 4:00 P.M. Cocktails	FALL COLLECTION FOR RESIDENT BUYERS The David Crystal Fall collection will be presented to N.Y. resident buyers. By invitation. Publicity: Liz Daily, LA. 4-7760.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Friday June 2 9:30 A.M.	PRESS SHOWING OF FALL COLLECTION The House of Gallagher Mesh will present the Fall collection of daytime and dinner clothes, designed by Louise Barnes Gallagher. Attendance by invitation only. Trade opening, <u>Tuesday, June 6</u> , by appointment. Publicity: Nona James, CH. 4-7658.	HOUSE OF GALLAGHER MESH	17 WEST 45TH STREET SHOWROOM-10TH FLOOR
Friday June 2 11:00 A.M.	PRESS PREVIEW FALL FASHIONS B. H. Wragge will present Fall sportswear fashions at a preview for the press. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Monday June 5 11:00 A.M.	PRESS PREVIEW: ADVANCE FALL COLLECTION The International Dress Company will present their Advance Fall Collection to the press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	INTERNATIONAL DRESS CO.	1400 BROADWAY SHOWROOM-15TH FLOOR
Monday June 5 12:30 P.M. Luncheon	PRESS PREVIEW: FALL COLLECTION Philip Hulitar will present his Fall Collection of cocktail, dinner and evening gowns to the press. Jewelry--courtesy of Harry Winston. Showing promptly at 1:00 P.M. Attendance by invitation only. Trade showings beginning <u>Tuesday, June 6</u> . Publicity: Molly Appleby Baldwin, PL. 9-8630.	PHILIP HULITAR (11 WEST 46TH STREET)	HAMPSHIRE HOUSE COTTAGE
Monday June 5 2:30 P.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION Fredrica Furs (designer, Arthur Schwartz) will present their Fall and Winter Collection, including a new group of Fredrica Casuals, to the press. Attendance by invitation only. Trade showings at 2:30 P.M. daily, beginning <u>Tuesday, June 6</u> . Publicity: Peg Wilson, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday June 5 5:00 P.M.	JACQUES FATH AMERICAN COLLECTION Showing for press and trade of the Fall dress collection designed in America by Jacques Fath exclusively for Joseph Halpert. By invitation only. The Joseph Halpert Fall regular collection will be presented daily in the showroom, 530 Seventh Ave., at 10:30 A.M. and 2:30 P.M. beginning <u>Tuesday, June 6</u> . Contact: Sam Moskowitz or Dorothy Wise, WI. 7-7400.	JOSEPH HALPERT, INC.	WALDORF-ASTORIA JADE RM., ASTOR GALL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 5 And June 6 9:00 P.M. Supper; Dance	1950-1951 FUR FASHION SHOW Fur fashions for the coming year will be shown by 100 wholesale fur de- signer and manufacturer members of the Associated Fur Manufacturers, to buyers and press at supper and dance. Buyers by reservation; contact: Associated Fur Mfr's., Inc., 101 W. 30th St., PE. 6-4858. Press by invitation. Publicity Director: Eleanor Lambert, MU. 8-2130.	ASSOCIATED FUR MANUFACTURERS, INC.	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday June 5	OPENING OF FALL SPORTSWEAR LINES Fall sportswear collections will open on the following dates: <u>Mon., June 5:</u> STAR-MAID DRESSES, INC. <u>Tues., June 6:</u> ADLER & ADLER, INC.; KANE-WEILL. <u>Wed., June 7:</u> DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLUM CO. <u>Thurs., June 8:</u> CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG CO.; SPORT-CRAFT. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Beginning Monday June 5	OPENING OF FALL LINES The FOGA Collections will be shown for a two-week period as follows: <u>Monday, June 5</u> HORWITZ AND DUBERMAN, INC.  <u>Tuesday, June 6</u> BEN BARRACK, INC. ELFREDA, INC. A. GOODMAN & CO., INC. JOSEPH HALPERT, INC. INTERNATIONAL DRESS CO., INC. JUNIOR LEAGUE FROCKS, INC. NATHAN-STRONG, INC. PARNIS-LIVINGSTON, INC. HANNAH TROY, INC.  <u>Wednesday, June 7</u> LARRY L. ALDRICH CO., INC. DEITSCH, WERSBA & COPPOLA, INC. PAUL PARNE CORP. RUDOLF GOWNS MARTIN SIMON, INC. FRANK STARR, INC.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS <u>Thursday, June 8</u> GRABOIS DAVID LEVINE CO. BEN REIG, INC.  <u>Monday, June 12</u> CAPRI FROCKS, INC. CHARLES LANG, INC. HERBERT SONDEHEIM, INC.  <u>Tuesday, June 13</u> HANSEN BANG, INC. WILLIAM BASS DRESS CO. BEN J. GAM, INC. ED GERRICK, INC. FRED GREENBERG DRESS CO.  <u>Wednesday, June 14</u> NAT KAPLAN, INC. SUZANNE-AUGUSTINE, INC.  <u>Thursday, June 15</u> ADELE SIMPSON, INC.
Beginning Monday June 5	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Beginning Monday June 5	OPENING OF FALL SPORTSWEAR COLLECTION Carolyn Schnurer will present her Fall sportswear collection daily at 10:30 A.M.; and 12:30 P.M. (box luncheon). Contact: Lee Walker, CH. 4-8446.	GEORGE JABLOW & CO.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Beginning Monday June 5	OPENING OF FALL COLLECTION George Jablow's Fall collection of misses coats and suits will open on June 5, at 10:30 A.M. and 2:00 P.M. Contact: Arthur Jablow, PE. 6-7530.		-3-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 5	OPENING OF FALL COLLECTION The Fall collection of Diminutives will be shown daily at 12:00 Noon, and 2:30 P.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FL.
Beginning Monday June 5	OPENING OF FALL BLOUSE COLLECTION Dorine Liebert will present her Fall collection of blouses and separates for daytime and evening at daily showings for the press and trade. Contact: Faye Berk, EL. 5-2577.	DORINE LIEBERT	15 EAST 53RD ST. SHOWROOM-9TH FLOOR
Beginning Monday June 5	FALL SHOWING OF COSTUME JEWELRY Fall showing of costume jewelry for around the clock wear. Continuous showings daily for press and trade. For appointment, contact: LO. 5-6533. Publicity: Thal Spitzer, LO. 5-6533, or LO. 5-2674.	DABU JEWELRY INC.	233 WEST 42ND ST. SHOWROOM-3RD FLOOR
Tuesday June 6 12:00 Noon	TRADE OPENING: FALL COLLECTION Maria Krum will open her couture collection for Fall at 12:00 Noon; continuous daily showings thereafter. Contact: Sally Krum, CI. 7-3060.	MARIA KRUM	41 WEST 56TH ST.
Tuesday June 6 12:30 P.M. Luncheon	THIRTEENTH ANNUAL GRADUATION LUNCHEON Awarding of certificates to graduates, and sixth annual presentation of "Mehitabel", the Tobe-Coburn Alumnae Award at the thirteenth annual graduation luncheon. Attendance by invitation only. Contact: Mrs. Arlene Worth, TR. 9-4644. Publicity: Beatrice Cannon, CH. 4-1219.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 6 2:30 P.M.	PREVIEW OF FALL FASHIONS FOR JUNIORS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present Fall fashions "For America's Juniors", at a preview for buyers only. Attendance by invitation. (Press show at later date.) Publ. for Emily Wilkens: Eleanor Lambert, MU. 8-2130. Contact: Reich-Goldfarb, WI. 7-5374.	EMILY WILKENS (530 SEVENTH AVE.)	PARK LANE HOTEL PARK AVE. & 48TH ST.
Tuesday June 6 4:00 P.M. Champagne	CUSTOM FURS BY RALPH MARANO Russeks' annual Champagne Party for the press with a presentation of Ralph Marano's custom furs. By invitation. Publ.: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
Tuesday June 6 4:00 P.M.- 6:00 P.M. Cocktails	RECEPTION FOR MME. THEA TEWI Mrs. Paul Selver will invite the press and trade to a cocktail party in honor of the dual celebration of the firm's twenty-fifth anniversary and its consolidation with the Tewi organization. By invitation only. Trade opening, <u>Tuesday, June 13</u> , for Dutches, Dutches-Tewi and Tewi, Inc., Fall collections. Publicity: Alice O. Steindler, PL. 3-0831.	DUTCHES UNDERWEAR CORP.	350 FIFTH AVENUE SHOWROOM-6TH FLOOR
Tuesday June 6 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE Fashion show to preview "Glamour" Magazine's September 1950 Career issue, and to announce the winners of the "Glamour" Survey, "Ten Girls With Taste" Press by invitation. For "Glamour" tie-in stores and buying offices. Contact: Nina Kyle or Mary Joan Finley, LE. 2-7500.	CLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 6	OPENING OF FALL COLLECTION  The Fall collection of Martini Designed fashions by Sylvan Rich will be shown to the press and trade daily at 10:30 A.M. and 1:00 P.M. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.  FRANCES SIDER, INC. SUNCLOTES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FL.
Beginning Tuesday June 6	OPENING OF FALL COLLECTION  Presentation of Fall sportswear by Frances Sider, with a complete collection of "Inseparable Separates", and introducing "Folderol", a new type of dress. Showings daily at 10:30 A.M. and 2:30 P.M. Contact: LO.4-3323.	FRANCES SIDER, INC. SUNCLOTES, INC.	1384 BROADWAY SHOWROOM-24TH FLOOR
Beginning Tuesday June 6	FALL COLLECTION: PRESS AND TRADE SHOWINGS  Custom-Craft will present the Fall collection of suits to the press and trade at daily showings, 10:30 A.M., 2:30 P.M. and 4:30 P.M., by appointment. ( <u>Note change of date</u> ). Publicity: Adele Strassfield, PE. 6-1277.	CUSTOM-CRAFT CLOTHES	110 WEST 40TH STREET SHOWROOM-20TH FLOOR
Beginning Tuesday June 6	OPENING OF FALL COLLECTION  George Carmel will present the Fall coat and suit collection at 10:30 A.M. and 2:30 P.M. daily. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Beginning Tuesday June 6	OPENING OF JUNIOR FALL COLLECTION  Young American Deb will hold continuous daily showings of the Fall collection. Contact: Polly McGuiston, CH. 4-6030.	YOUNG AMERICAN DEB	530 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Wednesday June 7 9:30 A.M. And 2:30 P.M. <i>Soflar</i>	FOURTEENTH ANNUAL COLLEGE CLINIC  "Mademoiselle" will present its 14th Annual College Clinic, a preview of fashions from the August College issue. By invitation only, for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Prom.Dir., MU.3-8910.	MADEMOISELLE	HOTEL ROOSEVELT BALLROOM
Wednesday June 7 12:00 Noon Luncheon	FALL MILLINERY AT LUNCHEON SHOW  "Modern Hat Fables" Fall 1950--semi-annual luncheon showing by the Millinery Designers' League. ( <u>Note change of time</u> ). Press by invitation. Tickets: \$12.50 per person; for reservations, contact: Helen Blankenhorn, PL. 3-3688. Publicity: Maud Moody, LE. 2-4049.	MILLINERY DESIGNERS' LEAGUE, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday June 7 12:15 P.M. Luncheon	PRESS PREVIEW: FALL AND WINTER FURS  Maximilian will present his Fall and Winter fur collection to the press. Showing promptly at 1:00 P.M. ( <u>Note change of date</u> ). Attendance by invitation only, which must be presented at the door. Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN	20 WEST 57TH STREET SALON
Wednesday June 7 3:00 P.M. Cocktails	PRESS PREVIEW: FALL COLLECTION  A preview for the magazine press of the Pattullo-Jo Copeland Fall collection. By invitation only. Trade opening, <u>Monday, June 12</u> at 10:30 A.M. By appointment. Contact: Sam Cohen, LO. 3-5650.	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM-14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 7 4:00 P.M.- 7:00 P.M. Cocktails	NATIONAL SEWING CONTEST FASHION SHOW FOR PRESS Prize-winning home-sewn garments, entered in the tenth annual National Sewing Contest, will be presented at a fashion show for the press. Commentator: Alma Kitchell. Showing at 5:00 P.M. By invitation only. Publicity: Grace Turner, Win Nathanson & Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Wednesday June 7 4:30 P.M.; 7:30 P.M.; 9:00 P.M.	FIRST COLLECTION OF BACK-TO-SCHOOL FASHIONS Penny Fashions, Inc. will present their first collection of back-to-school fashions for teenagers, 13 to 17 years, inspired by the Herald Tribune comic strip, "Penny". These fashions will be worn by "Penny" in the daily comic strip syndicated in 149 papers. Fashions coordinated by Eugenia Sheppard, fashion editor of N.Y. Herald Tribune. Coats--Rosemont Fashions, Inc. Dresses--Zaun Garment Corp. Sportswear--H. Schreier & Son. Rain-coats--Plottel Bros. Polo Shirts--Danco Mfg. Co. Handbags--Pyramid Leather Goods, Inc. Belts--Frank Speyer & Co. Hats--Modern Age Hats. Attendance limited to press, promotion and publicity directors, stylists and buyers of high school fashions. Reservations and Publicity: Claire A. Wolff, LO. 4-7230.	PENNY FASHIONS INC.	HERALD TRIBUNE BLDG. AUDITORIUM
Beginning Wednesday June 7	FALL COLLECTION BY TED SHORE Frank Starr will present the Fall collection of afternoon, dinner and evening gowns designed by Ted Shore. Daily showings at 10:30 A.M. and 1:00 P.M. Contact: Marion Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM-19TH FLOOR
Beginning Wednesday June 7	OPENING OF FALL COLLECTION Vera Maxwell will present her Fall collection of coats, suits, and dresses at 12:00 Noon and 4:00 P.M. daily. Contact: Janet Hutton, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Wednesday June 7	FALL COLLECTION OF SPORTSWEAR Janice Milan's Fall collection of sportswear, designed by Mildred Orrick, will be presented to the press and trade at 1:15 P.M. and 4:00 P.M. daily. Contact: Barbara Fields, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Thursday June 8 10:00 A.M.	"FLICKER FASHIONS"-- ANNUAL CLINIC The 1950 Parents' Magazine Fall Fashion Clinic, with a showing of mid-century Fall Fashions for Infants, Children, Girls, Sub-Teens, and Boys. Director: Mrs. Beryl Tucker, Fashion Editor. Tickets: \$5.00. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Thursday June 8 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York Fall collection at 10:30 A.M. Presentation to the trade at 2:30 P.M. Attendance by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
Thursday June 8 3:30 P.M. Cocktails	PRESS SHOWING: FALL FOUNDATION GARMENTS Preview of Fall foundation garments by Artistic Foundations--Flexees. Attendance by invitation only. Publicity: Sandra Kahn, MU. 9-2100.	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM-6TH FLOOR

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Thursday June 8 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF SCARFS AND HANDKERCHIEFS Open House in new showroom, with a preview of "Carol Stanley" Fall scarfs and handkerchiefs; also, a special collection designed by Dorothy Liebes. By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7108.	H. I. HERZMAN, INC.	10 EAST 38TH STREET SHOWROOM-MAIN FLOOR
Thursday June 8 4:30 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION A preview for the press of the Charles Lang collection of Fall dresses and dressmaker suits, designed by Ruth Thomas. Attendance by invitation only. Contact: Bob Shepherd, LO. 4-4250.	CHARLES LANG, INC.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Monday June 12 4:30 P.M. Cocktails	PREMIERE N.Y. SHOWING OF FALL COLLECTION Howard Shoup of Beverly Hills, California, formerly affiliated with MGM studios, will present his Fall collection of afternoon and evening clothes (to wholesale from \$49.50 to \$250.00) at his first N.Y. showing for the press and trade. By invitation. Publ.: Ann R. Silver Assoc., MU. 7-8654.	HOWARD SHOUP (BEVERLY HILLS)	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Monday June 12	FALL COLLECTION AT TRADE OPENING The Miss America Fall collection will open on Monday, June 12, at 2:30 P.M. with daily showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: Polly McCuiston, CH. 4-6030.	MISS AMERICA	530 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Beginning Monday June 12	OPENING OF FALL COLLECTION Capri Frocks will present their Fall collection, designed by Mark Mooring and Vera Jacobs, at daily showings, 10:30 A.M. and 2:30 P.M. Contact: Myron Herbert, WI. 7-7430.	CAPRI FROCKS, INC.	1372 BROADWAY SHOWROOM-5TH FLOOR
Beginning Monday June 12- June 14	OPENING OF FALL COLLECTION Monte Sano & Pruzan will present their Fall collection on Monday, Tuesday, and Wednesday, at 10:30 A.M., by appointment. Contact: LU. 2-2317.	MONTE SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM-8TH FLOOR
Tuesday June 13 10:30 A.M.; 2:30 P.M.	FALL OPENING FOR PRESS AND TRADE Kiviette will present her "complete costume" idea in informal and formal afternoon and evening wear for Fall, to the press and trade. Attendance by invitation only. Publicity: Roberta D. Miles, PL. 9-2675.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET SHOWROOM-3RD FLOOR
Tuesday June 13 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Press showing of original design custom furs at 11:30 A.M., to be followed by a Champagne Buffet Luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	BERNHAM-STEIN FURS	660 FIFTH AVENUE SALON
Tuesday June 13 4:00 P.M. Tea	SHOWING OF ADVANCE FALL MILLINERY The Millinery Creators Guild will present Autumn hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats--Garfunkel Makers. By invitation only. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 13 5:00 P.M. Cocktails	SHOWING OF FALL SPORTSWEAR & SEPARATES Ruth Fair of Dallas, Texas will present her Fall sportswear and separates at a cocktail party for the press. Attendance by invitation only. Daily trade showings beginning Monday, June 5 through June 15, by appointment. Contact: Ruth Fair, 6222 Meadow Road, Dallas, Texas.	RUTH FAIR OF DALLAS	HAMPSHIRE HOUSE COTTAGE
Tuesday June 13 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW: FALL AND WINTER WOOLENS Presentation of Fall and Winter woolens by Warren of Stafford at cocktails. By invitation. (Note change of place). Contact: Clara Mellen, BR.9-9692.	WARREN OF STAFFORD (450 SEVENTH AVENUE)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Tuesday June 13 5:30 P.M. Cocktails	TRADE SHOWING OF FALL COLLECTION A presentation of Raymond Marinelli's Fall and Winter collection of cocktail, dinner and evening fashions. By invitation only for the trade, and fashion coordinators of advertising agencies. (Press showing in July). Publicity: Jane Franklin, Allied Syndicates, PL. 9-6411.	RAYMOND MARINELLI (37 WEST 47TH STREET)	HOTEL PLAZA TERRACE ROOM
Tuesday June 13 6:30 P.M. Cocktails, Dinner	FIFTH ANNUAL RAINWEAR FASHION PRESENTATION The New York Raincoat Manufacturers' Association will present the fifth annual fashion show at a dinner for the rainwear industry, buyers and the press. By invitation. Publ.: Bea Baris, Jack Berman Co., Inc., MU.9-1546.	N.Y. RAINCOAT MFRS. ASSOCIATION	WALDORF-ASTORIA GRAND BALLROOM
Beginning Tuesday June 13	OPENING OF FALL COLLECTION Zweig-Talmack will present the Fall dress collection, designed by Helen Clifford, at 1:00 P.M. and 4:00 P.M. daily, by appointment. Contact: Kathy McMahon, BR. 9-1195.	ZWEIG-TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Tuesday June 13- June 14	FASHION SHOWS AT DRY GOODS CONFERENCE The Merchandising Division of the NRDGA will sponsor a two-day conference, "Selling Fashion in Fashion Departments", including ready-to-wear, accessories, intimate apparel, children's wear, furs, and piece goods. Fashion shows will highlight the sessions: <u>Tuesday, June 13 at 10:30 A.M.</u> Fur session with a showing of Fall styles by the Associated Fur Manufacturers, Inc.; <u>at 2:30 P.M.</u> , Infants', Children's and Teen wear, and Piece Goods sessions. <u>Wednesday, June 14 at 10:00 A.M.</u> ; Intimate Apparel Session; <u>at 2:00 P.M.</u> , Accessories Session will include "Accessory Futures", a showing of Fall trends in accessories; <u>at 6:30 P.M.</u> , the Ready-To-Wear Session with a presentation of Fall fashions, emphasizing bridal trousseau wear through the cooperation of Brides Magazine. Contact: Margaret Giddo, exec. sec'y of Ready-To-Wear Division, NRDGA, CH.4-8780.	NAT'L RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER GRAND BALLROOM
Wednesday June 14 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON "Designs American--Fall Fashions From The Collections--By Our Own Distinguished Designers". Fall Fashion Report: Miriam Lippincott, fashion director, Carson, Pirie, Scott & Co., Chicago. Commentator: Gwen Randolph, chairman of Ready-To-Wear Division. Price (including tax and tip): \$4.25 for members; \$4.75 for guests (one per member). 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 June 14 4:30 P.M. Cocktails	"YOUNG VIEWPOINT" FASHIONS FOR FALL Ginsburg & Abelson will present their Fall collection of "Young Viewpoint" fashions to the press and trade. Attendance by invitation only. Publicity: Modern Merchandising Bureau, MU. 4-7350.	GINSBURG & ABELSON	PARK LANE HOTEL PARK AVE. & 48TH ST.
Thursday June 15 10:30 A.M.	PREVIEW OF FALL DRESS COLLECTION A showing for the press and trade of Fira Benenson's Fall collection of dresses. Attendance by invitation only. Daily trade shows at 2:30 P.M., by appointment. Contact: MU. 8-0900.	FIRA BENENSON	37 WEST 57TH STREET SALON
Beginning Thursday June 15 4:00 P.M.	OPENING OF FALL COLLECTION Presentation of Pauline Trigere's Fall Collection, Thursday, June 15, at 4:00 P.M.; Friday, June 16, at 2:30 P.M.; Tuesday, June 20, and Wednesday, June 21 at 10:30 A.M. and 2:30 P.M. By appointment only. Contact: Miss Cecille Gordon, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SHOWROOM
Thursday June 15 5:00 P.M. Cocktails; Buffet	SEMI-ANNUAL FABRICS AND FASHION CLINIC Miron's semi-annual Merchandise and Fashion Clinic, to introduce the Fall fabrics collection. Buffet supper at 7:00 P.M. will follow the show. Attendance by invitation only, <u>for Miron's franchised piece goods stores and fabric press.</u> Publ.: Mrs. Eleanor W. Howard, Prom. Dir., LE. 2-8340.	MIRON MILLS, INC. (51 MADISON AVENUE)	TOOTS SHOR'S 51 WEST 51ST STREET
Tuesday June 20 9:30 A.M. Breakfast	BREAKFAST SHOWING OF FOUNDATION GARMENTS "There Is Nothing Like A Frame"--the Corset and Brassiere Exhibitors Guild will stage a fashion show during the industry's market week. Speaker: Bonnie Cashin, designer for Adler & Adler. Breakfast will be served in the Winter Garden. Show production: Fashion Advertising Company. By invitation. Publicity: Barbara Kling, Fashion Advg. Co., BR. 9-5050.	CORSET AND BRASSIERE EXHIBITORS GUILD	HOTEL McALPIN GRAND BALLROOM
Wednesday June 21 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING The Fashion Group's Members' Monthly Luncheon Meeting with a discussion of "The Battle for the Consumer Dollar, or Hard Goods vs. Soft Goods". Speaker: B. Earl Puckett, Chmn. Bd. of Directors, Allied Stores Corp. Chmn.: Eleanor Howard. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday June 22 4:00 P.M. Cocktails	"PETALS AND PEARLS" LA TAUSCA FASHION SHOW The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Staging: Chester Gash, Merchandising Arts, Inc. Commentator: Faith Keane. Attendance by invitation only. Fashion Show Executive: Ruth Lerner, OR. 9-3350. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	RITZ-CARLTON HOTEL GRAND BALLROOM
Monday June 26 11:30 A.M. Luncheon	PRESS PREVIEW OF FALL MILLINERY Lenesta will present a preview of her Fall millinery to the press. Luncheon after the show. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 27 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY  Sally Victor will present a press preview of her Fall millinery collection. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Tuesday June 27 4:00 P.M. Cocktails	FALL MILLINERY AT PRESS PREVIEW  Laddie Northridge will present his Fall millinery to the press at a cocktail preview. By invitation only. Publicity: Donna Cannon, PL. 5-0484.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday June 28 10:00 A.M. Coffee	PREVIEW OF FALL HAT COLLECTION  Mary Goodfellow will present her Fall millinery to the press at 10:00 A.M.; to the trade at 4:00 P.M. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Wednesday June 28 12:15 P.M. Luncheon	MILLINERY MEETING AND FASHION SHOW  "You CAN Sell Hats The Year 'Round!"--The Fashion Group will present hats especially created for this showing. Speaker: Mildred Hill, buyer of ready-to-wear millinery at Bergdorf-Goodman. Commentator: Maud G. Moody. Chmn: Dorothy Nash. Price: \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Thursday June 29 11:00 A.M. Luncheon	PRESS SHOWING OF FALL MILLINERY  A presentation of Emme's Fall millinery to the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	26 EAST 56TH STREET SALON
Thursday July 6 10:00 A.M. Coffee	BREAKFAST PREVIEW OF FALL MILLINERY  A presentation to the press of Walter Florell's Fall collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday July 10 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY  Mr. John will present his Fall millinery collection to the press. By invitation only. Contact: Jane Darby or Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday July 11 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER  The semi-annual millinery fashion show for buyers, retailers and the fashion press. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 12 4:00 P.M.	PRESS PREVIEW OF FALL MILLINERY  Florence Reichman will present her Fall millinery to the press. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	PLACE TO BE ANNOUNCED
Friday July 14 3:30 P.M.	PRESENTATION OF FALL MILLINERY  Mr. Fred Frederics of John-Frederics, Inc., will present his Fall millinery to the press. (Note Change of Date and Time). Attendance by invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN-FREDERICCS, INC.	29 WEST 48TH STREET SALON

THEATRE PAGE WILL BE RESUMED IN NEXT ISSUE.  
SPACE UNAVAILABLE THIS WEEK.