

Dayton's Downtown Minneapolis department store event files

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1971

Reservation

Benefit Fashion Show & Champagne Supper

Price per individual \$25.00 (Included is the tax-deductible contribuling of \$15.00.)

NAME

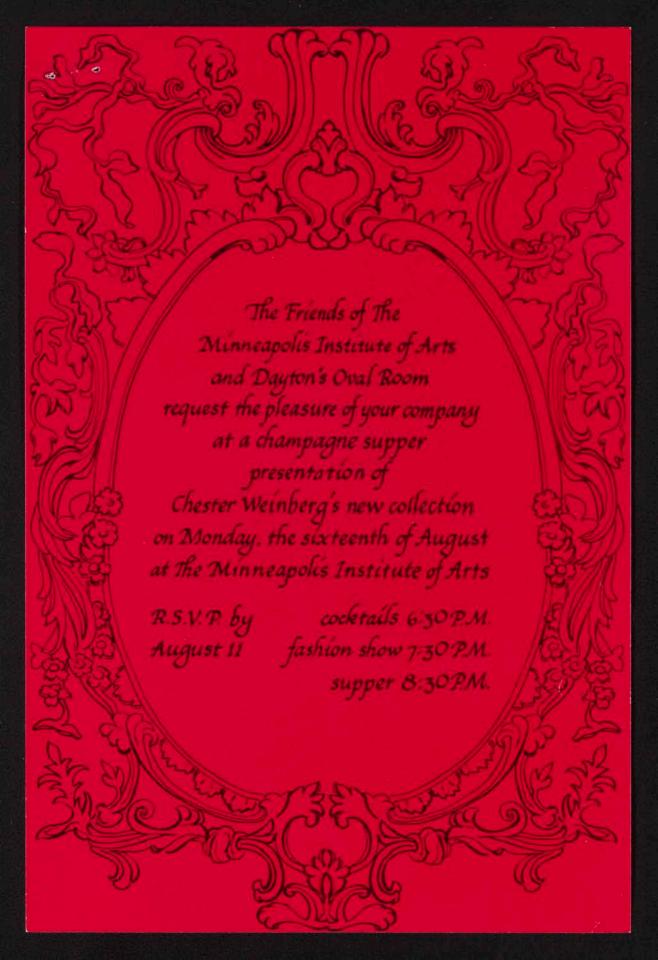
STREET

CITY___STATE__ZIP

Tables of eight can be reserved. Please indicate names of others in your party.

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. Please use the Third Avenue entrance. Return this reservation card and you check in the enclosed envelope to the reservation chairman.







Margaret Morris

"It was one of the most exciting fashion shows I've ever seen. I can't imagine anything like this taking place in New York," said Mrs. Winton Jones after the Friends of the Institute - Chester Weinberg show at the Minneapolis Institute of Arts.

Mrs. Jones 2. I her husband were among the nearly 500 who attended the fund-raiser that attracted persons such at Leonard Lauder of the Estee Lauder cosmetics firm,

and wife, Evelyn, visiting from New York.

The benefit was held for the first time at the Art Institute — instead of at Dayton's — and received help from the Children's Theater company.

Some people said the change was due to the building program that the museum is planning, "It ties the idea of raising money to the brick and mortar," said one man. The proceeds will be used for the expansion of the audio-visual program for the education department.

Chester Weinterg The Fountain court was banked with zinias, roses and dahlias. The tables in the upstairs galleries, where guests dined on cold smoked trout, curried chicken salad, beef tenderloin rolls and strawberry tarts, were covered with Persian print cloths.

Bain Boehlke, actor and director with the Children's Theater, was the man responsible for staging the fashion show. He used members of the company in tableaux from "Commedia del Arte" interspersed with six male tumblers from Gleason's School of Gymnastics, who bounded on doing cartwheels and switched to white tie and top hats for the finale.

The other half of the program was Weinberg's. The designer, bearded and jaunty, perched on a stool at the left side of the stage to comment about the collection for fall-winter. He sticks very close to the classic mood—the easy-fitting suit shape, the choice of fabrics, the sometimes - pleated, sometimes - biasy skirt and skinniest cardigan coats. He adds his own young touch in a confident way. For instance, he combines suede with jersey in a group of two-tone dresses. He likes the pea coat, which he uses with a classic plaid skirt, and softens the pants look so it doesn't scream at you. He totals up some of his favorite elements—the sporty, wrap coat in melton and jacqua. I knit dresses.

Speaking of the fashions, Bruna, Italian model from New York, was the main attraction. Blonde, slim and beautiful, Bruna is married to the son of Joseph L. Mankiewicz, the film producer, and spends part of each year in her native Italy.

Mrs. Craig Nal m, the benefit chairman, wearing floral painted white silk crepe, made the introductions for Mrs. Sheffield West, Friends president, who was called out of town.

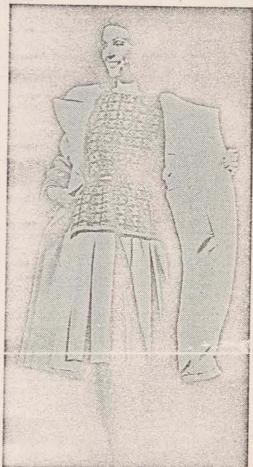
A few young faces were at the gala. The senior Charles Sweatts brought daughter Sally, who is leaving for England Sept. 7 to attend art school, and their granddaughter, Sandra. Sandra looked the teen-age version of her mother, Mrs. Charles Sweatt Jr., in a long green and white floral pique skirt and green linen top.

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Staff Photos by Powell Krueger

Bruna modeled a costume of light bluegreen wrap coat with fox collar over matching pants and jersey sweater.

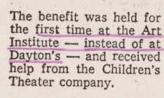


Two-piece dress in classic look of French print jersey and wool teamed with double-breasted coat with wide lapels in yellow melton.



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DATE OF EVENT Monday,	, August 16, 1971 - 6:30 p.m.		
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		GENERAL INFORMATION Job # 10-28	
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FRIENDS COMMITTEE	Events will work with the Friends Committee in coordinating the benefit. The committee members are:		
	Chairman		
INVITATIONS Miss Altermatt Mr. Westby 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 in June. Invitations were mailed out to the Friends membership list July 14, and to the Society of Fine Arts list July 21.		
RESERVATIONS: Mrs. H. B. Atwater, 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 to be allocated in order of the receipt of requests.		
PUBLICITY Mrs. Edie Shepherd Mrs. Carl Hensel (Friends Committee)	The Friends Publicity Chairman will supply Dayton's with all necessary information about the Friends Benefit. She will assist Dayton's in making members of the Friends available to the press. Mrs. Hensel will work closely with Mrs. Shepherd in making all newspaper, radio and television contacts.		
HOSTESSES Mrs. Wittenberg Mrs. Hanaford (Friends Committee) Miss Altermatt	The hostess committee chairmen will select hostesses for the benefit from the Friends membership. Events will supply them with identifying ribbons and name badges.		
FASHION SHOW Mr. Shank Mrs. Quinlan Mr. Joe Wright Miss Altermatt	The fashion show presentation will feature Mr. Chester Weinberg and his fall collection. Mr. Weinberg will arrive the weekend of August 14. Mr. Shank will handle the arrangements regarding meeting Mr. Weinberg, his accommodations, etc. Following is the tentative show		

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news release



Dayton's 700 On The Mall Minneapolis, Minnesota 55402

August 9, 1971

FOR IMMEDIATE RELEASE

The Friends of The Minneapolis Institute of Arts and Dayton's Oval Room will present Chester Weinberg and his 1971 fall collection at a gala champagne supper Monday, August 16.

This year, for the first time, the Friends' annual benefit is being held at The Minneapolis Institute of Arts. The cocktail hour will begin at 6:30 p.m., with the fashion show at 7:30 and dinner at 8:30.

The fashion show staging is being coordinated by Dayton's creative staff and Children's Theatre personnel, and will feature costumed players and sets from the "Commedia dell' Arte." Children's Theatre musicians will provide background music.

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 obtain an audio-visual assistant for the educational department of The Minneapolis Institute of Arts.

Mrs. Craig A. Nalen is chairman of the 1971 Friends benefit committee.

Mrs. Carl Hensel is co-chairman. Other committee members are: Mrs. H.B.

Atwater, Jr., Reservations; Mrs. Gary Capen, Refreshments; Mrs. John Crosby and Mrs. Walter Barry, Jr., Decorations; Mrs. Stephen Wilson, Invitations;

Mrs. James Wittenberg, Minneapolis Hostess Chairman; and Mrs. Jule Hannaford,

St. Paul Hostess Chairman.

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. Carl Hensel Co-chairman, Benefit Committee The Friends of The Minneapolis Institute of Arts 474-4809