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June 19,
1950

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 ENDING FRIDAY, JUNE 16, 1950</u>			
Now Going On	OPENING OF FALL SCARF COLLECTION The Fall collection of Glentex scarfs will be shown daily, by appointment. Publicity: Ann R. Silver Associates, MU. 7-8654.	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM-3RD FLOOR
Now Going On	NEW COLLECTION OF COSTUME COORDINATES The first showing of the Terry Mason collection of costume coordinates, designed by Carroll, at 9:30 A.M., 12:00 Noon, and 4:00 P.M. daily showings. Contact: Terry Mason, LO. 4-4392.	TERRY MASON	1384 BROADWAY SHOWROOM-ROOM 1021
Now Going On	FALL COLLECTION OF BLOUSES AND SEPARATES Daily showings at 10:30 A.M. and 2:30 P.M. of around the clock coordinates. Contact: Bernard Kaplan, LO. 4-7089.	VICTORIA KAY	462 SEVENTH AVENUE SHOWROOM
Now Going On	FALL BLOUSES AND SEPARATES COLLECTION Dorine Liebert's Fall collection of blouses and dressy separates at 9:00 A.M. and 5:00 P.M. daily showings. Contact: Faye Berk, EL. 5-2577.	DORINE LIEBERT	15 EAST 53RD STREET SHOWROOM-9TH FLOOR
Friday June 16 10:30 A.M. Aperitif	PRESS PREVIEW OF FALL COLLECTION Special press preview of the Adler & Adler Fall and Winter collection, designed by Bonnie Cashin. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Friday June 16 12:00 Noon Luncheon	FALL PREVIEW FOR THE PRESS The press is invited to preview the Trigere collection for Fall and Winter at 12:00 Noon <u>promptly</u> (followed by luncheon). Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	TRIGERE, INC.	29 WEST 57TH STREET SHOWROOM
<u>WEEK BEGINNING MONDAY, JUNE 19, 1950</u>			
Monday June 19 12:30 P.M. Buffet Luncheon	PRESS PREVIEW OF FALL MILLINERY Helen Liebert will present her Fall and Winter millinery collection to the press. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	HELEN LIEBERT	ATOP 19 W. 57TH ST. SALON
Monday June 19 4:00 P.M.- 7:00 P.M. Cocktails	INTRODUCTION OF NEW WAIST-ADJUSTING GIRDLES Premiere showing of "Adjust-Eze" girdles with a patented sliding waist adjustment, made by Even-Pul Foundations. Attendance by invitation only. Contact: Leonard Rosner, MU. 4-5025.	EVEN-PUL FOUNDATIONS (135 MADISON AVENUE)	HOTEL AMBASSADOR TRIANON LOUNGE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 19	FALL COSTUME JEWELRY COLLECTION The Coro Fall collection of costume jewelry will be shown daily, by appointment. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM-3RD FLOOR
Beginning Monday June 19	OPENING OF FALL SCARF COLLECTION Vera will present her Fall collection of scarves at continuous showings daily. Publicity: Florence Brobeck, GR. 3-4119.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM-4TH FLOOR

ADVANCE SHOWINGS: 15TH NATIONAL PRESS WEEK (JULY 10)

The following members of the N.Y. Dress Institute's Couture Group will hold Advance Showings of their Fall collections for the News Syndicates, Magazines, and Foreign Press (for release during Press Week which begins July 10).

Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Monday, June 19....9:30 A.M.	DAVIDOW SPORTSWEAR, INC.	550 SEVENTH AVE.
10:30 A.M.	CAPRI ORIGINALS	1372 BROADWAY
Tuesday, June 20...10:00 A.M.	BEN REIG	498 SEVENTH AVE.
11:00 A.M.	B. H. WRAGGE	550 SEVENTH AVE.
Wednesday, June 21...10:00 A.M.	NETTIE ROSENSTEIN	550 SEVENTH AVE.
11:00 A.M.	EDWIN H. FOREMAN (Tina Leser)	1410 BROADWAY
3:30 P.M.	PHILIP MANGONE	500 SEVENTH AVE.
Thursday, June 22...10:30 A.M.	TOWNLEY FROCKS (Claire McCardell)	550 SEVENTH AVE.
11:30 A.M.	PARNIS-LIVINGSTON	530 SEVENTH AVE.
2:30 P.M.	ANTHONY BLOTTA	498 SEVENTH AVE.
3:30 P.M.	PATTULLO-JO COPELAND	498 SEVENTH AVE.
Friday, June 23...10:30 A.M.	PAUL PARNE	498 SEVENTH AVE.
Monday, June 26...10:00 A.M.	ADELE SIMPSON	530 SEVENTH AVE.
11:00 A.M.	SAMUEL CHAPMAN (Ceil Chapman)	530 SEVENTH AVE.
2:30 P.M.	HANSEN BANG	498 SEVENTH AVE.
3:30 P.M.	MONTE SANO & PRUZAN	21 W. 46TH ST.
Tuesday, June 27...10:30 A.M.	MAURICE RENTNER	498 SEVENTH AVE.
11:30 A.M.	HERBERT SONDEHEIM	530 SEVENTH AVE.

June 19- NATIONAL SWIM FOR HEALTH WEEK. Theme: "Learn To Swim."
June 24 Contact: Martin Stern, Nat'l. Swim for Health Ass'n., VA. 6-0543.

Tuesday June 20 PRESS PREVIEW OF ABERLE, INC. HAMPSHIRE HOUSE
FALL HOSIERY (385 FIFTH AVE.) THE COTTAGE
9:30 A.M. "Highlights In Hosiery" by Aberle, dramatized by ballerinas from the
Breakfast Fokine School of Ballet, emphasizing hosiery fashions that tie in with
the Fall fashion picture. By invitation only. Publicity: Terry
Quimby, MU. 3-0377.

Tuesday June 20 BREAKFAST SHOWING OF CORSET AND BRASSIERE HOTEL McALPIN
FOUNDATION GARMENTS EXHIBITORS GUILD GRAND BALLROOM
9:30 A.M. "There Is Nothing Like A Frame"--the Corset and Brassiere Exhibitors
Breakfast Guild will stage a fashion show during the industry's market week.
Speaker: Bonnie Cashin, designer for Adler & Adler. Show production:
Mervin & Jesse Levine, Inc. Attendance by invitation only. Publicity:
Barbara Kling, BR. 9-5050.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 20 2:00 P.M.- 6:00 P.M.	FALL COLLECTION FOR MAGAZINE PRESS Anna Licht will present her Fall collection of day and evening wear, sportswear and coordinates, in Rodier fabrics. For magazine press, by invitation only. Contact: Ruth Freeman, MU. 7-1662.	ANNA LICHT	171 WEST 57TH STREET STUDIO-5TH FLOOR
Tuesday June 20 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Barbara Barondess MacLean will present her collection of Fall fashions to the press. Showing at 4:30 P.M. Attendance by invitation only. Publicity: Rose Hilton, MU. 3-4261.	BARBARA BARONDESS MacLEAN (OF BEVERLY HILLS)	HOTEL WARWICK 65 WEST 54TH STREET
Tuesday June 20 5:00 P.M. 7:00 P.M. Cocktails	AWARD PRESENTATION TO FOUNDATION COMPANY The press and trade will be invited to attend the presentation of Fashion Academy's Gold Medal Award to The H.W. Gossard Co. Presentation at 6:00 P.M. Attendance by invitation. Publicity: Lee Schooler, 75 Wacker Drive, Chicago.	THE FASHION ACADEMY; H.W. GOSSARD CO.	HOTEL PLAZA TERRACE ROOM
June 21	FIRST DAY OF SUMMER (Wednesday)		
Wednesday June 21 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING Discussion of "Fashion's New Battle For Mrs. Consumer's Dollar In Today's Widening Horizons of Living". 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. (Members may bring 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
Wednesday June 21 4:00 P.M.- 6:00 P.M. Cocktails	FIRST AMERICAN SHOWING OF HAUTE COUTURE SWEATERS Premiere American presentation of haute couture knit lamé sweater-blouses for evening, and dressmaker sweaters for daytime, by the House of Tricosa-Jerlaine, Paris. (American Agent: Feder Industries, Inc., 509 West 56th St.). Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. Contact: Edgard Feder, CI. 5-5447.	TRICOSA-JERLAINE (25 RUE ROYALE, PARIS 8)	HOTEL ASTOR YACHT ROOM-8TH FLOOR
Thursday June 22 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL FASHIONS Maria Krum will show her Fall collection of afternoon and evening fashions to the press during luncheon. Attendance by invitation. Contact: Sally Krum, CI. 7-3060.	MARIS KRUM	41 WEST 56TH STREET SALON
Thursday June 22 2:45 P.M.	PREVIEW OF COTTON LINGERIE FOR FALL "First of All Cotton"--a fashion play by United Mills, starring Realcraft slips and Jubilee bras. By invitation only. Contact: Alex Bennet Kahn, or Marie Curtis, MU. 6-1332.	UNITED MILLS CORP. (180 MADISON AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday June 22 4:00 P.M. Cocktails	"PETALS AND PEARLS" LA TAUSCA FASHION SHOW The House of Heller will present its Fall collection of La Tausca simulated pearls. Staging: Chester Gash, Merchandising Arts, Inc. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	RITZ-CARLTON HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 26 10:00 A.M.	MILLINERY PREVIEW FOR THE PRESS Showing of the Fall and Winter millinery collection by Irene of New York. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Monday June 26 11:30 A.M. Luncheon	PRESS PREVIEW OF FALL MILLINERY Lenesta will present a preview of her Fall millinery. Luncheon after the show. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON
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 12:30 P.M. Luncheon	"CHRISTMAS LUNCHEON" FOR MAGAZINE PRESS The Ribbon Guild will introduce 1950 gift wrappings and decorations at a luncheon for magazine editors. By invitation only. Publicity: Drucella Lowrie, LO. 3-0853.	THE RIBBON GUILD, INC.	HOTEL BILTMORE EMPIRE LOUNGE
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	PRESS PREVIEW: FALL HAT COLLECTION Mary Goodfellow will present her Fall millinery collection to the press. By invitation only. The trade show, originally scheduled for <u>4:00 P.M.</u> , June 28, has been cancelled. Publicity: 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 (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 ROOSEVELT BALLROOM
Wednesday June 28 5:00 P.M. Tea	REVIEW OF FALL WOOL BUREAU PROMOTION The Wool Bureau's Women's Advisory Committee (Chmn: Mrs. Elsie Murphy) will invite a group of fashion editors to view the "Wool is a Natural for Fashion" Fall promotion and educational material. Attendance by invitation. Coordinator of Women's Wear Merchandising for The Wool Bureau: Jane O'Leary Harvey, PL. 7-5092.	THE WOOL BUREAU, INC.	16 WEST 46TH STREET 9TH FLOOR
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
July 4	INDEPENDENCE DAY (Monday)--Legal Holiday.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 5 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY A presentation to the press of Braagaard's Fall millinery collection. By invitation only. Contact: Barbara Pearlman, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Thursday July 6 10:00 A.M. Coffee	BREAKFAST PREVIEW OF FALL MILLINERY Walter Florell will show his Fall millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Sunday July 9- Wednesday July 12	ANNUAL CALIFORNIA CORSET & LINGERIE SHOW Members of the Corset and Brassiere Association of America (California division), the California Corset Club, and leading negligee and lingerie manufacturers will hold the seventh annual show in the California market. Staging: The Los Angeles Trade Fair, Inc., Joseph W. Lockwood, show manager. Contact individual manufacturers.	CORSET & BRASSIERE ASSN. HOTEL BILTMORE OF AM. (CALIF. DIVISION) LOS ANGELES, CALIF.	
Sunday July 9 3:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Sally Victor will present her Fall millinery collection to the out-of-town press at an informal cocktail party. Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 9 4:30 P.M. Tea	FALL FASHIONS FOR VISITING EDITORS The out-of-town editors are invited to see Maria Krum's Fall collection of afternoon and evening wear during tea. Contact: Sally Krum, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Sunday July 9 5:30 P.M. Cocktails, Buffet	BUFFET PARTY FOR FASHION PRESS Forstmann will invite visiting editors to a cocktail party and buffet supper in the Victorian Suite of the Hotel Carlyle. Attendance by invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET
Sunday July 9 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN PRESS Walter Florell will invite the visiting editors to a champagne party and showing of his Fall millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Week Of July 10	FIFTEENTH NATIONAL PRESS WEEK Fashion editors of leading newspapers in the U.S. and Canada will be invited to attend the 15th National Press Week. Fall and Winter collec- tions of some 25 leading designers, members of the N.Y. Dress Institute's Couture Group, will be shown daily, beginning Monday, July 10. <u>Strictly</u> <u>by invitation.</u> Publicity: Eleanor Lambert, MU. 8-2130.	N.Y. DRESS INSTITUTE	NEW YORK CITY
Monday July 10 11:00 A.M. And 4:00 P.M.	PRESS PREVIEWS OF FALL MILLINERY Mr. John will present his Fall millinery collection to the N.Y. press at 11:00 A.M., with a second showing for the out-of-town editors at 4:00 P.M. By invitation. Publicity: Petty Nelson or Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 10 2:30 P.M.	FALL MILLINERY SHOW FOR PRESS William J., now in his second season, will present his Fall and Winter millinery collection. Attendance by invitation. Contact: MU. 8-1308.	WILLIAM J.	61 EAST 52ND STREET SALON
Monday July 10 5:00 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW The semi-annual accessories show, presenting Coro jewelry and Glentex scarfs for Fall. For local and visiting press, by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
Monday July 10 6:00 P.M.	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Elizabeth Arden will invite the visiting editors to a 6:00 P.M. showing of the Fall and Winter ready-to-wear collection, designed by Castillo. Buffet supper from 7:00 P.M. to 8:00 P.M. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN-CASTILLO	691 FIFTH AVENUE SALON-2ND FLOOR
Tuesday July 11 8:00 A.M. Breakfast	FALL HAT SHOW FOR OUT-OF-TOWN PRESS Irene of New York will show her new Fall millinery at a breakfast for the visiting press. By invitation. Publicity: Nona James, CH. 4-7658.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday July 11 9:00 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association, with fashion, merchandising and business experts discussing trends, problems and developments. Virginia Pope, fashion editor of the N. Y. Times, will direct the clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
Tuesday July 11 12:00 Noon Aperitif	FASHION SHOW FOR VISITING PRESS Presentation of fashions by Horowitz & Duberman to the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HOROWITZ & DUDERMAN	498 SEVENTH AVENUE SHOWROOM
Tuesday July 11 1:00 P.M. Luncheon	LUNCHEON FOR VISITING AND LOCAL PRESS Coty will introduce a new product during luncheon for the out-of-town and local editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday July 11 3:30 P.M. Cocktails	PRESS PREVIEW OF "BAGS BY JOSEF" A preview of the Fall and Winter American collection of "Bags by Josef" (Gold Seal Importers, Inc.) together with Italian and French imports. For local and out-of-town press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Tuesday July 11 3:30 P.M.- 6:00 P.M. Cocktails	PRESENTATION OF FALL FABRICS Hafner will invite the local and out-of-town press to a display of Fall fabrics, with informal modeling, at the Empire State Club, 21st floor. By invitation only. Publicity: Martha McDonald, CH. 4-8767.	HAFNER FABRICS CORP.	EMPIRE STATE BLDG. 21ST FL.-- CLUB

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 11 4:00 P.M. 6:00 P.M. Open House	FASHIONS IN WOMEN'S WATCHES The Watchmakers of Switzerland will present "Fashions in Time" to local and visiting editors. By invitation only. Sponsored by Foote, Cone and Belding Int'l. Publicity: Elizabeth Maher, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	30 ROCKEFELLER PLAZA RAINBOW LOUNGE-65 FL.
Tuesday July 11 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES Yolande will invite the out-of-town and N.Y. fashion press to a cocktail showing of handmade lingerie, blouses, and infants dresses for Fall. By invitation only. Publicity: Ida F. Miller, Yolande Corp., MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
Tuesday July 11 6:00 P.M. Cocktails 7:30 P.M. Show	"SANKA BROWN" COLOR DEBUT Sanka Coffee will sponsor a showing of Paris originals, and ready-to-wear and accessories by American designers, in the new "Sanka Brown" color for Fall. Fashion Show will be followed by supper and dance. By invitation only, for visiting and N.Y. fashion press. Contact: Dora Miller, LO.3-4285.	GENERAL FOODS	HOTEL PIERRE ROOF GARDEN
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. Dinner and show: \$17.50 (including tax); Mezzanine: show only, \$8.50 (including tax). Show at 9:00 P.M. For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LU. 2-2250.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 12 8:00 A.M. Breakfast	WOMEN'S FASHIONS FOR VISITING EDITORS Showing for visiting editors of Paris-adapted Fall fashions for women, in the moderate price range. By invitation only. Publ.: Dora Miller, LO.3-4285.	PURITAN DRESS COMPANY OF BOSTON	LONGCHAMPS B'WAY & 41ST STREET
Wednesday July 12 12:00 Noon Aperitif	OUT-OF-TOWN-PRESS FALL PREVIEW Tilly Schanzer will present her "Mix 'n Match" Fall fashions to the visiting press. By invitation. Publicity: Dora Miller, LO. 3-4285.	TILLY SCHANZER	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Wednesday July 12 1:00 P.M. Luncheon	COAT & SUIT SHOWING FOR VISITING PRESS The out-of-town editors will be invited to a luncheon and showing of the Fall coat and suit collection, designed by Seymour Fox. Attendance by invitation. (Note Change of Date). Publicity: Ann R. Silver Associates, MU. 7-8654.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
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
Wednesday July 12 5:00 P.M. Cocktails	"BLACK ROSE" PARTY FOR VISITING EDITORS Twentieth Century-Fox will invite the out-of-town editors to a cocktail party and exhibit of a Fall fashion promotion, inspired by the forthcoming film "The Black Rose". Staged by Tom Lee. Attendance by invitation. Publicity: Corinne Schwab, CO. 5-3320.	20TH CENTURY-FOX FILMS	54TH ST. & 10TH AVE. STAGE 1

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 12 7:00 P.M. Dinner	FALL HATS & MAKEUP AT DINNER SHOW The Millinery Fashion Bureau, in cooperation with Dorothy Gray, will invite the local and visiting fashion press to dinner, and a showing of Fall millinery by leading designers; makeup by Dorothy Gray. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU MANUFACTURERS BUREAU	PLACE TO BE ANNOUNCED
Thursday July 13 8:00 A.M. Breakfast	EMBROIDERY FASHIONS FOR VISITING PRESS Embroidered separates for all occasions will be shown to the out-of-town and local editors. (Note Change Of Address) By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS 19 WEST 57TH STREET
Thursday July 13 11:00 A.M.	FALL MILLINERY PRESS PREVIEW Anita Andra will invite the press to a showing of her new Fall hat collection. Attendance by invitation. Contact: PL. 9-1822.	ANITA ANDRA	558 MADISON AVENUE SALON
Thursday July 13 12:15 P.M. Luncheon	FALL PREVIEW FOR VISITING EDITORS Henry Rosenfeld will invite the out-of-town and local press to lunch, with a showing of his Fall collection of dresses and suits. By invitation only. Publicity: Shirley Perces, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday July 13 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will hold its Accessories Division luncheon meeting. (More details later.) Chairman: Marjorie Schlesinger. Price (including tax and tip): \$4.00 for members; \$4.450 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
Thursday July 13 3:30 P.M. Cocktails	FALL FASHION SHOWING FOR VISITING PRESS Varden will invite the out-of-town editors to cocktails and a showing of the Varden Petites collection for Fall. Attendance by invitation only. Publicity: Ann E. Pester, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday July 13 4:00 P.M. High Tea	JEWELRY SHOWING FOR THE PRESS The visiting editors will be invited to a cocktail party and showing of the new Halbe costume jewelry collection for Fall. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JEWELS BY HALBE	SHERRY-NETHERLAND CHANTECLAIR ROOM
Thursday July 13 5:00 P.M.	FALL SHOWING FOR VISITING EDITORS Lilly Dache will present her Fall and Winter collection of millinery and costumes to the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday July 13 7:00 P.M. Dinner	FASHION SHOW--DINNER FOR VISITING PRESS Sylvan Rich will invite the out-of-town editors to dinner and a showing of the Martini Designed, and Diminutives dress collections for Fall. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 14 8:00 A.M. Breakfast	NECKWEAR SHOW FOR VISITING PRESS The out-of-town editors will be invited to a showing of neckwear for Fall. By invitation only. Publicity: Dora Miller, LO. 3-4285.	NATIONAL WOMEN'S NECKWEAR & SCARF ASSN.	LONGCHAMPS B'WAY & 41ST STREET
Friday July 14 12:00 P.M. Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Lloyd Weill will invite the out-of-town press to a luncheon and showing of the Fall collection designed by Natalie Renke and Marie Ravel. Also, presentation of Lloyd Weill's original "floor show". Attendance by invitation only. Contact: Miss Gloria, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
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 local and out-of-town press. Attendance by invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICCS, INC.	20 EAST 48TH STREET SALON
Friday July 14 4:45 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION Raymond Marinelli will invite the N.Y. and visiting editors to a preview of his Fall collection of afternoon, cocktail, dinner and evening clothes. Showing at 5:00 P.M. Millinery: Laddie Northridge. Shoes: Frank Bros. Gloves: Wear-Right. Pearls: La Tausca. Attendance by invitation. Publicity: Jane Franklin, Allied Syndicates, PL. 9-6411.	RAYMOND MARINELLI (37 WEST 47TH ST.)	ST. MORITZ HOTEL SKY GARDENS
Friday July 14 6:30 P.M. Dinner	FASHION SHOWING AT PRESS DINNER The out-of-town editors will be invited to a dinner, followed by a fashion show of Fall clothes made in Crompton velveteens and corduroys. Attendance strictly by invitation. Publicity: Laura Benham, RE. 7-8230.	CROMPTON-RICHMOND, INC.	SHERRY-NETHERLAND CARNAVAL ROOM
Saturday July 15 9:30 A.M. Breakfast	LUGGAGE MOVIE FOR VISITING PRESS Amelia Earhart Luggage will invite the out-of-town press to a breakfast premiere of its 20-minute color film, "There Is A Difference". (Film will be shown at leading department stores and specialty shops throughout the country.) By invitation only. Contact: Maxine Lord, Market 3-7500.	AMELIA EARHART LUGGAGE	HAMPSHIRE HOUSE THE COTTAGE
Saturday July 15 11:00 A.M.	COAT & SUIT SHOWING FOR VISITING EDITORS Conti, Inc. will invite the out-of-town press to a preview of the Fall coat and suit collection, designed by Robert Riley. Attendance by invitation only. Publicity: Laura Benham, RE. 7-8230.	CONTI, INC.	533 SEVENTH AVENUE SHOWROOM-7TH FLOOR
Saturday July 15 12:30 P.M. Luncheon	PRESS SHOWING OF FALL JEWELRY Luncheon showing of the Trifari Fall jewelry collection, for visiting and local press. By invitation. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Monday July 17 9:00 P.M. Champagne- Buffet	PENTHOUSE PARTY FOR THE PRESS Chanda will invite the local and out-of-town editors to an informal showing of his Fall collection of millinery, during champagne and buffet supper. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CHANDA, INC. (30 WEST 57TH STREET)	55 EAST 86TH STREET PENTHOUSE "B"

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 18 9:30 A.M. Coffee	PREVIEW FOR THE VISITING PRESS Claret Modes will present their Fall collection of blouses and coordinated separates. For out-of-town and local press, by invitation. Publicity: Michael Corrwin, LO. 5-6126.	CLARET MODES, INC.	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday July 18 11:00 A.M.	SHOWING OF SCARFS FOR VISITING PRESS Brooke Cadwallader will present a showing of his Fall scarfs to the out-of-town press. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Wednesday July 19 12:30 P.M. Luncheon	SHOWING OF FALL FASHIONS AND FABRICS A presentation of Fall costumes, created by leading designers in John Walther fabrics, during a luncheon for the press and trade. Attendance by invitation. Publicity: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE THE COTTAGE
Wednesday July 19 4:00 P.M. Cocktails	COLOR FILM ON NEW LUGGAGE Amelia Earhart Luggage will present "There Is A Difference", a 20-minute color movie, which will be shown in leading department stores and specialty shops throughout the country. For press, N.Y. and resident buyers, by invitation only. Contact: Maxine Lord, Market 3-7500.(Newark)	AMELIA EARHART LUGGAGE	21 CLUB(21 W.52ND) HUNT ROOM, 2ND FL.
Friday July 21	NEW POLICY FOR "CHARM" MAGAZINE Commencing with its August issue, out Friday, July 21, "Charm" Magazine will appear under the helm of Editor-in-Chief Helen Valentine, and will carry the sub-title "Magazine for Women Who Work." Contact: MU. 3-8910.	CHARM MAGAZINE (122 EAST 42ND ST.)	AT NEWSSTANDS
Beginning Monday July 24	SCHEDULE OF LONDON COUTURE OPENINGS <u>Monday, July 24:</u> Digby Morton, Ltd.; Worth, Ltd.; Hardie Amies, Ltd.; Molyneux et Cie; Michael Sherard. <u>Tuesday, July 25:</u> Charles Creed, Ltd.; Norman Hartnell, Ltd.; Mattli; Peter Russell, Ltd.; Victor Stiebel. Admission by invitation only. Contact: Lilian Hyder, Organizing Secretary, 36-A Bruton Place, London W-1.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36-A BRUTON PLACE LONDON W-1, ENGLAND
Tuesday July 25 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Bloomingdale's will hold a press preview of back-to-school fashions. Showing at 10:00 A.M. By invitation only. Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695 or 311.	BLOOMINGDALE'S	4TH FLOOR ROOM 3
Beginning Thursday July 27	SCHEDULE OF PARIS COUTURE OPENINGS Winter openings of the Paris couture are scheduled as follows: <u>July 27:</u> Dior, Jeanne Lafaurie, Alex Maguy; <u>July 28:</u> Jacques Griffe, Raphael, Carven, Alwynn, Germaine Lecomte, Madeleine de Rauch, Balenciaga; <u>July 29:</u> Pierre Balmain, Jean Desses; <u>July 31:</u> Maggy Rouff, Jacques Fath, Nina Ricci; <u>Aug. 1:</u> Robert Piguet, Worth, Lanvin, Jacques Heim; <u>Aug. 3:</u> Gres, Jean Patou. Contact: Chambre Syndicale de la Couture de Paris, 102 Rue de Faubourt St. Honore, Paris, France.	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS, FRANCE

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

- Friday June 16 PREMIERE: "BRIGHT LEAF" (Movie) STRAND, BROADWAY & 47TH STREET Warner Brothers' action film, centered about the tobacco industry. Starring Gary Cooper, Lauren Bacall, Patricia Neal, Jack Carson, Donald Crisp. Producer: Henry Blanke. Director: Michael Curtiz. Wardrobe: Leah Rhodes and Marjorie Best. Publicity: Eve Siegal, CI. 6-1000.
- Beginning Monday June 19 FIRST WEEK, STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE, Monday, June 19: Albert Spalding, violinist, in farewell concert, will play Beethoven's "Concerto in D Major", Efrem Kurtz directing the N.Y. Philharmonic-Symphony. Tuesday, June 20: Orchestral program featuring Shostakovich's "Fifth Symphony", Efrem Kurtz directing. Wednesday, June 21: Gerald Warburg, Violoncellist, will play Saint-Saens' "Cello Concerto in A Minor". Orchestra will feature Brahms' "Symphony No. 4". Thursday, June 22: William Kapell, pianist, playing Mozart's "Concerto in A Major" and Rachmaninoff's "Rhapsody on a Theme of Paganini". Orchestra will perform Mendelssohn's "Symphony in A Major". Friday, June 23: No concert Friday, June 23, unless rain previous night. Saturday, June 24: Mischa Elman, the violinist, will perform Bruch's "G Minor" Concerto, and Tchaikovsky's "D Major" Concerto, Alexander Smallens will conduct the orchestra. Publicity: Miss Alix Williamson, CI. 6-4462.
- Tuesday June 19 OPENING: "JULIUS CAESAR" ARENA THEATRE, HOTEL EDISON, 228 W. 47TH ST. David Heilweil and Derrick Lynn-Thomas present Basil Rathbone in "Julius Caesar", the first Arena Theatre production of Shakespeare anywhere, with original music by Hall Overton. Cast includes Alfred Ryder, Barry Kroeger, Joseph Holland. Publicity: Mr. Benenholtz, PL. 7-0186.
- Wednesday June 21 PREMIERE: "SECRET FURY" (Movie) PARAMOUNT THEATRE, BROADWAY & 43RD STREET RKO presents a story of an attempt to break up a marriage by implicating the bride in a murder frameup. Starring Claudette Colbert, Robert Ryan, Jane Cowl, Paul Kelly. Producer: Jack H. Skirball. Director: Mel Ferrer. Wardrobe: Miss Colbert's gowns by Hattie Carnegie; Miss Cowl's gowns by Michael Woulfe. Publicity: Rutgers Neilson, CO. 5-6500.
- Thursday June 22 PREMIERE: "THE LAWLESS" (Movie) ASTOR THEATRE, BROADWAY & 45TH STREET Paramount presents a film in which a newspaper editor becomes involved in protecting a youth from across the tracks who is charged with murder. Starring MacDonald Carey, Gail Rossell, Johnny Sands. Producer: Pine-Thomas. Director: Joseph Losey. Publicity: Rex Taylor, BR. 9-8700.
- Thursday June 22 PREMIERE: "THE NEXT VOICE YOU HEAR" (Movie) RADIO CITY, 6TH AVE. AT 50TH MGM presents a story of "what happened at 8:30 P.M. all over the world." Starring James Whitmore, Nancy Davis, Gary Gray. Producer: Dore Schary. Director: William Wellman. Wardrobe: Helen Rose. Publicity: Herbert Crooker, JU. 2-2000.
- Thursday June 28 OPENING: "PEEP SHOW" WINTER GARDEN, BROADWAY & 50TH STREET Michael Todd presents a musical revue, featuring songs written by the young King of Thailand. Production staged by Hassard Short. Dialogue direction: Bobby Clark. Scenery: Howard Bay. Costumes: Irene Sharaff. (Note Change of Date). Publicity: Max Gendel, CI. 7-3425.