



NEW ENGLAND STATES EXHIBITION, NEW YORK WORLD'S FAIR 1964-1965
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"Made in New England---Worn Everywhere" will be the theme of the thrice-daily fashion show to be presented at the New England States Exhibition at the World's Fair, Mildred L. Albert, show director, has announced.

Fifty leading brands of New England manufacture or origin, ranging from raw fibre and hides through textiles, clothing, footwear, cosmetics, luggage and accessories will be featured in the Show, to be given seven days a week from June through September. It will take place on the Village Green, which is the heart of the New England States Exhibition, and fronts directly on the Unisphere.

The Show is designed to dramatically impress on the viewers the historical importance and present day role of the New England Area's fashions.

From a historical standpoint, Mrs. Albert has pointed out, the first American shoe was made in Salem, Mass., in 1629, and that industrial America descends from a cotton mill in Waltham, which later moved to what is now Lowell, Mass., beginning today's modern urbanized world.

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Modern textile technology was brought to America in 1790 by Samuel Slater at Pawtucket, Rhode Island, the show director stressed, while Boston is still, as it has been for generations, the leading wool center of the nation. The first worsted mill was there as early as 1695, and the first power woolen mill in nearby Byfield in 1794.

Today's role of New England in fashions includes the manufacture of one-third of America's shoes---200 million pairs a year; the production of over half of all U. S. produced woolens and worsteds, the jewelry center of the world in the Providence, R. I. - Attleboro, Mass. area, and a major portion of the cosmetic industry.

Special scenes of the Fashion Show will be devoted exclusively to footwear and accessories, as well as coordinating these fashions in all other scenes. Models in one scene will be dressed in leotards wearing only shoes or a handbag or other accessory so they alone will get the complete attention of the audience. Special presentations of textiles, textile fibres and other basic materials will add colorful touches.

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Commentary to accompany the Show will not only tell what items are fashionable, but also explain why. This behind-the-scenes explanation of what makes quality and style leaders is expected to be of especial interest to the audiences, since few will have seen such a presentation before.

Divided into scenes portraying the four seasons, the Show will be a musical production complete with dancers, actors, and singers, while a special attraction will be showing of projected styles of future seasons.

Several of the participating New England manufacturers will introduce special numbers at the Show, and complete trade and consumer promotion of these items will emanate across the nation from the Fair.

"We have the finest product to convey to the American public at the Fair", Mrs. Albert has said, "and that is fashions styled in New England. That is why we're sure our Show will be exciting".