



Dayton's Downtown Minneapolis department store event files

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Minneapolis Daily Herald
WEDNESDAY, SEPTEMBER 5, 1962

Norman Norell Collection Comes to Town Next Week

Friends of the Minneapolis Institute of Arts will present the Norman Norell collection at a tea in Dayton's Sky room at 3 p.m. Sept. 13.

Mr. J. Kimball Whitney, Wayzata, is general chairman of the fashion event, which is to be preceded by several luncheons given by friends of the Institute members at the Dyckman Hotel and the Minnehaha and Minneapolis clubs.

George Feyer, New York

pianist, will accompany the showing by Eastern models with a musical commentary, according to Mrs. Thomas Ruben, 2433 Sheridan Av. S., publicity chairman.

The show is open to the public, but advance reservations are required. Interested persons may call Mrs. Angus Morrison, 180 S. Lakeview Lane, Wayzata, for more information on ticket prices and reservations.

Minneapolis Daily Herald
THURSDAY, SEPTEMBER 13, 1962

657 Minneapolis Daily Herald

WOMAN'S PAGE

Page 6

Thursday, September 13, 1962

Jan Werner Reports

NORMAN NORELL—NOTHING SHORT OF PERFECTION



Norman Norell came to Minneapolis yesterday with his haute couture collection, a plane load of high style models, and a barrel full of charm. I spent a delightful hour or so talking to him . . . and found that he is a great salesman for his own ideas.

I asked him first about the masculine influence (which I had felt very strongly) in his collection. He drew himself up proudly and denied the whole thing. "This is the least masculine of ALL my collections," said he . . . and went on to explain that the little boy hats he shows and the models' severe hair-do's and makeup are merely from "the neck up." From the neck down, he insists his clothes are utterly un-masculine.

Well, judge for yourself, at the Friends of the Institute Benefit Fashion Show at Dayton's this afternoon.

As always, with any master who has been in a given business for a long time, his recollections were even more fascinating con-

versationally than his comments on current trends.

"I always knew what I wanted to be. I guess it was going to the dressmaker with my mother. I just always knew what I wanted to do." And he did it. His first job was with Charles Armour back in the 20's . . . from there to Hattie Carnegie . . . two pretty good references for any young designer.

Actually, Norell's first big impact on fashion was probably the sun-back dress. "There had been a bathing suit made with a deep cut back . . . so I cut a low back in a crepe de chine dress that was absolutely straight . . . and it became very popular." Norell has, of course, been responsible for

many innovations such as the culotte suit of a couple of years back, and the all-over sequined gown.

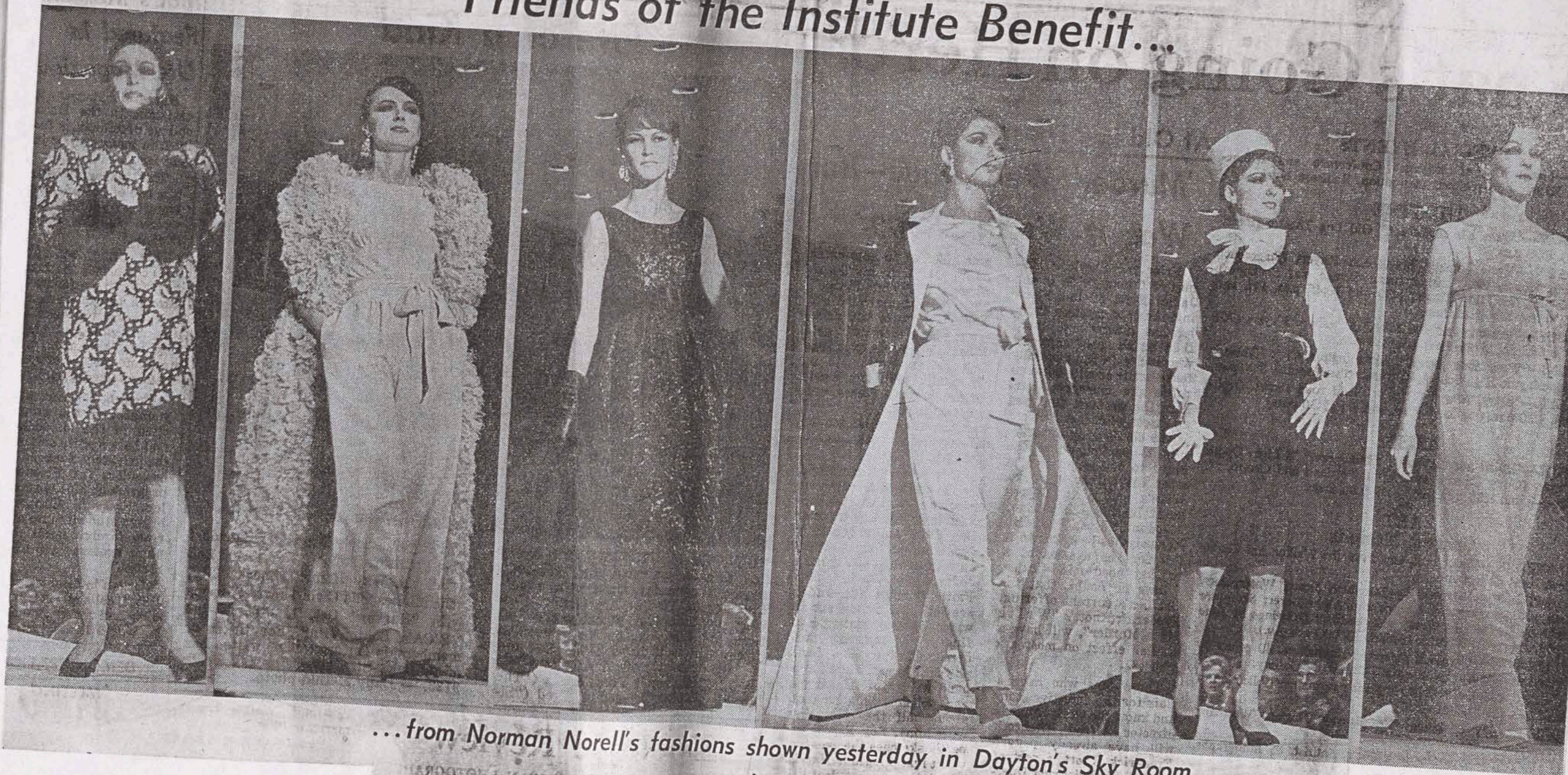
I asked him how these sequin things are made. He says each spangle is sewn on by hand . . . double-stitched . . . and that it takes forever, seemingly, to make one.

Painstaking perfection in every detail is a hallmark of Norell clothes. They are made to be worn for not just a season, but for years. Norell believes a woman who buys his very expensive, carefully constructed clothes SHOULD wear them for a half dozen years or so.

Many of his tailors are young men just off the boat from Italy, where fine tailoring is still taught.

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Friends of the Institute Benefit...



...from Norman Norell's fashions shown yesterday in Dayton's Sky Room

Minneapolis Daily Herald

WOMAN'S PAGE

Page 10

Friday, September 14, 1962

Had Pampered Childhood--

Designer Norell Is Stubborn, Exacting

By MAGGI VAUGHAN
Staff Writer

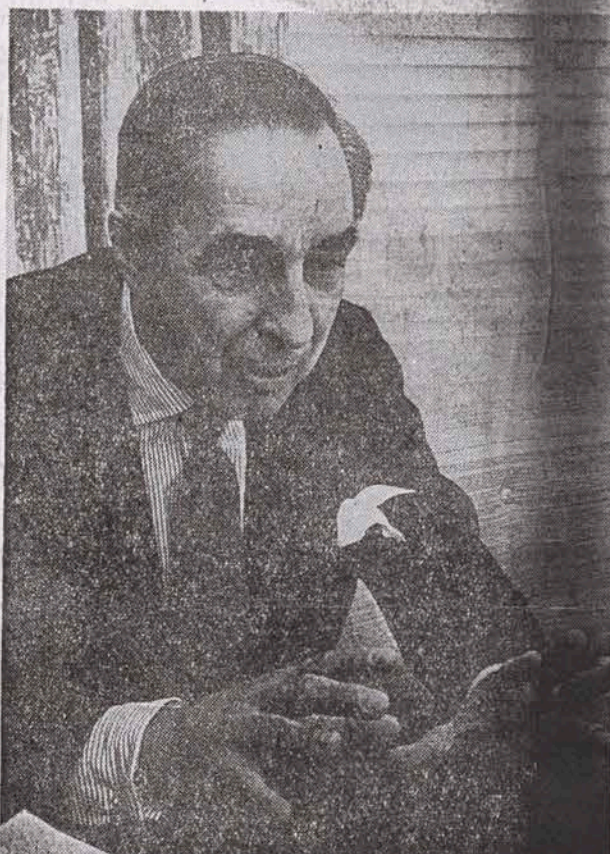
"Stubbornness is my greatest fault," admitted the famous and controversial fashion designer, Norman Norell, his brown eyes smiling.

"You see, as a child in Indiana I was often ill and my parents pampered me, let me get away with everything."

"But," he added, his voice low and soft from a recent throat operation, "the most important thing to me in the world is that I have lived these 62 years and not consciously hurt anyone."

NORELL WAS sipping coffee in his hotel suite in Minneapolis before his fall fashion show Thursday at Dayton's. Sponsors of the benefit were the Friends of the Institute.

Norell first became known in the fashion world when he joined the firm of Traina Norell, later



FASHION DESIGNER NORELL

Admits he has a deeply rooted stubborn streak

emerged as an independent designer and in 1943 won the Coty American Fashion Critics' award for launching several trends: the sequined cocktail dress, the sequined or fur-lined cloth coat, the sweater-topped evening skirt, the chemise revival and fur lounging slacks.

Neatly attired in a pin-striped shirt and charcoal suit, he explained that he does not feel "famous," but that fame does bring "a certain satisfaction — and some lonesomeness."

HE ADMITS he is not easy to work for because "I am very exacting and expect perfection which one never gets. But you come nearer to perfection if you expect it than if you don't aim for it at all."

He gets into violent political arguments with his "small circle of friends . . . but they are used to me. I get violent about many things . . . It's me!"

Norell reads "nothing but the newspapers, and those from cover to cover."



THREE OF NORELL'S MODELS

Known for dark makeup, mannish haircuts

"BOOKS SEEM DULL by comparison," he said.

He enjoys popular music, the painters of the Twenties, French society artist such as Kees Van Dongen. One of Van Dongen's oils accompanied Norell on this trip, as it inspired his early collections and his strong "feeling for the Twenties."

A "night man," he would prefer getting up at noon and working until midnight "if I had my way." After 150 trips to Europe since 1925, he admires Venice and would live in Florence, Italy, if he could select a European city for residence.

THE QUALITY Nor

likes most in women.

"charm." He describ

Mrs. Loel Guinness (w

one of the world's be

dressed women) as "t

ribly elegant, complet

unaffected and with gre

charm."

He greatly admired F

rello LaGuardia (Ne

York mayor from 1933-4

"A great man, we shou

have more like him."

said.

Six models accomp

nied Norell on this tr

each with the severe m

nish hairdo and the

treme eye makeup Nor

likes his models to wear



INSPIRATION for much of Norell's work is said to come from the palette of Kees Van Dongen, French society artist of the Twenties. One of the Dutch-born painter's works is above, and at left is one of Norell's creations, a black wool empire overskirt with satin tie belt. Unlike Norell, Van Dongen once said that he had neither memory nor per-

AUC.

George Feyer to Appear in Show Here

George Feyer, a fixture at the piano in New York's Carlyle Hotel for the past seven years, will come to Minneapolis Sept. 13 to appear in the Friends of the Institute benefit fashion show.



The event, featuring the fall collection of Norman Norell, considered America's most famous designer, will be held at Dayton's.

Feyer's listeners during the past several years have included members of the Kennedy family. President Kennedy stays at the Carlyle during his New York trips.

The pianist studied at Budapest Conservatory of music and made his New York debut in 1951. Since then, he's been a favorite on the Ivy League circuit (Yale, Vassar, Smith and Princeton) and on television.

Feyer has appeared with symphony orchestras in Rochester, N.Y., and Wheeling, W. Va.

The Indiana-born Norell—a designer from whom the Paris couture steals ideas—also is expected to appear on the program.

Funds raised will be used for additional refurbishing of the Minneapolis Institute of Arts.

Minneapolis (Minn.) Sunday Tribune
SUNDAY, AUGUST 26, 1962

Other Friends

Friends of the Institute, that group of loyal workers for the Minneapolis Institute of Arts, readying for their annual fashion show benefit Sept. 13, are rounding up committees. This year's event, featuring the fall collection of American designer Norman Norell, will be held at Dayton's.

Hostesses named by general chairman Mrs. J. Kimball Whitney include Mrs. John S. Pillsbury Sr., Mrs. John Dalrymple Sr., Mrs. Angus T. Morrison, Mrs. Richard Gale, Mrs. Philip Little, Mrs. Earl Partridge, Mrs. Harold Tearse, Mrs. Stanley Hawks and Mrs. Charles Grandin. Also Mrs. Edmund J. Phelps, Mrs. Leonard Carpenter, Mrs. Frederic Weld, Mrs. Lyman Barrows. And also Mrs. Thomas Daniels, Mrs. James Binger, Mrs. William Gregory, Mrs. Carl Jones, Mrs. Charles Meech, Mrs. G. Nelson Dayton, Mrs. Donald Dayton.

19 Tribune

THURSDAY, SEPTEMBER 6, 1962



l, open Monday and Thursday 'til 9

"Mutation Mink Breeder's Association"

Prices plus 10% tax

Millinery Salon, second floor

at 25.95 to \$225

From a collection

mink toque, \$95

Sketched: natural

FRIENDS PUBLICITY - 1962

MINNEAPOLIS STAR - TRIBUNE: March 23 - Tribune
August ? - (Star or Tribune)
August 26 - Tribune
September 6 - Tribune
September 9 - Tribune
September 11 - Star
September 13 - Tribune
September 17 - Tribune

Total number of articles: 8

ST. PAUL DISPATCH - PIONEER PRESS: September 11 - Dispatch
September 14 - Dispatch

Total number of articles: 2

MINNEAPOLIS HERALD: September 5
September 13
September 14

Total number of articles: 3

SUBURBAN PRESS - September 13 (Lake Harriet Courier
Edina-Morningside Courier
Hennepin County Review
Golden Valley Sunurban Press)

Total number of articles: 4

GRAND TOTAL: 17 articles

KSTP-TV: Covered Norell's and models arrival at airport - 1½ minutes 6:00 p.m. news
Also attempted to cover George Feyers departure from roof and airport.

WCCO-TV: Two models appeared on Arle Haebler's "Around the Town" 4:00 p.m., Wednesday, Sept. 12

started it. His wide-eyed and wide-skirted look for windy days is at left, above, in textured wool the color of ginger.

black-and-white checked bolero suit in cotton has a black patent leather belt. In the center is the version by Rem-

Norell to Appear
in City in September

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Minneapolis Sunday Tribune

MINNEAPOLIS, MINN., SUNDAY, SEPTEMBER 9, 1962

Women's SECTION

You May Be Dressed in a Norman Norell Idea EVEN PARIS COPIES THIS FORMER INDIANA BOY

Although she may not know it, today's American woman is wearing a dress or a suit or a coat first created by a soft-spoken, former Indiana boy named Norman Norell.

This year he was paid what might be his most satisfying honor when the designers of the world-famous Paris haute couture copied Norell. Different versions of the culotte (divided skirt) suit he showed to the United States two years ago showed up in the collection of Dior, Simonetta-Fabiani and LaRoche, to name a few.



Norell

And more copies of Norell's famous bolero jacket and swirling skirt of spring 1962 were turned out of New York's famous Seventh Avenue garment district than any other silhouette since Christian Dior's ankle-length "new look" of 1947.

Norell has given the American woman

the sequined cocktail dress, the fur-lined cloth coat to wear day and night anywhere, the sweater-topped evening skirt, the revival of the chemise known this season as the shift dress.

Since he began his designing career first as a part of the firm of Traina-Norell in 1941 and finally on his own since 1960, Norell has won the Coty award, American fashion's highest honor, three times. He was the first recipient of the award in 1943. In 1958 he was the first elected to fashion's hall of fame.

Norell, who likes to collect French antiques and Chinese porcelains, has often been inspired in his designs by a painting he owns by Kees Van Dongen, one of the jazz age's favorite artists.

Norell and some of his models will bring the autumn 1962 collection to Minneapolis this week to be shown at a benefit for the Minneapolis Institute of Arts.

The event, sponsored by the Friends of the Institute, will be held Thursday at 3 p.m. in Dayton's. Ticket information is available at the Friend's office at the Institute.





SKETCHED from the Norell collection are, left, pale blue hostess pajamas with sleeveless coat of ostrich feathers; center, black net evening dress with hemline and stole of black ostrich; right, evening dress with black bodice, red silk jersey skirt.



NORELL used gray and white plaid cavalry twill for a coat with a dashing military air. In the Norell tradition, the coat is big and roomy enough to fit comfortably over everything.

NORELL turned his fashion success of spring 1962 — the bolero jacket over the swirling skirt—into a trimmer-cut, opulent fur-trimmed suit for fall. The suits in many fabrics and colors were collared and hemmed in black fox.



COLOR for the ball by Norell in a sweeping floor-length gown of orange and gold brocade. All of Norell's after-five costumes are designed to move easily. What he called the "ponderous" ball gown is passe in his collection.

NORELL'S extensive collection has an ensemble for every fashion occasion. Left, another version of his fur-trimmed suit in gray wool coating with a quilted lining and black fox trim. Center, black wool empire overskirt dress with a satin tie belt at the higher waistline. Right, a sleeveless suit in a shade of cognac tweed worn with a sand wool jersey blouse.



Norman Norell Thinks:

"People always say blue is the favorite color of men. But I don't believe it. Red isn't a favorite either. I would say that most men like to see women wearing a shade of creamy beige."

"A man looks at a woman and notices how well-groomed she is—the over-all picture of her. Are her heels run over, for example? A man likes a woman to be neat. He prefers her to be a little more tailored than too fancy."

"I cannot stand the traditional cocktail

dress with its low scoop neck and its full skirt. I don't know why people feel you have to drink in a full skirt. The cocktail dress should be simple enough to take a wow of a hat."

"It's very flattering to have Paris copy my clothes. But I'm annoyed at myself for not putting culottes in the current collection. I thought I had made the best culottes I could two seasons ago. I think I was wrong. I should have had culottes this fall."

"No woman in past history inspires me, but there is a woman living today for whom

I'd like to make clothes—Mrs. Loel Guinness. She wears quite simple clothes. She has every hair in place. Her white gloves are snow white. Even though she is on best-dressed lists, it doesn't cost money to be well turned out. Mrs. Guinness doesn't buy too many clothes. But she knows what to buy and wear."

"I don't know why people insist navy blue is only a spring color. There is no reason why it should be. I love navy. I think it is marvelous with furs . . . chinchilla or mink or maybe a little sable."

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ACCOMPANYING a family songfest is the talented Barbara Odegard, shown seated here at the piano with her daughters, Sue Carol, 13, and Nancy Jane, 8.

Minneapolis Daily Herald

WOMAN'S PAGE

Page 6 Thursday, September 13, 1962

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Antique Show Features Helpful New Services

A chance for homemakers to fill out broken sets of heirloom china and silver will be available at the second an-

nual antique show at Hotel St. Paul.

Hours will be from 11 a. m. to 10 p. m. Friday and Saturday, and from 11 a. m. to 8 p. m. Sunday.

This is the first time such a registry has been organized in connection with a St. Paul antique show, according to Ben Mertens, manager of the show.

Those attending (there is an admission charge for adults) may leave a record of the silver china needed. "If they have samples to match, it makes it easier for dealers, but we can work from sketches or name of

young war refugees who helped New York state fruit farmers pick produce and prepare it for market.

The following fall she enrolled at the College of William and Mary in Virginia where she majored in English and minored in music and was a member of Kappa Alpha Theta and Chi Delta Phi, national honorary literary society.

She also worked for the Williamsburg Restoration, guiding tourists through the historic old buildings.

While at William and Mary, she met Bob who was stationed at Norfolk, Va., with the Navy.

They were married in 1945, and Barbara went back to school when Bob was sent to the Pacific.

The couple with their month-old son moved to Minnesota in April, 1946.

Her activities in this state have included Girl Scout leadership work and PTA membership (she was president of the Princeton PTA in 1959). She has also been finance chairman of the Princeton American Field Service organization and belongs to a investment club which meets at the Minneapolis Athletic club once a month.

One of her main interests, music, has been utilized in a project of adapting fairy tales to Gilbert and Sullivan tunes. Other hobbies include reading, knitting and golf.

Mrs. Odegard typically makes light of her own contribution to her husband's candidacy and adds that "I have always thought that Bob had something valuable to contribute. He has unusual ability to discuss or argue objectively, without anger, a deep sense of moral values and a rare combination of confidence, integrity and humor which wins friends wherever he goes."

Lean, crewcut Robert Odegard flattened the political hopes of stocky 24-year congressional veteran H. Carl Andersen Tuesday in Minnesota's primary.

Odegard is a farmer-impement dealer.

Models Show Own Creations

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Mpls Daily Herald 9/5/1962

Aldersgate Methodist church, 3801 Wooddale Av.

Each patrol that attended the encampment will show a few slides and talk briefly. All 48 area roundup girls will be at the meeting.

A senior workshop for planning board officers and representatives is set for Saturday at Camp Greenwood near Buffalo, Minn. The girls, who will travel by special bus, are to bring their own lunches.

'U' Hospital Group Holds Sale

University hospitals' auxiliary will hold a rummage sale from 6:30 to 10 p.m. Thursday and from 8 a.m. to 3 p.m. Friday at 2515 Riverside.

Proceeds will be used to provide small personal services to patients, according to Mrs. Ray Amberg, auxiliary chairman of special projects.

d Garden

yours has made good growth bring it into a cool light room. Set the pot on a saucer of moist sand or pebbles. If you can keep the temperature just right, say 65 degrees during the day, 55 at night, never over or under water it, and keep the plant out of all cold drafts, you may be able to make it keep its leaves. Mine do beautifully until the heat is turned on. Then they shed their leaves and resemble skinny palm trees! Of course you can dress up the bare stem by twining an ivy or philodendron around it. To make a poinsettia flower by Christmas you will have to cover it with a black cloth daily from 5 p.m. to 7 a.m. from Oct. 1 to Oct. 15. This isn't "black magic". Poinsettias are short-day plants and need these extra hours of darkness to initiate an early crop of buds.

dina some 15 years ago.

Prime function of the women's division is handling the secretarial responsibilities of the home campaign, which runs Oct. 4-25.

About 250 women volunteers man the 61 district campaign offices.

A secretarial training course Sept. 17 and 18 at the Citizens Aid building will prepare the women for handling the books and other duties of the U.F. home campaign.

The women's division handles solicitation of Symphony members, Junior

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In the Home Stretch



Campaign oratory gives way to living room conversation as Mrs. Louise Kuderling explains her stand on local and national campaign issues to a neighborhood group. Mrs. Kuderling, candidate for

state representative in the 35th Legislative district, met recently interested people at the home of Dr. and Mrs. Herbert Blashfield, 5428 Third Av. S.

Your Skirts Measure Up?

Your skirts and dresses shouldn't all be the same length. Slim skirts are usually $\frac{1}{2}$ to 1 inch longer and full skirts $\frac{1}{2}$ to 1 inch shorter than the established length for the season. Coats should be just long enough to cover the longest fashionable-length dress or suit in your wardrobe.



PAVOS
"THE SIGN OF GOOD HEALTH"

BAKING TIME AGAIN!
Glaze Fruits . . . The Finest
Nut Meats . . . The Freshest
FOR YOUR BAKING NEEDS

FOODS FOR SPECIAL
DIETS, VITAMINS FOR
EVERY NEED

Open Daily 9 to 6
Open Mondays 9 to 9
35 SOUTH 8th STREET

ETHY SALAD and one that's especially good and economical this time his attractive fruit plate. Sliced apples, grapefruit sections, grapes and filled with raisins are all that's necessary.

ADJUTANT

board of the ry to the Min-ital association 17 at the Nor-al hour will be-uncheson servedservations may cting Mrs. F. J. 5 Mackey Ave.,

ber that revolu-lways establish illard Fillmore

AT AN HAIRDO!

AND O CHIN AT ALL!



iss Ameri-

Woman About Town . . .

By KAREN LOECHLER

WOMEN'S EDITOR

During the past two weeks these pages have compared the suburban homemaker of today with pioneer women of days long gone on one hand and glamorous Hollywood actresses on the other. Maybe we've overdone it a bit. Maybe you've smiled to yourself and thought, "this is too much." Perhaps you're right. Nevertheless we hope that the stories may have been instrumental in encouraging you to think about the role a homemaker plays in suburbia. Today we tell you why. Beginning today and continuing through Oct. 20 Minneapolis Suburban Newspapers is joining in a nation-wide search to find the National Suburban Homemaker of the year.

WE'RE EXCITED about it at MSNI and hope that you will share our enthusiasm. In the relatively few years since the coming of age of the American suburb enough words have been written to fill several hundred volumes explaining "why." We think a most significant "why" may have been overlooked.

WHO'S THE TRUE VIP of suburban living? Consider the homemaker carefully before you cast your vote.

The demands upon her are "small." Just be a trim and attractive companion for her husband, a meticulous housekeeper despite the fact that her home is often a grand central station for her youngsters and their friends, a teacher to help the kids smooth over the rough spots in their lessons . . . a confidante when the man of the house has a problem . . . a doctor and nurse when illness arrives on the scene . . . a vigorous campaigner for community improvement, a culinary artist who delights in discriminating tastes . . . a center of spiritual strength in the home.

WE'RE CONFIDENT there are outstanding homemakers in your neighborhood. Help us find them.

When Norman Norell shows his newest fall and winter fashions to Friends of the Minneapolis Institute of Arts today at 3 p.m. at Dayton's, he'll reveal the finest advice and taste in today's fashion market.

THERE'S MORE VARIETY in suits than usual . . . first little jersey dresses with easy belted sweater-like jackets will be big . . . the autumn "suity" suit is a necessary adjunct to every woman's wardrobe . . . sleeveless suits can be easily worn in early fall or all winter long under coats . . . the newest - winter suits made of coating are warm enough to wear through the winter without coats.

Most coats on the fall scene will be loose and comfortable to accommodate all dresses.

Afternoon and dinner dresses are for the most part made in black cloth, simple and easy--all shape--achieved by work inside the dress.

NORELL'S BALL GOWN collection doesn't include a single ponderous gown. Skirts are either slim or arched. A wide variety of fabrics are employed . . . silk jersey, heavy crepe, velvet, brocade, faille, damask, satin and embroidery. At home dresses are more luxurious than ever.

The season's wedding dress is very simple, made of the richest satin in the world.

tution was accomplished. Mrs. Gordon Dhein of Wayzata acted as consultant to the constitution committee. Mrs. Dhein, a registered parliamentarian, will continue to advise the group on procedure.

MRS. ROBERT COLEMAN of Richfield appeared on behalf of Irving Keldson, third district congressional candidate.

Preliminary plans for a Celebrity ball were outlined by Mrs. Robert Green of St. Louis Park. This affair is scheduled for Oct. 13 at the Nicollet hotel. Assisting Mrs. Green as co-chairman will be Mrs. Burns.

Mrs. Burns stated a meeting of the executive board would be called as soon as possible. Following this members would receive their membership cards, copies of the constitution and Volume II of the club newsletter, the Suburbocrat. Plans for the coming year will be announced at that time.

Judd to Address Senior Citizens

How governments - local, state and national - can, and should, best serve the needs and interests of the nation's elderly citizens will be discussed by Fifth District Congressman Walter H. Judd at a Senior Citizens area-wide meeting beginning at noon Saturday in the Pillsbury House at 320 Sixteenth Ave., S.

The meeting is being sponsored by the Legislative Goals committee of the Senior Citizens council, composed of representatives from more than 70 different Senior Citizens clubs throughout Minneapolis and suburban areas.

According to Arthur C. Hanson of 3046 Blaisdell Ave., secretary, all senior citizens are invited to attend.

Mr. Hanson said that as many as 500 persons are expected for the meeting featuring Congressman Judd. Those who attend, he said, should take sack lunches. Coffee and cakes will be served free.

The red and white curtain made for the kitchen are s attractively by red arti flowers standing on the le white pots.

Growing house plants i other interest of this homer and she has one simply enor asparagus fern on her porch side, her tastes run to old ioned flowers. Holly march along one side c house and great sunflowers er the vegetable patch in THAT VEGETABLE P is still producing perfectly rhubarb, as much a surp Mrs. Milbert as anyone el: shared a piece of this ri cake, but anyone who wa make it now may have to l the chief ingredient fro Milbert garden.

RHUBARB CAKE

- 1 1/2 C. Brown sugar
- 1/2 C. Shortening
- 1 C. Sour Milk
- 1 tsp. Soda
- 1 Egg
- 1 tsp. Vanilla
- 2 C. Flour
- 1 1/2 C. Rhubarb, raw
- 1/2 C. Sugar

Mix ingredients in orde ing the last two ingredie gether before adding. Bak degrees for 30 minutes. S 1/2 C. sugar mixed with cinnamon over top.

EVEN BETTER than cake, Mrs. Milbert's fam fish. They caught 18 no on a recent vacation tri ate some and gave som and some they froze, i to eat them later we couldn't wait," said "we ate them right aw way." Kathy remarked mother was the only c would not help to clean but she admitted that ma the cooking.

The three oldest chil tend St. Joseph's scho the youngest attend K Curran school. Mrs. tries to treat the twin dividuals and says it he siderably that they do very much alike. Siste thinks twins are a fi but was sorry they co girls.

Just off Hopkins' mai at 33 S., 12th Ave., live Don Milbert, his wife dren. It is a homey pla the children think of the as smiling.

NORMAN NORELL

The Friends of the Institute and

Dayton's Oval Room®

present the fall collection of

NORMAN NORELL

Thursday,

September 13, 1962

at 3:00 p.m.



1. Fox trimmed grey costume with Eton cap.
2. Fox trimmed beige twill coat over sleeveless black dress.
3. Light camel coat over brown jersey dress.
4. Beige twill coat trimmed with Russian Crown sable.
Black jersey midriff dress.
5. Grey twill officer's coat. Sleeveless black jersey dress.
Black velvet man's cap.
6. Double-breasted Oxford grey tweed suit worn with velour
fedora hat.
7. Daytime cheviot wool puffed sleeve suit worn with fedora hat.
8. Fox trimmed red plaid suit with matching hat.
9. Navy chinchilla wool suit trimmed with black dyed fox
worn with Eton cap.
10. Double breasted grey and white plaid coat with puffed sleeves
worn with marigold fedora. Grey jersey dress.
11. Brown and camel tweed suit, whirled, gored skirt,
worn with sailor hat.
12. Beige officer's coat with black velvet collar worn with
black velvet cap.

PIANO INTERLUDE — GEORGE FEYER

Executive Committee of The Friends of the Institute

Mrs. Thomas Crosby, President
Mrs. Hadlai Hull, First Vice President
Mrs. John de Laittre, Second Vice President
Mrs. A. B. Overstreet, Secretary
Miss Frances Baker, Treasurer
Mrs. Howard Selover, Assistant Treasurer
Mrs. John Moffett, Museum Shop
Mrs. Boris Sokoloff, Programs
Mrs. Atherton Bean, Luncheons
Mrs. Robert Keith, Publicity
Mrs. Robert Schmidt, Hospitality
Mrs. J. Kimball Whitney, Fashion Show
Mrs. Paul R. Thatcher, Hostesses
Mrs. John R. Savage, School Coordinator
Mrs. Jule Hannaford, St. Paul Representative
Mrs. Rex W. Cox, Membership
Mrs. William Crear, Jr., Volunteers
Mrs. John S. Winston, Projects

Fashion Show Committee

Mrs. J. Kimball Whitney, Chairman
Mrs. Stephen F. Keating, Co-chairman
Mrs. Malcolm D. Campbell, Invitations Chairman
Mrs. Angus T. Morrison, Ticket Chairman
Mrs. James G. Fullerton III, Usher Chairman
Mrs. Lyman Barrows, Hostess Chairman
Mrs. Thomas H. Ruben, Publicity Chairman
Mrs. Samuel H. Rogers, Luncheon Chairman
Mrs. Jule Hanaford, St. Paul Chairman



13. Grey wool jumper suit, silk surah blouse, worn with Eton cap.
14. "V" neck beige jumper suit worn with surah sailor hat.
15. Cork tweed jumper suit with jersey blouse worn with jersey sailor hat.
16. Red wool jersey costume worn with jersey beret.
17. Toast-colored wool tweed midriff dress.
18. Late-day black wool sheath dress.
19. Black two-piece overblouse late-day dress worn with black beret.
20. Black wool sleeveless sheath dinner dress.
21. Daytime black jersey dress with wide leather belt.
22. Silk, satin-faced blonde and white checked dinner costume.
23. Red wool jersey costume with tie belt on jacket and matching beret.
24. Purple wool jersey costume with patch pockets worn with white beret.

PIANO INTERLUDE — GEORGE FEYER

Once again it is my privilege on behalf of Dayton's to salute the Friends of the Institute on their annual Fall show. We are particularly honored in being asked to share in the effort. For through it, as through all of the Friend's projects, the entire cultural atmosphere of our community benefits. Over the past we have witnessed the Christmas Festivals, the opening of the Museum shop, the flourishing of the Little Gallery, and presently, the exciting growth of the Junior Theater. As a direct result of these Fall shows, we have watched and enjoyed a steady and gratifying refurbishing of the Institute. Such a list of accomplishments can obviously come only from an enthusiastic and dedicated organization which we know the Friends to be. Today's show represents but another triumph in your long list of magnificent accomplishments. And so to this year's energetic executive committee and the splendid fashion show committee we extend our sincerest congratulations.

Bruce B Dayton



25. Black satin dinner dress. Draped turban with ostrich feathers.
26. Black satin camellia trimmed dinner dress.
27. Jet fringed overblouse cocktail dress.
28. Black wool shift cocktail dress with beaded sash and bugle trimmed skirt.
29. Black all-over sequinned "V" neck cocktail dress.
30. Black velvet three piece dinner dress.
31. Short pink evening gown trimmed with beads and stones and matching stole.
32. Short black cocktail dress with satin cummerbund.
Fox trimmed gold and black silk brocade coat.
33. Black organza sequin embroidered evening gown.
34. Black velvet evening costume with wide satin belt,
trimmed with fox.
35. Black long evening gown with lynx trimmed stole.
36. Black and gold-sequinned full-skirted evening gown.

PIANO INTERLUDE — GEORGE FEYER

The Friends of the Institute thank Dayton's and the 1962 Fashion Show Committee for presenting this exciting benefit. The reputation of the Fall Fashion Show has been built over the years by the combined desire of Dayton's and the Friends to bring you the best in fashion presentation.

This afternoon we are especially privileged to have Norman Norell here with his renowned collection, and we proudly present George Feyer, well-known for his skill and originality at the piano, to provide the musical commentary.

Since Norman Norell is the top creative designer in fashions with such a high calibre of creativity, more than ever the link between fine arts and fashion is narrowed. The show today becomes, then, particularly appropriate, in light of its benefit purpose.

We of the Friends are grateful for such a generous and enthusiastic audience. Together, all of us are helping to raise funds for the Art Institute.

Thank you all so much.

Ella P. Crosby



37. Brown and white crepe Empire evening gown.
38. Black velvet puffed sleeve evening gown with white taffeta skirt.
39. Black velvet puffed sleeve evening gown with flowing blue silk jersey skirt.
40. Long green sequinned evening gown with tulip top and low back.
41. Black silk brocade evening coat costume trimmed with fox.
42. Velour de coupé pink and white evening gown with slight train.
43. Beige Empire dress with olive green, sable trimmed satin coat.
44. Flame and gold gauze evening gown with train.
45. Ice blue "at home" pajamas with blue ostrich feather coat.
46. Fuschia brocade evening gown and matching stole trimmed with Russian Crown Sable.
47. White satin "at home" two piece pajamas with red velvet coat.
48. Black flared sheer gown with hanging sequins.
49. White satin wedding gown. Veil with round crown halo.

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 1962 Norman Norell showing will be used for a much needed renovation of the Institute auditorium.

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.



NOTES:

NORMAN NORELL

New York models in order of appearance:

Claudia, Clare, Yvonne, Dorine, Ursula, Judy.

SALES PROMOTION PLAN SHEET

NAME OF EVENT AMERICAN DESIGNERS' FASHION SHOW

DATE OF EVENT September 13, 1962 - 3:00 p.m.

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

STORES INVOLVED:

Downtown ☒ Southdale ☐ Rochester ☐

GENERAL INFORMATION

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

This year's American Designers' Show will feature the Norman Norell collection.

Mr. Joseph Wright will be responsible for the coordination of the show.

Mr. Thomas Jeglosky will work with the Friends Committee on invitations, tickets, ushers, publicity and hostesses. He will work with Mr. Ledder on details of the tea.

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.

Mrs. J. Kimball Whitney is Chairman of the Friends of the Institute Committee, and Mrs. Stephen Keating is Co-Chairman.

INVITATIONS

Mrs. Malcolm Campbell
Miss Lillian Havens
Mr. Jeglosky
Mr. Wright
Mr. Skaaden
Mr. Segerstrom

Invitations, tickets, reply cards, programs are all to be designed and executed by Dayton's advertising department. Lillian Havens is in charge of assembling and addressing all invitations other than members of the Friends. Invitations to the Friends will be hand-addressed by a committee under Mrs. Campbell. This same committee will also stuff and mail all invitations starting Monday, July 23. Invitations will be delivered to the Fire Place Room of the Art Institute Friday, July 20 by 3:00 p.m. Mailings to the Friends is planned for the week of August 13; to the remainder of the list the week of August 20.

Invitations will be imprinted with the return address of the ticket chairman: Mrs. Angus T. Morrison, 180 South Lakeview Lane, Highlands, Wayzata.

TICKETS

Mrs. Angus T. Morrison
Friends Chairman
Mr. Segerstrom
Mr. Skaaden
Mr. Jeglosky

The Friends 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 the Friends. All seats will be allocated in order of the receipt of requests.

Seating plans and tickets will be sent to the Friends the week of August 13.

Reservation cards for the Friends will be stamped with the Friends symbol to facilitate seating.

TICKETS cont'd.

Mr. Jeglosky will send complimentary tickets to the members of the press in the name of the Friends. These names will then be entered on the seating chart.

A ticket information desk will be set up in the Sky Room lobby on Thursday, September 13, at 11:00 a.m.

PUBLICITY

Mrs. Thomas Ruben
Friends Chairman
Mr. Jeglosky

The Friends Publicity Chairman will handle publicity. A general blueprint will be developed in cooperation with Dayton's and Dayton's will assist where it 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, will be sent to and arranged for with the local press. A general announcement will be sent to all suburban newspapers.

USHERS

Mrs. James Fullerton III
Friends Chairman
Mr. Jeglosky

Thirty ushers will be selected by August 13 from the Friends' membership list. They will meet in front of the Sky Room by 1:30 p.m. on Thursday, September 13 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. Ushers will leave their purses in the Sky Room office.

HOSTESSES

Mrs. Lyman Barrows
Friends Chairman
Mr. Jeglosky

The Hostess Committee Chairman 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. The chairman will work out table assignments. Names to be submitted by August 1.

FASHION SHOW

Mr. Wright
Mr. Soiberg
Miss Sandman
Mr. Rosati

Mr. Soiberg will work with Mr. Norell on the fashions to be shown and arrange for their transportation to and from Minneapolis.

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.

Display will be responsible for the stage setting, the runway and lights. All must be completed by 4:00 p.m. Wednesday, September 12. Display will also be responsible for seeing that screens are set up to block view by the dressing room.

Perfume samples as favors have been arranged for through Mr. Irv Sharp and will be distributed by the ushers at the show.

Mr. George Feyer, pianist and cafe society favorite, has been engaged for piano "commentary" and entertainment. Jerry Mayeron has been engaged for the rehearsal and for standby.

REHEARSAL

Mr. Wright
Miss Sandman
Mr. Ledder
Mr. Jeglosky
Mr. Elliott

There will be a full dress rehearsal on Wednesday, September 12 at 7:00 p.m. in the Sky Room.

A buffet supper will be served in the West Room from 5:45 - 7:00 p.m. for models, show workers, and members of the Friends Committee. List of all to attend will be given to Protection.

REHEARSAL cont'd.

Counters along Main Floor entryway will be kept uncovered the night of the rehearsal.

MODELS

Mr. Wright
Miss Sandman
Mr. Jeglosky

Mr. Wright will work with Mr. Norell on the hiring of the models for the show. Plane reservations, hotel reservations and transportation to and from the airport will be handled by Mr. Wright and Mr. Jeglosky.

Miss Sandman will arrange fitting, backstage and other details of models following their arrival.

On Thursday afternoon, September 13, all models are to be in the dressing rooms at 2:15 p.m. for the 3:00 p.m. show. Models should have checked out of their hotel rooms and checked their personal luggage with the hotel bell captain.

UNDER NO CIRCUMSTANCES WILL A PLANE BE HELD FOR THE MODELS.

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

TEA

Miss Mary St. Clair
Mr. Ledder
Mr. O'Donnell
Mr. Jeglosky

Eight tea tables will be arranged in the East and West Rooms and the Oak Grill. Mr. O'Donnell will be responsible for arranging and ordering the flowers. Miss St. Clair will be responsible for the services and arrangements. Tea will be held immediately following the show at approximately 4:00 p.m. Place cards will be placed at each table designating who is pouring.

TRAFFIC CONTROL
Mr. Van Kalsbeek

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

ELEVATORS
Mr. Elliott

Automatic elevator service will be available for those attending the show rehearsal on Wednesday evening, September 12. There will be no special elevator service the day of the show itself.

SEATING
Mr. Elliott
Mr. Ivey

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

MAINTENANCE
Mr. Elliott

The day of the show, all food service counters are to be removed.

Thomas Jeglosky
Special Events
Ext. 3018

July 20, 1962

COPIES TO: Operating Committee
Mdse. Vice Presidents
Div. Mdse. Managers
Publicity Group
Mr. Soiberg
Mr. Ed Anderson
Mr. Donal O'Donnell
Mr. Robert Ledder
Miss Frances Olson
Miss Lillian Havens
Miss Nancy Sandman
Mr. Van Kalsbeek
Mr. George Elliott
Mr. George Tesar
Mr. Lundegard
Mr. Robert Berthold