

# 2004 Hall of Fame Inductee

## Helen (Mankin) Weiss

*Class of 1942*

Helen Weiss is the Divisional Vice President of Public Relations/Community & Special Events for Famous-Barr department stores. She began working for the retailer 45 years ago. Weiss represents 41 stores within a five-state area including Famous-Barr, The Jones Stores and L.S. Ayres.

Weiss' innovative store programs, promotions and special events introduced St. Louisans to a myriad of cultures, crafts and celebrities. She

encouraged Famous-Barr to support a number of charitable causes and organizations including the Greater St. Louis Book Fair, the Gypsy Caravan, Our Little Haven, the Breast Cancer Coalition and the Crises Nursery.

Fair St. Louis attendees owe a debt of gratitude to Weiss for her help in producing the first major July 4<sup>th</sup> fireworks celebration on the St. Louis riverfront in 1964. This store-sponsored event, which ran until 1978, was the forerunner to similar activities that are now in place.

Weiss was born in Wheeling, West Virginia, but has lived in St. Louis for most of her life. The Mathew-Dickey Boys Club, ACLU, to which she belongs, and the National Society of Fund Raising Executives have recognized her commitment to the community.



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