

# NOT EVEN PAST



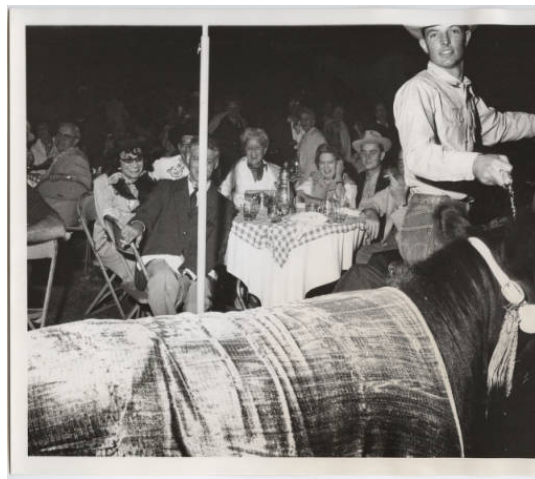
## What Not to Wear to a Texas Barbecue, 1957

[Like 35](#)[Tweet](#)*by Lynn Mally*

When Coco Chanel received the Neiman Marcus Award for Distinguished Service in the Field of Fashion in 1957, she asked to visit a ranch during her trip to Dallas. Her host, Stanley Marcus, obliged her by throwing a barbecue at his brother's spread in her honor. It included, among other things, a cow fashion show. And this is what she wore—a trim suit, a fur scarf, a Chanel handbag, and white gloves. I wonder what she thought when she saw how her hosts, Billie and Stanley Marcus, were dressed.



But apparently she was not the only one who didn't have the right clothes for a barbecue. According to Marcus's memoir, *Minding the Store*, "It turned out that she didn't like the taste of the barbecued meat and the highly seasoned beans, so she dumped her plate surreptitiously under the table. Unfortunately, the contents hit the satin slippers of Elizabeth Arden, who was seated next to her."



Chanel, Stanley Marcus, Mary "Billie" Marcus, Elizabeth Arden watching the "Bovine Fashion Show" at Stanley Marcus' Western Party. (DeGolyer Library: Photographs, Manuscripts, and Imprints)



Lynn Mally taught modern Russian history at the University of California at Irvine until she retired to become a seamstress and an historian of American fashion. She writes the blog, [American Age Fashion](#), where this article was originally posted on January 31, 2014.

You might also like:

Stanley Marcus, [Minding the Store: The Neiman-Marcus Story](#) (1975)

Lynn Mally, [Culture of the Future: The Proletkult Movement in Revolutionary Russia](#) (1990)

Lisa Chaney, [Coco Chanel: An Intimate Life](#) (2012)

Posted March 25, 2014

More [Texas](#)

19th century **20th Century** African American History american history Asia Asia & Middle East book review Brazil  
 British Empire China Civil War Cold War Colonialism communism cultural history digital history Early Modern Europe  
 Europe film gender **history** History of Science immigration India islam **Latin America** Latin American History  
 Mexico **Not Even Past** Public History race religion Russia **slavery** Texas Texas History Texas History Day  
 Transnational Twentieth Century History United States **US History** USSR Womens History world history  
 World War II

NOT EVEN PAST is produced by  
 The Department of History  
 THE UNIVERSITY OF TEXAS AT AUSTIN  
 We are supported by the College of Liberal Arts  
 And our **READERS**

DONATE

CONTACT

All content © 2010-present NOT EVEN PAST and the authors, unless otherwise noted

Sign up to receive the monthly Not Even Past newsletter

Your email address

SUBSCRIBE

