



Dayton's Downtown Minneapolis department store event files

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1954

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

**American
Designers
Fashion
Show**



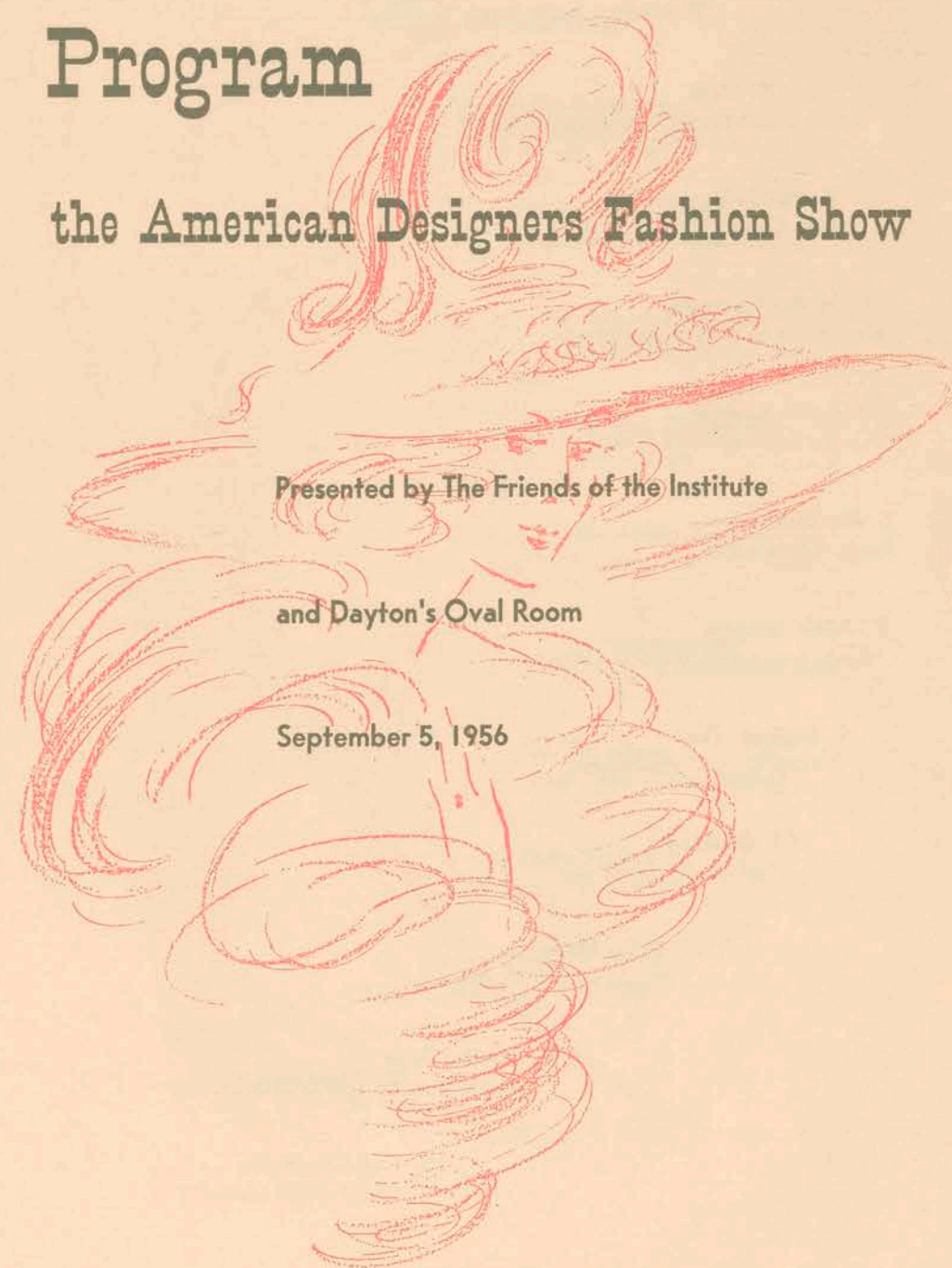
Program

the American Designers Fashion Show

Presented by The Friends of the Institute

and Dayton's Oval Room

September 5, 1956



Group One

1. Traina Norell
Daytime costume
2. Mr. John
Blue velvet, snow roses
3. Irene
Champagne lace-evening sheath
4. Nettie Rosenstein
Black barathea cocktail dress
5. Hattie Carnegie
Black hand loomed dinner dress
6. Maurice Rentner
Gros de Londres short formal
7. Ben Zuckerman
Beige fleece cape
8. Adele Simpson
Black broadcloth theatre costume
9. Seymour Fox
"Black magic" theatre suit
10. Davidow
Italian silk classic suit
11. Philip Mangone
Brown velvet theatre suit
12. Harvey Berin
Black peau de soie cocktail dress
13. Ceil Chapman
Black velvet formal

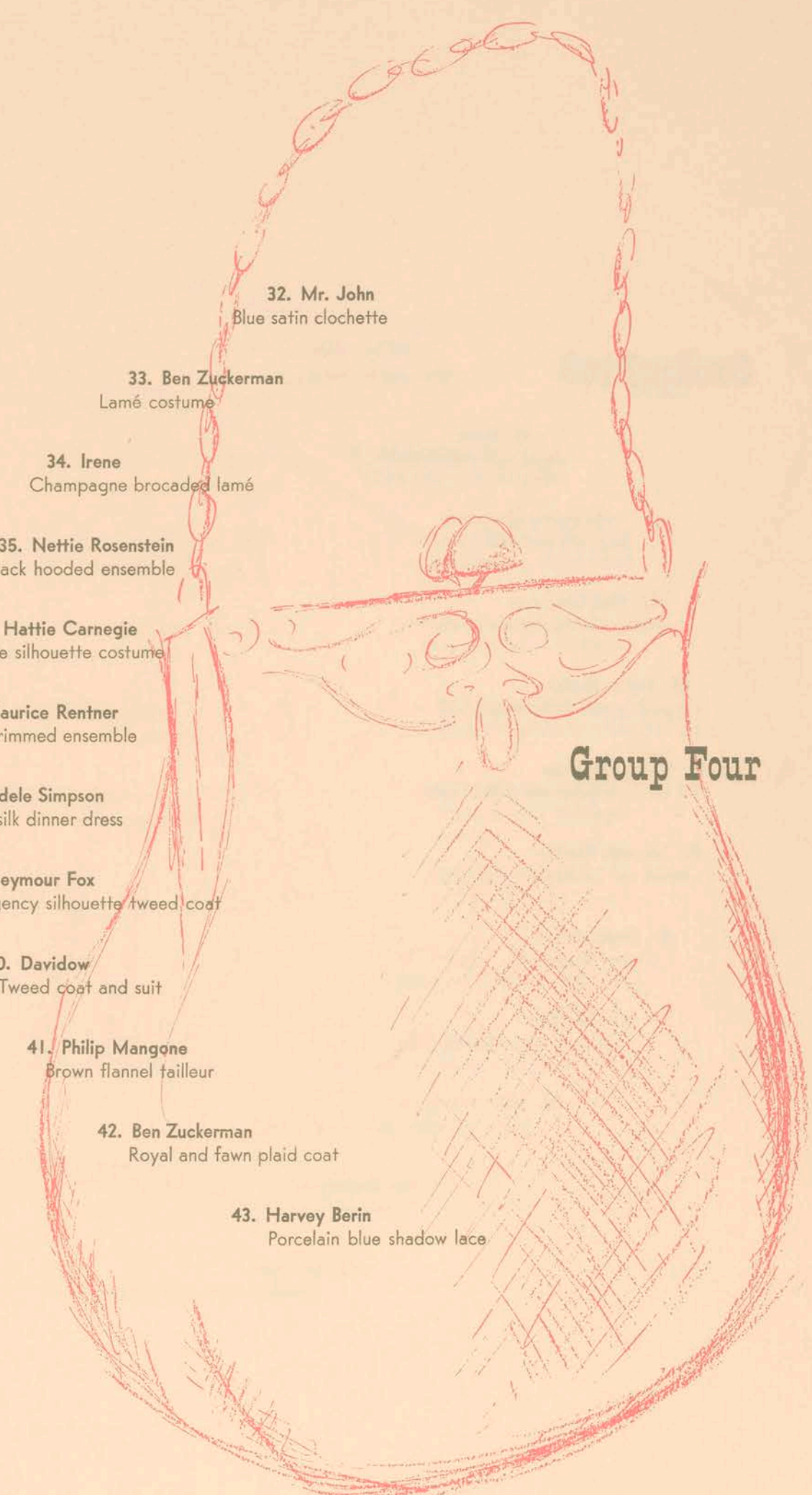
Group Two

14. Mr. John
Somali leopard travel cloche
15. Irene
Cognac British wool suit
16. Nettie Rosenstein
Blonde knit coat dress
17. Hattie Carnegie
Chimney grey flannel suit
18. Maurice Rentner
Snowflecked tweed suit
19. Ben Zuckerman
Purple coat
20. Adele Simpson
"Burma Ruby" costume
21. Seymour Fox
Black and white tweed coat
22. Davidow
Linton tweed coat and suit
23. Philip Mangone
Officer's coat in tweed
24. Harvey Berin
Chiffon broadcloth day dress
25. Ceil Chapman
"Camise" pale blue lace



Group Three

26. Mr. John
Red plush bonnet, Edwardian roses
27. Irene
British wool suit, sherry red
28. Nettie Rosenstein
Leopard print satin dress
29. Ben Zuckerman
Vicuna coat over satin dress
30. Hattie Carnegie
Raspberry Chantilly lace
31. Maurice Rentner
Ball gown, net with black jet



Group Four

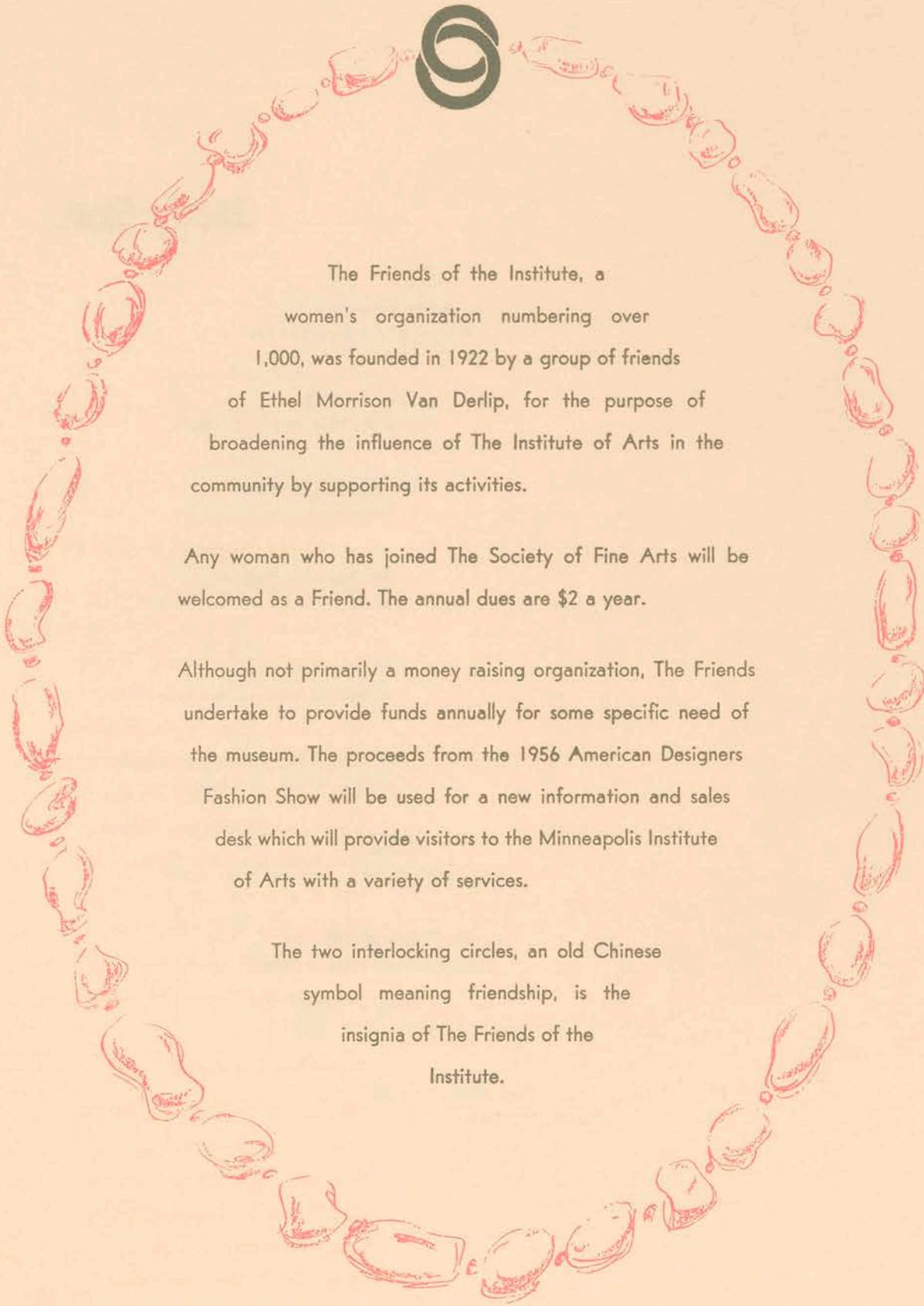
32. Mr. John
Blue satin clochette
33. Ben Zuckerman
Lamé costume
34. Irene
Champagne brocaded lamé
35. Nettie Rosenstein
Black hooded ensemble
36. Hattie Carnegie
Profile silhouette costume
37. Maurice Rentner
Seal trimmed ensemble
38. Adele Simpson
Black silk dinner dress
39. Seymour Fox
Regency silhouette tweed coat
40. Davidow
Tweed coat and suit
41. Philip Mangone
Brown flannel tailleur
42. Ben Zuckerman
Royal and fawn plaid coat
43. Harvey Berin
Porcelain blue shadow lace

Group Five

44. Mr. John
Blue velvet turban
45. Irene
Black lace and souffle
46. Nettie Rosenstein
Black silk and lace
47. Ceil Chapman
Green velvet wrap and formal
48. Traina Norell
Emerald green and pink evening
49. Hattie Carnegie
Pink satin camisole, white satin skirt
50. Maurice Rentner
Wool suit interwoven with lurex
51. Seymour Fox
Crystal tweed suit
52. Davidow
Lesur wool two piece
53. Philip Mangone
Beige reversible cape oscarot
54. Ben Zuckerman
Velvet and mink wrap
55. Mr. John
Crushed velvet rose evening hat

Group Six

56. Adele Simpson
White satin evening dress
57. Harvey Berin
Porcelain blue evening sheath
58. Hattie Carnegie
Azure mist satin ball gown
59. Maurice Rentner
Jewel embroidered white ball gown
60. Nettie Rosenstein
Shades of blue ball gown
61. Ceil Chapman
"Camise" white satin formal
62. Irene
White lace, "molten gold" stole
63. Traina Norell
Pink gun metal sequin sheath



The Friends of the Institute, a women's organization numbering over 1,000, was founded in 1922 by a group of friends of Ethel Morrison Van Derlip, for the purpose of broadening the influence of The Institute of Arts in the community by supporting its activities.

Any woman who has joined The Society of Fine Arts will be welcomed as a Friend. The annual dues are \$2 a year.

Although not primarily a money raising organization, The Friends undertake to provide funds annually for some specific need of the museum. The proceeds from the 1956 American Designers Fashion Show will be used for a new information and sales desk which will provide visitors to the Minneapolis Institute of Arts with a variety of services.

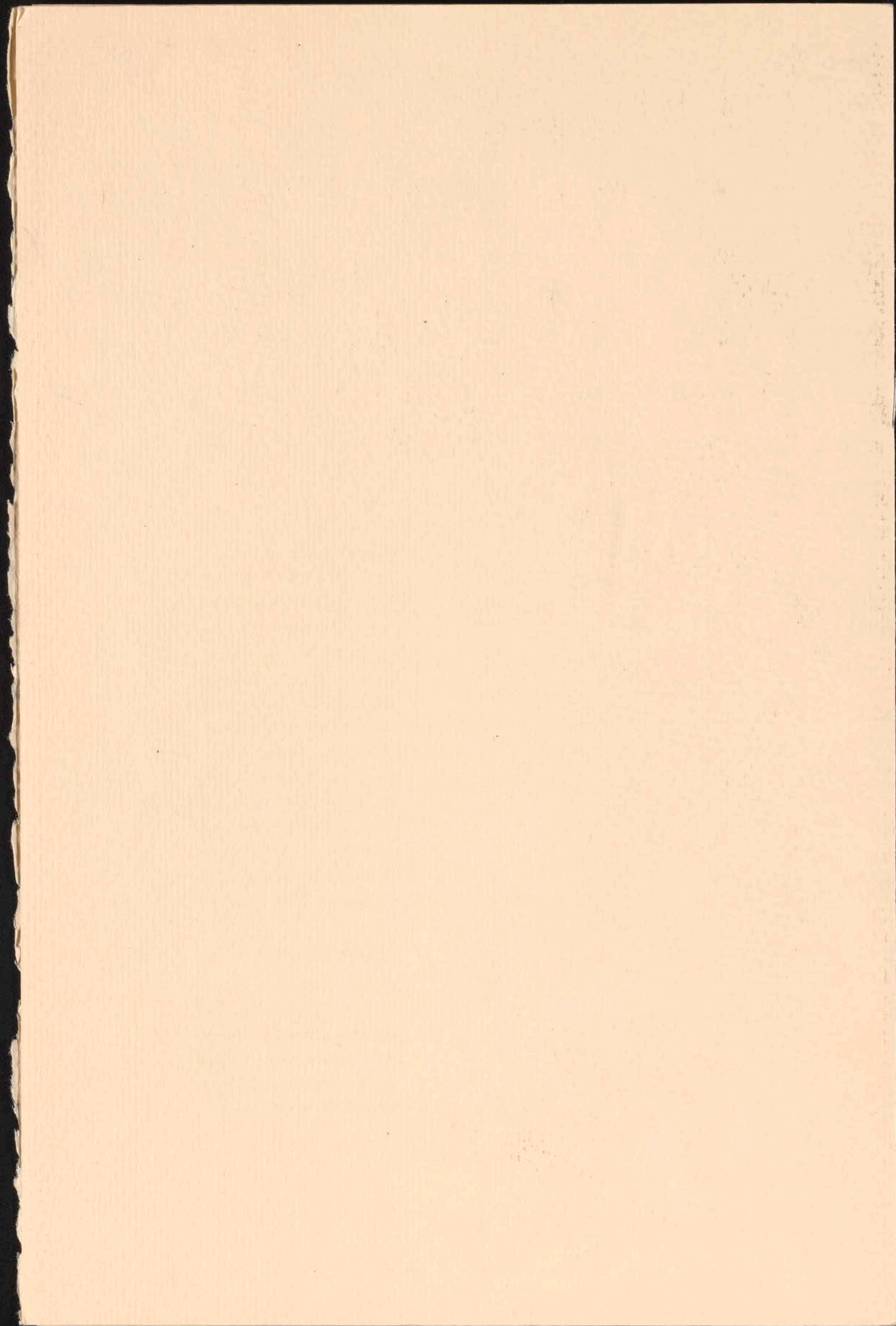
The two interlocking circles, an old Chinese symbol meaning friendship, is the insignia of The Friends of the Institute.

Executive Committee of The Friends of the Institute

Mrs. Leonard G. Carpenter, President
Mrs. Frederic D. Weld, Vice President
Mrs. Hadlai Hull, Second Vice President
Mrs. James D. Cullen, Secretary
Mrs. John S. Pillsbury, Jr., Treasurer
Mrs. Frank A. Warner, Membership
Mrs. Alfred D. Lindley, Children's Parties
Mrs. Samuel H. Rogers, Publicity
Mrs. Philip B. Harris, Community Contacts
Mrs. E. D. Rogers, Jr., Art School
Mrs. Franklin M. Crosby, Flowers
Mrs. William D. Gregory, II, Hostesses
Mrs. Leland T. Ritzel, Hospitality

Style Show Committee

Mrs. John P. Snyder, Jr., Chairman
Mrs. Alice G. Ross, Tickets
Mrs. Malcolm Mackay, Hostesses
Mrs. Samuel H. Rogers, Publicity
Mrs. Albert Whitman, Publicity
Mrs. John W. Morrison, Ushers



FACT SHEET FOR FRIENDS OF THE INSTITUTE
AMERICAN DESIGNERS' FASHION SHOW

DAYTON'S
FOR IMMEDIATE RELEASE

The Friends of the Institute American Designer's Fashion 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. It will be held in Dayton's Sky Room at 3:00 P.M. on Thursday, September 8th.

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.

This year the money raised by the fashion show will be used for remodeling and enlarging the art library at the Minneapolis Institute of Arts.

The show features 13 American designers. They are as follows:

Harvey Berin
Hattie Carnegie
Ceil Chapman
Davidow

Seymour Fox
Irene
Mr. John
Philip Mangone
Ben Zuckerman

Traina Norell *no model*
Maurice Rentner
Nettie Rosenstein
Adele Simpson

Twelve of the thirteen designers are sending their favorite models.

All arrive by Northwest Airlines early Wednesday afternoon. They will start rehearsals of the show at 4:00 and probably rehearse until 9:00 or 10:00 P.M. the evening preceeding the show.

The show will last approximately an hour after which the models will fly to New York, leaving on a 5:30 plane on Thursday.

List of models for FRIENDS OF THE INSTITUTE style show

Mrs. Joe Hildebrandt - Davidow

Mary Prinzi - Philip Mangone

Valerie Witalis - Mr. John

Margo Prescott - Hattie Carnegie

Trudi Erwin - Harvey Berin

Leonore Leiss - Ciel Chapman

Sally McKay - Seymour Fox

Nancy Dolen - Adele Simpson

Mary O'Brien - Ben Zuckerman

Dorothea McCarthy - Maurice Rentner

Clarice Faucher - Nettie Rosenstein

Claudia Glass - Irene

SALES PROMOTION PLAN SHEET

NAME OF EVENT FRIENDS OF THE INSTITUTE AMERICAN DESIGNERS FASHION SHOW

DATE OF EVENT September 5, 1956, Wednesday, 3:00 P.M.

DEPARTMENTS INVOLVED Oval Room, Fashion, Display, Sky Room
and 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

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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.

The show will feature the following 12 American designers:

Harvey Berin	Seymour Fox	Traina-Norell
Hattie Carnegie	Irene	Maurice Rentner
Ceil Chapman	Mr. John	Nettie Rosenstein
Davidow	Philip 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. John Snyder, Jr. 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. John Snyder Jr.
Maplewood, Minnesota
GR 3-8701

Mrs. Alice Ross
2929 South Drew
Mpls. 16
WA 2-2707

Mrs. John Morrison
Box 349
Route 2, Wayzata
GR 3-8324

Mrs. Samuel H. Rogers
2317 Newton Avenue South
FR 7-2413

Mrs. Albert Whitman
Box 312
Route 3, Wayzata
GR 7-2289

Mrs. Malcom Macky
Local; Box 267
Wayzata
GR 3-8302

COSTUMES
Mrs. Auerbacher

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

Mrs. Alice Ross, Tickets... Mrs. Ross will have charge of all ticket sales. She will receive a seating plan and tickets from Mrs. Kenney at Dayton's about August 15th. Envelopes for ordering tickets will be mailed from Dayton's with the invitations and will carry Mrs. Ross 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. Ross. No tickets will be sold at any other place. Mrs. Kenney will send notices listing Mrs. Ross 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

Mrs. John Morrison, ushers... Mrs. Morrison 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 P.M. on September 5 for briefing by Mrs. Kenney on the seating arrangements. Mrs. Morrison will work with Mrs. Kenney of Dayton's on the means of identification which will be used for the ushers. Mrs. Kenney will supply seating charts for the ushers. 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. Samuel H. Rogers and Mrs. Albert Whitman, publicity... Mrs. Rogers and Mrs. Whitman will have charge of all publicity arrangements. They will contact members of the Friends who are to be photographed for publicity pictures for the show. They will work with the local papers and with magazines on all stories which will be used in relation to show publicity. They will work with Mrs. Auerbacher and Mrs. Kenney at Dayton's where their co-operation is required in relation to publicity.

Mrs. Malcom Macky, hostesses... Mrs. Macky 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 honorary hostesses. She will arrange with Mrs. Kenney for either flowers or other means of identification for those who are to pour.

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 4th on the plane with the models. A small percentage will be shipped directly to Dayton's, attention Mrs. Auerbacher. They will be accessorized by the designers.

STYLE SHOW PRODUCTION
Mr. Wright
Mrs. Kenney

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 approximately 7 P.M. on September 4. Mrs. Kenney will arrange for dinner 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.

INVITATIONS
Mrs. Kenney

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. Ross. Mrs. Kenney will be in charge of co-ordination of the lists, designing, printing and mailing of the invitations. The Friends invitations will be mailed on or about Wednesday August 13th. The remaining invitations will be mailed Monday, August 20. Approximately 8000 invitations will be mailed. Each invitation mailing will include an order blank and return envelope addressed to Mrs. Ross.

Subject to Mr. Widdess' approval, Mrs. Kenney of Dayton's will have cards printed for Mrs. Ross saying, "The show has been sold out. Your check is therefore being returned." 500 would be printed.

TICKET PRINTING
Mrs. Kenney
or Special Events

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

PROGRAMS
Mrs. Kenney

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. Kenney will be in charge of their production and printing.

MODELS
Mrs. Kenney

Models will be chosen by the couturier whom they represent. They will arrive from New York on Northwest Airlines, Flight No. 105 at 12:57 P.M. Mrs. Kenney will arrange to have someone 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 6:30 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 5th 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. 4 at 5:30 P.M. (Irene model will leave on a 11 P.M. 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. Donal O'Donnel of Dayton Decorating Studio will be in charge of selecting service for the tables and arranging and ordering the flowers. 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.

Grace Kenney
Fashion Department
Extension 3031

Copies to:

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

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Fashion Department
Extension 3031

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

American Designers Fashion Show ...



Harvey Berin
Hattie Carnegie
Ceil Chapman
Davidow
Estevez
Seymour Fox
Irene
Mr. John
Philip Mangone
Traina-Norell
Maurice Rentner
Ben Reig
Nettie Rosenstein
Adele Simpson

Thursday, September 12, 1957

presented by
The Friends of the Institute
and
Dayton's Oval Room

Executive Committee of The Friends of the Institute

Mrs. Frederic D. Weld, President
 Mrs. Lyman Barrows, Vice President
 Mrs. Hadlai Hull, Second Vice President
 Miss Marion Cross, Secretary
 Mrs. Theodore W. Bennett, Treasurer
 Mrs. Alice G. Ross, Membership
 Mrs. William R. Parmeter, Children's Parties
 Mrs. Samuel H. Rogers, Publicity
 Mrs. Philip B. Harris, Community Contacts
 Mrs. Elmer H. Salzman, Program
 Mrs. William D. Gregory, II, Hostesses
 Mrs. Leland T. Ritzel, Hospitality
 Mrs. Philip W. Pillsbury, Christmas Festival

Fashion Show Committee

Mrs. Leonard G. Carpenter, Chairman
 Mrs. Malcolm S. Mackay, Co-chairman
 Mrs. Robert M. Bowen, Tickets
 Mrs. DeWalt Ankeny, Hostesses
 Mrs. George Partridge, Publicity
 Mrs. Dayne Donovan, Invitations
 Mrs. Lyman Barrows, Ushers

Program

- | | | |
|-------------------|----|--|
| Mr. John | 1 | "Frost Flower" |
| Nettie Rosenstein | 2 | Hooded black coat, blue dress |
| Ben Reig | 3 | Brown and black striped tailleur |
| Irene | 4 | Charcoal fox-collared suit |
| Maurice Rentner | 5 | Coat of imported black and white tweed |
| Hattie Carnegie | 6 | Grey mosaic tweed suit |
| Traina-Norell | 7 | Winter lilac coat, red chemise dress |
| Davidow | 8 | Greige suit and "Chanel" coat |
| Philip Mangone | 9 | Red fleece coat, civet cat cuffs |
| Seymour Fox | 10 | Nutria on a hooded beige coat |
| Estevez | 11 | Taupe satin on black wool |
| Ceil Chapman | 12 | Emerald and amethyst brocade |
| Adele Simpson | 13 | Parma violet tweed costume |
| Harvey Berin | 14 | Royal blue Lesur tweed |
| Mr. John | 15 | "Vanity Fair" |
| Nettie Rosenstein | 16 | Agate blue dress and jacket |
| Ben Reig | 17 | Black wool suit |

Irene	18	Shadow-striped suit
Maurice Rentner	19	Allspice Lesur wool costume
Hattie Carnegie	20	Spanish moss demi-jacket dress and coat
Traina-Norell	21	Black and white tweed peplum suit
Davidow	22	Chartreuse "Chanel" suit
Philip Mangone	23	Fleece greatcoat
Seymour Fox	24	Black and white tweed coat
Estevez	25	Fox-bordered black sheath
Ceil Chapman	26	Brown lace on beige satin
Adele Simpson	27	Red jersey costume
Harvey Berin	28	Mink-collared beige dress
Mr. John	29	"International Gala"
Nettie Rosenstein	30	Black barathea dress
Ben Reig	31	Black Russian broadtail suit
Irene	32	Black tunic dress
Maurice Rentner	33	Russian broadtail jacket, wool dress
Hattie Carnegie	34	Black Italian faille
Traina-Norell	35	Black bengaline dress

INTERMISSION

Mr. John	36	"Evening Incident"
Nettie Rosenstein	37	Emerald green cut-velvet
Ben Reig	38	Black wool cocktail dress
Irene	39	Red lace sheath
Maurice Rentner	40	Black velvet and gros de Londres
Hattie Carnegie	41	Green tweed over Carnegie blue satin
Traina-Norell	42	Black wool cocktail dress
Davidow	43	Navy Linton coat, plaid suit
Philip Mangone	44	Red suit, black fox collar
Seymour Fox	45	Black and white tweed suit, beaver collar
Estevez	46	Black crepe with plunging neckline
Ceil Chapman	47	Embroidered pink satin
Adele Simpson	48	Moonwhite satin sheath
Harvey Berin	49	Navy Chantilly lace
Mr. John	50	"Champagne Hour"
Nettie Rosenstein	51	Champagne satin
Ben Reig	52	Champagne chiffon

- Irene 53 Champagne lace
- Maurice Rentner 54 Grey wool cocktail costume
- Hattie Carnegie 55 Red Coramandel print
- Traina-Norell 56 Platinum satin and black lace
- Davidow 57 Brown tweed with Paisley blouse
- Philip Mangone 58 Black theatre coat
- Seymour Fox 59 Mink-collared theatre suit
- Estevez 60 Red and royal purple brocade
- Ceil Chapman 61 Ceil blue chiffon
- Adele Simpson 62 Gold velvet and satin
- Harvey Berin 63 Ombré green lace
- Mr. John 64 "Toast of the Town"
- Nettie Rosenstein 65 White lace ball gown
- Irene 66 White silk with obi sash
- Maurice Rentner 67 Black point d'esprit
- Hattie Carnegie 68 Paradise blue satin
- Traina-Norell 69 Absinthe sequinned sheath



The Friends of the Institute

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 supporting that museum's activities.

Although not primarily a money raising organization, the Friends undertake to provide funds annually for some specific need of the museum. The proceeds from the 1957 American Designer's Fashion Show will be used to decorate and furnish a new reception room in which the Information Center and Sales Desk will be located. Any woman who is a member of The Society of Fine Arts will be welcomed as a Friend. The annual dues are \$3.50 a year.

Two interlocking rings, an old Chinese device meaning friendship, is the symbol of The Friends of the Institute.

American Designers Fashion Show ...



d 200 Barrels of Oil Daily



ness knows, e, ever-fresh ving routine, id the theme ,” are trade- it long hair.

Her recent appearance with the Cleveland Summer Symphony wowed the crowd and drew a \$9,300 box office. Right after that, her Oklahoma oil well started gushing 200 barrels a day. Hildegard opens a three-week engagement at the Radisson hotel Flame room tonight.



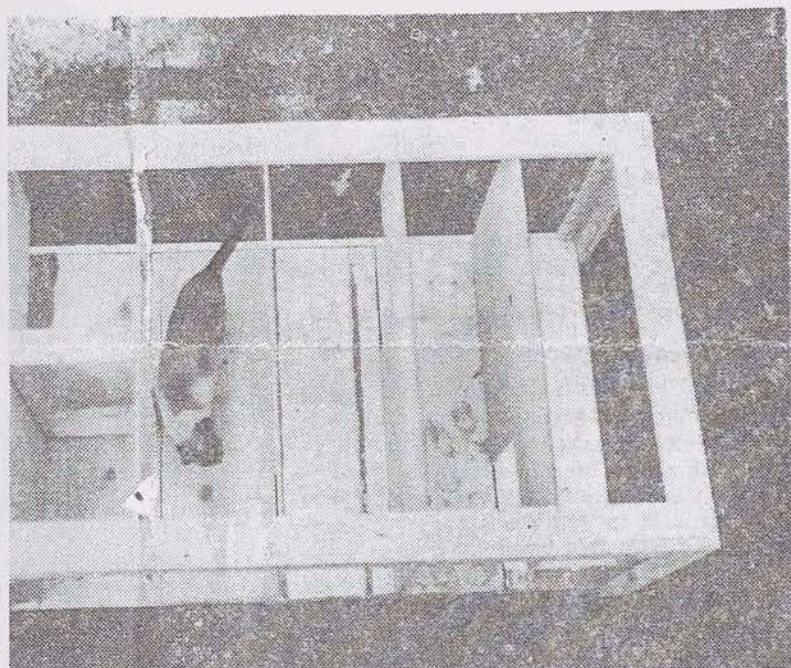
A BULL IN A CHINA SHOP: I watched 14 of the nation's top fashion models parade 70 of the newest fall creations from our trend-setting designers last night in a rehearsal for their big showing today in Dayton's famed Sky room. I wrote as rapidly as I could for two hours taking notes on what wives are in for—pardon me—on what husbands are in for because of what their wives will wear through the upcoming season. So, if you husbands happen to get the paper first tonight, you may want to rip out this section before the old girl gets it. These 14 girls who wore the fanciwork were flown in from New York for the one-day showing to stage what is recognized as perhaps the town's most elegant display of fashions by that general merchandise store we know as Dayton's. The matinee today was sponsored by the Friends of the Institute, a group of really hard-working women who produce various projects each year for the benefit of the Minneapolis Institute of Arts. Proceeds of today's showing will be used to refurbish the lounge and lobby of the institute. The thing has been a sell-out for weeks. Some 400 women will watch the 60-minute showing with many of them occupying standing room. This is the eighth big fashion show staged by the group. The members have already netted for the institute a total of \$23,000 before the proceeds of this venture . . .

YOU KNOW WHERE we're headed stylewise? Right smack back to the roaring twenties—cloche hats, pointed shoes, lowered waistlines, a lot of black fox fur, even some civet cat, fitted fronts, loose backs. These seven top designers selected their most exciting creations of the season, fitted them on their New York models and sent them out for this event of the year. Now then, here are a few of the notes I took as the girls swished by. A rippled-brimmed hat trimmed with striped ostrich plumes. (A perfect job for Nell Palmer of Lowell Inn.) A mink-trimmed umbrella to match the mink trim on the collar of a suit. A broadtail suit with peplum and blouson. (\$800, that one was.) Every shoe I saw had very pointed toes and spike heels, lovely for escalators and street gratings. A dress done in Quaker lace with a short hemline and the petticoat split up the front. Cocktail gloves have gone back to the elbow. One creation had a neckline clear down to the waist, honestly. And the back went plunging the same distance. I had to have the bra explained, after I was told there was one. It has a hidden strap with an elastic and wire contraption that permits it to function and still not be seen . . .

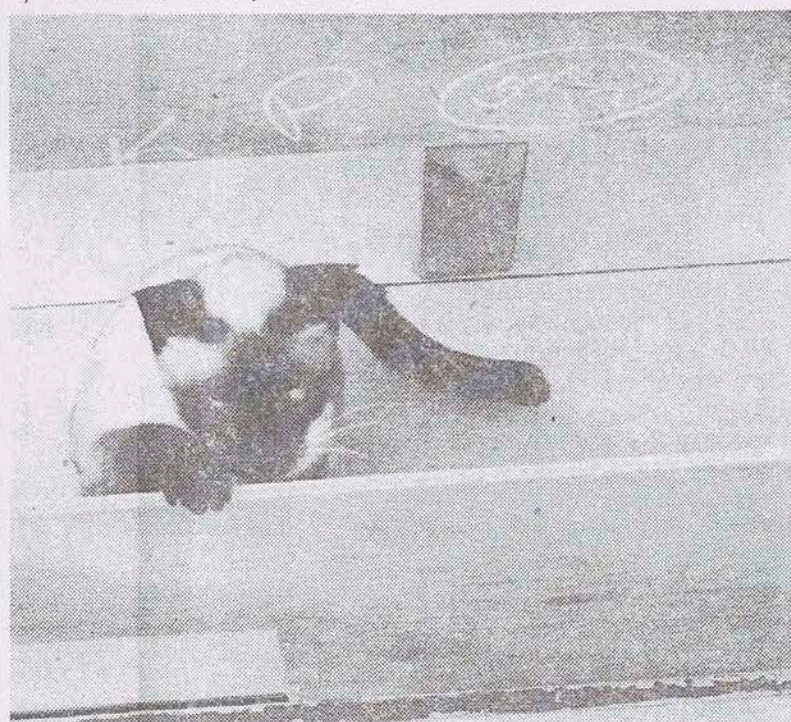
Now You Can Find Out!

ANOTHER CUTE GIMMICK was a shoulder strap that when dropped sinks into a perfect bow at the waist. There

ow You Can Find Out!



BETTER, THOMAS; NOW YOU'RE GETTING HOT
If he hurries, he may win a cat show trophy



NO CHEATING NOW; STAY INSIDE THE MAZE
He thinks there must be an easier way



toes and spike heels, lovely for escalators and street gratings. A dress done in Quaker lace with a short hemline and the petticoat split up the front. Cocktail gloves have gone back to the elbow. One creation had a neckline clear down to the waist, honestly. And the back went plunging the same distance. I had to have the bra explained, after I was told there was one. It has a hidden strap with an elastic and wire contraption that permits it to function and still not be seen . . .

ANOTHER CUTE GIMMICK was a shoulder strap that when dropped sinks into a perfect bow at the waist. There are lots of strong color combinations this year. Purple and red splashed together, for instance. The finale for the show was a Traina Norell creation with chiffon cut on the bias over a solid sequin body-clinging gown that's really a gasper. The price hasn't even been set on it yet, but the model told me she thought it would be well over \$1,000. Those models, by the way, have a curious trick. Back stage they'll be standing there calm, completely relaxed, almost indifferent, then the moment they hit the runway they turn something on and their faces, even their bodies, seem to light up and away they go. It was interesting to note how beautifully they were turned out for the rehearsal. Every hair in place, perfect makeup, eyes full of sunshine, not a forced smile but a gentle beaming look. Hard to figure out how they do it. The girls range in age from 22 to 32, they said. I saw a couple that'll never see 36 again, years, that is.

THESE TOP NEW YORK models make from \$25 to \$40 an hour. One of the blondes does mostly lingerie modeling. That pays \$70 an hour. She grosses around \$10,000 a year. Wearing these rather expensive clothes for a living doesn't give them a hankering for that kind of duds for themselves. They are clothes-conscious, know a good outfit when they see it, but stay well within their own budgets for their clothes. One of the girls makes all her own. Copies a design now and then.

BIGGEST HIT of the rehearsal—and I'm sure of the show itself—was a tableau of eight of our local women who appeared as an intermission offering in not only authentic styles of the '20s but in stuff of their own they dug out of their attics. Laughs galore! Mrs. Lucien Strong, for instance, came out in her original iridescent sequins gown which she wore all through the party season of 1925-26. Mrs. Benton Case wore the outfit she had on her wedding trip in 1929. Mrs. Leonard Carpenter had a dress she wore in a wedding back in 1926 augmented by her roommate's shoes. Mrs. Pete Gale, Mrs. Stanley Hawks, Mrs. Terry Morrison, Mrs. James Fulleton, Jr., Mrs. Ruth Bovey Stevenson, and Mrs. Harold Tearse all had beads, fans, shoes and gowns out of their own backgrounds. And believe it or not, these "slick chicks" had as much poise, grace and composure as the pros from New York. Mrs. Gale and Mrs. Hawks even executed a bit of Charleston as they hit the runway. If that didn't panic the afternoon crowd today, I'll suffer a broken heart. There's one more angle of the rehearsal that should be mentioned. Several of the husbands of the women in the tableau were with them last night and a little ashamed they were. Not one of the eight women had experienced the slightest difficulty in getting in a gown she had worn some 30 years ago. What a sight any of the husbands would be in a pair of pants or vest or coat he'd worn that long ago. Just goes to show.

Advertisement

Advertisement



Over Half a Century . . .




Mpls, Morning Tribune
 Thursday September 12, 1957

Sept. 12, 1957

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They'll Model Today Fourteen top-flight New York fashion models arrived in Minneapolis Wednesday to take part in an American Designer's fashion show planned by the Friends of the Institute. The show, open to the public, will be 3 p.m. today in Dayton's Sky room. Proceeds are to be used to furnish a new reception room at the Min-

neapolis Institute of Arts. Each of the 14 models represents—and will show clothes from—a top New York fashion house. The designers represented are Adele Simpson, Ben Reig, Ceil Chapman, Davidow, Estevez, Harvey Berin, Hattie Carnegie, Irene, Mr. John, Maurice Rentner, Nettie Rosenstein, Philip Mangone, Seymour Fox and Traina-Norell.

MINNEAPOLIS TRIBUNE PHOTO BY EARL SEUBERT

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Women's Wear Daily
Friday September 13, 1957

prettiest youthful-looking caps of the show. Pheasant caps were crested with a bird, each bird holding a grosgrain bow in its

beak. Dramatic were hair pin boxes in satin or velvet, tailed with coq feathers, white on black and vice versa.

Twenties Air Pervades Dayton Co. U. S. Styles

MINNEAPOLIS, Sept. 12. — A daytime look of elegant simplicity; an evening look of luxurious lavishness. This was the over-all effect of the eighth annual "American Designer" fashion review featuring clothes from 14 top United States designers, and cosponsored by the Dayton Co. and Friends of the Institute at today's tea in the store's Skyroom.

A "spirit of the 20's" atmosphere pervaded, enhanced by Dixieland music, and a delightful intermission tableau in which several members of the institute wore authentic (several Paris originals) "flapper" fashions from the 20's from their personal wardrobes. The fashions drew tremendous applause from the sellout audience of 950.

Fashion influence of the 20's and early 30's was reflected in many of the 69 fashions shown from the Oval Room Salon, such as the lavishly beaded, uneven hemline chiffon formals, the fur-trimmed and jeweled chemise dresses and the Chanel-inspired easy fitting suits and jackets over softly fitted textured woolen dresses.

Although the softly relaxed silhouette dominated, the belted waistline, full hip look was very important also.

Tunic Silhouette.

Significant was the endorsement of the tunic, stunning in a salt and pepper tweed peplum suit by Traina-Norell and an easy fitted red lace full-length formal sheath over a daytime-length chemise underskirt of red crepe by Irene which gives a reverse tunic effect. Many of the cocktail fashions stressed the belled, very full skirt. Striking was the "separates" cocktail dress with platinum gray satin shirt top with short all-in-one sleeve and by self belt circling extremely bouffant black lace skirt (Traina-Norell).

Furs were never more dramatic, black fox a favorite.

Exaggerated collars and hemlines, often fur trimmed, rated attention. Black fox formed shawl collars of suits, and black beaver sailor collars were seen. Hemlines were of black fox, or featured deep satin bowed bands or deep pleats on soft woolen daytime dresses.

Other noteworthy fur offerings included the black Russian tunic suit (Ben Rieg) and the red fleece cocoon-wrap coat deeply cuffed in civet cat (Mangone). Stunning was the easy brief jacketed black Russian broadtail costume worn over a wool dress, the upper bodice into the long sleeve of black satin.

Champagne Prominent.

The outstanding color was champagne, recurring throughout from the daytime costume of sleeveless halter fleece dress worn with matching wrap coat shawl collared and bordered in nutria, through an array of evening fashions in laces, velvet, cut velvet, satins and beaded chiffons. Other important colors were the blues (royals and sapphire), lilac tones and greens. Lime green was newest looking, dramatic in a slinky "mermaid" allover-sequinned evening gown. Red was shown to a lesser degree. Black was heavily represented, especially in simple daytime dresses.

Designers featured were Nettie Rosenstein, Ben Reig, Irene, Maurice Rentner, Hattie Carnegie, Traina-Norell, Davidow, Philip Mangone, Seymour Fox, Estevez, Ceil Chapman, Adele Simpson, Harvey Berin and Mr. John.

NEW COINAGE

T. C. Jones, female impersonator, coined a new portmanteau word in his show, "Mask and Gown," which opened this week at the Golden Theatre. Describing the gown worn in the opening scene, he says it is a "Diorbach."

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THE FRIENDS OF THE INSTITUTE
THE MINNEAPOLIS INSTITUTE OF ARTS
MINNEAPOLIS 4, MINNESOTA

Sept. 12th

Dear Stuart,

Thanks a Million for all
your hard work and thought that
went into making Thursday's
Fashion Show so successful.
The clothes were gorgeous and
the tea delicious!

Our records so far indicate
that 680 people saw the show
and that we realized over \$5000.00
for the Institute - Naturally, we
are grateful beyond words to you
for making this possible and we
hope you are equally happy with
the results. Most sincerely, Sue

Friend's Show 1957

876 tickets for show. Tickets numbered in duplicate and sorted. 200 tickets - not numbered. Bruce Printing.	\$ 86.45
10,000 ticket order cards	\$300.00
10,000 ticket order envelopes	
10,000 invitations	
10,000 invitation envelopes	425.00
Bruce Printing	725.00
1,000 programs, 8 pp and cover, pencil and cord. Bruce Printing	509.20
500 ticket envelopes & thank you notes.	30.50
Stage set materials	257.30
Maintenance 56½ hrs s. t. @ 1.64	92.66
Display 80 hrs s. t. @ 1.85, 94 hrs o. t. @ 2.78	413.02
Display 2½ hrs o. t. @ 2.78	6.95
Sterling Electric 150 w flood lights for stage	37.93
6 bulbs for stage and runway	25.31
M. A. Bohline - painting stage	119.35
Gordon Displays - frame, valence and steps	134.36
Brunn & Bertheim - gold fringe and tassels for curtains	66.00
Shurnuff - white 1" rope (airport)	19.20
Orchestra for rehearsal and show	350.00
Candles and clay for flower arranging for Tea	5.88
Ribbon	1.05
Bachman's - flowers for tea	61.20
Postage for return mail - Mrs. Bowen	1.76
Delivery for bringing and taking clothes to airport	15.33
Martha Field - voucher for trips to and from airport	2.56
Hosts for show	20.80
Cab fare to deliver copy for program - Nancy Sandman	2.75
Supper money for the dressers	5.25

Waldron Cleaners - pressing garments on overtime	58.55
Merle Morris - Photo of flower arranger	10.00
Perfume	49.00
1 collar band shirt for Mr. Wells	2.87
Shoes dyed for Friends tableaux	12.00
Radisson Hotel	367.28
Airport limousine	27.00
Make-up for ladies in tableaux	1.67
Davidow fee	100.00
Transportation	128.81
Mangone fee	100.00
Transportation	128.81
Cecil Chapman - expenses and transportation	235.81
Estevez fee	100.00
Transportation	128.81
Seymour Fox fee and expenses	108.40
Transportation	128.81
Irene fee	220.00
Transportation	137.78
Mr. John fee	100.00
Transportation	128.81
Traina-Norell fee	250.00
Transportation	128.81
Rosenstein fee	100.00
Transportation	128.81
Expenses	29.10
Adele Simpson fee, transportation and expenses	251.16
Harvey Berlin	
Transportation	128.81
Maurice Rentner fee and transportation	278.81
Hattie Carnegie	341.46

Total 6901.18

SALES PROMOTION PLAN SHEET

NAME OF EVENT AMERICAN DESIGNERS' FASHION SHOW

DATE OF EVENT September 12, 1957 - 3 p.m.

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

STORES INVOLVED:

Downtown ☒ Southdale ☐ Rochester ☐

GENERAL INFORMATION

The American Designers' Fashion 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 show are used for various purposes from year to year. This year they will be used to decorate and furnish a new reception room in which the Information Center and Sales Desk will be located.

The Show will feature the following 14 American designers:

Harvey Berin	Seymour Fox	Maurice Rentner
Hattie Carnegie	Irene	Ben Reig
Cecil Chapman	Mr. John	Nettie Rosenstein
Davidow	Philip Mangone	Adele Simpson
Estevez	Traina-Norell	

Clothes will be shown by the New York or California model chosen by the designer whose costumes she will show.

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

The Show is open to anyone who purchases a ticket. Tickets are priced at \$3.50.

Committees from the Friends of the Institute work closely with Dayton's on all details concerning tea, publicity, tickets, invitations, etc. Mrs. Leonard Carpenter is Chairman for the Friends and Mrs. Malcolm MacKay is Co-Chairman. Committee Chairman are listed for each activity.

INVITATIONS
Mrs. Dayne Donovan
WA 2-7160
Lillian Havens
Martha Field

Lists for Invitations come from--
membership list of the Friends, Oval
Room mailing list and club lists.
Fourteen club lists are procured jointly
by Dayton's and the Friends.

Lillian Havens checks lists to prevent duplication. She is in charge of addressing and mailing. Martha Field is responsible for seeing that the invitations with reply card and envelope are ready to be mailed to the Friends' list on August 19 and the remaining list on August 26. Approximately 8,000 invitations will be mailed.

TICKETS

Mrs. Robert Bowen
2220 Oliver Ave. S.
Minneapolis 5, Minn.
FR 7-9253
Martha Field

Mrs. Bowen will have charge of all ticket sales. No tickets will be sold at any other place; therefore all requests coming to the Art Institute or Dayton's will be referred to Mrs. Bowen. The return envelope which accompanies the invitation is addressed to Mrs. Bowen. All seats will be allocated in order of the receipt of requests. Mrs. Bowen will receive from Dayton's, about August 19 a large seating plan, a small seating plan, the seat numbered tickets and cards asking purchasers to donate their seats for resale if they find they cannot attend. In the event of a sell-out, 100 standing room tickets will be sold and sent out with a card telling the purchaser that she will be assigned a seat in the event that one becomes available. These tickets will have no seat numbers on them.

A ticket booth will be set up by Display in the Sky Room lobby on Thursday, Sept. 11 at 1:00 p.m. for picking up tickets or resale of late cancellations.

Complimentary tickets will be sent by the Friends to the members of the press.

PUBLICITY

Mrs. George Partridge
GR 3-8454
Martha Field

Mrs. Partridge will handle all publicity using Dayton facilities as seems desirable. Features on the President of the Friends, Mrs. Frederick Weld, on the committees for the event, on the 1920 theme of the show with pictures, on the society luncheons to be given before the show, on the arrival of out of town guests and on the arrival of the models from New York and California will be sent to and arranged for with the Star and Tribune. A general feature and/or announcement will be sent to St. Paul and suburban papers, radio and T.V.

Dayton's will prepare a special invitation for Cedric Adams and his wife to the rehearsal with R.S.V.P. to Mrs. Partridge.

Miss Johnson, Mrs. Partridge and a model will appear on Arle Haeberle's "Around the Town" show over WCCO-TV, Friday, Sept. 6, 1957. Arrangements will be made by Dayton's with Gloria Hogan for pictures to be used in WOMEN'S WEAR DAILY.

USHERS

Mrs. Lyman Barrows
GR 3-6952
Martha Field

Mrs. Barrows will select 30 ushers from the Friends membership list. These ushers will meet in the West Room on Wednesday, Sept. 11 at 10:00 a.m. to receive their assignments, the seating charts supplied by Dayton's and have a practice run-through of their duties. They will arrive in front of the Sky Room by 2:00 p.m. on Thursday, Sept. 12 and will receive a white ribbon on which has been imprinted "USHER" in gold. In addition to seeing that people are properly seated, they will help the hostesses after the show in seeing that everyone has the opportunity to have tea.

HOSTESSES

Mrs. DeWalt Ankeny
GR 3-9597
Martha Field

Mrs. Ankeny will select 20 hostesses from the Friends membership list who will pour at the Tea in the Oak Grill and West Room after the Show. These hostesses will receive flowers and will have their names on the tables at which they are pouring. Mrs. Ankeny and Martha Field will work out their table assignments by September 11.

FASHION SHOW

Thelma Johnson
Nancy Sandman
Joe Wright

Miss Johnson in cooperation with the designers will select the costumes to be modeled. A greater part of these clothes will arrive on September 11 on the plane with the models. A small percentage will be shipped in advance. Miss Johnson will commentate the Show.

Miss Sandman will make all arrangements for dressing rooms and dressers. She will arrange for getting costumes from garage to the dressing rooms, pressing and any necessary accessorizing. She will arrange for the Show costumes to be packed after the show and returned to the garage.

Joe Wright will be responsible for the stage setting, the runway and lights. All must be completed by 11 a.m., Wednesday, Sept. 11.

Doc Evans will play Dixie Land music and will be present at both the rehearsal and the Show.

MODELS

Thelma Johnson
Martha Field

Models will be chosen by the couturier whom they represent. Reservations for them have been made on Capitol Viscount arriving in Minneapolis at 4:50 p.m. Central Daylight time. All arrangements for their arrival through the manufacturer will be made by Miss Johnson. Mrs. Field will arrange to have them met at the plane and driven to the Radisson where hotel reservations have been made. A Dayton truck will take all but their personal luggage to the Dayton garage.

At 6:15 models will meet in Sky Room for rehearsal.

On Thursday afternoon, September 12, models are to be in the dressing rooms at 2:15 p.m. for the 3 o'clock show. They will, at this time, have checked out of their hotel and left their personal luggage in charge of the bell captain. Models leave on Capitol Flight #28 at 6:10 p.m. 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 the airport in the same cars as the models. All models who are travelling 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 Nancy Sandman.

REHEARSAL
Stuart Wells
Martha Field

Martha Field will make arrangements for a supper to be served to the models and store personnel who will be working on the evening of the rehearsal, and Friends participating in the tableaux. She will be responsible for seeing that neither store personnel nor Press interrupt rehearsal proceedings.

Mr. Wells will stage the tableaux first. He will arrange the order in which the models will appear and will coordinate the timing of models and orchestra. He will be responsible for the commentary copy.

Should Cedric and Mrs. Adams come they will be taken care of by Mrs. Partridge.

NO STORE PERSONNEL WITHOUT TICKETS OR SPECIALLY ASSIGNED DUTIES WILL BE ALLOWED TO STAND IN THE LOBBY THE AFTERNOON OF THE SHOW.

TEA
Martha Field
Mr. Hazen
Mr. O'Donnell

Eight tea tables will be arranged in the East and West Rooms and the Oak Grill. Mr. Donal O'Donnell will be in charge of selecting service for the tables and arranging and ordering the flowers. Tea will be held immediately following the show at approximately 4 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 tea is over.

ELEVATORS
Mr. Newcomb

Mr. Newcomb will provide special elevator service between 4 and 5 p.m. to take guests down.

Martha Field
Special Events
Ext. 3018

Copies to: Operating Board
Mdse. Vice Presidents
Publicity Group
Div. Mdse. Managers
Lillian Havens
Thelma Johnson
Nancy Sandman
Hal Hazen
Donal O'Donnell
Bill Kroonblawd
L. Newcomb



THE FRIENDS OF THE INSTITUTE

THE MINNEAPOLIS INSTITUTE OF ARTS

MINNEAPOLIS 4, MINNESOTA

August 4, 1958

Dear Friend:

Dayton's again very generously has invited us to present with them the Friends' FASHION SHOW and Tea.

Date: Thursday, September 11
Place: Dayton's Sky Room
Time: 3:00 P.M.
Tickets: \$5.00 Each (Tax Deductible)

This year's AMERICAN DESIGNER'S SHOW will be a real "first". Erwin Blumenfeld, world famous photographer, and long Vogue's top photographer, will do the SHOW, using as models the great photographic beauties that fill Vogue and Harper's!

Making women beautiful is Mr. Blumenfeld's business and he will show you all the tricks of his trade as this unusual and fabulous FASHION SHOW is presented.

Proceeds from this gala day will be used for the landscaping and sculpture court for the new building of the Art School.

As a Friend, you will receive an invitation and ticket application card on August 19th, one week in advance of the general mailing. As soon as you receive your invitation, please return the order card as applications will be filled in the order in which they are received. There will be no standing room. We hope you will support our project again this year.

We expect this SHOW will be history making. It is being covered by a National Magazine!

Remember, September 11th!

Sincerely yours,

Mrs. Frederic D. Weld, President

Mrs. Malcolm Mackay, Chairman

September 17, 1958

Mr. Dan Mich
Look Magazine
488 Madison Avenue
New York, New York

Dear Dan Mich:

The style show was quite brilliant and the Look picture which Mr. Blumenfeld projected drew gasps of appreciation from the audience.

But the thing I am really writing you about was Bani, the controversial colored girl - she was far less controversial than I expected and my general feeling in talking to people since was that everybody respected and admired us for using her as I think they will you when the magazine comes out. We played her down in every way and I think people tended to accept her at face value.

Thanks again for such a wonderful article and I hope it is half as attention catching as I think it will be.

Sincerely,

Stuart Wells, Jr

SWW:mem

LOOK

COWLES MAGAZINES INC. Look Building, 488 Madison Avenue, New York 22, N. Y., MUrray Hill 8-0300

August 16, 1958

Mr. Stuart Wells, Jr.
Dayton's Co.
Minneapolis 2, Minnesota

Dear Stuart,

I have meant to get a letter off to you for several weeks just to tell you how pleased we are with the way the pictures and the layout for the gate-fold turned out. With the color panels inserted it really becomes quite smashing and I know you'll be pleased when you see it.

It is very disappointing to me that I'm not going to be able to come to Minneapolis for the show. I had so looked forward to it. I know the show will be most sensational with you two geniuses working on it!

16
Let me know when you are coming to New York again so that we can at least make time for a drink. It was great fun working with you.

Sincerely,

Jane T. Stark

Jane T. Stark

Comments on Friends' Show - 1958

Invitations - This year the Friends checked the lists for duplication. Lillian Havens sent them a list of the Oval Room and they checked it against the Symphony list and removed the duplications. They also checked it against the list of Friends.

Taxdeductible was included on the small card that was enclosed with the invitations. I sent Mrs. Mackay and Mrs. Donovan proofs of all.

Tickets - This was difficult because Mrs. Campbell was out of town so much. Suggestion that committee chairman next year be checked for availability.

Sign on the ticket booth read "ticket information". In past years this has been used for resale of tickets turned in. Some tickets were sold this year and it resulted in a lot of confusion. This should only be for "ticket information" - such as people forgetting tickets at home, losing them, or picking up tickets already paid for.

• were

Complimentary tickets ~~were~~ sent by the Friends to Barbara Flanagan, Aileen Reynolds, Duff Johnston, Helen DeHavens, Marylou Meyers, Gloria Hogan, and Arle Haerberle.

Three baskets with bows and flowers were used to collect the tickets.

Publicity - The Friends were originally scheduled on Arle's show but this was cancelled when all the tickets were gone. Jan Werner wanted them on regardless of the ticket situation.

Ushers - There were enough white ribbons with the Usher printed in gold left over from last year so it was not necessary to order these. The supply is now exhausted so this must be done for next year. A Seating plan for each head usher was sent to Mrs. Howard.

Hostesses - Flowers for the hostesses are ordered by Special Events. They are to be kept simple and preferably in white. This year we used cybedium (sp?) orchids. One each (largest available) plus some ivy leaves. They were ordered through Bachman's at \$2.50 per. This was our suggestion and Mrs. Towle (Mrs. Hill's daughter who took over in her absence) checked Bachman's and agreed with us.

Special Events had the Sign Shop make up small white cards (approx. 5x3) for each hostesses. These were given to Mrs. Towle and she placed them on the tables before the show was over.

Models - Local models were paid \$50 each. They had a 3 hr. fitting, 6 hr rehearsal, 2 hr. rehearsal, and 2 hr. for show. Mr. Wells agreed to this payment. (Total \$300)

Rehearsal Supper - 65-250-08 - \$55.00

This was a buffet served in the Oak Grill. Cold meats, shrimp, relishes, breads, and plantation cake.

Tea - 65-250-08 - \$550.40

Asst. open and closed tea sandwiches
Hot Deurves
Small decorated tea cakes
Tea cookies
Party mints
Salted nuts
Tea and Coffee

9/15/58 Mrs. Campbell called me today to report finances -

They took in \$3910 or 782 tickets.

1957 they took in \$3405 from tickets plus \$500 from Dayton's.

Executive Dining Room - This is traditionally closed on the day of the show.
Mr. Hazen keeps a table for executives just outside the room.

SALES PROMOTION PLAN SHEET

NAME OF EVENT AMERICAN DESIGNERS' FASHION SHOW

DATE OF EVENT September 11, 1958 - 3 p.m.

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

STORES INVOLVED:

Downtown ☒ Southdale ☐ Rochester ☐

GENERAL INFORMATION

The American Designers' Fashion Show is an annual fall presentation given by Dayton's Oval Room as a fund raising project for the Friends of the Institute.

This years American Designer's Show will be a real "first". Erwin Blumenfeld, world famous photographer and long Vogue's top photographer, will do the show on the great photographic beauties that fill Vogue and Harper's every month. Making women beautiful is his business and he will show all the tricks of his trade.

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 show are used for various purposes from year to year. This year proceeds will go toward the sculptured garden and its landscaping, for the new building of the Minneapolis School of Art.

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

The show is open to anyone who purchases a ticket. Tickets are priced at \$5.00.

Committees from the Friends of the Institute work closely with Dayton's on all details concerning tea, publicity, tickets, invitations, etc. Mrs. Malcolm MacKay is Chairman for the Friends and Mrs. H. C. Piper, Jr. is Co-Chairman. Committee Chairman are listed for each activity.

INVITATIONS

Mrs. Dayne Donovan
WA 2-7160

Lillian Havens
Eilla Skamser

*Lillian sent them
lists - See attached
note*

Lists for invitations come from - membership list of the Friends, Oval Room mailing list and the Symphony Ball list.

this year the Friends did own checking
~~Lillian Havens checks list to prevent duplication.~~
She is in charge of addressing and mailing.
Eilla Skamser is responsible for seeing that the invitations with reply card and envelope are ready to be mailed to the Friends' list on August 18 and the remaining list on August 25. Approximately 10,000 invitations will be mailed.

TICKETS

Mrs. Robyn Campbell
325 Ridgewood Ave.
FE 5-2820
Eilla Skamser

Mrs. Campbell will have charge of all ticket sales. No tickets will be sold at any other place; therefore all requests coming to the Art Institute or Dayton's will be referred to Mrs. Campbell. The return envelope which accompanies the invitation is addressed to Mrs. Campbell. All seats will be allocated in order of the receipt of requests.

Mrs. Campbell will receive from Dayton's, about August 18, a seating plan, the seat numbered tickets and cards asking purchasers to donate their seats for resale if they find they cannot attend.

(see attached) A ticket booth will be set up by Display in the Sky Room lobby on Thursday, Sept. 11 at 1:00 p.m. for picking up tickets or resale of late cancellations.

(see attached) Complimentary tickets will be sent by the Friends to the members of the press.

PUBLICITY

Mrs. Paul Schmitt
LI 5-3441
Mrs. George Van Dusen
GR 4-9705
Eilla Skamser

Mrs. Schmitt will handle all newspaper publicity using Dayton facilities as seems desirable. Features on the committees for the event, on the theme of the show, on the society luncheons to be given before the show, on the arrival of the models from New York will be sent to and arranged for with the Star and Tribune. A general announcement will be sent to suburban papers.

Mrs. Schmitt will invite Cedric Adams and Mrs. Adams to the rehearsal. Eilla Skamser will invite Gloria Hogan.

Mrs. Van Dusen will handle all radio and TV publicity. Mrs. Van Dusen and a model will appear on Jan Werner's "Lunch Club" show over WTCN-TV, Monday, Sept. 8, 1958.

Arrangements will be made by Dayton's with Gloria Hogan for pictures to be used in WOMEN'S WEAR DAILY.

USHERS

Mrs. Adrian Howard
GR 3-6892
Eilla Skamser

Mrs. Howard will select 30 ushers from the Friends membership list. They will meet in front of the Sky Room by 1:30 p.m. on Thursday, Sept. 11 and will receive a white ribbon on which has been imprinted "USHER" in gold. In addition to seeing that people are properly seated, they will help the hostesses after the show in seeing that everyone has the opportunity to have tea.

HOSTESSES

Mrs. Henry Hill
GR 7-2805
Eilla Skamser

Mrs. Hill will select 18 hostesses from the Friends membership list who will pour at the Tea in the Oak Grill and West Room after the Show. These hostesses will receive flowers. Names will be placed on the tables at which they are pouring. Mrs. Hill will work out table assignments.

FASHION SHOW

Mr. Wells
Mr. Blumenfeld
Mr. Soiberg
Nancy Sandman
Joe Wright

Mr. Wells, Mr. Blumenfeld, and Mr. Soiberg will select the fashions to be modeled. Mr. Blumenfeld and Mr. Wells will commentate the show.

Miss Sandman will make all arrangements for dressing rooms and dressers. She will arrange to have maintenance deliver the clothes to the Oval Room immediately after the show.

Joe Wright will be responsible for the stage setting, the runway and lights. All must be completed by 11 a.m., Wednesday, Sept. 10. He will also be responsible for seeing that screens are set up to block view by the dressing room.

Recorded music will be used for the show.

MODELS

Mr. Wells
Eilla Skamser
Nancy Sandman

Five to seven photographic models will be flown in from New York. Plane reservations for them have been made by Dayton's New York Office. Miss Skamser will arrange to have them met at the plane and driven to the Radisson where hotel reservations have been made. Six additional local models will be hired by Miss Sandman.

At 6:30 p.m. Wednesday, Sept. 10, models will meet in the Sky Room for rehearsal.

On Thursday afternoon, Sept. 11, models are to be in the dressing rooms at 2:15 p.m. for the 3:00 p.m. show. They will, at this time, have checked out of their hotel and left their personal luggage in charge of the bell captain. Each model will be responsible for confirming her own ticket reservation with the airlines. Immediately following the show, models will go directly to the ~~Auto Park~~ Ramp 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 the airport in the same cars as the models. Any costumes which are to be shipped will be the responsibility of Nancy Sandman.

Had a luncheon at the Radisson.

Have Dayton's confirm airline reservations.

REHEARSAL
Mr. Wells
Eilla Skamser

Eilla Skamser will make arrangements for a supper to be served at 5:30 p.m. to the models and store personnel who will be working on the evening of the rehearsal. She will be responsible for seeing that neither store personnel nor Press interrupt rehearsal proceedings.

Mr. Blumenfeld and Mr. Wells will coordinate the show. Mr. Wells will be responsible for the commentary copy.

Should Cedric and Mrs. Adams come they will be taken care of by Mrs. Schmitt.

Wen heavy, Charles Kowess, & John Bruce, were included from advertising.

NO STORE PERSONNEL WITHOUT TICKETS OR SPECIALLY ASSIGNED DUTIES WILL BE ALLOWED TO STAND IN THE LOBBY THE AFTERNOON OF THE SHOW.

TEA
Eilla Skamser
Mr. Hazen
Mr. O'Donnell

Eight tea tables will be arranged in the East and West Rooms and the Oak Grill. Mr. Donal O'Donnell, working with Bachman's, will be responsible for arranging and ordering the flowers. Tea will be held immediately following the show at approximately 4:00 p.m.

FLOOR MANAGERS
Mr. Kroonblawd

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

ELEVATORS
Mr. Newcomb

Mr. Newcomb will provide special elevator service between 4 and 5 p.m. to take guests down.

SEATING
Mr. Johnston

Mr. Johnston is responsible, working with Display, for the scheduled seating arrangement in the Sky Room. Special Events will supply Mr. Johnston with a seating plan.

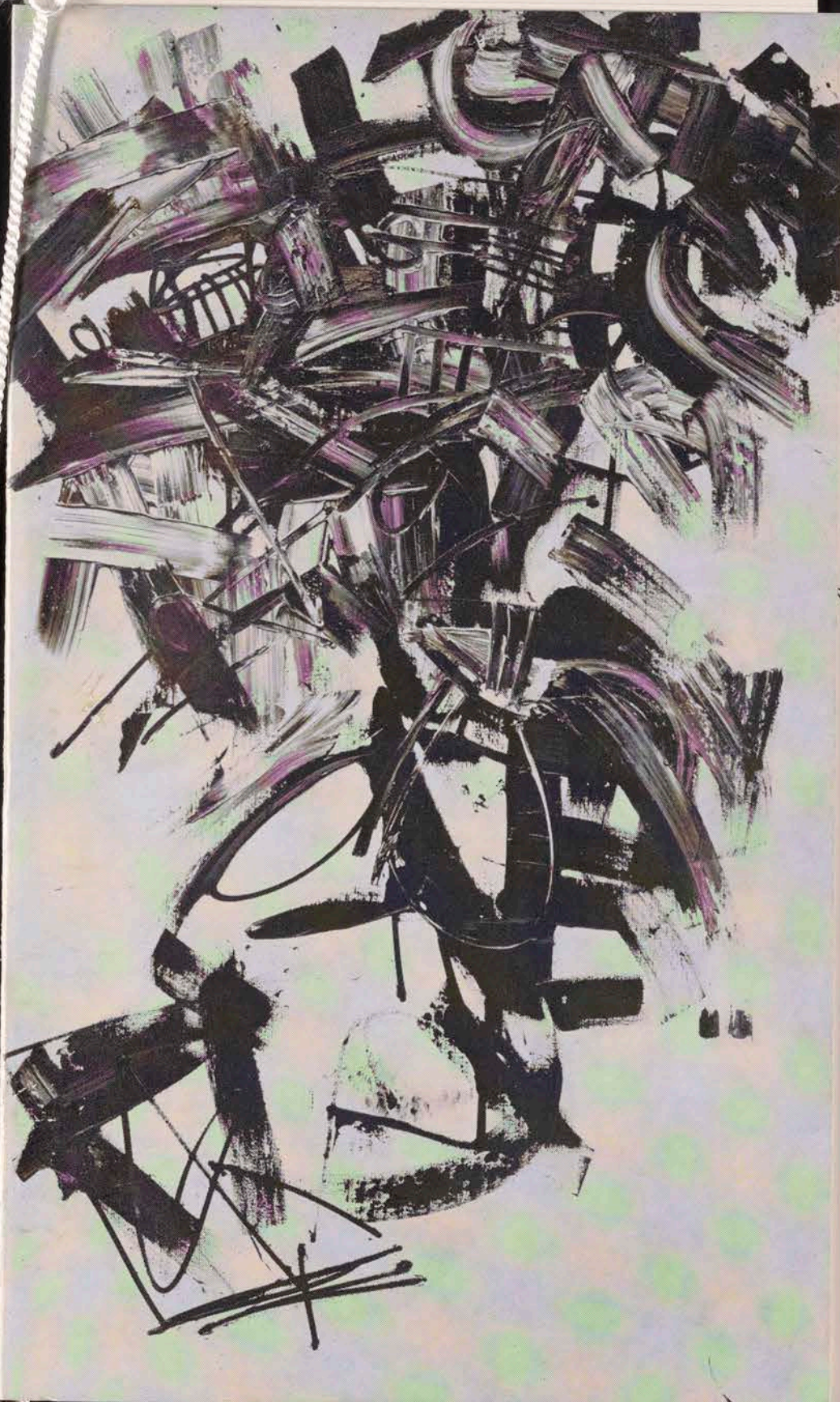
Be sure he gets a seating plan. Have spec events order numbers for the chairs from the sign shop.
September 9, 1958

Eilla Skamser
Special Events
Ext. 3018

COPIES TO: Operating Board
Mdse. Vice Presidents
Publicity Group
Div. Mdse. Managers
Mr. Soiberg
Lillian Havens
Nancy Sandman
Hal Hazen
Donal O'Donnell
William Kroonblawd
L. Newcomb
E. Johnston

Perfume samples of Ciro were placed on each chair along with the sample folded paper + pencil

American Designers Fashion Show . . .



*Executive Committee of
The Friends of the Institute*

Mrs. Lyman Barrows, President
Mrs. Thomas Crosby, First Vice President
Mrs. Theodore W. Bennett, Second Vice President
Mrs. Robin Mix, Secretary
Mrs. Leland T. Ritzel, Treasurer
Mrs. William D. Gregory, II, Art School
Mrs. Robert Nash, Luncheon
Mrs. Elmer H. Salzman, Program
Mrs. Benton Case, Flowers
Mrs. Arthur Geggie, Jr., Fireplace Room
Mrs. Alice G. Ross, Co-Chairman, Museum Shop
Mrs. Samuel H. Rogers, Co-Chairman, Museum Shop
Mrs. Arthur Strachauer, Publicity
Mrs. Loring Staples, Jr., Evening Hostesses
Mrs. Merrill Gibbs, Membership

Fashion Show Committee

Mrs. Harry Piper, Jr., Chairman
Mrs. Loring Staples, Jr., Vice-Chairman
Mrs. Richard H. Donaldson, Tickets
Mrs. Justin Smith, Hostesses
Mrs. John Moffett, Publicity
Mrs. Dayne Donovan, Invitations
Mrs. James Towle, Jr., Ushers

Cover — Oil by Antonio Saura



The Friends of the Institute

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 supporting that museum's activities.

Although not primarily a money raising organization, the Friends undertake to provide funds annually for some specific need of the museum. The proceeds from the 1959 American Designer's Fashion Show will be used for future remodeling of the hospitality facilities.

Any woman who is a member of The Society of Fine Arts will be welcomed as a Friend. The annual dues are \$3.50 a year. Two interlocking rings, an old Chinese device meaning friendship, is the symbol of The Friends of the Institute.

Thursday, September 10, 1959

presented by
The Friends of the Institute
and
Dayton's Oval Room

American Designer's Fashion Show . . .



Friends' Fashion Show

1959

Friends of the Institute's fashion show will be 3 p.m. Sept. 10 in Dayton's Sky Room. Commentating for part of the show will be Sally Kirkland, fashion editor of Life magazine.



Miss Kirkland

Among those who will be hostesses at tea following the fashion show will be Mmes. John Pillsbury, Arthur Geggie, Jr., G. N. Dayton, Samuel Rogers, Richard Gale, Theodore Bennett, Harold Tearse and Benton Case.

Also serving as hostesses will be Mmes. Charles Grandin, Nathaniel Stevens, Leonard Carpenter, Donald Dayton, Frederic Weld, Robert Nash, John Dalrymple, Bruce Dayton and Thomas Crosby.

Mrs. Justin Smith is in charge of the hostess committee. The day of the show, Mrs. John Macgowan will be in charge.

Invitation chairman is Mrs. Richard Donaldson, 132 Homedale road, Hopkins.

Proceeds from the benefit show, which the Friends sponsor annually, will go to future remodeling of the hospitality facilities of the Minneapolis Art Institute.

IRENE

1. Black wool suit, pagoda sleeve
2. Black wool dress
3. Caramel wool dress
4. Brown wool dress
5. White collared brown wool dress
6. Mustard wool tweed dress, pagoda sleeve
7. Black wool suit, white collar
8. Grey wool suit
9. Striated wool coat, grey dress
10. Black wool crepe dress with foulard belt
11. Rose printed satin
12. Pale green petal dress

All Millinery by Mr. John

MONTE SANO & PRUZAN

1. Blue tweed suit
2. Olive tweed suit
3. Cinnamon tweed suit
4. Blue wool suit
5. Black and brown basketweave coat
6. Frosted mocha coat
7. Cyclamen theatre coat
8. Black suit
9. Mink collared black suit
10. Black ottoman coat, chinchilla collar
11. Black ottoman coat, fox tuxedo
12. Black ottoman coat, large fox collar

PAULINE TRIGERE

1. Sienna wool dress and stole
2. Taupe wool dress, opossum stole
3. Black silk coat dress, white
mink collar
4. Black broadtail cape, red dress
5. Red and black plaid tunic with
broadtail fur
6. Greige herringbone coat, greige
jersey dress
7. Greige and charcoal coat, greige
dress
8. Tweed conquistadore coat
9. Chartreuse and black print
theatre costume
10. Tapestry brocade dress and jacket
11. Orange brocade dress and jacket
12. Burgundy velvet evening dress
and conquistadore coat

IV

NETTIE ROSENSTEIN

1. Purple and black theatre costume
2. Blue and black print cocktail dress
3. Burgundy and green print cocktail dress
4. Grey and mocha cut velvet dress
5. Cocoa tapestry theatre costume
6. Blue beaded lace dress
- 7. Blue lace and satin gown
8. Turquoise with gold theatre costume
9. Chartreuse satin full length gown
10. White and black coup de velour dress
11. White satin coup de velour strapless
12. White satin dress and jacket

JAMES GALANOS

1. Grey glen plaid suit
2. Grey and white tweed suit
3. Green tweed dress
4. Burgundy print dress
5. Charcoal tweed dress
6. Black and white tweed dress

VI

TRAINA-NORELL

1. Black knit sweater dress, gold blouse
2. Black knit 2 piece
3. Black coat dress with white satin trim
4. Violet tweed skirt and coat, violet blouse
5. Caramel bib front coat
6. White coat, black piping shown with black knit 2 piece
7. Beige suit, green blouse and piping
8. Vicuna suit with white satin blouse
9. Black coat, shocking sequin dress
10. Plum hoop skirted dress
11. Slate satin hoop skirted dress
12. Yellow satin dress and jacket with sable trim

VII

GALA

1. Red silk gown - TRIGERE
2. Black silk gown "
3. Green and red brocade gown ROSENSTEIN
4. Blue coup de velour gown and stole "
5. Blue satin gown ROSENSTEIN
6. Blue coup de velour hoop skirted gown and stole TRAINA
7. White silk with rhinestones ROSENSTEIN
8. Coral coup de velour with white fox TRAINA
9. CHARTREUSE SATIN - ROSENSTEIN.
- 10-9. Green velvet gown with beaded jacket GALANOS
- 11-10. Jeweled gold lame gown GALANOS
11. ~~Blue butterfly gown~~
12. Multi colored paisley sequin gown TRAINA.

SALES PROMOTION PLAN SHEET

NAME OF EVENT AMERICAN DESIGNERS' FASHION SHOW

DATE OF EVENT September 10, 1959 - 3:00 p.m.

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

STORES INVOLVED:

Downtown ☒ Southdale ☐ Rochester ☐

GENERAL INFORMATION

The American Designers' Fashion Show is an annual fall presentation given by Dayton's Oval Room as a fund raising project for the Friends of the Institute.

This years American Designers' Show will be unique and exciting. The six top Trend-setting designers in the fashion world - James Galanos, Mr. Norman of Traina-Norrell, Pauline Trigere, Irene, Nettie Rosenstein, and Vincent Monte Sano - will show their new Fall Collections. Six New York fashion models, plus Sally Kirkland, fashion editor of Life Magazine will help make this a very special show.

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 show are used for various purposes from year to year. This year proceeds will go toward future remodeling of the hospitality facilities.

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

The show is open to anyone who purchases a ticket. Tickets are priced at \$7.50.

Committees from the Friends of the Institute work closely with Dayton's on all details concerning the tea, publicity, tickets, invitations, etc. Mrs. Harry Piper, Jr. is chairman for the Friends and Mrs. Loring Staples, Jr. is Vice-Chairman. Committee Chairmen are listed for each activity.

INVITATIONS

Mrs. Dayne Donovan
WA 2-7160
Mrs. Raymond Scherer
FR 7-8788
Lillian Havens
Eilla Skamser

Lists for invitations come from: membership list of the Friends, Oval Room mailing list and the Symphony Ball list.

The Committee checks lists to prevent duplication. Lillian Havens is in charge of addressing and mailing. Eilla Skamser is responsible for seeing that the invitations with reply card and envelope are ready to be mailed to the Friends' list on August 17 and the remaining list on August 24. Approximately 12,000 invitations will be mailed.

TICKETS

Mrs. Richard H. Donaldson
132 Homedale Road
Hopkins, Minnesota
WE 8-2201
Eilla Skamser

Mrs. Donaldson will have charge of all ticket sales. No tickets will be sold at any other place; therefore, all requests coming to the Art Institute or Dayton's will be referred to Mrs. Donaldson. The return envelope which accompanies the invitation is addressed to

Mrs. Donaldson. All seats will be allocated in order of the receipt of requests.

Mrs. Donaldson, Mrs. Piper and Mrs. Towle received seating plans August 15. Mrs. Donaldson received the seat numbered tickets and cards asking purchasers to donate their seats for resale if they find they cannot attend.

A ticket information desk will be set up in the Sky Room lobby on Thursday, September 10, 1:00 p.m. for picking up tickets.

Complimentary tickets will be sent by the Friends to the members of the press.

PUBLICITY
Mrs. John Moffett
WE 5-1977
Eilla Skamser

Mrs. Moffett will handle all newspaper publicity using Dayton facilities as seems desirable. Features on the committees for the event, on the theme of the show, on the society luncheons to be given before the show, on the arrival of the models from New York will be sent to and arranged for with the Star and Tribune. A general announcement will be sent to suburban newspapers.

Arrangements will be made by Dayton's with Gloria Hogan for pictures to be used in WOMEN'S WEAR DAILY.

USHERS
Mrs. James Towle, Jr.
GR 7-2690

Mrs. Towle will select 30 ushers from the Friends' membership list. They will meet in front of the Sky Room by 1:30 p.m. on Thursday, September 10 and will receive a white ribbon on which has been imprinted "USHER" in gold. In addition to seeing that people are properly seated, they will help the hostesses after the show in seeing that everyone has the opportunity to have tea.

HOSTESSES
Mrs. Justin Smith
GR 7-2994
Mrs. John Macgowan
WA 2-5382
Eilla Skamser

Mrs. Smith will select 18 hostesses from the Friends membership list who will pour at the Tea in the Oak Grill and West Room after the show. Hostesses will wear small corsages for identification purposes. Names will be placed on the tables at which they are pouring. Mrs. Smith will work out table assignments.

The day of the show Mrs. Smith will be out of town and Mrs. John Macgowan will be in charge.

FASHION SHOW
Mr. Wells
Mr. Soiberg
Nancy Sandman
Joe Wright
Marc Berglin

Mr. Wells and Mr. Soiberg will select fashions to be modeled. Mr. Wells and Miss Sally Kirkland, Fashion editor of LIFE magazine, will commentate the show.

Miss Sandman will make all arrangements for dressing rooms and dressers. She will arrange to have maintenance deliver the clothes to the Oval Room immediately after the show.

Mr. Wright will be responsible for the stage setting, the runway and lights. All must be completed by 4:00 p.m. Wednesday, September 9. He will also be responsible for seeing that screens are set up to block view by the dressing room.

Marc Berglin is responsible for the music to be used for the show.

MODELS
Mr. Wells
Eilla Skamser
Nancy Sandman

Six photographic models will be flown in from New York. Plane reservations for them have been made by Dayton's New York Office. Miss Skamser will arrange to have them met at the airport and driven to the Radisson where hotel reservations have been made. Four to six additional local models will be hired by Miss Sandman.

Rehearsal will be held at 8:30 a.m. Thursday, September 10. All models will meet in the Sky Room.

On Thursday Afternoon, September 10, all models are to be in the dressing rooms at 2:15 p.m. for the 3:00 p.m. show. New York models, at this time, have checked out of their hotel and left their personal luggage in charge of the bell captain. Each model will be responsible for confirming her own ticket reservation with the airlines. Dayton's will also reconfirm plane reservations. Immediately following the show a limousine will take them to the airport. Their personal luggage will have been picked up at the Radisson to be taken to the airport in the same limousine as the models. Any costumes which are to be shipped will be the responsibility of Miss Sandman.

NO STORE PERSONNEL WITHOUT TICKETS OR ESPECIALLY ASSIGNED DUTIES WILL BE ALLOWED TO STAND IN THE LOBBY OF THE SKY ROOM THE AFTERNOON OF THE SHOW.

TEA
Eilla Skamser
Mr. Root
Mr. O'Donnell

Eight tea tables will be arranged in the East and West Rooms and the Oak Grill. Mr. Don O'Donnell, will be responsible for arranging and ordering the flowers. Tea will be held immediately following the show at approximately 4:00 p.m.

FLOOR MANAGERS
Mr. Kroonblawd

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

ELEVATORS
Mr. Newcomb

Mr. Newcomb will provide special elevator service between 4:00 and 5:00 p.m. to take guests down.

SEATING
Mr. Johnston
Dick Ivey

Mr. Johnston is responsible, working with Display, for the scheduled seating arrangement in the Sky Room. Special Events will supply Mr. Johnston with a seating plan. The seats are to be numbered, and Mr. Ivey will be responsible for the printing of the numbered tags.

Eilla Skamser
Special Events
Ext. 3018

August 24, 1959

COPIES TO: Operating Board
Mdse. Vice Presidents
Publicity Group
Div. Mdse. Managers
Mr. Soiberg
Lillian Havens
Nancy Sandman
Mr. Root
Don O'Donnell
Mr. Kroonblawd
Mr. Newcomb
Mr. Johnston
Mr. Ivey
Mr. Berglin

Monte Sano & Pruzan

FALL 1959

"I consider woman as a beautiful romantic animal, that may be adorned with furs and feathers, pearls and diamonds, ores and silks."

— JOSEPH ADDISON

The dominant looks in our Fall collection are OPULENT and SPORTY, and, frequently, the combination.

There's a lot, including a lot of fur, that is purposely almost wildly romantic — to begin with, lavishly-squared CAPE AND SHAWL COLLARS OF NEWLY-RETURNED SILVER FOX in particular, of the same fur in a dazzling "golden glow" shade, of chinchilla and other pelts of unabashed-looking beauty that frame the shoulders and extend the silhouette at the top. Comparably widening are standing SHOULDER COLLARS, some of fabric and others of sable, nutria, or mink. The necklines of some coats and jackets are collarless but widely shaped out, and some are wrapped and widened with the scarves attached and lengthily extended — in one instance, ends disappearing into deep patch pockets.

Opulence of fabric extends from sporty ROPE STRIPED TWEEDS and tapestry-like ANTIQUE TWEEDS to FUR FABRICS, lustrous and dim luster CHIFFON SUEDES, to LACE and THE LOOK OF LACE in our LACE TWEEDS, LACE JERSEYS, and LACE

KNITS . . . to nutria-lined tweed and mink-lined Italian rib ottoman . . . and to EMBOSSED, BROCADE, and ALLOVER MATLASSEE SHORT EVENING COSTUMES AND COATS.

Opulent and also sporty shades of BROWN prevail — sable brown in wool coatings and suitings and again in the silk chiffon of costume blouses . . . amber and tawny browns, and a rich EGYPTIAN GINGER. The most opulent grey is CHINCHILLA GREY, seen in a chinchilla-collared coat.

COATS

Deserving first mention among many shapes are short and street length KITE COATS, taut at the hipline but beautifully released and eased through the top . . . and our PLEATED PRINCESSE COATS, widely-sashed or belted. Many coats are SLIMLY SPHERICAL and others, including one of our outstanding greatcoats in ginger tweed, are SLIMLY FITTED and double-breasted, usually from under a capey, top-widening collar.

Continued are young SHORT SLEEVES — not as short as last season's, naturally, but often short of the wrists . . . often dropped off-shoulder, and sometimes DROPPED AND SHORTLY FLOUNCED, a treatment repeated in the flounced jackets of some of our costumes.

Individual coat highlights include the reversible red and black fur fabric DALAI LAMA COAT, among others suggesting a beautiful and Tibetan laxity of line, sleeved in one with the shoulders . . . and our KITE COAT of brown and black plaid, shown over a slender black jersey dress and with its own sporty, matching plaid bowler hat.

Elegant in black — our sashed pleated princesse coat of chiffon suede, and a wide-belted black rib coat with an Empress chinchilla collar . . . and for the theatre and later, coats of brilliant Indian silks and a cape coat, clutched in place, allover-glitter in black.

SUITS AND COSTUMES

Some suits introduce a LITTLE LONGER JACKET, usually belted. Most jackets are traditionally SHORT, and like coats, have openly-collared necklines. Jackets of several suits as well as costumes are slightly bloused and occasionally also belted, EXACTLY AT THE WAISTLINE. Some jackets are panelled in back or pleated across the shoulders. Among surprises — the COMPLETELY REVERSIBLE SUIT of lacy wool, black on one side and black-and-white on the other. Airy LACE WOOL BLOUSES, one in white for a black and white tweed suit, and another in blackened red to match the costume of chiffon suede in a lovely YOUNGBERRY shade.

Costumes introduce some of the most flattery, and a great deal of the most fascinating news, of the collection. The JACKET COSTUME of lacy tweed, a dress-and-jacket costume in WHITE LACY KNIT, and a black silk costume with a black lace blouse matching the jacket lining, are examples. Designed to create the most stir — INDIAN PURDAH COSTUMES veiling the coiffure and part of the face, but only till the wearer drops the "collars" of the blouses. One of these costumes is in fabulous black Guipere lace over taffeta with a white blouse, the other in black embossed wool with a black chiffon blouse.

Several costumes, like coats, give an impression of "dripping" with fur, among these an alluring little dress and cape of black knit jersey collared with silver fox.

1875

My dear Sir,
I have the honor to acknowledge the receipt of your letter of the 10th inst. and in reply to inform you that the same has been forwarded to the proper authorities for their consideration.

I am, Sir, very respectfully,
Your obedient servant,
J. H. [Signature]

P.S. - I have also the honor to inform you that the same has been forwarded to the proper authorities for their consideration.

I am, Sir, very respectfully,
Your obedient servant,
J. H. [Signature]

P.S. - I have also the honor to inform you that the same has been forwarded to the proper authorities for their consideration.

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Stuart Wells
4

SALES PROMOTION PLAN SHEET

NAME OF EVENT AMERICAN DESIGNERS' FASHION SHOW

DATE OF EVENT September 10, 1959 - 3:00 p.m.

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

STORES INVOLVED:

Downtown ☒ Southdale ☐ Rochester ☐

GENERAL INFORMATION

The American Designers' Fashion Show is an annual fall presentation given by Dayton's Oval Room as a fund raising project for the Friends of the Institute.

This years American Designers' Show will be unique and exciting. The six top Trend-setting designers in the fashion world - James Galanos, Mr. Norman of Traina-Norrell, Pauline Trigere, Irene, Nettie Rosenstein, and Vincent Monte Sano - will show their new Fall Collections. Six New York fashion models, plus Sally Kirkland, fashion editor of Life Magazine will help make this a very special show.

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 show are used for various purposes from year to year. This year proceeds will go toward future remodeling of the hospitality facilities.

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

The show is open to anyone who purchases a ticket. Tickets are priced at \$7.50.

Committees from the Friends of the Institute work closely with Dayton's on all details concerning the tea, publicity, tickets, invitations, etc. Mrs. Harry Piper, Jr. is chairman for the Friends and Mrs. Loring Staples, Jr. is Vice-Chairman. Committee Chairmen are listed for each activity.

INVITATIONS

Mrs. Dayne Donovan
WA 2-7160
Mrs. Raymond Scherer
FR 7-8788
Lillian Havens
Eilla Skamser

Lists for invitations come from: membership list of the Friends, Oval Room mailing list and the Symphony Ball list.

The Committee checks lists to prevent duplication. Lillian Havens is in charge of addressing and mailing. Eilla Skamser is responsible for seeing that the invitations with reply card and envelope are ready to be mailed to the Friends' list on August 17 and the remaining list on August 24. Approximately 12,000 invitations will be mailed.

TICKETS

Mrs. Richard H. Donaldson
132 Homedale Road
Hopkins, Minnesota
WE 8-2201
Eilla Skamser

Mrs. Donaldson will have charge of all ticket sales. No tickets will be sold at any other place; therefore, all requests coming to the Art Institute or Dayton's will be referred to Mrs. Donaldson. The return envelope which accompanies the invitation is addressed to

Mrs. Donaldson. All seats will be allocated in order of the receipt of requests.

Mrs. Donaldson, Mrs. Piper and Mrs. Towle received seating plans August 15. Mrs. Donaldson received the seat numbered tickets and cards asking purchasers to donate their seats for resale if they find they cannot attend.

A ticket information desk will be set up in the Sky Room lobby on Thursday, September 10, 1:00 p.m. for picking up tickets.

Complimentary tickets will be sent by the Friends to the members of the press.

PUBLICITY
Mrs. John Moffett
WE 5-1977
Eilla Skamser

Mrs. Moffett will handle all newspaper publicity using Dayton facilities as seems desirable. Features on the committees for the event, on the theme of the show, on the society luncheons to be given before the show, on the arrival of the models from New York will be sent to and arranged for with the Star and Tribune. A general announcement will be sent to suburban newspapers.

Arrangements will be made by Dayton's with Gloria Hogan for pictures to be used in WOMEN'S WEAR DAILY.

USHERS
Mrs. James Towle, Jr.
GR 7-2690

Mrs. Towle will select 30 ushers from the Friends' membership list. They will meet in front of the Sky Room by 1:30 p.m. on Thursday, September 10 and will receive a white ribbon on which has been imprinted "USHER" in gold. In addition to seeing that people are properly seated, they will help the hostesses after the show in seeing that everyone has the opportunity to have tea.

HOSTESSES
Mrs. Justin Smith
GR 7-2994
Mrs. John Macgowan
WA 2-5382
Eilla Skamser

Mrs. Smith will select 18 hostesses from the Friends membership list who will pour at the Tea in the Oak Grill and West Room after the show. Hostesses will wear small corsages for identification purposes. Names will be placed on the tables at which they are pouring. Mrs. Smith will work out table assignments.

The day of the show Mrs. Smith will be out of town and Mrs. John Macgowan will be in charge.

FASHION SHOW
Mr. Wells
Mr. Soiberg
Nancy Sandman
Joe Wright
Marc Berglin

Mr. Wells and Mr. Soiberg will select fashions to be modeled. Mr. Wells and Miss Sally Kirkland, Fashion editor of LIFE magazine, will commentate the show.

Miss Sandman will make all arrangements for dressing rooms and dressers. She will arrange to have maintenance deliver the clothes to the Oval Room immediately after the show.

Mr. Wright will be responsible for the stage setting, the runway and lights. All must be completed by 4:00 p.m. Wednesday, September 9. He will also be responsible for seeing that screens are set up to block view by the dressing room.

Marc Berglin is responsible for the music to be used for the show.

MODELS
Mr. Wells
Eilla Skamser
Nancy Sandman

Six photographic models will be flown in from New York. Plane reservations for them have been made by Dayton's New York Office. Miss Skamser will arrange to have them met at the airport and driven to the Radisson where hotel reservations have been made. Four to six additional local models will be hired by Miss Sandman.

Rehearsal will be held at 8:30 a.m. Thursday, September 10. All models will meet in the Sky Room.

On Thursday Afternoon, September 10, all models are to be in the dressing rooms at 2:15 p.m. for the 3:00 p.m. show. New York models, at this time, have checked out of their hotel and left their personal luggage in charge of the bell captain. Each model will be responsible for confirming her own ticket reservation with the airlines. Dayton's will also reconfirm plane reservations. Immediately following the show a limousine will take them to the airport. Their personal luggage will have been picked up at the Radisson to be taken to the airport in the same limousine as the models. Any costumes which are to be shipped will be the responsibility of Miss Sandman.

NO STORE PERSONNEL WITHOUT TICKETS OR ESPECIALLY ASSIGNED DUTIES WILL BE ALLOWED TO STAND IN THE LOBBY OF THE SKY ROOM THE AFTERNOON OF THE SHOW.

TEA
Eilla Skamser
Mr. Root
Mr. O'Donnell

Eight tea tables will be arranged in the East and West Rooms and the Oak Grill. Mr. Don O'Donnell, will be responsible for arranging and ordering the flowers. Tea will be held immediately following the show at approximately 4:00 p.m.

FLOOR MANAGERS
Mr. Kroonblawd

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

ELEVATORS
Mr. Newcomb

Mr. Newcomb will provide special elevator service between 4:00 and 5:00 p.m. to take guests down.

SEATING
Mr. Johnston
Dick Ivey

Mr. Johnston is responsible, working with Display, for the scheduled seating arrangement in the Sky Room. Special Events will supply Mr. Johnston with a seating plan. The seats are to be numbered, and Mr. Ivey will be responsible for the printing of the numbered tags.

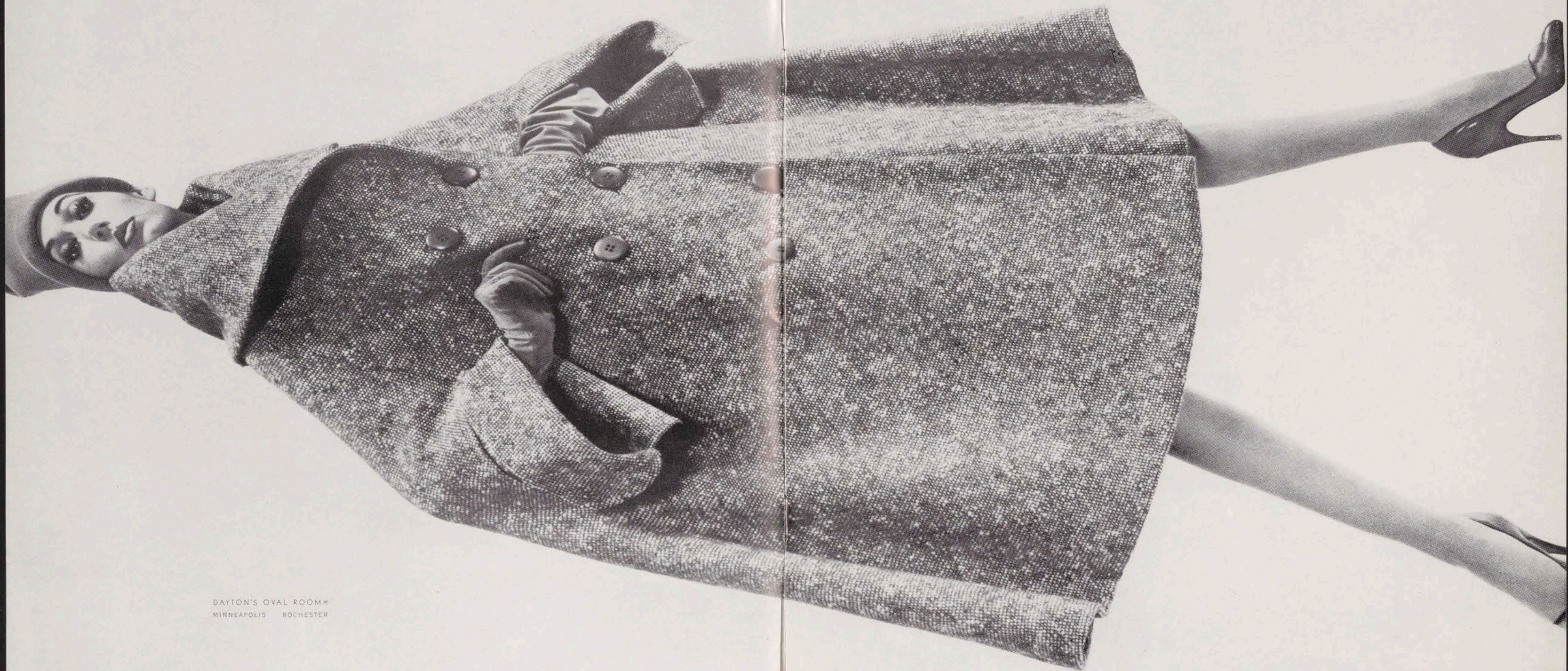
Eilla Skamser
Special Events
Ext. 3018

August 24, 1959

COPIES TO: Operating Board
Mdse. Vice Presidents
Publicity Group
Div. Mdse. Managers
Mr. Soiberg
Lillian Havens
Nancy Sandman
Mr. Root
Don O'Donnell
Mr. Kroonblawd
Mr. Newcomb
Mr. Johnston
Mr. Ivey
Mr. Berglin



Dayton **NEWS**
SEPTEMBER 1959



DAYTON'S OVAL ROOM®
MINNEAPOLIS ROCHESTER



Our National Ads Are Fashion *Stuart Wells Tells Why . . .*

"Dayton's Oval Room has been advertising nationally for years. These ads have been courageous, attention catching, and FASHION. For the last ten years they have developed a consistently bold character that puts them near the top of the national ads. The courageous innovations adopted by the Store, and now widely copied, have been:

- (1.) Use of a double bleed (to the edge of the page) spread.
- (2.) A figure blown up to extraordinary size.
- (3.) Emphasis on effect rather than immediate 'salesability.'
- (4.) Use of a tiny sig cut (which allows the picture itself to be more important).

Erwin Blumenfeld has been and continues to be the creative genius producing these ads. Dayton's has given him unusual freedom to make this dynamic series of ads possible. He was previously the leading photographer for Vogue, and Dayton's is at the present time his oldest client."

There's More About Fashion at Dayton's—
Turn the Page!



We Believe . . .

. . . in the trend to MUTED COLORS. The tremendous swing there has been to color for the last two or three years continues this year in a more muted look . . . contrasts continue important, but they are subtle, quiet contrasts . . . or the contrast of no-color with bright color. The beautiful subtle mixtures that dominate the clothes today bring out another trend . . . the trend from solid colors to mixtures and patterns and plaids. In sportswear, in coats, suits, and dresses where in the fall season solid color was 90% of the selling, we are rapidly going to the reverse of this. The most popular pattern is plaid . . . pleated plaid skirts are the rage replacing the earlier reigning favorite, grey flannel. This same color trend dominates jewelry, gloves, and hosiery.

. . . in the continuing trend to THE COSTUME To be thoroughly saccharine . . . we believe in togetherness. Everything must have its partner and the epitome of this trend is represented by the costume. Every dress must have its jacket whether it be of the Chanel type, the belted, or the tiny short pop-over jacket.

Beyond the look of the costume this trend has to a great extent revolutionized sportswear . . . women don't just ask for a skirt or a sweater, they want to buy immediately the combination. Skirts and sweaters that have been bought to go together are selling, while the separate skirts and sweaters are not selling nearly as well. This coordinated look is a great boon to us in ready-to-wear. It means everyone must be well turned out . . . well dressed . . . and must have the look of *tout ensemble*. This trend puts great emphasis on accessories. Women can no longer buy this or that casually. They have to think out the total effect of their costume, and generally should think out their accessories at the same time they buy their clothes.

. . . in the EASY SILHOUETTE BELTED IN. This silhouette is not to be confused with the earlier fitted look. When a belt holds in an easy dress or coat, there is ease and fullness above and below it . . . unlike the earlier fitted silhouette which was really a sheath. In many cases the belt is broad, and therefore more important looking. This means that though skirts are not full, they are also not skimpy . . . the gathering at the waist gives them considerable ease, and in the evening a rather bell shape. The easy silhouette of course is most obviously shown in the costume.



. . . in FUR . . . FUR . . . FUR ON EVERYTHING. Fur dresses up and glamorizes in a dressy, elegant, glamorous era. Most affected by the swing to fur, of course, are coats. For many years the fur trimmed coat business has been almost out of existence, and suddenly we are back to where the fur trimmed coat is the biggest and most important category. The collars are larger and more glamorous. There is considerable emphasis on long-haired furs. The shape of the collars has gone from little Peter-Pannish collars to large shawl-type collars. There is emphasis on interesting color combinations between the fur and the fabric of the coat. There is, above all, the flattery of fur.

The newest looking suit has fur, and women, being the lovely, impractical creatures they are, will buy it even if they can't get a coat over it.

Dresses and costumes are furred for day and evening, at the neck and at the sleeve.

So go forth and swathe yourself and your customers in furs and feel like a queen.

. . . in the RETURN TO THE CLASSIC. Classics are perennial, and outstanding among them of course are tailored jackets, shirts, sweaters, and skirts. This rather tailored classic look borrows a few details from the fellows . . . in so doing softens them to avoid a masculine look, in which we do not believe. This look is over-all called a HABERDASHER LOOK. It implies the DANDY LOOK. White collars and cuffs, derby hats . . . a spruced, smart, rather tailored look. But the co-ordinate look has changed just as the color look has changed. They no longer want an identically matching skirt and sweater, rather an interesting color combination with a skirt, sweater, shirt, and jacket all subtly combined in the same color family.

. . . in the RETURN TO ELEGANCE . . . elegance most felt in fabrics all the way from beautiful metal-shot brocades to the lacy, spongy, softly color-drenched tweeds. Low cut taffetas and peau de soie's have given way to more covered, brilliant, expensive brocades. Brocade is the most sought after star in the galaxy of new fabrics. It is the newest look and at this moment the hardest to obtain.

Some small part of every woman longs for glamour and luxury, and this is the year for every woman to indulge herself. Every extravagance is the fashion . . . every luxury is a necessity . . . the greatest luxury is opulent, beautifully effective clothes made of the finest obtainable fabrics, and completed with its own accessories. — Stuart Wells

Promotions . . . Promotions . . . Promotions



Paul Lund has been appointed director of selling services, Mr. Wood's area. Mr. Lund has held many positions in the Store. In September, 1950, he started as a salesperson in Men's Furnishings, where he later became head of stock. He has also been assistant department manager, Infants' Furniture and Infants'-Toddlers' Shop, and department manager, Better Jewelry. He left the Store for a short time, and since his return has been a salesperson in Balcony Shoes, and assistant department manager, DSS Men's Work Clothes, and Rugs and Carpets.



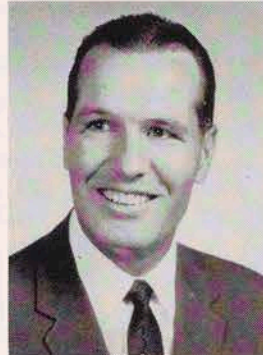
Arthur Bergland has assumed responsibility for a new department, Slippers, in addition to his other departments, Oval Room Shoes, and Salon Shoes. Mr. Bergland joined Dayton's on October 3, 1928, as a salesperson in Women's Shoes (now Salon Shoes) and was promoted to department manager there in August, 1947.



Robert Bolt has been appointed department manager of DSS Daytime Casual Dresses (formerly DSS Lady Thrift Shop), in addition to his other department, DSS Housedresses and Aprons. Mr. Bolt came to Dayton's as a merchandise trainee in 1958, and has been a salesperson and assistant department manager, DSS Men's Furnishings.



Cas Loobeck has been appointed assistant department manager, Housewares. Mr. Loobeck first worked in Stock in 1952, and was a salesperson in Housewares before taking a military leave. After returning to the Store, he became a merchandise trainee-salesperson in Housewares and has been assistant department manager of Rugs and Carpets, Toys, and Bedding. Most recently he has been sales manager of Linens, Bedding, Domestic, Art Needle, and the Trim the Tree Shop at Dayton's Southdale.



Dewey Greenhoe has been appointed sales manager of the Main Floor Shoe Area, including Salon, Young Junior, Village, Casual, Women's; Oval Room, and Children's Shoes. Mr. Greenhoe joined Dayton's in December of last year as a salesperson in Women's Shoes, after 20 years of sales and supervisory experience in the retail shoe field.



Fulton Hanson has assumed responsibility for Miss Dayton Shoes, in addition to his other departments, Casual Shoes and Bags With Shoes. Mr. Hanson joined Dayton's in July, 1948, as a salesperson in Women's Shoes. He has also been head of stock of that department, and was assistant department manager, Oval Room Shoes, before becoming a department manager in 1954.



Yvette Miskowic has been appointed sales manager, Junior Dresses, Coats, Suits, and Sportswear at Dayton's Southdale. Miss Miskowic came to the Store as a daily extra salesperson in DSS Sportswear on September 21, 1944. After becoming a regular employee, she was promoted to head of stock, DSS Blouses, Sweaters-Sportswear. Since her transfer to Dayton's Southdale, she has served as sales manager, DSS Sportswear.



Gordon Bloom has been appointed assistant department manager, Children's Shoes. Mr. Bloom came to Dayton's on September 15, 1955, as a salesperson in Sub Deb Shoes. He has also been head of stock, Oval Room Shoes, which position he held until his present promotion.

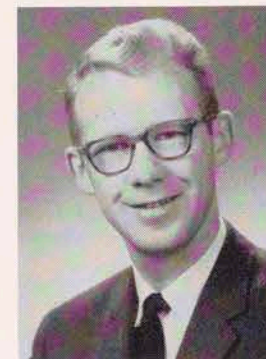
Promotions . . . Promotions . . . Promotions



Robert Fort has been appointed assistant department manager, DSS Rayons, Cottons, and Woolens. Mr. Fort came to Dayton's as a merchandise trainee-salesperson in Housewares on September 2, 1958. Most recently he has been head of stock, Housewares.



Patricia Partridge has been appointed assistant section head, wedding consultant. Miss Partridge came to Dayton's this August with experience in promotion and publicity work, as well as retail sales experience.



Kenneth Nelson has been appointed sales manager, Linens, Domestic, Bedding, and Art Needlework at Dayton's Southdale. Mr. Nelson came to Dayton's Southdale as a merchandise trainee-salesperson in that area on November 3, 1958. He has been head of stock there and in Cameras, Luggage, Sporting Goods, and Sporting Goods-Clothing at the Southdale Store.



Rita Tholen has been appointed assistant department manager, Everiday Dresses. Miss Tholen first worked at Dayton's as a member of the College Board. She became a regular merchandise trainee-salesperson in Village Sportswear on September 23, 1958, and has also worked as head of stock, Village Sportswear, and in the Children's Shop-Girls'.



Marilyn Broman has been appointed assistant department manager, DSS Misses' and Women's Better Dresses. Miss Broman came to the Store in September, 1957, as a salesperson in Junior Better Dresses. She has also worked as a salesperson in the Miss Dayton Shop, and in Lingerie as a flyer. As a merchandise trainee, she has been a salesperson and head of stock, DSS Dresses and DSS Millinery.

Hats Off . . .

. . . to these new heads of stock: Clair Thelin (DSS Men's Work Clothes); Gale Florin (DSS Infants' and Toddlers); Donald Soll (Housewares); John Bold (DSS Boys' Clothes and Furnishings); Gerald Iwasko (Bedding); Helen McShane (Bags With Shoes); David Berkman (Casual Shoes); and Rose Niederhofer (DSS Girl's Wear).

They're Retiring . . .

. . . Retiring September 1 with the good wishes of all of their friends at Dayton's were: Rudolph Peterson (Luggage), 22 years; and Maude Milks (Wrapping), 16 years.

New Locations . . .

. . . for these assistant department managers: Charles Bartholomew (Gifts), and Marguerite Firmstahl (Trim The Tree Shop).



RUDOLPH PETERSON (assistant department manager, Luggage), who has retired after 22 years at Dayton's, was the guest of honor at a picnic at Lake Minnetonka, hosted by Tom Comer (department manager, Luggage) on August 16. One of the day's highlights was a long cruise on the lake. Mr. Peterson is at the right end of the front row, next to his wife.

In Memoriam

Sincere sympathy is extended to the family and friends of Peter Olsen, who died August 26, Grant Knott, a retiree, who died September 4, and Eleanor Johnson, who died September 12. Mr. Olsen came to Dayton's on May 3, 1943, and was in Furniture Refinishing and Assembling. Grant Knott, who retired on February 1, 1949, was first employed at the Store as a daily extra in 1912, and became a regular employee on May 19, 1917. He retired as a bundler. Eleanor Johnson first came to the Store on September 8, 1948, and was a salesperson in the Children's Shop-Girls.

Sports Flashes . . .

. . . After two weeks of the season, Hudson's and Furniture are leading the Men's Bowling League with five wins and one defeat . . . All teams in the League have been in the win column this year, and Warehouse and Sprudelu are in a tie for last place . . . Kenny Siedler came through with a 599 series—only to see his team lose by four pins against Hudson's, as Marty Dowidat doubled in the last frame to hold Hudson's lead . . . Southdale Bowling League will open their season on October 7, when the bowling alleys at the Southdale Bowl are completed.

— Gordon Allard



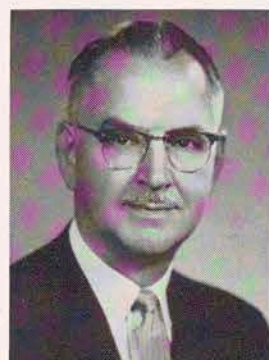
Sally Sellsmore Says...

*Courteous Customer Service
Is Always in Fashion!*

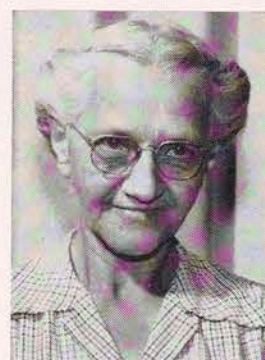
Service Pins



Alma Holen
Pre-Retailing
40 Years



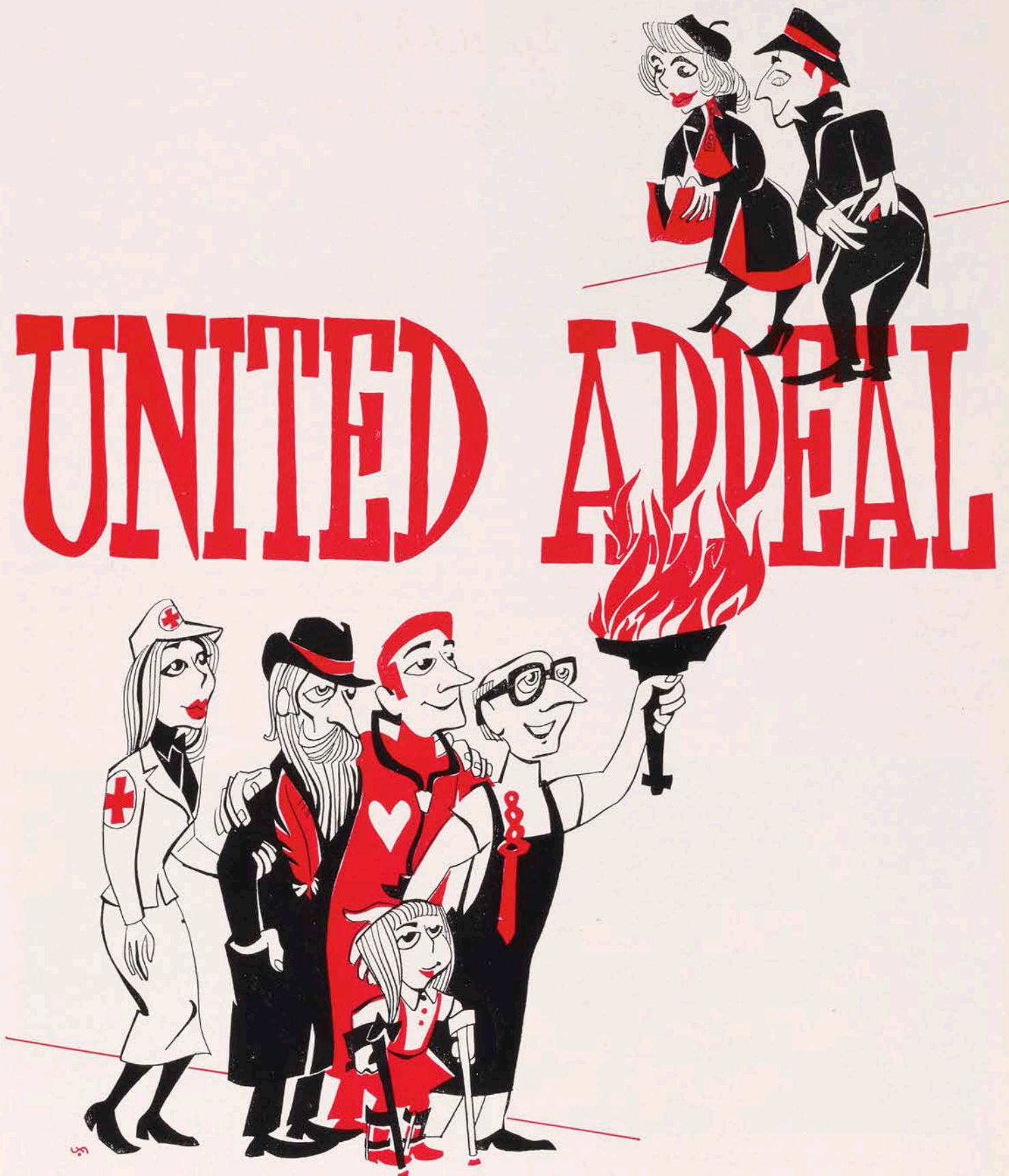
Rexford Brubacher
Divisional Merchandise Manager
30 Years



Anna Albrecht
Receiving
20 Years

Dayton NEWS

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Minneapolis 2, Minnesota
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PAT SPERLING, Editor
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EXTENSION 3070



United Appeal Drive Begins September 28

Our Sixth Annual United Appeal Drive will be in full swing during the week beginning September 28. Last year we exceeded our goal by contributing \$39,666.55. We hope to top our goal again this year and increase our financial support to each participating agency—Community Chest and Council of Hennepin County, with its 60 agencies, American Red Cross, Minnesota Heart Association, Sister Kenny Foundation, and American Cancer Society. Our United Appeal Drive gives all of us an opportunity to fulfill a moral responsibility to our community—to make it a better place for all of us and our families to live and work. *Let Us Unite to Help Our Neighbor!* Alex McArthur (divisional merchandise manager) is general chairman and heads our 1960 drive for Dayton's Downtown, Southdale, and Southdale Center. Individual chairmen are Al Barnett (general superintendent and assistant general manager, Dayton's Southdale) and James F. O'Neill (building superintendent, Southdale Center).

When we're asked to *Please Reach a Little Further* by our Community Chest, it means our dollars are vital for the support of the Chests' 60 local health, welfare, and youth services, which served over 200,000 people last year. It's a fact that one out of every two families in Hennepin County will be helped by one or more Community Chest Service this year, if we reach a little further into our pockets to help our Community Chest. *Let Us Unite to Help Our Neighbor* — by supporting our United Appeal Drive!

Keep our American Red Cross on the job—on the job to help when disaster strikes, to teach and give safety services, and to provide Junior Red Cross activities and services. There are more than 100 volunteers for every paid Red Cross Worker, but we must keep them on the job and provide them with the funds they need if we are to have their vital help. *Let Us Unite to Help Our Neighbor* — by supporting our United Appeal Drive!

Minnesota Heart Association needs our help. We need no statistics to convince us how much our dollars can help the association to learn more about heart disease and to fight it with all of the resources and skills which can and will be at its command with our continued financial aid. *Let Us Unite to Help Our Neighbor* — by supporting our United Appeal Drive!

Sister Kenny Foundation, under its expanded program, provides for treatment and for rehabilitation at the Kenny Institute, for persons of all ages with neuromuscular disabilities, including polio. It also sponsors medical research through grants to hospitals and medical schools and five-year scholarship awards to young doctors. It does all of these things—but not without our dollars. *Let Us Unite to Help Our Neighbor* — by supporting our United Appeal Drive!

American Cancer Society research is probing further into the mysteries of that dread disease. Our money can and will help these efforts to strike down and eliminate the terror and death of cancer. *Let Us Unite to Help Our Neighbor* — by supporting our United Appeal Drive!

Alex McArthur Heads Campaign

Mr. McArthur and the Dayton News visited Council House for Senior Citizens, one of 60 Community Chest Agencies that our dollars help to support. Learning about the activities at Council House can perhaps help us to realize how much our dollars mean to our neighbors.

Council House for Senior Citizens, which is located at 1502 Hennepin, aims at making it possible for persons over 60 to have many happy and productive hours. Each month, 50 or 60 new people come to Council House, "where leisure time becomes creative time."

There are many special interest groups at Council House—rug making, textile, figurine, or wood painting, community singing, wood carving, and hat making. Council House is a place to share skills with others.

An important part of Council House is its Sales Shop which is an outlet for Senior Citizens' handcraft, made in their special interest groups. The shop helps to provide an incentive for the Senior Citizens to continue their creative activity, to learn, and to earn.

Another activity center at Council House is the Lounge, a comfortable place to watch TV, play records, read books from the free lending library, play bridge, canasta, checkers, or chess, or simply to relax, chat, and learn with Senior Citizens of all races and creeds.

Friday evening programs at Council House often attract more than 900 persons. The group also takes bus trips, has its own rummage sales, and went on their first



ALEX McARTHUR does a turnabout, at the Council House Sales Shop, becoming an interested "customer" as he admires some of the handwork.

short, very successful camping trip this summer. Senior Citizens produce their own news letter each month to report their activities.

"Let Us Unite to Help Our Neighbor!" Some of our neighbors are the Senior Citizens at Council House. Our dollars are needed if Community Chest is to keep this program going and to provide enough space and equipment for their many activities.

Council House is only one of 60 Community Chest Agencies we can help to support through our United Appeal Drive. There are 59 others to help, plus American Red Cross, Minnesota Heart Association, Sister Kenny Foundation, and American Cancer Society. Let's help all of them — *Let Us Unite to Help Our Neighbor!*



HANDCRAFTS AT COUNCIL HOUSE are self-supporting through the Sales Shop. These and other Senior Citizens buy their own materials. The rugs being made here at a Social Craft period will be finished in a surprisingly short time.



SEVERAL SENIOR CITIZENS gather informally to work on their projects, under the helpful eye of their craft instructor. Members of this group have contributed various items for a noon lunch, which they'll eat together after the Social Craft period.

