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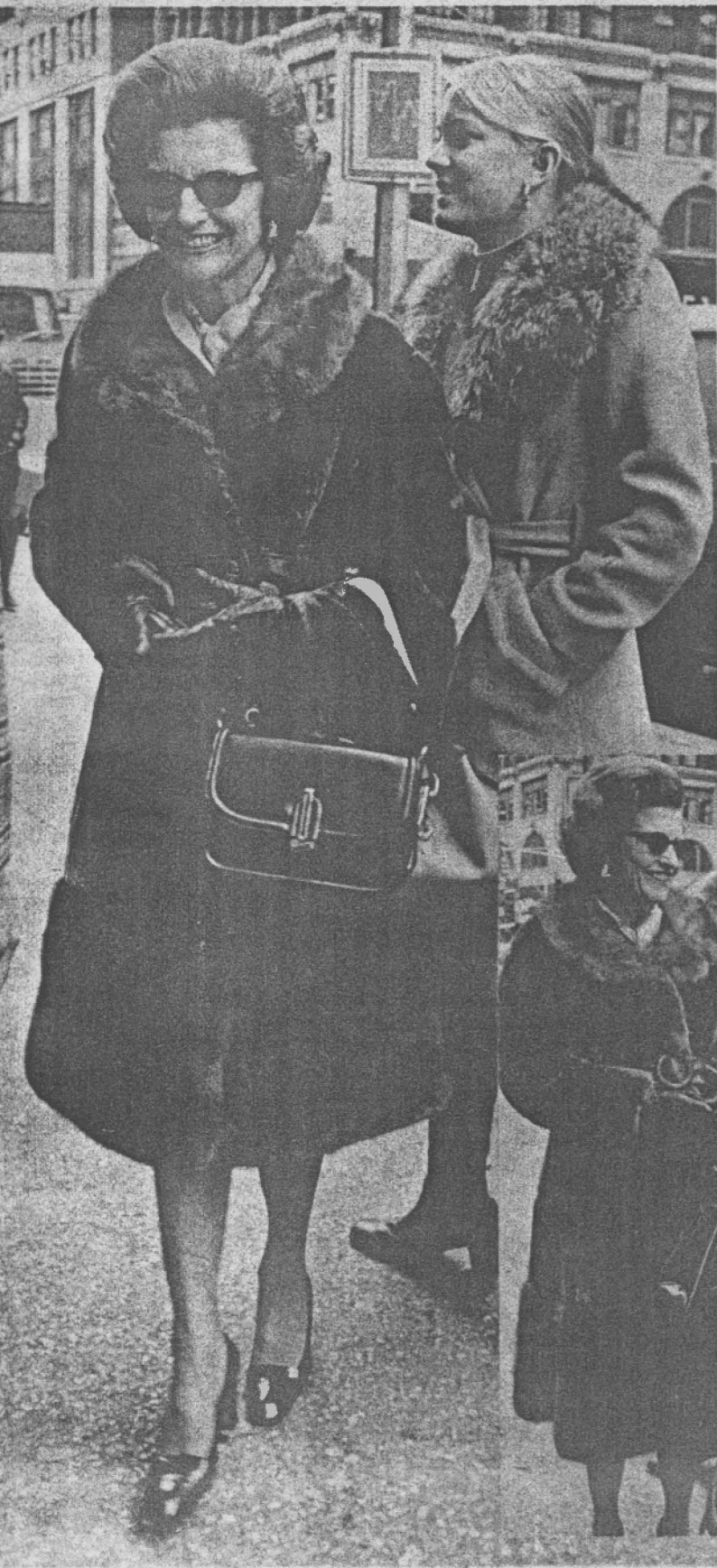
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THE NEWS, Mexico City
Thursday, February 6, 1975

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May 2-4.



WWJD

THE RETAILERS DAILY NEWSPAPER · A FAIRCHILD PUBLICATION

WOMEN'S WEAR DAILY

WEDNESDAY, FEBRUARY 5, 1975

Vol. 130 No. 25 25 CENTS One Year \$36 Payable in Advance

The first lady on SA

NEW YORK — The first lady and her 17-year-old daughter had their first personal appearance this morning. It was also the first shopping session there.

Designer Albert Capra was on hand at 9:30 a.m.

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Newsmakers-----

'A Woman in Senate? 'Abzug-lutely

Considering throwing the big flower pot that is her



chief designer is Albert Caparo. Prices were said to range from \$70 to \$200. Accompanying Mrs. Ford (size 6) was

trolman Kenneth Pigg.

By Jennings Parrott

LA Times 2/6/75 p. 2

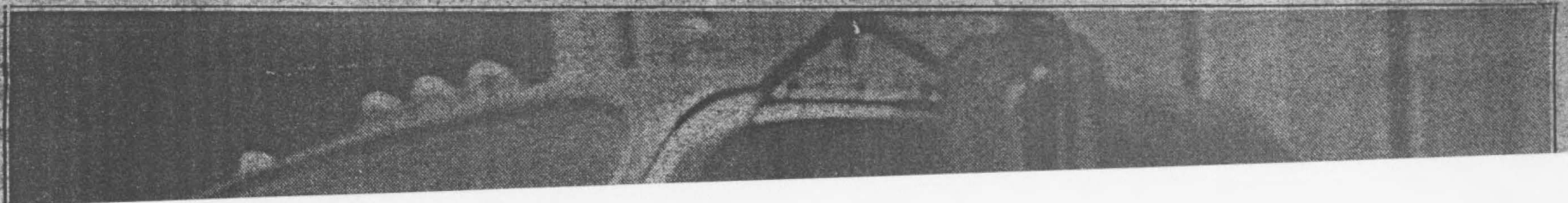


BERGMAN FACES CONTEMPT RAP

Story on Page 3

Ari Sick; Jackie Flies to Side

Story on Page 2



ART SICK; JACKIE FILES TO SIDE

Story on Page 2



The First Lady Visits Seventh.

Accompanied by Secret Service man, Mrs. Betty Ford makes her way out of dress establishment at 550 Seventh Ave. yesterday. She and daughter, Susan, took freight elevator during quick trip to dress designer's firm, where she was fitted for some things she had ordered before. Then home.

News photo by Paul DeMarla



—Star-News Photographer Joseph Silverman

Betty and Susan Ford (and Secret Service agent) step out of limousine on Seventh Avenue.

Betty Drops by for Fittings

NEW YORK — Betty and Susan Ford dropped into the Seventh Avenue garment district here yesterday, specifically to the workrooms of Albert

spring showings, and said, "you led me here."

They had lunch sent in from a nearby kosher delicatessen — corned beef

and pastrami sandwiches, and in mid-afternoon quietly left via the freight elevator.

— Eleni

UP-092

(BETTY)

NEW YORK (UPI)--"THIS WOMAN WEARS CLOTHES. THEY DON'T WEAR HER. SHE'S A PERFECT SIZE SIX," THE DESIGNER SAID WEDNESDAY OF THE FORMER DANCER AND MODEL.

THE NATION'S FIRST LADY, BETTY FORD, KEEPING TO HER STATED POLICY OF BUYING AMERICAN FASHIONS, WENT ON A SHOPPING SPREE OF NEARLY SIX HOURS IN NEW YORK'S GARMENT CENTER TUESDAY.

SHE WAS FITTED FOR ABOUT A DOZEN OUTFITS, BOTH DAYTIME AND EVENING, AT THE NEW MANUFACTURING FIRM OF JERRY GUTTENBERG, WHOSE CHIEF DESIGNER IS ALBERT CAPRARO.

MRS. FORD SELECTED THE BULK OF HER SPRING WARDROBE FROM SKETCHES CAPRARO TOOK TO THE WHITE HOUSE IN JANUARY. CAPRARO SAID SHE MADE FEW CHANGES FROM THE ORIGINAL SKETCHES.

BUT THERE WERE NO CHANGES BECAUSE OF THE MASTECTOMY THE FIRST LADY HAD LAST FALL.

"SHE'S A BRAVE COURAGEOUS WOMAN," SAID CAPRARO. "SHE ASKED FOR NO CHANGES BECAUSE OF IT. SHE NEVER WORE PLUNGING NECKLINES AND STRAPLESS GOWNS ANYWAY."

WITH MRS. FORD ON THE NEW YORK VISIT WERE HER DAUGHTER, SUSAN, THE FIRST LADY'S PERSONAL ASSISTANT, NANCY HOWE, AND MRS. HOWE'S DAUGHTER, LISA COURTNEY.

UPI 02-05 02:42 PES

The First Lady and Her i



The New York Times/Don Mezan-Charles and Bill Cunningham

Susan Ford, top, and her mother, Betty, spent most of yesterday on Seventh Avenue. Susan bought blue jersey dress, right, for her prom.



By BERNADINE MORRIS

Betty Ford was the talk of Seventh Avenue yesterday, though hardly anybody saw

her. I that s Capra whom to th everyl about "We still u res a "She it's 1: "Sh lot of ry Uc Halsto lection lunch nue, Capra

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Ni felt more ous think men

and Her Daughter Shop for Prom Clothes

BERNADINE MORRIS

y Ford was the talk
enth Avenue yesterday,
hardly anybody saw

dresses from a rack in the
showroom.

"They love everything,"
said Fran Healy, a red-haired

White House," said Mr. Gut-
tenberg.

On this trip, Susan ended
up buying the clothes, Mr.

Holton-Arms in Maryland,
she picked a mandarin-neck
slender jersey dress that ties
with a sash in the front for

restaurant.
None of the store buyers
in the outer rooms got a
glimpse of the first lady, but