

PUBLISHED WEEKLY 10TH YEAR OF PUBLICATION

X 6/5/50

# 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, JUNE 5, 1950</u>			
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.
Monday June 5 And June 6 8:30 P.M. Supper; Dance	1950-51 FUR FASHION SHOW  Fur fashions for the coming year will be shown by 73 wholesale fur designers and manufacturers of the Associated Fur Manufacturers, Inc., to buyers and press at supper and dance. Fashion show chairman: Louis White. Staged by Lester Gaba. Buyers by reservation; contact: Associated Fur Mfrs., Inc., 101 W. 30th St., PE. 6-4858. Press by invitation. Producer and Publicity Director: Eleanor Lambert, MU. 8-2130.	ASSOCIATED FUR MANUFACTURERS, INC.	WALDORF-ASTORIA GRAND BALLROOM
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.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD 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.	GEORGE JABLOW & CO.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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-ROSENLOOM 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.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	<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>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>Wednesday, June 7</u> LARRY L. ALDRICH CO., INC. DEITSCH, WERSBA & COPPOLA, INC. PAUL PARNES CORP. RUDOLF GOWNS MARTIN SIMON, INC. FRANK STARR, 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.
Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.			

Beginning Monday June 5	OPENING OF BACK-TO-SCHOOL COLLECTION Alice Stuart will present both the back-to-school, and the costume collection of blouses and skirts to the press and trade at continuous showings daily. Contact: Cecile Kaye Busgang, LO. 4-5241.	ALICE STUART, INC.	525 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Beginning Monday June 5	OPENING OF JUNIOR BACK-TO-SCHOOL LINE Jerry Greenwald will present Fall and Back-To-School fashions for juniors, designed by Lee Evans. Continuous showings daily. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Beginning Monday June 5	OPENING OF FALL BLOUSE COLLECTION Dorine Liebert will present her Fall blouses and separates for daytime and evening at daily showings. Contact: Faye Berk, EL. 5-2577.	DORINE LIEBERT	15 EAST 53RD ST. SHOWROOM-9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday	FALL SHOWING OF COSTUME JEWELRY	DABU JEWELRY INC.	233 WEST 42ND STREET SHOWROOM-3RD FLOOR
June 5	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.		
Monday	OPENING OF FALL COLLECTION	DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
June 5-			
June 9	The Fall collection of Diminutives will be shown to press and trade at 12:00 Noon and 2:30 P.M., June 5 through June 9. Attendance by invitation only. Daily showings thereafter at 12:00 Noon. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday	TRADE OPENING: FALL COLLECTION	MARIA KRUM	41 WEST 56TH STREET
June 6			
12:00 Noon	Maria Krum will open her couture collection for Fall at 12:00 Noon; continuous daily showings thereafter. Contact: Sally Krum, CI. 7-3060.		
Buffet			
Tuesday	THIRTEENTH ANNUAL GRADUATION LUNCHEON	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
June 6			
12:30 P.M.	Awarding of certificates to graduates, and sixth annual presentation of "Mehitabel", the Tobe-Coburn Alumnae Award. By invitation only. Publicity: Beatrice Cannon, CH. 4-1219.		
Luncheon			
Tuesday	PREVIEW OF FALL FASHIONS FOR JUNIORS	EMILY WILKENS (530 SEVENTH AVE.)	PARK LANE HOTEL PARK AVE.& 48TH ST.
June 6			
2:30 P.M.	Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present Fall fashions "For America's Juniors", at a preview <u>for buyers only</u> . Attendance by invitation. (Press show at later date). Publ. for Emily Wilkens: Eleanor Lambert, MU. 8-2130. Contact: Reich-Goldfarb, WI. 7-5374.		
Tuesday	PREVIEW: READY-TO-WEAR COLLECTION	ELIZABETH ARDEN-CASTILLO	691 FIFTH AVENUE SALON
June 6			
3:00 P.M.	A presentation to the press of the Elizabeth Arden-Castillo Fall and Winter ready-to-wear collection. Attendance by invitation only. Publicity: Rasponi Associates, TE. 8-8171.		
Tuesday	CUSTOM FURS BY RALPH MARANO	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
June 6			
4:00 P.M.	Russeks' annual Champagne Party for the press with a presentation of Ralph Marano's custom furs. By invitation. Publicity: Miriam Lenzen, WI. 7-1900.		
Champagne			
Tuesday	RECEPTION FOR MME. THEA TWEI	DUTCHESS UNDERWEAR CORP.	350 FIFTH AVENUE SHOWROOM-6TH FLOOR
June 6			
4:00 P.M.-	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 Dutchess, Dutchess-Tewi and Tewi, Inc., Fall collections. Publicity: Alice O. Steindler, PL. 3-0831.		
6:00 P.M.			
Cocktails			
Tuesday	PREVIEW OF SEPTEMBER CAREER ISSUE	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
June 6			
4:30 P.M.	Fashion show to preview "Glamour" Magazine's September 1950 Career issue, and to announce the winners of the "Glamour" Survey, "Ten Girls With Taste". By invitation. Contact: Nina Kyle or Mary Joan Finley, LE. 2-7500.		
Cocktails			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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. SUNCLOTHES, 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 ST. SHOWROOM-20TH FLOOR
Beginning Tuesday June 6	OPENING OF FALL COLLECTION George Carmel, Inc. (formerly Carmel Brothers) 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- June 9	OPENING OF FALL COLLECTION The Fall collection of Martini Designed fashions by Sylvan Rich will be shown to the press and trade at 10:30 A.M. and 1:00 P.M., June 6 through June 9. Attendance by invitation only. Daily showings thereafter at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Wednesday June 7 9:30 A.M. And 2:30 P.M.	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. Press by invitation. Tickets: \$12.50; contact: Helen Blankenhorn, PL. 3-3688. Publ.: 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. 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 1:00 P.M.	PREVIEW OF FALL DRESS COLLECTION A preview for the press and trade of Janet Taylor's collection of street and afternoon dresses for Fall. Attendance by invitation. Showings daily thereafter at 1:00 P.M., by appointment. Contact: CH. 4-2930.	JANET TAYLOR	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Wednesday June 7 3:00 P.M. Cocktails	PRESS PREVIEW OF 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- June 9 4:00 P.M. Tea	SPECIAL PREVIEWS FOR PRESS AND TRADE Ann Sadowsky & Eta will present their Fall collection at tea showings for the press and trade. Attendance by invitation only. Daily showings thereafter at 10:30 A.M. and 4:00 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	ANN SADOWSKY & ETA	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
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, age 13 to 17, 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. Staging: Chester Alan Gash, Merchandising Arts, Inc. Attendance by ticket only. 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
Beginning Wednesday June 7	FALL COLLECTION OF SPORTSWEAR Janice Milan's Fall sportswear, designed by Mildred Orrick, will be presented at 1:15 P.M. & 4:00 P.M. daily. Contact: 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. 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 12:00 Noon Luncheon	MERCHANDISING SCHOOL GRADUATION LUNCHEON Graduates of the Laboratory Institute of Merchandising will be honored at a luncheon and reception. Publicity: Ann Spinney, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA WEDGWOOD ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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
Thursday June 8 4:00 P.M. Cocktails	PREVIEW: NEW SHOWROOM AND FALL COLLECTION Conti, Inc. will open their new showroom with a showing of the Fall collection of suits, dresses and coats designed by Robert Riley, at a cocktail party for the press and trade. Attendance by invitation only. Continuous showings daily thereafter, by appointment. Contact: WI. 7-7331. Publicity: Laura Benham, RE. 7-8230.	CONTI, INC.	533 SEVENTH AVENUE SHOWROOM-7TH FLOOR
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
Friday June 9 9:15 A.M. Breakfast	PRESENTATION OF INFANTS' WILLIAM CARTER CO. AND CHILDREN'S WEAR Informal breakfast preview for the press and trade of Carter's line for infants and children. Showing promptly at 9:30 A.M. Attendance by invitation only. Publicity: Helen Leaf, BBDO, EL. 5-5800.	WILLIAM CARTER CO.	HOTEL PLAZA WHITE & GOLD SUITE
Friday June 9 11:00 A.M.	PRESS SHOWING OF SECOND COLLECTION Presentation to the N.Y. working press of Schiaparelli's Fall coats and suits, the second collection to be manufactured in the U.S. Attendance strictly by invitation. Publ.: Ruth Hammer Associates, Inc., EL. 5-7108.	SCHIAPARELLI, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Monday June 12 10:30 A.M. Coffee & Brioches	PRESS SHOWING OF FALL COLLECTION Anna Miller will present her complete Fall collection to the press. Attendance by invitation only. Trade opening, <u>Tuesday, June 13</u> at 2:30 P.M. Contact: Eugene Lewin, CH. 4-3966.	ANNA MILLER, 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 fashions at his first N.Y. showing for the press and trade. Attendance by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	HOWARD SHOUP (BEVERLY HILLS)	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Monday June 12	OPENING OF FALL AND WINTER FUR COLLECTION The Arnheimer Fall and Winter fur collection will be shown daily at 10:00 A.M. and 2:00 P.M. Contact: LA. 4-6450.	ARNHEIMER, INC.	345 SEVENTH AVENUE SHOWROOM-15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday	OPENING OF FALL COLLECTION	MONTE SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM-8TH FLOOR
June 12- June 14	Monte Sano & Pruzan will present their Fall collection on Monday, Tuesday, and Wednesday, at 10:30 A.M., by appointment. Contact: LU. 2-2317.		
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
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. ( <u>Note change of place</u> ). 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	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 at 10:30 A.M. and 2:30 P.M. daily. Attendance by invitation only. Publicity: Roberta D. Miles, PL. 9-2675.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET SHOWROOM-3RD FLOOR
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. Beginning Monday, June 19 at 1:00 P.M. daily. Contact: Cassi McMahon, BR. 9-1195.	ZWEIG-TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM-5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 13- June 14	FASHION SHOWS AT DRY GOODS CONFERENCE NRDGA Conference--"Selling Fashion in Fashion Departments": <u>Tuesday,</u> <u>June 13 at 10:30 A.M.</u> Fur session by the Associated Fur Manufacturers, Inc.; at <u>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"; <u>at 6:30 P.M.</u> , Ready-To-Wear Session. 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
Wednesday June 14 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Sam Friedlander will present the Sara Ripault collection for Fall at a preview for the press. Attendance by invitation only. Trade opening, <u>Thursday, June 15 at 4:00 P.M.</u> , by appointment. Contact: Joanne Jaap, PE. 6-2663. Publicity: Saul Krieg Associates, LU. 2-1815.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
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. By invitation only. Contact: MU. 8-0900.	FIRA BENENSON	37 WEST 57TH STREET SALON
Thursday June 15 12:30 P.M. Luncheon	PREMIERE SHOWING OF LEISURE CLOTHES Leisure Designed, Inc. will present the premiere collection of leisure clothes, designed by Sylvan Rich, at a luncheon showing for the press and trade. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	LEISURE DESIGNED, INC.	HOTEL PLAZA TERRACE ROOM
Thursday June 15 12:30 P.M. Luncheon	PRESS SHOWING OF 1951 BUXTON LINE The 1951 collection of Buxton billfolds and Key-Tainers will be presented to the press during luncheon. Attendance by invitation only. Publicity: Marcella Holmes, J. Walter Thompson, MU. 3-2000.	BUXTON, INC.	PARK LANE HOTEL PETIT SALON
Thursday June 15 3:30 P.M. Cocktails	PREVIEW OF HOSIERY AND LINGERIE FOR FALL Holeproof Hosiery and Luxite Lingerie will show their Fall collections to the press and trade. Attendance by invitation only. Sets: Chester Alan Gash, Merchandising Arts, Inc. Publicity: Ralynn Stadler at Nona James' office, CH. 4-7658.	HOLEPROOF-LUXITE	HOTEL PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 4:00 P.M.; Tuesday, June 20, Wednesday, June 21, and Thursday, June 22 at 10:30 A.M. and 2:30 P.M. By appointment only. Contact: 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
June 18	FATHER'S DAY. (Sunday)		
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  "Fashion's New Battle For Mrs. Consumer's Dollar In Today's Widening Horizons Of Living"--a discussion will be held during the Members' Monthly Luncheon Meeting. 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. 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
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 28	PRESS PREVIEW: FALL HAT COLLECTION	MARY GOODFELLOW	600 MADISON AVENUE SALON
10:00 A.M. Coffee	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> , <u>June 28</u> , has been cancelled. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday June 28	MILLINERY MEETING AND FASHION SHOW	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
12:15 P.M. Luncheon	"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.		
Thursday June 29	PRESS SHOWING OF FALL MILLINERY	EMME	26 EAST 56TH STREET SALON
11:00 A.M. Luncheon	A presentation of Emme's Fall millinery to the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday July 5	PRESS PREVIEW OF FALL MILLINERY	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
2:30 P.M.	A presentation to the press of the Braagaard Fall collection at 2:30 P.M. By invitation only. Contact: Barbara Pearlman, PL. 3-0353.		
Thursday July 6	BREAKFAST PREVIEW OF FALL MILLINERY	WALTER FLORELL	29 EAST 53RD STREET SALON
10:00 A.M. Coffee	A presentation to the press of Walter Florell's Fall collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday July 10	PRESS PREVIEW OF FALL MILLINERY	MR. JOHN, INC.	53 EAST 57TH STREET SALON
11:00 A.M.	Mr. John will present his Fall millinery collection to the press. By invitation only. Contact: Jane Darby or Peter Brandon, MU. 8-4906.		
Tuesday July 11	FALL HAT FASHION SHOW AND DINNER	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
7:00 P.M. Dinner	The semi-annual millinery fashion show for buyers, retailers and the fashion press. Publicity: Mary Kelley, LO. 4-7800.		
Wednesday July 12	PRESS PREVIEW OF FALL MILLINERY	FLORENCE REICHMAN	PLACE TO BE ANNOUNCED
4:00 P.M.	Florence Reichman will present her Fall millinery to the press. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525.		
Friday July 14	PRESENTATION OF FALL MILLINERY	JOHN-FREDERICS, INC.	29 EAST 48TH STREET SALON
3:30 P.M.	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.		

THEATRE PAGE WILL BE RESUMED  
AS SOON AS SPACE IS AVAILABLE