



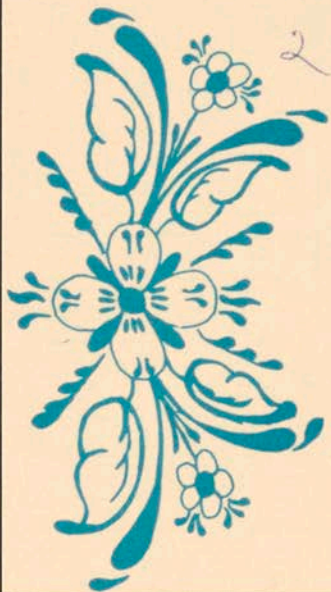
Dayton's Downtown Minneapolis department store event files

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1968

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



RESERVATION CARD FOR TEA

I WISH _____ TICKETS FOR TEA AT \$7.50 EACH, INCLUDING
TAX, FOR THE FRIENDS OF THE INSTITUTE BENEFIT.
ENCLOSED IS MY CHECK, PAYABLE TO THE FRIENDS OF
THE INSTITUTE FOR \$_____.

PLEASE MAIL MY TICKETS TO THE ADDRESS BELOW:

ZIP _____

TICKET REQUESTS WILL BE HONORED IN THE ORDER RECEIVED.

MRS. EDWARD CALLAHAN, JR.
BOX 146
WAYZATA, MINNESOTA 55391



The Friends of the Minneapolis Institute of Arts
and Dayton's
present
The Collection of Bill Blass
at Creative Scandinavia
Wednesday, September 18, 1968

FRIENDS OF THE INSTITUTE

PAST PRESIDENTS:

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 Tease	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.	1964-67

OFFICERS:

Mrs. Philip B. Harris, President
Mrs. Lauress V. Ackman, 1st Vice President
Mrs. Paul Christopherson, 2nd Vice President
Mrs. Malcolm G. Pfunder, Secretary
Mrs. James R. Cargill, Treasurer
Mrs. Edmund J. Phelps, Assistant Treasurer

FRIENDS SHOW COMMITTEE:

Mrs. Charles V. Krogness, Chairman
Mrs. Bradley Bowman, Jr., Co-Chairman
Mrs. Edward Callahan, Jr., Reservations
Mrs. William Humphrey, Jr., Refreshments
Mrs. Adrian Howard, Hostesses for Tea
Mrs. Thomas Fairfield, Hostesses for Evening
Mrs. Stan D. Donnelly, Hostesses St. Paul
Mrs. H. Earl Benson, Public Relations

MUSIC BY:

Jerry Mayeron and Baroque Ensemble
featuring Jane Burris on Harpsichord

CATERING:

Town and Country, Wayzata

ACKNOWLEDGMENTS:

Danish Agricultural Marketing Board
Scandinavian Airlines System
Browne-Vinters Company
Munson G. Shaw Company
Noon Hour Food Products

HONORED GUESTS:

His Excellency and Mrs. Hubert de Besche,
Swedish Ambassador to the United States.

PROGRAM

TEA

2:00 P.M.

MR. BILL BLASS presents his men's
and women's Holiday Collection.

Special guest

MISS EUGENIA SHEPPARD,
Syndicated Fashion Columnist.

Performance by the SOFIA GIRLS
from Sweden.

3:00 P.M.

Danish Buffet and Tea Service.
Guest food consultants from
OSKAR DAVIDSEN RESTAURANT,
Copenhagen, Denmark.

EVENING

6:00 P.M.

Cocktails and Danish Buffet.
Guest food consultants from
OSKAR DAVIDSEN RESTAURANT,
Copenhagen, Denmark.

7:00 P.M.

MR. BILL BLASS presents his men's
and women's Holiday Collection.

Special guest

MISS EUGENIA SHEPPARD,
Syndicated Fashion Consultant.

Performance by the SOFIA GIRLS
from Sweden.

8:00 P.M.

Cocktails and Danish Buffet.



SALES PROMOTION PLAN SHEET

NAME OF EVENT FRIENDS OF THE INSTITUTE BENEFIT - 8TH FLOOR AUDITORIUM
CREATIVE SCANDINAVIA & BILL BLASS

DATE OF EVENT Wednesday, September 18, 1968 2:00 p.m. TEA
6:00 p.m. COCKTAILS

DEPARTMENTS INVOLVED Display(Auditorium), Events, Graphics, Fashion Office,
Oval Room, Maintenance

STORES INVOLVED:

FORM 2133

Minneapolis ☒

Southdale ☐

Rochester ☐

St. Paul ☐

Brookdale ☐

GENERAL INFORMATION Job # 57-04

The Friends of the Minneapolis Institute of Arts and Dayton's Oval Room will have two benefit showings of the Bill Blass Collection at a premier opening of Dayton's Creative Scandinavia in the auditorium on Wednesday, September 18, 1968. The showings will be held at 2:00 p.m. and 6:00 p.m. His Excellency, Hubert De Besche, the Swedish Ambassador to the United States, and his wife, Mrs. De Besche will be guests of honor for both showings. Mr. Blass will be appearing with his collection as well as two of his New York models. Miss Eugenia Sheppard, syndicated fashion columnist, will also be a guest for both shows and appear with Mr. Blass. Both shows will feature an open sandwich buffet created by Oscar Davidson of Copenhagen, supplemented by Town and Country caterers.

FRIENDS COMMITTEE

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

Chairman.....Mrs. Jean Krogness
Co-chairman.....Mrs. Mary Bowman
Reservations.....Mrs. Edward Callahan, Jr. (Carol)
Refreshments.....Mrs. Wm. Humphrey (Marge)
Publicity.....Mrs. Mary Bowman
Hostesses.....Mrs. Thomas Fairfield (Marsha)

INVITATIONS

Miss Hallberg
Mr. Boldt
Mrs. DeFore

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 the first week in August for mailing the 3rd. week in August. The Art Institute mailing list and the Oval Room super-list were used. A special mailing will be sent from the men's area to Bill Blass Customers.

TICKETS & RESERVATIONS

Mrs. Edward Callahan, Jr.
(Friends Committee)
Miss Hallberg

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 will be allocated in order of the receipt of requests.

Complimentary tickets will be sent to visiting ambassadors and limited members of the press. Mrs. Sheperd will supply Mrs. Bowman (Friends Committee) with these names.

PUBLICITY

Mrs. Mary Bowman
(Friends Committee)
Mrs. Sheperd

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. & Suburbs), radio, and television contacts.

The Hostess and Host Committee Chairman will select hostesses for the afternoon Tea and Host and Hostesses for the Cocktail Showing from the Friends' membership. Events will supply them with identifying ribbons and nametags.

FASHION SHOW
Mrs. DeFore
Mrs. Quinlan
Mr. Holm

The fashion show will be Bill Blass' Holiday Collection of both men's and women's fashions. Schedule for Mr. Blass, Miss Sheppard, and Blass models:

Tuesday:

Mr. Blass, Miss Sheppard, and Blass models will arrive on Tuesday, September 17th on Northwest Airlines flight #215 at 2:12 p.m.

Miss Hallberg will arrange to have a limousine at the airport to meet the Blass party and bring them to the Sheraton Ritz Hotel where reservations will be made for them.

Mrs. Phillips has arranged for the hotel and for flowers in all of the rooms.

The limousine will then leave the Sheraton Ritz hotel with the Blass party at 5:00 p.m. for the Kenneth Dayton home in Wayzata. The limousine will wait at the Dayton home and return to the Sheraton Ritz at 11:00 p.m.

The clothes for the fashion show will be brought to Dayton's on Tuesday evening by Mrs. Quinlan from the airport.

Wednesday:

Mrs. Cook will arrange with SAAB to have two cars pick up Mr. Blass and party at 8:00 a.m. at the Sheraton Ritz on Wed., September 18th.

The Blass party will then go directly to the 8th Floor Auditorium where fittings will begin for the show.

Miss Hallberg will arrange for a band and audio people to be in the auditorium at 10:15 a.m. to set-up for a full dress rehearsal.

The full dress rehearsal will begin at 11:00 a.m.

Shows will start at 2:00 p.m. and 7:00 p.m. A special table will be set for Mr. Blass and Miss Sheppard with the visiting ambassador at each showing.

Following the evening showing Mrs. Cook will arrange for three SAABs to take Mr. Blass and party and the ambassador to the Minneapolis Club for dinner, and return Mr. Blass' party to the Sheraton Ritz after dinner.

Thursday:

Miss Hallberg will arrange for a limousine to pick up the Blass' party at 6:00 a.m. Thursday, September 19th at the Sheraton Ritz and take them to the airport to catch Northwest flight #200 at 7:00 a.m.

FASHION OFFICE
Mrs. Quinlan

Mr. Blass will bring with him from New York Miss Laura Montalban and Mr. Bill Looch, both models from his showroom.

Mrs. Quinlan will hire 4 male models and 10 female models locally for the show.

Mrs. Quinlan will arrange for 1 dresser for each model during the shows. She will hire pressers for the collection, and see that the collection is packed and returned to the Sheraton Ritz Hotel on Wednesday evening after the last showing.

AUDITORIUM SET-UP
Mr. Holm
Mr. Elliott
Mr. Shimota

The stage set will be designed by Mr. Shimota's office, and executed under the direction of Mr. Holm.

Mr. Elliott has been sent a memo from Miss Hallberg of his duties. These include: set-up for Tea
removal of Tea set-up
set-up for Cocktail party
removal of Cocktail set-up for
10:00 a.m. opening of Thursday.

The Swedish and American flags are to be in the foyer of the auditorium for the Friends Show., and on the table for the ambassador.

All four Scandinavian Flags are to be at the entrance of the Events office during the promotion.

Centerpieces for the buffet tables for the Friends Show will be ordered by Miss Hallberg.

ELEVATORS
Miss Hallberg
Mr. Dornfeld
Mr. Tykeman(Ramp)

The afternoon Tea guests will enter the auditorium from the 8th floor. The evening guests have been instructed on their tickets to enter through the Dayton/Radisson Ramp Level H. Miss Hallberg will order two guards from Busch, Inc. to be stationed a Level H and in the Radisson Arcade.

PROTECTION
Mr. Dornfeld
Mr. Clausen

Please note on your calendar that there will be guests in the auditorium after store hours on September 18. Please direct the watchmen to send guests to the Dayton/Radisson entrance on level H.

SIGNS
Miss Richie
Mr. Krouse

Directional signs are to be ordered and placed in the arcade and on level H directing Friends and their guests to the Auditorium. Signs to read: "Friends of the Minneapolis Institute of Arts Party Enter Level H of Dayton/Radisson Ramp"

August 19, 1968

COPIES TO: Operating Committee
Merchandise Vice Presidents
Divisional Merchandise Managers
Store Presentation Group
Friends of the Institute Committee

Susan Hallberg
Events, Ext. 3018