



Dayton's Downtown Minneapolis department store event files

Copyright Notice:

This material may be protected by copyright law (U.S. Code, Title 17). Researchers are liable for any infringement. For more information, visit www.mnhs.org/copyright.

September 8, 1965
Dayton's Auditorium, 8th Floor

Section

Table

Place No.

Section

Table

Place No.

The Friends' Benefit Fashion Show
the collection of Rudi Gernreich
Florence Eiseman
Presented by Dayton's Oval Room
in the Auditorium 12:30 o'clock
Wednesday, September 8, 1965
Lunch
THE FRIENDS OF THE INSTITUTE
\$8.50



Thank you for your support of The Friend's 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. Edmund J. Phelps, Jr.
473-6312

Friends of the Institute
FE. 5-4256

SALES PROMOTION PLAN SHEET

NAME OF EVENT FRIENDS OF THE INSTITUTE BENEFIT LUNCHEON-FASHION SHOW

DATE OF EVENT Wednesday, September 8, 1965

DEPARTMENTS INVOLVED Display, Special Events, Fashion, Oval Room, Sky Room
Store Presentation

STORES INVOLVED:

Minneapolis ☒ Southdale ☐ Rochester ☐ St. Paul ☐

GENERAL INFORMATION Job #55-10

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 show will feature the Rudi Gernreich collection and the Florence Eiseman Gallery Collection of children's clothes inspired by famous paintings.

Mr. Joseph Wright will be responsible for the production of the show, Miss Altermatt for general coordination.

Special Events will work with the Friends Committee on invitations, tickets, ushers, publicity and hostesses and will work with Mr. Ledder on details for the luncheon.

The show will follow a 12:30 p.m. luncheon in the Auditorium at which members of the Friends will act as hostesses.

The show is open to anyone who purchases a ticket at \$8.50.

Mrs. Thomas Morison is chairman of the Friends of the Institute committee, Mrs. Stephen Wyer is Co-chairman.

INVITATIONS

Mrs. Winston Newell, Jr.
Friends Chairman
Phone: 374-5604
Miss Pauline Altermatt
Miss Lillian Havens
Mrs. Mary Christenson
Mr. Joseph Wright
Mr. Bruce Segerstrom

Invitations, tickets, reply cards, programs are all to be designed and executed by Dayton's. Lillian Havens is in charge of addressing all invitations other than members of the Friends and Society of Fine Arts. Invitations to the Friends and Society will be hand addressed by a committee under Mrs. Newell, beginning July 19. This same committee will also stuff and mail all invitations. Invitations will be delivered to the Institute of Art Monday, July 26. Mailings to the Friends is planned for Wednesday, August 11; to the remainder of the list Wednesday, August 18.

Invitations will be imprinted with the return address of the reservation chairman, Mrs. Edmund J. Phelps, Jr., 442 Peavey Road, Wayzata, Minnesota 55391.

TICKETS & RESERVATIONS

Mrs. Edmund J. Phelps, Jr.
Friends Chairman
Phone: 473-6312
Mrs. Christenson
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 reservation chairman, Mrs. Phelps, no later than August 12.

Complimentary tickets will be sent to members of the press. Miss Altermatt will send Mrs. Phelps a list of the members of the press who are to receive the complimentary tickets. These names will then be entered on the seating chart.

A ticket information desk will be set up in the Auditorium lobby Wednesday, September 8, no later than 10:00 a.m.

PUBLICITY

Mrs. Loring Staples, Jr.
Friends Chairman
Phone: 473-9120
Miss Altermatt

The Friends Publicity Chairman will handle publicity in all suburban newspapers and will work closely with Dayton's in providing publicity for the Minneapolis Tribune and Star and the St. Paul papers. Features on the committees for the event, the theme of the show, the Friends benefit project, the models and Gernreich and Eiseman collections will be sent to and arranged for with local press.

USHERS

Mrs. Stephen Budd
Mpls. Ushers
Mrs. Roger Kennedy
St. Paul Ushers
Friends Chairmen

Ushers will be selected from the Friends membership list. They will meet in the foyer of the Auditorium, 8th Floor, by 11:00 a.m. on Wednesday, September 8, and will wear a white ribbon in which has been imprinted "USHER" in gold. Ushers will leave purses in the locked check room.

HOSTESSES

Mrs. Lyman Barrows
Mpls. Hostesses
Mrs. James A. Vaughan, Jr.
St. Paul Hostesses
Friends Chairmen

The hostess Committee chairmen will select hostesses from the Friends membership list who will hostess at a table. Hostesses will wear small corsages for identification purposes. The chairmen will work out table assignments.

FASHION SHOW

Mr. Wright
Mr. Soiberg
Miss Sandman
Mr. Rosati
Mr. Shank
Mr. Overby

Mr. Soiberg will work with Mr. Gernreich on the fashions to be shown and arrange for their transportation to and from Minneapolis. Mr. Shank and Mr. Wright will make the necessary arrangements for the Florence Eiseman collection.

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

Mr. Rosati will be responsible for the stage setting, the runway and lights. All must be completed by 4:00 p.m., Tuesday, September 7.

J. B. Hudson perfume samples as favors have been arranged for by Mrs. Christenson through Mr. Stanley Smith and will be placed at the tables.

Mr. Soiberg and Mr. Wright will work with Mr. Gernreich to engage guest models for the show. Mr. Wright and Miss Altermatt will work with Mrs. Morison in arranging for children of the Friends members to model the Florence Eiseman collection.

Plane and/or train reservations, hotel reservations and transportation to and from the airport/and or station will be handled by Miss Altermatt for Mr. Gernreich and his models.

On Wednesday, September 8, all models are to be in the dressing rooms at 12:30 p.m. for the 1:15 p.m. show. Models should have checked out of their hotel rooms and checked their personal luggage with the hotel bell captain if they are scheduled for early departure.

NO STORE PERSONNEL WITHOUT TICKETS OR ESPECIALLY ASSIGNED DUTIES WILL BE ALLOWED TO STAND IN THE LOBBY OF THE AUDITORIUM ON THE AFTERNOON OF THE SHOW.

REHEARSAL

Mr. Wright
Mr. Soiberg
Miss Sandman
Mr. Overby
Miss Altermatt
Mr. Rosati

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

There will be no buffet supper before the rehearsal. A list of all to attend the rehearsal will be given to Protection.

LUNCHEON

Mr. Ledder
Mr. L. Wright
Mr. J. Wright
Miss Altermatt
Mrs. Harold Tearse
Friends Chairman
Mr. Elliott
Mrs. Frances Olson

Approximately 112 tables seating 8 will be arranged in the Auditorium. Mr. Joseph Wright will be responsible for arranging and ordering the flowers for table centerpieces. Tables are to be completely set up by 12:15 p.m. Mrs. Harold Tearse will serve in an advisory capacity on Food and Flowers.

TRAFFIC CONTROL
Miss Altermatt

Miss Altermatt will work with Mr. Gutzke to arrange for sufficient traffic control from 12:00 noon until the show is over.

ELEVATORS
Mr. Elliott

The automatic elevators should remain in service until 10:00 p.m. Tuesday, September 7, for those attending the rehearsal. There will be no special elevator service the day of the show.

SEATING
Mr. Elliott
Mr. Overby

Mr. Elliott is responsible, working with Mr. Overby, for the scheduled seating arrangement in the Auditorium. Special Events will supply Mr. Elliott with a seating plan. Tables are to be identified alphabetically. Special Events will provide the identifying cards.

MAINTENANCE
Mr. Elliott

Maintenance will be responsible for set-up of the Auditorium and will work closely with Mr. Overby.

SIGNS
Mr. Krouse

Directional signs will be ordered for placement on the 8th Floor.

Pauline Altermatt
Special Events
Ext. 3018

August 4, 1965

COPIES TO: Operating Committee
Mdse. Vice President
Div. Mdse. Managers
Store Managers
Publicity Group
Mr. Soiberg
Mr. McNeal
Mr. Robert Ledder
Mr. Leroy Wright
Mrs. Frances Olson
Miss Lillian Havens
Miss Nancy Sandman
Mr. Donald Gutzke