



Dayton's Downtown Minneapolis department store event files

Copyright Notice:

This material may be protected by copyright law (U.S. Code, Title 17). Researchers are liable for any infringement. For more information, visit www.mnhs.org/copyright.

Dayton
Spring '45

Be Enchantingly Feminine

in the soft spoken charm
of gentle lines--
soft shouldered, tiny waisted,
with skirts willow slim, flared,
or full of motion.

Be as fragile as a Dresden doll
in capes and capelets... sheath coats
...provocative little hats...
tiny jacketed suits... billowing
skirts... rustling fabrics...
flirtatious petticoats.

The swinging grace and beauty
of new lines are best reflected in
the creations of America's
leading designers, seen in
Dayton's Fashion Shops.

Philip Mangone Winged Cape
Coat of silk taffeta—
as shown in Vogue.

*Oval Room—3rd

Mink Dyed Russian Siberian
Squirrel Cape, most important
fur silhouette for Spring.

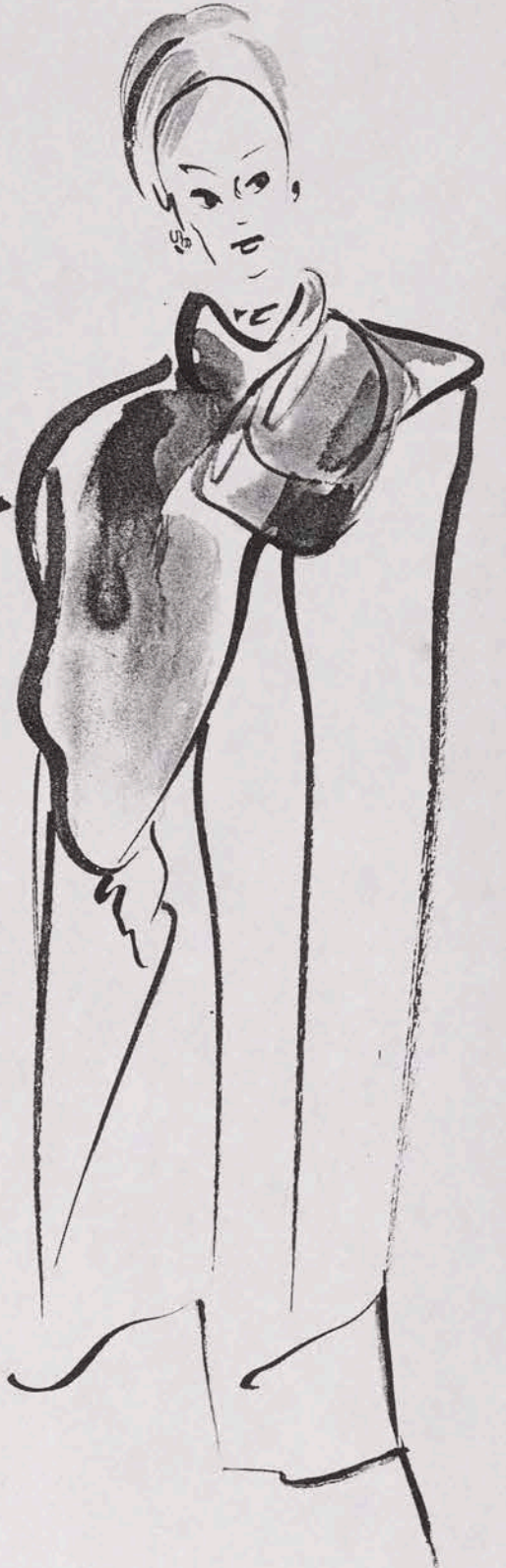
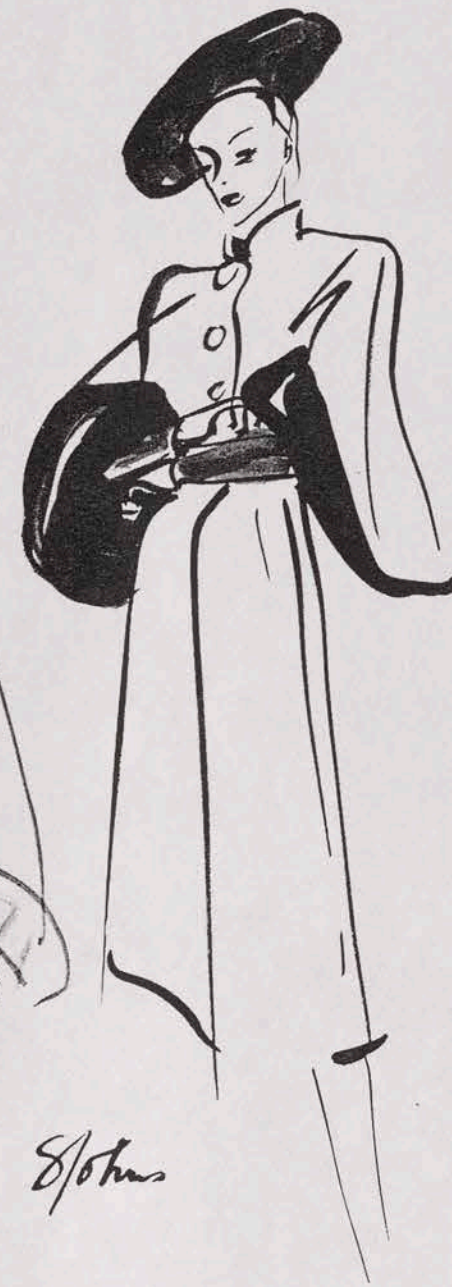
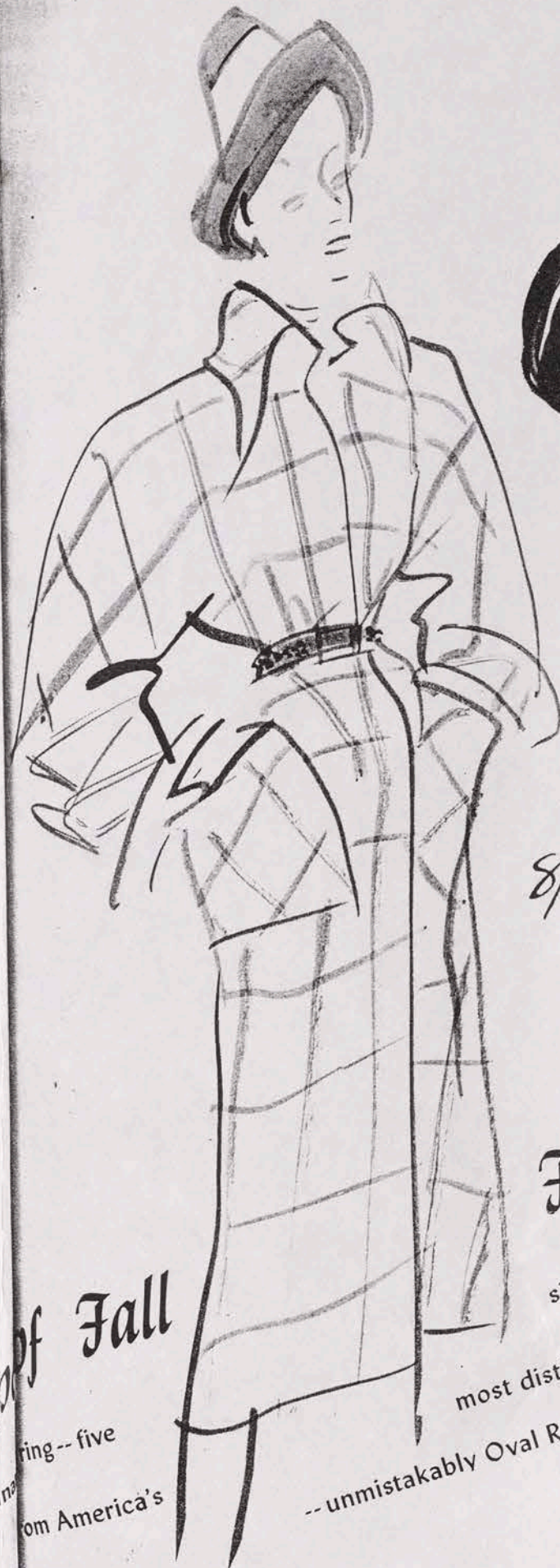
Fur Room—3rd

*Reg. U. S. Pat. Off.



Daytonian
Fall '86

ADRIAN
HATTIE CARNEGIE
NETTIE ROSENSTEIN
MAURICE RENTNER
ANNA MILLER
ADELE SIMPSON
EISENBERG
PHILLIP MANGONE
DAVIDOW
MORRIS KRAUS
MONTE-SANO
CAPRI
WILLIAM BASS
MOLLIE PARNIS



Kaleidoscope of Fall

--lavish, imaginative-- five
from America's

Fashion

significant silhouettes
most distinguished coat designers.

--unmistakably Oval Room--

Fall Daytime
1966



Silhouette

Last fall a new silhouette loomed across the fashion horizon, the fuller Parisian silhouette. Most designers stretched and tugged to achieve that full-blown, rounded look.

But one designer remained aloof—Adrian. He believed in the intrinsic merit of his silhouette, slim of hip, broad of shoulder, a work in line and design so distinctly original it defied contradiction.

The stakes were high. For Adrian, by his independent stand challenged the supremacy of the Parisian haute couture.

This fall, Paris, traditionally the weather-vane of fashion, bowed to the genius of this gifted American designer, Adrian; for Paris amended her silhouette to his.

In the Oval Room, exclusively in the Northwest, the prophetic creations of Adrian are found. Look to the Oval Room for the latest silhouette interpretations by America's master designers.

Daytona
Fall '47



LENGTH

This Fall,
designers made a decisive break
from the static silhouette pattern
of the past five years.
Most dramatic change—
skirt lengths are longer,
and lengthen with the shadows.

Illustrative of the after-five look
are these three originals
from the Oval Room
by Adele Simpson:

Black taffeta to the calf for tea
Satin drops lower for dinner
Taffeta stripes
touch the ankle for dancing.



Dayton's Summer 1948

have you seen the new...

Dayton Oval Room

Reg. U. S. Pat. Off.

matchless in its restful, dignified decor—reminiscent of famed continental shops.

matchless in its personalized service—in the privacy of your own fitting room, you will have the undivided attention of one of our expert saleswomen who will help you select, assemble, and complete your costume with the hat, handbag, gloves, and jewelry so essential to flawless grooming.

matchless in the breadth and scope of its designers—among them Hattie Carnegie, Philip Mangone, Adele Simpson, Ceil Chapman, the entire Adrian collection, seen elsewhere only in New York and Hollywood.

matchless in its presentation of fashion at its price. The college girl, the careerist, the sportswoman, the traveler, the woman of universal tastes will find here their complete wardrobe requirements, assembled in quiet good taste.

Daytonian
fall '49



OR A *David Crystal* DRESS OF CRINKLE CREPE \$9.95

WHETHER IT'S A

Hattie Carnegie GOWN AT \$295

IN

YOU'LL FIND THE SAME FINE, SIMPLE.

the Dayton
Oval Room

Reg. U. S. Pat. Off.



Highway Spring '50

Adrian

Nettie Rosenstein

Hattie Carnegie

Maurice Rentner

Monte-Sano

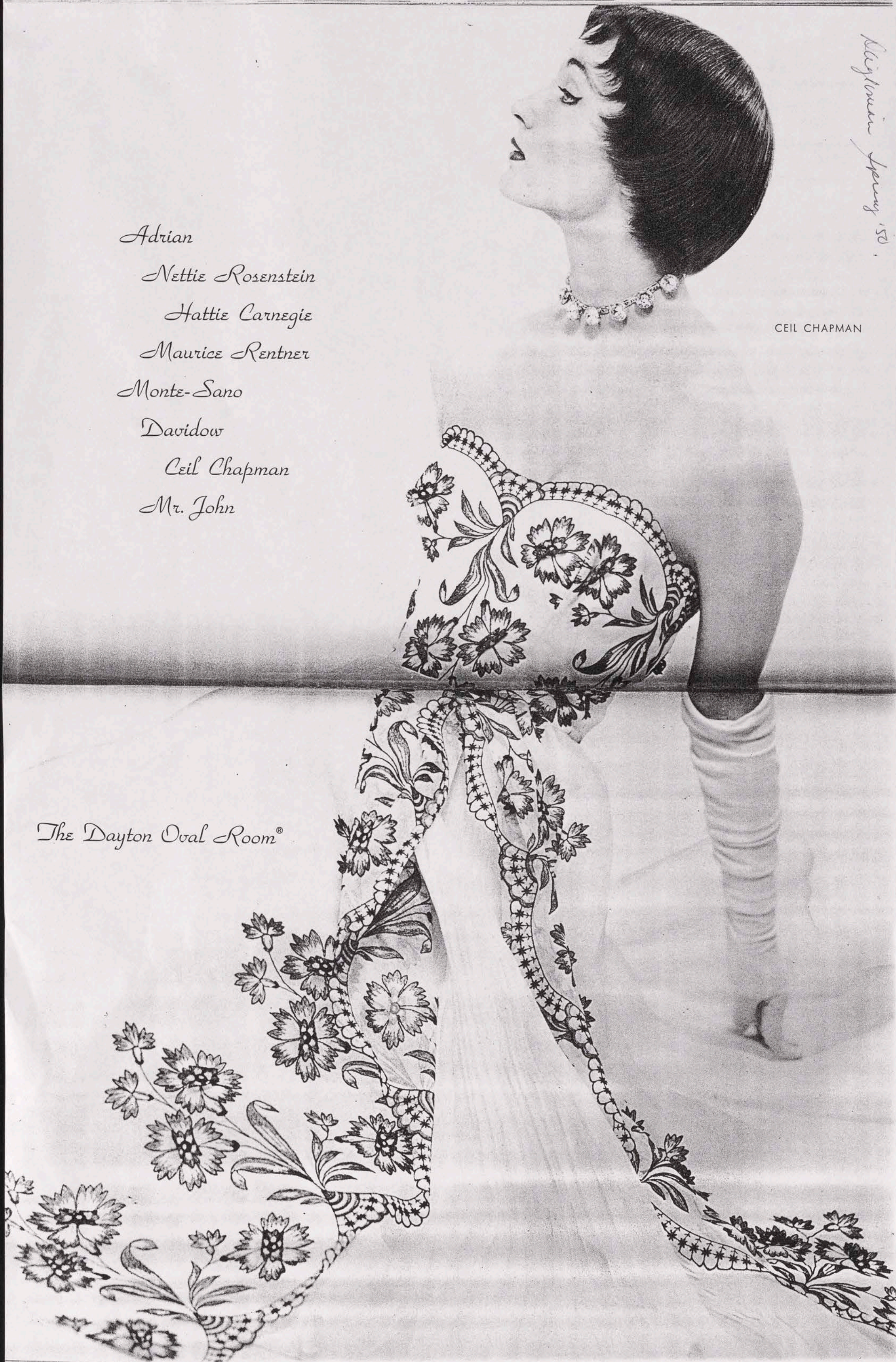
Davidow

Ceil Chapman

Mr. John

CEIL CHAPMAN

The Dayton Oval Room®



Daytonian Fall, 1950

DAVIDOW

THE DAYTON OVAL ROOM®



Daytonian Spring 1951



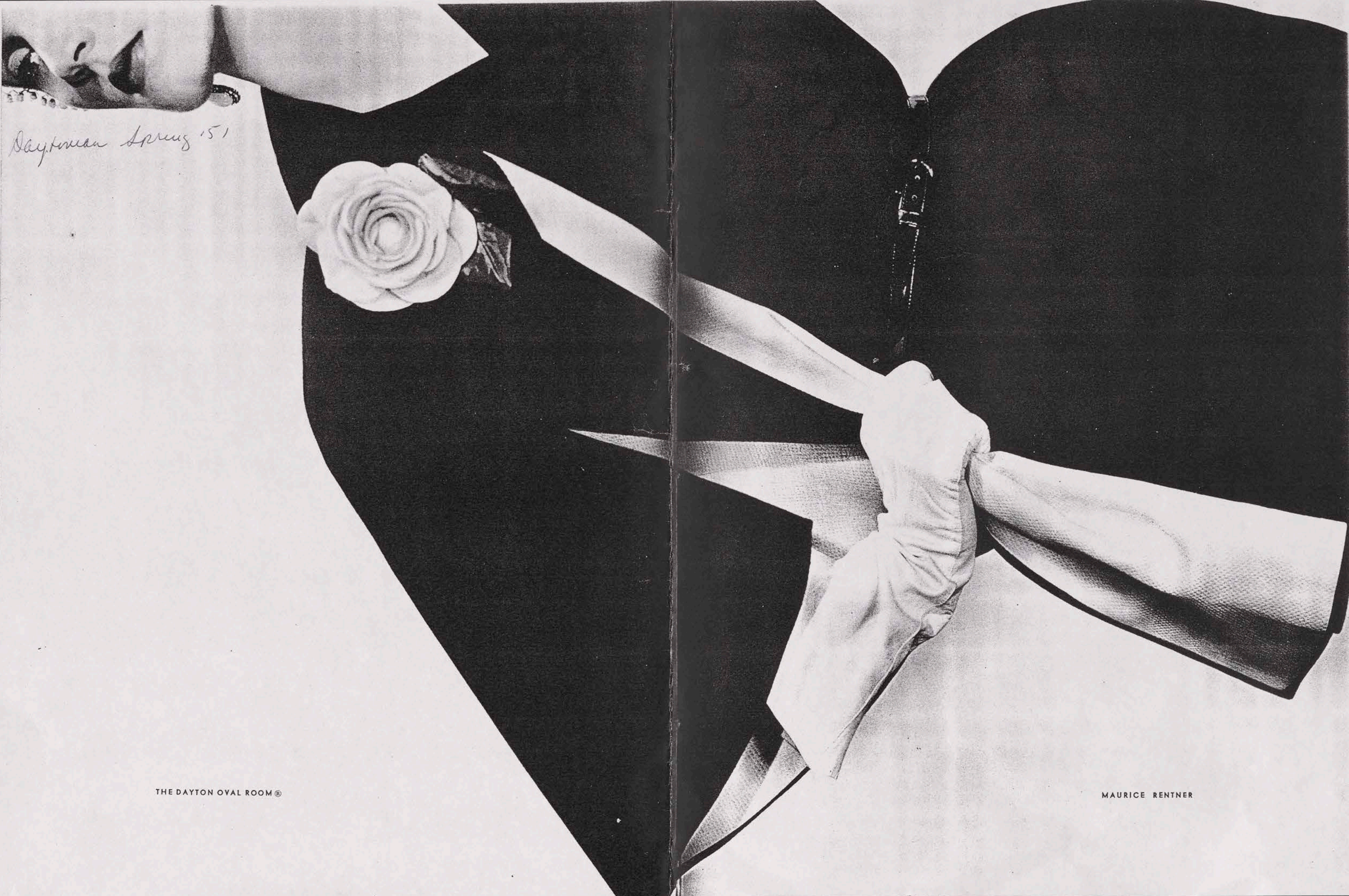
Daytonian Oral Room®

Precious Italian Silk Dupioni
in a slither of a suit . . .
a far flung triangle of a coat.

Suit, \$135

Coat, \$149.50





Daytonian Spring '51

THE DAYTON OVAL ROOM®

MAURICE RENTNER

Daytonian
Fall '51

THE DAYTON OVAL ROOM®

PHILIP MANGONE