

PUBLISHED WEEKLY - 10TH YEAR OF PUBLICATION

x 5/22/50

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> |
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| <u>WEEK BEGINNING MONDAY, MAY 22, 1950</u> | | | |
| Monday May 22 3:30 P.M. Cocktails | BETTY BARCLAY, FALL COLLECTION The Betty Barclay Fall Collection for Linsk will be presented to press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | LINSK OF NEW YORK PHILA., & CALIFORNIA | HOTEL PLAZA BALLROOM |
| Tuesday May 23 9:30 A.M. Breakfast | PRESS SHOWING OF FALL SPORTSWEAR Press breakfast and presentation of Arrowhead Playclothes Fall collection. Trade preview at 3:30 P.M., followed by cocktails. By invitation only. Contact: Margaret Shelley, LA. 4-0111. | ARROWHEAD PLAYCLOTHES | 550 SEVENTH AVENUE SHOWROOM--2ND FLOOR |
| Tuesday May 23 9:30 A.M. Breakfast | PRESS SHOWING OF FALL LINGERIE Semi-annual press preview of William Carter's Fall lingerie for juniors and women. By invitation. Publ.: Helen D. Leaf, BBDO, EL. 5-5800. | THE WILLIAM CARTER CO. (NEEDHAM HEIGHTS, MASS.) | HOTEL PLAZA WHITE & GOLD SUITE |
| Tuesday May 23 10:00 A.M. | PRESS SHOWING: FALL COATS AND SUITS Press presentation of Seymour Fox's Fall collection of coats and suits. Attendance by invitation only. Daily trade showings, beginning <u>Tuesday, June 6</u> , by appointment. Publicity: Ann R. Silver Associates, MU. 7-8654. | FOX COAT & SUIT CO. | 512 SEVENTH AVENUE SHOWROOM-34TH FLOOR |
| Beginning Tuesday May 23 11:00 A.M. | OPENING: FALL DRESS AND SUIT COLLECTION Henry Rosenfeld's Fall collection of suits and dresses will be shown to press and trade at 11:00 A.M. and 2:00 P.M., daily. Contact: LO. 5-0400. | HENRY ROSENFIELD, INC. | 498 SEVENTH AVENUE SHOWROOM-2ND FLOOR |
| Tuesday May 23 1:00 P.M. | SUMMER FASHIONS AT LUNCHEON SHOW Presentation of Summer fashions by David Crystal...Haymaker sportswear; Izod of London fashions for women; Izod of London men's leisure shirts. Press by invitation. Public by reservation; contact: "Albert", headwaiter EL. 5-3000. David Crystal Publ.: Liz Daly, LA. 4-7760. Waldorf Publ.: Madeleine Riordan, Paul Stewart's Office, EL. 5-3000. | DAVID CRYSTAL | WALDORF-ASTORIA SERT ROOM |
| Tuesday May 23 4:00 P.M. Cocktails | PRESS PREVIEW: FALL DRESS COLLECTION Penart will present a Fall collection of misses dresses, designed by Margi Snyder. By invitation only. Publ.: Gladys Steiner, MU. 9-1630. | PENART FASHIONS | 1400 BROADWAY SHOWROOM-30TH FL. |
| Tuesday May 23 7:45 P.M.- 8:15 P.M. | PRE-GAME FASHION SHOW Pat Premo's washable Summer dresses and sunwear, will be shown before the N.Y. Giants-St. Louis Cardinals baseball game, and televised over Station WPIX. Publicity: Garry Schumacher, WI. 7-2662. | PAT PREMO OF CALIFORNIA | POLO GROUNDS 8TH AVE. & 157TH ST. |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday May 24 11:00 A.M. Luncheon | FALL BLOUSES AND SEPARATES A preview for the press and trade of Helitzer Bros. new Fall blouses and separates at 11:00 A.M. (<u>The 3:30 P.M. trade showing has been cancelled.</u>) By invitation. Publicity: Mildred Kaldor, MU. 9-5420. | HELITZER BROS. & CO. | 525 SEVENTH AVENUE SHOWROOM-14TH FLOOR |
| Wednesday May 24 2:00 P.M. | PRESS SHOWING OF FALL SEPARATES Cabana will present Mary Blair's collection of Fall and Back-To-School separates to the press and trade. By invitation. Publicity: Anne Collins, EL. 5-6381. | CABANA COMPANY | 1410 BROADWAY SHOWROOM-17TH FLOOR |
| Wednesday May 24 3:30 P.M. Cocktails | PREVIEW: BRITISH COATS AND SUITS FOR FALL Mr. C. Charles, Managing Director of Chas. Kuperstein, Ltd., will present his Fall collections of "Koupy Model" and "Koupcraft" misses coats and suits in the newest British woolen fabrics at a preview for the press and trade. Attendance by invitation only. Daily showings thereafter for the press and trade from 9:00 A.M. to 5:00 P.M. Publicity: Dorothy V.E. Smee, GR. 7-0758. | CHAS. KUPERSTEIN, LTD. LONDON, ENGLAND | GRACE DOWNS PENTHOUSE 105 WEST 40TH STREET |
| Wednesday May 24 3:30 P.M. Cocktails 4:30 P.M. Show | PRIVATE SHOWING FOR FASHION PRESS The McMullen Company's semi-annual press preview of their Fall fashions. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. (<u>Trade showings at McMullen showroom, 475 Fifth Ave., beginning Thursday May 25, at 10:30 A.M. and 2:00 P.M.</u> Publicity: Isabella Crawford, MU. 3-9560. | THE McMULLEN CO. (475 FIFTH AVENUE) | HOTEL PLAZA BALLROOM |
| Thursday May 25 10:00 A.M.; 5:30 P.M. | SHOWING OF BEACHWEAR FASHIONS "A Fashion Wheel" of Summer separates and beachwear will be presented by Gimbel's. For press at 10:00 A.M.; public at 5:30 P.M. Publicity: Terry Mayer, LO. 5-1500, Ext. 600. | GIMBELS | 6TH FLOOR AUDITORIUM |
| Thursday May 25 11:00 A.M. Aperitif | PRESS PREVIEW OF NEW FALL COLLECTION Carl of New York will return to manufacturing with his Fall collection of junior coats and suits. Attendance by invitation only. Showing on <u>Friday, May 26, at 11:00 A.M.</u> , for fashion coordinators of resident buying offices, resident buyers and publicity directors of retail stores. Trade showings from 1:00 P.M. to 5:00 P.M. daily, beginning <u>Tuesday, June 6</u> . Publicity: Ruth Hammer Assoc., EL. 5-7108. | CARL OF NEW YORK | 230 WEST 38TH STREET SHOWROOM-17TH FLOOR |
| Thursday May 25 2:30 P.M.- 3:30 P.M. | CUSTOM-ORDER FASHIONS AT BENEFIT LUNCHEON Sydell-Marie-Yates will present their custom collection of Spring and Summer suits, cocktail dresses, dinner and evening gowns to the guests of the Temple of Jewish Science. Furs--H.W. Miller. Contact: EL. 5-8729. | SYDELL-MARIE-YATES (666 FIFTH AVENUE) | HOTEL PIERRE ROOF |
| Thursday May 25 3:00 P.M. | PREVIEW OF FALL COLLECTION FOR PRESS Press showing of the Varden Petite Fall suit and dress collection. Attendance by invitation only. Publicity: Ann Pester, PE. 6-5460. | VARDEN PETITE | 530 SEVENTH AVENUE SHOWROOM-8TH FLOOR |

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| Thursday May 25 4:00 P.M. 7:00 P.M. Cocktails | SWEDISH PARTY FOR THE PRESS Swedish table settings, menus and national recipes will be presented along with a new Swedish food product. By invitation only, for food editors of magazines, newspapers, syndicates, radio and television. Public Relations: Edith Boyle, John A. Cairns & Co., OR. 7-2500. | A. V. OLSSON TRADING COMPANY | VILLA SWEDEN 142 EAST 55TH ST. |
| May 30 | MEMORIAL DAY (Tuesday)--Legal Holiday. | | |
| Wednesday May 31 11:00 A.M. Luncheon | PRESS PREVIEW: FALL SPORTSWEAR COLLECTION Showing of the del Mar Sportswear collection for Fall at 11:00 A.M., followed by box luncheon. Preview for resident buyers at 11:00 A.M., <u>Thursday, June 1</u> , followed by box luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | DEL MAR SPORTSWEAR, LTD. | 498 SEVENTH AVENUE SHOWROOM-8TH FLOOR |
| Wednesday May 31 3:00 P.M. | FALL COLLECTION AT PRESS PREVIEW Presentation to the press and resident buyers of Jack Herzog's Fall collection of cocktail, dinner and evening dresses, designed by Moyan. Attendance by invitation only. Trade opening <u>Tues., June 6</u> . Contact: LO.5-0525. | JACK HERZOG & BRO. | 530 SEVENTH AVENUE SHOWROOM-9TH FLOOR |
| Wednesday May 31 3:30 P.M. | PRESS SHOWING OF FALL FASHIONS Howard Greer will present his Fall Collection of tailored suits, hostess gowns, afternoon, cocktail and dinner dresses at a showing for the press. Attendance by invitation only. Contact: Howard Greer, 8446 West 3rd St., Los Angeles, Calif.; or Jane Synnott, 16 Sutton Place, N.Y. | HOWARD GREER (LOS ANGELES) | DRAKE HOTEL PARK AVE. & 56TH ST. |
| Thursday June 1 11:00 A.M. | PRESS PREVIEW: FALL COATS AND SUITS First press showing by Frank Gallant of his Fall and Winter coats and suits. By invitation only. Contact: Herbert Gallant, LA. 4-7286. | FRANK GALLANT, INC. | 205 WEST 39TH ST. SHOWROOM-5TH FLOOR |
| Thursday June 1 3:00 P.M. Cocktails | PRESENTATION OF FALL COLLECTION Press and resident buyers preview of the Donald Dress Fall "Dusk To Dawn" fashions in cocktail and street dresses designed by Miss Woursell. By invitation. Trade opening <u>Tues., June 6</u> . Publ.: Chester Herzog, LO.5-0525. | DONALD DRESS, INC. | 530 SEVENTH AVENUE SHOWROOM |
| Thursday June 1 4:00 P.M. Cocktails | FUR FASHIONS AT PRESS PREVIEW Leo Ritter will present his Fall fur collection to the press. By invitation. Publicity: Ruth Hammer Associates, EL. 5-7108. | RITTER BROTHERS | HOTEL PLAZA WHITE & GOLD SUITE |
| Thursday June 1 4:00 P.M. Cocktails | FALL COLLECTION FOR RESIDENT BUYERS The David Crystal Fall collection will be presented to N.Y. resident buyers. By invitation. Publicity: Liz Daily, LA. 4-7760. | DAVID CRYSTAL | 498 SEVENTH AVENUE SHOWROOM-23RD FLOOR |
| Friday June 2 11:00 A.M. | PRESS PREVIEW FALL FASHIONS B. H. Wragge will present Fall sportswear fashions at a preview for the press. By invitation only. Publicity: Molly Porter, WI. 7-4968. | B. H. WRAGGE | 550 SEVENTH AVENUE SHOWROOM-9TH FLOOR |

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| Friday June 2 2:30 P.M. | PRESS SHOWING OF FALL COATS & SUITS A presentation to the press of the Fall collection of coats and suits by Custom-Craft. Attendance by invitation only. Trade openings, beginning <u>Tuesday, June 6</u> at 10:30 A.M. and 2:30 P.M., with daily showings, thereafter, by appointment. Publicity: Adele Strassfield, PE. 6-1277. | CUSTOM-CRAFT CLOTHES | 110 WEST 40TH ST. SHOWROOM-20TH FLOOR |
| Monday June 5 11:00 A.M. Aperitif | PRESS PREVIEW: ADVANCE FALL COLLECTION The International Dress Company will present their Advance Fall Collection to the press. By invitation only. Publ.: Viola Shefer, PL. 3-3173. | INTERNATIONAL DRESS CO. | 1400 BROADWAY SHOWROOM-15TH FLOOR |
| Postponed June 5 | PRESS PREVIEW OF MAXIMILIAN FURS ORIGINALLY SCHEDULED FOR JUNE 5, HAS BEEN POSTPONED TO WED., JUNE 7 AT 12:15 P.M. (See Pg. 6). | | |
| 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 at a luncheon for the press. Showing promptly at 1:00 P.M. Attendance by invitation only. Daily 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 Jacques Fath Fall collection of dresses, designed in America 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 9:00 P.M. Supper; Dance | 1950-1951 FUR FASHION SHOW Fur fashions for the coming year will be shown by 100 wholesale fur designer and manufacturer members of the Associated Fur Manufacturers, to buyers and press at supper and dance. Buyers by reservation; contact: Associated Fur Mfr's., Inc., 101 W. 30th St., PE. 6-4858. Press by invitation. Publicity Director: Eleanor Lambert, MU. 8-2130. | ASSOCIATED FUR MANUFACTURERS, INC. | WALDORF-ASTORIA GRAND BALLROOM |
| Beginning Monday June 5 | OPENING OF FALL SPORTSWEAR 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 with daily showings 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> |
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| Beginning Monday June 5- June 9 | OPENING OF FALL COLLECTION The Fall collection of Diminutives will be shown to the press and trade daily at 12:00 Noon, and 2:30 P.M. (<u>Note Change of Date</u>). By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | DIMINUTIVES, INC. | 498 SEVENTH AVENUE SHOWROOM-21ST FL. |
| Week Of June 5 | OPENING OF FALL SPORTSWEAR LINES Members include: ADLER & ADLER, INC.; DAVIDOW; DAVID M. GOODSTEIN, INC.; KANE-WEILL; MUTUAL-ROSENBLUM CO.; CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG CO.; SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. | THE SPORTSWEAR GUILD | MANUFACTURERS' SHOWROOMS |
| Beginning Monday June 5 | OPENING OF FOGA FALL COLLECTIONS Guild members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. | FASHIONS ORIGINATORS' GUILD OF AMERICA GRABOIS, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. CHARLES LANG, INC. DAVID LEVINE CO. NATHAN-STRONG, INC. | INDIVIDUAL NEW YORK SHOWROOMS PAUL PARNE CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. ADELE SIMPSON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. |
| Tuesday June 6 2:30 P.M. | PREVIEW OF FALL FASHIONS FOR JUNIORS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present Fall fashions "For America's Juniors", at a preview <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. | EMILY WILKENS (530 SEVENTH AVENUE) | PARK LANE HOTEL PARK AVE. & 48TH ST. |
| Tuesday June 6 4:00 P.M. Champagne | CUSTOM FURS BY RALPH MARANO Russeks' annual Champagne Party for the press with a presentation of Ralph Marano's custom furs. By invitation. Publ.: Miriam Lenzen, WI. 7-1900. | RUSSEKS FIFTH AVENUE | 9TH FLOOR DESIGN STUDIO |
| Tuesday June 6 4:30 P.M. Cocktails | PREVIEW OF SEPTEMBER CAREER ISSUE Fashion show to preview "Glamour" Magazine's September 1950 Career issue, and to announce the winners of the "Glamour" Survey, "Ten Girls With Taste". Press by invitation. For "Glamour" tie-in stores and buying offices. Contact: Nina Kyle or Mary Joan Finley, LE. 2-7500. | GLAMOUR MAGAZINE | HOTEL PIERRE GRAND BALLROOM |
| 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 daily at 10:30 A.M. and 1:00 P.M. (<u>Note Change of Date</u>). By invitation. Publicity: Mildred Kaldor, MU. 9-5420. | MARTINI DESIGNED, INC. | 498 SEVENTH AVENUE SHOWROOM-21ST FL. |
| Beginning Tuesday June 6 | TRADE OPENING: FALL COLLECTION Daily showings at 12:00 Noon. Contact: Sally Krum, CI. 7-3060. | MARIA KRUM | 41 WEST 56TH ST. |

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| 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 12:15 P.M. Luncheon | PRESS PREVIEW: FALL AND WINTER FURS Maximilian will present his Fall and Winter fur collection to the press. Showing promptly at 1:00 P.M. (<u>Note Change of Date</u>). Attendance by invitation only, which must be presented at the door. Publicity: Rosemary Sheehan, CI. 7-8060. | MAXIMILIAN | 20 WEST 57TH STREET SALON |
| Wednesday June 7 12:30 P.M. Luncheon | FALL MILLINERY AT LUNCHEON SHOW Semi-annual luncheon showing by the Millinery Designers' League, with a presentation of advance Fall hats. Press by invitation. Price of tickets will be announced later. Publicity: Maud G. Moody, LE. 2-4049. | MILLINERY DESIGNERS' LEAGUE | WALDORF-ASTORIA WEDGWOOD ROOM |
| Wednesday June 7 1:15 P.M.; 4:00 P.M. | FALL COLLECTION OF SPORTSWEAR Janice Milan's Fall collection of sportswear, designed by Mildred Orrick, will be presented to the press and trade. Contact: Barbara Fields, LO.4-7940. | JANICE MILAN, INC. | 498 SEVENTH AVENUE SHOWROOM-15TH FLOOR |
| 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 |
| Thursday June 8 10:00 A.M. | "FLICKER FASHIONS"-- ANNUAL CLINIC The 1950 Parents' Magazine Fall Fashion Clinic, with a showing of mid-century Fall Fashions for Infants, Children, Girls, Sub-Teens, and Boys. Director: Mrs. Beryl Tucker, Fashion Editor. Tickets: \$5.00. Contact: Monroe E. Michels, MU. 5-4400. | PARENTS' MAGAZINE (52 VANDERBILT AVE.) | HOTEL ASTOR GRAND BALLROOM |
| Thursday June 8 10:30 A.M. | PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York Fall collection at 10:30 A.M. Presentation to the trade at 2:30 P.M. Attendance by invitation only. | CHRISTIAN DIOR- NEW YORK, INC. | 730 FIFTH AVENUE SALON-7TH FLOOR |
| Thursday June 8 3:30 P.M. Cocktails | PRESS SHOWING: FALL FOUNDATION GARMENTS Preview of Fall foundation garments by Artistic Foundations--Flexees. Showing at 4:00 P.M. 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.- 6:00 P.M. Cocktails | PREVIEW OF SCARFS AND HANDKERCHIEFS Informal 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 |

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| Thursday June 8 4:30 P.M. Cocktails | PRESS SHOWING OF FALL COLLECTION A preview for the press of the Charles Lang collection of Fall dresses and dressmaker suits, designed by Ruth Thomas. Attendance by invitation only. Contact: Bob Shepherd, LO. 4-4250. | CHARLES LANG, INC. | 498 SEVENTH AVENUE SHOWROOM-17TH FLOOR |
| Monday June 12 4:30 P.M. Cocktails | PREMIERE N.Y. SHOWING OF FALL COLLECTION Howard Shoup of Beverly Hills, California, formerly affiliated with M-G-M studios, will present his Fall collection of afternoon and evening clothes (to wholesale from \$49.50 to \$250.00) at his first N.Y. showing for the press and trade. Attendance by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654. | HOWARD SHOUP (BEVERLY HILLS) | HOTEL PLAZA WHITE & GOLD SUITE |
| Tuesday June 13 10:30 A.M.; 2:30 P.M.; 4:30 P.M. | FALL OPENING FOR PRESS AND TRADE Kiviette will present her "complete costume" idea in formal afternoon and evening wear for Fall, to the press and trade. Attendance by invitation only. Daily showings thereafter at 10:30 A.M. and 2:30 P.M. Publicity: Roberta D. Miles, PL. 9-2675. | KIVIETTE GOWNS, INC. | 15 WEST 47TH STREET SHOWROOM-3RD FLOOR |
| Tuesday June 13 11:30 A.M. | PRESS PREVIEW OF FUR FASHIONS Press showing of original design custom furs at 11:30 A.M., to be followed by a Champagne Buffet Luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | BERNHAM-STEIN FURS | 660 FIFTH AVENUE SALON |
| Tuesday June 13 4:00 P.M. Tea | SHOWING OF ADVANCE FALL MILLINERY The Millinery Creators Guild will present Autumn hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats--Garfunkel Makers. For press and trade, by invitation only. Publicity: Ruth Weintraub, PL. 3-2117. | MILLINERY CREATORS GUILD | ST. REGIS HOTEL ROOF |
| Tuesday June 13 5:00 P.M.- 7:00 P.M. | PREVIEW OF FALL AND WINTER WOOLENS Presentation of Fall and Winter woolens by Warren of Stafford at a cocktail party for the press. By invitation. Contact: Clara Mellen, BR. 9-9692. | WARREN OF STAFFORD (450 SEVENTH AVENUE) | ST. REGIS HOTEL PENTHOUSE |
| 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 ST.) | 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. Attendance by invitation only. Publicity: Bea Baris, Jack Berman Co., Inc., MU. 9-1546. | N.Y. RAINCOAT MFRS.' ASSOCIATION | WALDORF-ASTORIA GRAND BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday June 14 12:15 P.M. Luncheon | READY-TO-WEAR DIVISION LUNCHEON The Fashion Group will have a Ready-To-Wear luncheon meeting and fashion show. Chmn: Gwen Randolph. 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 4:30 P.M. Cocktails | "YOUNG VIEWPOINT" FASHIONS FOR FALL Ginsburg & Abelson will present their Fall collection of "Young Viewpoint" fashions to the press and trade. Attendance by invitation only. Publicity: Modern Merchandising Bureau, MU. 4-7350. | GINSBURG & ABELSON | PARK LANE HOTEL PARK AVE. & 48TH ST. |
| Thursday June 15 10:30 A.M. | PREVIEW OF FALL DRESS COLLECTION A showing for the press and trade of Fira Benenson's Fall collection of dresses. Attendance by invitation only. Daily trade shows at 2:30 P.M., by appointment. Contact: MU. 8-0900. | FIRA BENENSON | 37 WEST 57TH STREET SALON |
| Thursday June 15 5:00 P.M. Cocktails; Buffet | SEMI-ANNUAL FABRICS AND FASHION CLINIC Miron's semi-annual Merchandise and Fashion Clinic, to introduce the Fall fabrics collection. Buffet supper at 7:00 P.M. will follow the show. Attendance by invitation only, <u>for Miron's franchised piece goods stores and fabric press</u> . Publ.: Mrs. Eleanor W. Howard, Prom. Dir., LE. 2-8340. | MIRON MILLS, INC. (51 MADISON AVENUE) | TOOTS SHOR'S 51 WEST 51ST STREET |
| Tuesday June 20 9:30 A.M. Breakfast | BREAKFAST SHOWING OF FOUNDATION GARMENTS "There Is Nothing Like A Frame"--the Corset and Brassiere Exhibitors Guild will stage a fashion show during the industry's market week. Breakfast will be served in the Winter Garden. Show production: Fashion Advertising Company. By invitation. Publicity: Barbara Kling, Fashion Advg. Co., BR. 9-5050. | CORSET AND BRASSIERE EXHIBITORS GUILD | HOTEL McALPIN GRAND BALLROOM |
| Wednesday June 21 12:15 P.M. Luncheon | MEMBERS' MONTHLY LUNCHEON MEETING The Fashion Group's Members' Monthly Luncheon Meeting with a discussion of "The Battle for the Consumer Dollar, or Hard Goods vs. Soft Goods." Speaker: B. Earl Puckett, Chmn. Bd. of Directors, Allied Stores Corp. Chmn.: Eleanor Howard. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| Thursday June 22 4:00 P.M. Cocktails | "PETALS AND PEARLS" LA TAUSCA FASHION SHOW The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Staging: Chester Gash, Merchandising Arts, Inc. Commentator: Faith Keane. Attendance by invitation only. Fashion Show Executive: Ruth Lerner, OR. 9-3350. Publicity: Eleanor Lambert, MU. 8-2130. | THE HOUSE OF HELLER | RITZ-CARLTON HOTEL GRAND BALLROOM |
| Monday June 26 11:30 A.M. Luncheon | PRESS PREVIEW OF FALL MILLINERY Lenesta will present a preview of her Fall millinery to the press. Luncheon after the show. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420. | LENESTA | 15 EAST 53RD STREET SALON |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| 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 ST. SALON |
| Tuesday June 27 4:00 P.M. Cocktails | FALL MILLINERY AT PRESS PREVIEW Laddie Northridge will present his Fall millinery to the press at a cocktail preview. By invitation only. Publicity: Donna Cannon, PL. 5-0484. | LADDIE NORTHRIDGE | 1 WEST 57TH STREET SALON |
| Wednesday June 28 10:00 A.M. Coffee | PREVIEW OF FALL HAT COLLECTION Mary Goodfellow will present "Coffee and Hats" for the press at 10:00 A.M.; "Cocktails and Hats" for the trade at 4:00 P.M. Attendance by invitation only. 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. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ROOSEVELT BALLROOM |
| Thursday June 29 11:00 A.M. Luncheon | PRESS SHOWING OF FALL MILLINERY A presentation of Emme's Fall millinery to the press at 11:00 A.M., to be followed by luncheon. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | EMME | 26 EAST 56TH STREET SALON |
| Thursday July 6 10:00 A.M. Coffee | BREAKFAST PREVIEW OF FALL MILLINERY A presentation to the press during breakfast of Walter Florell's Fall collection. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420. | WALTER FLORELL | 29 EAST 53RD STREET SALON |
| Monday July 10 11:00 A.M. | PRESS PREVIEW OF FALL MILLINERY Mr. John will present his Fall millinery collection to the press. By invitation only. Contact: Jane Darby or Peter Brandon, MU. 8-4906. | MR. JOHN, INC. | 53 EAST 57TH STREET SALON |
| Tuesday July 11 7:00 P.M. Dinner | FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Publicity: Mary Kelley, LO. 4-7800. | MILLINERY STAB. COMM.; MILLINERY FASHION BUR. | HOTEL ASTOR GRAND BALLROOM |
| Wednesday July 12 4:00 P.M. | PRESS PREVIEW OF FALL MILLINERY Florence Reichman will present her Fall millinery to the press. Attendance by invitation only. Contact: Miss Jacqueline, PL. 8-1525. | FLORENCE REICHMAN | PLACE TO BE ANNOUNCED |
| Thursday July 13 11:00 A.M. | PRESENTATION OF FALL MILLINERY Mr. Fred Frederics of John-Frederics, Inc., will present his Fall millinery to the press. By invitation. Publ.: Lily Davis, PL. 3-1010. | JOHN-FREDERICCS, INC. | 29 WEST 48TH STREET SALON |

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

- Friday May 19 PREMIERE: "CAGED" (Movie) STRAND THEATRE, B'WAY & 47TH STREET Warner Bros. drama exposing the harsh treatment endured by women in state prisons. Stars: Eleanor Parker and Agnes Moorhead. Producer: Jerry Wald. Director: John Cromwell. Publicity: Eve Siegel, CI. 6-1000.
- Friday May 19 PREMIERE: "TICKET TO TOMAHAWK" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST. Twentieth Century-Fox release of romantic Technicolor musical about first days of railroad lines in the West. Stars: Dan Dailey, Anne Baxter, Rory Calhoun and Walter Brennan. Producer: Robert Bassler. Director: Richard Sale. Wardrobe: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Tuesday May 23 REOPENING: "A STREETCAR NAMED DESIRE" CITY CENTER, 131 W. 55TH STREET Irene M. Selznick will again present Elia Kazan's production, starring Uta Hagen, Anthony Quinn, Jorja Curtright. Tickets: \$1.20-\$3.00. Publicity: Ben Kornzweig, LU. 2-3368.
- Beginning Wednesday May 24 4:30 P.M. TELEVISION: "VANITY FAIR" WCBS-TV, CHANNEL 2 Dorothy Doan presents the Vanity Fair program: May 24, showing how "Beauty Comes Easily" with the latest gadgets designed for convenience; May 26, "Hands Up"--a presentation of the Summer season's glove fashions. Publicity: Helen Brattrud, PL. 5-2000.
- Thursday May 25 PREMIERE: "THE BIG HANGOVER" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST. MGM's romantic comedy about a boy with ideals and a girl with ideas. Starring: Van Johnson and Elizabeth Taylor. Produced, Directed and Written by Norman Krasma. Wardrobe: Helen Rose. Publicity: Herbert Crooker, JU. 2-2000.
- Beginning Monday June 19- August 12 OPENING: STADIUM CONCERTS LEWISOHN STADIUM, CONVENT AVE. & 133RD ST. The thirty-third season of outdoor symphonic concerts at Lewisohn Stadium will open Monday evening, June 19. There will be five concerts each week, Monday, Tuesday, Wednesday, Thursday and Saturday. Conductors representing American orchestras from coast to coast. Tickets: 30¢ to \$2.40. Contact: CI. 6-4462.
- Monday May 29 OPENING: "THE SHOW-OFF" ARENA PLAYHOUSE, HOTEL EDISON, 228 WEST 47TH ST. David Hailweil and Derrick Lynn-Thomas will present "The Show-Off" at Broadway's first playhouse to use the arena-style technique. Stars: Lee Tracy. Director: Martin Manulis. Lighting and Costumes: Leo Kerz. Publicity: Reginald Denenholz, WA. 8-3291.
- Tuesday June 13 2:00 P.M.- 4:30 P.M. PREVIEW: AMERICAN PAINTINGS, METROPOLITAN MUSEUM OF ART FIFTH AVE. AT 82ND A retrospective exhibition of American paintings, drawings, and prints from 1900-1950 will open to the press June 13. Members' Private Preview on June 15. Open to public on June 16. Publ.: Lillian Green, TR. 9-5000.
- Thursday June 22 OPENING: "PEEP SHOW" WINTER GARDEN, B'WAY & 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. Publicity: Max Gendel, CI. 7-3425.