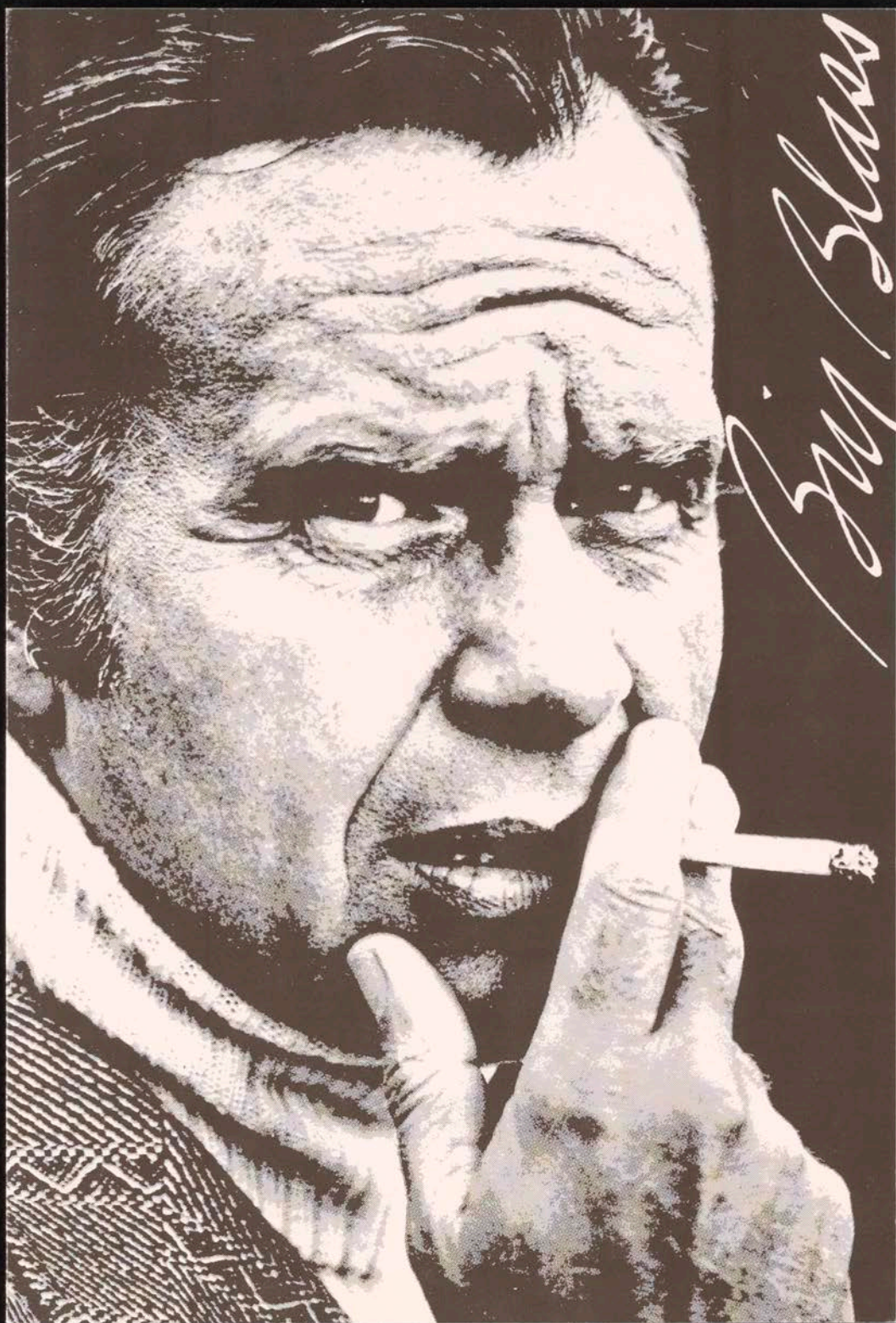




Dayton's Downtown Minneapolis department store event files

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My Blues

*An American In Paris:
A Touch of Blass*

*The Friends of
The Minneapolis Institute of Arts
and Dayton's Oval Room®
present
the collection of
Bill Blass*

*Two showings
Thursday, September 20, 1979*

*Bag It With Blass
11:30 a.m.*

*Evening Dinner Show
6:00 p.m.*

*Dayton's 8th Floor Auditorium
700 on the Mall*

COMMITTEE FOR THE BENEFIT

Chairperson	Mrs. Douglas J. Dayton
Co-Chairperson	Mrs. Robert F. White
Rehearsal	Mrs. Fredrick C. Herfurth
	Mrs. Richard T. Leekley
Arrangements	Mrs. Robert W. Amis
	Mrs. Laurence T. Mork
Decorations	Mrs. Franz Jevne III
	Mrs. William Ramsey
Hostesses	Mrs. Andrew Hunter III
Invitations	Mrs. Frank H. Coyne
	Mrs. Jenkins Brewster
Publicity	Mrs. Sheldon V. Brooks
	Mrs. Marcia Meeks
Treasurer	Miss Ceil T. Victor
Reservations	Mrs. Carl B. Drake

*Friends of the Institute
The Minneapolis Institute of Arts
2400 3rd Avenue South
Minneapolis, Minnesota 55404*

Please reserve _____ tickets for the Evening Dinner Show,
6:00 p.m. Enclosed is \$_____ for _____ tickets at 38.50 per
person (19.25 tax deductible).

Name _____

Address _____

Phone _____

Tables seat eight. Please seat me at a mixed table. _____

Please seat me with: _____

_____ I am unable to attend. Enclosed is my donation of \$____.

Your check is your reservation. Please make checks payable
to Friends of the Institute.

An ensemble by Bill Blass and a trip for two to Paris
via Air France (with one week's accommodation,
travel arrangements by Dayton's Travel Service)
will be given away at the dinner show. One winner of each.

AIR FRANCE 

Exclusive 747 nonstop service from Chicago to Paris, La Difference.

Please reserve _____ tickets for Bag It With Blass, the
11:30 a.m. showing. Enclosed is \$_____ for _____ tickets
at 10.00 per person (6.00 tax deductible).

Name _____

Address _____

Phone _____

Your check is your reservation. Please make checks payable
to Friends of the Institute.

An ensemble by Bill Blass will be given away at the
luncheon show.

SALES PROMOTION PLAN SHEET

NAME OF EVENT FRIENDS OF THE INSTITUTE BENEFIT - 1972 MINNEAPOLIS INSTITUTE OF ART

DATE OF EVENT MONDAY, JULY 31, 1972

DEPARTMENTS INVOLVED Oval Room, Fashion Office, Events, Public Relations
Cosmetics, Display

STORES INVOLVED:

FORM 2133

Minneapolis ☒

Southdale ☐

Rochester ☐

St. Paul ☐

Brookdale ☐

GENERAL INFORMATION Job #40-30

The Friends of the Minneapolis Institute of Arts and Dayton's Oval Room will present a benefit showing of the Bill Blass fall collection: Couture, Men's and Blassport. This year's show will be held at the Minneapolis Institute of Art, Monday, July 31, 1972. Mr. Blass will be appearing with his collection. The event is scheduled as follows: 6:30 cocktails; 7:30 fashion show; 8:30 dinner.

FRIENDS COMMITTEE

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

Chairman.....Mrs. Carl Hensel
Co-Chairman (Publicity).....Mrs. Charles Bellows
Reservations.....Mrs. Albert Sheldon, Jr.
Refreshments.....Mrs. Clifford F. Anderson
Decorations.....Mrs. Robert Cosgrove/Mrs. George
Gruenwald
Invitations.....Mrs. Morgan Aldrich
Hostesses-Minneapolis.....Mrs. Walter White
Hostesses-St. Paul.....Mrs. John Ordway, Jr.

President of the Friends.....Mrs. Sheffield West

INVITATIONS

Mrs. Morgan Aldrich
(Friends Committee)
Miss Altermatt

Invitations, reservation cards and envelopes have been ordered by the Friends. Invitations are to be mailed out to the Friends membership list July 6, and to the Society of Fine Arts list July 10.

RESERVATIONS

Mrs. Albert Sheldon, Jr.
(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 will be allocated in order of the receipt of requests.

PUBLICITY

Mrs. Edie Shepherd
Mrs. Charles Bellows
(Friends Committee)
Miss Altermatt
Mrs. Quinlan

The Friends Publicity Chairman will supply Dayton's with all necessary information about the Friends benefit. She will work closely with Mrs. Shepherd in making all newspaper, radio and television contacts, and she will assist Dayton's in making members of the Friends available to the press. Fashions for colored photos will be sent to Dayton's from Blass, arriving July 5, and will be returned to Blass no later than July 12.

HOSTESSES

Mrs. Walter White
Mrs. John Ordway, Jr.
(Friends Committee)
Miss Altermatt

The hostess committee chairman will select hostesses for the benefit from the Friends membership. Events will supply them with identifying hostess ribbons.

PHOTOS

Miss Altermatt
Mr. Cerney
Mr. Gower

Black and white photos will be taken at the cocktail party and during the show by Dayton's Photography Studio.

Sunday-

11 AM. - Tech Rehearsal

3:PM. - Models.

Mon. -

4- V.Y. Models.

6- Businessmen.

7:30- Cocktails.

FASHION SHOW
Mr. Shank
Mrs. Quinlan
Mr. Gantert
Miss Altermatt

The fashion show presentation will feature Mr. Bill Blass and his fall collection - Couture, Men's, Blassport and Furs. Mr. Blass will arrive the weekend of July 28. Mr. Shank will handle the arrangements regarding meeting Mr. Blass, his accommodations, etc. Following is the tentative show production schedule:

Saturday, July 29 The Blass collection arrives Northwest flight #203 (Pilot's strike permitting!). Mrs. Quinlan will arrange for the pick up of the clothes at the airport and bring them to Dayton's. Fittings for the show have been scheduled for 1:00 p.m. Saturday evening a party will be held for Mr. Blass.

Sunday, July 30 Technical rehearsal at the Institute of Art has been scheduled for 11:00 a.m.; models rehearsal 3:00 p.m. Stage production will be under the direction of John Gantert who will work closely with Mr. Frank McGovern, Children's Theater Manager.

Monday, July 31 Mr. Blass will do the commentary during the show which is scheduled to begin at 7:30 p.m. The Friends President, Mrs. Sheffield West (Jane) and a Dayton executive will speak briefly, also. A mike should be provided.

Tuesday, August 1 Mr. Blass will appear with his collection in the Oval Room. There will be informal modeling from 10-4.

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

MODELS
Mrs. Quinlan

Mrs. Quinlan will hire 12 local models. One male model and two female models from New York will be selected for the show by Mr. Blass. In addition, Mrs. Hensel, Friends Show Chairman, will arrange for six prominent local businessmen to appear as models in the show. The New York models are to arrive Monday, July 31 and will return to New York Tuesday, August 1.

FAVORS
Mr. Sharp
Miss Altermatt

Favors for men and women have been requested. The men's favor will be the Blass men's fragrance. The fragrance for the ladies has not been determined as yet. The favors will be handed to the audience as they enter the Auditorium for the fashion show. Friends hostesses will assist in distributing the favors.

INSTITUTE SET UP
Mr. Gantert
Mr. McGovern
(Children's Theater)
Mr. Mandel (Institute)
Mrs. Hensel
(Friends Committee)
Miss Altermatt

The stage area will be designed by Mr. Gantert in cooperation with Mr. McGovern and the Institute staff.

The Friends are responsible for all food arrangements, working with Town & Country Caterers, all dinner table decor and seating arrangements.

Dayton's will assist in decorating the bar areas. This decor and additional atmosphere will be worked out by Mr. Gantert.

The Jerry Mayeron trio has been engaged to play during the cocktail hour - 6:30 - 7:30 and again during dinner 8:30 - 10:00.

ENTRANCE PROCEDURE
Mrs. Hensel (Friends)

The Friends will work with the Institute in setting up the necessary security for the evening.

The guests reservations will be checked at the door and dinner table assignments given to the guests at that time by the Friends Committee members. Special attention will be given to these procedures due to the construction at the Institute.

July 6, 1972

Pauline Altermatt
Events, ext. 3019

Copies to: Operating Committee
Div. Mdse. Managers
Mdse. Vice Presidents
Sales Promotion Div.

news release



July 10, 1972

Dayton's
700 On The Mall
Minneapolis, Minnesota 55402

FOR IMMEDIATE RELEASE

MINNEAPOLIS, MINN. -- The Friends of The Minneapolis Institute of Arts and Dayton's Oval Room will present Bill Blass and his 1972 fall collection at The Friends' annual benefit Monday, July 31, at The Minneapolis Institute of Arts.

The cocktail hour will begin at 6:30 p.m., the fashion show at 7:30 and dinner at 8:30.

Bill Blass will commentate the fashion show, which will feature his couture and Blassport collections for women, plus Blass fashions for men. Three of his models, one male and two female, will be coming from New York to participate in the show. Along with the professional models, a number of Twin Cities businessmen will model menswear. To tie in with the current remodeling of The Institute, the fashion show will be staged against a background of scaffolding.

Tickets are \$25 per person, and reservation applications may be obtained by calling The Minneapolis Institute of Arts, 339-7661. Proceeds from the benefit will be used to support the programs of The Institute during the construction period.

Mrs. Carl N. Hensel is chairman of the 1972 Friends benefit committee. Mrs. Charles S. Bellows is co-chairman. Other committee members are: Mrs. Albert M. Sheldon, Reservations; Mrs. Robert C. Cosgrove and Mrs. George H. Gruenwald, Decorations; Mrs. C. Morgan Aldrich, Invitations; Mrs. Walter White, Minneapolis Hostess Chairman; Mrs. John Ordway, Jr., St. Paul Hostess Chairman.

-Continued-

The purpose of The Friends of the Institute is to broaden the influence of the Institute throughout the community by supporting its activities and promoting its interests. Membership in The Friends is open to any woman who is a member of the Minneapolis Society of Fine Arts.

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Contact:

Edie Shepherd
Public Relations
375-3145

Mrs. Charles S. Bellows
Co-chairman, Benefit Committee
The Friends of The Minneapolis Institute of Arts
473-5503

NORTH SHORE... SOUTH SHORE

By EVELYN BURKE

There was Bill Blass on the runway. Bill Blass in the stands, and Bill Blass at the mike when the Friends of the Minneapolis Institute of Arts in cooperation with Dayton's Oval Room put on their annual fall fashion gala at the Institute.

The clothes, viewed in the Blass fall and winter collection, couldn't have had a better setting. They fit into the marble halls like a foot in an old slipper — but make that an elegant, classic slipper, as old as, say, a length of scotch plaid with a pattern going back some 400 years.

BEAUTIFUL FABRICS and simplicity of design, Bill Blass trademarks, are an indication of good days ahead for the ladies who want to look like ladies.

"I could wear that," was a murmur heard all over the auditorium, as one willowy model after another took to the gangplank in deceptively simple costumes of jersey, silk, flannel and velvet.

There were dresses with cardigans for daytime wear, dance or just below length; wide tent-line plaid coats; others with wide collars and revers, nipped in at the waist, showing the Napoleonic influence.

A guardsman long coat in a Navy suede-like material brought out sighs from would-be owners.

But the costume that struck them all dead was a sleek black broadtail velvet evening gown, bare of back and revealing of line, with a sable trimmed jacket.

Broadtail velvet is a favorite of the designer, and so is black, especially for evening. For daytime wear he has an affinity for beige and navy combination.

THE FELLOWS STEAL SHOW

Stunning as the women were, they were outshone by the men, who showed off Bill Blass clothes with éclat.

There were plaids and checks, all of the suits with vests giving that layered look dear to the heart of the ladies.

Models were strictly blue ribbon — top men in the big industries hereabouts.

They were Robert Cosgrove, Woodland, chairman of the board of Green Giant; Carl R. Erickson, Minnetonka, chairman of Dayton's; Philip B. Harris, Orono, president of Northwestern National Bank; James B. Massie, Woodland, president of Northrop King; Stephen B. Keating, Wayzata, Honeywell president; David McLaughlin, Orono, Toro Manufacturing president; John S. Pillsbury Jr., Orono, chairman of the board of Northwestern National Life Insurance Co.; and James A. Summer, Tonka Bay, president of General Mills.

HARRY C. PIPER JR., Orono, chairman of Piper, Jaffray & Hopwood, understandingly couldn't make it. The



PLAID SEPARATES

Stephen Keating, Wayzata, in plaid jacket, solid color pants, was beckoned on by model in vice versa plaid combination.

ganza with big polka dots. It had long sleeves and a long full skirt. Mrs. Ben Shank's Blass gown of blue and gold Indian silk had long full sleeves, and wooden beads at cuffs and midriff. Mrs. John Pellegrine wore a wide-legged red pants suit with a blue navy jacket top, also a Bill Blass.

Mrs. David McCourt of Los Angeles wore a bright orange jersey gown with long sleeves, and Mrs. Kingsley Murphy Jr. was in flowered silk print.

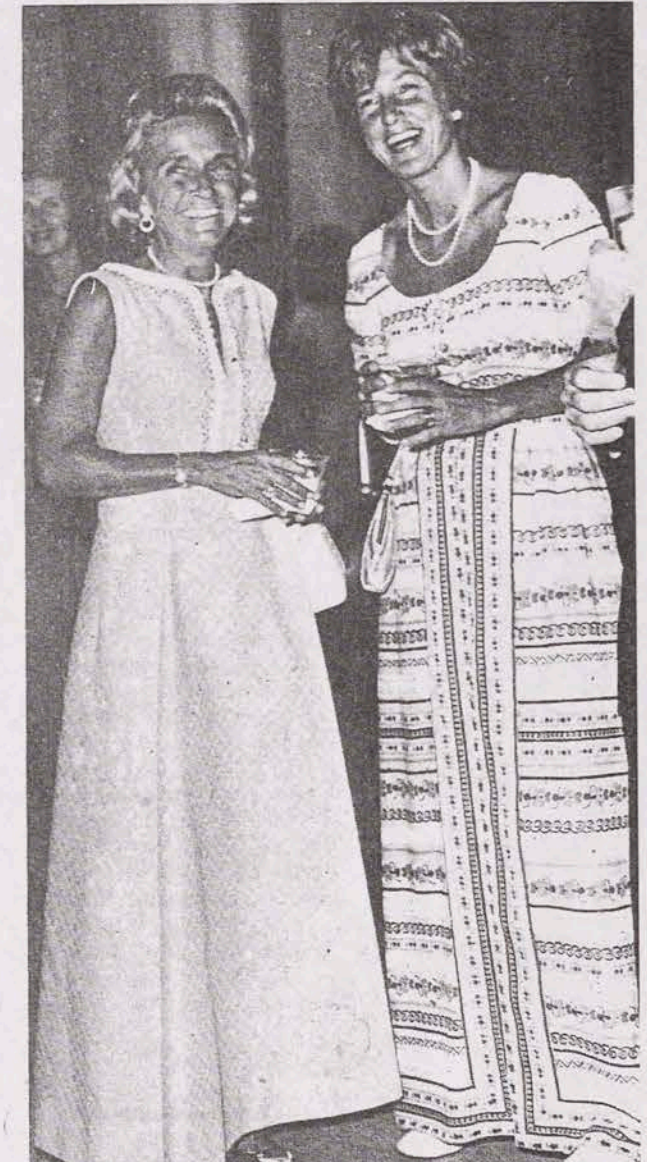
BUT IT WASN'T a strictly Bill Blass house. Other top designers were represented. Mrs. Craig Nalen wore Oscar de la Renta's cream colored cotton with stripes in French braid colors, and Mrs. Skidmore Thorpe was in a yellow linen Chester Weinberg.

Mrs. Charles Arnao Jr. chose brown plaid cotton organza with long full sleeves, and Mrs. Larry Doyle Jr. wore a stunning gown of dragon printed silk with long sleeves, a Joan Leslie model. Mrs. Thomas Daniels wore an interesting jacket of plaid seer-sucker, trimmed with gold sequins, over a yellow cotton gown.



VIEWER

Mrs. Charles Kelly Jr., wearing a Pucci from Maggie's, where else.



EX-CHAIRMEN

Mrs. Skidmore Thorpe and Mrs. Craig Nalen, heads of last year's Friends fashion show, compared notes

In Wayzata they won five firsts, five seconds, one third and one sixth.

Chuck Stevens, riding Circuit Breaker, won the green hunter championship, and King's Legend, ridden by Michelle Weaver, got the reserve championship.

The visitors were guests of Stevens' mother, Mrs. Ruth Bovey Stevens, Wayzata.

SHOW, TELL — AND SELL

Like a magnet, glass is drawing a little group of travelers to the north countries. Susan Thornton, daughter of the Ralph Thorntons, Mooney Lake, Plymouth, is in Sweden attending a design seminar at the Orrefors Glass Center. Bob and Betty Jo Ogren (Five Swans, Wayzata) will leave next Thursday to fly to Finland to try out their lungs on blowing glass.

For the Ogrens it's a show and tell, and, they hope, sell trip. They'll be buying new and different precious bits of glass, pottery and teakwood for their shop in such cen-

ters as the Itallia and Arabia factories in Finland, the Porsgrund center in Norway, Orrefors and Kosta factories in Sweden and teak in Denmark.

"It's getting to be quite the thing to blow your own glass," said Bob. "At the Itallia plant in Finland they have a special course for beginners to try their lungs at it."

For Susan, the knowledge she acquires at the Orrefors plant will be grist for her graduate studies at the Yale University School of Art and Architecture when she returns to her classes in fall.

Susan's brother, Tom, who won the architecture prize along with his graduation cum laude from Williams College in June, will enter the Harvard Graduate School of Design, Cambridge, Mass., in September.



FRIENDS GOT TOGETHER

Mrs. Donald Dayton, Orono, and Mr. and Mrs. Thomas Daniels, St. Paul

giant plaid great coat he was to model was shown by a professional model. The plaid, incidentally, was a favorite of the late Duke of Windsor, whose style, especially in checks and plaids, has influenced Blass.

Although they don't come in professional models' 37 and 38 sizes, and there had to be some easing of seams and taking up or letting down here and there, the 40s-46s fit into their stylish duds very well.

"Boys, you grow 'em big here," said a Blass assistant at his first interview with the businessmen's line-up.

Most of them were favorably impressed with their clothes — some bought the suits they showed.

"But if he buys that plaid," one wife was heard to say, "he'll never wear the whole thing at one time. 'The plaid pants will be teamed with a dark jacket or vice versa.'"

MEN'S VELVET SUITS HIGH STYLE

Velvet suits in blue, maroon and gray pin stripes, modeled by the pro's, got a big hand from the ladies, more restrained from the men.

Blass predicts a happy future for velvet — for day-time wear yet.

He showed no knits. He hates them. Denim, too is out for him. He introduced denim a couple of years ago, but now it's slipped from top banana to hot potato.

THE LADIES WERE as stylish as the models, several in their Bill Blasses, among them Mrs. Carl Hensel, chairman for the show, whose long sleeved gown was of brilliant green, blue, and yellow and orange striped organza.

Mrs. Douglas Dayton's Blass gown was of black or-



CARRY YOUR BOOKS?

Robert Cosgrove, Woodland, in giant check shooting jacket, vest and corduroys, offered his runway partner a hand.

was stunning in a splashy black and white cotton. Mrs. Charles Kelly was in black organza with wide full skirt marked with stripes of rhinestones, and a long sleeved high neck top, also rhinestone trimmed bodice. Mrs. Charles Kelly Jr. wore a Pucci print long sleeved gown with V-neck and black skirt. Mrs. Ruth Bovey Stevens was in white with touches of pink.

Mrs. John S. Pillsbury Jr. chose a blue and green plaid chiffon with V-neckline in back.

In spite of the Bill Blass vogue a Blass gown went a-begging. It was supposed to be a prize but went unclaimed. The number was announced in the auditorium, too dark to read the fine print on the holders' tickets, and too noisy to hear the announcement.

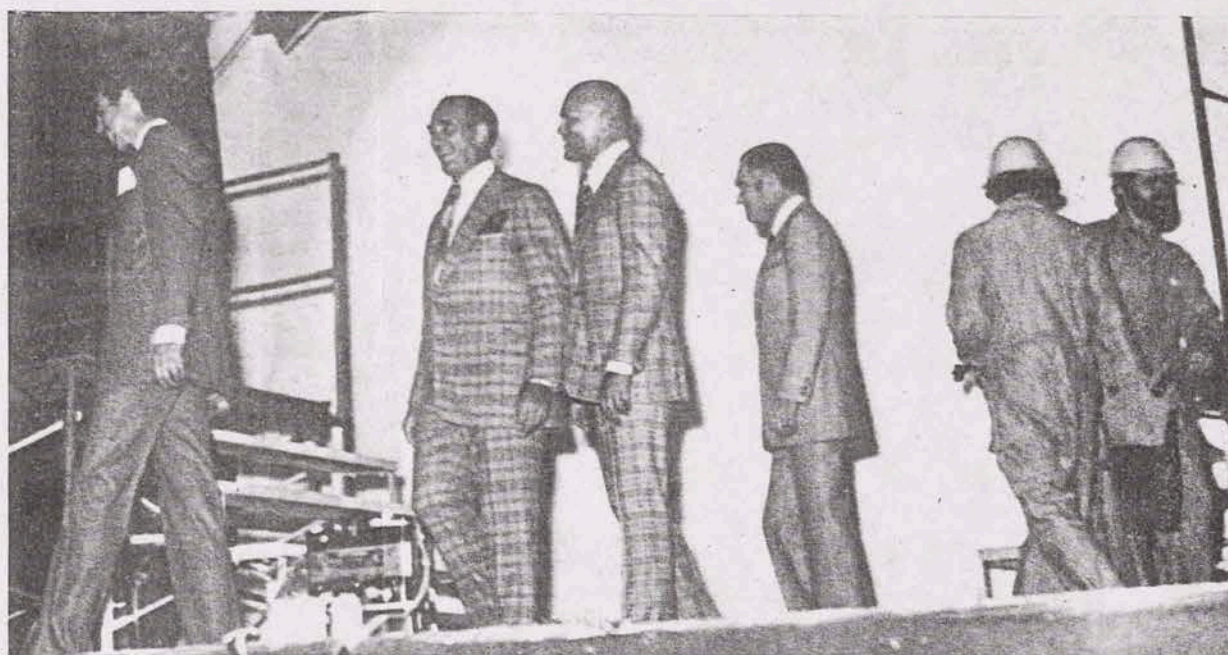
"We're going to wait two weeks, and if not claimed, we'll put all the names of the 430 in attendance in a hat, and pull out a lucky name," said Marnie Hensel.

MEANWHILE — BACK AT RANCH

The Charles Stevenses, their three children, Chuck, Barbara and Ann, nine horses and three "groomsgirls" will have more trophies to add to their tackroom at the Stevens C/B Ranch in Buffalo, Wyo.

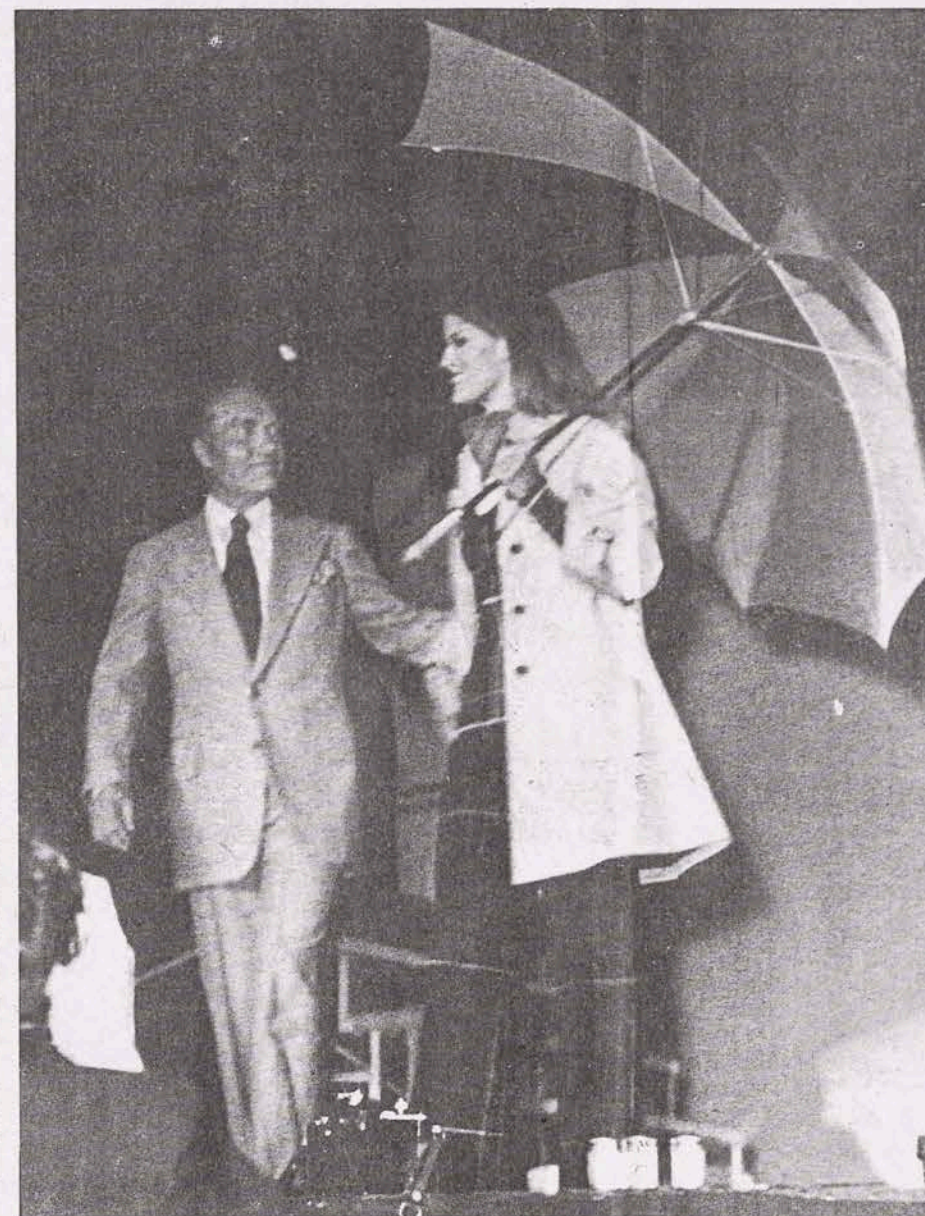
Their ranch will be the scene of a horse show today and tomorrow and the following weekend, sponsored by the American Horse Show Association.

They left the Wayzata Country Club Horse Show trailing ribbons and trophies, after clearing the field in shows in the state and Wisconsin.



MODELS PARADED

Backgrounded by scaffolding for new construction and flanked by workers in hard hats and coveralls, Philip Harris, John S. Pillsbury Jr., Carl R. Erickson and James Summer strutted their stuff.



DOWN THE RUNWAY

James Summer, Tonka Bay, in classic gray flannel suit, shared umbrella with model



FOURSOME

Mr. and Mrs. Larry Doyle, Mooney Lake, Mr. and Mrs. Charles Arnao Jr., Wayzata