



Dayton's Downtown Minneapolis department store event files

Copyright Notice:

This material may be protected by copyright law (U.S. Code, Title 17). Researchers are liable for any infringement. For more information, visit www.mnhs.org/copyright.

1971

Reservation Card

I wish to make _____ reservations for The Friends of The Institute Benefit, Monday, August 16, 1971, 6:30 p.m., for which I enclose my check payable to The Friends of The Institute for \$_____. Unable to attend, please accept my donation of \$_____.

Benefit Fashion Show &
Champagne Supper

Price per individual \$25.00
(Included is the tax-deductible contribution 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 your 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 and her husband were among the nearly 500 who attended the fund-raiser that attracted persons such as 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 Weinberg The Fountain court was banked with zinnias, 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 jacquard 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 Nalen, 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.



Staff Photos by Powell Krueger

Bruna modeled a costume of light blue-green 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.



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 and her husband were among the nearly 500 who attended the fund-raiser that attracted persons such as 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 Weinberg The Fountain court was banked with zinnias, 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 jacquard 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 Nalen, 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.



Staff Photos by Powell Krueger

Bruna modeled a costume of light blue-green 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.

SALES PROMOTION PLAN SHEET

NAME OF EVENT FRIENDS OF THE INSTITUTE BENEFIT - MINNEAPOLIS INSTITUTE OF ARTS

DATE OF EVENT Monday, August 16, 1971 - 6:30 p.m.

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

STORES INVOLVED:

FORM 2133

Minneapolis ☒

Southdale ☐

Rochester ☐

St. Paul ☐

Brookdale ☐

GENERAL INFORMATION Job # 10-28

The Friends of the Minneapolis Institute of Arts and Dayton's Oval Room will present a benefit showing of the Chester Weinberg fall collection. This year's show will be held at the Minneapolis Institute of Arts, Monday, August 16, 1971. Mr. Weinberg will be appearing with his collection. The event schedule is 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. Craig Nalen (Kimmy)
Co-chairman.....Mrs. Carl Hensel (Marnie)
Reservations.....Mrs. H. B. Atwater, Jr. (Martha)
Refreshments.....Mrs. Gary Capen (Joan)
Hostesses - Minneapolis...Mrs. James Witterberg (Allie)
Hostesses - St. Paul.....Mrs. Jules Hanaford (Barbara)
Invitations.....Mrs. Steven Wilson (Susan)

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 production schedule:

Friday, August 13: The Weinberg Collection arrives at 7:45 p.m. Mrs. Quinlan will arrange for the pick up of the clothes at the airport and bring them to Dayton's.

Saturday, August 14: Fittings for the show have been scheduled for 10:00 a.m.

Sunday, August 15: A party will be held at Mr. Erickson's Sunday evening. Mr. Shank will contact Events if transportation is required to get Mr. Weinberg to and from the party.

Monday, August 16: Stage production will be under the direction of Mr. Joe Wright. He will work closely with Mr. John Donahue and the Institute. The Auditorium should be ready for a full dress rehearsal at 4:30 p.m. Monday afternoon.

Mr. Weinberg will do the commentary during the show. The Friends President, Mrs. Sheffield West (Jane) and a Dayton executive will speak briefly prior to the show. A mike should be provided.

Tuesday, August 17: Mr. Weinberg will appear with his collection in the Oval Room. There will be informal modeling from 10 - 4.

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

MODELS
Mrs. Quinlan

Mrs. Quinlan will hire eleven local models. One New York model will be selected for the show by Mr. Weinberg. She is to arrive Monday, August 16, and will return to New York, August 17.

FAVORS
Mr. Sharp
Miss Altermatt

Chamade perfume by Guerlain will be presented to each lady at the benefit. The perfume will be handed to the women as they enter the Institute Auditorium for the fashion show. Friends hostesses will assist in distributing the perfume.

INSTITUTE SET UP
Mr. Wright
Mr. Donahue (Children's Theater)
Mr. Mandel (Institute)
Mrs. Nalen (Friends)

The stage area will be designed by Mr. Wright in co-operation with Mr. Donahue 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. Wright and Mr. Donahue.

ENTRANCE PROCEDURE
Mrs. Nalen (Friends)

The Friends will work with the Institute in setting up the necessary security for the evening. All guests have been directed to enter through the Third Avenue entrance. The guests' reservations will be checked at the Third Avenue Entrance and dinner table assignments given to the guests at that time by the Friends Committee members.

Pauline Altermatt
Events - Extension 3019

July 23, 1971

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

SALES PROMOTION PLAN SHEET

NAME OF EVENT FRIENDS OF THE INSTITUTE BENEFIT - MINNEAPOLIS INSTITUTE OF ARTS

DATE OF EVENT Monday, August 16, 1971 - 6:30 p.m.

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

STORES INVOLVED:

FORM 2133

Minneapolis ☒

Southdale ☐

Rochester ☐

St. Paul ☐

Brookdale ☐

GENERAL INFORMATION Job # 10-28

The Friends of the Minneapolis Institute of Arts and Dayton's Oval Room will present a benefit showing of the Chester Weinberg fall collection. This year's show will be held at the Minneapolis Institute of Arts, Monday, August 16, 1971. Mr. Weinberg will be appearing with his collection. The event schedule is 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. Craig Nalen (Kimmy)
Co-chairman.....Mrs. Carl Hensel (Marnie)
Reservations.....Mrs. H. B. Atwater, Jr. (Martha)
Refreshments.....Mrs. Gary Capen (Joan)
Hostesses - Minneapolis...Mrs. James Witterberg (Allie)
Hostesses - St. Paul.....Mrs. Jules Hanaford (Barbara)
Invitations.....Mrs. Steven Wilson (Susan)

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 production schedule:

Friday, August 13: The Weinberg Collection arrives at 7:45 p.m. Mrs. Quinlan will arrange for the pick up of the clothes at the airport and bring them to Dayton's.

Saturday, August 14: Fittings for the show have been scheduled for 10:00 a.m.

Sunday, August 15: A party will be held at Mr. Erickson's Sunday evening. Mr. Shank will contact Events if transportation is required to get Mr. Weinberg to and from the party.

Monday, August 16: Stage production will be under the direction of Mr. Joe Wright. He will work closely with Mr. John Donahue and the Institute. The Auditorium should be ready for a full dress rehearsal at 4:30 p.m. Monday afternoon.

Mr. Weinberg will do the commentary during the show. The Friends President, Mrs. Sheffield West (Jane) and a Dayton executive will speak briefly prior to the show. A mike should be provided.

Tuesday, August 17: Mr. Weinberg will appear with his collection in the Oval Room. There will be informal modeling from 10 - 4.

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

MODELS

Mrs. Quinlan

Mrs. Quinlan will hire eleven local models. One New York model will be selected for the show by Mr. Weinberg. She is to arrive Monday, August 16, and will return to New York, August 17.

FAVORS

Mr. Sharp

Miss Altermatt

Chamade perfume by Guerlain will be presented to each lady at the benefit. The perfume will be handed to the women as they enter the Institute Auditorium for the fashion show. Friends hostesses will assist in distributing the perfume.

INSTITUTE SET UP

Mr. Wright

Mr. Donahue (Children's Theater)

Mr. Mandel (Institute)

Mrs. Nalen (Friends)

The stage area will be designed by Mr. Wright in co-operation with Mr. Donahue 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. Wright and Mr. Donahue.

ENTRANCE PROCEDURE

Mrs. Nalen (Friends)

The Friends will work with the Institute in setting up the necessary security for the evening. All guests have been directed to enter through the Third Avenue entrance. The guests' reservations will be checked at the Third Avenue Entrance and dinner table assignments given to the guests at that time by the Friends Committee members.

Pauline Altermatt

Events - Extension 3019

July 23, 1971

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

SALES PROMOTION PLAN SHEET

NAME OF EVENT FRIENDS OF THE INSTITUTE BENEFIT - MINNEAPOLIS INSTITUTE OF ARTS

DATE OF EVENT Monday, August 16, 1971 - 6:30 p.m.

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

STORES INVOLVED:

FORM 2133

Minneapolis ☒

Southdale ☐

Rochester ☐

St. Paul ☐

Brookdale ☐

GENERAL INFORMATION Job # 10-28

The Friends of the Minneapolis Institute of Arts and Dayton's Oval Room will present a benefit showing of the Chester Weinberg fall collection. This year's show will be held at the Minneapolis Institute of Arts, Monday, August 16, 1971. Mr. Weinberg will be appearing with his collection. The event schedule is 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. Craig Nalen (Kimmy)
Co-chairman.....Mrs. Carl Hensel (Marnie)
Reservations.....Mrs. H. B. Atwater, Jr. (Martha)
Refreshments.....Mrs. Gary Capen (Joan)
Hostesses - Minneapolis...Mrs. James Witterberg (Allie)
Hostesses - St. Paul.....Mrs. Jules Hanaford (Barbara)
Invitations.....Mrs. Steven Wilson (Susan)

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 production schedule:

Friday, August 13: The Weinberg Collection arrives at 7:45 p.m. Mrs. Quinlan will arrange for the pick up of the clothes at the airport and bring them to Dayton's.

Saturday, August 14: Fittings for the show have been scheduled for 10:00 a.m.

Sunday, August 15: A party will be held at Mr. Erickson's Sunday evening. Mr. Shank will contact Events if transportation is required to get Mr. Weinberg to and from the party.

Monday, August 16: Stage production will be under the direction of Mr. Joe Wright. He will work closely with Mr. John Donahue and the Institute. The Auditorium should be ready for a full dress rehearsal at 4:30 p.m. Monday afternoon.

Mr. Weinberg will do the commentary during the show. The Friends President, Mrs. Sheffield West (Jane) and a Dayton executive will speak briefly prior to the show. A mike should be provided.

Tuesday, August 17: Mr. Weinberg will appear with his collection in the Oval Room. There will be informal modeling from 10 - 4.

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

MODELS
Mrs. Quinlan

Mrs. Quinlan will hire eleven local models. One New York model will be selected for the show by Mr. Weinberg. She is to arrive Monday, August 16, and will return to New York, August 17.

FAVORS
Mr. Sharp
Miss Altermatt

Chamade perfume by Guerlain will be presented to each lady at the benefit. The perfume will be handed to the women as they enter the Institute Auditorium for the fashion show. Friends hostesses will assist in distributing the perfume.

INSTITUTE SET UP
Mr. Wright
Mr. Donahue (Children's Theater)
Mr. Mandel (Institute)
Mrs. Nalen (Friends)

The stage area will be designed by Mr. Wright in co-operation with Mr. Donahue 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. Wright and Mr. Donahue.

ENTRANCE PROCEDURE
Mrs. Nalen (Friends)

The Friends will work with the Institute in setting up the necessary security for the evening. All guests have been directed to enter through the Third Avenue entrance. The guests' reservations will be checked at the Third Avenue Entrance and dinner table assignments given to the guests at that time by the Friends Committee members.

Pauline Altermatt
Events - Extension 3019

July 23, 1971

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



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.

-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.

###

Contact:

Eddie Shepherd
Public Relations
375-3145

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