



## Dayton's Downtown Minneapolis department store event files

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## In Modern Dance, 'Whole' Is Important

By JUDY VICK

Minneapolis Tribune Staff Writer

A sedate office worker who rides to and from work and spends his evenings watching television may find it hard to appreciate modern dance.

"Someone who leads an active life will have more empathy with the dancer," said Jean Morrison, who lives in a third floor walk-up at 709 8th Av. SE.

Miss Morrison, a 29-year-old brownette with intense blue eyes, is chairman of the dance area in the department of Physical Education for Women at the University of Minnesota.

"Conveying, through kinesthetic empathy, the feelings, meanings and ideas expressed by the dancer is the ideal of dance," Miss Morrison said. "Another objective of the dance is the expression of these feelings and meanings through movement of the human body."

Miss Morrison declines to set up rules for enjoying a modern dance concert.

"IT'S AN individual thing," she said. "If there are too many rules surrounding it, the dance will lose its originality."

tempt to dissect the dance composition.

"It's the whole dance that is important," she said. "Trying to define a movement is like taking a brush stroke from an oil painting and attempting to give it meaning. It is nothing without the rest of the painting."

"I prefer to inspire others," Miss Morrison said, explaining why she chose to

teach rather than pursue a career as a professional performer.

**SHE DOES**, however, perform occasionally as a member of the St. Paul Dance Guild. She appeared in the Friends of the Institute show in September at Dayton's and will travel to Milwaukee, Wis., Nov. 7, for a group performance there.

For the last two years the

former student of Merce Cunningham, Hanya Holm and Martha Graham danced in the spring dance concert presented by the Orchestris group at the university. She is adviser to the honorary organization for students of dance.

Miss Morrison grew up in Lexington, Ky. Her parents, Henry and Elizabeth Brooke Morrison, are originally from

Minnesota. Both attended the university.

**MISS MORRISON**, a graduate of the University of Kentucky and Mills, plans to work for her doctorate at the University of Wisconsin.

"I started dancing to the radio when I was four," she said. At the age of seven she took ballet lessons for a year. They were resumed when she was 13.

"I'd always kept the idea of being a dancer in the back of my mind," she said.

"I liked modern dance better than ballet because there was more opportunity for original expression."



JEAN MORRISON TEACHER OF MODERN DANCE AT UNIVERSITY OF MINNESOTA



MEMORANDUM

TO: Mr. Kenneth  
FROM: Stuart Wells

SUBJECT: Friend's Show ✓  
DATE: March 5, 1964

After a meeting with committee members we are tentatively agreed to having a luncheon show in the auditorium on September 9 with Bill Klass as the designer and commentator.

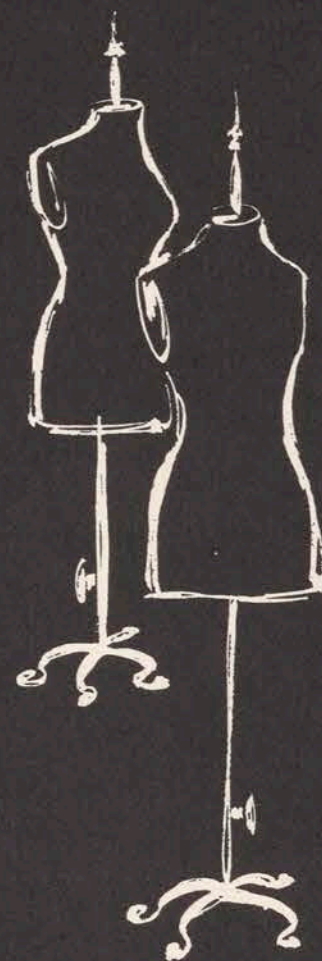
I will be working further with Bill Klass on details of the show, and then turn it over to Joe Wright and Aage Soiberg.

cc: J. Wright  
C. Erickson  
A. Soiberg

Mrs. Peter W. Anson

2121 Newton Avenue South

Minneapolis, Minnesota 55405





The Friends of the  
Minneapolis Institute of Arts  
and Dayton's Oval Room®  
take great pride in presenting  
the collection of Bill Blass  
for Maurice Rentner  
on Wednesday, the ninth of September  
at 12:30 o'clock  
Dayton's Auditorium  
Lunch

Please send me  
\_\_\_\_\_ tickets at \$8.00\* each.  
I am enclosing a check payable to  
The Friends of the Institute for \$\_\_\_\_\_.  
Please mail my tickets to  
the address below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Ticket requests will be honored in  
the order received.

\*Tax deductible



# SALES PROMOTION PLAN SHEET

NAME OF EVENT AMERICAN DESIGNERS' FASHION SHOW...

DATE OF EVENT September 9, 1964, 12:30 p.m.

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

STORES INVOLVED:

Minneapolis ☒ Southdale ☐ Rochester ☐ St. Paul ☐

## 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 Bill Blass collection for Maurice Rentner.

Mr. Joseph Wright will be responsible for the production of the show, Mr. Thomas Jeglosky for general co-ordination.

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

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

The show is open to anyone who purchases a ticket at \$8.00.

Mrs. James G. Fullerton, III is Chairman of the Friends of the Institute Committee, and Mrs. Thomas Morison is Co-Chairman.

### INVITATIONS

Mrs. Bradley Bowman  
Friends Chairman  
Phone: 473-5555  
Miss Lillian Havens  
Miss Pauline Altermatt  
Mr. Joseph Wright  
Mr. Thomas Jeglosky  
Mr. Clarence Skaaden  
Mr. Bruce Segerstrom

Invitations, tickets, reply cards, programs are all to be designed and executed by Dayton's advertising department. Lillian Havens is in charge of assembling and addressing all invitations other than members of the Friends. Invitations to the Friends will be hand-addressed by a committee under Mrs. Bowman, beginning July 27. This same committee will also stuff and mail all invitations starting Monday, August 3. Invitations will be delivered to the Friends of the Art Institute Friday, July 31, by 3:00 p.m. Mailings to the Friends is planned for August 13; to the remainder of the list August 20.

Invitations will be imprinted with the return address of the ticket chairman, Mrs. Peter W. Anson, 2121 Newton Avenue South, Mpls., Minn. 55405.

### TICKETS:

Mrs. Peter W. Anson  
Friends Chairman  
Phone: 377-6752  
Mr. Segerstrom  
Mr. Skaaden  
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 no later than August.

Reservations cards for the Friends will be stamped with the Friends symbol to facilitate seating.



TICKETS - cont.

Miss Altermatt will send complimentary tickets to the members of the press in the name of the Friends. These names will then be entered on the seating chart.

A ticket information desk will be set up in the Auditorium lobby on Wednesday, September 9, at 10:00 a.m.

PUBLICITY

Mrs. George Legeros  
Friends Chairman  
Mr. Thomas Jeglosky  
Miss Altermatt

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, the Friends' benefit project, the models and Bill Blass, will be sent to and arranged for with local press. A general announcement will be sent to all suburban newspapers.

USHERS

Mrs. Stephen Wyer  
Mpls. Ushers  
Mrs. Jule Hanaford  
St. Paul Ushers  
Friends' Chairman

16 ushers will be selected by August 10 from the Friends' membership list. They will meet in front of the Sky Room by 11:00 a.m. on Wednesday, September 9, and will receive a white ribbon on which has been imprinted "USHER" in gold. Ushers will leave purses in the storage room.

HOSTESSES

Mrs. Leonard Carpenter  
Friends' Chairman  
Mrs. Cargil McMillan, Jr.  
Mpls. Hostesses  
Mrs. John R. Savage  
St. Paul Hostesses

The Hostess Committee Chairman will select hostesses from the Friends' membership list who will hostess at a table. Hostesses will wear small corsages for identification purposes. Names will be placed on the tables at which they are ~~sitting~~ <sup>seated</sup>. The chairman will work out table assignments. Names to be submitted by August 3.

FASHION SHOW

Mr. Wright  
Mr. Soiberg  
Miss Sandman  
Mr. Rosati  
Mr. Gantert

Mr. Soiberg will work with Mr. Blass 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. Tuesday, September 8.

Perfume samples as favors have been arranged for through Mr. Irv Sharp and will be placed by the ushers at the tables.

REHEARSAL

Mr. Wright  
Miss Sandman  
Mr. Ledder  
Mr. Elliott  
Miss Altermatt

There will be a full dress rehearsal on Tuesday, September 8, at 7:00 p.m. in the Sky Room.

Counters along Main Floor entryway will be kept uncovered the night of rehearsal.

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



REHEARSAL - cont.

Mr. Wright will work with Mr. Blass 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. Christenson and Mr. Gantert.

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

On Wednesday afternoon, September 9, 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.

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 AUDITORIUM ON THE AFTERNOON OF THE SHOW.

LUNCHEON

Mr. Jeglosky  
Mr. Ledder  
Mr. L. Wright  
Mr. J. Wright  
Mrs. E. S. Phelps, Sr.

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. A seafood aspic will be served. Mrs. E. S. Phelps will serve in an advisory capacity on Food and Flowers.

TRAFFIC CONTROL

Mr. Gutzke

Floor Managers will be provided by Mr. Gutzke to direct traffic and to assist in any way they are needed from 12:00 noon until the show is over.

ELEVATORS

Mr. Elliott

Automatic elevator service will be available for those attending the show rehearsal on Tuesday evening, September 8. There will be no special elevator service the day of the show itself.

SEATING

Mr. Elliott  
Mr. Gantert

Mr. Elliott is responsible, working with Display, (Mr. Gantert) for the scheduled seating arrangement in the Auditorium. Special Events will supply Mr. Elliott with a seating plan. Tables are to be numbered. Mr. Gantert will be responsible for the printing of the numbers.

MAINTENANCE

Mr. Elliott

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

SIGNS

Mr. Gusek

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

Pauline Altermatt  
Special Events  
Ext. 3018

July 11, 1964

COPIES TO: Operating Committee  
Mdse. Vice Presidents  
Div. Mdse. Managers  
Publicity Group  
Mr. Soiberg  
Mr. John Bold  
Mr. Robert Ledder  
Mrs. Frances Olson  
Miss Lillian Havens  
Miss Nancy Sandman

Mr. Donald Gutzke  
Mr. George Elliott  
Mr. Roy Kohler  
Mr. Cal Ulrich  
Mr. Robert Bertholf