



## Dayton's Downtown Minneapolis department store event files

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*Friends  
of   
the  
Institute  
present .....*

*Mettie  
Rosenstein*

*the Dayton Oval Room*

Box 1, 1st Floor



W  
S

1950

*Program*

The Friends of the Institute

EXECUTIVE COMMITTEE

MRS. RUTH BOVEY STEVENS	President
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General Chairman	MRS. SHELDON HENDERIKSON
Tickets	MRS. PAUL SCHMITT
Publicity	MRS. GEORGE PARTRIDGE
Hostesses	MRS. PHILIP PILLSBURY
Ushers	MRS. G. KENDALL SMITH
Telephone	MRS. EDGAR NASH



- 60/1060 Grey Rodier Chinchilla box jacket suit—wool jersey blouse.
- 52/2052 Black and white Samek tweed box jacket—braid trim and Persian lamb collar.
- 2095 Black Samek "Chenille" coat—velvet trim.
- 2077 Black wool coat—cape collar.
- 2092 Spice and black Linton tweed loose coat. Diagonal closing.
- 2090 Black Lesur "Doormat" wool coat. Very full.
- 166 Spice and black hand loomed and hand finished knit.
- 96 Spice Kashan wool suit.
- 2171 Navy loose coat with diagonal closing.
- 2163 Autumn red coat—shawl collar.
- 67 Autumn red suit—silk blouse.
- 58 Woodland green suit—crepe blouse.
- 90 Black coutoure 2-piece.
- 63 Black suit—graduated tiered skirt.
- 98 Black coutoure 2-piece.

- 83 Black coutoure, petal peplum—leather belted.
- 160 Two-piece knit—short bloused jacket.
- 55 Black kashan suit—belted jacket.
- 68 Blue jay burmeen suit—black jersey blouse.
- 66 Blue jay kashan suit, leather belted—jersey shirt.
- 62 Black Bermuda suit—turquoise satin gilet.
- 93 Rouge coutoure 2-piece—short jacket, cuffed pocket, hip.
- 74 Jersey dress—draped neckline and high collar.
- 70 Jersey dress—plaited front panel and ascot.
- 89 Marine mist yarn dyed, 2-piece—diagonal closing.
- 80 Scotch mist yarn dyed, 2-piece—button closing.
- 87 Raspberry coutoure slim dress. Buttoned down side front.
- 79 Blue jay coutoure dress—double pointed pockets.
- 78 Cognac brown coutoure dress—double peplumed effect.
- 97 Black coutoure slim dress—four cuffed pockets.



- 82 Delphinium coutoure 2-piece—belted jacket.
- 71 Charcoal jersey shirtwaist top—pointed hipline.
- 92 Black coutoure shirtwaist top—cuffed pocket on top and hip.
- 53 Black coutoure 2-piece—short jacket, low, draped collar.
- 56 Sable kashan suit, sunburst tucks—heather silk blouse.
- 174 Black wool and silk velvet suit.
- 165 Two-piece heather tweed knit—blond velvet ascot.
- 162 Heather tweed knit coat.
- 29 Black crepe, high neck—shirred skirt.
- 27 Black crepe, ribbon trim at neck.
- 187 Pencil-slim dress—black braid trim.
- 46 Black faille, high-buttoned collar.
- 19 Black taffeta crepe—plaited ruffle accent.
- 21 Black crepe—saw-tooth points outlining silhouette.
- 10 Short sleeved black crepe saw-tooth points outlining silhouette.

- 25 Black crepe all-tucked dress—button-front.
- 47 Black crepe dress—double row of looped tabs down front.
- 11 Black crepe short sleeved—high neck dress.
- 35 Night blue crepe with open neck, long sleeves.
- 22 Black crepe short sleeved dress, sweetheart neck.
- 42 Black faille, low, scalloped neckline.
- 37 Sleek black crepe—taffeta-backed petals.
- 156 Black cocktail dress—neckline accent of black lace.
- 106 Cognac brown cocktail dress—low neckline.
- 115/2115 Black velvet short, full coat—over velvet slim cocktail dress.
- 135/2135 Stained glass novelty material cocktail dress—under blue-jay full velvet coat.
- 175 Cathedral red cocktail dress—blending red roses.
- 151 Beige silk velveteen 2-piece—gentle skirt.
- 177 Checked metallic 2-piece cocktail dress.
- 154 Metallic dress—shirtwaist top.



- 146 Carnation red ribbon silk short evening dress.
- 117 Silk twill cocktail dress—plunging neckline.
- 144 Silk satin cocktail dress—off-shoulder neckline.
- 136 Sable barathea cocktail dress—off-shoulder deep collar.
- 108 Larkspur ribbon silk cocktail dress—decollette neckline.
- 133 Larkspur wool lace short dinner dress.
- 188 Striped ribbon silk cocktail dress—tight bodice.
- 111 Rouge woven-dot taffeta short evening dress.
- 179 Strapless velvet-topped short evening dress—tucked taffeta skirt.
- 178 Black strapless short cocktail dress—banded with black lace.
- 123 Black barathea short dinner dress—low neckline.
- 141 Black barathea short evening dress, pink fury halter—wide barathea stole.
- 119/2119 Beige stardust net short evening dress—under sable silk satin full coat.
- 104 Brown stardust net short evening dress—tiny jacket.
- 130 Black chantilly lace short evening dress over rose blush satin.

- 125 Velvet strapless short evening dress—matching net stole.
- 140 Black woven dot taffeta evening dress.
- 129 Carmen red strapless—black chantilly lace over satin.
- 150 Black lace and silk jersey evening dress.
- 155/2155 Gardenia blush strapless—under satin loose coat.
- 157 Gold metallic lace strapless evening dress—brief jacket.
- 126 Delphinium silk satin strapless evening dress—draped bodice.
- 145 Blue stone strapless satin evening—flower outlined pockets.
- 127 Rose blush satin strapless—blended flowers.
- 132 Rose blush satin strapless—matching long-sleeved stole jacket.
- 128 Brown and blue stone satin strapless—long-sleeved stole jacket.
- 159 Pink fury satin with off-shoulder tight bodice.
- 176 Turquoise satin strapless—matching net stole.
- 186 Pink fury satin strapless evening dress—large bow.
- 158 Turquoise satin strapless evening dress—bell bustle.





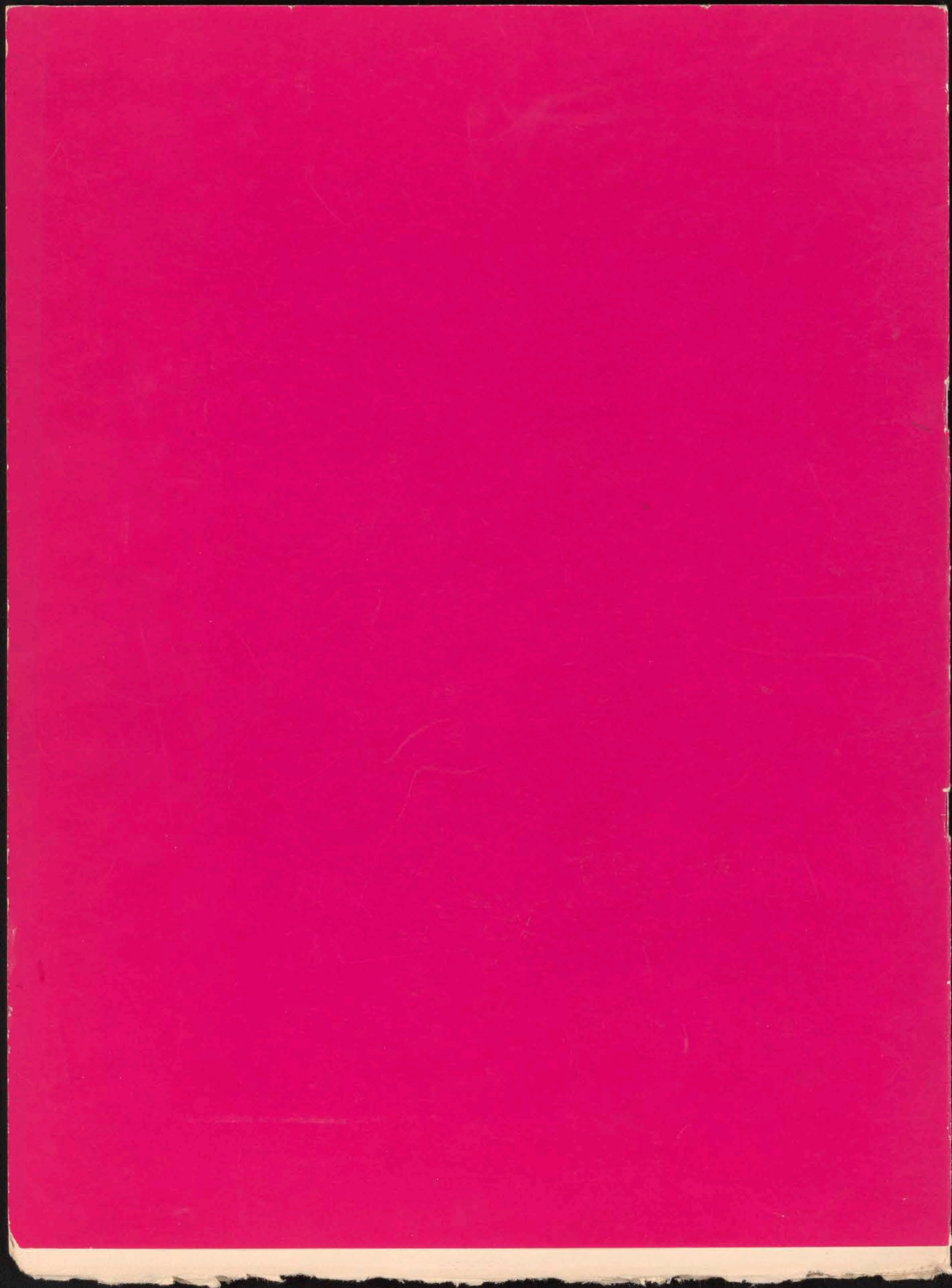
*The Friends of the Institute was founded in 1922 to perpetuate the work of Mrs. John R. Vanderlip, the first woman benefactor of the Minneapolis Society of Fine Arts. The purpose of this organization is to broaden the influence of the Art Institute in the community by supporting its activities and carrying out programs complementary to the work of the Society.*

*The Friends, although not primarily a money raising organization have undertaken, occasionally, money raising projects to provide funds for some specific need of the museum. Proceeds have been used to buy library books, reproduce several museum paintings for post cards and color prints, furnish a period room, decorate galleries, enlarge and decorate the kitchen and dining room, and reconstruct and furnish the Fireplace Room.*

*Membership in the Friends of Institute (there are now over 700 members) is open to any woman who is a member of the Minneapolis Society of Fine Arts. Anyone wishing to join is most welcome.*

*The two interlocking circles, an old Chinese symbol meaning Friendship, is the insignia of the Friends of the Institute.*







Mr. W

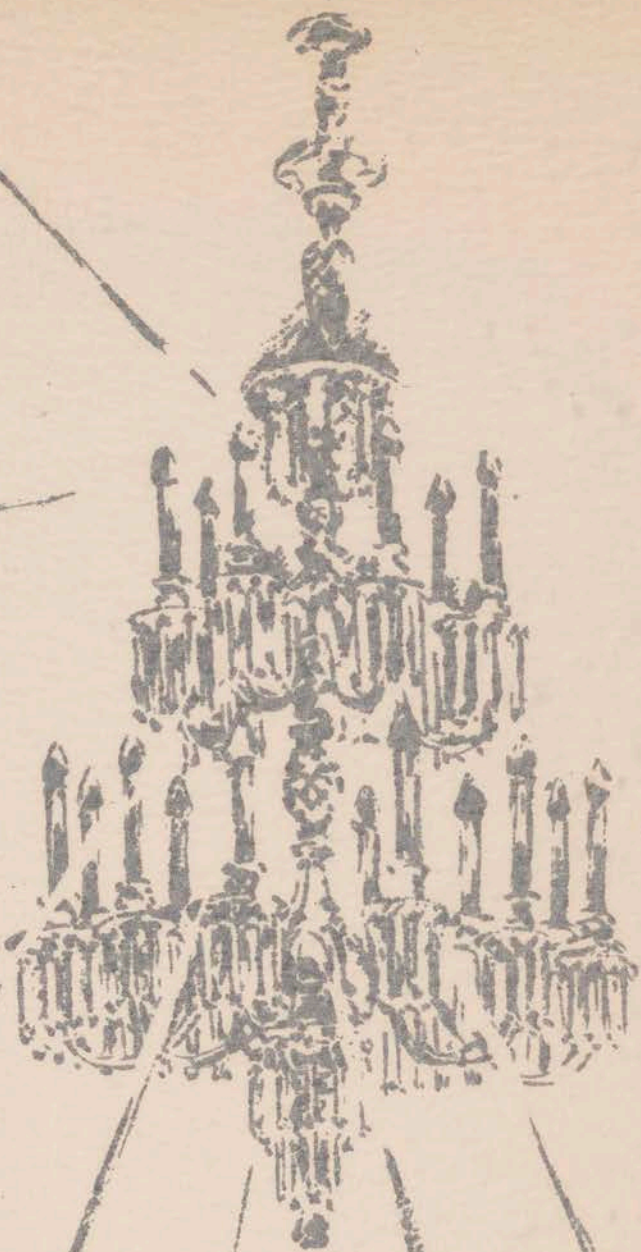
*file* ●  
Joe Wright said the first FRIENDS SHOW  
was in 1950.

9/9/63

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friends of  the institute present . . . the Dayton Oval Room



Nellie  
Rosenstein



*Program*

The Friends of the Institute



EXECUTIVE COMMITTEE

MRS. CHARLES L. GRANDIN, JR.	President
MRS. G. NELSON DAYTON	First Vice President
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COMMITTEE FOR THE FASHION TEA

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MRS. WHELOCK WHITNEY, JR.	
MRS. HAROLD H. TEARSE	Hostesses
MRS. KENNETH HANCOCK	Ushers
MRS. WILKES P. COVEY, JR.	Telephone



**Special Guest**  
**Patricia Morison**  
**Singing Star of**  
**"Kiss Me Kate"**

- 2156 Forstman's Angora Grey Coat with Belted Back.
- 2191 Lesur's Charcoal Fleece Fitted Coat.
- 2152 Lesur's Pepper Tweed Fitted Coat with Black Velvet.
- 8150 Lesur's Pepper Tweed Loose Coat, Velvet Revers.
- 59 Azik's Gunmetal Wool Suit with Crescent Closing,  
Peau de Soie Scarf.
- 67 Forstman's Yarn Dyed Grey Flannel Suit, Grey Velvet Scarf.
- 69 Forstman's Charcoal Checked Flannel Jacket, Slim Skirt,  
Wool Jersey Blouse.
- 175 Forstman's Charcoal Wool Costume Bolero Jacket, Flared  
Skirt, Wool Jersey Blouse.
- 99 Forstman's Black Kashan Wool Suit, Dandy Jacket Trimmed  
with Black Lyon's Velvet.
- 55 Forstman's Black Kashan Wool Suit with Triple Rounded  
Pocket Detail.
- 96 Black Couture Wool Shirtwaist Dress, Cornflower Faille Scarf.
- 76 Forstman's Black Wool Dress with Shirred Band outlining  
Convertible Neckline and Pockets.
- 2157/90 Lesur's Mahogany Fitted Coat with Button Front and Flap  
Pockets worn over Black Jersey Dress.
- 75 Forstman's Tiny Check Wool Dress in Ginger and Black,  
Velvet Collar and Cuffs, Velvet interlacing.
- 51 Lesur's Azik Chocolate Brown Suit with Dandy Cut-away  
Jacket, Walnut Velvet Scarf.
- 98 Forstman's Birdseye Tweed Wool Suit with Dandy Cut-Away  
Jacket, Grey Velvet Scarf.
- 79 Yarn Dyed Walnut Couture Wool Two Piece with  
Walnut Velvet Collar, Cuffs and Scarf.
- 89 Yarn Dyed Walnut Couture Wool Dress with Diagonal  
Tab Closing.
- 64 Brown and Black British Basket Weave Box Jacket Suit with  
Grosgrain and Braid Collar and Cuffs, Hand Loomed Knit  
Blouse.



- 61 Royal and Black British Basket Weave Suit with Black Velvet Collar, Cuffs and Buttons.
- 86 Black Sheer Wool Dress with Shoebuttons closing down Front. Gathered Skirt over Petticoat.
- 87 Black Sheer Wool Wrap-around Dress, Tassel Trim Side Effect.
- 71 Black Couture Wool Two Piece, Pointed Scalloped Effect on Jacket Closing, Slim Skirt.
- 85 Black Couture Wool Dress with Middy Top and Side Buttons and Soft Pleated Skirt.
- 2151 Forstman's Black Broadtail Coat with Rolled Collar and Diagonal Buttoning worn over Black Faille Coat Dress.
- 2155 Lesur's Royal and Black Check, Full Sleeve Loose Coat worn over Black Sheer Wool.
- 2163 Lesur's Doormat Reversible Beau Brummel Jacket in Black and Blue Flame over Black Jersey Dress with Blue Flame.
- 6154/49 Lesur's Blue Flame Doormat Coat with Sailor Collar and Cuffs worn over Black Faille Afternoon Dress with Bib Effect.
- 56 Forstman's Cedar Green Kashan Suit with Scalloped Front Closing and Soft Skirt over Taffeta Petticoat.
- 73 Fern Green Couture Wool Two Piece with Self Button Closing from Neckline to Hem, Wide Self Belt.
- 49 Black Faille Dress with Slim Skirt and Bib Effect, Tiny Self Buttons.
- 33 Black Faille Dress Gored all over in Sunburst Effect.
- 14 Black Crepe Dress with Black Peau de Soie draped into bow at bust.
- 12 Black Crepe Dress with rounded Grosgrain Collar and Grosgrain and Crepe Pleated Skirt.
- 43 Black Faille Open Neck Cocktail Dress with Wing Folds on Bodice, Flared Skirt over Taffeta Petticoat.
- 10 Deep Purple Crepe Afternoon Dress with Shocking Pink Grosgrain Insert at Neckline.
- 36 Black Faille Dress, Sky Blue Velvet Vestee and Rolled Collar, Modified Slim Skirt.

- 30 Black French Crepe Dress with Open Neck, Tiny Self Buttons and Halter String over Taffeta Petticoat.
- 23 Black Crepe Dress with Square Neckline trimmed in Sky Blue Velvet, Modified Full Skirt.
- 41 Black Faille Dress with Point Scalloped Front Closing, Open Neckline.
- 40 Black Faille Cocktail Dress with Open Neckline, Shocking Pink bra Insert, Modified Full Skirt over Taffeta Petticoat.
- 31 Black French Crepe Dress with Full Skirt over Taffeta Petticoat, Grosgrain Band over one Shoulder.
- 39 Black Faille Cocktail Dress with Scalloped Open Neck, the New Fountain Skirt.
- 139 Red Faille Cocktail Dress with Open Scalloped Neckline, Tiny Self Buttons, Slim Skirt.

#### INTERMISSION

- 178 Black Barathea Cocktail Dress with Jacket, Open Neck Dress with Scallops, Waist Line Jacket.
- 140 Black Pure Silk Cocktail Suit, Novelty Weave. Applied Black Lace Edging all around Jacket. Full Skirt over Taffeta Petticoat.
- 2160 Lesur's Black Wool Jacket with Firefly Embroidery.
- 2164 Lyon's Black Velvet Evening Coat with Firefly Embroidery over Black Lyon's Velvet Short Evening Dress.
- 130 Black and Royal Pure Silk Cocktail Dress with Open Neckline, Tiny Self Buttons and Slim Skirt.
- 106 Navy Barathea Cocktail Dress with Black Lace Edging around Open Neckline.
- 103 Black Taffeta Short Dinner Dress with Black Lace Scalloped Neckline, Black Lace Sleeve Insert.
- 102 Black Barathea Cocktail Dress with Square Neckline, Pure Silk Net and Lace Bra Insert.
- 112 Blue Ombre Taffeta Cocktail Dress with Tab Closing, Full Skirt over Petticoat.
- 116 Brown Silk Brocade Cocktail Dress with Open Neck, Tiny Hooks and Eyes down Front Closing, Pale Pink Net Bra.





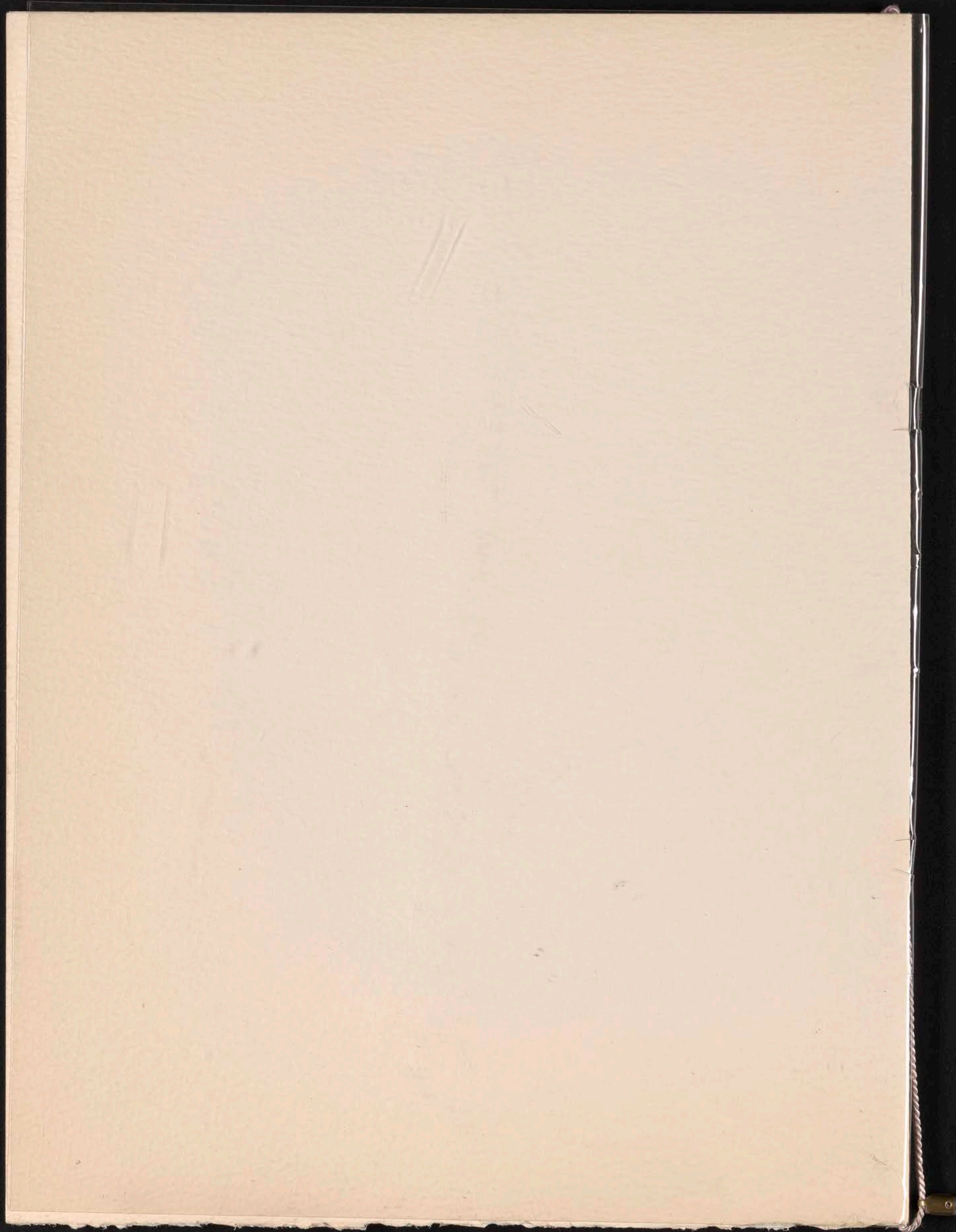
*The Friends of the Institute had its origin in 1922, through the desire of a group of the friends of Mrs. John R. Van Derlip to show their affection for her and their appreciation of her devoted service by continuing the work she had undertaken. Its object is to broaden the influence of the Institute throughout the community by supporting its activities and forwarding its interests in ways suggested or approved by the Trustees of The Minneapolis Society of Fine Arts.*

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*Ambscher*

RE: NETTIE ROSENSTEIN STYLE SHOW

Any customer expressing interest in the Style Show does not need an invitation to get a ticket. If she will send to Mrs. Horace Hitch, 2205 Newton Avenue South, Minneapolis, Minnesota, \$3.00 per ticket, she can have as many as she wants. The Style Show, as you know, is at 3:30, September 4, in the Sky Room and will have as an added attraction Miss Patricia Morison.

Stuart Wells, Jr.



*J. Auerbacher*

ROSENSTEIN SHOW - 1952

Friends of the Institute

Mrs. C.L. Grandin, Jr. (Dorothy)  
Ferndale

Way 662

In Charge of Show:

Mrs. Walter Ringer, Jr. ('Liz)  
Arcola

Beach 260

Advertising:

Mrs. Edmund Pillsbury (Priscilla)  
Crystal Bay

Beach 420

Tickets:

Mrs. Horace Hitch (Helen Tuttle)  
2205 Newton Av. S.

Ke 0649

Hostesses:

Mrs. Nathaniel Stevens, Jr. (Ruth Bovey)  
Ferndale

Way 1073

Ushers:

Mrs. Kenneth Hancock (Patty Hill)  
Chowens Corners

Dphn 2016



# Fashion Palette

By AILEEN REYNOLDS

Minneapolis Tribune Fashion Writer

Fashion finds much inspiration from art. So it seems appropriate that fashion return the favor by sponsoring an art show. The group bringing these two elements together is The Friends of the Institute.

The Friends are sponsors of a tea and fashion show of Nettie Rosenstein's fall and winter collection at The Dayton Company Sky room at 3:30 p.m. Sept. 4.

Proceeds of the ticket sale will bring to the Minneapolis Institute of Arts the exhibition, "Great Portraits by Famous Painters," Nov. 12 through Dec. 21.

IT IS DIFFICULT TO SAY of the entire project, where fashion ends and art begins. The combination of skill, good taste and imagination to create a thing of beauty is present in good fashion as well as in painting.

Furthermore, many of the women in the "Great Portraits" were famous ladies of fashion. Among them are Lady Hamilton (by Romney), Mrs. Fitzherbert (by Gainsborough) and Empress Eugenie (by Winterhalter).

In fact, the lush elegance of their eras is reflected in many of the sumptuous evening gowns in the Nettie Rosenstein collection.

This designer likes glowing colors and beautiful fabrics used in the grand manner for late afternoon and evening.

MISS ROSENSTEIN likes the effect of delicate shadings of color—violet merging to amethyst and on to just off-white, a range of blue, tones of copper and ombre silks drifting from blue to white to rose.

This elegance of manner is carried over into her daytime clothes. For instance, the curve of a jacket of a dark gray wool suit is outlined with tiny rhinestone buttons. A delicate sprinkling of rhinestones adds a touch of glitter to a black wool coat.

More than 50 Rosenstein creations will be presented in the style revue, which will include songs by Patricia Morison, Broadway star of "Kiss Me Kate."

The "Great Masters" exhibition will include about 35 famous paintings covering five centuries.

The portraits, loaned from museums and private

collections, include only distinguished portraits of subjects who can be positively identified.

Furthermore, each portrait is by a famous artist, including Titian, Tintoretto, Velasquez, Goya, Rubens, Van Dyck, Hals and Rembrandt among the early masters, and Reynolds, Romney, Gainsborough, Copley, Stuart, Whistler, Sargent, Manet, Degas and Renoir among the later masters.

ONE OF THE PAINTERS, Kokoschka, will be in Minneapolis during the exhibition. He is coming from Europe to be guest instructor at the Minneapolis School of Art during November.

**Ombre Satin:** Clever manipulation of fabric brings out the beauty of the delicate shadings, from pale pink to white to blue, of this Rosenstein gown worn by Mrs. Donald Dayton, right.

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Minneapolis Sunday Tribune

MINNEAPOLIS, MINN., SUNDAY, AUGUST 24, 1952

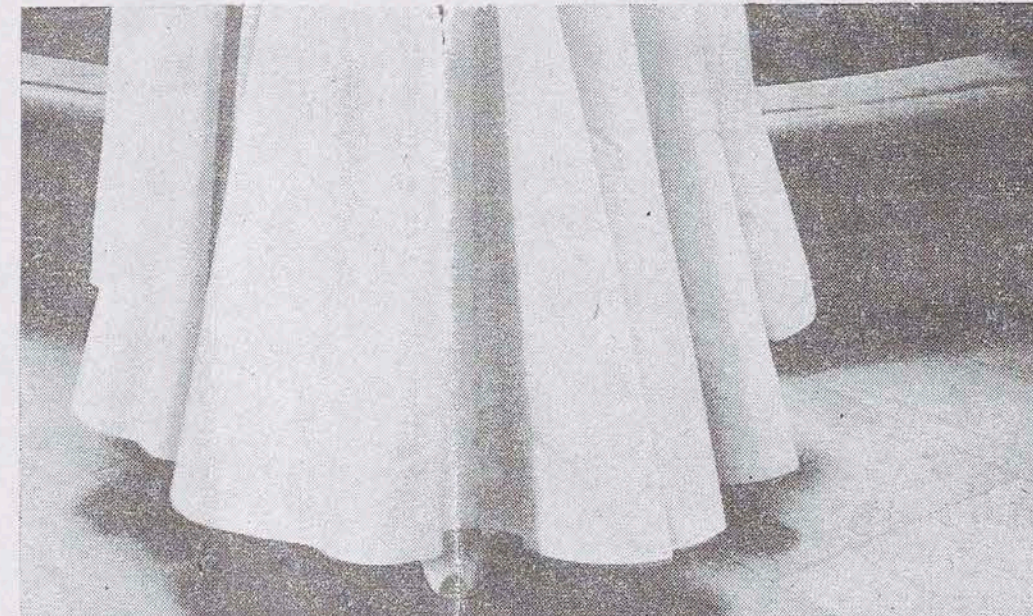


Minneapolis Tribune Photos by Bill Seaman.

## OFFICERS OF THE DAY

Mrs. Walter Ringer, Jr., is general chairman of the





**Black Jersey:** Tiny black buttons emphasize the draped bodice of the dress worn by Mrs. Wheelock Whitney, Jr., left. The skirt is softly shirred. The black wool coat, in the new barrel shape, is sprinkled with rhinestones.

Nettie Rosenstein fashion show. Her committee chairmen include Mrs. Horace E. Hitch, Jr., tickets; Mrs. Edmund Pillsbury and Mrs. Wheelock Whitney, Jr., publicity; Mrs. Harold H. Tearse, hostesses; Mrs. Kenneth L. Hancock, ushers, and Mrs. Wilkes P. Covey, Jr., telephone.

Hostesses are Mmes. Stanley Hawks, Harold H. Tearse, Earl Partridge, Philip Little, Jr., Richard P. Gale, John S. Dalrymple, John S. Pillsbury, Charles L. Grandin, Jr., Edmund J. Phelps, Sheldon Henderikson, Frank Bowman, Stuart Wells, Jr., George Dayton, II, Carl Jones, Charles J. Kelly, Jr., Donald Dayton, Harvey Yantes, John Rood and Ruth Bovey Stevens.

**White Satin Gown:** One of the most sumptuous gowns in the fall and winter collection of Nettie Rosenstein is this white satin evening gown modeled by Mrs. Edmund Pillsbury, at left. A belt of rhinestones and a sprinkling of rhinestones on the stole highlight the simplicity of this evening costume. More than 50 costumes will be shown at the style show to be sponsored by the Friends of the Institute at The Dayton Company Sky room at 3:30 p.m. Sept. 4.

After 10 years of dieting and submitting to the tender mercies of slenderizing salons, Turkish baths and milk farms, the author faced up to the fact that, although she had lost slightly more than 800 pounds, she had regrettably regained—you guessed it—800 pounds. After a decade of losing seven pounds, putting eight back on; losing 12, regaining 11, her bathroom scales pointed irrevocably at 147½—exactly what she started with in the spring of 1942. In recounting her 10-year Battle of the Bulge, as told in this first of three chapters condensed from her book, "An Affair of the Flesh," published by Doubleday & Co., she offers no magic key to slimness—unless you can laugh a few pounds off.

## Chapter One

By PHYLLIS ROSENTEUR

Figures may not actually lie to me but they do obscure the truth.

I'm so dumbfounded by digits that a bank statement is an invitation to nervous itch. To put less than a fine edge on it, I'm a mathematical moron.

At the start, this didn't loom as an obstacle to my diet. I knew it would be necessary to subtract certain items from the menu, but surely that would be the extent of my arithmetic. Then I met up with my first calorie counter.

Checking the caloric content of a grapefruit or an egg was easy enough, but most of Mom's special delicacies weren't mentioned at all.

Codfish was included (generous serving, boiled, 101 cal.) and baked beans (one cup, 264 cal.), but I looked in vain for kreplach or kishka



Phyllis Rosenteur

or kasha. A bigger book was the obvious answer.

**THE NEW ONE** gave me more information than I really wanted. The author lingered lovingly over the skullduggery that went on under my skin. He told of the voracious cells snapping greedily to attention whenever the saliva flowed, and the incorruptible adding machine, known as basal metabolism, which decided how much I might eat.

Following this, I tripped over a vitamin table and fell flat on my arithmetic. An apple—an ordinary 75 calorie apple—suddenly became the repository of 100 vitamin A, .06 thiamine, .20 riboflavin, and 12 ascorbic acid. After one attempt at addition, I added vitamin pills to the agenda.

**THE READING**, of course, was just a start for the real business at hand. Mother presided at my weighing in. Her smothered gasp officially started my first strict diet.

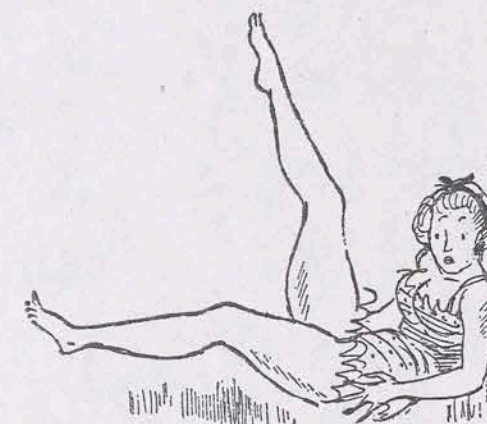
When dessert was passed that night, it by-passed me completely.

My lamb chop was so little it kept losing its paper panty.

We hung a ruler by the refrigerator, for measuring my favorite cheddar cheese (117 cal. per 1½ inch cube). The first time I hauled it out of my hand-

bag to check the diameter of a grapefruit (5 inches, 99 cal.), my old greengrocer almost had a stroke.

Other problems presented themselves. I tallied up



the eggs in the omelet and forgot about the butter I'd fried it in. My baked apple stood at a steady 75 calories in spite of the sugar glazing it and the cream sea in which it swam.

**EXTRAS OF THAT** nature were inalienable rights, not nourishment. At this stage of the game, I still didn't realize that reducers have no rights.

Eventually, of course, I faced reality and counted each crumb. Will power is not enough. In this era of scientific diet you need Einstein!

The manipulation of figures is not solely the task of the desperate calorie-counter. There is a host of muscular ladies and gentlemen lurking in slenderizing salons across the land, crouched ready to spring upon the innocent fatted lambs who wander into their dens.

Everytime I signed up for a course at a "salon," the supervisor was sure to say, "Don't you worry now. We'll soon have you looking like yourself again!"

**WHAT THEY DIDN'T** understand was that my last wish in the world was to look like myself. My old shape has all the symmetry of a Boston beanpot and I yearn to be converted into a Grecian urn.

In my innocence I'd believed that calorie-counting was the alpha and omega of building the body beautiful. I'd counted on Mother Nature to do the actual distribution.

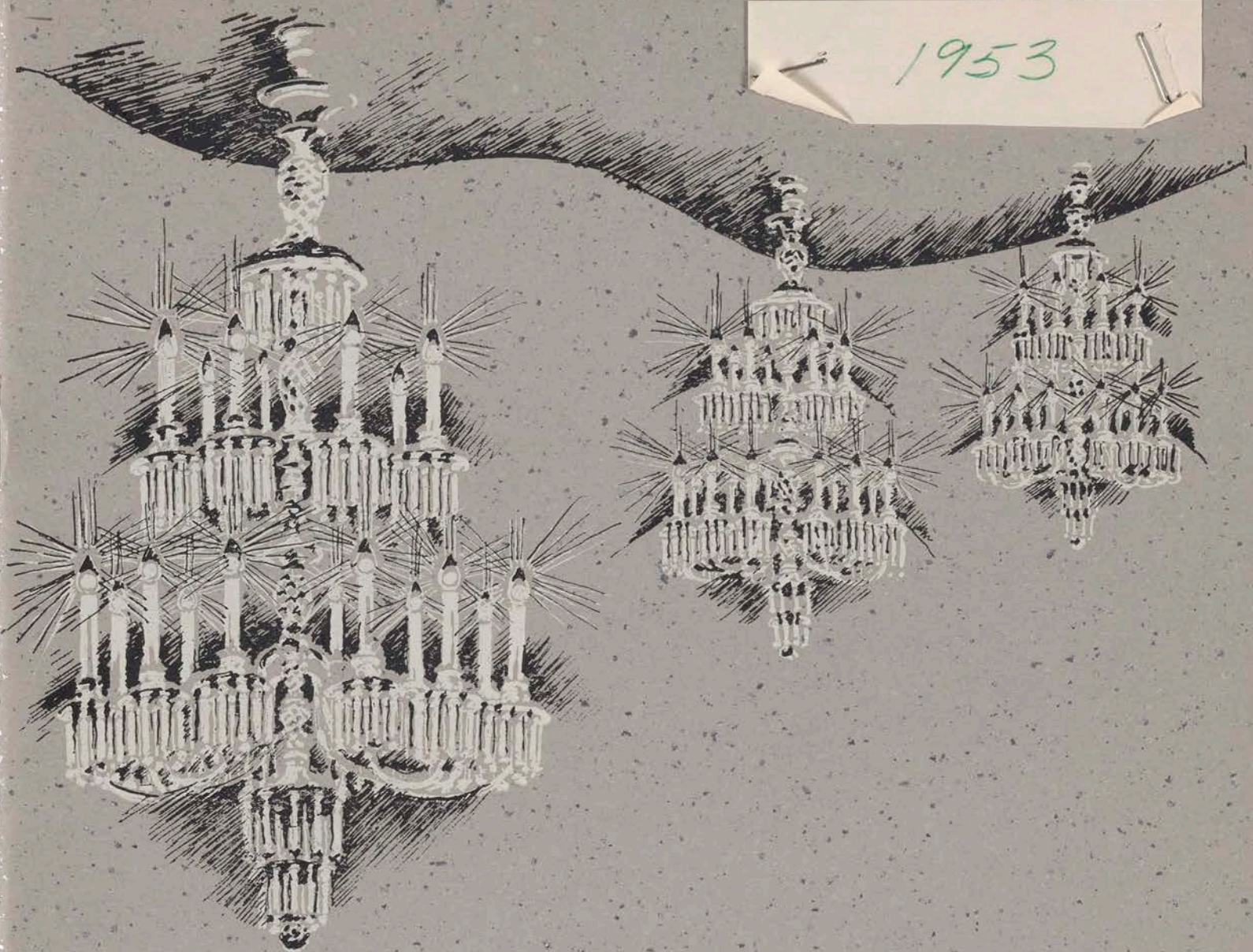
Unfortunately it was with a shaky, senile hand that Ma Nature piled it lavishly in some places and skimmed till the skeleton showed in others. When her lack of control became conspicuous, I was seduced by the ads of one O'Sullivan, "Pygmalion of Pudge."

I was issued a surly gray exercise suit that smelled

Counting Calories  
Continued on Page Three



1953



Nettie Rosenstein

the friends of the institute

the Dayton Oval Room

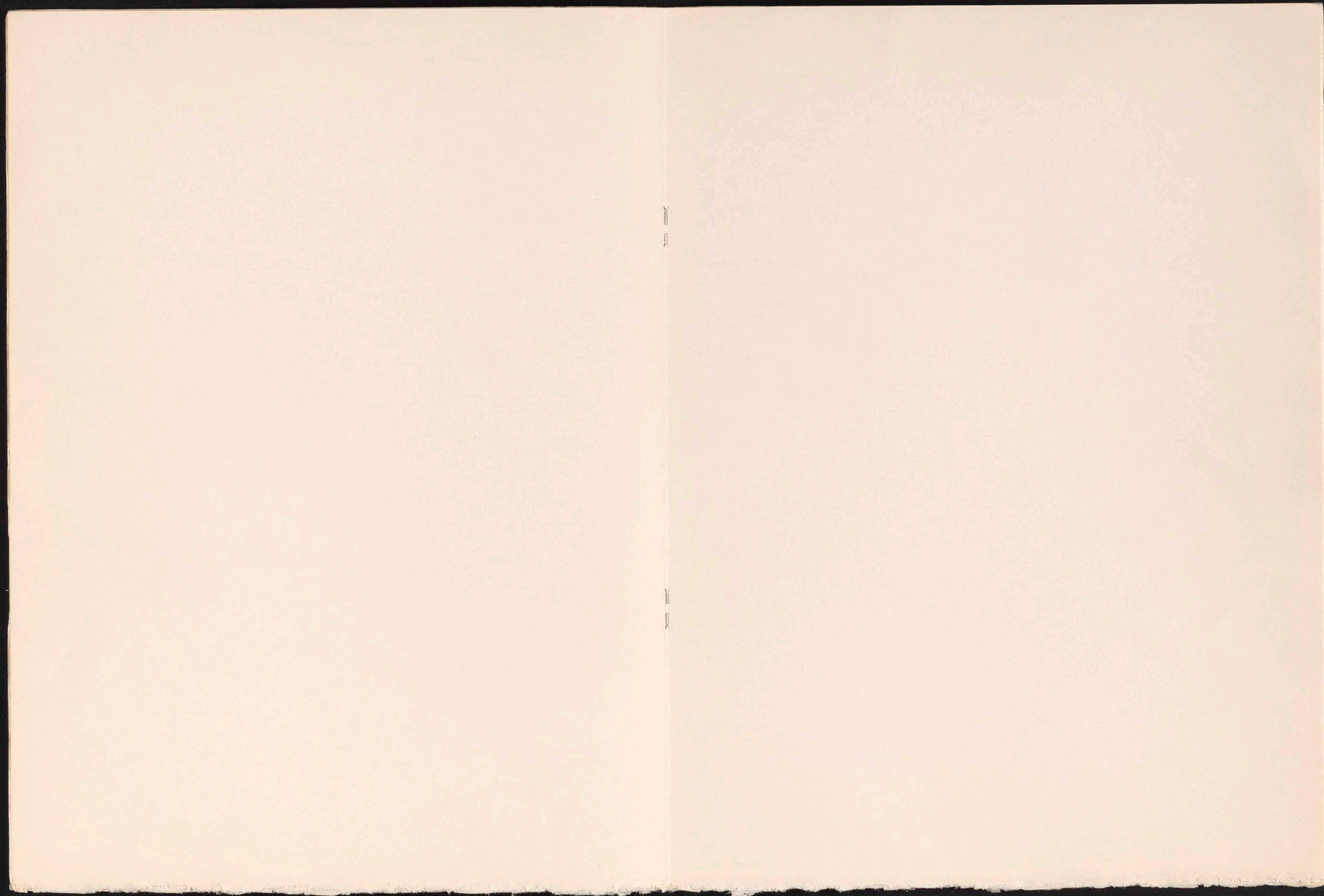


the friends of the institute

the Dayton Oval Room

PAID 1.00















THE DAYTON COMPANY

PUBLICITY FOLLOW-THROUGH

SUBJECT: Nettie Rosentein Style Show and Tea.  
PLACE: The Dayton Company, Sky Room, Twelfth Floor.  
DATE AND TIME: Wednesday, September 9th, 1953, 3:30 P. M.  
AUDIENCE: Approximately eight hundred women by invitation list,  
Friends of the Institute, Junior League, etc.  
ADMISSION: Reserved seats, by ticket only, purchased in advance.

COMMITTEES: Friends of the Institute

Chairman:	Mrs. Kenneth Hancock 2433 S. Hopkins Crossroad	Or 5-6144
Tickets:	Mrs. John L. Brooks 4354 Browndale Ave. S.	WH 4308
Publicity:	Mrs. Philip Harris 2325 Newton Avenue S.	KE 0273
Ushers:	Mrs. William Thompson Route 3, Excelsior	EX 744
Hostesses:	Mrs. Philip Pillsbury Route 2, Wayzata	Way 505

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Mr. Shank

1. ACCOMMODATIONS

Transportation and hotel reservations for Rosenstein models, Miss Lee Pine and Margaret Jullien.

2. TRUNKS

On arrival of Rosenstein clothes for showing, trunks to be brought immediately to Model's Dressing Room, 12th Floor. (Notify Mrs. Kenney, so that fittings, pressing and accessorizing may begin at once.)



Mr. Shank  
(Continued)

3. ARRIVAL ROSENSTEIN PARTY

Rosenstein party to be met at the airport.

- a) Miss Margaret Jullien arriving evening of Sept. 7th.
- b) Miss Lee Pine and eight New York models arriving afternoon of September 8th.

4. ARRIVAL HILDEGARDE

Hildegard and Miss Anna Sosenko will arrive at 12:20 PM Tuesday, September 8th, via NW Airlines. Miss Sosenko to arrange Hildegard party reservations at Hotel Nicolle. Mr. Widdess or Mr. Wells to welcome Hildegard party.

Mrs. Kenney

1. FITTINGS

Fittings and accessorizing Tuesday as early as possible. Two alteration women for all day Tuesday, rehearsal and before showing on Wednesday.

2. DRESSERS

One dresser for each two models, two dressers for Hildegard, to be at rehearsal and showing.

3. FLOWERS

Floral centerpieces for tea tables; corsages for 24 ushers and 16 hostesses. Private dining room to be used for flower arranging all day Wednesday.

4. ROSES FOR HILDEGARDE

Two dozen long stemmed red roses sent to dressing room 12th floor, to attention Mrs. Kenney.

5. USHERS

Twenty-four ushers to assemble at 2:00 PM in the Sky Room, to receive from Mrs. Kenney programs, seating chart, and flowers to wear.

6. PRESS

Tickets for the showing to Mary Brown, Aileen Reynolds and Josephine Lowman of The Minneapolis Star and Tribune.

7. HILDEGARDE

Private dressing area to be as large and as comfortable as possible. Two T-stands, dressing table, full length mirror, and two dressers.



Mr. Hazen

1. REHEARSAL

Dinner to be served in Oak Grill at 6:30 P.M., Tuesday, September 8th. List furnished by Mrs. Kenney. Rehearsal to start at 8:00 P.M. Coffee available until 11:00 P.M.

2. TEA

Tea to be served in Oak Grill immediately following the showing on Wednesday, September 9th. (Approximately 4:30). It has been requested that there be no tea tables set up in the East Room, to avoid the bottleneck of last year.

3. TICKET REQUESTS IN CASE OF CANCELLATIONS

Requests for tickets in case of cancellations to be taken in the Sky Room and referred to Mrs. Brooks, WH 4308. It will mean a few tickets will be picked up at Sky Room desk the afternoon of the showing.

4. SKY ROOM CLOSING

Sky Room service to close so that promptly at 2:00 P.M. on Wednesday the room can be cleared, chairs set up and numbered.

Oak Grill to close at 2:00 for setting up tea tables.

Private dining room for flower arranging all day Wednesday.

Mr. R. Peterson 1. STAGING

Stage, lights and runway to be ready for rehearsal on Tuesday, September 8th, at 8:00 PM. Two operators for spotlights at rehearsal and showing. Six men on stage crew for rehearsal. Two stage men to move piano for Hildegard. Fourteen display men to set up and number chairs.

2. MUSIC

Music for Hildegard to be provided by four musicians who are part of the Hildegard troop. These musicians augmented by three musicians from Jerry Mayeron's orchestra to provide music for the show.

3. PIANO

Small grand piano, Steinway or Baldwin, in any case, a good instrument, tuned to 440 pitch, on stage for Hildegard.



Mr. Peterson  
(Continued)

4. HILDEGARDE

Private dressing room area, as large as possible, to include 2 T-stands, dressing table, full length mirror, in close proximity to stage.

5. SEATING

Sky Room to be cleared and 796 folding chairs set up according to seating chart, and every chair numbered. Special section to be roped off for 16 hostesses. Foyer to be roped off.

6. RUNWAY

Leave break in runway for service on Wednesday.

Mr. Hayes

1. INVITATIONS AND TICKETS

Invitations to special lists, provided by Friends of the Institute, with return cards, to be mailed by August 19th. Total Rosentein list 12,000.

Tickets to be delivered to Mrs. Brooks by August 18th.

2. PROGRAMS AND HOSTESS CARDS

One thousand programs to be delivered to Mrs. Kenney in the Sky Room by 2:00 P.M. Wednesday, September 9th, for distribution to ushers, Oval Room salespeople, etc.

Hostess cards for tea tables to be delivered to Mrs. Kenney.

3. PUBLICITY

Two newspaper stories to date. Aileen Reynolds to do story on Nettie Rosenstein with photographs of Friends of the Institute. Mr. Catlin of the Institute to arrange story on Hildegard as a collector, in art section, Sunday Tribune, August 30th.

Television interviews on Arle Haeberle show, August 26th, 3:30 PM, Mr. Wells, Mrs. Hancock and three models. Interviews on Bea Baxter show, August 27th, 1:00 PM, Mrs. Auerbacher, Mr. Richard Davis, and three models.

Publicity for Hildegard arrival to be reserved.

Mr. E. Johnson 1. CHAIRS

Immediately after service is stopped in Sky Room, all tables to be removed and 796 folding chairs to be arranged according to seating chart. (Chairs to be in Assembly Room, ready to go into Sky Room).



Mr. E. Johnson 2. BLINDS AND LIGHTS  
(Continued)

All venetian blinds and lights, including dressing room lights, to be checked and in working order.

Mr. Isaacson 1. SIGNS

Two full sheet signs to give Sky Room, Oak Grill and Tiffin Room hours on day of Rosenstein showing.

Number signs for 796 folding chairs.

Sectional signs for columns.

Mr. W. C. Dayton 1. ELEVATORS

Express elevator service on 12th floor at close of showing (about 4:30), for those not staying for tea.

2. FLOORMEN

Two floormen to be on hand before, during and after the Rosenstein showing and tea, for emergencies, for information and to assist in handling the crowd.

Mr. Renne 1. STAGE REQUIREMENTS

Carpenters to install stage requirements according to specifications. Electricians to install footlights for runway and special microphones, also chandelier for stage. Painters to paint stage flats. (See Mr. Peterson, Display).

Copy to:

D. C. Dayton	S. Wells, Jr.
B. B. Dayton	B. Shank, Jr.
George D. Dayton, II	J. Noble
Wm. Crear, Jr.	H. Hazen
A. A. Phillips	J. Auerbacher
K. N. Dayton	G. Kenney
W. C. Dayton	R. Hayes
D. J. Dayton	R. Peterson
D. R. Jenkins	E. Johnson
Dayne Donovan	A. Renne
Val Lufi	
S. K. Widdess	
D. E. Babcock	



1954

the friends of the institute

*american  
designers'  
fashion  
show*

*presented by  
the Dayton Oval Room*





## PROGRAM

*the american designers' fashion show  
presented by dayton's oval room  
for the friends of the institute  
september ninth,  
nineteen hundred and fifty-four*

### *executive committee of the friends of the institute*

*mrs. edmund j. phelps, president  
mrs. leonard g. carpenter, first vice president  
mrs. fredric c. lyman, second vice president  
mrs. kenneth hancock, secretary  
mrs. walter m. ringer, jr., treasurer  
mrs. lyman barrows, program  
mrs. charles j. kelly, jr., friends' art classes  
mrs. arnulf ueland, membership  
mrs. theodore w. bennett, flowers and decorations  
mrs. john b. marfield, publicity  
mrs. charles b. meeck, community contacts  
mrs. edward bather, jr., children's parties  
mrs. john s. dalrymple, christmas festival  
mrs. g. nelson dayton, christmas festival*

### *committee for the fashion show*

*mrs. john s. pillsbury, jr., chairman  
mrs. robert andrews, tickets  
mrs. f. patterson spencer, ushers  
mrs. robyn campbell, publicity  
mrs. raymond plank, hostesses*



*in person / mr. john*

*on exhibit at tea / mr. john's collection of miniature hats*

**GROUP 1**

- |                   |    |                                   |
|-------------------|----|-----------------------------------|
| mr. john          | 1  | zebra cloche                      |
| nettie rosenstein | 2  | grey silk—worsted check           |
| maurice rentner   | 3  | snow fleck tweed suit             |
| irene             | 4  | suit of brown british import wool |
| hattie carnegie   | 5  | kelly green suit                  |
| traina norell     | 6  | black and white tweed dress       |
| philip mangone    | 7  | green vio suit                    |
| seymour fox       | 8  | three-piece oxford suit           |
| davidow           | 9  | black and white pure silk suit    |
| adele simpson     | 10 | two-piece black worsted dress     |
| harvey berin      | 11 | slate blue dress                  |
| ceil chapman      | 12 | candlelight lace cocktail dress   |



## GROUP 2

mr. john 13 leopard cloche

nettie rosenstein 14 cocoa wool dress

maurice rentner 15 cerulian mink jacket over wool dress

irene 16 birch suit

hattie carnegie 17 black wool jersey above gold brocade skirt

traina norell 18 black satin evening dress

philip mangone 19 green linton tweed coat

seymour fox 20 platinum mink trimmed coat in platinum tweed

davidow 21 three-piece suit, white linen coat, navy skirt

adele simpson 22 snowflecked tweed suit

harvey berin 23 bois de rose dress

ceil chapman 24 flamingo cocktail dress

## GROUP 3

mr. john 25 mink cloche

nettie rosenstein 26 black and white tweed coat

maurice rentner 27 brown coat, jewel embroidered

irene 28 plum trimmed chiffon short evening dress

hattie carnegie 29 short white satin evening dress

traina norell 30 house gown, white satin, red roses

## INTERMISSION

*introducing mr. john in person*

## GROUP 4

mr. john 31 black and white silk hat

nettie rosenstein 32 black knit one-piece dress

maurice rentner 33 wool cocktail dress

irene 34 black cocktail dress

hattie carnegie 35 red brocade evening gown

traina norell 36 cerise cocktail and dinner costume

philip mangone 37 black chiffon broadcloth suit

seymour fox 38 black and white tweed wrap coat

davidow 39 red and grey john barr plaid suit

adele simpson 40 chanel red mat jersey and chiffon

harvey berin 41 broadcloth cocktail sheath

ceil chapman 42 white silk chiffon evening gown

## GROUP 5

mr. john 43 egyptian pink silk velvet cap

nettie rosenstein 44 black and red velveteen coat over black crepe dress

maurice rentner 45 champagne satin ensemble trimmed with seal

irene 46 opera coat—white mink trim over white chiffon

hattie carnegie 47 light grey lace over satin, mink trimmed jacket

traina norell 48 black and white cocktail and dinner costume

philip mangone 49 three-piece nutria-trimmed tan ensemble

seymour fox 50 blonde nutria suit

davidow 51 three-piece suit in old gold and beige

adele simpson 52 red embers satin cocktail

harvey berin 53 white peau de soie—short evening

ceil chapman 54 french lace pink evening dress banded in fox



GROUP 6

- mr. john 55 evening cap in lotus white
- nettie rosenstein 56 white lace green taffeta trimmed short evening dress
- maurice rentner 57 white satin evening ensemble
- irene 58 gold lamé evening gown
- hattie carnegie 59 blue satin evening costume
- traina norell 60 royal blue and green full length evening dress



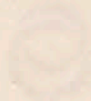
*the friends of the institute is a woman's organization whose purpose is to broaden the influence of the minneapolis institute of arts in the community by supporting its activities and forwarding its interests in ways suggested or approved by the trustees of the minneapolis society of fine arts. it was founded in 1922 by a group of the friends of mrs. john r. van derlip to show their appreciation of her services to the institute by continuing the work she had undertaken.*

*the proceeds of this fashion show will be used for the publication of an illustrated guide to the institute's collections.*

*membership in the friends of the institute (there are now over 800 members) is open to all women who are members of the minneapolis society of fine arts. no special invitation is necessary.*

*the interlocking circles, an old chinese symbol of friendship, is the insignia of the friends of the institute.*





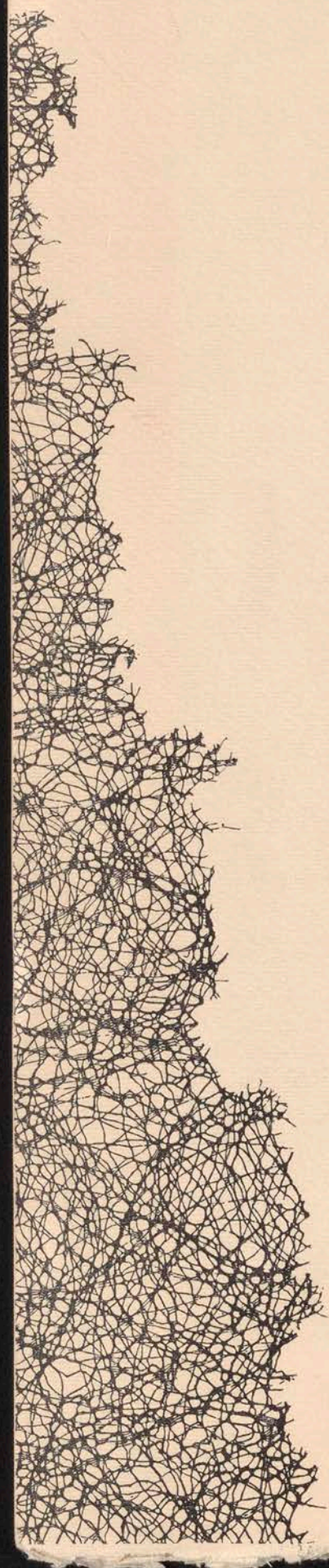
The first of the two volumes is a history of the  
Republic of the United States, from its  
beginnings to the present time. It is a  
comprehensive work, covering all the  
important events of our history, and  
is written in a clear and concise style.  
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# SALES PROMOTION PLAN SHEET

NAME OF EVENT AMERICAN FASHION DESIGNERS SHOW  
FOR FRIENDS OF THE INSTITUTE

DATE OF EVENT THURSDAY, SEPTEMBER 9, 1954 AT 3 PM

DEPARTMENTS INVOLVED DISPLAY, FASHION, SPECIAL EVENTS,  
OVAL ROOM

Stock Investment at Retail...\$ \_\_\_\_\_

Sales Last Year.....\$ \_\_\_\_\_

Planned Sales This Year.....\$ \_\_\_\_\_

Advertising Last Year.....\$ \_\_\_\_\_

Advertising This Year.....\$ \_\_\_\_\_

% of Total Sales for Month...% \_\_\_\_\_

**GENERAL INFORMATION** The Friends of the Institute style show is an annual fall presentation of couturier fashions given by Dayton's Oval Room as a money-making project for the Friends of the Institute.

The Friends of the Institute is a women's group affiliated with the Minneapolis Institute of Arts for the purpose of broadening the influence of the Institute throughout the community, and supporting its activities in ways suggested or approved by the trustees of the Minneapolis Society of Fine Arts.

The funds from the style show are used for various purposes from year to year. These purposes are determined by the Friends each year before the style show is given. This year the money raised will be used to defray the costs of a complete catalogue of the collections of the Minneapolis Institute of Arts.

In previous years the show has been devoted exclusively to Nettie Rosenstein designs. This year the show will feature twelve of the top American designers. They are as follows:

Harvey Berin	X Seymour Fox	X Traina Norell
X Hattie Carnegie	X Irene	X Maurice Rentner
X Ceil Chapman	X Mr. John	X Nettie Rosenstein
X Davidow	X Phillip Mangone	X Adele Simpson

Clothes will be shown by twelve models, each chosen by the designer whose costumes she will show. Mr. John, America's premier hatter, will be here in person to do brief show commentary and a short solo appearance.

The show will be followed by a tea in the Oak Grill, at which members of the Friends will pour and act as hostesses. Also in the Oak Grill will be an exhibit of Mr. John's miniature hats.

The show is open to anyone who wishes to purchase a ticket, and not limited to Friends of the Institute. Tickets are priced at \$3.50.

The show and attendant details such as the tea, publicity, tickets, invitations etc., are actuated by a combination of committees from the Friends of the Institute, headed by Mrs. John Pillsbury, Jr., and personnel from Dayton's, headed by Mr. Stuart Wells. This year the show is to be titled "American Fashion Designers Show".

COMMITTEES FROM THE FRIENDS Mrs Pillsbury will head the Friends committee and Mrs. John Pillsbury, Jr. will have the following committee chairmen with the following duties.



Mrs. Robert Andrews, tickets. Mrs. Andrews will have charge of all ticket sales. She will receive a seating plan and tickets from Mrs. Hansen at Dayton's about the 17th of August. Envelopes for ordering tickets will be mailed from Dayton's with the invitations and will carry Mrs. Andrews address. An order blank will also be enclosed with the tickets. All ticket orders which come through the Art Institute will be routed through Mrs. Andrews. No tickets will be sold at any other place. Seats will be allocated in order of the arrival of the requests. Complimentary tickets will be sent to the following members of the press:

Aileen Reynolds, Star and Tribune  
 Mary Brown, Star and Tribune  
 Gloria Hogan, Women's Wear Daily  
 Arle Haeberle, WCCO-TV  
 Bea Baxter, KSTP-TV  
~~Mrs. James Boysen, WTCN-TV~~

Mrs. F. Robinson Spencer, ushers. Mrs. Spencer will be in charge of selecting twenty-six ushers from the Friends membership list. Ushers are to be at Dayton's Sky Room at 1:30 PM on September 9 for briefing by Mrs. Kenney on the seating arrangements. Mrs. Spencer will work with Mrs. Kenney on the means of identification which will be used for the ushers. Mrs. Hansen will supply seating charts for the ushers to Mrs. Kenney.

Mrs. Robyn Campbell, publicity. Mrs. Campbell will be in charge of publicity arrangements. She will contact members of the Friends who are to take part in TV shows and arrange for fittings for those who are to model and make other necessary arrangements. She will work with the press and with Mr. Catlin at the Art Institute and Mrs. Hansen at Dayton's.

Mrs. Raymond Plank, hostesses. Mrs. Plank will select sixteen hostesses from the Friends membership list who will pour at the tea in the Oak Grill which follows the style show. She will arrange with Mrs. Kenney at Dayton's for either flowers or other means of identification for those who are to pour.

EXHIBITION  
 OF MR. JOHN'S  
 HATS AT THE  
 ART INSTITUTE  
 Mr. Catlin  
 Mrs. Auerbacher  
 Mr. Wright

Mr. John's collection of miniature hats will be exhibited at the Art Institute approximately 12 days before the style show. Mr. Catlin will have complete charge of the publicity on this. Mr. Wright from Dayton's will supervise the installation and removal of the exhibit from the Institute. Mrs. Auerbacher from Dayton's has made the arrangements for the shipping of the collection to Dayton's.

#### COSTUMES

Mrs. Auerbacher

Mrs. Auerbacher, Oval Room buyer, has, after conferences with the designers, selected the costumes to be modeled in the show. These clothes will arrive on September 8 on the plane with the models. They will also be accessorized by the designers.

STYLE SHOW  
 PRODUCTION  
 Mrs. Kenney  
 Mr. Wright

Mrs. Kenney, Dayton's fashion coordinator, will be in charge of the timing and order of presentation of the models. She will make all arrangements for dressing rooms and dressers for the models. Mrs. Kenney will also arrange for the show costumes to be packed after the show. She will be in charge of arranging for occupancy for the Sky Room and Oak Grill for the show and the tea. She will see that the runway and lights are ready for both rehearsals and the show. Rehearsals will start at 4 PM on September 8. Mrs. Kenney will arrange for the light supper which will be served to the models and to store personnel who will be working on the evening of rehearsals.



Show Setting will be designed and executed by Mr. Wright. In order to relate all visual aspects of the show, Mr. Wright will also do preliminary sketches and set the basic theme and color scheme for programs and invitations. Mr. Wright will also supervise the installation of Mr. John's miniature hat collection in the Oak Grill in time for the tea.

INVITATIONS  
Mrs. Hansen

Lists for the invitations have been secured from various clubs to augment the membership roster of the Friends of the Institute. Friends' invitations will be mailed on August 17. The remaining invitations will go into the mails August 19. A total of approximately 11,000 invitations will be mailed. They will include ticket order blanks, plus an addressed return envelope.

TICKET  
PRINTING  
Mrs. Hansen

Seat-numbered tickets will be printed and sent to Mrs. Andrews before, or coincident with, the date on which the first invitations are mailed. Ticket design will carry out the general visual theme of the show.

PROGRAMS  
Mrs. Hansen

Programs will list the costumes in order of their presentation. They will also include a brief statement of the purpose of the Friends of the Institute. Design-wise, they will carry out the theme of the show. Mrs. Hansen will be in charge of their production and printing.

RESERVATIONS  
Mr. Shank

Mr. Shank of Dayton's will be in charge of reservations for the 12 models who will be here for the show and for the hotel reservations for Mr. John. Ten of the models from New York will arrive on September 8 on Northwest Airline, flight No. 1, at 12:40 PM. One model will arrive from California on September 8 on Western Airline flight 62 at 6:20 AM. It will be Mr. Shank's responsibility to see that transportation is arranged for the models from the plane to their hotels and for their transportation to the plane after the show on September 9. New York models will leave on Northwest Airlines flight 2 at 5:20 PM on September 9. The California models will leave on a 5:20 PM flight on Western Airlines on September 9. One model now lives in St. Paul.

TEA  
Mrs. Kenney  
Mr. Hazen

Mrs. Kenney will work with Mr. Hazen in planning the tea menu. Eight tea tables are planned for which Mrs. Kenney will order flowers. She will also make arrangements for silver service for the tables. The tea will be held immediately following the style show at approximately 4 PM.

FLOOR MANAGERS  
Mr. Orcutt

Three floor managers will be provided by Mr. Orcutt to direct traffic and assist in any other way they are needed from 2:30 PM until the tea is over on September 9.

PRESS & TV  
Mrs. Campbell  
Mr. Catlin  
Mrs. Hansen

Three TV shows have been scheduled by Mrs. Hansen.

WCCO-TV Arle Haeberle's show at 3 PM on Friday, August 20.  
WTCN-TV Jim Boysen at Home, 9:30 AM, Monday, August 30.  
KSTP-TV Bea Baxter, 11 PM, Friday, September 3.

The opening announcement of the show was made in the Sunday Tribune of July 18 when Mrs. Edmund Phelps announced the committee members in the "About People" column. At the time the show date was also announced. A full page newspaper story will appear on Sunday, September 5. It will be written as a fashion story by Aileen Reynolds and Friends will be photographed in American designer fashions for the page. Other publicity is tentatively planned for other dates. A detailed publicity schedule will be sent to those directly involved in publicity.



MR. JOHN                      Mrs. Pillsbury and Mr. Wells will meet Mr. John when he arrives  
ARRIVAL                      in Minneapolis on Wednesday, September 8. He will come in on the  
Mrs. Pillsbury              Burlington Zephyr, car P, seat 21, at 3 PM.  
Mr. Wells

ADVERTISEMENTS              A three-column ad will be run in the September 8 Tribune announc-  
Mr. Noble                      ing Mr. John's personal appearance in Dayton's Oval Room  
September 9, 10 and 11.

SPECIAL EVENTS

Mrs. Hansen  
Extension 358 and 8159  
August 9, 1954

To: Operating Board  
Publicity Group  
Mr. Wells  
Mrs. Auerbacher  
Mrs. Kenney  
Mrs. Shank  
The President of the Friends of the Institute  
Committee Chairman of the Friends of the Institute  
Mr. Plimpton  
Mr. Davis  
Mr. Catlin





*The  
American  
Designers'*

F A S H I O N   S H O W



*Presented by the*

*Friends of the Institute*

*and*

*The Dayton Oval Room*

*September 8, 1955*





AMONG SUPPORTING ORGANIZATIONS OF THE NATION'S ART MUSEUMS, **THE FRIENDS OF THE INSTITUTE** HOLDS A DISTINGUISHED PLACE. IT IS ONE OF THE OLDEST ORGANIZATIONS OF WOMEN DEVOTED SOLELY TO THE PURPOSE OF BROADENING THE INFLUENCE OF A MUSEUM IN ITS COMMUNITY AND OF FURTHERING THAT MUSEUM'S ACTIVITIES.

IT WAS FOUNDED IN JANUARY, 1922, BY FRIENDS OF **ETHEL MORRISON VAN DERLIP** WHO FORMED A GROUP TO HELP THE **MINNEAPOLIS INSTITUTE OF ARTS** AS SHE HAD DONE. FOR 33 YEARS THE FRIENDS LOYALTY TO HER IDEAL HAS BEEN EVIDENCED THROUGH MANY GIFTS AND MANY HOURS OF HARD WORK IN BEHALF OF THE INSTITUTE AND THROUGH STEADFAST SUPPORT OF ITS AIMS. FROM THE ORIGINAL GROUP OF 37, THE FRIENDS NOW NUMBER OVER 1000 MEMBERS.

THE PROCEEDS OF THIS FASHION SHOW WILL BE USED TOWARD THE COST OF REMODELING AND ENLARGING THE INSTITUTE'S LIBRARY.

MEMBERSHIP IN **THE FRIENDS OF THE INSTITUTE** IS OPEN TO ALL WOMEN WHO ARE MEMBERS OF **THE MINNEAPOLIS SOCIETY OF FINE ARTS**. NO SPECIAL INVITATION IS NECESSARY.

THE INTERLOCKING CIRCLES, AN OLD CHINESE SYMBOL OF FRIENDSHIP, IS THE INSIGNIA OF **THE FRIENDS OF THE INSTITUTE**.

## P R O G R A M

*The American Designers' Fashion Show*



## GROUP ONE

- ✓ 1 **Mr. John**  
White beaver sailor
- 2 **Nettie Rosenstein**  
French lilac day dress and jacket
- 3 **Maurice Rentner**  
Golden fleece coat
- 4 **Ben Zuckerman**  
Maharajah tweed suit
- 5 **Hattie Carnegie**  
Black and white ensemble
- 6 **Irene**  
British worsted suit
- 7 **Philip Mangone**  
Charcoal Tailleur
- 8 **Seymour Fox**  
Tweed ensemble, red wool lined
- 9 **Davidow**  
Tartan plaid suit
- 10 **Adele Simpson**  
Plaid wool dress
- 11 **Harvey Berin**  
Tissue tweed sheath
- 12 **Ceil Chapman**  
Gold satin Castle Walk

## GROUP TWO

- 13 **Mr. John**  
White roller, telescope crown
- 14 **Nettie Rosenstein**  
Suave silk day dress
- 15 **Maurice Rentner**  
Wool cocktail ensemble
- 16 **Ben Zuckerman**  
Black velvet box suit
- 17 **Hattie Carnegie**  
White and gold brocade
- 18 **Irene**  
Two tone taupe suit
- 19 **Philip Mangone**  
Amber tweed coat
- 20 **Seymour Fox**  
Fitted tweed coat
- 21 **Davidow**  
Three piece Linton suit
- 22 **Adele Simpson**  
Rodier tweed ensemble
- 23 **Harvey Berin**  
Broadcloth cocktail sheath
- 24 **Ceil Chapman**  
Black Chantilly lace



### GROUP THREE

- 25 Mr. John  
White satin profile
- 26 Nettie Rosenstein  
Peau d'auge cocktail dress
- 27 Maurice Rentner  
Gold wool costume
- 28 Ben Zuckerman  
Beige and black ensemble
- 29 Hattie Carnegie  
Satin coat fleece lined, over brocade
- 30 Irene  
Empire cocktail dress

### INTERMISSION

### GROUP FOUR

- 31 Mr. John  
White panne disk
- 32 Nettie Rosenstein  
White satin short evening dress
- 33 Maurice Rentner  
Silk and wool dress, seal collar
- 34 Ben Zuckerman  
Beige Italian tweed coat
- 35 Hattie Carnegie  
Red velvet tunic
- 36 Irene  
Jeweled pink and-silver sheath
- 37 Philip Mangone  
Black and white tweed coat
- 38 Seymour Fox  
Cafe expresso tunic suit
- 39 Davidow  
John Barr yellow box suit
- 40 Adele Simpson  
Gros de londres dinner dress
- 41 Harvey Berin  
Tucked peau de soie
- 42 Ceil Chapman  
Champagne lace



## GROUP FIVE

- 43 Mr. John  
White velvet visor
- 44 Ben Zuckerman  
Black seal-cloth coat
- 45 Nettie Rosenstein  
Cut velvet costume
- 46 Maurice Rentner  
"Forget-Me-Never" blue chiffon
- 47 Hattie Carnegie  
Amber lace and satin
- 48 Irene  
Silver and grey brocade lamé
- 49 Philip Mangone  
Velvet and mink suit
- 50 Seymour Fox  
Fur lined tweed suit
- 51 Davidow  
Linton tunic suit

## GROUP SIX

- 52 Adele Simpson  
Lamé and rhinestone dress
- 53 Harvey Berin  
Chantilly lace over satin
- 54 Ceil Chapman  
Brocade evening ensemble, fox trim
- 55 Mr. John  
White tulle and panne turban
- 56 Ben Zuckerman  
Green velvet coat
- 57 Nettie Rosenstein  
White and yellow evening ensemble
- 58 Hattie Carnegie  
Sea foam satin embroidered ball gown
- 59 Irene  
Lamé marquissette evening ensemble
- 60 Maurice Rentner  
"Command performance"



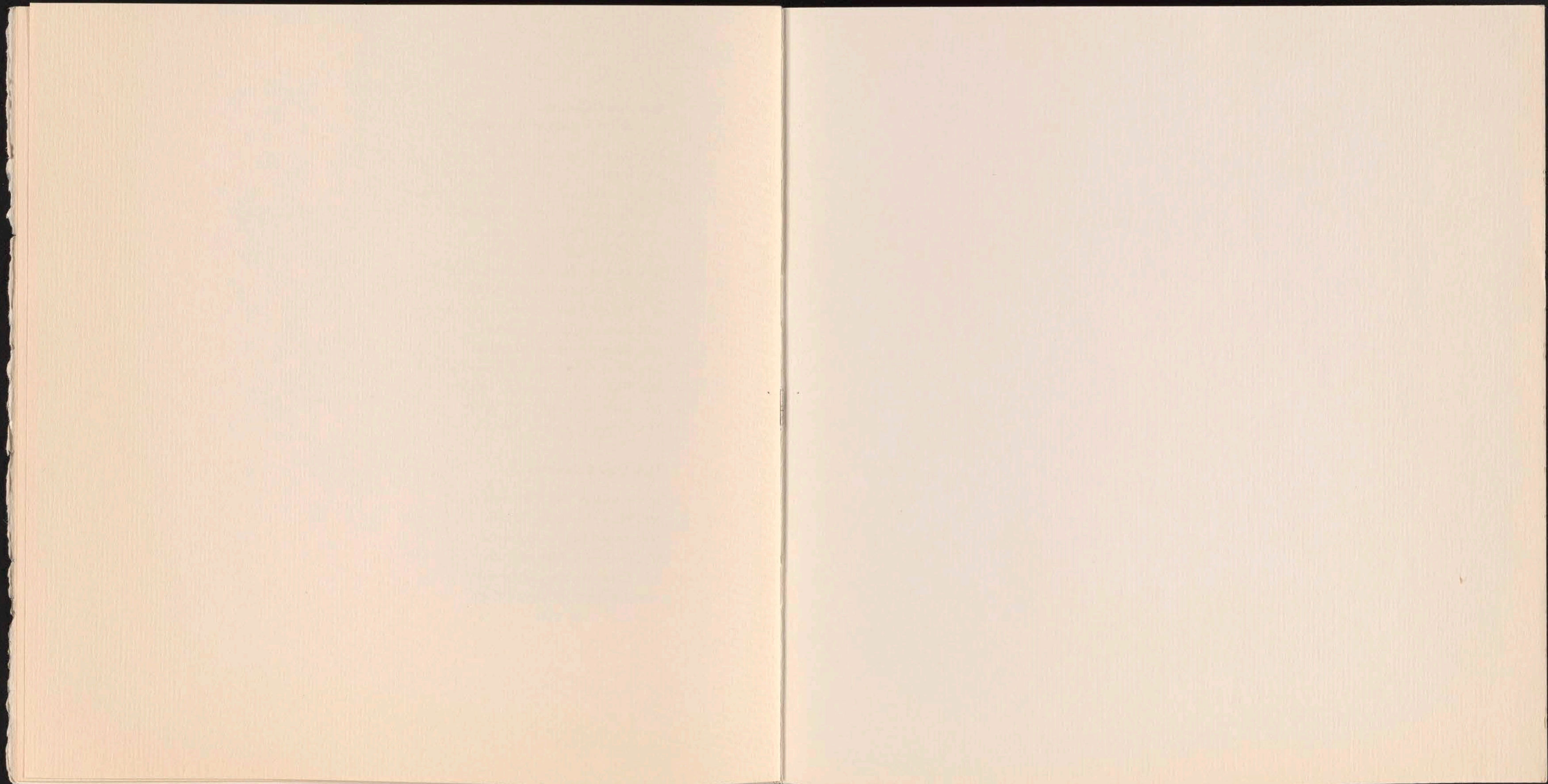
**Executive Committee  
of The Friends of the Institute**

Mrs. Leonard G. Carpenter, President  
Mrs. Frederic D. Weld, Vice President  
Mrs. Frederick C. Lyman, 2nd Vice President  
Mrs. Patricia Hill Hancock, Secretary  
Mrs. John S. Pillsbury, Jr., Treasurer  
Mrs. W. Howard Bovey, Jr. and  
Mrs. Raymond N. Plank, Membership  
Mrs. G. Kendall Smith, Hospitality  
Mrs. Philip B. Harris, Community Contacts  
Mrs. James S. Cullen, Programs  
Mrs. Robert Andrews, Hostesses  
Mrs. Frank A. Warner, Children's Parties  
Mrs. Franklin M. Crosby, Jr., Flowers  
Mrs. E. Donald Rogers, Art School  
Mrs. Samuel H. Rogers, Publicity

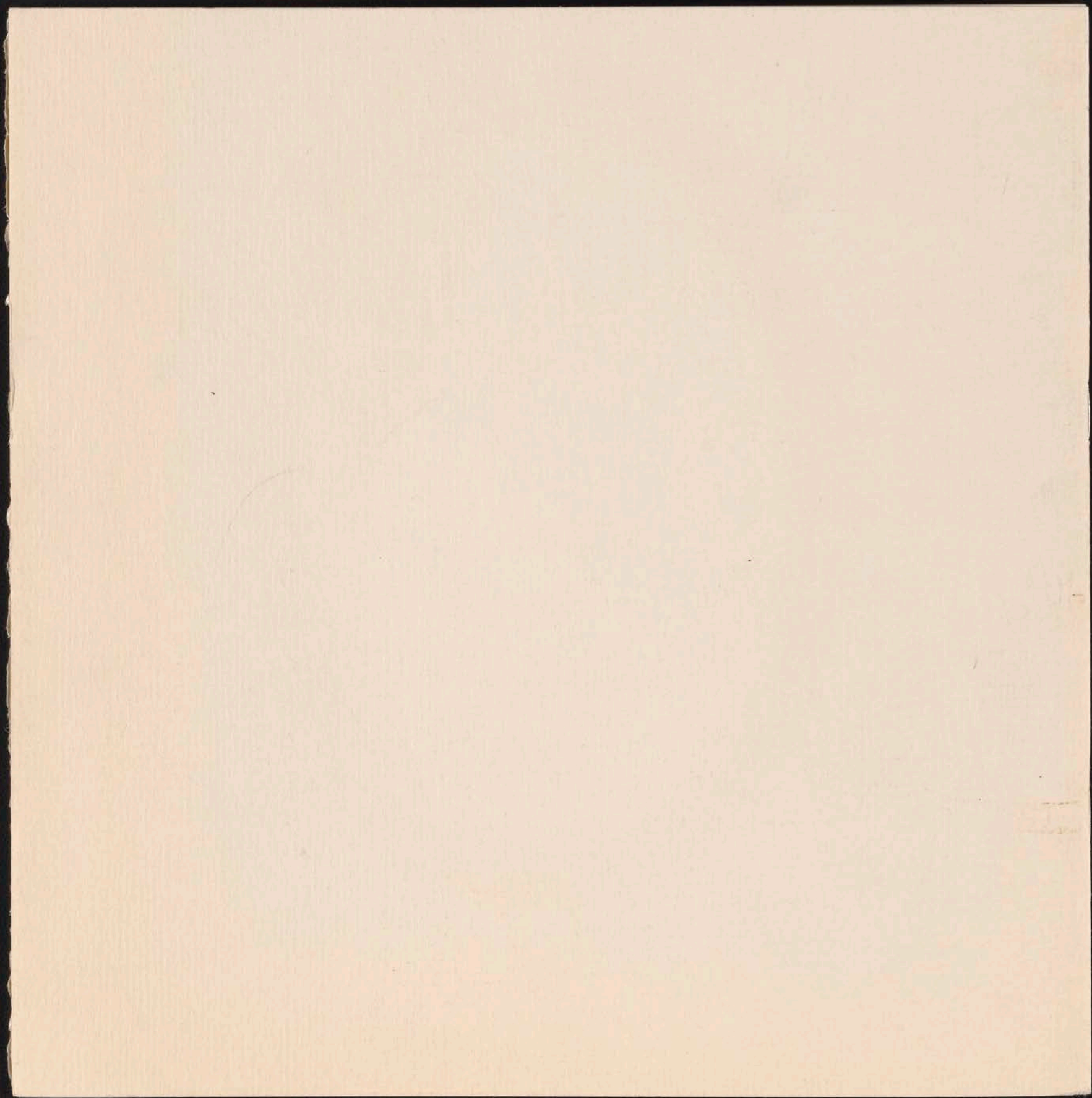
**Style Show Committee**

Mrs. Hadlai A. Hull, Chairman  
Mrs. Nancy M. Boyce, Tickets  
Mrs. Robert Faegre, Hostesses  
Mrs. George S. Pillsbury, Publicity  
Mrs. Edson W. Spencer, Publicity  
Mrs. J. Kimball Whitney, Ushers











# SALES PROMOTION PLAN SHEET

NAME OF EVENT FRIENDS OF THE INSTITUTE AMERICAN DESIGNERS FASHION SHOW

DATE OF EVENT September 8, 1955, Thursday, 3:00 P.M.

DEPARTMENTS INVOLVED Oval Room, Fashion, Display, Sky Room  
Special Events

Stock Investment at Retail...\$ \_\_\_\_\_

Sales Last Year.....\$ \_\_\_\_\_

Planned Sales This Year.....\$ \_\_\_\_\_

Advertising Last Year.....\$ \_\_\_\_\_

Advertising This Year.....\$ \_\_\_\_\_

% of Total Sales for Month...% \_\_\_\_\_

## GENERAL INFORMATION

The Friends of the Institute style show is an annual fall presentation of the couturier fashions given by Dayton's Oval Room as a fund raising project for the Friends of the Institute.

The Friends of the Institute is a women's group affiliated with the Minneapolis Institute of Arts for the purpose of broadening the influence of the Institute throughout the community, and supporting its activities in ways suggested or approved by the trustees of the Minneapolis Society of Fine Arts.

The funds from the style show are used for various purposes from year to year. These purposes are determined by the Friends each year before the style show is given. This year the money raised will be used for remodeling and enlarging the art library at the Minneapolis Institute of Arts.

Last year, for the first time, the show featured 12 American designers. This year Ben Zuckerman has been added to the list to bring the total to 13.

They are as follows:

Harvey Berin	Seymour Fox	Traina Norell
Hattie Carnegie	Irene	Maurice Rentner
Cecil Chapman	Mr. John	Nettie Rosenstein
Davidow	Phillip Mangone	Adele Simpson
	Ben Zuckerman	

Clothes will be shown by thirteen models, each chosen by the designer whose costumes she will show.

The show will be followed by a tea in the Oak Grill, at which members of the Friends will pour and act as hostesses.

The show is open to anyone who wishes to purchase a ticket, and not limited to Friends of the Institute. Tickets are priced at \$3.50.

The show and attendant details such as the tea, publicity, tickets, invitations etc., are actuated by a combination of committees from the Friends of the Institute headed by Mrs. Hadlai A. Hull and personnel from Dayton's, headed by Mrs. Grace Kenney.

This year the show is to be titled "American Designers' Fashion Show".



COMMITTEES FROM THE FRIENDS  
Mrs. Hadlai A. Hull

Mrs. Hull will head the Friends committee and will have the following committee with the following duties:

Mrs. Nancy M. Boyce, Tickets... Mrs. Boyce will have charge of all ticket sales. She will receive a seating plan and tickets from Mrs. Hansen at Dayton's about August 17th. Envelopes for ordering tickets will be mailed from Dayton's with the invitations and will carry Mrs. Boyce's address. An order blank will also be enclosed with the tickets. All ticket requests which come through the Art Institute or Dayton's will be referred to Mrs. Boyce. No tickets will be sold at any other place. Mrs. Hansen will send notices listing Mrs. Boyce's address and phone number to all departments who might have inquiries about style show tickets. These are to be posted near phones. Seats will be allocated in order of the receipt of requests. Complimentary tickets will be sent to the following members of the press:

Aileen Reynolds, Star and Tribune  
Mary Brown, Star and Tribune  
Gloria Hogan, Women's Wear Daily  
Arle Haeberle, WCCO-TV  
Bea Baxter, KSTP-TV

Mrs. J. Kimball Whitney, ushers... Mrs. Whitney will be in charge of selecting twenty-six ushers from the Friends membership list. Ushers are to be at Dayton's Sky Room at 1:30 PM on September 8 for briefing by Mrs. Kenney on the seating arrangements. Mrs. Whitney will work with Mrs. Kenney of Dayton's on the means of identification which will be used for the ushers. Mrs. Hansen will supply seating charts for the ushers to Mrs. Kenney. Ushers tickets will be issued in a block adjacent to the Oak Grill. This will facilitate their movement to the Oak Grill where they will assist the hostesses.

Mrs. George S. Pillsbury, publicity... Mrs. Pillsbury will have charge of all publicity arrangements. She will contact members of the Friends who are to be photographed for publicity pictures for the show. She will work with the local papers and with magazine's on all stories which will be used in relation to show publicity. She will work with Mrs. Auerbacher and Mrs. Hansen at Dayton's where their co-operation is required in relation to publicity.

Mrs. Robert Faegre, hostesses... Mrs. Faegre will select sixteen hostesses from the Friends membership list who will pour at the tea in the Oak Grill which follows the style show. There will also be one honorary hostess. She will arrange with Mrs. Kenney for either flowers or other means of identification for those who are to pour.

COSTUMES  
Mrs. Auerbacher

Mrs. Auerbacher, Oval Room buyer, has, after conferences with the designers, selected the costumes to be modeled in the show. A greater part of these clothes will arrive on September 7th on the plane with the models. A small percentage will be shipped directly to Dayton's, attention Mrs. Auerbacher. They will be acces-



STYLE SHOW PRODUCTION

Mr. Wright  
Mrs. Kenney

sorized by the designers.

Mrs. Kenney, Dayton's fashion co-ordinator, will be in charge of timing and order of presentation of the models. She will make all arrangements for dressing rooms and dressers for the models. Mrs. Kenney will also arrange for the show costumes to be packed after the show. She will be in charge of arranging for occupancy of the Sky Room and Oak Grill for the show and tea. She will see that runway and lights are ready for both rehearsal and show. Rehearsals will start at 4 PM on September 7th. Mrs. Kenney will arrange for a light supper which will be served to the models and to store personnel who will be working on the evening of rehearsal.

Mrs. Kenney will also arrange for the orchestra for both rehearsal and show.

Show Setting...this will be designed by Mr. Wright. This year the show will be themed in red, white, and blue color scheme which will be accented with gold.

INVITATIONS

Mrs. Hansen

Lists for the invitations will come from the following sources: membership list of the Friends, Oval Room mailing list and club lists. Club lists will be supplied by Mrs. Boyce. Mrs. Hansen will be in charge of co-ordination of the lists, designing, printing and mailing of the invitations. The Friends invitations will be mailed on Wednesday, August 17th. The remaining invitations will be mailed on Friday, August 19th. Approximately 10,500 invitations will be mailed. Each invitation mailing will include an order blank and return envelope addressed to Mrs. Boyce.

TICKET PRINTING

Mrs. Hansen

Seat-numbered tickets will be printed and sent to Mrs. Boyce before or coincident with the date on which the invitations are mailed. Ticket designs will carry out the red, white and blue theme of the show. Mrs. Hansen will also see that Mrs. Boyce receives a large plan of Sky Room seating and a file in which to keep records of each ticket purchased.

PROGRAMS

Mrs. Hansen

Programs will list the costumes in order of their presentation. They will also include a brief statement of the purpose of the Friends of the Institute. Design-wise, they will carry out the theme of the show. Mrs. Hansen will be in charge of their production and printing.

MODELS

Mrs. Hansen

Models will be chosen by the couturier whom they represent. They will arrive from New York on Northwest Airlines, Flight No. 1 at 1:05 P.M. Mrs. Hansen will meet them and see that they are driven to the Radisson. She will also make the hotel reservations. Models will bring with them the clothes and accessories they will model. They will retain their hand luggage at the Radisson, the luggage containing the clothes to be modeled will be taken immediately to the garage at Dayton's where the Fashion department will take charge of transporting it to the Sky Room models dressing room. They will see that clothes are unpacked and arranged for the show. At 4:00 P.M. the models will meet in the Sky Room for rehearsal.



Models are to be in the dressing rooms at 2:15 P.M. on September 8th for 3 o'clock show. They will, at this time, have checked out of their hotel and left their personal luggage in charge of bell captain. Models will leave on Northwest Airlines, Flight No. 2 at 5:30 P.M. (Irene model will leave on a 5:30 Western flight). Each model will be responsible for confirming her own ticket reservation with the airlines. Immediately following the show, models will go directly to the Dayton garage where cars will be waiting to take them to the airport. Their personal luggage will have been picked up at the Radisson to be taken to airport in the same cars as the models. All models who are traveling with their show clothes will take them to the airport at this time. Any costumes which are to be shipped will be the responsibility of Mrs. Kenney.

TEA  
Mrs. Kenney

Mrs. Kenney will work with Mr. Hazen in planning tea menu. Eight tea tables are planned. Mr. Donald O'Donnel of Dayton Decorating Studio will be in charge of selecting service for the tables and arranging and ordering the flowers. A red, white and blue theme will also be carried out here. Tea will be held immediately following the style show at approximately 4:00 P.M.

FLOOR MANAGERS  
Mr. Kroonblawd

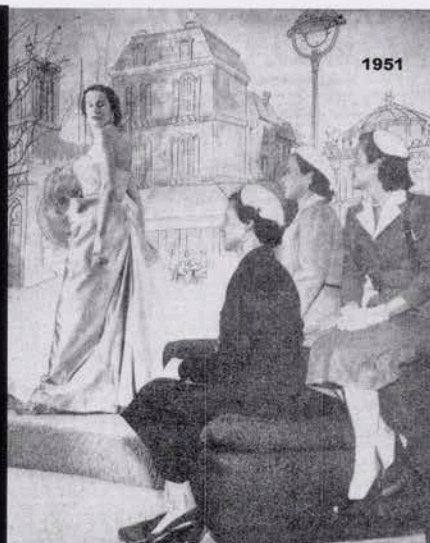
Three floor managers will be provided by Mr. Kroonblawd to direct traffic and assist in any other way they are needed from 2:30 P.M. until the tea is over.

Phoebe Hansen  
Special Events  
Extension 8159

Copies to:

Operating Board  
Publicity Group  
Merchandising Vice Presidents  
Mrs. Kenney  
Mrs. Auerbacher  
Mr. Hazen  
Mr. Kroonblawd  
President of Friends of the Institute  
Committee Chairman of Friends of the Institute  
Minneapolis Art Institute





PREVIEW Mrs. Thomas Crosby, left, Mrs. M. J. Prosser and Mrs. Fred I. Schmidt are the four blue girls evening dress to be shown in Little Women's Fashion show.

## U.S. Designers to Show Fall Collections



Maureen Rodolph, fashion designer, left, a great day in an afternoon costume contest at the city club, right. It is now to the city club. The contest is to be held in a room at the city club.

PHOTO BY MINNEAPOLIS TRIBUNE, JULY 10, 1955



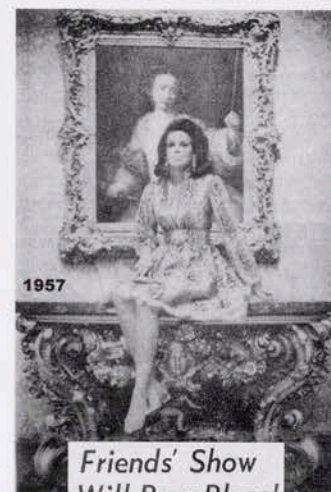
Modeling fashions to be shown in the Friends of the Art Institute fashion show, held for Wednesday, July 26, are on the left, Shirley Dayton and Jean Brooks. Dayton wears a short, full skirted dress with a white collar and a white belt. Brooks wears a short, full skirted dress with a white collar and a white belt.



1991



1952



1957

## Friends' Show Will Be a Blass!



1954



Sept 7, 1959

## Fashion Show to Benefit Institute

Fashion designer Oscar de la Renta will be present at a benefit show of his creations in October's eighth. The show will be held at the city club. The show will be held at the city club. The show will be held at the city club.

## Fashion Show Planned 'for Art's Sake'



Mrs. N. B. Bowman, left, Mrs. W. J. Prosser, middle, and Mrs. Fred I. Schmidt, right, are the four blue girls evening dress to be shown in Little Women's Fashion show.

Rosenstein Collection to Be Shown



Staff Photo by Marge Bell

## Weinberg winter collection to be modeled

Members of the Friends of the Minneapolis Institute of Art will model the winter collection of the late, noted fashion designer, Oscar de la Renta, in a show held at the city club. The show will be held at the city club. The show will be held at the city club.



FRIENDS OF THE INSTITUTE  
THE MINNEAPOLIS INSTITUTE OF ARTS

Marshall Field's  
PRESENTS

1950-2002  
52 YEARS OF FASHION FOR ART



1995



2002



MARGENE FOX

Key to Photos:

1. 1951, Mrs. Thomas Crosby, Mrs. M.
2. 1952, Mrs. Donald Dayton
3. 1954, Mrs. Samuel Bell
4. 1953, Mrs. S. H. Bowman, Mrs. W
5. 1955, Mrs. Harry Piper, Jr., Mrs. M
6. 1957, Mrs. John C. Skoglund
7. 1969, Mrs. Harold Zats, Mrs. Lauress Ackman, Mrs. Samuel H. Rogers, Mrs. Bradley C. Bowman
8. 1971, Mrs. Lauress Ackman, Mrs. Craig Nalen, Mrs. Sheffield West
9. 1978, Shirley Dayton, Jean Brooks
10. 1991, Evan Maurer, Director, Minneapolis Institute of Arts
11. 1995, Gift Bags
12. Table Setting
13. Runway, 1960's?
14. Runway, 2002
15. 2002, Terry Benson, Evan Maurer, Patty McCullough, Margene Fox, Liz Haesler

Judy -

This goes with  
the photo collage we  
gave <sup>Lauress</sup> your boss last  
year. Will you please  
send it on to her?  
Thanks! M.



Key to Photos:

1. 1951, Mrs. Thomas Crosby, Mrs. M. J. Pritchard, Mrs. Paul J. Schmitt
2. 1952, Mrs. Donald Dayton
3. 1954, Mrs. Samuel Bell
4. 1953, Mrs. S. H. Bowman, Mrs. Wheelock Whitney, Jr., Mrs. Fred M. Atkinson
5. 1955, Mrs. Harry Piper, Jr., Mrs. Malcom Mackay
6. 1957, Mrs. John C. Skoglund
7. 1969, Mrs. Harold Zats, Mrs. Laurence Ackman, Mrs. Samuel H. Rogers, Mrs. Bradley C. Bowman
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