




Dayton's Downtown Minneapolis department store event files

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1970

The Friends of the Institute
201 East Twenty-fourth Street
Minneapolis, Minnesota 55404



The Friends of
The Minneapolis
Institute of Arts
and Dayton's Oval Room
present the
Collection of Donald Brooks
at Two Showings
Tea at 2:00 P.M.
Cocktails at 6:00 P.M.
Wednesday,
September 16, 1970
previewing the
"Mediterranean Bazaar"
Dayton's
8th Floor Auditorium
700 on the Mall





The Friends of the Institute and
Dayton's Oval Room®
Present the Fall Collection of
DONALD BROOKS
Wednesday, September 16, 1970

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 the 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 1970 Donald Brooks showings will be used for purchasing audio-visual equipment for the educational department of the Institute.

Any woman who is a member of The Society of Fine Arts will be welcomed as a Friend. The annual dues are \$5.00 a year.

Two interlocking rings, an old Chinese device meaning eternal friendship, is the symbol of the Friends of the Institute.



OFFICERS OF THE FRIENDS OF THE INSTITUTE

Mrs. Laureess V. Ackman, President
Mrs. Sheffield West, First Vice President
Mrs. Donald F. Reed, Second Vice President
Mrs. Robert M. Maxwell, Secretary
Mrs. Laurence T. Mork, Treasurer
Mrs. Sexton Richards, Assistant Treasurer

FASHION SHOW COMMITTEE

Mrs. A. Skidmore Thorpe, Chairman
Mrs. Craig Nalen, Co-Chairman
Mrs. Charles DeLaittre, Reservations
Mrs. William P. Moyles, Refreshments
Mrs. Whitney MacMillan, Tea Hostess Chairman
Mrs. G. Richard Slade, Evening Hostess Chairman
Mrs. Charles V. Krogness, Public Relations Chairman
Mrs. Stephen Wilson, Invitations Chairman

Your gift of Chamade perfume compliments of Guerlain.





RESERVATION CARD

I wish to make _____ reservations for The Friends of the Institute Benefit, Wednesday, September 16, 1970, for which I enclose my check payable to The Friends of the Institute for \$_____. (Please indicate below the show you wish to attend.)

☐

TEA

Food and beverage ..	2.50
Minnesota excise tax.	.08
City amusement tax..	.08
Charitable contribution	4.84
Total	7.50

☐

COCKTAILS

Food and beverage ..	5.00
Minnesota excise tax.	.15
City amusement tax..	.15
Charitable contribution	9.70
Total	15.00

Unable to attend, please accept my donation of \$_____.

NAME _____

STREET _____

CITY _____

STATE _____ ZIP _____

Reservation requests will be honored in the order received. No tickets will be issued this year; your reservation will be held for you at the door. Mail this reservation card and check to the reservation chairman:

Mrs. Charles DeLaittre
2324 Oliver Avenue South
Minneapolis, Minnesota 55406

SALES PROMOTION PLAN SHEET

NAME OF EVENT FRIENDS OF THE INSTITUTE BENEFIT---8th FLOOR AUDITORIUM
"MEDITERRANEAN BAZAAR" & DONALD BROOKS

DATE OF EVENT Wednesday, Sept. 16, 1970 2 p.m. Tea--6 p.m. Cocktails

DEPARTMENTS INVOLVED Oval Room, Fashion Office, Events, Publicity, Display, Graphics, Cosmetics, Home Furnishings

STORES INVOLVED:

FORM 2133

Minneapolis ☒

Southdale ☐

Rochester ☐

St. Paul ☐

Brookdale ☐

GENERAL INFORMATION Job. No. 59-08

The Friends of the Minneapolis Institute of Arts and Dayton's Oval Room, will present two benefit showings of the Donald Brooks fall collection at a preview of Dayton's "Mediterranean Bazaar" in the 8th floor auditorium on Wednesday, Sept. 16, 1970. The events will be held at 2:00 p.m. and at 6:00 p.m. Mr. Brooks will be appearing with his collection. Delicacies representative of the Mediterranean countries will be served at the tea and cocktail party.

FRIENDS COMMITTEE

Events will work with the Friends Committee in coordinating the two shows. The committee members are:

Chairman.....Mrs. A. Skidmore Thorpe (Pat)
Co-Chairman.....Mrs. Craig Nalen (Kimmy)
Reservations.....Mrs. Charles DeLaittre (Barbara)
Refreshments.....Mrs. William P. Moyles (Virginia)
Hostesses (Tea).....Mrs. Whitney Macmillan (Betty)
Hostesses (cocktail).....Mrs. G. Richard Slade (Ella)
Publicity.....Mrs. Charles V. Krogness (Jean)

INVITATIONS

Miss Slater
Mr. Boldt
Miss Waldhauser
Mr. Shank

Invitations, reservation cards and envelopes have been designed and printed by Dayton's. The Friends will be billed for the printing. All printed material was delivered to the Friends office in July. Invitations were mailed out the third week in August. The Art Institute mailing list and the Oval Room super-list were used.

RESERVATIONS

Mrs. Charles DeLaittre
(Friends Committee)

The Friends will handle all reservations. Therefore, all requests coming to the Art Institute or Dayton's will be referred to the Friends Office 339-7661. All space to be allocated in order of the receipt of requests.

PUBLICITY

Mrs. Shepherd
Mrs. Charles Krogness
(Friends Committee)

The Friends' Publicity Chairman will supply Dayton's with all necessary information about the Benefit. She will assist Dayton's in making members of the Friends available to the press. Mrs. Shepherd will make all newspaper (Minneapolis and suburbs) radio and television contacts.

HOSTESSES

Mrs. Driscoll
Mrs. MacMillan
Mrs. Slade
Miss Slater

The host and hostess committee chairmen will select hostesses for the tea and hosts and hostesses for the cocktail showing, from the Friends membership. Events will supply them with identifying ribbons and name tags.

FASHION SHOW

Mr. Shank
Mrs. Quinlan
Mr. Allie
Mr. Neunsinger
Miss Slater

The fashion show will be Donald Brooks fall collection. The following is the tentative schedule for Mr. Brooks and his assistant Mr. Eli Lehrman:

Monday, Sept. 14, 1970

Mr. Brooks and his party will arrive in Minneapolis on Monday. Mr. Shank will meet Mr. Brooks at the airport and take him to the Sheraton-Ritz Hotel where reservations have been made.

FASHION SHOW (Cont'd)

The Brooks collection (approximately 90 pieces) plus furs and accessories will arrive on Monday. (exact time to be determined). Mrs. Quinlan will arrange for a truck to pick up the clothes at the airport and bring them to Dayton's.

Tuesday, Sept. 15, 1970

Fittings for the show will be on Tuesday at a time to be designated later.

A party will be held at Mr. Bruce's Tuesday evening. Events will hire a limousine to take Mr. Brooks to Mr. Bruce's and return him to the hotel.

Wednesday, Sept. 16, 1970

A full dress rehearsal will begin at 9:00 a.m. Wednesday morning.

Mr. Allie will produce a tape which will provide the musical background for the show.

Showings will be staged at 2:00 p.m. and 7:00 p.m.

There will be no commentary during the shows. The Friends President, Mrs. Lauress Ackman (Chloe) and a Dayton's executive will speak briefly prior to each show. Mr. Brooks will be introduced and will say a few words if he so desires. A stand up mike will be needed.

Mr. Shank will accompany Mr. Brooks to the airport when he is ready to depart.

FASHION OFFICE
Mrs. Quinlan

Mrs. Quinlan will hire 12 models who are 5'8" or taller and wear size 8.

ENTERTAINMENT
Miss Altermatt

Miss Altermatt will arrange for Jerry Mayeron's three piece combo to provide music before and after the afternoon showing. The cocktail showing entertainment will include a belly dancer and a band specializing in music typical of the Mediterranean area!!

GIFTS
Mr. Sharp

Chamade perfume by Guerlain will be presented to each lady at the tea and cocktail party. The perfume will be placed on the chairs at the tea and will be handed to the women as they enter the auditorium in the evening.

AUDITORIUM SET-UP
Mr. Allie
Mr. Shimota
Mr. Elliott
Miss Slater

The stage area will be designed by Mr. Shimota and executed under the direction of Mr. Allie.

Mr. Elliott will be responsible for the set-up for the tea and its removal--the set-up for the cocktail party and its removal. The buffets and tea tables will be set up in the restaurant section of the auditorium. The buffets will remain for the cocktail party. Three bars will be set up in the auditorium proper in the evening.

Town and Country will cater the tea and cocktail party. Miss Slater will order the centerpieces for the buffets.

Three 8' tables, draped, should be set up in the foyer of the auditorium for reservation check-in at the tea and cocktail party.

BAZAAR SHOPS
Mr. Bamberger

The Bazaar shops will be completely set up and staffed for the tea and cocktail party. This will be the responsibility of Mr. Bamberger. Sales people should be on duty from 2:00 - 4:00 p.m. and again from 6:00 - 9:00 p.m.

ENTRANCE PROCEDURE
Miss Slater
Mr. Clausen
Mr. Tykeman (ramp)

The tea guests will enter the auditorium from the 8th floor. A Sims usher will be at the entrance. For the cocktail showing guests will use the Radisson Ramp elevators and enter the auditorium from the H Level. Events will provide personnel at the 7th and 8th Street entrances to direct people to the Radisson Arcade elevators. Busch guards will be stationed at the ramp elevators in the arcade and on the H Level.

Protection please note that there will be guests in the auditorium after store hours on Sept. 16.

SIGNS
Miss Slater
Mrs. Duffy

Signs will be ordered directing people to the arcade elevators. They will be placed at the 7th and 8th street entrances to the store. A sign will be placed on H Level directing people to the auditorium.

Harmony Slater
Events, ext. 3017

August 27, 1970

COPIES TO: Operating Committee
Merchandise Vice Presidents
Divisional Merchandise Managers
Sales Promotion Division
Mr. Elliott
Mrs. Quinlan
Mr. Bamberger

SALES PROMOTION PLAN SHEET

FRIENDS OF THE INSTITUTE BENEFIT---8th FLOOR AUDITORIUM
NAME OF EVENT "NOT-SO-FAR EAST" & OSCAR DE LA RENTA

DATE OF EVENT Wednesday, September 17, 1969 2 p.m. Tea---6 p.m. Cocktails

DEPARTMENTS INVOLVED Events, Graphics, Oval Room, Fashion Office,
Display, Cosmetics

STORES INVOLVED:

FORM 2133

Minneapolis ☒

Southdale ☐

Rochester ☐

St. Paul ☐

Brookdale ☐

GENERAL INFORMATION Job # 57-55

The Friends of the Minneapolis Institute of Arts and Dayton's Oval Room will present two benefit showings of the Oscar de La Renta fall collection at a premier opening of Dayton's "Not-So-Far East" in the 8th Floor Auditorium on Wednesday, September 17, 1969. The showings will be held at 2:00 p.m. and 6:00 p.m. Mr. de La Renta will be appearing with his collection. Accompanying him will be his wife, the former Francoise de Langlade, American Editor-at-Large for Vogue Magazine. Oriental delicacies will be served at the tea and cocktail party.

FRIENDS COMMITTEE

Events will work with the Friends Committee in coordinating the two shows. The committee members are:

Chairman.....Mrs. Bradley Bowman (Mary)
Co-Chairman.....Mrs. A. Skidmore Thorpe (Pat)
Reservations.....Mrs. William Moyles (Virginia)
Refreshments.....Mrs. Walter Ringer, Jr. (Elizabeth)
Hostesses (tea).....Mrs. James Wyman (Betsy)
Hostesses (cocktails).....Mrs. McDonald Winton (Jane)
Publicity.....Mrs. Charles Krogness (Jean)

INVITATIONS

Miss Slater
Mr. Boldt
Mr. Shank

Invitations, tickets, reply cards and envelopes have been designed and printed by Dayton's. The Friends will be billed for the printing. All printed material was delivered to the Friends office by the middle of July. Invitations were mailed out the third week in August. The Art Institute mailing list and the Oval Room super-list were used.

TICKETS AND RESERVATIONS

Mrs. William Moyles
(Friends Committee)

The Friends will handle the sale of all tickets. 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 Office. All space to be allocated in order of the receipt of requests.

PUBLICITY

Mrs. Charles Krogness
(Friends Committee)
Mrs. Shepherd

The Friends' Publicity Chairman will supply Dayton's with all necessary information about the Friends Benefit. She 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 (Minneapolis and suburbs), radio and television contacts.

HOSTESSES

Mrs. Wyman
Mrs. Winton
(Friends Committee)
Miss Slater

The host and hostess committee chairmen will select hostesses for the tea and hosts and hostesses for the cocktail showing from the Friends membership. Events will supply them with identifying ribbons and name tags.

FASHION SHOW

Mr. Shank
Mrs. Quinlan
Mr. Allie
Mr. Neunsinger
Miss Slater

The fashion show will be Oscar de La Renta's fall collection. Schedule for Mr. and Mrs. de La Renta and Mabel Glemby, Mr. de La Renta's representative:

Tuesday, September 16, 1969.

Mrs. Glemby will arrive in Minneapolis on Northwest flight #215 at 2:09 p.m. She will bring the collection of approximately 70 pieces with her. Mrs. Glemby will stay at the Radisson Hotel. She will be in the Oval Room with the collection all day, Thursday, September 18, and until 3:00 p.m. on Friday, September 19.

Mr. Shank will arrange for a truck to pick up the clothes at the airport and bring them to Dayton's. Mrs. Quinlan will meet Mrs. Glemby and bring her to the Radisson.

Mr. and Mrs. de La Renta will arrive in Minneapolis on Tuesday, September 16. Mr. Shank will meet them at the airport and take them to the Sheraton-Ritz Hotel where reservations have been made. Miss Slater will arrange for flowers to be delivered to their room.

A party will be held at Mr. Kenneth's Tuesday evening. Miss Slater will hire a limousine to take Mr. and Mrs. de La Renta to Mr. Kenneth's and return them to the hotel.

Fittings for the show will begin at 5:00 p.m. on Tuesday.

Wednesday, September 17, 1969

A full dress rehearsal will begin at 9:00 a.m. Wednesday morning.

A tape provides the entire musical background for the show. Mrs. Glemby will bring the tape with her.

Shows will begin at 2:00 p.m. and 7:00 p.m.

There will be no commentary during the showings. Following, Mr. de La Renta will be introduced and will say a few words. A stand-up mike will be needed.

Mr. Shank will accompany the de La Renta's to the airport when they are ready to depart.

FASHION OFFICE

Mrs. Quinlan

Mrs. Quinlan will hire 10 or 12 models who are 5'8" or over and wear size 8. All accessories including shoes will be coming with the collection.

MUSIC

Miss Slater

Miss Slater has arranged for Jerry Mayeron's three piece combo to provide music before and after the afternoon showing. The Soul Preachers will entertain before and after the cocktail showing.

GIFTS

Mr. Sharp

Estee Lauder gift sets will be given to each of the ladies at the tea and cocktail party. They will be placed on the chairs at the tea and will be handed to the women as they enter the auditorium in the evening.

AUDITORIUM SET-UP

Mr. Allie
Mr. Shimota
Mr. Elliott
Miss Slater

The stage area (the promenade around the teahouse) will be designed by Mr. Shimota and executed under the direction of Mr. Allie.

Mr. Elliott will be responsible for the set-up for the tea and its removal--the set-up for the cocktail party and its

AUDITORIUM SET-UP
(continued)

removal. Two buffets will be set up in the foyer of the auditorium for the tea with a separate table set up for beverages. The buffets will remain for the cocktail party. Two bars will be set up in the auditorium proper.

Town and Country will cater the tea and cocktail party.

Centerpieces for the buffet tables will be ordered by Miss Slater.

ELEVATORS
Miss Slater
Mr. Dornfeld
Mr. Tykeman (ramp)

The tea guests will enter the auditorium from the 8th floor. A Sims usher will be at the entrance. The evening guests have been instructed on their tickets to enter through the Dayton/Radisson Ramp Level H. Guards from Busch, Inc. will be stationed at Level H and in the Radisson Arcade to direct guests to the auditorium.

PROTECTION
Mr. Dornfeld
Mr. Clausen
Miss Slater

Please note on your calendar that there will be guests in the auditorium after store hours on September 17. Events personnel will be stationed at the 8th Street employee entrance to direct guests to the Radisson Arcade elevators.

SIGNS
Miss Ogren
Mr. Krouse

Directional signs will be ordered and placed in the Arcade and on Level H directing Friends and their guests to the auditorium.

Harmony Slater
Events
Extension 3018

August 26, 1969

COPIES TO: Operating Committee
Merchandise Vice Presidents
Divisional Merchandise Managers
Merchandise Coordinators
Store Presentation Group
Sales Promotion Division
Friends of the Institute Committee
Mr. Elliott
Mrs. Quinlan
Mr. Sharp

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