



## Dayton's Downtown Minneapolis department store event files

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September 11, 1963  
Dayton's Sky Room, 12th Floor

Section	Row	Seat
6	N	

Section	Row	Seat
6	N	

# *ben zuckerman*

## FASHION SHOW

Presented by Dayton's Oval Room  
in the Sky Room 3 o'clock,  
Wednesday, September 11, 1963  
Tea following the show

THE FRIENDS OF THE INSTITUTE

\$7.50

Reservation card for

*ben zuckerman*

FASHION SHOW



Please send me \_\_\_\_\_ tickets at \$7.50\* each.

I am enclosing a check payable to

The Friends of the Institute for \$\_\_\_\_\_

Please mail my tickets to the address below

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Ticket requests will be honored in the order received.

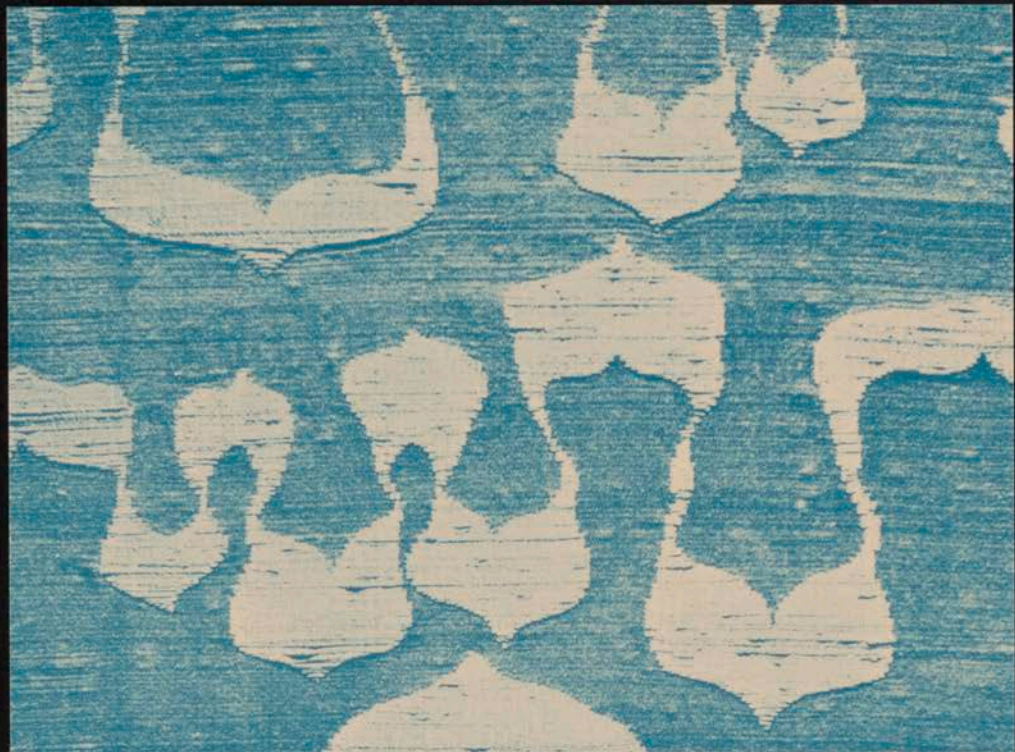
\*Tax Deductible

Thank you for your support of The Friends' Benefit Fashion Show. We are happy that you will be with us. Should the unforeseen occur and you find that you are unable to use your ticket, would you be kind enough to donate it for resale to help increase our proceeds and fill every seat?

Telephone numbers: Mrs. G. Richard Slade  
Greenwood 7-2414

Friends of the Institute  
Federal 5-4256





The Friends of the Minneapolis Institute of Arts  
and Dayton's Oval Room  
take great pride in presenting  
the collection of Ben Zuckerman  
on Wednesday the eleventh of September  
at three o'clock Dayton's Sky Room  
Tea



The book cover features a complex, abstract pattern in shades of blue and white. The pattern consists of irregular, organic shapes that resemble a marbled paper or a microscopic view of a material. The colors range from a deep, dark blue to a light, almost white blue. The overall effect is textured and visually busy. The title 'ben zuckerman' is printed in a classic, blue serif font, oriented vertically along the right edge of the cover. The text is a solid blue color that matches the darker tones of the background pattern.

*ben zuckerman*



**Officers of The Friends  
of the Institute**

Mrs. Hadlai Hull, President  
Mrs. Charles Meech, First Vice President  
Mrs. Malcolm Mackay, Second Vice President  
Mrs. Angus T. Morrison, Secretary  
Miss Frances Baker, Treasurer  
Mrs. Clifford F. Anderson, Assistant Treasurer

**Fashion Show Committee**

Mrs. Stephen F. Keating, Chairman  
Mrs. James G. Fullerton III, Co-chairman  
Mrs. Robert Cosgrove, Invitations Chairman  
Mrs. G. Richard Slade, Ticket Chairman  
Mrs. Edmund J. Phelps, Jr. Usher Chairman  
Mrs. Stanley Hawks, Hostess Chairman  
Mrs. Russell M. Bennett II, Publicity Chairman  
Mrs. George Fullerton, Luncheon Chairman  
Mrs. Donald G. McNeely, St. Paul Chairman

The Friends of the Institute and

Dayton's Oval Room®

present the fall collection of

*ben zuckerman*

Wednesday,

September 11, 1963

at 3:00 p.m.





**Mrs. Morris Chalfen with "Cricket"**

1. Sea Mist, Italian loomed wool tweed suit
2. Absinthe, Italian houndstooth check suit
3. India Blue wool basketweave suit
4. Shell Pink wool basketweave suit
5. Pseudo Pearl wool basketweave suit
6. China Rose wool tweed suit
7. Melon flare coat
8. Delft Blue fitted coat
9. Sulphur beige semi-fitted coat
10. Aqua Mist spoon back coat
11. Opaline single-breasted coat
12. Blue Cloud empire coat



**Mrs. John Cowles, Jr. with "Wilhelmina"**

13. Palomino, nutria-lined costume
14. Mocha cavalry wool twill with jungle cat lining
15. Bisque costume with jungle cat lining
16. Flame, fox-trimmed costume
17. Desert Pearl, fur-lined costume
18. Pebble, fox-trimmed walking suit
19. Sable, herringbone wool tweed suit
20. Glen plaid suit
21. Slate double-breasted suit
22. Black-white houndstooth check vested suit
23. Black petitpoint tailored suit
24. Black cobra-trimmed fitted suit

*BBA*  
*June*





**Mrs. Loring Staples, Jr. with "Duchess"**

25. Orient Spice, wool tweed costume with wool jersey dress
26. Tango Red, wool tweed costume with wool jersey dress
27. Oak, Plaid unlined coat with taffy wool jersey dress
28. Renoir Red, silk dry crepe dinner dress
29. Whistler White, silk dry crepe dinner dress
30. Sargent Black, silk dry crepe dinner dress
31. Sargent Black, bat wing dry crepe dinner dress
32. Sargent Black, shaft dry crepe dinner dress
33. Sargent Black, cowl neck dry crepe dinner dress
34. Black flowered brocade costume
35. Black matelasse costume
36. Black French brocade costume

*more listed on flap*



**Mrs. John Pillsbury, Jr. with "Misty"**

37. Desert Pearl, tapestry-lined wool costume
38. Delft Blue, brocade-lined wool costume
39. Treasure Gold, brocade-lined wool costume
40. Alouette Gold, fitted brocade costume
41. Fantasy Blue, brocade reefer costume
42. Bittersweet brocade tunic
43. Ruby, two-piece silk velvet dress
44. Ruby, Ottoman-trimmed velvet costume
45. Ruby, fitted velvet costume
46. Black cowl-neck crepe dinner dress with brocade vest
47. Black wool jersey dinner dress with broadtail mink-trimmed jerkin
48. Black wool crepe dinner dress with white broadtail overblouse







**Mrs. William Dobson with "Reddy"**

- 49. Electric Blue double breasted theater coat
- 50. Festival Red theater coat with black wool crepe dress
- 51. Paris Pink theater coat with black wool crepe dress
- 52. Shell Beige tapestry costume
- 53. Melon wool and brocade costume
- 54. Alouette Gold brocade costume
- 55. Sulphur Beige wool and brocade costume
- 56. Emerald velvet costume with brocade dress
- 57. Aqua Mist wool tweed theater coat with wool jersey dress
- 58. Ruby velvet costume with brocade dress
- 59. Tahiti Blue tapestry theater costume
- 60. Black velvet fitted costume with chinchilla scarf

White silk satin crepe bridal gown

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 1963 Ben Zuckerman 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:

### Models — from New York

Peggy Weisz  
Mary O'Brien  
Jan Sullivan  
Fern Bacher  
Cynthia Gabriella  
Ann Powers  
Jeanne Antuck  
Sandra Wright  
Ulla Ohlsson

### Models — from Twin Cities

Mary Schons  
Sue Knechtges  
Shirley Hawkins  
Grace Jacobs

### Perfume

A special thanks to Guerlain for letting us preview their new fragrance, Chant l'Aromes, arriving soon from France









## Suburban Living

ESPECIALLY FOR WOMEN

### Ben Zuckerman To Show Fashions September 11

Ben Zuckerman, American designer of women's suits and coats, will show his 1963 fall collection at the American Designers' Fashion show in Dayton's Downtown Minneapolis Sky Room, Sept 11 at 3 p.m.

The show is given by Dayton's annually as a fund raising project for the Friends of the Institute. Proceeds benefit the Minneapolis Institute of Art.

The show is open to anyone who wishes to attend. Tickets are available through Mrs. G. Richard Slade of Wayzata; phone 473-4774.

Mr. Zuckerman, is one of four American fashion designers in the permanent Fashion Hall of Fame, an honor awarded annually in New York by fashion critics and retailers.

The other "big three" of American couture are James Galanos, Pauline Trigere, and Norman Norell.

Friends of the Institute committee members, all of Way-

zata, are: Mrs. Stephan F. Keating, chairman; Mrs. James G. Fullerton 111, co-chairman; Mrs. Edmund J. Phelps, Jr., ushers; Mrs. Russell M. Bennett II, publicity; Mrs. Robert Cosgrove, invitations; Mrs. G. Richard Slade, reservations; Mrs. George Fullerton, luncheons. Mrs. Stanley Hawks of Minneapolis is in charge of hostesses. The St. Paul representative is Mrs. Donald G. McNeely of White Bear Lake.

Ushers, all of Wayzata, are: Mmes. Salisbury Adams, Bradley C. Bowman II, Douglas Dayton, Fredrick Herfurth, William Humphrey Jr., Harrison Johnston Jr., Winton Jones, Charles N. Marvin, Robin Mix, Charles B. Sweatt Jr., David M. Winton, Kenneth N. Dayton, Howard T. Fox, Ben Shank Jr., Richard H. Vaughn, Walter W. White, Olive C. Dobson, William B. Horn, George H. Partridge, Harold H. Tearse Jr., and Charles K. Velie Jr.



## Friends of Institute's Vote Held

Minneapolis Friends of the Institute elected two new officers at their annual meeting Thursday endorsing the full slate recommended by the nominating committee.

Mrs. Hadlai A. Hull, Wayzata, was re-elected president, Mrs. John Pillsbury Jr. was named first vice president and Mrs. George Fullerton, treasurer.

Re-elected were Mrs. Malcolm S. Mackay, second vice president; Mrs. Angus T. Morrison, secretary, and Mrs. Clifford Anderson, assistant treasurer.

Mrs. Hull, in her annual report, itemized these points:

Over 500 women are serving as Art Institute volunteers, highest number on record.

The evening division of Friends, headed by Sue Russell, has 25 members who meet once a month in the Fireplace Room.

In the tour guide program, 33 Friends have conducted 140 tours. This program is directed by Nancy Record of the Institute education staff.

The Thursday programs, seven so far, have been "almost too successful." The response has been so high, some people have been turned away from luncheons.

The museum shop, as of Oct. 31, showed an increase of 40 per cent in gross profits over 1962. The shop has repaid \$1,100 of its indebtedness to the Friends; expects to pay the balance after Christmas.

The October art sale grossed \$13,222, of which the Friends expect to net around \$2,000.

Membership has grown from 1,057 in 1962 to 1,156 or by 99.

Mrs. Hull presented a

check for \$5,200.42 to Walter G. Robinson, president of the Society of Fine Arts, representing proceeds of the 1963 fashion benefit in September. A gift of \$500 from designer Ben Zuckerman, who brought his fall collection for the show, boosted the proceeds to \$5,700.22.

The president also announced a gift of a slide projector for auditorium programs from Mrs. Theodore Gary, Friends member. Part of the fashion show proceeds were to be used to purchase this equipment. It will be used instead for a motion picture projector.



Mrs. Hull



## ABOUT PEOPLE

By MARGARET MORRIS

Minneapolis Tribune Staff Writer

It's getting so everything is launched these days with a brunch, luncheon or cocktail party.

The Friends of the Institute docents (defined by Webster as short for the Greek privatdocent, teacher or lecturer) will lift off the season at a kickoff brunch today in the home of Mrs. John Pillsbury Jr. She is the chairman of this program.

Both new and experienced guides will meet at 11 to exchange ideas over coffee and become acquainted in advance of the Institute's fall tours.

Among those who will be there are Mrs. Hadlai Hull, Friends president; Mrs. Rex Cox, the loyal member from Fargo who commutes the 257 miles regularly for Friends meetings and associated activities; Mrs. Lyndon King, Mrs. James M. Henderson, Mrs. Jule M. Hannaford, Marion Cross, Mildred Bird, Mrs. J. C. Rapp, Mrs. Joseph Mason Jr., Mrs. Edward Ritchell.

Also Mrs. Robert Schmidt, Mrs. John Laird, Mrs. Wallace Russell, Mrs. John Winston, Mrs. Thomas Wright, Mrs. Austin Caswell. And these new docents—Mrs. Gerald Erickson, Mrs. Kathryn L. Moors and Mrs. Day Oakes, St. Paul.

### Busy Friends

On the Friends' bulging calendar this week also is an informal opening of paintings by John C. Lorence Jr. this evening in the Little Gallery.

And Wednesday is their big fund-raiser, the benefit fashion tea in Dayton's Skyroom featuring the fall collection of New York designer Ben Zuckerman.

Hostesses, many of them past presidents, include Mrs. Thomas Crosby, who was president the last two years, Mrs. G. Nelson Dayton, Mrs. Donald C. Dayton, Mrs. Bruce Dayton, Mrs. John Pillsbury, Mrs. John Dalrymple, Mrs. Angus W. Morrison, Mrs. Richard Gale, Mrs. Philip Little Jr., Mrs. Earl Partridge, Mrs. Stanley Hawks.

Also Mrs. Ruth Bovey Stevens, Mrs. Charles Grandin Jr., Mrs. Edmund Phelps, Mrs. Leonard Carpenter, Mrs. Frederic Weld, Mrs. Lyman Barrows, Mrs. Harold Tearse, Mrs. James Binger, Mrs. Carl Jones, Mrs. Charles Meech and Mrs. Hull.

### Toothsome

The Women's Association of the Minneapolis Symphony Orchestra, pushing off its 1963 ticket campaign, reviewed tactics over luncheon Monday in the Sheraton-Ritz Hotel.

Campaign chairman Mrs. William Crear Jr. took the microphone to outline the new concept of tickets "tailored to your needs." All the ideas, she said, "were stolen from somebody as well as the somebodies" in the endless search for ways of winning more takers.

Credit was passed out generously to a long list of energetic workers, including Mrs. Monroe M. Tapper, "ticket tailor," and her alternate, Lillian Beaver, who will staff the campaign office on the third floor at 55 S. 8th St.

Others introduced were Mrs. Irving Greenfield, Mrs. Henry Wolf, Mrs. Don Rosacker, Mrs. Harry Campbell, Mrs. C. P. Linsmayer Jr., Mrs. Maclay Hyde, Mrs. Sam Dikel, Mrs. Edward Clapp, Mrs. Leonard Eiseman, Mrs. Rosalie H. Willkie—and from St. Paul, Mrs. John Teisberg, Mrs. James Mugg, Mrs. R. N. Cunningham and Mathilda Heck.



## How Catholics View Birth Control

First of four articles

By GEORGE BARRETT  
New York Times Service

NEW YORK, N.Y. — The subject of birth control, long regarded by members of the Roman Catholic Church as a dangerously sensitive issue to discuss, is today stirring a profound ferment in the Catholic community.

Discussions among both the clergy and the laity turn often to birth control now as increasing numbers of Catholics discover that the topic they have looked upon as a matter of faith and morals beyond their right to question actually falls within their province to examine.

The dialogues indicate that the so-called "Catholic attitude" on birth control actually encompasses many attitudes.

IT IS CLEAR, however, that a shift in emphasis is occurring in large sections of the Catholic Church.

The shift is from a traditional church position of almost blanket condemnation of birth control, a position that derives its moral authority from the story in Chapter 38 of the Book of Genesis in which God was said to have killed Onan for spilling his seed upon the ground in protest against marrying his brother's widow.

A recent meeting of three priests of the Catholic Church in the living room of an apartment on lower Fifth Avenue mirrored the kind of candid dialogues that more and more have been marking Catholic exchanges on the subject.

There was instant disagreement. One priest observed that if an engaged couple announced plans to build up a "family fund" and put off having children for a couple of years — using the church-approved rhythm system of birth control under which sexual relations may be confined to the "safe" period of a woman's cycle—he

A second priest looked at him in amazement. He flipped through the pages of the latest copy of Theological Studies. An article in the journal, published for Jesuit theological faculties in this country, instructs priests to stop imposing their theological opinions on parishioners on the issue of planned families.

IT STRESSES that the husband and wife are "almost always the best judges of the reasons they may have for spacing their children or limiting their family."

He noted that the list of valid reasons had been made "quite broad," and he cited other authorities to show that Catholics were no longer under obligation even to consult their confessors whenever they thought it wise to limit the number of their children.

As the second priest spoke, his colleague who had opened the discussion listened in silence. When he replied his voice was taut. He said he did not care what the latest theological analysis held — he intended to refuse marriage to such couples.

The dialogue demonstrates that, while there has been an important shift in attitudes on birth control, great sections of the Catholic Church remain opposed to liberalizing of traditional church policies.

Msgr. George A. Kelly, official spokesman on family life for the New York Archdiocese, expressed concern that emphasis on limitation of children often tended to become a "computer operation," a philosophy that denies the richness and fulfillment that an "unplanned family" can provide for the individual, the family and the community.

"It is obvious that many husbands and wives are iusti-

## ABOUT PEOPLE

Exhibitors, judges and officials of the horse show opening Saturday at the Minnesota State Fair will be guests Aug. 27 at a party given by the Minneapolis Saddle and Bridle Club at Midland Hills Country Club.

Mrs. John Weston Sr., Wayzata, and W. R. Stephen Jr., 6508 Stauder Circle, Edina, and his daughter, Bonnie are making the party plans.

The first look at horses for the public, however, will come next Friday morning when a children's horse show is scheduled in the Hippodrome at the fairgrounds at 10 a.m.

### Ushers Named

Young women from throughout the Twin Cities area will serve as ushers Sept. 11 when the annual benefit fashion show sponsored by the Friends of the Institute is held at Dayton's.

Ushers from the St. Paul area include Mmes. Theodore Sanborn, Harry G. McNeely Jr., Richard Power, Hart Cardozo Jr., Janet Butler, Roger Cudworth Jr., Victor Hauser Jr., John S. Cammack, Rolf Ljungkull and Stuart Johnston.

The group from the Minneapolis area includes Mmes. Salisbury Adams, Bradley C. Bowman II, Douglas Dayton, Fredrick Herfurth, William Humphrey Jr., Harrison Johnston Jr., Winton Jones, Charles N. Marvin, Robin Mix, Charles B. Sweatt Jr., David M. Winton, Kenneth N. Dayton, Howard T. Fox, Ben Shank Jr., Richard H. Vaughan, Walter H. White, Olive C. Dobson, William B. Horn, George H. Partridge, Harold H. Teare Jr., and Charles K. Velie Jr. Mrs. Edmund J. Phelps Jr. is chairman of the ushers.

### Return Home

Mr. and Mrs. J. Stephen Monk (Elizabeth Graham) have returned to Minneapolis from Berkeley, Calif., where Mr. Monk, a University of Minnesota mathematics teacher, did graduate work. The new addition to their home at 7 SE. Barton St., is 5-months-old daughter, Catherine Ena.

Mrs. Monk, a writer, was author of the short story, "Heroes," in the July issue of Seventeen magazine.

eugenic, economic or social reasons," he said. "However the right of the married couple to have as many children as they choose should not be endangered."

QUOTING Pope Pius XII, Msgr. Kelly declared that "the right of parents to have many children is a 'fundamental personal right' bestowed by God — one with which no human institution should tamper."

Msgr. Kelly also stressed an argument that forms part of the basis of conservative Catholic opposition to birth control measures on a mass level in

contraception movement may have idealistic motives, powerful economic, social, religious and political factors are also involved — and the other peoples of the world know it," he said. "Latin Americans, Asians and Africans suspect that they are told that they should stop breeding because they are bringing 'inferior' peoples into the world to outnumber the 'superior' whites."

Some church conservatives contend that more permissiveness even for the rhythm system, will tend gradually to encourage use of non-approved birth preventive



ST Paul Dispatch  
September 4, 1963

# WOMEN

53

## St. Paulites to Usher At Autumn Fashion Show Wednesday

Whether it comes with balmy breezes or hurricane blows, autumn's arrival at any point in the United States has its best coast-to-coast barometer in the fashion show's prediction of what the well-informed woman will wear this season.

On the local scene, a number of St. Paul women have been named ushers for the American Designers' fashion show next Wednesday in the Sky room of Dayton's downtown Minneapolis store. Among those assisting when the 1963 fall collection of Ben Zuckerman is shown at 3 p. m. will be Mmes. Theodore Sanborn, Harry G. McNeely Jr., Hart N. Cardozo Jr., Janet Butler, Roger Cudworth Jr., Victor Hauser Jr., John S. Cammack, Rolf Ljungkull and Stuart Johnson, all of St. Paul, and Mrs. Richard Power of Bayport.

Mrs. Donald G. McNeely of White Bear Lake is St. Paul representative for the show, of which Mrs. Stephen F. Keating of Wayzata is chairman. An annual event at the store, the fashion revue is a fund-raiser for Friends of the Institute and proceeds go to the Minneapolis Institute of Art.

### PEOPLE *Here & There*

Mrs. McNeely and Mrs. Jule M. Hannaford III will entertain 24 guests from this area at luncheon in the Minneapolis club preceding the afternoon program.

Tickets for the show, a public affair, are available through Mrs. G. Richard Slade of Wayzata.

**BILLED BY** Washington columnist Virginia Weldon Kelly as a political and dramatic attraction is the fashion tea to be given Sept. 12 on the terrace of the Shoreham hotel in the capital city.

Among models at the show, which is arranged by the Congressional club's mother-daughter teen age committee, will be Ellen McCarthy, daughter of Sen. Eugene McCarthy (DFL-Minn.) and Mrs. McCarthy.

Mrs. Clifford Davis, wife of the representative from Tennessee, is president of the club, a bi-partisan, non-partisan organization of congressmen's wives. Mrs. Lyndon Johnson, wife of the vice president, is honorary chairman for the show, although she will not attend because of the overseas trip which she is taking with her husband. However, the Johnsons' daughter, Lucy Baines Johnson, will participate as a model.

A first for Washington, the fashion tea has been planned by Mrs. Davis and her assistants, Mrs. John W. Byrnes, and Mrs. George M. Grant, wives respectively of Wisconsin and Alabama representatives, as a possible annual tradition which will serve to present to club members and their friends the young daughters from the congressional group.



tweed skirt—the possibilities are endless!  
Remember, though, that girls should look like girls, and that a pretty pastel accent, a big jewel, a gold bangle, is always a “must” to add a feminine touch.

**Harold** downtown

Apache

Southdale

Brookdale

Newspapers make a big difference in people's lives — every day!

Mpls. Morning Tribune  
September 11, 1963

BEN ZUCKERMAN IS HERE!

THE MASTER TAILOR SHOWS HIS

EXCITING COLLECTION OF FALL FASHIONS

IN THE OVAL ROOM; THURSDAY, FRIDAY,

SEPTEMBER 12-13, 10:00 TO 4:00.

PASTEL COSTUME SUIT, 395.00

DAYTON'S OVAL ROOM®





items for rent today is the salesman — as firms with ase supplemental sales staffs.

## Retail Ads Are Saying

IA.—John Wan- under-fashions. o slim, so free, veryone wants adalously beauti- easy care nylon

features: "Criss- dle with stretch- stic . . . discover sarong's dress- you . . . no strap th every breath, arm action."

arshall Field & sizes, all sorts -length sketches gowns in seven- "Glimmering ing gowns take m this season. with a shimmer- ruins. A dashing ith clusters of erald green lit- bugle beads . . . 125."

oungewear also attention. "To- color safari . . . ht with bonfire out in a jungle is vivid, each or bows." For test news" in is . . . "Knits, y fabrics. Con- ts and patterns. ts, turtle-necks, s, tolover tops." for baby and "A very special ure spotlighted."

— "Fashion's " at the Higbee us coat in wool t adds up: Take wool knit dress mportant welt lf sash . . . add at to match . . . ig new fashion "

lying with FTC ing regulations, Cleveland, calls Bonwit's curly our curly black geous imposter.

(Guess what we're imitating?) Wonderful, we think, buttoned to show its curving, ring-collared shape, or as shown, unbuttoned, to show lush rayon velvet lapels. Of rayon and cotton, beautifully buttoned and braid bound . . ."

LOS ANGELES.—May Co., in a six-column ad for stretch pants: "Mr. Thomson and May Co. presents stretch pants that are proportioned to fit; \$14.98 and \$16.98. Before you do anything else . . . just slip into a pair of Mr. Thomson stretch pants. You'll love the way they fit you perfectly whether you're tall or short . . . You'll love the way they skim . . . but never cling . . . and the way they seem to ignore bulges."

Bullock's Wilshire rhapsodizes: "Precious vicuna . . . this king's ransom among luxury fabrics . . . rich natural color vicuna and rare blonde vicuna . . . in a jewel-but- ton coat that is timeless fashion . . . \$495, \$595."

MINNEAPOLIS.—Dayton's In- gerie ad says: "OOO-La-La! Look what Dayton's has now! The chemise slip by Hollywood Vassarette. It's the very-new shape to underscore most every fashion . . . Little wisps of dresses, lined suits, dresses with slits! It's for the short figure, the medium . . . It's for you! Exquisitely fem- inine, the fashion started in France, was introduced in Amer- ica by Hollywood Vassarette. White, eggshell, pink, red nylon tricot; with embroidered bodice, 32-36, \$8.95."

A 7-column junior dress ad by Dayton's advises: "Young Inno- cent easy-fitting Empire shapes in smart new textures, for the junior about campus! These cap- tivating fashions are favorites for daytime, party-time and week- ends away! 5-13." Four were sketched including a wool hop- sacking in light blue, red or tur- quoise at \$17.98; a cotton cor- duroy in royal or white, \$14.98; a wool flannel in moss green royal or red, at \$12.98.

and leading hotels. His deal with Mitsukoshi calls for 35 models from his recent collection to be made up here with original French fabrics in custom tailor- ing department of store.

While in Tokyo, Laroche is also negotiating for opening of special boutique department at Mitsuko- shi, tieup with leading Japanese man-made fiber producer to fur- nish special rtw collection to be made up in Japan of Japanese fabrics, and a tieup with Japan- ese hosiery manufacturer. Indus- trial booming Japan has plenty of yen to spend on fashion-con- scious okusan (lady of the house- hold).

Laroche told the Tokyo Eye Japan could be 'very important business' for the fashion world in next few years. He finds Jap- anese women very elegant and soigne with excellent taste. Ki- monos are beautiful but uncom- fortable and modern Japanese women want western clothes, he adds.

### FASHIONS ON PARADE:

New at the Pump Room of Chi- cago's Ambassador East this sea- son: A weekly series of fashion showings by the couture salons of Michigan Avenue . . . Saks alone had the weekly luncheon showings last year. To initiate the series this week, Bramson- Weathered will present a com- posite collection by designers who will be visiting the Bramson- Weathered stores during Sep- tember—Hannah Troy, Geoffrey Beene, and Countess Alexander.

### PUMP PAINTERS:

Mrs. Car- men Lambert and Miss Mary- anne Gallant of San Francisco's Saint Botolph Studios are offer- ing a shoe-painting service to closely duplicate intricate dress fabric designs. Initially, the service is being offered through Andrew Geller shoe store, S.F. Prices, which do not include the cost of the shoe, start at \$25 for a patterned design painted on satin or peau de soie upper. The plastic-base paint used is made in Mexico.

### BZ IN LIGHTS:

"BZ" said the marquee-type lights on Day- ton Co., Minneapolis Skyroom stage — and out stepped Mr. Z in person, with his Ben Zucker-

## Stressed to Controllers

By BETTY MORRIS

WASHINGTON.—The trend in merchandising is to interselling, Sam Flanel, general manager of the Controllers Congress of the National Retail Merchants Asso- ciation, said Tuesday night. He urged that controllers to get to know, understand and be prepared for it.

He told the National Capital Group of Controllers that mer- chandising people are thinking along these lines and controllers should be ready to carry out their responsibilities in accounting and unit control information if stores move to interselling.

The control division is to serve, assist and be a part of the man- agement team working to produce a profit and, as such, has to know the problems of the store.

Most selling departments today are organized in a manner in which the goods are bought by the store rather than the way in which the customer wants to buy. He noted the increasing popularity of specialty shops within the stores, such as ski, bath, and gift shops. These shops often represent a col- lection of merchandise from vari-

man collection for the store's Oval Room customers. The show, co-sponsored by the Friends of the Minneapolis Institute was a smashing success with women flocking to the Oval Room salon to "try on everything." Making the big initial hit with the buy- ing crowd was his white textured wool suit with standaway ring collar . . . and they were grab- bing for his pastel wool textured suit ensembles . . . novel show highlight were the thoroughbred dogs wearing matching coats to costumes . . . big applause raters were Mr. Z's theatre ensembles in pastel textured wool floor- length coats lined in brocades to match dresses. Mr. Zuckerman's next store appearance is at Saks Fifth Avenue, New York, Mon- day.

ous departments, which present a headache in record keeping.

MR. FLANEL said he believes stores could do a better job if they were not chained to departments. One of the reasons independent interior decorators, for example, are making inroads, is because of the obstacles stores place in the way of the customer in making multiple purchases, he said. The arrangement of merchandise, lim- itation of the salesperson's mobil- ity, and requiring each department transaction to be written separately hamper multiple sales, he said.

Evidence of the problem created by department merchandising, he said, is the fact that many stores are moving to interselling and the subject is receiving wide discussion.

He foresees increased emphasis on merchandising by classification rather than by department. The selling department will wane in importance, become outmoded and diminish, he said.

"I think we will tend more to a chain store in the purchasing func- tion and a specialty store in the selling function," Mr. Flanel said. More branch stores, buyers be- coming more and more divorced from the selling floor, and in- creased advancements in electronic data processing may help break the shackles which "tie us to the sales department," he told the con- trollers.

HE QUOTED a definition which says a department is a unit of buyer responsibility, while a class- ification is a unit of inventory responsibility.

One of the arguments against interselling is fear that "they will not make the day" in the depart- ment, worry about inventory short- age and the elaborate accounting procedures needed to generate the information back to the depart- ment.

With the accounting sophistica- tion to come, stores will be able to shift classifications of merchan- dise throughout the store, he said. Information and reports will be of a different order and character from today.

Controllers, he said, should think about how to solve the store's problems if it moves in this direc- tion.

Women's Wear  
Daily September 12, 1963



# SALES PROMOTION PLAN SHEET

NAME OF EVENT AMERICAN DESIGNERS' FASHION SHOW

DATE OF EVENT September 11, 1963 - 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 Ben Zuckerman collection.

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

Special Events will work with the Friends Committee on invitations, tickets, ushers, publicity and hostesses and 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. Stephen F. Keating is Chairman of the Friends of the Institute Committee, and Mrs. James G. Fullerton is Co-Chairman.

### INVITATIONS

Mrs. Robert Cosgrove  
Friends Chairman  
Miss Lillian Havens  
Miss Pauline Altermatt  
Mr. Joseph Wright  
Mr. Clarence Skaaden  
Mr. Bruce 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. Cosgrove. This same committee will also stuff and mail all invitations starting Thursday, August 1. Invitations will be delivered to the Friends of the Art Institute, Thursday, August 1, by 3:00 p.m. Mailings to the Friends is planned for the week of August 11; to the remainder of the list the week of August 18.

Invitations will be imprinted with the return address of the ticket chairman: Mrs. G. Richard Slade, Route 4, Box 37, Wayzata, Minnesota.

### TICKETS

Mrs. G. Richard Slade  
Friends Chairman  
Mr. Segerstrom  
Mr. Skaaden  
Miss Altermatt

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 11.

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



TICKETS - continued

Miss Altermatt 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 Wednesday, September 11, at 11:00 a.m.

PUBLICITY

Mrs. Russell M. Bennett, II  
Friends Chairman  
Mr. Perry Dotson  
Miss Altermatt

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. Edmund J. Phelps, Jr.  
Friends Chairman  
Miss Altermatt

Thirty ushers will be selected by August 12 from the Friends' membership list. They will meet in front of the Sky Room by 1:30 p.m. on Wednesday, September 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. Ushers will leave their purses in the Sky Room office.

HOSTESSES

Mrs. Stanley Hawks  
Friends Chairman  
Miss Altermatt

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. Zuckerman 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. Tuesday, September 10. 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.

REHEARSAL

Mr. Wright  
Miss Sandman  
Mr. Ledder  
Mr. Elliott  
Miss Altermatt

There will be a full dress rehearsal on Tuesday, September 10, at 7:00 p.m. in the Sky Room.

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

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



REHEARSAL - continued

Mr. Wright will work with Mr. Zuckerman 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 Mrs. Christenson.

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

On Wednesday afternoon, September 11, 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. Dotson  
Miss Altermatt

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 Tuesday evening, September 10. 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.

Pauline Altermatt  
Special Events  
Ext. 3018

July 20, 1963

COPIES TO: Operating Committee  
Mdse. Vice Presidents  
Div. Mdse. Managers  
Publicity Group  
Mr. Soiberg  
Mr. John Bold  
Mr. Donal O'Donnell  
Mr. Robert Ledder  
Mrs. Frances Olson  
Miss Lillian Havens  
Miss Nancy Sandman

Mr. Van Kalsbeek  
Mr. George Elliott  
Mr. George Tesar  
Mr. Lundegard  
Mr. Bertholf