

The original documents are located in Box 10, folder “9/8/76 - Washington Fashion Benefit Gala” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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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.



AMERICANS CAN LOOK

TO OUR OWN DESIGNERS

FOR IDEAS AND INSPIRATION,



they
REFLECT OUR INDIVIDUALITY,

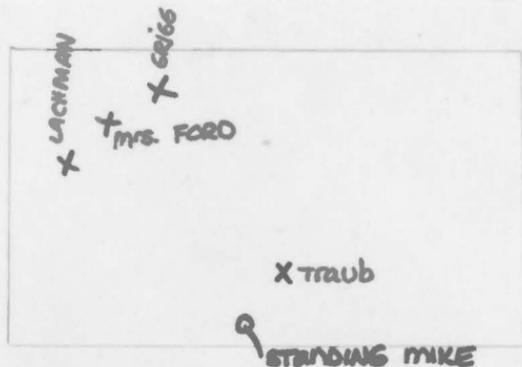
LIFESTYLES AND NEEDS.

It was not long ago
that we looked solely
to Europe for our
fashions. But now
Americans.



PROGRAM

- Marvin Traub makes welcoming remarks
- Ambassadors are introduced
- Lawrence Lachman makes remarks, calls you and Margy Grigg forward
 - Presents you with crystal bowl from Bloomingdales, with a brief pause for photos. No response required.
 - Makes remarks about scholarship, presents check to you to present to Margy Grigg. Pause for photos.
 - Response from Margy Grigg.
 - Remarks by you.
- Mr. Lachman closes program, invites guests to dance and escorts you off platform. You go to escalator and depart. Mr. Traub will also escort.



note: you may remember that Marvin Traub was seated behind you last year at the Martha Graham Gala (His wife, who used to take dance from Martha Graham, was chairman of the Gala). At that time, he mentioned to you how upset he was that his daughter was in the hospital and his wife with her and unable to meet you. At any rate, his daughter has recovered, is just back from a trip and his wife and daughter will both be there to meet you inside the enyrance when you arrive.



10/20

MODELING CAREER

She'd done some modeling in high school and wanted to try her hand in the big league. The minute she saw the roomful of beautiful girls, she told herself, "This is a waste of time, I'm not going to make it."
(at John Robert Powers Modeling Agency)

5/74

Good Housekeeping



CAREER -- FASHION

"My work at Herpolsheimer's was very interesting. A fashion coordinator has to work with the buyers, the advertising department and the window display manager. I put on fashion shows, usually one a month, picked the theme and trained the models, wrote the script and so forth."

8/29/74

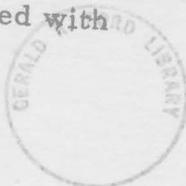
Star News



CAREER -- FACTS

Age 20 -- New York -- held two modeling jobs while dancing at night with Martha Graham (9-5 job for Sacony Sportswear, photographing on assignment from John Powers Agency). Lived in Greenwich Village

Internist -- Dr. William R. Felts (1949?) worked at Herpolsheimers as a fashion coordinator -- organized a dance group and worked with crippled children.



For immediate release
September 7, 1976

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will drop-by a benefit for the Washington Fashion Group Wednesday night at Bloomingdale's in the Tyson's Corner Shopping Center. Proceeds from the black-tie preview of the store will be used for the newly-created Betty Ford Fashion Scholarships, sponsored by the Washington Fashion Group.

The Washington Fashion Group is part of the Fashion Group, Inc., an international non-commercial association of women engaged in fashion fields.

Washington area students who have completed two years of college study and who have demonstrated an interest in fashion fields may qualify for either graduate or undergraduate study.

#



For Immediate Release

Mrs. Ford will drop-by a ~~benefit~~ benefit for the ~~Washington~~ Washington Fashion Group Wednesday night at Bloomingdale's in the Tysons Corner Shopping Center. Proceeds from the black-tie preview of the store will be used for the newly-created Betty Ford Fashion Scholarships.

The Washington Fashion Group is part of the Fashion Group, Inc., an international non-commercial ~~association~~ association of women engaged in fashion fields. ~~Washington area~~ ~~students who have completed two years~~

Washington area students who have completed two years of college study and who have ~~demonstrated~~ demonstrated an interest in ~~both~~ fashion fields may qualify for either graduate or undergraduate study.



Esterley
Green Cliffs
hand painted - swirly
Sequence



FRAN

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.

BY PHONE 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.

*To Susan, Pat
with formal invite
8/11/76*



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

*Susan
It may
not be a
bad
thing for
her to
do.
Shirley*

August 10, 1976

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.

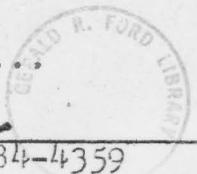
I must pass on to you a bit of a conversation I had with a young person the other day. This small voice inquired how could she qualify for The Betty Ford Fashion Scholarships. I told her the guidelines were being outlined at the present and would be happy to notify her when completed. "I'm in my first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



*N.Y. Times 9/8/76
pp. 16*

Fashion Education Scholarship Named in Honor of Betty Ford

WASHINGTON, Sept. 7 (AP)—A fashion scholarship has been established to honor Betty Ford.

"The Betty Ford Fashion Scholarships" will help pay tuition for qualified students in fashion education, according to The Washington Fashion Group, a local branch of an international, noncommercial association of women engaged in fashion fields.

Margy Grigg, regional director of the group, said today that the scholarships had been named for the President's wife because she "has focused great attention on a great American fashion industry by spotlighting its talented designers through her wearing of American clothes in all price ranges."



9/11/76
JW
C-3

Betty Ford Fashion Scholarships

Establishment of the Betty Ford Fashion Scholarships to provide tuition for qualified students wishing to further their fashion education was announced today by the Washington Fashion Group.

Margy Grigg, regional director, said Betty Ford will attend the black-tie preview opening of Bloomingdale's "Windows on the World," tomorrow night at Tyson's Corners.

Grigg pointed out, "Mrs. Ford has focused great attention on a great American fashion industry by spotlighting its talented designers through her wearing of American clothes in all price ranges. Many designers have been included on White House guest lists, indicating the First Lady is proud of American Fashion. She has been a tremendous motivating force for young people in all the arts — and certainly fashion is to be counted among them."

The Fashion Group Inc. is an international, non-commercial association of women engaged in fashion fields. One of their major aims is to inspire a keener interest in the fashion industries through education.

Washington area students who have completed two years of work in an accredited junior college or university and have demonstrated an interest in fashion or fashion-related fields, through education, work or avocation may qualify for either undergraduate or graduate study. Virginia Ogilvy is chairman of the Betty Ford Fashion Scholarship.

N040

RW

MRS. FORD

WASHINGTON (AP) -- A FASHION SCHOLARSHIP HAS BEEN ESTABLISHED TO HONOR FIRST LADY BETTY FORD.

"THE BETTY FORD FASHION SCHOLARSHIPS" WILL HELP PAY TUITION FOR QUALIFIED STUDENTS IN FASHION EDUCATION, IT WAS ANNOUNCED TODAY BY THE WASHINGTON FASHION GROUP, A LOCAL BRANCH OF AN INTERNATIONAL, NONCOMMERCIAL ASSOCIATION OF WOMEN ENGAGED IN FASHION FIELDS.

MARGY GRIGG, REGIONAL DIRECTOR OF THE GROUP, SAID THE SCHOLARSHIPS WERE NAMED FOR MRS. FORD BECAUSE SHE "HAS FOCUSED GREAT ATTENTION ON A GREAT AMERICAN FASHION INDUSTRY BY SPOTLIGHTING ITS TALENTED DESIGNERS THROUGH HER WEARING OF AMERICAN CLOTHES IN ALL PRICE RANGES."

09-07-76 12:43EDT

-2-

WASHINGTON (UPI) -- A GROUP OF WOMEN INVOLVED IN FASHION WORK ANNOUNCED TODAY THEY HAVE ESTABLISHED A NUMBER OF SCHOLARSHIPS IN HONOR OF BETTY FORD FOR FASHION STUDENTS.

"MRS. FORD HAS FOCUSED GREAT ATTENTION ON A GREAT AMERICAN FASHION INDUSTRY BY SPOTLIGHTING ITS TALENTED DESIGNERS THROUGH HER WEARING OF AMERICAN CLOTHES IN ALL PRICE RANGES," SAID MARGY GRIGG, REGIONAL DIRECTOR OF THE WASHINGTON FASHION GROUP.

MRS. GRIGG ALSO SAID "MANY DESIGNERS HAVE BEEN INCLUDED ON WHITE HOUSE GUEST LISTS, INDICATING THE FIRST LADY IS PROUD OF AMERICAN FASHION."



News Amer
9/9/76
pg. 4

Fashion Notes

**Betty Ford
Looks Radiant**

By **DOROTHEA T. APGAR**

Mrs. Betty Ford wore a chiffon gown in aqua green to the black-tie gala party at trendy Bloomingdale's new Tyson's Corner, Va., store and put her seal of approval on American-made design when she said "I take great pride in American designers."

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will drop-by a benefit for the Washington Fashion Group Wednesday night at Bloomingdale's in the Tyson's Corner Shopping Center. Proceeds from the black-tie preview of the store will be used for the newly-created Betty Ford Fashion Scholarships, sponsored by the Washington Fashion Group.

The Washington Fashion Group is part of the Fashion Group, Inc., an international non-commercial association of women engaged in fashion fields.

Washington area students who have completed two years of college study and who have demonstrated an interest in fashion fields may qualify for either graduate or undergraduate study.

#

Amb & Mrs. Gaja
MR. Antoniazzi (It. Minister
of Enter + Tourism)
MR. Sensi (Dip. Advisor to Pres. Leone)
MR. Cordero di Montezemolo (Dir. Gen. for
Cultural + Educ.
Affairs)
MR. Mazio (Ital. Bic Coord.)
Miss Olga Prior (Mrs. Leone of party)
Miss Nancy Hanks (Chm of the Natl Endow for Arts)
M+M Arthur A. Hartman (Asst Secy for European Affairs)
Milt Milder
* Jack Marsh
Amb. S. Temple Black



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.

but now Americans ^{can} no longer look ^{to our own designers} to Europe for ideas and
inspiration, ~~because~~ ^{they do} our very own designers ^{reflect} express our
individuality, ^{lifestyles & needs} energy and optimism for us. ^{our many interests}
are captured in the variety of American fashions.
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 design.

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.

#



It was not long ago ^{met}
~~there was a day~~ ^{when} we could only
to Europe for our fashions.
Now we can look to

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.

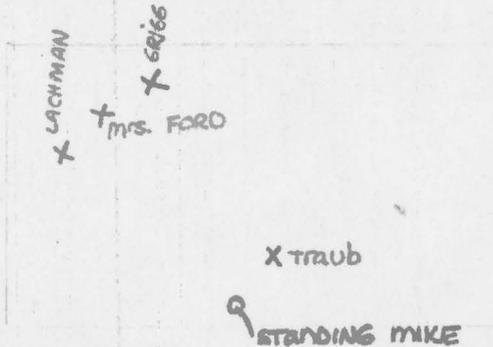
I'm very excited for the future winners, because I know first-hand what an important and exciting industry fashion is. Someday soon, I expect to wear clothes designed, made or merchandised by recipients of these scholarships.

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



PROGRAM

- Marvin Traub makes welcoming remarks
- Ambassadors are introduced
- Lawrence Lachman makes remarks, calls you and Margy Grigg forward
 - Presents you with crystal bowl from Bloomingdales, with a brief pause for photos. No response required.
 - Makes remarks about scholarship, presents check to you to present to Margy Grigg. Pause for photos.
 - Response from Margy Grigg.
 - Remarks by you.
- Mr. Lachman closes program, invites guests to dance and escorts you off platform. You go to escalator and depart. Mr. Traub will also escort.



Hand

Daisy
McEwen

Names given to 7/21

Melissa over phone

I spelled each one -

WASHINGTON FASHION GROUP COMMITTEE

headed by

Margy Grigg, Regional Director'

*The Fashion Group, Inc. is a non-commercial international association of executive women in the fashion field. ^{an} ~~One of the~~ objectives of the Washington Fashion Group is the promotion of fashion through educational scholarships. The Betty Ford Fashion Scholarships are being created to assist those in the Washinton ^W area who are preparing for careers in the field of fashion.



WASHINGTON FASHION GROUP COMMITTEE

headed by

Mary Briggs, Regional Director



The Fashion Group, Inc. is a non-commercial international association of executive women in the fashion field. One of the objectives of the Washington Fashion Group is the promotion of fashion through educational scholarships. The Betty Ford Fashion Scholarships are being created to assist those in the Washington area who are preparing for careers in the field of fashion.



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Hand-drawn horizontal line at the bottom left of the page.

For immediate release
September 7, 1976

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will drop-by a benefit for the Washington Fashion Group Wednesday night at Bloomingdale's in the Tyson's Corner Shopping Center. Proceeds from the black-tie preview of the store will be used for the newly-created Betty Ford Fashion Scholarships, sponsored by the Washington Fashion Group.

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#

*The Washington Fashion Group
661 South Washington Street
Alexandria Va 22314*



SALLY

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
356-2230

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.

BY PHONE 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.]



THE FASHION GROUP, Inc.



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 Crigg
Regional Director
The Washington Fashion Group



THE FASHION GROUP, Inc.

To Susan, Peter
with formal invite
8/11/76



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

Susan
It may
not be a
bad
thing for
her to
do.
Shirley

August 10, 1976

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



mult box - Peter
battery PAKS

ABC
Herb Holms

Post
STAR

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

✓ABC
✓CBS
✓NBC
✓TIME

PROPOSED SCHEDULE

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

Bloomingtondale'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 Bloomingtondale's,
Tyson's Corner, McLean, Virginia.

(Driving time: 30 minutes)

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

Advanceperson: Cathy Barker Roth

Mrs. Ford will be met by:

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

OPEN PRESS COVERAGE

Mrs. Ford escorted into Bloomingtondale'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. - portable w/ freezers

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.

2 plugs
1 1/2

* arrival but hard
to stairs

-> black tie
-> D.C. credentials

doctor program
accept scholarship



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.

bet. escal.





The Betty Ford Fashion Scholarships of the Washington, D.C.
Regional Group
of

The Fashion Group Inc.

The Fashion Group, Inc. is a non-commercial association of women engaged in fashion work, formed to advance the principles of applied art in industry and to foster good taste in fashion; to encourage the cooperation among those engaged in conceiving, designing, manufacturing, promoting, and distributing fashions; and, through education and the dissemination of useful information, to inspire a keener interest in fashion industries to the end that those engaged in the field of fashion may better serve themselves and the public at large.

The Scholarships are given in Betty Ford's name honoring her for her interest in furthering excellence in the fields of fashion.

The Betty Ford Fashion Scholarship fund solicits applications annually. Scholarships will be made to individuals in the discipline of fashion, art, design, merchandising, journalism or any other related discipline.

Terms of the Scholarships

The Washington Fashion Group will provide grants not to exceed \$2,000 in any one academic year. The amounts of the grants and the number of grants are at the discretion of the Scholarship Committee.

Eligibility for Scholarship Grant

1. The applicant must be a resident of the metropolitan area of Washington, D.C.
2. The applicant must pursue studies toward a degree in the discipline of fashion, art, design, merchandising, journalism or any other fashion related discipline.
3. The applicant must have completed 2 years of work in an accredited junior college, college, or university and have demonstrated a genuine interest in fashion or fashion related field through education, work, or avocation.
4. The scholarship may be used for either undergraduate or graduate study.
5. An applicant who has received a grant from the Washington Fashion Group may reapply for one additional grant.

Required Submissions

(Applications should be sent to the BFFS's Committee Chairman, Virginia S. Ogilvy of the Washington Fashion Group.) 4017 48th Street, N.W. Washington, D.C. 20016.

The applicant should submit FIVE copies of:

1. A brief statement as to his or her objectives of a career in fashion or fashion related employment.
2. Designate the educational institution he or she will attend.
3. A resume of his or her academic background, extra curricular activities and job related experiences.
4. An official transcript from the school in which he or she last matriculated.
5. Name, address, phone number of individuals with a thorough knowledge of the educational abilities in areas pertaining to their chosen career fields. A letter from each person should accompany the application.
6. Further submissions and/or a personal interview may be required of finalists.

1977 Applications should be sent to:
Mrs. Virginia S. Ogilvy
4017 48th Street, N.W.
Washington, D.C. 20016

Deadline for filing---January 1, 1977



September 13, 1976

Dear Ms. Hebert:

MAR 94
Ms. Grigg would be able to give you the pertinent information on the "Betty Ford Fashion Scholarships." She can be reached by phone: 202-548-0324. You can also direct your correspondence to: Ms. Virginia S. Ogilvy, 4017 48th Street, N.W., Washington, D.C. 20016.

I am sure they would be happy to hear from you.

Sincerely,

Sally Quenneville
Mrs. Ford's Press Office

Ms. Brenda Hebert
1617 21st Street, N.W.
Washington, D.C. 20009

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maps. The event produced about \$30,000 for La Scala.

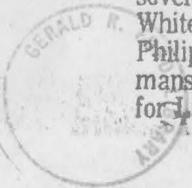


Much of that visit was spent at "Atoka Farm" near Middleburg, Va., with evening bag or in a man's shirt or hip pocket. And it's estimated the smaller

Along the Potomac
by Mary Tuthill



Big stores
in spots
for benefits



be held at Saks Fifth Avenue and Lord & Taylor's.

Music" in Vienna to come to Washington.

Travelers at last will have a passport which will fit easily in a woman's

one candidate's wife and the other candidate's mother.

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N.Y. Times
9/8/76
p. 16

Fashion Education Scholarship Named in Honor of Betty Ford

WASHINGTON, Sept. 7 (AP)—A fashion scholarship has been established to honor Betty Ford.

"The Betty Ford Fashion Scholarships" will help pay tuition for qualified students in fashion education, according to The Washington Fashion Group, a local branch of an international, noncommercial association of women engaged in fashion fields.

Margy Grigg, regional director of the group, said today that the scholarships had been named for the President's wife because she "has focused great attention on a great American fashion industry by spotlighting its talented designers through her wearing of American clothes in all price ranges."



Bernhard's Trip to U.S. Is Believed Grounded

The Hague, Netherlands — Plans for a bicentennial visit to the United States by **PRINCE BERNHARD**, implicated in the Lockheed bribe scandal, and **QUEEN JULIANA** are "being quietly dropped," according to reports. Prime Minister **JOOP den UYL** had announced in April that a royal visit by the queen and her consort was under consideration. The Associated Press, quoting well-informed sources, said yesterday that there was a "growing impression" here that there

MAKING NEWS

would be no visit, following an official report that cleared Bernhard of taking a \$1.1 million bribe from Lockheed but found he had been "imprudent and unwise" in dealings with the U.S. company.

Hood River, Ore. — **ROY WEBSTER**, 75, said the 62-degree water was the coldest he could recall but he still finished the annual Labor Day mile swim across the Columbia River. Webster was the oldest of 159 participants — all but six of whom swam the mile. He said he had been swimming the river for 34 years.

Assisi, Italy — San Francisco, Calif., and this central Italian city became twin cities Monday when **WIL-**



Zulfikar Ali Bhutto (left) and Prince Bernhard.

LIAM J. ARMANINO, representing San Francisco Mayor **GEORGE R. MOSCONE**, presented the keys to the California city to Assisi Mayor **ENZO BOCCACCI**, a Communist-supported Christian Democrat. The local Communist Party branch presented Armanino with a map of Assisi in the Middle Ages. The California city is named for St. Francis, a 13th-century saint who was born in Assisi.

London — Pakistan Prime Minister

Zulfikar Ali Bhutto has asked the British government to return the 109-carat Koh-i-noor diamond, acquired by Britain after the 1849 annexation of the Punjab, now part of Pakistan. The 1,000-year-old diamond is the central stone in the queen consort's crown, part of the crown jewels that are displayed in the Tower of London. British officials said the request would be discussed soon during a meeting of Prime Minister **JAMES CALLAGHAN** with **QUEEN ELIZABETH**.

Mobile, Ala. — **JEFF CARTER**, 22-year-old son of Democratic presidential candidate **JIMMY CARTER**, says that although he has tried marijuana, "I don't recommend it to anybody." Commenting on his mother's disclosure last week that her three sons had smoked marijuana but had given it up, Jeff said: "I don't know why she said it. I wish she hadn't."

Washington — The Washington Fashion Group, a women's professional organization, announced yesterday the establishment of a number of scholarships for fashion students in honor of **BETTY FORD**. The regional director of the organization, **MARGY GRIGG**, said: "Mrs. Ford has focused great attention on a great American fashion industry by spotlighting its talented designers through her wearing of American clothes in all price ranges."



9/9/76

TYSON'S CORNER, VA. (UPI) -- BETTY FORD LAUNCHED A NEW FASHION SCHOLARSHIP PROGRAM WEDNESDAY NIGHT AS BLOOMINGDALE'S OF NEW YORK OPENED A DEPARTMENT STORE IN WASHINGTON'S VIRGINIA SUBURBS.

SHE PRESENTED A CHECK FOR \$15,000 TO THE WASHINGTON FASHION GROUP TO FUND THE NEWLY ESTABLISHED "BETTY FORD FASHION SCHOLARSHIPS."

THE IDEA FOR THE SCHOLARSHIPS ORIGINATED WITH ELENI EPSTEIN, FASHION EDITOR FOR THE WASHINGTON STAR AND A LONG TIME MEMBER OF THE FASHION GROUP.

AT A CEREMONY ATTENDED BY 3,000 GUESTS IN EVENING DRESS, MRS. FORD EXPRESSED HER PLEASURE OVER THE SCHOLARSHIPS.

THE STORE NAMED A MODEL MODERN LIVING ROOM AFTER HER AND SHE LIKENED IT TO THE FORD CONDOMINIUM IN VAIL, COLO.



*Thomas's Show
9/10/76 Pg. 7*

Wednesday night, the retail social season got off to a fast start as Bonwit Teller set off a rocket of a party, starring the Missons, followed by another burst at Saks Fifth Avenue where Castelbajac and his collection stirred things up under a panoply of parachutes. Meanwhile, same night, Bloomingdale's launched its Tysons Corner store in Washington with a black-tie fund-raiser featuring Betty Ford. On these pages, some of the fun-makers.



*Thomas's Show
9/10/76
Pg. 7*

Bloomingdale's at Tysons Corner



Doing the LaGuardia Shuttle



Betty Ford accepts gift as Marvin S. Traub (left) and Lawrence Lachman beam



Carrie Donovan and Candy Pratts



Albert Capraro; George P. Kelly; David Milbrandt

Newsmakers-----

L.A. Times 9/13/76 Pg. 2

Miss America a Square With Curves

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lis later this week, delivered the sermon at the still-unfin- lege in Bethlehem, Pa.
ished church. He told the congregation that "the man who

—By Jennings Parrott





—Washington Star Photographer Walter Oates

First Lady Betty Ford joins the crowd at Bloomingdale's, while among others were:



Vicki Smith



Teddy Westreich and Joan Glynn



Monica Greenberg



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Bloomie's Has Arrived

Can 59th Street Chic
Survive in D.C.?

By Randy Sue Coburn

Washington Star Staff Writer

Bloomington's president Marvin Traub was trying to inject some Sincere Feelings into last night's gala black tie preview crowd.

"This is a spectacular evening in the

A Sneak Peek at Bloomingdale's

*By Jacqueline Trescott
and Nina S. Hyde*

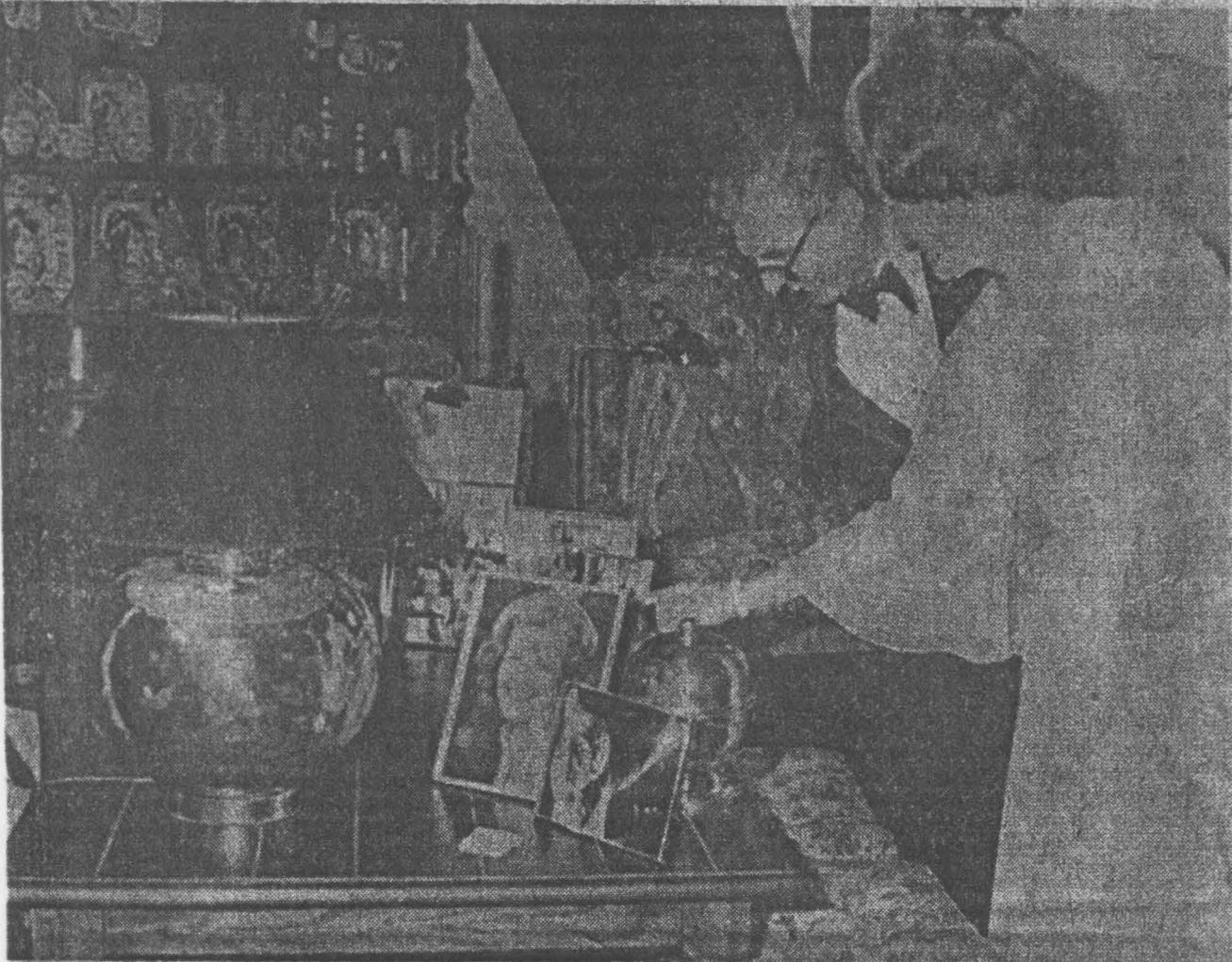
"It's like a great New York Bar Mitzvah," marveled Julian Tomchin, the artistic director of Wamsutta linens as he stood in the television

cluding designers Kay Unger, Betsy Johnson, John Sayres and Giorgio di Sant' Angelo and Carol Horn paid their way and were shuttled between the store and the airport on a Greyhound bus.

An hour before the party began,

credit card said, "I like this kind of informality."

When Mrs. Ford reached the floor below, the crowd cheered. Marvin Traub, Bloomingdale's president, yelled above the din, "This is such a great day for us — to be part of the num-



By Linda Wheeler—The Washington Post

First Lady Betty Ford with Bloomingdale's president Marvin Traub, top, in a room honoring the Ford family; above, part of the crowd at last night's benefit opening; and left, a small crowd outside the store's glass front.