



## Dayton's Downtown Minneapolis department store event files

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galanos

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1960

Chapeaux —

GALANOS

**Chaussure —**

**EVINS**

**Bijoux**

**créés spécialement**

**pour**

**GALANOS —**

**Cis, Paris**

**Coiffures —**  
**MICHEL**  
**de HELENA RUBINSTEIN**



## Tissus

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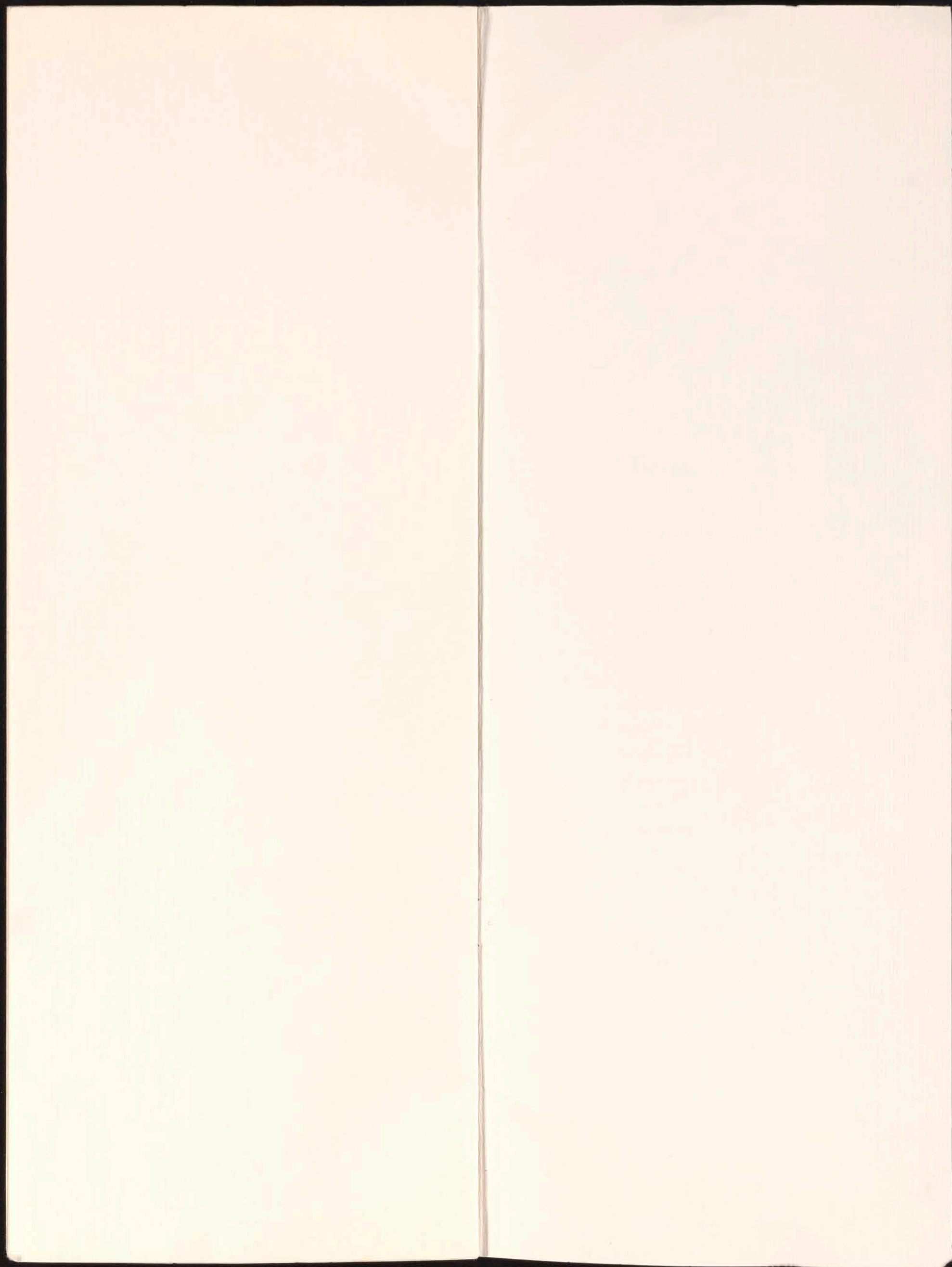
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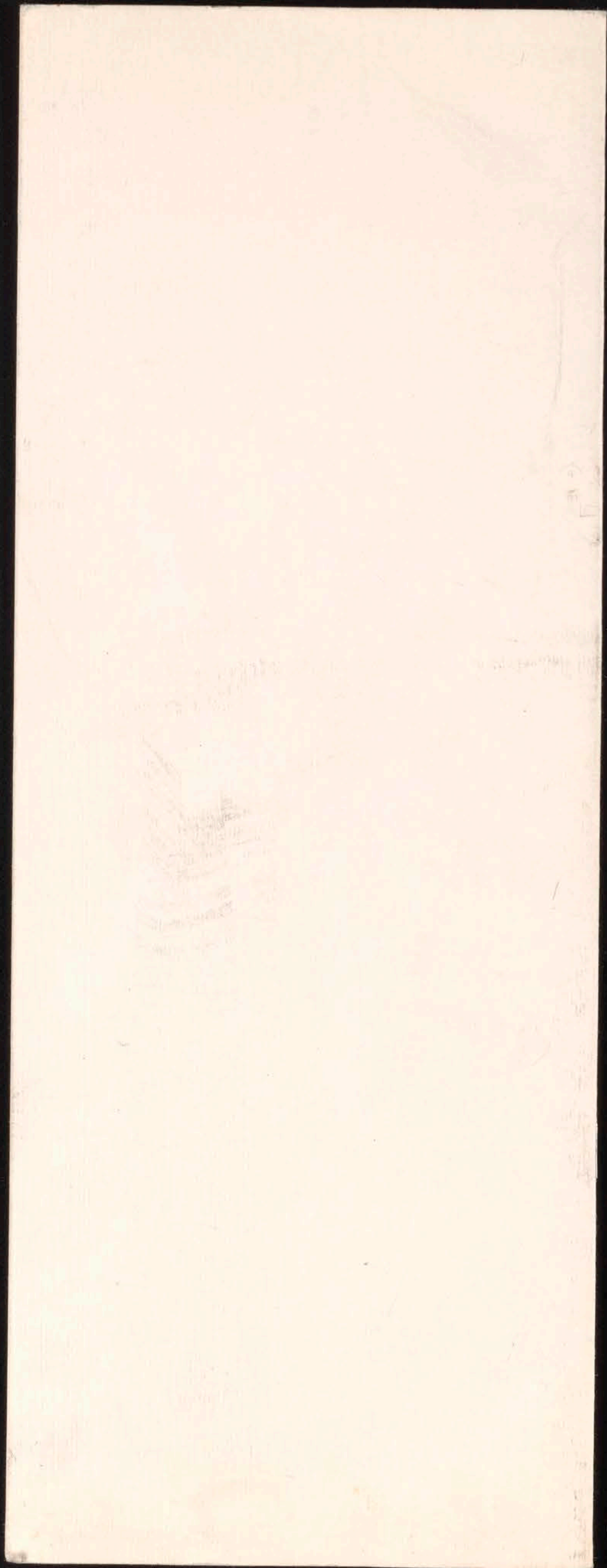
JERSEYCRAFT LTD.

WHELAN LACES









*Mr. James Galanos*

*Mrs. J. Kimball Whitney*  
*Route 5, Highcroft*  
*Wayzata, Minnesota*

*Please send me——tickets at \$7.50\* each for the*

*James Galanos Fashion Show*

*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

*The Friends of the Minneapolis Institute of Arts*  
*and*

*Dayton's Oval Room*

*request the pleasure of your company*

*at a showing of*

*the collection of James Galanos*

*on Thursday, the fifteenth of September*

*at three o'clock*

*Dayton's Sky Room*

*Tea*



9/16/60

# Galanos Line Exquisitely Elegant

★ ★ ★ ★ ★ ★ ★ ★



MRS. DOUGLAS RIGG, LEFT; MRS. DWIGHT MARTIN  
From Stillwater and St. Paul



MRS. ANTHONIE PETERSON, LEFT; MRS. WELLS  
GUSTAFSON

By DIANA ASHMUN  
Minneapolis Star Staff Writer

It was a stylish audience that witnessed the Thursday tea-time extravaganza of fashions by James Galanos, displayed in Dayton's Sky room and sponsored by the Friends of the Institute.

The California designer, Galanos, and his special guest, Rosalind Russell, played to a full house — and the audience was visibly impressed by the exquisite use of elegance in fabrics—hand crushed chiffons, Persian and Parisian brocades, antique satins — which paraded the runway for the hour-long show.

Miss Russell herself wore a favorite Galanos outfit of shady brown brocade and she was shoulder-caped in mink.

When Miss Russell spoke of Galanos as a fashion designer who realized that style must always go forward, a glance around the audience showed that many of the on-lookers had already caught the feeling too.

Although the warm fall day might have confused the issue as to what show-goers might wear, many of the latest fall styles in lavender, Williamsburg blue and flaming vermillion made a first appearance on the fall fashion scene.

Even the traditional tweed and daytime woollens appeared to have a piquant flair this year. Mrs. David Duff wore a soft yellow suit touched by a tricky scarf collar. Arthur Forman wore a French-style beige dress the latest down-to-the-brows hat en mousse.

And among les chapeaux Mrs. C. M. Tilden wore a leopard-peaked cap; Mrs. L. Grandin, Jr., an intriguing swirl of red with a decorative veil; and Mrs. Arthur Schauer, honey-colored dress which she also favored a decorative motif for her wool dress of the same color.

Of the more extravagant fabrics in evidence, Mrs. B. Merner had a cafe au lait brocade theater suit with soft brown mink collar.

Blacks in crepes, silks and soft woollens were worn not only by many fashion showgoers, but also by the ushers and members of the show committee, including Loring Staples, Jr., the chairman.

The coiffures, another fashion eye-catcher, included beehives, swirl curls and centuated short page-boy. Mother and daughters favored hair styles instead of hats were Mrs. Harry Wever and her daughter, Mrs. Wever Werner, and daughter-in-law, Mrs. Sam Dikel.

★ ★ ★ ★ ★ ★ ★ ★



Minneapolis Star photos by John Cr



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# Minneapolis Sunday Tribune

MINNEAPOLIS, MINN., SUNDAY, SEPTEMBER 4, 1960

Women's SECTION  
and HOME and HOBBY

## City to See Gowns by Galanos

A collection of gowns by designer James Galanos draws a crowd—in casual Los Angeles, Calif., or sleek New York.

On Sept. 15 Minneapolis will see the Galanos look. His new fall collection will be modeled at a benefit show in Dayton's sponsored by the Friends of the Institute. Proceeds will go

to the Minneapolis Institute of Arts.

Mrs. Loring Staples, Jr., show chairman, said tickets are available from Mrs. J. Kimball Whitney, Highcroft, Wayzata.

The show at 3 p.m. will bring Galanos and his collection to Minneapolis for the first time. It's the only showing of the clothes this season outside of New York.

Rosalind Russell — one of the world's best-dressed women on stage and off—will appear.

Pat Jones—Galanos' favorite model—will head a lineup of New York models appearing in the show.

Galanos, 34, reached the top of the gilt-edged fashion world in an easy six-year glide. He created his first collection in 1954—

35 dresses that won him immediate success.

The years leading up to 1954 weren't all sables and pearls, however. Galanos, born in Philadelphia, Pa., and reared in a small New Jersey town, first learned fashion during a four-months course at a draping school.

Next came four years of job hunting without success. Galanos went to Paris

and found a place on the design staff of the House of Piguet. Then it was back to New York where he worked for a suit manufacturer.

About then, Galanos had an idea. He wanted to design dramatic clothes and Hollywood, Calif., seemed a likely place to try his hand.

Galanos went to California and showed his ideas to Jean Louis, dress designer for motion pictures. Louis was impressed enough to lend Galanos \$200.

In 1951, Galanos—and two helpers — used the money to create five dresses. A California store bought the five, giving Galanos courage to invite buyers from stores across the country to see his wares.

That did it.

Galanos today has an armload of fashion honors including the fashion world's "Oscar," the Coty American Fashion Critics Hall of Fame award.

He's one of three American designers to win the Coty award three times. Norman Norell and the late Claire McCardell also have been three-time winners.



JAMES GALANOS  
Three-time winner

## What Galanos Likes...

Dashing scarlet, elegant purple—the colors of good King Arthur.

*A shy suggestion of a waistline in the semi-fitted look.*

Fringed scarves breezily flying from slim wool coat dresses.

*The lace sheath—either long or short—with a lace train for making an entrance.*

Columns of crepe, lace or chiffon, or flat, ribbed velvet combined with chiffon.

*Tapestry brocades—purple or cocoa combined with black.*

Long golden chains holding jeweled medallions—a steal from the Lady of Camelot.

*The reds and browns of the Renaissance in floral printed velvet shaped into sleeveless, long-bloused tops and slim skirts.*

Rounded hats—big, roomy and roguish—hiding the hair, shadowing the eyes.

*The all-of-a-piece look, and finally...*

Black, always black, for all hours.

## SHE'LL SHOW CLOTHES SENSE IN CITY Wit--The Wizardry of Roz

By Barbara Flanagan

Minneapolis Tribune Staff Writer

At first glance Rosalind Russell sees the "attitude" of a woman.

"I look for attitude in a man, too," she said.

"But whether I like his attitude or not usually depends on how hard the man is concentrating... on me."



PHOTO FOR THE MINNEAPOLIS TRIBUNE BY GERALD HOCHMAN

A GALANOS GOWN IS DISTINCTIVE, DRAMATIC AND WEARABLE FOR YEARS  
*Bell-sleeved dinner dress, above, in imported French brocaded satin*



## By Barbara Flanagan

Minneapolis Tribune Staff Writer

At first glance Rosalind Russell sees the "attitude" of a woman.

"I look for attitude in a man, too," she said.

"But whether I like his attitude or not usually depends on how hard the man is concentrating . . . on me." And she snorted an elegant, "Russellian" kind of a snort that only she could snort.

"You see by 'attitude,'" she said, "I mean a woman's grooming and posture. I look at the way she stands, listen to her talk and notice how she projects her personality. And there is her expression.

"Even the chic-est woman who is aloof and unwarm destroys the clothes she wears. Sourpusses drive me mad."

Rosalind Russell is a superior actress and woman, as intelligently glib off stage as on. Her black-haired, brown-eyed beauty—a supremely regal kind of thing—is offset by a brilliantly witty outlook on everything.

**SHE CAN BE** sly, with a wicked chuckle; deliriously funny with an enchanting guffaw or sweetly wry and sophisticated.

(Minneapolis gets a whiff of Russell wit and charm Sept. 15 when she will appear at the Galanos fashion show at Dayton's.)

Miss Russell is not a full-time "Auntie Mame." And old movies to the contrary, she is not the trim and brittle career woman of oh-so-many roles.

"I loved Mame," she said, "and it's fun to wear those kooky clothes of hers. But even Mame in her beaded pants has to be careful because there are scenes to play. Fashions can detract from those scenes.

"Extreme clothes will never hold an audience — and that's true in or out of the theater.

"You can make an entrance with an armload of furs, but get rid of them fast to play the scene because you can't if you're all gadgeted up.

"Remember those crazy hats of the John-Fredrics days? They were a great boon to the ugly woman because nobody looked at her.

"But nowadays you couldn't do it. Everyone wears the more flattering things and I think it's good."

**LOOKING BACK** at her days as film's most famous on-screen career woman, Miss Russell shuddered and said, "I played 23 career women—Amelia to Amanda—and every movie had a window overlooking the Empire State building and a desk with eight phones.

"I owned a gray flannel suit, an armload of sables, a slim dinner gown and a frilly negligee to cry in. I always cried in negligees."

Looking back a bit further, Miss Russell sees herself as a gangling girl in Waterbury, Conn., scrawny as the "before" pictures in the magazine ads.

"I WAS very tall, very thin and without Marilyn Monroe's . . . accoutrements," Miss Russell said. "But, you know, the older one is, the less one worries about such things.

"My father was the one who always kept after me to stand erect and 'keep the diaphragm rigid at all times.' Well, I did and I still do."

To anyone who wants her secret on how to keep slim, Miss Russell says, "Keep moving."

"I mean it," she said. "Keep moving. Be active mentally as well as physically. I swim, play some golf and a bit of tennis. And I dance a lot.

"You know all exercise

Miss Russell  
Continued on Page Five



ACTRESS ROSALIND RUSSELL CAN'T ABIDE WELL-DRESSED SOURPUSES

A GALANOS GOWN IS DISI  
Bell-sleeved dinner d

"GALANOS IS so good," she said. "His clothes are always wearable. Buy one and you'll wear it forever."

Proof that she does is that Miss Russell selected a 6-year-old Galanos print dress for a personal appearance at a posh Texas barbecue last year.

"I didn't know what one wore to a Texas barbecue," she said. "The Galanos was perfect."

If Miss Russell could own only one fur, she would cannily choose a cloth coat lined with fur. "A handsome black coat, not reversible, with a rich fur lining," she said.

And if she could rid the world of a fashion mistake, it would be transparent plastic handbags and shoes. "I'm doing my best to stamp them out," she said.



# ed Her Way East

had, recipe three times earning she is one of nners.

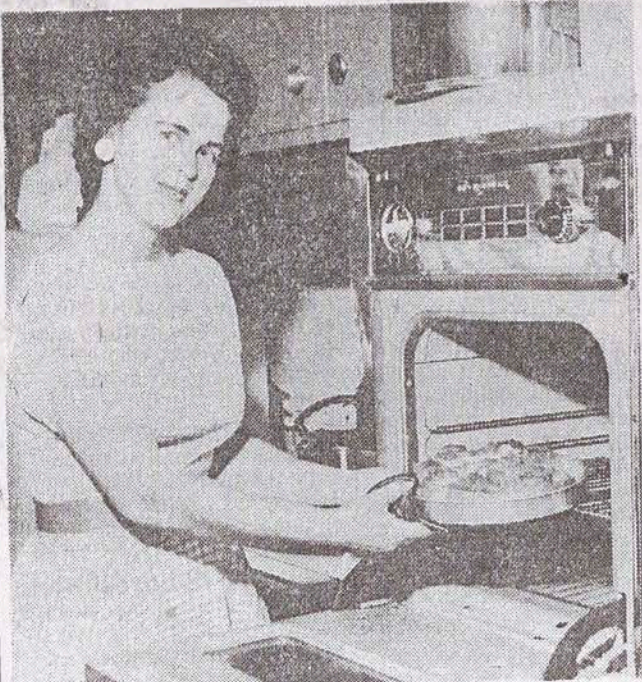
**E ALREADY** discov- little improvement in e said.

Jes doing all the fam- ing, this homemaker the piano for Sunday ol at First Baptist , sews and belongs to enettes. Her children ark, 6; Lori, 4, and 1.

ie are the other area s: an H. Tschida, 4175 nline Av., St. Paul, who cretary with a flair for g. She said she prefers ; cookies, but her main- ecipe won her the trip shington.

**S, TSCHIDA** has an who is a former Bake- mentant.

t. Peter Loger, Magno- linn, will be baking an



MRS. WALTER D. CARLSON IN KITCHEN

## Bass-Harris

Special to the Minneapolis Tribune  
WOODSIDE, Calif.—The wed- ding of Margherita Gail Harris, daughter of Mr. and Mrs. Lin- coln Small Harris, 489 Grand Av., St. Paul, and Thomas Ebert Bass, son of Mr. and Mrs. George E. Bass, Philadelphia, Pa., and North- east Harbor, Maine, took place Saturday in Woodside Episcopal church. A re- ception fol- lowed at the home of the bride's great-uncle and aunt, Mr. and Mrs. Stanley G. Harris, Wood- side.

Attendants were Mr. and Mrs. David Booth Beers, Berke- ley, Calif.; Virginia McIntyre, Burlingame, Calif.; George S. and Howard S. Bass, Philadel- phia, brothers of the groom; Norman W. Harris, 3rd, St. Paul, brother of the bride, and Gregor F. Gregorich, Berkeley.

The couple will live in Berke- ley. The bride is a graduate of The Masters school, attended Wellesley college and Univer- sity of California. The groom is a graduate of Deerfield acad- emy and Trinity college, Hart- ford, Conn.

The bride is a granddaughter

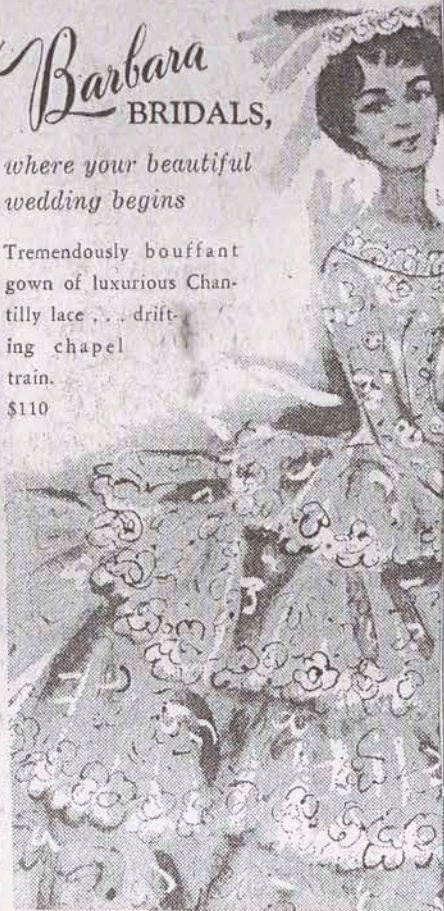


Mrs. Bass

## Barbara BRIDALS,

where your beautiful wedding begins

Tremendously bouffant gown of luxurious Chan- tilly lace... drift- ing chapel train. \$110



is just stretching to elon- gate the muscles. I think all of this groaning around on the floor is nonsense. The thing to do is keep moving. "I once knew a woman. I thought her ancient, but she was about 40 at the time. And I commented to her once that I thought she was pretty. "She looked me in the eye and said, 'Now then, young lady, always remem- ber . . . never sit down in- mediately after eating. And she never did for 20 minutes. She'd just lean down with the after-dinner flop against the mantel. "MOST PEOPLE flop down with the after-dinner flop against the mantel. "I never do it." Miss Russell's nicely elongated and sleekly trim figure is proof that the idea works. Her mind is equally lim- ber and well organized. So is her life as wife of theatrical producer Fred- erick Brisson and mother of their son, Lance. "TOO MUCH organiza- tion, however, makes a dull girl and Miss Russell has never shielded away from a chance to swashbuckle a bit. Like most wives, Miss Russell glows when Bris- son speaks a good word about one of her dresses. "If he doesn't like it, that's the end of the dress," she said. The couple recently re- turned from Paris where Miss Russell spent her American dollars on clothes by Givenchy, Chan- el and Balenciaga. Brisson weht with her to the fash- ion showings. "HE ENJOYS the clothes and looks at the models," she said, "but you know they show 200 creations. At about number 40 he's yawning, looking at his watch and getting ready to return to the Ritz. "You see most men real- ly don't notice the clothes over-all picture. They know you wear. They see the when you look pretty. "But just because your husband fondly remem- bers you in that little blue- and-white print you wore in 1920 when you met and-while print you wore doesn't mean you should keep on wearing it. "It's a good wife's duty not to look like a freak. She's the one who should keep up with fashion and know what is best for her. Men really don't know." Miss Russell believes that with "attitude" comes charm. Two of the most charming women she's met, she said, are Mrs. Eleanor Roosevelt and Mrs. Mamie Eisenhower. "IF YOU see Mrs. Roose-velt in evening clothes," Miss Russell said, "you'll see that she always wears the proper thing for an old-er woman. Probably a gray chiffon with a scarf. Simple doesn't look like \$800 and it's graceful yet it flares and dash and yet is very becoming. It's right for her life." GIVEN her head, Miss Russell might be likely to stock up on bags, shoes and anything beige. "But I plan my shopping trips for twice a year only — in spring and winter. "You can't build a suc-

ing into a store, shouting cessful wardrobe by dash- ing into a store, shouting "I've got to have a dress" and ending up in some hor- ror. It doesn't fit and the hem is wrong and well . . . you know." Before a trip, Miss Rus- sell pulls her clothes and their accessories out of the closet and onto a rack. "I see them all together and then begins the elimina- tion process." Such planning, she be- lieves, is the reason why fashion experts have sa- luted her fashion taste. The clothes also should be worth more than one wearing, Miss Russell be- lieves. To prove it, she talked about Galanos. "This man is really a great American designer," Miss Russell said, "and I think you'll find it excit- ing to see his clothes in Minneapolis." Galanos designed Miss Russell's wardrobe in the film, "Never Wave at a WAC." He also did a white beaded gown for a last act scene in Broadway's "Won- derful Town." "GALANOS is so good," she said. "His clothes are always wearable. Buy one and you'll wear it forever." Proof that she does is that Miss Russell selected a 6-year-old Galanos print dress for a personal ap- pearance at a posh Texas barbecue last year. "I didn't know what one wore to a Texas barbecue," she said. "The Galanos was perfect." If Miss Russell could own only one fur, she would cannily choose a cloth coat lined with fur. "A handsome black coat, not reversible, with a rich fur lining," she said. And if she could rid the world of a fashion mistake, it would be transparent plastic handbags and shoes. "I'm doing my best to stamp them out," she said.

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*Rosalind Russell*

*Friends Show*

*(file)*

September 21, 1960

Mr. Stewart K. Widdess  
Vice President and Publicity Director  
Dayton's  
700 Nicollet Avenue  
Minneapolis 2  
Minnesota

Dear Mr. Widdess -

May I send this note to tell you how grateful I am for your obvious good planning and steady help during my stimulating visit at Dayton's? It was a fascinating adventure made so by your splendid organizing - and warm personal touch.

I so enjoyed meeting Mrs. Widdess, and look forward to seeing you the next time you visit the west coast.

Warmest personal regards to you both, and my deep gratitude to you, always.

Cordially,

*Rosalind Russell*

## Return of the Chemise Cheered At Dayton Co. Galanos Showing

MINNEAPOLIS. — A capacity audience enthusiastically greeted the return of the chemise as interpreted by James Galanos at the benefit fashion show presented Thursday by the Dayton Co.'s "Oval Room."

The more than 800 women attending the skyroom tea to benefit the Minneapolis Institute of Arts, paid \$7.50 a ticket to view the 75 models from Galanos' fall collection.

Galanos added two significant evening dresses for this review. Reiterating his belief in the loose overblouse, he showed an ankle-length black Alix jersey skirt with overblouse encrusted in gold, silver beads and jet sequins. A second version was a white satin trumpet hemline skirt topped with white overblouse covered in bugle beads and chalk sequins in an allover floral motif.

Es  
say that  
surprised

and quite Hunt!

Pauline



## Rosalind Russell Has Part in Fashion Show

By **BARBARA FLANAGAN**  
Women's Editor

Actress Rosalind Russell will come to Minneapolis Sept. 15 to appear in the annual Friends of the Institute fashion show at Dayton's.

Mrs. Loring Staples, Jr., show chairman, said Miss Russell will be commentator for the program featuring a collection of new clothes by James Galanos, California designer.

The show at 3 p.m. is a benefit for the Minneapolis Institute of Arts. Tickets are available from Mrs. J. Kimball Whitney, Highcroft, Wayzata.

The visit to Minneapolis won't be the first for Miss Russell—long a dazzler on both stage and screen.

Miss Russell was a founder of the Sister Kenny foundation and served on the board. She was a great friend of the late Sister Kenny and visited the famous Australian nurse at the Institute in Minneapolis.

When Sister Kenny's life story was turned into a film, Miss Russell played the leading role.

In recent years, Miss Russell has scored on the Broadway stage. Both shows — "Wonderful Town" and "Auntie Mame" — were big hits. The "Mame" role was transferred to the screen by Miss Russell. Her performance brought her an Acad-



**ROSALIND RUSSELL**  
To be commentator

emy award nomination in 1959.

Miss Russell is married to Frederick Brisson, theatrical producer. They have a teen-aged son, Lance.



WITH DESIGNER JAMES GALANOS

# Roz Russell Romps Into Town

By **BARBARA FLANAGAN**  
Minneapolis Tribune  
Staff Writer

Rosalind Russell, in the gladdest rags designer James Galanos could ding up, romped into Minneapolis Wednesday.

She "halloed" the crowd, blew a kiss to the sunshine and throatily cooed: "What divine weather. Oh, Minnesota looks marvelous. Flying over it looked so lush and the crops . . . so rich.

"My but I have sweet memories of this place."

**AS BEFITTING** one of the world's perennially best-dressed women, Miss Russell dominated the hat.

A cocky, seven-inch-tall toque style and mighty handsome, the hat was in purple and green tartan to match the coat. Beneath the coat was a two-piece dress.

"It's poipul," she said. "Just poipul," and she

flashed a roguish grin at designer Galanos.

The designer, a slim young man nattily turned out in a gray flannel suit with a brown velvet collar, grinned back.

Miss Russell continued: "My hair is up inside this hat in a kind of a snood-y effect, you know. Oh, I tell you if you don't try one of these tall hats you're missing something.

"**I HAVE TWO**—one for each head. Covers up the points."

Galanos, who might be comic Mort Sahl's twin brother, gallantly noted that Miss Russell has plenty of good fashion ideas all by herself.

"Oh, don't listen to him," Miss Russell said. "I wouldn't dream of telling him what to do.

"I think Galanos is the essence of good design in the United States. He's aware that fashion must move and nothing can stop it.

"**AND ANY** woman who says it stops usually . . . looks it."

Today Miss Russell, best-known for her role in "Mame," maybe, but fa-

mous for many important acting performances, has a new part.

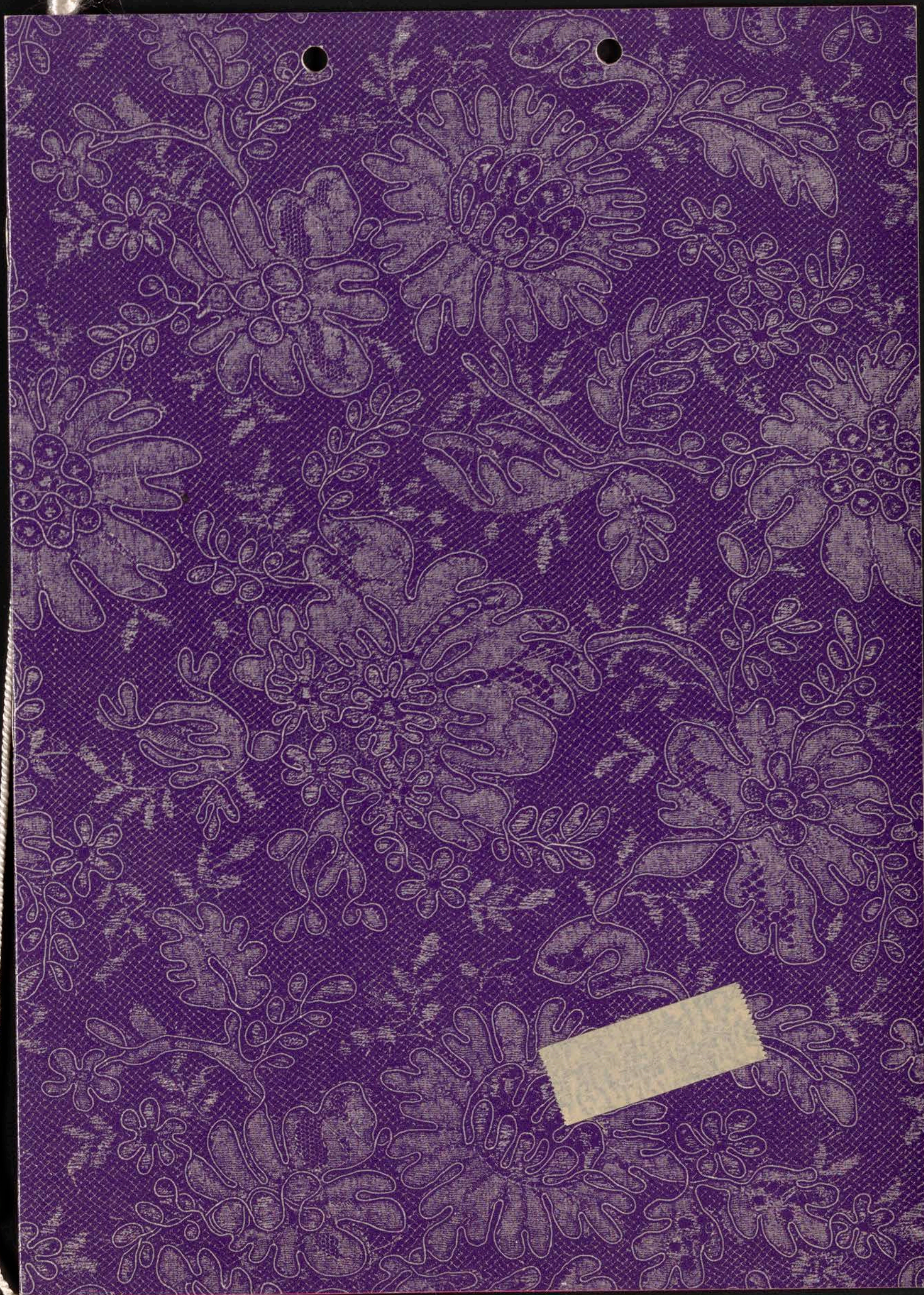
With Galanos, she'll appear at the Friends of the Institute fashion show Dayton's.




MINNEAPOLIS TRIBUNE PHOTO BY DON BLACK

**ROSALIND RUSSELL AND DESIGNER JAMES GALANOS**  
*They'll appear at Dayton's today in Minneapolis*









*The Friends of the Institute and*

*Dayton's Oval Room®*

*present the fall collection of*

**JAMES GALANOS**

*Thursday,*

*September 15, 1960*

*at 3:00 p.m.*



## JAMES GALANOS

has three times won the "Winnie" of the Coty American Fashion Critics' and received its ultimate Hall of Fame Award in October, 1959. His creative designing has brought him international fame in six short years. This thirty-four-year-old California designer believes a dress should be wearable any place in the world. His distinctive use of beautiful and exotic fabrics, artistically sure adherence to true and simple lines are points that have been acclaimed throughout the fashion world.

Dayton's Oval Room is honored to present the only showing outside of New York City, of the collection of James Galanos, Fall, 1960.

## Daytime

1. Red wool fleece greatcoat with multi-colored wool striped fluid line day dress.
2. Jacaranda wool fleece town coat, scarf collar with sleeveless white wool boucle sashed sheath.
3. Winter green and purple plaid squared shoulder greatcoat with matching plaid sleeveless dress.
4. Guardsman red English ribbed jersey coat dress, dramatic velvet lined scarf stole.
5. French black wool jersey tunic costume, casual satin-lined scarf.
6. Gray herringbone tweed scarfed coat dress, fluid silhouette.
7. Bold black/white checked wool suit costume with scarf collar, dropped shoulder line.
8. Camel mohair and wool three-piece suit costume with fringed collar scarf, matching sleeveless chiffon blouse.
9. Dark plum wool boucle suit costume, satin-lined scarf.
10. Three-piece purple wool tunic smock costume, wide dropped shoulder detail, velvet tunic blouse.
11. Gray tunic smock dress, back belted, wide dropped shoulder line.
12. Black English wool chalk stripe coat dress with back martingale, wide dropped shoulder line.
13. Gray and white chalk stripe English wool double-breasted coat dress with low set-in hip belt, wide shoulder line.
14. Tartan plaid Rodier wool, sailor-collared coat dress, fluid silhouette.
15. Slate gray ribbed wool ottoman, easy-fitted coat dress, epaulet shoulders.
16. Gray wool jersey dropped waistline, barrelled skirt, softly molded torso.



## *Afternoon and Late Day*

17. Black sheer wool crepe blouson dress, full-skirted with self tie sash.
18. Draw-string tunic black sheer wool crepe, easy-fitted late day dress.
19. Abstract rose-patterned panne velvet fluid line sheath with drawstring yoke.
20. Fluid princess silhouette in flowered panne velvet of browns, navy, black.
21. Shades of brown panne velvet roses in blouson cocktail dress, belted with ciri leather.
22. Flaming vermillion, gold, flower bouquet, sleeveless, blouson cocktail sheath with draw-string ruching neckline, ciri leather sash.
23. Full-skirted gros de londre skirt combined with black silk/wool squared yoke bodice, passementerie buttons.
24. Easy-fitted slim dress of taupe French velvet and velour de coupe plaid, scarf collar.
25. Ruby velvet and black wool fluid shaped dress.
26. Simple black wool fluid sheath combined with velour de coupe abstract plaid design in brown tones.
27. Black velvet tunic smock over slim brocaded Chinese slip.
28. Black matelasse theatre suit.
29. Olive green French corduroy and silk chiffon short evening three-piece costume.
30. Three-piece rose pattern silk brocaded dinner theatre costume.
31. Black casually cut tailored antique satin and silk chiffon cocktail dress, ciri leather sash.
32. Mole green slipper satin blouson full-skirted cocktail dress, plunging neckline.
33. Spider lace over chocolate brown chiffon, full-skirted blouson dress.
34. Black Alencon lace caped tunic dress.
35. Boullionne (hand-crushed) printed silk chiffon slim dress.
36. Black sheer wool crepe, plunging hemline short evening dress.
37. Gray and chocolate patterned velour de coupe, plunging hemline, low-waisted short evening dress with loosely fitted bodice.
38. Hand-jeweled paisley patterned plunging hemline evening sheath, black and gold.
39. Black antique satin cocktail dress, widely-cut shoulder, descending waistline.
40. American Beauty warp printed silk satin brocade cocktail short evening dress.
41. Copper, brown and black silk satin warp brocade, tailored cocktail dinner dress.
42. Black and white warp satin "Picasso" print cocktail dress.
43. Chocolate brown warp satin brocade draw-string silhouette dress.
44. Velour de coupe short evening dress, portrait neckline, belled sleeves, gold tones on brown.
45. Black low-torso flounced cocktail dress, bias shaped.
46. Mink-colored heavy silk brocade costume, velvet lined coat with sleeveless eased sheath.
47. Elegant black brocade coat and suit theatre costume with Russian broadtail-lined scarf.
48. Plum silk brocade short evening costume, slim coat over.
49. Three-piece Persian brocade tunic costume, dramatic velvet-lined scarf stole.
50. Williamsburg Blue silk brocade tunic costume, velvet-lined coat over slim tunic dress, dyed sable scarf.



## *Evening*

51. Black hostess gown of metallic silk and wool.
52. Oyster tailored evening blouson gown.
53. Slim fluid line gown with plunging neckline, heavily embroidered.
54. Silver/gold/cream Persian tunic gown.
55. Royal purple lace tunic gown with train.
56. Slim Evening gown of Royal blue velvet with black wool—middy effect.
57. Grape Alix jersey strapless gown, hand crushed (boullionne) detail.
58. Strapless black silk crepe charmeuse tiered lace ankle-length gown.
59. Fluid-shaped evening coat dress in gold metallic brocade, mink sleeves.
60. Strapless black corded lace easy-fitted gown, ankle length with panel train.
61. Strapless chocolate lace gown with cape train.
62. Tiered tunic lace gown with train.
63. Tailored evening costume of paisley patterned brocade with royal blue velvet smoking jacket.
64. Gold and brown paisley brocade evening sheath with long taupe velvet tunic coat.
65. Dramatic black Alencon lace tiered cape tunic gown.
66. Wool Ribbon Lace gown, bared shoulder tiered tunic gown, burgundy and black.
67. Covered-up dropped torso ball gown of velour de coupe warp satin, flaming roses on gold.
68. Ball gown of crushed jersey bodice and velour de coupe skirt in autumn tones.
69. Black strapless Chantilly corded lace.
70. Short and long evening gown in oyster white satin.
71. Short and long antique gold satin ball gown with draw-string.
72. Jeweled white tunic blouse over slim satin skirt.
73. Black, gold, silver jeweled tunic blouse over draped alix jersey skirt.
74. Royal Plum antique satin ball gown, bias cut plunging neckline and torso.
75. White satin opera gown, bow draped into flowing train.

## *Executive Committee of The Friends of the Institute*

Mrs. Lyman Barrows, President  
Mrs. Thomas Crosby, First Vice President  
Mrs. John de Laittre, Second Vice President  
Mrs. Robin Mix, Secretary  
Miss Frances Baker, Treasurer  
Mrs. Howard Selover, Assistant Treasurer  
Mrs. Robert Nash, Luncheon Chairman  
Mrs. Charles Meech, Program  
Mrs. Benton Case, Flowers  
Mrs. Alice Ross, Co-Chairman, Museum Shop  
Mrs. Samuel Rogers, Co-Chairman, Museum Shop  
Mrs. Arthur Strachauer, Publicity  
Mrs. Charles Velie, Jr., Hostesses  
Mrs. Merrill Gibbs, Membership

## *Fashion Show Committee*

Mrs. Loring Staples, Jr., Chairman  
Mrs. David M. Winton, Vice-Chairman  
Mrs. Louis Harris, Invitations  
Mrs. Willard Hield, Lists  
Mrs. Kimball Whitney, Tickets  
Mrs. George Legeros, Publicity  
Mrs. Edmund Phelps, Hostesses  
Mrs. James Davant, Ushers





## *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 1960 James Galanos showing will be used for the benefit of the Minneapolis Institute of Arts.

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.







# SALES PROMOTION PLAN SHEET

NAME OF EVENT American Designers' Fashion Show

DATE OF EVENT September 15, 1960 - 3:00 p.m.

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

STORES INVOLVED:

Downtown ☒

Southdale ☐

Rochester ☐

## GENERAL INFORMATION

The American Designers' Fashion Show is an annual fall presentation given by Dayton's as a fund raising project for the Friends of the Institute. It is Dayton's intention to stress the fashion sense of the Oval Room in an exciting, well paced, presentation to the women of Minneapolis.

This year's American Designers' Show will feature the Galanos collection. Plans are being formulated to bring in models from New York and possibly a celebrity.

Mr. Joe Wright, Display, will be responsible for the coordination of the entire presentation. Mr. Soiberg will be responsible for the collection including assurance of its arrival on time and will commentate the show. Miss Nancy Sandman will manage the models, dressing room, and back stage activities. Mrs. Patricia Partridge will be responsible for all of the arrangements usually handled by Special Events.

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

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

Committees from the Friends of the Institute will work closely with Mrs. Partridge on all details concerning the tea, publicity, tickets, invitations, etc. Mrs. Loring Staples, Jr. is Chairman and Mrs. David M. Winton is Co-Chairman for the Friends.

### INVITATIONS

Mrs. Louis Harris  
Friends Chairman  
Mrs. Willard Hield  
Friends List Chairman  
Mrs. Partridge  
Miss Havens

Lists for invitations will be provided by Mrs. Hield. Approximately 14,000 invitations will be mailed.

Lillian Havens is in charge of addressing and mailing. Mrs. Partridge is responsible for seeing that the invitations with reply card and envelope are ready to be mailed to the Friends' list on August 17 and the remaining list on August 24.

### TICKETS

Mrs. J. Kimball Whitney  
Friends Chairman  
Mrs. Partridge

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 will be sent to the Friends by August 10.



A ticket information desk will be set up in the Sky Room lobby on Thursday, September 15, 1:00 p.m. for picking up tickets.

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

#### PUBLICITY

Mrs. George Legeros  
Friends Chairman  
Mrs. Partridge

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 from New York will be sent to and arranged for with the Star and Tribune. A general announcement will be sent to all suburban newspapers.

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

#### USHERS

Mrs. James Davant  
Friends Chairman  
Mrs. Partridge

Thirty ushers will be selected from the Friends' membership list. They will meet in front of the Sky Room by 1:30 p.m. on Thursday, September 15, and will receive a white ribbon on which has been imprinted "USHER" in gold. In addition to seeing that people are properly seated, they will help the hostesses after the show in seeing that everyone has the opportunity to have tea.

#### HOSTESSES

Mrs. Edmund Phelps  
Friends Chairman  
Mrs. Partridge

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.

#### FASHION SHOW

Mr. Wright  
Mr. Soiberg  
Miss Sandman

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

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

Display will be responsible for the stage setting, the runway and lights. All must be completed by 4:00 p.m. Wednesday, September 14. Display will also be responsible for seeing that screens are set up to block view by the dressing room.

Mr. Wright is responsible for the music to be used for the show.

#### MODELS

Mr. Wright  
Miss Sandman  
Mrs. Partridge

Mr. Wright will make arrangements for the New York models including hiring. Plane reservations, hotel reservations and transportation to and from the airport will be handled by Mrs. Partridge.

A full dress rehearsal will be held the day before the show. All models will meet in the Sky Room.



On Thursday afternoon, September 15, all models are to be in the dressing rooms at 2:15 p.m. for the 3:00 p.m. show. New York models, at this time, have checked out of their hotel and have left their personal luggage in charge of the bell captain. Any costumes which are to be shipped will be the responsibility of Miss Sandman.

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 THE AFTERNOON OF THE SHOW.

TEA  
Mr. Ledder  
Mr. O'Donnell  
Mrs. Partridge

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. Tea will be held immediately following the show at approximately 4:00 p.m.

FLOOR MANAGERS  
Mr. Kroonblawd

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

ELEVATORS  
Mr. Newcomb

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

SEATING  
Mr. Johnston  
Mr. Ivey

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

PROGRAMS  
Mr. Eastin  
Mr. Soiberg

Mr. Eastin will be responsible for the design of the program and Mr. Soiberg will provide the content.

Special Events  
Ext. 3018  
(For information call  
Patricia Partridge,  
Ext. 2165)

July 8, 1960

COPIES TO: Operating Board  
Mdse. Vice Presidents  
Publicity Group  
Divisional Mdse. Managers  
Mr. Soiberg  
Mr. R. Johnston  
Miss Havens  
Miss Sandman  
Mr. Ledder  
Mr. O'Donnell  
Mr. Kroonblawd  
Mr. Newcomb  
Mr. E. Johnston  
Mr. Ivey  
Mrs. Partridge  
Mr. Eastin



BUDGET SUMMARY  
Friends of the Institute

Catagory	1958	1959	1960	
PRINTING				
Invitations	87.50	480.00		
Order Cards		374.50		
Thank yous	30.50			
Regrets	9.50	40.00		
Tickets	87.00	87.75	932.00	(1)
Programs	67.75	298.50	500.00	
Postage	428.28	480.00	600.00	(2)
Stuffing	710.53	1760.7	70.00	(3)
	710.53	1760.75		2102.00
MODELS				
Model fees	2217.00	1087.75	1600.00	(4)
Transportation	1332.70	716.10	1650.00	(4)
Hotel Radisson	107.88	198.84	150.00	
Cab and Limo.	24.75	25.15	30.00	
	3682.33	2027.84		3430.00
FRIENDS TEA & REHEARSAL				
Tea	550.40	584.10	600.00	(5)
Rehearsal supper	55.00	15.00 *	55.00	
Flowers	165.00	202.80	200.00	
Perfume		16.50	50.00	
	775.40	818.40		905.00
MUSIC				
Orchestra	66.08	260.00	200.00	
Tuner		10.00	10.00	
	66.08	270.00		210.00
FASHION DEPARTMENT				
Merchandise Purchases	317.61	150.00 *	150.00	
Help	196.57	151.75	220.00	
Fitting and Pressing	55.10	41.50 *	80.00	
Freight		160.00 *	160.00	
Looking Glass		18.00	24.00	
	569.28	521.25		634.00
STAGE SET				
Purchases	1423.80	1015.62	1500.00	
Help	2039.01	1166.11	2000.00	
Maint., Floorman,			155.00	(6)
	3462.81	2181.73		3655.00
MISCELLANEOUS				
Lunches	8.50	10.45	6.45	
Friends luncheon meet.			53.05	(7)
Other	55.00		527.50	(8)
Blumenfeld	2256.00			
Kirkland present		86.50		
Russell-Galanos			777.00	(9)
Russell gift			1200.00	(10)
	2319.50	96.95		2564.00
GRAND TOTAL	11585.93	7676.92		13500.00

\*In 1959, certain expenses are incomplete. These are marked with an asterisk



1960 Friends of the Institute Budget Change Explanation.

- (1) We have an all inclusive bid for 15,000 engraved invitations, ticket order cards, thank yous, regrets, and tickets. In 1958 only 850 units were ordered; in 1959 12,000 units were ordered.
- (2) The Quality List has been revised and 3,000 names approximately added to it. The increase in postage will be \$150.
- (3) We will be charged straight time for the running of the plates and hand stuffing of invitations. The estimate of this charge is \$70.00. In addition, but not entered as part of the budget, 197 hours time for April, May, and June was originally charged to the Friends at \$2.30. 177 more hours during July which was for the change in the Oval Room portion of the list (a cross check with the cards resulted in the list growing from 8,805 to 11,029) was charged to the Quality list. A total of 374 hours and a charge of \$692.05 was made. Mr. Miller talked with Miss Havens about transferring the charge against the Friends to the Quality List at \$1.35 rather than \$2.30.
- (4) There are eight out of town models. Four are definite from New York but all four others may come from California.
- (5) This is an estimate. The agreement is for tea at 90¢ plus 10% for service per person. This number will not be known until after the show.
- (6) There is no separate charge available in former years for the electrician, floorman, maintenance.
- (7) There has always been a planning luncheon but this amount was not entered in show expense before. This year there were two luncheons.
- (8) We need this amount for the many unknowns we face ahead.
- (9) This amount is for transportation, hotel, and meals.
- (10) An estimate of the amount of the gift.

Patricia Partridge  
August 5, 1960



corrected copy

Five Friends

FRIENDS OF THE INSTITUTE AND DAYTON'S OVAL ROOM  
Showing of the James Galanos Collection  
Thursday, September 15, 1960

<u>ITEM</u>	<u>*1960 BUDGET</u>	<u>1960 ACTUAL</u>	<u>OVER</u>	<u>UNDER</u>
Printing	932.00	932.00		
Postage	600.00	560.96		39.04
Addressograph	-----	576.02	576.02	
Multilith	-----	12.20	12.20	
Stuffing and Mailing	70.00	288.08	218.08 (1)	
Program	500.00	726.00	226.00	
Model Fees	1600.00	2151.00	551.00	
Model Airfare	1650.00	1434.00		216.00
Model's Hotel	150.00	127.88		22.12
Local Cab & Tips	30.00	47.75	17.75	
Sky Room Tea	600.00	1395.63	795.63 (2)	
Radisson Committee Dinner	-----	163.65	163.65	
Rehearsal Supper	55.00	128.00	73.00 (3)	
Flowers	200.00	386.20	186.20 (4)	
Perfume samples	50.00	-----		50.00
Orchestra	200.00	285.00	85.00	
Piano Tuner	10.00	10.00		
Fashion Dept. Purchases	150.00	13.41		136.59 (5)
Fashion Dept. Personnel	250.00	63.10		186.90 (5)
Fitting and Pressing	80.00	25.00		55.00 (5)
Freight	160.00	-----		160.00 (5)
Looking Glass	24.00	9.00		15.00
Stage Set Purchases	1500.00	3821.13	2321.13	
Stage Set Labor	2000.00	1566.67		433.33
Maintenance	155.00	1236.60	1081.60	
Galanos & Russell Exp.	777.00	1116.91	339.91 (6)	
Russell Gift	1220.00	2100.00	900.00	
Miscellaneous	587.00	153.94		433.06
TOTALS:	13530.00	19330.13	7547.17	1747.04
NET OVER:			5800.13	

\*The 1960 budget was revised from 12,000 originally.

The Friends of the Institute sold 834 tickets. They received a donation of \$72.50. The amount realized was \$6,327.50.

From  
Feb. 6, 1961 - Partridge



James Galanos - Friends of the Institute Show  
September 15, 1960

EXPENSE STATEMENT

PRINTING

Invitations	520.00	
Ticket Order Cards and Envelopes	290.00	
Thank you cards and envelopes	42.00	
Tickets	80.00	932.00

POSTAGE

560.40

ADDRESSOGRAPH

List Preparation		
April 1/2 hr.	1.00	
May 13 1/4 hrs.	387.00	
June 6 3/4 hrs.	148.92	
Aug. 17 hrs.	39.10	576.02

MULTILITH

Plan Sheet	2.75	
Model Instructions	2.50	
News Release	1.00	
Meeting Minutes	2.70	
Show Sequence	3.25	12.20

STUFFING AND MAILING

288.08

PROGRAM

726.00

MODELS

New York	1700.00	
California	400.00	
Minneapolis	51.00	2151.00

MODEL TRANSPORTATION

NEW York	894.30	
California	540.32	1434.64

HOTEL AND MEALS FOR MODELS

Hotel Radisson		127.88
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LOCAL TRANSPORTATION AND TIPS FOR MODELS

New York Airline Bus	6.00	
Baggage tips	12.80	
Limousine	23.00	
Cabs	5.95	47.75

SKY ROOM CHARGES

Rehearsal Supper	128.00	
725 Teas	1395.63	1523.63

FLOWERS

Committee Corsages	80.50	
Table Flowers	125.70	



72 mum plants for foyer planters	180.00	386.20
MUSIC		
Jerry Mayeron (5 pieces)	258.00	
Piano tuner	10.00	295.00
FASHION DEPARTMENT		
Dressers	24.00	
16½ hours, staff overtime	39.10	63.10
FASHION MERCHANDISE PURCHASES		
		13.41
MAINTENANCE		
Carpenters, Payroll	633.80	
Carpenters, Repairs	157.64	
Painters, Payroll	212.75	
Painters, Repairs	41.70	
Electrician, Payroll	148.11	
Washing Model Room	21.00	
Elevator Operators	21.60	1236.60
DISPLAY LABOR CHARGES		
Carpenters	16.80	
172 3/4 Hours overtime	516.07	
Gordon Display	231.93	
Sterling Electric	17.46	
Kras - Anderson	742.85	
Kvalsten Electric	41.56	1566.67
DISPLAY PURCHASES		
Dazians, Inc.	26.99	
Dazians, Inc.	35.00	
Dazians, Inc.	190.91	
Zaria Displays	2148.00	
Displays Unlimited	796.00	
Displays Unlimited	501.90	
Savitt Brothers	82.48	
Wilcox, Mosher, Leffelholm	24.50	
Miscellaneous	15.35	3821.13
EXPENSES FOR MISS RUSSELL		
Plane tickets for self and maid	527.12	
Suite and Radisson	151.92	
Long distance calls	2.92	
Rose bouquet	20.00	
Fruit and flowers for both rooms	41.10	
Mileage for Russell to airport	4.16	747.22
RUSSELL GIFT		
		2100.00
EXPENSES FOR MR. GALANOS		
Airplane ticket	258.34	
Suite at Radisson	109.45	
Scrap book	1.90	369.69

# MISCELLANEOUS

H. A. Rogers seating blueprints	22.99
Usher ribbons	10.50
Mileage for Frost	1.06
Mileage and cab for Partridge	1.44
Widdess Room	16.90
Partridge Room	5.90
Place cards	.31
Yardage of lace for program	1.74

## LUNCHEON MEETINGS

April 22 for 8 Friends	24.25
June 30 for 15 Friends	28.85
July 11 for 5 Friends	6.45
September 9 for 5 Friends	5.05
24 Suppers for Display workers	16.50
Hazel Larson - 8 hrs clerical	12.00

153.94



#### EXPLANATION OF CHANGES EFFECTING THE COST INCREASES

1960 James Galanos Showing presented by the Friends of the Institute and Dayton's Oval Room on September 15

- (1) The mailing list was revised and the following charges were made in connection with the revision. Work on the quality list prior to the invitation mailing was charged to the show account. If work is done on the list for the list's sake, the charge is \$1.35 per hour. The work is charged to the show at the rate of \$2.30 per hour. In April,  $\frac{1}{2}$  hours; May 131  $\frac{3}{4}$  hours; June 64  $\frac{3}{4}$  hours; August 17 hours. In addition, the Oval Room list was checked against the Quality List and the cost of this charged to the Oval Room; this took 89 June and 288 July hours for a total of 377 cost \$867.10. In the show expenses, the cost of stuffing and mailing is entered. The week ending August 27, 53  $\frac{3}{4}$  hours. \$164.45 plus \$123.63 for a total of \$288.08.
- (2) Miss Skamser and Mr. Root had worked on a 90¢ plus 10% tea price and this was budgeted for 1960. In October the Sky Room put through a charge for 725 teas at \$1.75 plus 10%.
- (3) Mr. Soiberg invited all the Oval Room personnel to be his guest at the rehearsal supper. The expense has been charged to the show and increased the budgeted amount by \$74.
- (4) 72 mum plants were ordered for the foyer planters. Not budgeted.
- (5) The fashion department was able to effect a considerable saving this year because the merchandise was in the store on the Saturday before the show. The pressers did not have to work special overtime and much routine in connection with the show assembly was on regular instead of the customary overtime. THIS FIGURE IS AN EXCEPTION, NOT A RULE. FOR BUDGET ENTER THE 1960 BUDGET FIGURE NEXT YEAR.  
  
The freight is usually charged to the fashion department. No freight charge has shown up yet. The house account has little surprises from time to time, so this may catch up somewhere. SHOULD BE A BUDGETED ALLOWANCE.
- (6) Miss Russell brought her maid. An unbudgeted situation.