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ELENI EPSTEIN  
FASHION EDITOR

xxx

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## Washington Star-News

225 VIRGINIA AVENUE, S. E.  
WASHINGTON, D. C. 20061

(202) 484-4359

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## Winning Entry, J. C. Penney—University of Missouri Fashion Writing Competition

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### FASHION NOTEBOOK

# Is the White House a Fashion Display Case?

By **ELENI**  
Star Fashion Writer

A lot of women in our land may not be aware who the Secretary of State is, but they sure do know that

venson could make her his official hostess.

The Star has polled a number of the country's leading fashion personalities regarding the role they feel American fashion should play

other than the ones she used constantly during the past eight years. She has a right to her personal preference, but the responsibility of her position obligates her to take the different designers' offer-

material enough for one dress. That concept went out with the Middle Ages. I believe that if a woman wears clothes well and is well-groomed, what she paid for a dress doesn't matter. Before Mrs.

*Eleven*  
**Washington Star-News**

225 VIRGINIA AVE., S.E., WASHINGTON, D. C. 20003



Sheilah Heidenfeld  
Press Secretary to  
Mrs. Gerald Ford  
The White House  
1600 Pennsylvania  
Ave. N.W.  
Washington, D.C.

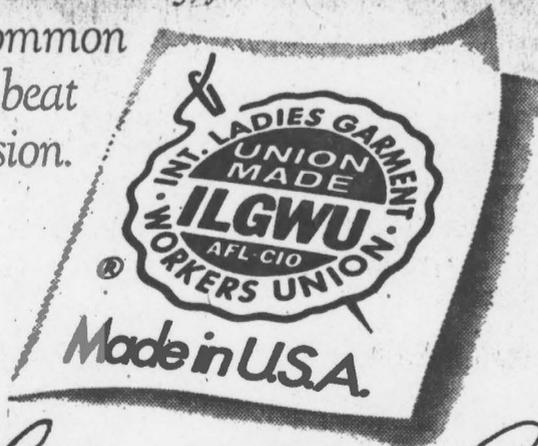
# THE FIRST LADY'S FIRST CHOICE IS AMERICAN FASHION.

*It's heartening to see the First Lady of the land, Betty Ford, selecting American-designed and American-manufactured fashions.*

*And, because the fashion pace-setters will not settle for less than American creativity and American craftsmanship, women all over the country will be insisting on American fashions.*

*We welcome this widening trend and all it means for the national economy—more jobs for American workers...more production and profits to keep American manufacturers in business...and much-needed dollars staying home to help restore our beleaguered balance of trade.*

*We salute the women of America—for their discerning fashion sense, for their loyalty to the American worker and to American industry, for their invaluable help in our common battle to beat the recession.*



*Louis Stuebing, Pres.*

International Ladies'  
Garment Workers' Union

# WWJD

THE RETAILERS DAILY NEWSPAPER... A FAIRCHILD PUBLICATION

WOMEN'S WEAR DAILY

FRIDAY, NOVEMBER 15, 1974

Vol. 129 No. 100

25 CENTS

One Year \$36  
Payable in Advance



## TODAY

A winner  
for Jean

Muir

— Eye View, page 12



Accessories: SA's  
big looks

— Page 38

William Andres  
named president of  
Dayton Hudson, page  
2

## Hartfield-Zodys plans to file Chapter XI

By BRYAN DOHERTY

NEW YORK (FNS) — The same day its banks signed a \$9 million refinancing package, Hartfield-Zodys decided Thurs-

## Straw: It ain't just hay for the hat firms

By RICHARD NATALE

NEW YORK — If the hat

## Betty Ford needled on fashion stand

A WWD SURVEY

The fashion image projected by the wife of the President need not be a lavish or costly one, but it should reflect taste and quality.

This was the consensus among retailers, designers and their more affluent customers, who reacted to Betty Ford's remark Wednesday that she planned to fight inflation by not buying "expensive designer clothes."

Some retailers and designers were miffed to hear her single out a specific industry as the area in which to economize. Most expressed the



# HOSIERY BRIEFS

J. Brian Capron has been named director of sales for **Today's Girl**, a brand of **Hanes Hosiery**. He succeeds John T. Loughney, who becomes key accounts executive. Capron, who was regional sales manager of Hanes Hosiery's Midwest distribution center in Chicago, will be based in Winston-Salem, N.C. Loughney will continue to make his headquarters in the New York City sales offices.

The **HoseScope** is the name of the bright new newsletter **Monsanto's Hosiery Group** mailed last week to between 2,000 and 3,000 hosiery buyers and manufacturers. The eight-page "hosiery market forecast," as Monsanto calls it, is written by a freelance writer Charles Hix, and scheduled to appear quarterly free to its recipients. According to a Monsanto spokesman, "HoseScope is just general news — on fashion and economics, plus interviews — we thought would be good for the hosiery mar-

ket, and that we want people to think Monsanto is involved with."

**Belle-Sharmeer**, a division of Wayne Knitting Mills, is introducing a palette of "natural flavors" for its spring '75 hosiery collection. The shades — apricotts, limon ice and sugar blues — appear in Belle-Sharmeer's \$2.50 sheer-to-the-waist pantyhose, as well as the \$3 ultra-sheer **My Contour**.

A sales agency, **Sigma Industries**, has been formed by John Wineapple, who was vice-president and sales manager of **Bossong Hosiery Mills**. Wineapple says the agency will represent the hosiery, knee-highs and bodywear of **Nantucket Hosiery Mills** exclusively, "at least for the first year."

## Betty Ford needled for her fashion stand

Continued From Page One

blink."

"It's an ill-advised remark," said Norman Wechsler, president of Saks Fifth Avenue, referr-



**PAT BUCKLEY:** What do you classify as desl clothes? You can buy ones that aren't so expensl think you can give up other things, anyway — champ or something. Why should the poor designers suffer?



Laura Smalls won the Donald Brooks Award for her black and white jersey dresses with plunging necklines.

## Parsons Honors



Cape coat and pants outfit in poplin, left, was the 11 Parsons School of Design prize-winner, Miss Hollingsworth, Eric Jones, whose jersey

By BERNADINE MORRIS

Betty Ford and 11 students received awards from the Parsons School of Design last night and it's hard to imagine another event that could bring so much joy to the hearts of the fashion industry.

Mrs. Ford's trophy was a silver miniature of the Parsons' table, developed by a former president of the school, and first awarded to Norman Norell four years ago. She was honored primarily for her whole-hearted endorsement of American fashion.

The students received silver or gold thimbles, and were chosen by practicing designers with whom they had worked at school.

A number had already found jobs in the industry. Together, they represented an influx of fresh talent that renews the creative business of fashion.

Some Cause to Rejoice

lieve in Europe," said Eric Jones, 22, who attended Princeton for two years before coming to Parsons. He has already started work with the Anne Klein organization.

"She almost refuses to wear European clothes," he added approvingly.

### Career Given Boost

Mrs. Ford is known to have worn clothes by Kasper, when she was a Congressman's wife, by Albert Capraro, whose career she boosted when he opened his own company, and by Halston and Jerry Silverman.

She recently ordered a silk denim coat by Anne Klein.

"Mrs. Ford genuinely seems to promote American fashion," agreed Nancy Rosen, 21, who is already working with Calvin Klein, and has a natural interest in seeing local talent recognized.

An articulate group, who are more interested in making

## Cotton Sheets: A New Interest

By STEVEN RATTNER

When it comes to sheets, cotton may never be King again, but a restoration of sorts is going on in the bedchamber.

These cotton sheets—cool, crisp and comfortable—are

SD 4/11/76



Q and A

# Betty Ford Wins Fashion Award

First Lady Betty Ford won the Parsons Award for her contribution to fashion in ceremonies in New York last week. She was interviewed by Eleni, fashion editor of the Washington Star.

ON FASHION

*L.A. Times  
2/25/76*

## A First for Israel Bond Drive

**ALL ISRAELI**—For the first time in the 22 years the Women's Division for State of Israel Bonds has been sponsoring its all-Israeli fashion show, eight celebrities and actresses joined models for this year's presentation at the Beverly Hilton Hotel.

Rabbi Jacob Ott of West Los Angeles substituted for guest speaker, the Hon. Yaakov Morris, who was unable to appear because of urgent business. Chairwomen responsible for the "Brunch in Jerusalem" honoring Mrs. Eli Gindi were Mrs. Sherrill Cor-

Among the \$40-ticket holders at the fashion-glamor event sponsored by the museum's Costume Council are such Mackie girls as Cher, Diana Ross and Mitzi Gaynor. The designer's latest client—Elton John—also plans to attend. Add La Streisand—

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# First Lady ruffles garment workers

Dress cutback plans  
upset fashion center

By George Moneyhun  
Staff correspondent of  
The Christian Science Monitor

New York

This is no time to ruffle the feathers  
of the hard-pressed U.S. fashion in-



# FASHION FOLLOWS THE FLAG

→ The 1<sup>st</sup> lady's ~~choice~~ 1<sup>st</sup> choice is American fashion



## A MESSAGE TO THE PUBLIC:

~~The 1<sup>st</sup> lady~~ *Betty Ford*

It's heartening to see the first ladies of the land selecting American-designed and American-manufactured fashions.

And, because the fashion pace-setters will not settle for less than American creativity and American craftsmanship, women all over the country will be insisting on American fashions.

We welcome this widening trend and all it means for the national economy - more jobs for American workers ... more production and profits to keep American manufacturers in business ... and much-needed dollars staying home to help restore our beleaguered balance of trade.

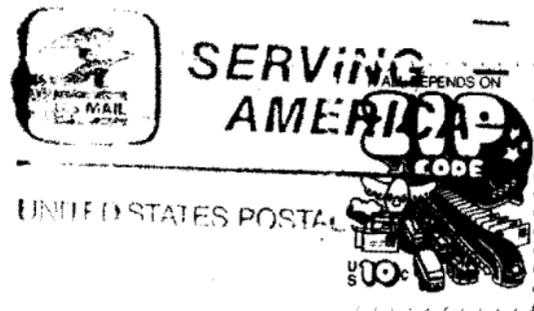
We salute the women of America - for their discerning fashion sense, for their loyalty to the American worker and to American industry, for their invaluable help in our common battle to beat the recession.

Louis Stulberg, President,  
International Ladies' Garment Workers' Union

For a free copy of our latest fashion booklet write to:

UNION LABEL DEPARTMENT, INTERNATIONAL LADIES' GARMENT WORKERS' UNION - Dept. WWD-2  
22 West 38th Street, New York, New York 10018.

POLITICAL DEPARTMENT  
INTERNATIONAL  
LADIES' GARMENT WORKERS' UNION  
1710 BROADWAY, NEW YORK, N. Y. 10019



Mrs. Sheila Weidenfeld,  
Press Secretary to  
Mrs. Gerald Ford  
The White House  
Washington, D.C.

Bill:

This is the letter we  
discussed on the phone today.

If you want to address the  
letter to Evelyn Dubrow, I'll  
send copies to the Times &  
Post.

Thanks.

A handwritten signature in cursive script that reads "Patti". The letter 'P' is large and loops down, with the rest of the name written in a fluid, connected style.

*Patti Matson*



# INTERNATIONAL LADIES' GARMENT WORKERS' UNION

AFL-CIO

1710 BROADWAY • NEW YORK, N.Y. 10019

EVELYN DUBROW  
LEGISLATIVE REPRESENTATIVE,  
WASHINGTON OFFICE  
149 "D" STREET, S.E., WASHINGTON, D.C.  
PHONE 202-547-4399

LOUIS STULBERG  
PRESIDENT

SOL C. CHAIKIN  
GENERAL SECRETARY-TREAS.

WILBUR DANIELS  
EXECUTIVE VICE-PRESIDENT

E. HOWARD MOLISANI  
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WILLIAM ROSS

ALBERTO E. SANCHEZ

EDWARD SCHNEIDER

MATTHEW SCHOENWALD

FREDERICK SIEMS

CORNELIUS WALL

February 6, 1975

Mrs. Sheila Weidenfeld,  
Press Secretary to  
Mrs. Gerald Ford  
The White House  
Washington, D.C.

Dear Mrs. Weidenfeld:

Confirming our telephone conversation of this afternoon, I am enclosing a copy of the proposed advertising which is to appear in the NEW YORK TIMES, the WASHINGTON POST and papers across the country around George Washington's Birthday.

We would be most appreciative if Mrs. Ford would give us permission to use her name in connection with our indication that the First Lady is selecting American designs and American manufacturers' fashions.

I am most appreciative of your willingness to pursue this request with her and I look forward to a favorable reply.

My warm regards to you.

Sincerely yours,

Evelyn Dubrow  
Legislative Representative

ED/cm  
opeiu 153  
encl.

THE FIRST LADY'S FIRST CHOICE IS AMERICAN FASHION

Thank, you, Betty Ford, for your selection of American designers, American fabrics and American fashions for your wardrobe.

Millions of American women are following your lead. Before they buy a garment, they look for our union label. It says, Made in USA. It means designed and made by Americans for Americans, like you.

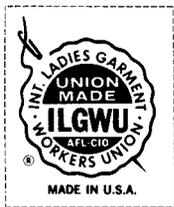
Right now, increasing the demand for American fashions is particularly vital to our Nation's economy. It keeps more American workers employed and more American manufacturers in business.

At the ILGWU, we are doing everything we can to keep America strong, stitch by stitch.

union  
logo

(signed)

union president



# INTERNATIONAL LADIES' GARMENT WORKERS' UNION

AFL-CIO

1710 BROADWAY • NEW YORK, N.Y. 10019

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SALVATORE NOTO

WILLIAM ROSS

ALBERTO E. SANCHEZ

EDWARD SCHNEIDER

MATTHEW SCHOENWALD

FREDERICK SIEMS

CORNELIUS WALL

February 14, 1975

Mrs. Sheila Weidenfeld,  
Press Secretary to  
Mrs. Gerald R. Ford  
The White House  
Washington, D.C.

Dear Mrs. Weidenfeld:

I just wanted to express my thanks to you for the prompt response to the ILG's request to use the First Lady's name in our ad.

We, of course, are delighted with her appreciation of American designers and American workers in the field of women's clothing and I know it will warm the hearts of our members to learn of her support.

An appropriate message of appreciation will be reaching her very shortly from the leaders of my union.

In the meantime, I do want you to know how grateful I am to you for your cooperation.

Please give my warm regards to your father.

Sincerely yours,

Evelyn Dubrow  
Legislative Representative

ED/cm  
opeiu 153

EVELYN DUBROW, Legislative Representative  
INTERNATIONAL  
LADIES' GARMENT WORKERS' UNION  
149 "D" STREET, S.E.  
WASHINGTON, D. C. 20003



Mrs. Sheila Weidenfeld,  
Press Secretary to  
Mrs. Gerald R. Ford  
The White House  
Washington, D.C.

