



Mrs John E. Brown had this dress made for her by Columbus dressmaker Daisy Shaefer about 1897.



Silk chiffon dress from Montaldo's, a boutique store that opened on East Broad Street in Columbus in 1929. This dress dates to about 1930.

## *Exciting Upcoming Exhibition News*

*The Columbus Fashion Story*, explores the history of fashion as it relates to Columbus' bicentennial history and its fashion industries. Two of retail fashion's industry giants had their beginnings in Columbus, Ohio--Federated Department Stores in 1851 as S. Lazarus, and Limited Brands Inc. in 1963 as The Limited store in the Kingsdale shopping center. Both began modestly and eventually gained nation-wide recognition.

Limited Brands with its past and present divisions have dominated the greater Columbus landscape over the past thirty years in the same way that the Lazarus Department Store dominated the city's downtown for decades. Both had a major impact on the national fashion retail industry as well as the city of Columbus. There were many other contributors to this city's fashion story, however, and their stories will also be told in this exhibition.

The exhibition consists of three sections:

Part I: 19th century dressmakers, tailors and dry goods establishments with artifacts from Kate and Frank Hoffer ladies' tailors, B. Frosh & Sons Tailors, and the M.C. Lilley Co.

Part II: Early to mid 20th century downtown department stores and specialty boutiques with artifacts from The F&R Lazarus Co., The Union, Mrs. Eugene Gray and Montaldo's.

Part III: Late 20th/early 21st century dominance of malls and specialty brand retailers.

In the interest of creating the most comprehensive and best representation of merchandise for Part III, we are asking for help from the public. The HCTC's holdings of Limited Brands merchandise are extremely small. We have one Outback Red (The Limited) summer suit from the 1980s, a blue knit dress from Express (also 1980s) and two tween ensembles from Limited Too (now Tween Brands/Justice) from 2005. We would love to include merchandise from The Limited's beginnings in the 1960s and beyond, but if you no longer have the actual merchandise from that store or its subsequent clothing divisions--Limited Express, Structure, Express, Express Men's, Lane Bryant, Abercrombie & Fitch, Henri Bendel, Limited Too, Victoria's Secret, Pink--we want to at least create a picture gallery, so any photographs you have wearing Limited merchandise would also be desirable.

Please send information to [gstrege@ehe.osu.edu](mailto:gstrege@ehe.osu.edu) with "Limited Brands" in the subject heading.



*Peach silk chiffon beaded dress from 1929. Purchased at Mrs. Eugene Gray by the owner of S.S. Jackson, a tailoring firm, for his daughter-in-law Winifred Martin Jackson.*



*Flapper dress 'Made in Paris exclusively for the F. & R. Lazarus & Co.' about 1926.*



*White silk satin dress with crystal beads and rhinestones from c.1924. It was purchased from Mrs. Eugene Gary, a women's boutique, in Columbus by Mrs. William G. Westwater.*

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## *Curator's Message*

Dear Friends,

This message is going to double as our Friends membership renewal letter this year for two reasons. One, because we have been remiss about getting a newsletter out to you this past year, and two, we are very busy working on our next exhibition and want to get the information out to you and hope this will save us some time. Elsewhere in this newsletter you will find information about our upcoming exhibition, about which I am very excited. One of the highlights is the 1907 wedding dress of Lucile Joyce who married James E. Hagerty, for whom Hagerty Hall is named. The dress was made by Kate Hoffer, a Columbus dressmaker, and Lucile Joyce was the daughter of John Joyce, President of the Green-Joyce wholesale dry goods company in Columbus. So, a dress with great Columbus fashion connections!

I also want to tell you about the programming related to the exhibition. Ed Lentz, noted Columbus historian, will join me on the evening of September 5th, the opening preview of the exhibition, to give us some historical background for Columbus that sets the stage for the beginning of our exhibition-the early dressmakers, tailors, manufacturers and dry goods merchants. Then on October 10th, we plan to screen portions of WOSU's documentary, *Many Happy Returns to Lazarus*, and have an informal conversation with Kathleen Busche, former Fashion Director of The Fashion, which used to be located across from the downtown Lazarus store, and Mary Richardson, former assistant buyer for Lazarus' Wedgewood room. I hope you can join us for the conversation to reminisce about the grand downtown stores and boutiques.

And just to recap what has happened this past year, we had great success with our *Global Textile Trades* and *Historic Girl Scout Uniform* exhibitions. We took numerous garments to classes, gave tours, mentored students, and applied for grants. In our ongoing evaluation of the Collection, this year we assessed women's garments from 1900 through 1940, and deaccessioned about 300 items until my assistant Marlise left on maternity leave in April. Thank goodness she is back now to help with the exhibition. We purchased three wonderful pieces from the Ebony Fashion Fair Collection, including a fabulous Vivienne Westwood plaid cocktail dress, and we set up a Facebook page as OSU Historic Costume and Textiles Collection, so those of you on Facebook, please 'like' us! On September 28-9 we will be hosting the Costume Society of America Midwestern Region symposium, so have been madly planning for that. Everyone is welcome to attend and you can contact us for more information.

I hope you can see that it has been a busy year, and I hope you will forgive me for not informing you of all that has been going on before this...

Thanks for your support!

*Gayle Strege, Curator*

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## ***Working in the Collection this Summer...***

**Marlise Schoeny**, Assistant Curator, has returned after giving birth to Mariel Avery Schoeny to help research artifacts for the exhibition as well as general collections management. She is a graduate of the Master's program in Consumer Sciences at OSU with an undergraduate degree from Miami University of Ohio in American history.

**Jackie Farbeann**, Conservation Technician, is working wonders in repairing and stabilizing several

garments for The Columbus Fashion exhibition. Jackie has a degree in Theatre from OSU and designs costumes for several small local companies. She is also pursuing a certificate in textile conservation from the Campbell Center in Mt. Carroll, Illinois.

**Kathy Copeland and Joyce Smith**, Volunteers, are still diligently entering catalog information onto our database as we evaluate Collection artifacts.

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## ***Members who have renewed since September, 2011***

*Benefits to members include a twice yearly newsletter and invitations to programs and events. If you wish to become a member of the Friends and/or volunteer in The Historic Costume & Textiles Collection at Ohio State, please contact us at (614) 292-3090 or [stregre.2@osu.edu](mailto:stregre.2@osu.edu).*

### **Haute Couture \$1000**

Geraldine Schottenstein  
Hoffman

### **Couture \$500**

Ann Davidson

### **Trendsetter \$250**

Ann/Ari Deshe  
Janet Rajadhyaksha

### **Patron \$100**

Beth Assif  
Sandy Byers  
Connie Cahill  
Trish Cunningham  
Francille Firebaugh  
Elizabeth Handlan  
Agatha Huepenbecker  
Floradelle Pfahl  
Norma Pitts  
Corde Robinson  
Susan Scherer  
Joyce Smith  
Mary Stine  
Dorothy Teater  
Jacquelyn Long Vaughan

### **Sustaining \$50**

Jennifer Brown  
Linda Chapman  
Ruth Deacon  
Lois Dickey  
Jack George  
Roy Gottlieb  
Charlotte Immke  
Dilia Lopez-Gydosh  
Marsha Hamilton  
Maryanne Jackson  
Betsy Ortlip  
Evalind Pickering  
Margaret Scherer

### **Active \$35**

Valerie Bowerman  
Toby Brief  
Therese Gallego  
Tina Gehres  
Debra Heimann  
Fern Hunt  
Kathryn Jakes  
Ray Karlsberger  
Annita Meyer  
Georgeanne Reuter

### **Senior \$25**

Ella Mae Bard  
Anne Barry  
Susan Beall  
Shirley Brooks-Jones  
Molly Butler  
Josie Cappel  
Barbara Bidwell Coombs  
Carol Cover  
Dee Dadik  
Bette Dare  
Florence Ebersold  
Velma Everhart  
Nancy Ewing  
Nancy Fulker  
Darlene Von Stroh Jones  
Johnnie Hoopes  
Marilyn Kling  
Connie McCall  
Barbara McSheffery  
Priscilla Meeks  
Marianne Mueller  
Sylvia St. Pierre  
Rita Stethem  
Jay Suiter  
Nila Whitfield  
Linda Wolske  
Betty Zimmer

## ***Upcoming Exhibitions***

### **Gladys Keller Snowden Gallery**

#### ***The Columbus Fashion Story***

Sept. 5 - Dec. 7, 2012

Hours:

Tues.-Thurs. 10 a.m.-6 p.m.

Fri. 10 a.m.-4 p.m.

Sa. 12-4 p.m.

Closed University Holidays  
and football Saturdays

### **Thompson Library Special Collections Display Area**

#### ***The Columbus Fashion Story***

Aug. 1 - Dec. 31

A satellite exhibition of the main Columbus Bicentennial exhibition featuring clothing from the local fashion industry during Columbus' 200 year history

## ***Regional Exhibitions***

### **Indianapolis Museum of Art, Indianapolis, IN**

#### ***An American Legacy: Norell, Blass, Halston and Sprouse***

through January 27

For more information, see <http://www.imamuseum.org/exhibition/american-legacy-norell-blass-halston-sprouse>



*follow us:  
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The Ohio State University Foundation  
Friends of the Historic Costume  
& Textiles Collection  
1787 Neil Avenue  
Columbus, Ohio 43210



Vivienne  
Westwood  
silk plaid  
cocktail  
dress with  
detachable  
sleeves  
c. 1993

***Please renew your membership or join for the first time!***  
***The Friends of the Historic Costume & Textiles Collection***

Student (\$15.00); Senior (\$25); Active (\$35); Sustaining (\$50); Patron (\$100); Trendsetter (\$250) Couture (\$500); Haute Couture (\$1000)

***Please accept my membership in the Friends of The Historic Costume & Textiles Collection at The Ohio State University, and list my name in the membership directory as follows:***

Level of Membership \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip+4 \_\_\_\_\_

Phone (Day) \_\_\_\_\_ (Evening) \_\_\_\_\_

Email Address \_\_\_\_\_

***Please make checks payable to the Historic Costume & Textiles Collection and mail to 175 Campbell Hall, 1787 Neil Avenue, Columbus, OH 43210-1295.***

If you or your spouse is eligible for a matching gift, please indicate company name: \_\_\_\_\_

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