



Dayton's Downtown Minneapolis department store event files

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Amber Is Color for Fall



PAULINE TRIGERE'S AMBER TONED CAPE FOR AUTUMN
The fabric is a rough-textured British tweed

★ ★ ★ ★
By **BARBARA FLANAGAN**
Minneapolis Star Staff Writer

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THE MINNEAPOLIS **STAR**

THURSDAY, JULY 6, 1961

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Designer Pauline Trigere, a member of fashion's hall of fame, will bring her collection to Minneapolis in September to benefit the Minneapolis Institute of Arts.

Miss Trigere, a Frenchwoman transplanted to the United States, will comment on her designs at the annual style show Sept. 14 in Dayton's sponsored by the Friends of the Institute.

The designer is famous for ladylike clothes with lots of taste and a bit of tang.

At present, she is the only woman honored with the hall of fame award by the fashion industry. Miss Trigere shares the hall with designers James Galanos, Norman Norell and Ben Zuckerman.

Mrs. David M. Winton, Maple Plain, is chairman of the committee for the



PAULINE TRIGERE
Coming for benefit

show. Mrs. J. Kimball chairman.

Tickets are available from Mrs. Charles N. Marvin, Wayzata, ticket chair-Whitney, Wayzata, is co-

man. Other committee members include Mrs. Morris G. Levy, Jr., Mrs. Richard A. Hersey, Mrs. Richard P. Gale and Mrs. Arthur C. Strachauer.

Mrs. Thomas M. Crosby, Wayzata, is president of the Friends.

7/4/61



Fashion Talk Designer Pauline Trigere, right, discussed plans for the annual Minneapolis Friends of the Institute style show at a recent meeting in her New York office with Mrs. John S. Pillsbury, Sr., left, and Mrs. Thomas M. Crosby, center. The show on Sept. 14 at Dayton's will benefit the Minneapolis Institute of Arts. Miss Trigere will comment on her 1961 fall collection of clothes. Mrs. Crosby, the daughter of Mrs. Pillsbury, is president of the Friends.

Time

The Friends of the Institute and

Dayton's Oval Room®

present the fall collection of

PAULINE TRIGÈRE

Thursday,

September 14, 1961

at 3:00 p.m.

*Executive Committee of
The Friends of the Institute*

Mrs. Thomas Crosby, President
Mrs. Hadlai Hull, 1st Vice President
Mrs. John deLaittre, 2nd Vice President
Mrs. A. B. Overstreet, Secretary
Miss Frances Baker, Treasurer
Mrs. Howard Selover, Assistant Treasurer
Mrs. John Moffett, Museum Shop
Mrs. Richard G. Brierley, Assistant Museum Shop
Mrs. Boris Sokoloff, Programs
Mrs. Atherton Bean, Luncheons
Mrs. Robert Bowen, Assistant Luncheons
Mrs. James G. Fullerton, Jr., Decorating
Mrs. Robert Keith, Publicity
Mrs. William B. Cash, Flowers
Mrs. David M. Winton, Fashion Show
Mrs. Paul Thatcher, Hostesses
Mrs. John R. Savage, St. Paul Representative
Mrs. William Crear, Jr., Membership

Fashion Show Committee

Mrs. David M. Winton, Chairman
Mrs. J. Kimball Whitney, Co-Chairman
Mrs. Morris G. Levy, Jr., Invitations Chairman
Mrs. Charles N. Marvin, Ticket Chairman
Mrs. Richard A. Hersey, Usher Chairman
Mrs. Richard P. Gale, Hostess Chairman
Mrs. Arthur C. Strachauer, Publicity Chairman

1. Lacquer red and black pebble tweed cape. Lacquer red jersey dress, tether belt.
2. Black and checked reversible cape. Black two-piece suit, gray border.
3. Gold Tanglecross cape. Marmalade wool dress, self belt.
4. Gray and green reversible cape. Green Shetland wool dress.
5. Purple and plum plaid cape with hood. Palermo gray wool dress.
6. Gray tweed cape and skirt, light gray jersey blouse.
7. Wild currant frosty fleece coat. Wild currant jersey dress, tether belt.
8. Marmalade tweed coat, red lining. Dark green wool dress, tether belt.
9. Burnt orange coat, welt seam trimming. Black jersey dress, tether belt.
10. West Point blue frosty fleece coat. Light gray jersey long-sleeved dress.
11. Black Alaska seal cape. Plaid wool dress, tether belt.
12. Nutmeg tweed cape and matching dress.
13. Jaguar coat. Black meshweave dress, tether belt.
14. Olive brown tweed coat, horizon line. Yellowstone wool dress, self belt.

15. Black and beige two-tone coat. Black Tanglewool flared dress.
16. Black and white chevron tweed three-quarter coat and skirt
17. Green and black pebble tweed fitted coat. Holly green wool dress.
18. Black broadtail Persian coat. Black knit dress, silk trim and belt.
19. Gray and rose reversible coat. Rose and fuchsia stained glass print dress, tether belt.
20. Two-tone green horizon line coat. Multi-green camouflage wool print dress, tether belt.
21. Leopard jacket. Pitch gray yarn dye dress.
22. Beige dyed nutria coat. Black meshweave dress, tether belt.
23. Black Plushfleece high belted coat. Red chiffon print over wool dress, tether belt.
24. Red wool suit, green print blouse.
25. Charcoal suit reversible to check.
26. Black and white calf jacket. Black knit sleeveless dress, tether belt.
27. Black and white calf coat. Black ribbed jersey cocktail dress.
28. Black Tanglewool dress and jacket.
29. Black Tanglewool flared three-quarter coat and dress.

30. White mink cape. Black wool cocktail dress, embroidered necklace.
31. Black wool cocktail dress, silk trim.
32. Black dinner suit, beaded chiffon blouse
33. Broadtail top and jacket, plaid skirt.
34. Brown wool coat and dress, fisher trim.
35. Ranch mink cape with hood. Brown chiffon print dress over wool.

INTERMISSION

36. Black silk upsweep dress, tether belt.
37. Black silk dress, shoulder bows.
38. Black silk Fandango skirt cocktail dress, tether belt.
39. Black dyed nutria fichu. Black silk short dinner dress, jet shoulder straps.
40. Silver mesh two-piece dinner dress, tether belt.
41. Autumn haze mink coat. Gold and white chiffon lamé dress.
42. White brocatelle cocktail dress with fichu.
43. Red brocatelle short dinner dress and jacket.
44. Blue and green brocatelle evening dress and coat.
45. White and gold lamé short dinner dress.

46. Gold coins on green brocade dinner dress.
47. Black wool top, lace skirt—lace fichu.
48. Black silk dress, shoulder bows.
49. Blue and green brocatelle evening dress and coat.
50. Gold coins on black short evening coat. Gold coins on black short evening dress.
51. Black evening coat with embroidery. Gold lamé short evening dress.
52. Black wool dress, gold embroidery.
53. Persian brocade dinner dress and jacket.
54. Pink serge hooded evening cape. Green wool short evening dress, embroidered necklace.
55. Black cape, beaded yoke—two-tone lining.
Green Alaskine dress.
56. Black flannel evening dress, embroidered necklace, fichu.
57. Black silk and wool evening dress, blossom top.
58. Black and blue polka dots, blossom top.
59. Black velvet evening coat, Baum Marten cuffs and hood.
Black velvet dress, embroidered necklace.
60. Persian brocade dinner dress and jacket.
61. Gold and black chiffon lamé hooded coat. Gold and black chiffon lamé evening dress.

62. Orange floral print chiffon over wool, matching kerchief.
63. Shadow Mist mink fichu. Pitch gray, ribbed jersey evening dress.
64. Black and red brocade dinner dress.
65. Black Alaskine strapless evening gown, fichu.
66. Emerald and lacquer double-face satin evening gown and stole.
67. Black satin evening dress, large red rose, one-armed stole.
68. Bronze brocatelle evening gown and stole.
69. Sapphire and emerald satin hooded cape. Sapphire and emerald double satin evening dress.
70. Orange and black damask dinner dress and jacket.
71. Pink serge hooded evening cape. Gray wool long evening gown, embroidered necklace.
72. Peacock brocade hooded coat. Peacock brocade evening gown.
73. Emerald damask hooded evening cape. Black crystal jersey evening dress, rhinestone buckle.
74. Long black velvet evening coat. Long black velvet dress, embroidered medallion.



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 1961 Pauline Trigere 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.



File Mrs Stuart Wells 40th

FRIENDS OF THE INSTITUTE - DAYTON'S OVAL ROOM FASHION SHOW COMMITTEE MEETING

Monday, May 15, 1961

12:15 p.m., West Room

Present were: Mmes. David M. Winton, J. Kimball Whitney, Thomas M. Crosby, Morris G. Levy, Jr., Richard A. Hersey, Richard P. Gale, and Arthur C. Strachauer from the Friends'. Messrs. Stewart K. Widdess, Stuart Wells, Joseph Wright, Aage Solberg and Mrs. Patricia Partridge from Dayton's.

This year's show will be on Thursday, September 14 at 3:00 p.m. in Dayton's Sky Room. Tickets will cost \$7.50 each. The collection of Pauline Trigere will be featured and Miss Trigere will be here in person. Again special models from outside of Minneapolis will be used for the show.

There will be a full dress rehearsal on Wednesday evening, September 13 at 7:00 p.m. in the Sky Room. Members of the Friends' Committee are invited to the rehearsal and a buffet supper beforehand in the West Room between 6:00 and 7:00 p.m.

Joseph Wright will coordinate the show. Patricia Partridge will assist the Friends' Committee with details pertaining to invitations, ushers, tickets, hostesses, and publicity.

Mr. Wells presented a resume of Miss Trigere's rise to fame in the fashion world. She is full of ideas, has excellent stage presence and is a great star in her field. Her interest in art will be highlighted in publicity releases.

Mrs. Crosby told that funds from the 1960 show were used to refurbish the French Room at the Art Institute. Its completion about mid-July will provide further grist for the publicity mill. There has been, as yet, no specific designation of what this year's fund will be used for.

The Friends' announcement letter will be sent on Friday, August 4, to all members.

Invitations will be mailed to the Friends on Wednesday, August 16. Corrections of the Friends' membership roster should be sent to Mrs. Partridge not later than July 15. Invitations for Friends will be delivered on or before July 15 to Mrs. Levy for addressing and are to be returned to Dayton's for stamping and mailing on or before Wednesday, August 9.

The general invitation mailing will be on Wednesday, August 23. Addressing, stamping, and mailing will be handled entirely by Dayton's.

The tickets and seating blueprint will be in the hands of Mrs. Marvin by Wednesday, August 9. The Friends will have charge of all ticket sales. On Thursday morning, September 14, the remaining tickets and blueprint will be delivered to the Sky Room, and a Special Events person will man a ticket counter from that time until the beginning of the show at 3:00 p.m.

Complimentary tickets will be sent to Miss Barbara Flanagan of the Minneapolis Star and Tribune, Miss Gloria Hogan, Women's Wear Daily, and Select Magazine.

At least 30 ushers from the members of the Friends will be chosen. There will be section captains for ushers as formerly and a blueprint of the seating will be sent Mrs. Hersey in advance. Ushers will meet on the day of the show, September 14, at 1:30 p.m. in the Sky Room for briefing. Ushers will wear navy or black dresses and be identified by special ribbons. An extra usher reserve to help channel foyer crowds would be welcome. This year an additional entrance line to the Sky Room will be formed and a revision of ticket taking and program distribution will be worked out to facilitate traffic flow.

Mrs. Gale will be given a tea table arrangement chart and assign location of hostesses in advance. A complete list of the 18 hostesses should be sent Mrs. Partridge by August 15, so special place cards may be made early.

Mrs. Strachauer will work with Mrs. Partridge on publicity. Direct contacts with the Minneapolis Star and Select will be handled by Mrs. Strachauer. Mrs. Partridge will supply whatever background information of Miss Trigere is needed and assist as requested. Dayton's will dispatch one general news release to the neighborhood weekly newspapers. Mrs. Partridge will contact Gloria Hogan of Women's Wear Daily. Mr. Wells will talk with Miss Trigere about setting up a special interview with Miss Barbara Flanagan.

Submitted by

Mrs. Patricia Partridge
Director of Special Events
D A Y T O N ' S

June 1, 1961

Mr. Stuart Wells

SALES PROMOTION PLAN SHEET

File

NAME OF EVENT AMERICAN DESIGNERS' FASHION SHOW

DATE OF EVENT September 14, 1961 - 3:00 p.m.

DEPARTMENTS INVOLVED Display, Special Events, Fashion
Oval Room and 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 Pauline Trigere collection.

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

Mrs. Patricia Partridge will work with the Friends Committee on invitations, tickets, ushers, publicity, and hostesses. She 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. David M. Winton is Chairman of the Friends of the Institute Committee and Mrs. J. Kimball Whitney is the Co-Chairman.

INVITATIONS

Mrs. Morris G. Levy, Jr.
Friends Chairman
Miss Lillian Havens
Mrs. Partridge

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 16 and the remaining list on August 23.

TICKETS

Mrs. Charles N. Marvin
Friends Chairman
Mr. Bruce Segerstrom
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 9.

A ticket information desk will be set up in the Sky Room lobby on Thursday, September 14, at 11:00 a.m.

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

PUBLICITY

Mrs. Arthur C. Strachauer
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 will be sent to and arranged for with the STAR & 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. Richard A. Hersey
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 14 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. Richard P. Gale
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. Rosati

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

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

Display will be responsible for the stage setting, the runway and lights. All must be completed by 4:00 p.m. Wednesday, September 13. Display will also be responsible for seeing that screens are set up to block view by the dressing room.

Jerry Mayeron's Orchestra has been engaged for the show and rehearsal.

REHEARSAL

Mr. Wright
Miss Sandman
Mr. Ledder
Mrs. Partridge

There will be a full dress rehearsal on Wednesday, September 13 at 7:00 p.m. in the Sky Room.

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

MODELS

Mr. Wright
Miss Sandman
Mrs. Partridge

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

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

On Thursday afternoon, September 14, all models are to be in the dressing rooms at 2:15 p.m. for the 3:00 p.m. show. Models shall 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 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. 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. George Elliot

Automatic elevator service will be available for those attending the show rehearsal on Wednesday evening, September 13. There will be no special elevator service the day of the show itself

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.

Patricia Partridge
Special Events
Ext. 3018

Date: June 15, 1961

COPIES TO: Operating Committee
Mdse. Vice Presidents
Div. Mdse. Managers
Publicity Group
Mr. Soiberg
Mr. Ed Anderson
Mr. Donal O'Donnell
Mr. Robert Ledder
Miss Frances Olson
Miss Lillian Havens
Miss Nancy Sandman
Mr. Van Kalsbeek
Mr. E. Johnston
Mr. George Elliot
Mr. George Tesar
Mr. John Lundegaard
Mr. Robert Bertholf



THE FRIENDS OF THE INSTITUTE
THE MINNEAPOLIS INSTITUTE OF ARTS
MINNEAPOLIS 4, MINNESOTA

August 5, 1961

Dear Friend:

It is hard for me to believe that summer is half over, my long anticipated European trip a thing of the past, and most important, The Friend's Fall Fashion Show - our big money raising event - only six weeks away.

This year Pauline Trigere will be the featured designer and we are thrilled that she has accepted Dayton's invitation to be here in person with her fall collection. Miss Trigere is recognized as one of America's foremost designers. She not only creates clothes of dramatic simplicity, but she, herself designs every coat, dress and suit that leaves Trigere, Inc.

Besides Miss Trigere's ability as a designer, she is a charming and vivacious person who has a genuine interest in art and a collection of her own. Having had the chance in June to visit with Miss Trigere in New York, we know that her participation in the Fashion Show will be a treat in itself. The committee has good reason to be excited about the plans.

The Fashion Show will be at Dayton's Sky Room on Thursday, September 14, at 3:00 p.m. with tea afterwards. Tickets are again \$7.50 and are tax deductible. We are grateful to Dayton's for cooperating with us again in holding this benefit for the Institute.

Invitations will be mailed to you on August 16th, one week in advance of the general mailing, and applications will be filled in the order in which they are received. We suggest that you plan your party and send your check as soon as possible. The Sky Room is being arranged so that every seat will have an unobstructed view of the runway.

Circle the date on your calendar and plan to attend. We need the support of all the Friends in order to make this event a real success.

Sincerely,

Fashion Show Committee

Mrs. J. Kimball Whitney, Co-chairman
Mrs. Richard Gale, Hostesses
Mrs. Morris Levy, Invitations
Mrs. Charles Marvin, Tickets
Mrs. Arthur Strachauer, Publicity
Mrs. Richard Hersey, Ushers

Mrs. Thomas Crosby, President

Ella P. Crosby

Mrs. David M. Winton, Chairman

Penney R. Winton