

# 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 9, 1950</u>			
Friday June 9 9:15 A.M. Breakfast	PRESENTATION OF INFANTS' AND CHILDREN'S WEAR Informal breakfast preview for the press and trade of Carter's line for infants and children. By invitation only. Publ.: Helen Leaf, EL. 5-5800.	WILLIAM CARTER CO.	HOTEL PLAZA WHITE & GOLD SUITE
Friday June 9 10:00 A.M.	FALL COLLECTION OF BLOUSES & SEPARATES Claret Modes will have a repeat press showing of their Fall and Winter collection of blouses and separates. Daily trade showings at 10:30 A.M., 2:30 P.M., and 4:00 P.M. Contact: Milton or Michael Korwin, LO. 3-6126.	CLARET MODES CO.	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
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
Now Going On	FALL COAT AND SUIT COLLECTION Fall coats and suits by Frank Gallant at daily 10:30 A.M. and 2:30 P.M. showings. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Now Going On	FALL FASHIONS FOR THE BRIDE Madam Herma's Fall bridal gowns, featuring new "three-in-one basics", at daily showings, by appointment. Publicity: Ken Williams, CH. 4-8441.	MADAM HERMA	215 WEST 40TH ST. SALON
<u>WEEK BEGINNING MONDAY, JUNE 12, 1950</u>			
Monday June 12 10:30 A.M. Coffee & Brioche	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.	PREMIERE N.Y. SHOWING OF FALL COLLECTION Howard Shoup of Beverly Hills, California, formerly head designer for MGM Studios, will present his Fall collection of afternoon and evening fashions at his first N.Y. showing for the press and trade. Nadine Connor, the Metropolitan Opera Star, will model some of the clothes which were specially designed for her by Mr. Shoup. ( <u>Note Change Of Room.</u> ) By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	HOWARD SHOUP OF BEVERLY HILLS	HOTEL PLAZA CRYSTAL ROOM
Monday June 12	OPENING OF FALL HANDBAG COLLECTIONS. CONTACT: NAT'L AUTHORITY LADIES HANDBAG INDUSTRY, MU. 3-6969.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 12 4:00 P.M.	NEMO FALL CORSET SHOW The press will be invited to a special preview, showing four new features in the Nemo Foundations silhouette for Fall. Fashion Show Director: Helen Faith Keane. Attendance by invitation only. Publicity: Edmund Barto, LE. 2-2000.	KOPS BROTHERS, INC. (385 FIFTH AVENUE)	WALDORF-ASTORIA LE PERROQUET 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
Beginning Monday June 12	FALL COSTUME JEWELRY OPENING The Karu collection of Fall costume jewelry will be shown daily, by appointment. Contact: Anne Collins, EL. 5-6381.	KAUFMAN-RUDERMAN	411 FIFTH AVENUE SHOWROOM-5TH FLOOR
Beginning Monday June 12	OPENING OF FALL LEISURE COLLECTION St. Marys will present their Fall collection of at-home fashions, including hostess gowns, house coats and lounge suits at continuous daily showings. Contact: Helene Beitner or Stuart Abbott, MU. 3-6394. Publicity: Florence Brobeck, GR. 3-4119.	ST. MARYS, INC.	200 MADISON AVENUE SHOWROOM-2ND 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
Beginning Monday June 12	OPENING OF FALL LINES The remaining FOGA collections will start showing for two-week periods as follows: <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 <u>Thursday, June 15</u> ADELE SIMPSON, INC. Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL N. Y. SHOWROOMS

Week Of June 12	EXHIBIT OF "THE BLACK ROSE" Twentieth Century-Fox Films Corporation and Harper's Bazaar will present a coordinated fashion promotion, inspired by the forthcoming technicolor motion picture "The Black Rose". Exhibit from 10:00 A.M. to 7:00 P.M., through June 16. By invitation. Contact: Corinne Schwab, CO. 5-3320.	20TH CENTURY-FOX FILMS; HARPER'S BAZAAR	HOTEL WARWICK 54TH & 6TH AVENUE
Beginning Tuesday June 13 10:30 A.M.	FASHION SHOWS AT DRY GOODS CONFERENCE NRDGA Conference: <u>Tuesday, June 13 at 10:30 A.M.</u> Fur session. 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; at <u>2:00 P.M.</u> , Accessories Session; at <u>6:30 P.M.</u> , Ready-To-Wear Session. Contact: CH. 4-8780.	NAT'L RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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	PRESS SHOWING OF FALL SPORTSWEAR & SEPARATES  Ruth Fair presents her Fall collection to the press. By invitation. Contact: Ruth Fair, 6222 Meadow Road, Dallas, Texas.	RUTH FAIR OF DALLAS	HAMPSHIRE HOUSE THE 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 show July 14th.) 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
Beginning Tuesday June 13	OPENING OF FALL COLLECTION  Dave Bellsey will present the Bellciano Fall collection of coats and suits at 10:30 A.M. and 2:00 P.M., daily. Press invited. Publicity: Harvey Stein, LO. 3-6569.	DAVE BELLSEY CO., INC.	512 SEVENTH AVENUE SHOWROOM-30TH FLOOR
June 14	FLAG DAY (Wednesday).		-3-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 14 11:00 A.M. Aperitifs	PRESS SHOWING OF FALL COLLECTION  The press will be invited to a preview of the Fall ready-to-wear collection of Sophie Originals. By invitation. Publicity: Grace de Mun, RE. 7-4206; or PL. 3-4000, Extension 7064.	SOPHIE ORIGINALS	SAKS FIFTH AVENUE SALON MODERNE-3RD FL.
Wednesday June 14; Thursday June 15 11:00 A.M. Aperitifs	PRESS PREVIEW OF JEWELRY COLLECTIONS  Mr. Clifford O. Furst will hold two round-table previews of the Castle-cliff and Castlemark costume jewelry collections for Fall and Winter.  <u>Wednesday, June 14</u> , for magazine press; <u>Thursday, June 15</u> , for newspaper press. By invitation. Publicity: Ruth Hammer Associates, EL. 5-7108.	CASTELCLIFF	366 FIFTH AVENUE SHOWROOM-5TH FLOOR
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. 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</u> at 4:00 P.M., 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.
Beginning Wednesday June 14	FALL OPENING: COATS AND SUITS  Philip Mangone will present his Fall collection.	PHILIP MANGONE	500 SEVENTH AVENUE SHOWROOM-17TH FLOOR Contact: PE. 6-2204.
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	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 PARK AVE. & 48TH ST.
Thursday June 15 12:30 P.M. Luncheon	PREMIERE SHOWING OF LEISURE CLOTHES  Presentation of the premiere collection of leisure clothes designed by Sylvan Rich. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.	LEISURE DESIGNED, INC.	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 15 3:30 P.M. Cocktails	PREVIEW OF HOSIERY AND LINGERIE FOR FALL	HOLEPROOF-LUXITE	HOTEL PIERRE BALLROOM
	Holeproof Hosiery and Luxite Lingerie will show their Fall collections to the press and trade. Commentator: Kathi Norris, NBC-TV star. Sets: Chester Al n Gash, Merchandising Arts, Inc. By invitation only. Publicity: Ralynn Stadler at Nona James' office, CH. 4-7658.		
Beginning Thursday June 15 4:00 P.M.	OPENING OF FALL COLLECTION	TRIGERE, INC.	29 WEST 57TH STREET SHOWROOM
	Presentation of Pauline Trigere's Fall collection on Thursday, June 15 and Friday, June 16, at 4:00 P.M.; on Tuesday, June 20, Wednesday, June 21, and Thursday, June 22, also Tuesday, June 27, and Wednesday, June 28, at 2:30 P.M. By appointment. Contact: Cecille Gordon, PL. 3-6778.		
Thursday June 15 5:00 P.M. Cocktails; Buffet	SEMI-ANNUAL FABRICS AND FASHION CLINIC	MIRON MILLS, INC. (51 MADISON AVENUE)	TOOTS SHOR'S 51 WEST 51ST STREET
	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.		
Thursday June 15 5:30 P.M.- 7:30 P.M. Cocktails	"HI-TAPER" FASHION PRESS SHOWING	AMERICAN TOURISTER LUGGAGE, PROVIDENCE, R.I.	R.C.A. EXHIBIT HALL JOHNNY VICTOR THEAT.
	Premier showing of American Tourister's new "Hi-Taper" luggage will be presented to the press, in cooperation with American Airlines. By invitation. Contact: Edgar A. Barwood, 669 Elmwood Ave., Providence, R. I.		
Friday June 16 10:30 A.M. Aperitif	PRESS PREVIEW OF FALL COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
	Special press preview of the Adler & Adler Fall and Winter collection, designed by Connie Cashin. Attendance by invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Friday June 16 12:00 Noon Luncheon	FALL PREVIEW FOR THE PRESS	TRIGERE, INC.	29 WEST 57TH STREET SHOWROOM
	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.		
Beginning Friday June 16- June 18 4:00 P.M.	FASHION SHOWS AT OPENING OF BERKSHIRE RESORTS	BERKSHIRE ASSOCIATION; NEW HAVEN RAILROAD	BERKSHIRE HILLS, MASSACHUSETTS
	The Berkshire Association and the New Haven Railroad will entertain the N.Y. press for the weekend of June 16 through June 18 at the openings of the Berkshire Resorts. "Berkshire Summertime"--fashion shows presenting complete vacation and travel wardrobes will be held at Jugg End Barn and Berkshire Inn, Great Barrington; and the Curtis Hotel, Lenox. Attendance by invitation only. Fashion Show Director and Publicity: Donna Cannon, PL. 5-0484.		
June 18	FATHER'S DAY. (Sunday)		
Beginning Monday June 19	OPENING OF FALL SCARF COLLECTION	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM-4TH FLOOR
	Vera will present her Fall collection of scarves at continuous showings daily. Publicity: Florence Brobeck, GR. 3-4119.		

<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

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 McCandell)	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 WEST 46TH ST
Tuesday, June 27...10:30 A.M.	MAURICE RENTNER ✓	498 SEVENTH AVE.
11:30 A.M.	HERBERT SONDEHEIM ✓	530 SEVENTH AVE.

Tuesday June 20 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL HOSIERY "Highlights in Hosiery" will be presented, with ballerinas from the Fokine School of Ballet. By invitation. Publ.: Terry Quimby, MU. 3-0377.	ABERLE, INC. (385 FIFTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
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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: Mervin & Jesse Levine, Inc. By invitation. Publicity: Barbara Kling, BR. 9-5050.	CORSET AND BRASSIERE EXHIBITORS GUILD	HOTEL McALPIN GRAND BALLROOM
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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. (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
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 22 2:45 P.M.	PREVIEW OF COTTON LINGERIE FOR FALL "First of All Cotton"--a fashion play by United Mills will be presented at a special matinee performance for press and trade, starring Realcraft slips and Jubilee bras. By invitation only. Contact: Alex Bennet Kahn, or Marie Curie, 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 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 12:30 P.M. Luncheon	"CHRISTMAS" LUNCHEON FOR THE PRESS Introduction of 1950 gift wrappings and decorations by the Ribbon Guild For magazine editors, by invitation. Publ.: Drucella Lowrie, LO. 3-0853.	RIBBON GUILD, INC.	HOTEL BILTMORE
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> , <u>June 28</u> , 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
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 (Legal Holiday).		-7-

<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 the Braagaard 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 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
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 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 <u>showing for the out-of-town editors at 4:00 P.M.</u> By invitation. Publicity: Petty Nelson, or Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH 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. Buffet	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Elizabeth Arden will invite the visiting editors to a showing of the Fall and Winter ready-to-wear collection, designed by Castillo, at 6:00 P.M. 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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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 collection 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 12:30 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. Publicity: Ann R. Silver Associates, MU. 7-8654.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday July 11 3:30 P.M.- 6:00 P.M.	PRESENTATION OF FALL FABRICS Hafner will invite the local and out-of-town press to a display of Fall fabrics, with informal modeling. Cocktails at the Empire State Club. By invitation only. Publicity: Martha McDonald, CH. 4-8767.	HAFNER FABRICS CORP.	EMPIRE STATE BLDG. ROOM 1821
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 the N.Y. fashion press and visiting editors. By invitation only. Sponsored by Foote, Cone and Belding-Int'l. Publ.: Elizabeth Maher, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	30 ROCKEFELLER PLAZA RAINBOW LOUNGE
Tuesday July 11 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES Yolande will invite the out-of-town and New York fashion press to a cocktail showing of handmade lingerie, blouses, and infants dresses for Fall. By invitation. Publicity: Ida F. Miller, Yolande Corp., MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
Tuesday July 11 7:00 P.M. Buffet Supper	"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. By invitation only, for visiting and N.Y. fashion press. Contact: Dora Miller, LO. 3-4285.	GENERAL FOODS	PLACE TO BE ANNOUNCED
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 12 12:00 Noon	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 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". By invitation. Publ.: Corinne Schwab, CO. 5-3320.	20TH CENTURY-FOX FILMS	54TH ST. & 10TH AVE. STAGE 1
Wednesday July 12 7:00 P.M. Dinner	FALL HATS 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. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION 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 editors. By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST 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 12:30 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 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. Cocktails	JEWELRY SHOWING FOR OUT-OF-TOWN EDITORS 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 7:00 P.M. Dinner	FASHION SHOW AND DINNER FOR 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 12:30 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. An original "floor show" will be presented. By invitation. 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-FREDERICS, 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 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
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
Tuesday July 25 9:30 A.M. Breakfast	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. Publ.: Dervin O'Brien, EL. 5-5900.	BLOOMINGDALE'S	FLOOR TO BE ANNOUNCED

THEATRE PAGE WILL BE RESUMED  
AS SOON AS SPACE IS AVAILABLE