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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 26, 1950</u>			
Monday June 26 10:00 A.M.	MILLINERY PREVIEW FOR THE PRESS Showing of the Fall and Winter millinery collection by Irene of New York. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Monday June 26 11:30 A.M. Luncheon	PRESS PREVIEW OF FALL MILLINERY Lenesta will present a preview of her Fall millinery. Luncheon after the show. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON

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 26...	10:00 A.M.	ADELE SIMPSON	530 SEVENTH AVE.
	11:00 A.M.	SAMUEL CHAPMAN (Ceil Chapman)	530 SEVENTH AVE.
	2:30 P.M.	HANSEN BANG	498 SEVENTH AVE.
	3:30 P.M.	MONTE SANO & PRUZAN	21 W. 46TH ST.
Tuesday, June 27...	10:30 A.M.	MAURICE RENTNER	498 SEVENTH AVE.
	11:30 A.M.	HERBERT SONDEHEIM	530 SEVENTH AVE.

Beginning Monday June 26	OPENING OF FALL HAT COLLECTION	DON TEN EYCK	509 MADISON AVENUE SUITE 1606
	Don Ten Eyck will present his Fall millinery collection to the press and trade at continuous showings daily. Contact: Mildred Newton, PL. 5-2948.		
Tuesday June 27 10:00 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Press preview of Sally Victor's Fall and Winter millinery collection. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Tuesday June 27 12:30 P.M. Luncheon	"CHRISTMAS LUNCHEON" FOR MAGAZINE PRESS The Ribbon Guild will introduce 1950 gift wrappings and decorations at a luncheon for magazine editors. Attendance by invitation only. Publicity: Drucella Lowrie, LO. 3-0853.	THE RIBBON GUILD, INC.	HOTEL BILTMORE EMPIRE LOUNGE
Tuesday June 27 4:00 P.M. Cocktails	FALL MILLINERY AT PRESS PREVIEW Fall and Winter millinery by Laddie Northridge will be shown to the N.Y. press. Attendance 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 10:00 A.M. Coffee	PRESS PREVIEW: FALL HAT COLLECTION Mary Goodfellow will present her Fall millinery collection to the press. 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 by leading milliners, specially created for this showing. Speaker: Mildred Hill, buyer of ready-to-wear millinery, Bergdorf-Goodman. Commentator: Maud G. Moody, millinery consultant. Chmn: Dorothy Nash. Price: \$4.00 for members; \$4.50 for guests (one per member). Contact: The Fashion Group, CI.7-3940. Publ.: Ruth Hammer Associates, EL.5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday June 28 5:00 P.M. Tea	REVIEW OF FALL WOOL BUREAU PROMOTION The Wool Bureau's Women's Advisory Committee (Chmn: Mrs. Elsie Murphy) will invite a group of fashion editors to view the "Wool is a Natural for Fashion" Fall promotion and educational material. Attendance by invitation. Coordinator of Women's Wear Merchandising for The Wool Bureau: Jane O'Leary Harvey, PL. 7-5092.	THE WOOL BUREAU, INC.	16 WEST 46TH STREET 9TH FLOOR
Wednesday June 28 8:00 P.M.	INTRODUCTION OF NEW HEAT-LESS HAIR DRYER "Hair Drying Without Heat", presenting the new Penguin air-conditioned hair dryer which absorbs moisture without heat or blowing, to be shown together with new hair styles by M. Louis. Commentator: Dorothy Daye. Attendance by invitation. Publicity: Aileen Platt, BR. 9-6965.	PENGUIN METROPOLITAN	HOTEL ASTOR GRAND 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 (Tuesday)--Legal Holiday.		
Wednesday July 5 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY A presentation to the press of Braagaard's Fall millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Postponed July 6	WALTER FLORELL'S FALL MILLINERY SHOWING, ORIGINALLY SCHEDULED FOR JULY 6, HAS BEEN POSTPONED TO WEDNESDAY, JULY 12 AT 10:00 A.M. (See Page 6).		
Sunday July 9 3:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Sally Victor will present her Fall millinery collection to the out-of-town press at an informal cocktail party. Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 9 4:00 P.M.- 8:00 P.M. Cocktails	MILLINERY PARTY FOR VISITING EDITORS Florence Reichman will invite the out-of-town editors to her home for cocktails, and a preview of her Fall millinery collection. By invitation only. Contact: Miss Jacqueline, PL. 8-1525; or RH. 4-0290 (home).	FLORENCE REICHMAN	44 EAST 67TH STREET (HOME)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 9 4:30 P.M. Tea	FALL FASHIONS FOR VISITING EDITORS The out-of-town editors are invited to see Maria Krum's Fall collection of afternoon and evening wear during tea. Contact: Sally Krum, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Sunday July 9 5:30 P.M. Cocktails, Buffet	BUFFET PARTY FOR FASHION PRESS Forstmann will invite visiting editors to a cocktail party and buffet supper in the Victorian Suite of the Hotel Carlyle. Attendance by invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET
Sunday July 9 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN PRESS Walter Florell will invite the visiting editors to a champagne party and showing of his Fall millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON

NEW YORK DRESS INSTITUTE'S FIFTEENTH NATIONAL PRESS WEEK
(Week of July 10 - July 14)

Fashion editors of leading U.S. and Canadian newspapers will be invited to attend the Fifteenth National Press Week. Fall and Winter collections of 24 leading designers, members of the N.Y. Dress Institute's Couture Group, will be shown daily, beginning Monday, July 10. (The release date of each collection is twenty-four hours after the showing on this schedule). Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Monday	July 10....9:00 A.M.	WELCOME BREAKFAST & FORUM	WALDORF-ASTORIA
	10:00 A.M.	EDWIN H. FOREMAN (TINA LESER)	WALDORF-ASTORIA
	11:00 A.M.	DELMAN (Auxiliary Member) SHOES	WALDORF-ASTORIA
	12:00 NOON	MONTE SANO & PRUZAN (LUNCHEON)	WALDORF-ASTORIA
	2:00 P.M.	ANTHONY BLOTTA	498 SEVENTH AVE.
	3:00 P.M.	PATTULLO-JO COPELAND	498 SEVENTH AVE.
	8:30 P.M.	MAURICE RENTNER (PHYFE'S PENTHOUSE)	980 MADISON AVE.
Tuesday,	July 11....9:00 A.M.	BEN REIG	498 SEVENTH AVE.
	10:00 A.M.	HANSEN BANG	498 SEVENTH AVE.
	11:00 A.M.	PAUL PARNE	498 SEVENTH AVE.
	2:30 P.M.	TRIGERE	29 WEST 57TH ST.
	5:30 P.M.	NETTIE ROSENSTEIN	SHERRY'S - 300 PARK AVENUE
Wednesday,	July 12....9:30 A.M.	HERBERT SONDEHIM	530 SEVENTH AVE.
	10:30 A.M.	ADELE SIMPSON	530 SEVENTH AVE.
	11:30 A.M.	PARNIS-LIVINGSTON (MOLLIE PARNIS)	530 SEVENTH AVE.
	2:30 P.M.	JOSEPH HALPERT-JACQUES FATH	530 SEVENTH AVE.
	3:30 P.M.	CAPRI FROCKS, INC.	1372 BROADWAY
Thursday,	July 13....9:30 A.M.	JANE DERBY	785 FIFTH AVE.
	11:00 A.M.	CHRISTIAN DIOR	730 FIFTH AVE.
	2:00 P.M.	HATTIE CARNEGIE	711 FIFTH AVE.
Friday,	July 14....9:00 A.M.	TOWNLEY FROCKS (CLAIRE McCARDELL)	550 SEVENTH AVE.
	10:00 A.M.	DAVIDOW, INC., SPORTSWEAR	550 SEVENTH AVE.
	11:00 A.M.	B. H. WRAGGE	550 SEVENTH AVE.
	2:00 P.M.	PHILIP MANGONE	500 SEVENTH AVE.
	3:00 P.M.	SAMUEL CHAPMAN (CEIL CHAPMAN)	530 SEVENTH AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 10	N.Y. DRESS INSTITUTE'S BREAKFAST FOR VISITING PRESS, 9:00 A.M. (See Pg. 3).		
July 10	TINA LESER'S SHOWING FOR THE VISITING PRESS AT 10:00 A.M. (See Page 3).		
July 10	DELMAN'S SHOWING FOR THE OUT-OF-TOWN PRESS AT 11:00 A.M. (See Page 3).		
Monday July 10 11:00 A.M. And 4:00 P.M.	PRESS PREVIEWS OF FALL MILLINERY Mr. John will present his Fall millinery collection to the N.Y. press at 11:00 A.M., with a second showing for the out-of-town editors at 4:00 P.M. By invitation. Publicity: Petty Nelson or Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
July 10	MONTE SANO & PRUZAN'S SHOWING FOR VISITING PRESS, 12:00 NOON (See Pg. 3).		
July 10	ANTHONY BLOTTA'S SHOWING FOR VISITING EDITORS AT 2:00 P.M. (See Pg. 3).		
Monday July 10 2:30 P.M.	FALL MILLINERY SHOW FOR PRESS William J., now in his second season, will present his Fall and Winter millinery. By invitation. Contact: Robert Allen, MU. 8-1380.	WILLIAM J.	61 EAST 52ND STREET SALON
July 10	PATTULLO-JO COPELAND'S SHOWING FOR VISITING PRESS, 3:00 P.M. (See Pg. 3).		
Monday July 10 5:00 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW The semi-annual accessories show, presenting Coro jewelry and Glentex scarfs for Fall. For local and visiting press, by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
Monday July 10 6:00 P.M.	OUT-OF-TOWN PRESS SHOW: FALL COLLECTION Elizabeth Arden will invite the visiting editors to a 6:00 P.M. showing of the Fall and Winter ready-to-wear collection, designed by Castillo. Buffet supper from 7:00 P.M. to 8:00 P.M. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN-CASTILLO	691 FIFTH AVENUE SALON-2ND FLOOR
July 10	MAURICE RENTNER'S BUFFET SHOWING FOR VISITING PRESS AT 8:30 P.M. (See Pg. 3)		
Tuesday July 11 8:00 A.M. Breakfast	FALL HAT SHOW FOR OUT-OF-TOWN PRESS Irene of New York will show her new Fall millinery at a breakfast for the visiting press. By invitation. Publicity: Nona James, CH. 4-7658.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
July 11	BEN REIG'S SHOWING FOR THE OUT-OF-TOWN PRESS AT 9:00 A.M. (See Pg. 3).		
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 MERCHANTISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
July 11	HANSEN BANG'S SHOWING FOR VISITING EDITORS AT 10:00 A.M. (See Pg. 3).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 11	PAUL PARNE'S SHOWING FOR THE VISITING PRESS AT 11:00 A.M. (See Page 3).		
Tuesday July 11 12:00 Noon	JUDY 'N JILL FASHIONS FOR VISITING PRESS Brief showing of Judy 'n Jill Fall and Winter fashions for juniors, by Horwitz & Duberman, for the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday July 11 1:00 P.M. Luncheon	LUNCHEON FOR VISITING AND LOCAL PRESS Coty will present a 1950 "Beauty Forecast" and preview of Christmas gift packages at a luncheon for the out-of-town and local editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
July 11	TRIGERE'S SHOWING FOR THE VISITING PRESS AT 2:30 P.M. (See Page 3).		
Tuesday July 11 3:30 P.M. Cocktails	PRESS PREVIEW OF "BAGS BY JOSEF" A preview of the Fall and Winter American collection of "Bags by Josef" (Gold Seal Importers, Inc.) together with Italian and French imports. For local and out-of-town press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SHERRY-NETHERLAND CHANTECLAIR ROOM
Tuesday July 11 3:30 P.M.- 6:00 P.M. Cocktails	PRESENTATION OF FALL FABRICS Hafner will invite the local and out-of-town press to a display of Fall fabrics, with informal modeling, at the Empire State Club, 21st floor. By invitation only. Publicity: Martha McDonald, CH. 4-8767.	HAFNER FABRICS CORP.	EMPIRE STATE BLDG. 21ST FL.-- CLUB
Tuesday July 11 4:00 P.M.- 6:00 P.M. Open House	FASHIONS IN WOMEN'S WATCHES The Watchmakers of Switzerland will present "Fashions in Time" to local and visiting editors. By invitation only. Sponsored by Foote, Cone and Belding Int'l. Publicity: Elizabeth Maher, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	30 ROCKEFELLER PL. RAINBOW LOUNGE-65 EL.
Tuesday July 11 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES Yolande will invite the out-of-town and N.Y. fashion press to a cocktail showing of handmade lingerie, blouses, and infants dresses for Fall. By invitation only. Publicity: Ida F. Miller, Yolande Corp., MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
July 11	NETTIE ROSENSTEIN'S COCKTAIL SHOW FOR VISITING EDITORS AT 5:30 P.M. (Pg. 3).		
Tuesday July 11 6:00 P.M. Cocktails 7:30 P.M. Show	"SANKA BROWN" COLOR DEBUT Sanka Coffee will sponsor a showing of Paris originals, and ready-to-wear and accessories by American designers, in the new "Sanka Brown" color for Fall. Fashion Show will be followed by supper and dance. By invitation only, for visiting and N.Y. fashion press. Contact: Dora Miller, LO. 3-4285.	GENERAL FOODS	HOTEL PIERRE ROOF GARDEN
Tuesday July 11 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Dinner and show: \$20.00; Mezzanine: show only, \$10.00. For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 12 8:00 A.M. Breakfast	WOMEN'S FASHIONS FOR OUT-OF-TOWN EDITORS	PURITAN DRESS COMPANY OF BOSTON	LONGCHAMPS B'WAY & 41ST STREET
	Showing for visiting and local editors of Puritan's Paris-adapted Fall fashions for women, at moderate prices. By invitation. Contact: Mathilda Kimball or Mary Wight, CH. 4-2962. Publicity: Dora Miller, LO. 3-4285.		
July 12	HERBERT SONDEHEIM'S SHOWING FOR OUT-OF-TOWN PRESS AT 9:30 A.M. (See Pg. 3).		
Wednesday July 12 10:00 A.M. Coffee	BREAKFAST PREVIEW OF FALL MILLINERY	WALTER FLORELL	29 EAST 53RD STREET SALON
	Walter Florell will show his Fall millinery collection. By invitation only. (<u>Note Change of Date</u>). Publicity: Mildred Kaldor, MU. 9-5420.		
July 12	ADELE SIMPSON'S SHOWING FOR THE VISITING EDITORS AT 10:30 A.M. (See Pg. 3).		
July 12	MOLLY PARNIS' SHOWING FOR THE VISITING PRESS AT 11:30 A.M. (See Pg. 3).		
Wednesday July 12 12:00 Noon Aperitif	OUT-OF-TOWN PRESS FALL PREVIEW	TILLY SCHANZER	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
	Tilly Schanzer will present her "Mix 'n Match" Fall fashions to the visiting press. By invitation. Publicity: Dora Miller, LO. 3-4285.		
Wednesday July 12 1:00 P.M. Luncheon	COAT & SUIT SHOWING FOR VISTING PRESS	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
	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.		
Wednesday July 12 2:00 P.M.	FALL MILLINERY PRESS SHOWING	JACK McCONNELL	41 WEST 57TH STREET SALON
	Jack McConnell will present his Fall collection of millinery to the press and trade. By invitation only. Contact: Joseph Saltez, PL. 3-0786.		
July 12	JOSEPH HALPERT-JACQUES FATH SHOW FOR VISITING PRESS, 2:30 P.M. (See Pg. 3).		
Wednesday July 12 2:30 P.M. Cocktails	PREVIEW OF NEW FALL FABRIC	HOUSE OF BURGESS (1071 6TH AVENUE)	HOTEL BEVERLY LEXINGTON & 59TH ST.
	"Bold Venture", a rayon fashion fabric with a new weave and surface will be shown at the Victorian Suite of the Hotel Beverly. Attendance by invitation. Publicity: Dick Zeisler, Saul Krieg Associates, LU. 2-1815.		
July 12	CAPRI FROCKS' SHOWING FOR THE VISITING EDITORS AT 3:30 P.M. (See Pg. 3).		
Wednesday July 12 3:30 P.M. Cocktails	FALL MILLINERY SHOW FOR LOCAL PRESS	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
	Florence Reichman's preview of her Fall millinery collection for N.Y. press. By invitation only. Contact: Miss Jacqueline, PL. 8-1525.		
Wednesday July 12 5:00 P.M. Cocktails	"BLACK ROSE" PARTY FOR VISITING EDITORS	20TH CENTURY-FOX FILMS	54TH ST. & 10TH AVE. STAGE 1
	Twentieth Century-Fox will invite the out-of-town editors to a cocktail party and exhibit of a Fall fashion promotion, inspired by the forthcoming film "The Black Rose". Staged by Tom Lee. Attendance by invitation. Publicity: Corinne Schwab, CO. 5-3320.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 12 7:00 P.M. Dinner	FALL HATS & MAKEUP AT DINNER SHOW The Millinery Fashion Bureau, in cooperation with Dorothy Gray, will invite the local and visiting fashion press to dinner, and a showing of Fall millinery by leading designers; makeup--Dorothy Gray. 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 and local editors. (Note Change Of Address). By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS 19 WEST 57TH STREET
July 13	JANE DERBY'S SHOWING FOR THE OUT-OF-TOWN PRESS AT 9:30 A.M. (See Page 3).		
July 13	CHRISTIAN DIOR'S SHOWING FOR THE VISITING EDITORS AT 11:00 A.M. (See Pg. 3)		
Thursday July 13 11:00 A.M.	FALL MILLINERY PRESS PREVIEW Anita Andra will invite the press to a showing of her new Fall hat collection. Attendance by invitation. Contact: PL. 9-1822.	ANITA ANDRA	558 MADISON AVENUE SALON
Thursday July 13 12:15 P.M. Luncheon	FALL PREVIEW FOR VISITING EDITORS Henry Rosenfeld will invite the out-of-town and local press to lunch, with a showing of his Fall collection of dresses and suits. By invitation only. Publicity: Shirley Perces or Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday July 13 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will hold its Accessories Division luncheon meeting. (More details later). Chairman: Marjorie Schlesinger. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
July 13	HATTIE CARNEGIE'S SHOWING FOR THE VISITING PRESS AT 2:00 P.M. (See Page 3).		
Thursday July 13 3:30 P.M. Cocktails	FALL FASHION SHOWING FOR VISITING PRESS Varden will invite the out-of-town editors to cocktails and a showing of the Varden Petites collection for Fall. Attendance by invitation only. Publicity: Ann E. Pester, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday July 13 4:00 P.M. High Tea	JEWELRY SHOWING FOR THE PRESS The visiting and local editors will be invited to a cocktail party and showing of the new Halbe costume jewelry collection for Fall. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JEWELS BY HALBE	SHERRY-NETHERLAND CHANTECLAIR ROOM
Thursday July 13 5:00 P.M.	FALL SHOWING FOR VISITING EDITORS Lilly Dache will present her Fall and Winter collection of millinery and costumes to the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 13 7:00 P.M. Dinner	FASHION SHOW--DINNER FOR VISITING PRESS Sylvan Rich will invite the out-of-town editors to dinner and a showing of the Martini Designed and Diminutives dress collections for Fall. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
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
July 14	CLAIRE McCARDELL'S SHOWING FOR THE VISITING PRESS AT 9:00 A.M. (See Pg. 3).		
July 14	DAVIDOW'S SHOWING FOR THE VISITING PRESS AT 10:00 A.M. (See Page 3).		
July 14	B. H. WRAGGE'S SHOWING FOR THE VISITING PRESS AT 11:00 A.M. (See Page 3).		
Friday July 14 12:00 Noon Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Lloyd Weill will invite the out-of-town press to a luncheon and showing of the Fall collection designed by Natalie Renke and Marie Ravel. Also, presentation of Lloyd Weill's original "floor show". Attendance by invitation only. Contact: Miss Gloria, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
July 14	PHILIP MANGONE'S SHOWING FOR VISITING EDITORS AT 2:00 P.M. (See Page 3).		
July 14	CEIL CHAPMAN'S SHOW FOR THE VISTING EDITORS AT 3:00 P.M. (See Page 3).		
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. 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 5:00 P.M.	FUR COLLECTION SHOWING TO EDITORS Esther Dorothy will present her fur collection to the out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
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

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday July 15 9:30 A.M. Breakfast	LUGGAGE MOVIE FOR VISITING PRESS Amelia Earhart Luggage will invite the out-of-town press to a breakfast premiere of its 20-minute color film, "There Is A Difference". (Film will be shown at leading department stores and specialty shops throughout the country). By invitation only. Contact: Maxine Lord, Market 3-7500.	AMELIA EARHART LUGGAGE	HAMPSHIRE HOUSE THE COTTAGE
Saturday July 15 10:30 A.M.	FALL SHOWING FOR VISITING EDITORS Frances Sider will present her Fall collection of "Inseparable Separates" to the visiting editors at her apartment. Attendance by invitation only. Contact: LO. 4-3323.	FRANCES SIDER	25 CENTRAL PARK WEST PENTHOUSE-32 J
Cancelled July 15	THE CONTI, INC. COAT AND SUIT SHOWING FOR THE VISITING PRESS, ORIGINALLY SCHEDULED FOR SATURDAY, JULY 15, AT 11:00 A.M., HAS BEEN CANCELLED.		
Saturday July 15 11:30 A.M.	PRESS PREVIEW: NEW LINGERIE COLLECTIONS Mme. Thea Tewi will invite the visiting and local press to see her own Fall and Holiday collection of lingerie, as well as her first collection of tricot lingerie designed for Dutches-Tewi. Attendance by invitation only. Contact: Alice O. Steindler, LO. 5-2780.	MME. THEA TEWI; & DUTCHES-TEWI	EMPIRE STATE BLDG. ROOM 629
Saturday July 15 12:00 Noon Luncheon	PRESS SHOWING OF FALL JEWELRY Luncheon showing of the Trifari Fall jewelry collection, for visiting and local press. By invitation. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Monday July 17 4:00 P.M.- 6:30 P.M. Cocktails	FUR FASHIONS FOR VISITING & LOCAL PRESS The Associated Fur Manufacturers will invite the out-of-town and N.Y. press to a brief resume of 1950-51 fur fashions. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ASSOCIATED FUR MFRS.	WALDORF-ASTORIA WEDGWOOD ROOM
Monday July 17 9:00 P.M. Champagne- Buffet	PENTHOUSE PARTY FOR THE PRESS Chanda will invite the local and out-of-town editors to an informal showing of his Fall collection of millinery, during champagne and buffet supper. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	CHANDA, INC. (30 WEST 57TH ST.)	55 EAST 86TH STREET PENTHOUSE "B"
Tuesday July 18 9:30 A.M. Coffee	PREVIEW FOR THE VISITING PRESS Claret Modes will show their Fall collection of blouses and coordinated separates. By invitation only. Publicity: Michael Corrwin, LO. 5-6126.	CLARET MODES, INC.	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday July 18 11:00 A.M.	SCARF SHOWING FOR LOCAL & VISITING PRESS Showing for the out-of-town and local editors of Brooke Cadwallader's scarf collection and advance view of Resort and Spring 1951 silks. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724, FIFTH AVENUE SHOWROOM
Tuesday July 18 2:00 P.M.	PRESS SHOWING OF JUNIOR FASHIONS Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall fashions for juniors to the out-of-town and local press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 18 4:30 P.M. Cocktails	HOSIERY SHOWING FOR THE PRESS Stanton D. Sanson will invite local and out-of-town press to a presentation "Tableaux des Bas", introducing a new collection of hosiery; and to premiere Willys of Hollywood - "The Stocking of the Stars". By invitation only. Publicity: Margo Myers, Steve Hannagan's Office, PL. 5-2900.	SANSON HOSIERY MILLS	WALDORF-ASTORIA ASTOR GALLERY
Wednesday July 19 12:00 Noon 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 only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE THE COTTAGE
Wednesday July 19 4:00 P.M. Cocktails	COLOR FILM ON NEW LUGGAGE Amelia Earhart Luggage will present "There Is A Difference", a 20-minute color movie, which will be shown in leading department stores and specialty shops throughout the country. For press, N.Y. and resident buyers, by invitation only. Contact: Maxine Lord, Market 3-7500. (Newark)	AMELIA EARHART LUGGAGE	21 CLUB(21 W. 52ND) HUNT ROOM, 2ND FL.
Friday July 21	NEW POLICY FOR "CHARM" MAGAZINE Commencing with its August issue, out Friday, July 21, "Charm" Magazine will appear under the helm of Editor-in-Chief Helen Valentine, and will carry the sub-title "Magazine for Women Who Work." Contact: MU. 3-8910.	CHARM MAGAZINE (122 EAST 42ND ST.)	AT NEWSSTANDS
Tuesday July 25 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS Bloomingdale's will hold a press preview of back-to-school fashions. Showing at 10:00 A.M. By invitation only. Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695 or 311.	BLOOMINGDALE'S	4TH FLOOR ROOM 3

FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCE
CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

Thursday, July 27:	Alex Maguy, Dior, Henry, Irmone, Baillie, Jeanne LaFaurie, Faquin, Tristan Maurice.
Friday, July 28:	Alice Thomas, Alwynn, Balenciaga, Carven, Dior, LeComte, Jacques Fath, J. Griffé, M. De Rauch, Raphael.
Saturday, July 29:	Bruyere, C. Montaigne, Dior, Jean Deses, M. Carpentier, Manguin, Marcel Rochas, Pierre Balmain.
Monday, July 31:	Callot Soeurs, M. Vramant, Maggy Rouff, Molyneux, N. Ricci.
Tuesday, Aug. 1:	Agnes Drecoll, Alice Levon, H. A La Pensee, J. Heim, Lanvin, Robert Piguet, Worth.
Wednesday, Aug. 2:	Calixte, G. Renal, Jean Bader, M. Chaumont, M. Desvignes, Schiaparelli.
Thursday, Aug. 3:	Gres, Jean Patou, Martial Et Armand, Schiaparelli.
Friday, Aug. 4:	Hermes.
Monday, Aug. 7:	Pierre Benoit, Pierre Clarence.
Tuesday, Aug. 8:	Amy Linker.
Wednesday, Aug. 16:	Madeleine Geroy.
Monday, Aug. 28:	Carmine.

Attendance by invitation only. Contact: Chambre Syndicale de La Couture Parisienne, 102 Rue du Faubourg St.-Honore, Paris, France.

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

- Saturday TELEVISION: VANITY FAIR CBS-TV, CHANNEL 2
June 24 "Look Your Best" Richard Willis, Hollywood make-up artist will advise
10:30 A.M. studio guests on beauty and fashions, discussing individual problems.
11:00 A.M. Publicity: Helen Brattrud, PL. 5-2000.
- Beginning SECOND WEEK, STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.
Monday, June 26: Nathan Milstein, violinist, performing the Brahms' "Concerto in D Major", with Eleazar De Carvalho, Brazilian conductor, in stadium debut as director.
Tuesday, June 27: Mezzo-soprano Tamara Bering will sing De Falla's "El Amor Brujo", the orchestra also playing Sibelius' "Symphony No. 2 in D Major", De Carvalho conducting.
Wednesday, June 28: Michael Rosenker will solo with Dvorak's "Concerto in A Minor"; the orchestra will feature Carlos Gomes "Overture to 'O Guarany'" and Lorenzo Fernandez' "Batuque".
Thursday, June 29: Fourteen-year old coloratura soprano Anna Alberghetti will make her stadium debut, singing arias from "Rigoletto", "Lucia", "La Traviata", "The Barber of Seville", Alexander Smallens conducting.
Friday, June 30: No concert Friday, June 30, unless rain previous night.
Saturday, July 1: An "Evening With Sigmund Romberg" featuring excerpts from "The Student Prince", "The Desert Song" and "New Moon" as well as works of Irving Berlin, Rodgers and Hammerstein, Franz Lehár, Sigmund Romberg conducting.
Publicity: Miss Alix Williamson, CI. 6-4462.
- Thursday OPENING: "PEEP SHOW" WINTER GARDEN, BROADWAY & 50TH STREET
June 28 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.
- Thursday PREMIERE: "THE NEXT VOICE YOU HEAR" (Movie) RADIO CITY, 6TH AVE. AT 50TH MGM's film about a typical American family tuning in God's voice on the radio every night at 8:30 P.M., and discovering how to solve their problems. Starring James Whitmore, Nancy Davis, Gary Gray. Producer: Dore Schary. Director: William Wellman. Wardrobe: Helen Rose. (Note Change of Date). Publicity: Herbert Crooker, JU. 2-2000.
- Thursday PREMIERE: "CRISIS" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
June 29 MGM's drama starring Cary Grant as a noted brain surgeon who is kidnapped and forced to perform an operation on a foreign tyrant. Cast includes Jose Ferrer, Paula Taymond, Signe Hasso, Ramon Navarro. Producer: Arthur Freed. Director: Richard Brooks. Publ.: Herbert Crooker, JU. 2-2000.
- Thursday THEATRE RENDEZVOUS-AMERICAN THEATRE WING, RENDEZ-VOUS ROOM, HOTEL PLAZA
June 29 A party saluting the stars and producers of "Wisteria Trees" will feature 10:30 P.M. a showing of Walter Florell champagne hats, followed by a dance contest, with prizes. Fashion show presented by Myron McCormick; and James Sauter, host, will introduce Helen Hayes, Kent Smith, Peggy Conklin, Douglas Watson, Walter Abel. Cover charge donated to hospitalized veterans. Publicity: Isadora Bennett, PL. 7-3184.