



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.

ROSENSTEIN SHOWING

September 7, 1949

TIME: 3:30 PM in the Sky Room

ATTENDANCE: Sky Room Capacity

MODELS: Kay Prettyman
Donna Eide
Doreen Myhre
Sue Knechtges

Margery Sutton
Toby Daly
Jean Johnson
Jeri Demick

RATE: See attached expense sheet.

COMMENTS: The show consisted of the fall collection of Nettie Rosenstein's clothes. Her entire line of about 57 pieces was shown. It included coats, suits, and dresses.

A regular troupe from New York was here to direct the show including four New York models and two directors. The commentary was done by Miss Adler who was in charge of the group.

The show was a fast moving one with about 5 models on the runway at one time. A T-shaped runway was used.

Invitations were sent out with the request that the person inform the store as to whether she would attend. Due to the number of people who indicated they would attend, the tables were taken out of the Sky Room and the seats arranged in rows.

Originally tea was to be served in the Sky Room for the people attending, but due to the crowd, tea was served in the Oak Grill for those wishing it.

*The Dayton
Oval
Room*

JUNIOR LEAGUE FASHION TEA

1949

Adrian - African Tribal Inspiration

- | | |
|--|--|
| A. Inspired by Watusi Native Art | ... WORN BY MRS. HARRY PIPER, JR. |
| B. Inspired by Massai Warrior | ... WORN BY MRS. JAMES RIDGWAY |
| C. Head Cloth | ... WORN BY MRS. FREDERICK ATKINSON |
| D. Sparkle When You Dance | ... WORN BY MRS. RAYMOND G. NOEL |
| E. Inspired by Woman of Myoga Tribe | ... WORN BY MRS. CHARLES M. LITTLE |
| F. Uganda Inspiration | ... WORN BY MRS. FLOYD POOLE |
| 7. Winter navy wool jacket dress | ... WORN BY MRS. WILLIAM T. NOLL |
| 8. Forest green costume suit | ... WORN BY MRS. MARTHA LARKIN GOODSPEED |
| 9. Brown jacket dress, velvet trim | ... WORN BY MRS. GEORGE McCABE |
| 10. Red wool and black crepe dress | ... WORN BY MRS. CHARLES MILLER |
| 11. Blue satin dinner suit by Mollie Parnis | ... WORN BY MRS. JOHN FAEGRE, JR. |
| 12. Navy suit, satin trim by Mollie Parnis | ... WORN BY MRS. EDGAR INGALLS |
| 13. Black jacket dress by Mollie Parnis | ... WORN BY MISS ELIZABETH HOLMBERG |
| 14. Grey jersey dress by David Crystal | ... WORN BY MRS. FRANKLIN R. WRIGHT, JR. |
| 15. Dusty pink wool gabardine by David Crystal | ... WORN BY MRS. LAWRENCE M. STEINER |

Philip Mangone Designs for the Shorter Woman

- | | |
|---|------------------------------------|
| 16. Navy vio crepe suit | ... WORN BY MRS. THOMAS HUMPHREY |
| 17. Ruby red suit with nutria collar | ... WORN BY MISS NANCY LOU MACKALL |
| 18. Winter navy vio crepe suit | ... WORN BY MRS. G. R. DETLEFSEN |
| 19. Grey and pink John Barr tweed ensemble by Davidow | ... WORN BY MRS. ROBERT ANDREWS |
| 20. Oatmeal John Barr tweed ensemble by Davidow | ... WORN BY MRS. THOMAS M. CROSBY |

Adrian - Traveling Companions

With so much travel today—there is a great
need for important coats. Here is a group to take
you to every part of the world—
or to make your life warm and happy here.

- | | |
|-----------------|-------------------------------------|
| A. Deep comfort | ... WORN BY MRS. HARRY PIPER, JR. |
| B. Warm Up | ... WORN BY MRS. CHARLES M. LITTLE |
| C. Nordic Greys | ... WORN BY MRS. JAMES RIDGWAY |
| D. Wild Fire | ... WORN BY MRS. FREDERICK ATKINSON |

E. Your Charming Friend

... WORN BY MRS. FLOYD POOLE

F. Happy Talk

... WORN BY MRS. RAYMOND G. NOEL

27. Brown nylon separates by David Crystal

... WORN BY MRS. CHARLES GLUEK

28. Navy satin and jersey separates by David Crystal

... WORN BY MISS ELIZABETH HOLMBERG

29. Brown silk surah from House of Kunel

... WORN BY MRS. JOHN FAEGRE, JR.

30. Brown silk short dinner dress by House of Kunel

... WORN BY MRS. LAWRENCE M. STEINER

31. Iridescent taffeta after-five dress by Ceil Chapman

... WORN BY MRS. MARTHA LARKIN GOODSPEED

32. Black velvet short evening dress by Ceil Chapman

... WORN BY MRS. EDGAR INGALLS

33. Black velvet short evening dress by Ceil Chapman

... WORN BY MRS. GEORGE McCABE

34. Green silk taffeta by Mollie Parnis

... WORN BY MRS. WILLIAM T. NOLL

35. Bois-de-rose brocade by Mollie Parnis

... WORN BY MRS. WARD PATTON, JR.

Three Generations . . .

36. Mrs. John S. Pillsbury

37. Mrs. Thomas M. Crosby

38. Miss Eleanor Crosby

From the Fur Room . . .

39. Natural wild Canadian mink

... WORN BY MRS. FRANKLIN R. WRIGHT, JR.

40. Silver blu mink cape

... WORN BY MRS. ROBERT RIZER, JR.

41. Black Russian broadtail jacket

... WORN BY MRS. JOHN C. SAVAGE

42. Silver blu mink coat

... WORN BY MRS. JOHN HAWLEY

43. Black Alaskan seal coat

... WORN BY MISS ELIZABETH HOLMBERG

44. Silver blu mink coat

... WORN BY MRS. ERNEST LACK

45. Blonde lamb cape jacket

... WORN BY MRS. CHARLES GLUEK

From the Bride's Bureau . . .

46. Mother of the Groom

... WORN BY MRS. RUTH BOVEY STEVENS

47. Mother of the Bride

... WORN BY MRS. G. KENDALL SMITH

48. Bridesmaid

... WORN BY MRS. WILLIAM T. NOLL

49. Bridesmaid

... WORN BY MRS. ROBERT ANDREWS

50. Matron of Honor

... WORN BY MRS. CHARLES MILLER

WHY A STYLE SHOW?

"To raise and provide funds for the maintenance or furtherance of work for which the Junior League has made itself responsible."

The Children's Cerebral Palsy Center Inc. which opened September 6, 1949 at the Minneapolis Curative Workshop is the first of its kind in the state. It is a clinic for Pre-school children suffering from Cerebral Palsy. It's jointly supported and operated by the Minneapolis Curative Workshop, "The Easter Seal Society" and the Junior League of Minneapolis.

The Junior League encourages better radio listening for children with programs designed for children. "Look what we Found" over KUOM is an in-school broadcast. Last year the League also sponsored "Story Time Play House" in which children from the Public Schools had an opportunity to act before the microphone.

The Junior League entered the Cultural Field in the Fall of 1948 with the Minneapolis Institute of Arts by offering the public school children conducted tours through the Institute. These tours were coordinated with their "common learnings" studies. For the first year 7,800 children have been guided through the Institute.

The Junior League has a vital interest in the Variety Club's Heart Hospital. The League has pledged itself to pay the salary of a medical Social worker at the Heart Hospital for four years.

Of course, it takes money to do all of this and many other smaller jobs not mentioned here. And, inasmuch as the Junior League does not solicit funds from the community, the money to support its projects must be raised by a public benefit event.

Because the League publicity is usually focused on the sale of tickets for some benefit event, the public is sometimes inclined to dismiss the group lightly as a "party-loving" one. In doing so the public frequently overlooks or does not know much of the League's general activities or worthwhile undertaking.

We thank you all for coming and for your continued support of Junior League Events. Your support and interest has allowed this League to extend its interests and activities to be of greater benefit and usefulness to the community.

