

The original documents are located in Box 7, folder “9/8/76 - Bloomingdale's and the Washington Fashion Group” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Betty Ford donated to the United States of America her copyrights in all of her unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

Carolyn

THE WHITE HOUSE

WASHINGTON

September 2, 1976

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-town invitation:

EVENT: Benefit Gala

GROUP: Bloomingdale's and The Washington Fashion Group

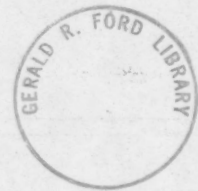
DATE: Wednesday, September 8, 1976

TIME: 8:00 p.m.

PLACE: Bloomingdale's
Tyson's Corner
McLean, Virginia

CONTACT: Teddy Westrice
O: 356-2230
893-3500, ext. 215
H: 229-6088

COMMENTS: Mrs. Ford will attend the special evening being hosted by Bloomingdale's to benefit The Washington Group's newly established Betty Ford Fashion Scholarship. This will be a black tie international evening which will also be a preview of Bloomingdale's new store. The Scholarship will aid young people interested in careers in fashion. I understand large contingents from New York will be present and at least parts of it will be nationally televised. Five special rooms will be dedicated in recognition of international contributions



to the American fashion industry. One room will be dedicated to the First Lady. The others include Spain, Italy, Canada, and France. The file is attached.

Thank you.



c: BF Staff
Red Cavaney
William Nicholson
Jerry Jones
Terry O'Donnell
David Lissy
Rex Scouten
Staircase

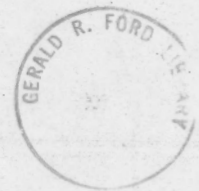
August 27, 1976

Dear Mrs. Ford,

This is the benefit evening associated with the opening of Bloomingdale's which you and I discussed on the phone. I understand it will also be televised.

✓ *OK please* Attend, September 8th (if this is not the night of the debates)

 Regret



Thank you.

susan

July 20, 1976

Dear Ms. Grigg,

How much I appreciated your gracious letter telling of the finalization of the date of September 8th for the initiation of the Betty Ford Fashion Scholarship sponsored by the Washington Fashion Group. If this scholarship can indeed expand the horizons of young people interested in careers in fashion, I shall indeed be greatly honored to have my name associated with so worthwhile an endeavor. Although it is unlikely my autumn commitments will permit me to be with you on September 8th, I have noted the date on my working calendar and will be in communication with you closer to the date.

With gratitude and warmest best wishes,

Sincerely,

Betty Ford



Ms. Margy Grigg
Regional Director
The Washington Fashion Group
601 South Washington Street
Alexandria, Virginia 22314

SP/ph

c: BF Pending to Consider (September 8th, D.C.)



FROM THE OFFICE OF THE WASHINGTON, D. C. REGIONAL GROUP

July 13, 1976

Mrs. Gerald Ford
The White House
Washington, D. C.

Dear Mrs. Ford,

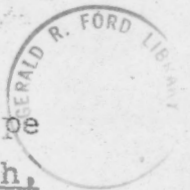
On Wednesday, September 8, 1976, The Betty Ford Fashion Scholarship will be initiated by the Washington Fashion Group at the Gala Preview Opening of Bloomingdales's. A Room, specially designed in your honor will be one of the features of this black tie benefit.

We are thrilled that you have approved this endeavor, which will enable students to enter into fashion related careers.

We know your schedule is demanding, but we hope you will be able to join us briefly on September 8th, at 8:00 o'clock p. m.

Sincerely yours,

Margy Grigg
Margy Grigg
Regional Director
The Washington Fashion Group



THE FASHION GROUP, Inc.



FROM THE OFFICE OF THE WASHINGTON, D. C. REGIONAL GROUP

Mrs. Betty Ford
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mrs. Ford:

The Washington Fashion Group is honored that we shall be able to give scholarships in your honor.

The event, Wednesday evening at 8 p.m. also previews the opening of Bloomingdale's in our community. "Windows On The World" is a fitting theme for the black tie event.

We hope to net at least \$20,000 for the fashion scholarships for qualified Washington area students. These will be administered by a scholarship committee of members of The Washington Fashion Group. It is a skilled group of professional women who work with the educational leaders in our town.

We would be thrilled if you could find time to drop by, even for an hour that evening, to share the gala with us. Your presence would "make" the evening for all those who have worked so hard and for those who will attend the event.

I must pass on to you a bit of a conversation I had with a young person the other day. This small voice inquired how could she qualify for The Betty Ford Fashion Scholarships. I told her the guidelines were being outlined at the present and would be happy to notify her when completed. "I'm in my first year of high school", she added. How's that for being a motivating force in a young person's life?

My best to you, The President, and your family.

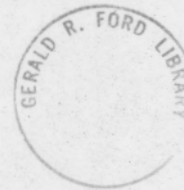
With warm regards...

Eleni

eleni epstein- 484-4359

*To Susan Porter
with formal invite
8/11/76*

*Susan
It may
not be a
hard
thing for
her to
do. Still*



THE WHITE HOUSE

WASHINGTON

September 7, 1976


MEMORANDUM FOR:

MRS. FORD

VIA:

RED CAVANEY 

FROM:

PETER SORUM 

SUBJECT:

Your Participation in the
Washington Fashion Group
Gala Benefit

Bloomingtondale's, Tyson's Corner,
Virginia, Wednesday, Sept. 8, 1976



Attached at Tab A is the proposed schedule for the subject event.

APPROVE _____

DISAPPROVE _____

Background

Bloomingtondale's will open their Tyson's Corner store on Thursday, September 9, 1976. As a preview, they have scheduled a Benefit Gala in cooperation with the Washington Fashion Group with proceeds going to the Betty Ford Scholarship Fund. Prior to presentation ceremonies, you will be given a brief tour of several model rooms including one honoring you and the First Family.

Thank you.

NOTE: France, Canada, Italy, Sweden and the U.S. are recognized. The Ambassadors from each country or his representative will greet Mrs. Ford as she views the designated room. _____

9:15 p.m. Mrs. Ford views the Salute to the U.S. Room
designated in honor of Mrs. Ford and the First
Family.

OPEN PRESS COVERAGE

9:25 p.m. Mrs. Ford concludes viewing and proceeds to second
floor. (Via elevator)

9:30 p.m. Mrs. Ford arrives second floor and takes her place
on the speakers platform.

9:31 - Opening remarks by Mr. Lachman.

9:34 - Recognition of Ambassadors by Mr. Traub.

9:40 - Presentation of the Betty Ford
Scholarship check to Margy Grigg,
Regional Director, Washington Fashion
Group, by Mr. Traub.

NOTE: Mrs. Ford will be called upon to assist.

9:44 - Introduction of Mrs. Ford by Mr.
Lachman/Mr. Traub.

9:45 p.m. Mrs. Ford's remarks.

9:47 p.m. Remarks conclude.

FULL PRESS COVERAGE

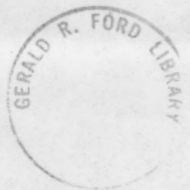
ATTENDANCE: 1,500

9:48 p.m. Mrs. Ford, escorted by Mr. Lachman and Mr. Traub,
depart speakers platform enroute motorcade for boarding.

10:00 p.m. MOTORCADE DEPARTS Bloomingdale's, enroute South
Grounds.

(Driving time: 30 minutes)

10:30 p.m. MOTORCADE ARRIVES South Grounds.



9/7/76
1:30 p.m.

PROPOSED SCHEDULE

MRS. FORD'S PARTICIPATION IN THE WASHINGTON FASHION BENEFIT GALA

Bloomingdale's, Tyson's Corner, Virginia
Wednesday, September 8, 1976

8:30 p.m. Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds enroute Bloomingdale's,
Tyson's Corner, McLean, Virginia.

(Driving time: 30 minutes)

9:00 p.m. MOTORCADE ARRIVES Bloomingdale's.

Advanceperson: Cathy Barker Roth

Mrs. Ford will be met by:

Mr. Lawrence Lachman, Chairman of the Board,
Bloomingdale's;
Mr. Marvin Traub, President of Bloomingdale's,
Washington.

OPEN PRESS COVERAGE

Mrs. Ford escorted into Bloomingdale's to greet
Mrs. Lachman
Mrs. Traub
Mr. and Mrs. Jim McCullagh (Store Manager)
Mr. and Mrs. Ronald Grudberg (Regional Director)

9:05 p.m. Mrs. Ford, escorted by Mr. Lachman and Mr. Traub
proceed to third floor.

9:07 p.m. Mrs. Ford arrives third floor to view Model Rooms.

NOTE: France, Canada, Italy, Sweden and the U.S.
are recognized. The Ambassadors from each country
or his representative will greet Mrs. Ford as she views
the designated room.



9:15 p.m. Mrs. Ford views the Salute to the U.S. Room designated in honor of Mrs. Ford and the First Family.

OPEN PRESS COVERAGE

9:25 p.m. Mrs. Ford concludes viewing and proceeds to second floor.

9:30 p.m. Mrs. Ford arrives second floor and takes her place on the speakers platform.

9:31 - Opening remarks by Mr. Lachman.

9:34 - Recognition of Ambassadors by Mr. Traub.

9:40 - Presentation of the Betty Ford Scholarship check to Margy Grigg, Regional Director, Washington Fashion Group, by Mr. Traub.

NOTE: Mrs. Ford will be called upon to assist.

9:44 - Introduction of Mrs. Ford by Mr. Lachman/Mr. Traub.

9:45 p.m. Mrs. Ford's remarks.

9:47 p.m. Remarks conclude.

FULL PRESS COVERAGE
ATTENDANCE: 1,500



9:48 p.m. Mrs. Ford, escorted by Mr. Lachman and Mr. Traub, depart speakers platform enroute motorcade for boarding.

10:00 p.m. MOTORCADE DEPARTS Bloomingdale's, enroute South Grounds.

(Driving time: 30 minutes)

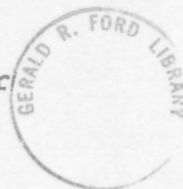
10:30 p.m. MOTORCADE ARRIVES South Grounds.

REVISED REMARKS, Washington Fashion Group/Bloomingdale's,
September 8, 1976

Thank you to the American Fashion Group for this
very meaningful honor.

These scholarships will help educate young people
for a career in American fashion. I know first-hand what
an important and exciting industry fashion is, and the
future winners will participate in this creative and
dynamic business.

Americans no longer look to Europe for ideas and
inspiration, because our very own designers express our
individuality, energy and optimism for us.



Someday soon, I expect to wear clothes designed,
made or merchandised by the recipients of these
scholarships---just as I now take great pride in wearing
today's American designers.

Thank you, Bloomingdale's, for this marvelous
evening. Again, thanks to the American Fashion Group. We
all share an admiration for our expressive and growing
American fashion industry, which has grown because of the
interest of people like all of you.

Mrs. Ford's
Remarks
Washington Fashion Group
Bloomingdale's, Tyson Corner, Va.
September 8, 1976

I'm so happy about these scholarships to help educate young people for a career in American fashion. I believe American clothes say much about our individuality, energy and optimism.

I'm very excited for the future winners, because I know first-hand what an important and exciting industry fashion is. Someday soon, I expect to wear clothes designed, made or merchandised by recipients of these scholarships.

Thank you to the Washington Fashion Group for this very meaningful honor. And thank you, Bloomingdale's, for this marvelous evening.



On completion of this form,
forward immediately to the
Advance Office with a car-
bon copy.

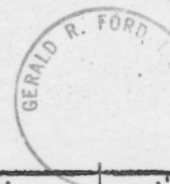
WASH. FASHION GROUP
BLOOMINGDALE'S

THANK YOU LETTERS

Event

Date 9/8/76

Cathy Barker Roth
Advanceman



NAME & ADDRESS	SALUTATION	DESCR
Ms. Margy Grigg Regional Director The Washington Fashion Group 601 South Washington Street Alexandria, Virginia 22314	Dear Margy:	Ms. Grigg made comments re gratitude that Mrs. Ford took such an interest in fashion in America, as well as thanking her for the loan of name to the scholarship fund.
Mr. Lawrence Lachman Chairman of the Board Bloomingdale's New York, New York 1000 - 3 rd Ave NYC 10022	Dear Mr. Lachman	Greeted Mrs. Ford; helped in escorting her throughout the store; presented her with gift from Bloomingdale's - "sphere" of Kosta Swedish crystal designed for the theme of the evening, "Windows On The World"; along with Mr. Traub and the staff of this store, noted to Mrs. Ford she may come to shop at the store with the accompaniment if she desired, of their personal shopper - morning or night before or after store hours.
Mr. Marvin Traub, President of Bloomingdale's Bloomingdale's Tyson's Corner McLean, Virginia 22101	Dear Mr. Traub:	Greeted Mrs. Ford along with Mr. Lachman; <i>joined w/ Mr. Lachman in ceremony, same as above.</i>

On completion of this form,
forward immediately to the
Advance Office with a car-
bon copy.

THANK YOU LETTERS

Event

Date

Advanceman



NAME & ADDRESS	SALUTATION	DESCRIPTION
Mrs. Teddy Westreich Director, Public Relations and Community Events Washington, Area Bloomingdale's, Tyson's Corner McLean, Virginia 22101	Dear Teddy:	Met Mrs. Ford in receiving line; actually was one con- tact with store that saw to everything - planned program and had staff available for our use - warm letter of thanks would be in order.
<p><i>Pics have been ordered - some I'll send to you for Mrs. Ford autograph - same I'll send on to principals for mementos w/ thk-you's from here. Plz call if you have questions. Cath</i></p>		