



## Dayton's Downtown Minneapolis department store event files

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1967

THE FRIENDS OF THE INSTITUTE  
201 EAST TWENTY-FOURTH STREET  
MINNEAPOLIS, MINNESOTA 55404

FOOD & BEVERAGE 4.00  
SALES TAX .12  
CHARITABLE CONTRIBUTION 8.38  
**TOTAL 12.50**



THE FRIENDS OF THE  
INSTITUTE BENEFIT SHOW

**LONDON NOW**

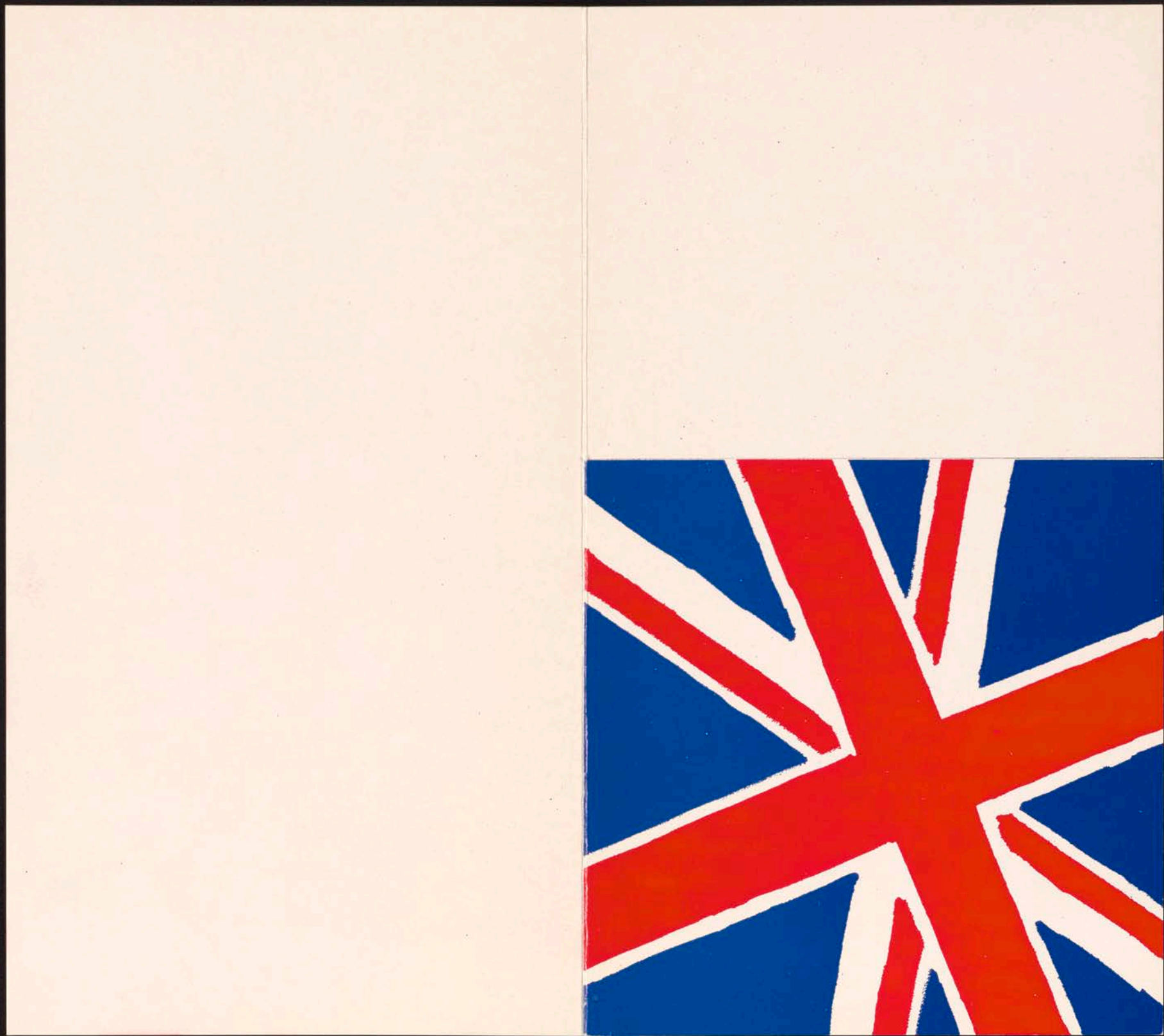
PRESENTED BY DAYTON'S  
6:00 TO 9:00 O'CLOCK

WEDNESDAY, **SEPTEMBER 20**, 1967  
DAYTON'S AUDITORIUM, 8TH FLOOR  
LIGHT SUPPER & COCKTAILS

ENTER THRU  
DAYTON-RADISSON RAMP ELEVATORS **LEVEL H**

THE FRIENDS OF THE INSTITUTE  
201 EAST TWENTY-FOURTH STREET  
MINNEAPOLIS, MINNESOTA 55404

MRS. JAMES H. LESLIE  
495 HIGHCROFT ROAD  
WAYZATA, MINNESOTA  
55391





## RESERVATION CARD

I WISH \_\_\_\_\_ TICKETS AT \$12.50 EACH  
FOR THE **FRIENDS OF THE INSTITUTE BENEFIT**  
**LONDON NOW!**

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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TICKETS REQUESTS WILL BE HONORED IN THE ORDER  
RECEIVED.



DAYTON'S PRESENTS **LONDON NOW!**

JOIN **THE FRIENDS OF THE**  
**INSTITUTE** FOR A SENSATIONAL  
SHOWING OF

**67's BEST FASHIONS.**

THRILL TO THE SIGHTS AND SOUNDS  
OF A GREAT NEW BRITAIN.

IT'S **LONDON NOW!**

IN FASHION, FILM AND MUSIC.

SPECIAL GUESTS OF HONOR:

HIS EXCELLENCY THE BRITISH AMBASSADOR  
SIR PATRICK DEAN AND  
LADY DEAN.

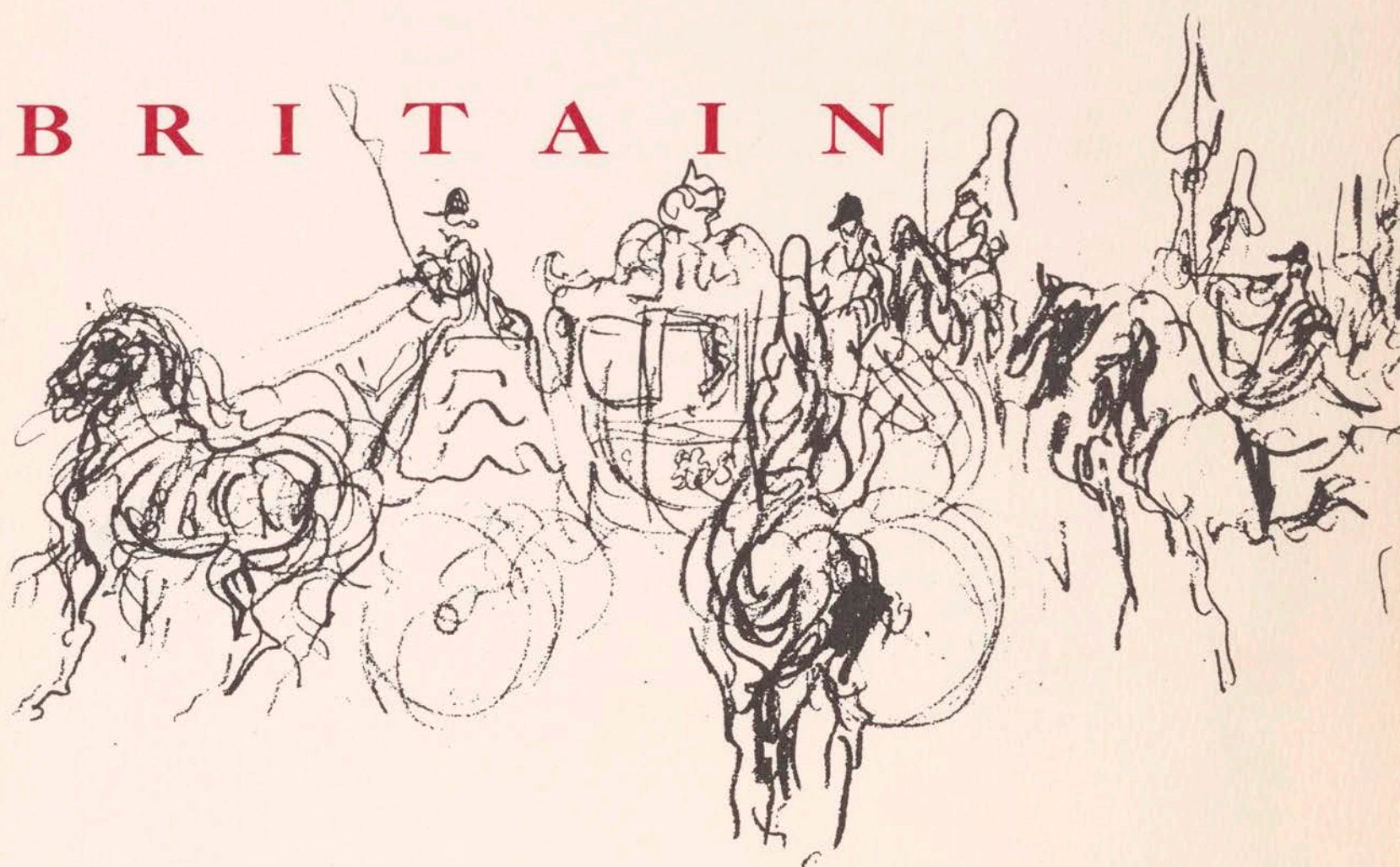
WEDNESDAY, **SEPTEMBER 20, 1967**

6:00 TO 9:00 O'CLOCK

DAYTON'S AUDITORIUM, 8TH FLOOR  
LIGHT SUPPER AND COCKTAILS



B R I T A I N



 **BOAC**

BRITISH OVERSEAS AIRWAYS CORPORATION





#### PAST PRESIDENTS OF THE FRIENDS OF THE INSTITUTE

*Mrs. George Christian	1922-23
*Miss Frances Janney	1923-25
*Miss Caroline Crosby	1925-27
*Mrs. C. Reinold Noyes	1927-29
Mrs. John Pillsbury	1929-31
Mrs. John Dalrymple	1931-33
Mrs. Angus W. Morrison	1933-35
Mrs. Richard Gale	1935-37
Mrs. Philip Little, Jr.	1937-39
*Mrs. Earl Partridge	1939-41
Mrs. Harold Tearse	1941-43
*Mrs. John Rood	1943-46
Mrs. Stanley Hawks	1946-48
Mrs. Ruth Bovey Stevens	1948-50
Mrs. Charles Grandin, Jr.	1950-52
Mrs. Edmund Phelps	1952-54
Mrs. Leonard Carpenter	1954-56
Mrs. Frederic Weld	1956-58
Mrs. Lyman Barrows	1958-60
Mrs. Thomas Crosby	1960-62
Mrs. Hadlai Hull	1962-64
Mrs. John S. Pillsbury, Jr.	1964-66
*Deceased	

#### LONDON NOW BENEFIT COMMITTEE

Mrs. Edmund J. Phelps, Jr., Chairman  
 Mrs. Charles V. Krogness, Co-Chairman  
 Mrs. James H. Leslie, Reservations Chairman  
 Mrs. Robert Harvey, Publicity Chairman  
 Mrs. M. S. Alexander, Invitations Chairman  
 Mrs. Erle B. Savage, Jr., Refreshments Chairman  
 Mrs. John E. Andrus III, Hostess Chairman

#### 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.

Proceeds from the benefit will be used to compile and print a handbook of the permanent collection 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.

#### IT'S "LONDON NOW!"

We are arriving in London. Fasten your seat belts, please!

Great Britain may be the land of strong traditions, but Dayton's via BOAC chooses to feature not the old, but "London Now."

#### SPECTRUM

"Spectrum" surrounds you with the sights and sounds of London, as you take an impressionistic tour of this great new city. The encircling screens are divided into three panels 18 feet high. The circle is topped by a geodesic dome. Eleven rear-screen projectors provide a multi-image view of the city on film, slides and transparencies, for an exciting explosion of color and pattern. Combined with the sights will be sounds of the London beat blended into a soundtrack creating a total experience.

#### KALEIDOSPHERE

Lose yourself in this infinity-sphere of British-inspir-it-into-infinity, now-you-don't experience. Here the Walls of reflections and lights create a now-you-see-it-into-infinity, now-you-don't experience. Here the old and the new in fashion meet and the time line disappears as the lights dim and the revolving units change every 20 seconds.

#### KINEMA

Step into a day in the life of a Londoner when you step into space and the flashing vignettes of "Kinema." This women's fashion pavilion features twenty, 7-foot tall, stylized mannequins. These "mini-kins" were especially created for London Now. Suspended from the ceiling, the animated "mini-kins" will appear in ten different situations. The entire day of these London "dolls" will flash before you in 90 seconds!

#### VOICE-GRAPHICS

Here your voice activates combinations of segments of a cinerama-like screen that is 18 feet high and 48 feet wide. It's an electronic taste test as six microphones pick up your voice and electronically trigger random combinations of slides of London-inspired home furnishings. Each microphone controls eight images picturing various types of British furniture, ranging from rare museum pieces to "out-of-sight" merchandise.

#### *Fashions From The Oval Room*

Guests of honor, His Excellency the British Ambassador  
 Sir Patrick Dean and Lady Dean









# SALES PROMOTION PLAN SHEET

**NAME OF EVENT** FRIENDS OF THE INSTITUTE BENEFIT - LONDON NOW - 8TH FLOOR AUDITORIUM

**DATE OF EVENT** Wednesday, September 20, 1967

**DEPARTMENTS INVOLVED** Display, Major Events, Fashion Office, Oval Room, Advertising.

**STORES INVOLVED:**

FORM 2133

Minneapolis ☒

Southdale ☐

Rochester ☐

St. Paul ☐

Brookdale ☐

**GENERAL INFORMATION** Job #57-20

The Friends of the Minneapolis Institute of Arts in cooperation with Dayton's will have a benefit at the premier opening of Dayton's LONDON NOW promotion in the auditorium Wednesday evening, September 20. The show will be held from 6:00 to 9:00 p.m. at which time the Friends and their guests will view a fashion show presented by the Oval Room of '67's BEST FASHIONS. His Excellency, Sir Patrick Dean, the British Ambassador to the United States and Lady Dean will be the guests of honor for the evening. A light supper will be served by Town and Country Caterers of Wayzata. Tickets are available through the Friends of the Institute.

**FRIENDS COMMITTEE**

Miss Altermatt  
Miss Hallberg

Major Events will work with the Friends Committee in coordinating the event. The committee members are:

Mrs. Edmund J. Phelps, Jr. . . . . Chairman  
Mrs. Charles V. Krogness . . . . . Co-Chairman  
Mrs. James H. Leslie . . . . . Reservations  
Mrs. George F. White . . . . . Publicity  
Mrs. M. S. Alexander . . . . . Invitations  
Mrs. Erle B. Savage, Jr. . . . . Refreshments  
Mrs. John E. Andrus III. . . . . Hostesses

**INVITATIONS**

Mrs. M. S. Alexander  
(Friends Committee)  
Miss Altermatt  
Miss Hallberg  
Mr. Nathe

Invitations, tickets, reply cards, and programs are all to be designed by Dayton's. The Institute's mailing list will be used. The invitations were delivered to the Institute of Art on Friday, August 4, 1967, for mailing on August 20th.

Reservation envelopes will be imprinted with the return address of the reservation chairman, Mrs. James H. Leslie, 495 Highcroft Road, Wayzata, Minnesota 55391.

**TICKETS & RESERVATIONS**

Mrs. James H. Leslie  
(Friends Committee)  
Miss Altermatt  
Miss Hallberg

The Friends will have charge of all ticket sales. No tickets will be sold at any other place; therefore, all requests coming to the Institute of Art or Dayton's will be referred to the Friends. All space will be allocated in order of the receipt of requests.

Complimentary tickets will be sent to members of the press. Major Events will send Mrs. Leslie a list of the members of the press who are to receive the complimentary tickets.

**PUBLICITY**

Mrs. George F. White  
(Friends Committee)  
Mr. Barrett

The Friends' Publicity Chairman will supply Dayton's with all necessary information about the Friends Benefit and will assist Dayton's in making the members of the Friends available to the press. Dayton's will assist the Friends in making all newspaper (Mpls. and Suburbs), radio, and Television contacts.

**HOSTESSES**

Mrs. John E. Andrus III  
(Friends Committee)

The hostesses Committee Chairman will select hostesses from the Friends' membership list who will hostess during the evening. They will be identified with a ribbon.

**FASHION SHOW**

Mrs. DeFore  
Mrs. Quinlan  
Mr. Gantert

The most exciting pieces from all the Oval Room Designers will be used for Friends LONDON NOW Benefit.



Mrs. DeFore will choose the merchandise for the show. Mrs. Quinlan will hire models from Minneapolis, fit the show, and arrange for the Fashion Show. The show will be incorporated into the LONDON NOW setting with no commentary and be repeated during the evening. Mrs. Quinlan will schedule a rehearsal and will work with Mr. Gantert on the arrangements and use of the auditorium.

ELEVATORS  
Mr. Elliott  
Miss Altermatt  
Miss Hallberg  
Mr. Tykeman (Ramp)

In that the Friends Party is being held after store hours, their invitation states that they are to enter the store through the Dayton-Radisson Ramp Entrance off Level H. Major Events will hire guards from Busch, Inc. to be stationed in the Radisson Arcade and on Level H to direct and assist guests to the auditorium, and will notify the Dayton Radisson ramp.

PROTECTION  
Mr. Dornfeld

Protection will please note that there will be people in the auditorium after store hours. These guests are to enter through the Dayton-Radisson Ramp level H. Please direct watchmen to send guests to that entrance. The auditorium fire door will be down.

MAINTENANCE  
Mr. Elliott

Maintenance will assist Mr. Gantert with any special set-up needed on the evening of September 20, 1967.

SIGNS  
Mr. Krouse  
Miss Richie

Directional signs are to be ordered and placed in the arcade and Level H directing Friends and their guests to the auditorium.

August 1, 1967

COPIES TO: Operating Committee  
Mdse. Vice Presidents  
Div. Mdse. Managers  
Publicity Group  
Mrs. Quinlan  
Mr. Dornfeld  
Mr. Elliott  
Mr. Tykeman  
Friends Committee

Susan Hallberg  
Major Events  
Ext. 3015