

The original documents are located in Box 38, folder “Ford, Betty - Fashion - Designers - Capraro, Albert (2)” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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EDITORIALS/COMMENTS ON RECENT NEWS

March 11, 1975

FROM TUESDAY'S PAPERS

Jerry Greene, New York Daily News, Washington: President Ford is rapidly putting himself in a bind over the CIA investigations -- or letting himself be put -- with the result that he is heading almost surely toward a nasty confrontation in court with one or more congressional committees. What the President is doing is clamming up on the subject of flamboyant charges that the CIA noodled around with attempts to assassinate several foreign heads of state a dozen years ago and engaged in other high crimes and misdemeanors -- instead of laying out the whole trust for all to see. The resultant suspicion and sinister conclusion smacks of the coverup -- more scandal hard on the heels of Watergate. The same sort of snarling, unpleasant atmosphere is beginning to generate around the White House press room.

Joseph Fried, New York Daily News, Tel Aviv: Israel has lodged a sharp complaint with the United Nations, charging that Egypt violated the disengagement pact by sending a 2,600 ton Soviet-built destroyer through the Suez Canal on the eve of Secretary of State Kissinger's new round of shuttle diplomacy, it was disclosed today....A U.N. spokesman here called the alleged violation marginal.

Jody Jacobs, Los Angeles Times, "There's a Ford in Their Past." First Lady Mrs. Gerald R. Ford, by her patronage, has already made young fashion designer Albert Capraro famous enough to end up in a lineup that also includes more established names like Geoffrey Beene, Calvin Klein, Oscar de la Renta and others. And she's given Seventh Avenue manufacturer Jerry Guttenberg, who makes the Albert Capraro designs Betty Ford buys, enough cachet to qualify as a special guest of honor at the March 2 annual Cedars-Sinai Women's Guild membership luncheon and fashion show at the Beverly Hilton. On the runway the fashions, including six of the spring designs Mrs. Ford has already selected, are by courtesy of the May Co., and the lovely non-professional models courtesy of beautiful Mrs. David May, who for years has been heading up that special committee for the guild.





OPELIKA, ALA.
NEWS
D. 16,700 — S. 16,300

JAN 12 1975

For Spring Wardrobe **First Lady Plans All-American Look**

WASHINGTON (AP) — First Lady Betty Ford's new spring wardrobe will be made and designed in America. It also will carry an anti-inflationary look.

couturier dresses," her press secretary said.

Mrs. Weidenfeld said Mrs. Ford ordered two of the dresses and now awaits

Delighted at the discovery, the First Lady and the designer got down to business and Capraro soon will be returning to the White House, Mrs. Weidenfeld said.

WWWD
MONDAY, APRIL 19, 1976

CAMPAIGN GEAR: Betty Ford has just placed a sizable order with designer Albert Capraro. "Since she will be doing an extensive amount of traveling with the President while he campaigns, she wants clothes that

Capraro Capitalizes

Albert Capraro would be the first to tell you that his life has changed dramatically since Jan. 6, 1975, when he answered the phone in his New York design showroom and was told that the President's wife, Mrs. Gerald Ford, was on the other end of the line. The 31-year-old

being sold in Europe, as well as in the Middle East and Far East.

Now the native-born New Yorker, whose grandparents emigrated from Italy, will be presented with the World Fashion Award at a special benefit show Nov. 12 in the St. Regis Hotel. Flying in from Rome to present it will be Monsignor Carroll, who founded Boys and Girls Towns in Italy.

Eleni on Fashion



Betty Ford's Fashions: New But Not Expensive

By EUGENIA SHEPPARD

NEW YORK — Albert Capraro is the daring young man on the flying trapeze. Four and a half months ago, he swung out of an eight-year-old pattern of assisting Oscar de la Renta, and helped found his own



NAPLES, FLA.
NEWS
D. 10,500 SUN. 11,000

FFB 1 0 1975

B. Keller
7/3

First Lady's Designer Finds Working For Her Is A Joy

NEW YORK (UPI) — Albert Capraro knocks on wood when he talks about his career as a fashion designer. Everything

was known in the industry, but now, my name is national," he said.

Capraro, Guttenberg's only

long-distance practical joke.

It wasn't a joke. He was flown to Washington, D.C., the following Wednesday.

are romantic and feminine, but also are designed for a wide range of women. "For instance, both Mrs. Ford and her

JAN 15 1975

Designer's styles, price fit First Lady to a 'T'

By June Weir

New York

AMERICA'S FIRST LADY, Betty Ford, is a woman of action.

On a recent Sunday, she read about Albert Capraro's new spring collection for Jerry Guttenberg in a Washington newspaper.

Bright and early the next day, her press secre-

designers, but it's just a rule—I never accept gifts. On the other hand, I don't have a large budget for clothes. So I want to work out with you a spring wardrobe of clothes that will suit many purposes. Ones that I will feel comfortable in for many different events. Frequently, I have to change clothes on a plane—so they have to be able to work at a moment's notice."

Then, Mrs. Ford went into her bedroom. When she returned, she was carrying some of her favor-



FRIDAY, JANUARY 24, 1975

Betty Ford buys American



Photos by Guy DeLort





Among the first lady's choices: The flowered chiffon in salmon, fuchsia and jade on white; the shirt-jacketed suit in toast fake suede; the yoked matte jersey chemise — a rather daring shape for the first lady who usually wears tiny-waisted dresses.

NEW YORK — Betty Ford made headlines recently when she said she planned to fight inflation by not buying expensive designer clothes.

A few weeks later she read about Albert Carraro's

The tunic-ed two-





TALLAHASSEE, FLA.
DEMOCRAT
D. 39,995—S. 42,216
TALLAHASSEE METROPOLITAN AREA

JAN 17 1975



Associated Press Wirephoto

Three of the Sketches Designer Albert Caparo Submitted to Betty Ford
... first lady likes anti-inflationary prices, \$80 day dresses \$200 evening gowns

First Lady Buys WIN Wardrobe

WASHINGTON (AP) — First Lady Betty Ford's new spring wardrobe will be made and designed in America. It

"She couldn't afford couturier dresses," her press secretary said. Mrs. Weidenfeld said Mrs. Ford or-

DELIGHTED at the discovery, the First Lady and the designer got down to business and Capraro soon will be re-

VICKSBURG, MISS.
POST
D. 12,500

JUN 15 1975



Designer's Showcase

First Lady Fashions

Simple, Romantic and Affordable

By JOAN O'SULLIVAN

ALBERT CAPRARO was catapulted into fashion fame recently by a phone call. It was from the White House.

Within a week, the designer

do special things for her."

Capraro feels his clothes—under \$200—are not in the high price range. "I make things that women want to buy."

JAN 14 1975



First Lady selects U.S. designer

First Lady Betty Ford's new spring wardrobe will be made and designed in America. It also will carry an anti-inflationary look.

Mrs. Ford, a bargain-conscious shopper, read about designer Albert Capraro in the Washington Star-News last weekend and was struck by the story's report that his clothes sell for as little as \$70, her press secretary, Sheila Weidenfeld, said.

make for Mrs. Ford.

His day dresses are expected to retail around \$80, with evening gowns at \$200. She also asked Capraro to make up five evening dresses from fabrics President Ford brought her from his November trip to Japan.

Capraro described Mrs. Ford as a "perfect model:" size six, 5 feet 5½ inches tall, weight 106 pounds.

He said her eyes change from blue to green depending on the clothes she's wearing.

"She was very open about talking about the type of clothes she wants especially since her operation. While she doesn't want to concentrate only on high necklines, she is very definite about wanting clothes to cover her arms," he said.

Mrs. Ford Would Approve

By DALE KERN

Herald-Examiner Fashion Editor

The Women's Guild of the Cedars-Sinai Medical Center and the May Company teamed up to present their annual luncheon and fashion show at the Beverly Hilton.

Jerry Guttenberg, Executive Vice Presi-

dresses for both daytime and evening.

They are substantial dresses that combine the elements of style, taste and luxury without overdoing anything. Guttenberg's clothes run parallel with America's sweetheart of the dress business, Jerry Silverman.

Besides the 15 garments from the Gutten-



Betty Ford

NEW YORK — America's first lady, Betty Ford, is a woman of action.

Just Sunday, she read about Albert Capraro's new spring collection for Jerry Guttenberg in a Washington newspaper.

Bright and early on Monday, her press secretary, Nancy Howe, was on the phone asking the New York designer if he could come to Washington for lunch with Ms. Ford.

"You're the first American designer ever invited to the White House to work with Mrs. Ford on her clothes," explained Ms. Howe. Then she added, "Mrs. Ford says your clothes featured in the article were the prettiest things she's seen in years."

By Wednesday afternoon, the first lady had

have a large budget for clothes. So I want to work out with you a spring wardrobe of clothes that will suit many purposes. Ones that I will feel comfortable in for many different events. Frequently, I have to change clothes on a plane — so they have to be able to work at a moment's notice."

Then, Ms. Ford went into her bedroom. When she returned, she was carrying some of her favorite clothes from other seasons.

"I was thrilled," says the 31-year-old designer, "when she showed me two outfits that I had designed while I was working for Oscar de la Renta Boutique."



New York Post

D. 626,713 SUN. 375,607

JAN 13 1975 *She*



Inside Fashion

EUGENIA SHEPPARD

FIRST FASHIONS FOR THE FIRST LADY

ALBERT CAPRARO is the daring young man on the flying trapeze. Four and a half months ago, he swung himself out of an eight-year-old pattern of assisting Oscar de la Renta, and helped found his own firm. Last week, he landed at the White House, especially invited by the First Lady, who had fallen in love with his fashions as photographed for a Washington newspaper.

Seventh Avenue hasn't

planning to order any expensive clothes.

She likes the idea of buying from a young American

though it looks exotically East Indian.

Several soft overblouses, like the ones most designers





LUFKIN, TEXAS
NEWS

D. 12,457 — S. 13,234

MAR 9 1975

Betty Ford, budget fashion

WASHINGTON (AP) — First Lady Betty Ford's new spring wardrobe will be made and designed in America. It also will carry an anti-inflationary look.

Mrs. Ford, a bargain-conscious shopper, read about designer Albert Capraro in the Washington Star News last weekend and

"She couldn't afford couturier dresses," her press secretary said.

Mrs. Weidenfeld said Mrs. Ford ordered two of the dresses and now awaits Capraro's return with sketches of other garments that would be tailored to make best use of her own supply of

Designing for the First Lady

Betty Ford has made her selection for her 'official' designer--Albert Capraro

By JUDY LUNN
Post Fashion Writer

Heeeeere's Albert.
Albert Capraro.
Who?

Albert Capraro is designer by appointment to the White House. Well, not quite, but Capraro is the single designer

Albert Capraro is a young man (31-years-old) who was assistant (name unmentioned) to Oscar de la Renta for eight years. The last few years he did the Boutique, "designing moods and looks someone else got credit for," he has said.

This past December he

can have a need to emulate First Family figures when I, too, can own a Jackie pillbox hat, a Lyndon Stetson . . . it's vicarious status.

In the Jackie days, an old gag goes, she would go to Oleg Cassini for her original, and next day there would be hundreds of Jackie Number

local Washington store.)

Last week's fitting gave the White House press fits. She headed to New York without official notification on an incognito visit.

Of course Women's Wear Daily spotted her behind the dark glasses and put her on the front page. And though

**B**

The first lady, Betty Ford, and daughter Susan make their first personal appearance on Seventh Avenue for fittings.--WWD photo

Above right, Betty Ford selected this Capraro dress.

orange juice is lost when it is reconstituted in a blender and let set for a few hours, says John Gage, marketing manager for Hoffman-LaRoche pharmaceutical firm. Great quantities

large office. My boyfriend works there, too. The other evening, we attended the wake of a fellow employe.

First off, my boyfriend became angry when I held on to his hand while



SAN FRANCISCO, CALIF.
EXAMINER - CHRONICLE
S. 654,311
SAN FRANCISCO METROPOLITAN AREA

JAN 12 1975

Betty the bargain hunter



MRS. FORD and
designer Albert
Capraro (right).
Below, two of his
sketches.

—AP Photos

Associated Press

WASHINGTON — First Lady Betty Ford's new spring wardrobe will be made and designed in America. It also will feature an anti-inflationary look.



ALBERT'S AN OVERNIGHT SUCCESS

THAT White House Call...



Ins & Outs
Of Fashion
Marji Kunz

'Bigness
Should Be
Balanced'

NEW YORK — Like it or not, this is the spring of the BIG look. If people in the rest of the country have just started talking about it, women here are



By Marji Kunz
Free Press Fashion Writer

NEW YORK — Albert Capraro is wearing his navy Pierre Cardin suit with the brass Geoffrey Beene buttons sewn on upside down ("So the GB initials won't be so obvious") and telephoning a friend. "Will you talk to me for a few minutes. I'm having my picture taken with the telephone and I want it to look real."

Meanwhile super-star photographer Alfred Eisenstaedt crouches around the cluttered desk trying to capture America's overnight design success from every angle. Will he sit down and sketch a few designs for the People magazine feature Eisenstaedt is photographing?

Suddenly three models are darting into the design office atop 550 Seventh Avenue (the most prestigious garment district address). Somebody interrupts to ask if 12:30 Friday is all right for the London Daily Express. Chatter from retailers filling the showroom drift in to create a background din. Albert Capraro is obviously the new star of the fashion

talking about—the fact his clothes are moderately priced (\$70 to about \$200) and that Betty Ford thought they were pretty when she saw photographs of them in a Washington newspaper. He says she also liked the idea he uses American rather than foreign fabrics.

"She has great concern about her position as America's first lady, as a woman who represents the country and her husband. She likes the idea that she has given the market injection of adrenalin by buying, but buying cautiously. She wants to relate to other women who spend about \$70 for a dress, and she doesn't mind that other women will be wearing identical dresses," Capraro said.

'She Can Wear Vivid Colors'

The designer has changed the colors on only two of the items (plus two long skirts to change daytime costumes into evening ones) Mrs. Ford bought. Instead of a chemise dress in navy Nyesta (a nylon knit), it will be a vivid sea green. And a two-piece synthetic knit with 'criss-cross lacing



buys American





Photos by Guy DeLort

Betty Ford

FACING PAGE, from the left: The tunic-ed two-piece in navy matte jersey-like fabric with white braid trim; the soft shirt suit in navy crepe with a silky white blouse; the big-sleeved dress in linen-printed beige cotton; the navy tunic again — this time with a short skirt for extra mileage.

THIS PAGE, from the left: The soft shirt suit again — this time with its short skirt; the white-on-red polkadotted crepe de chine dress with bowed neck and white cotton jacket; the soft tiered dress in rust-on-peach chiffon.



Drawings by Glen Tunstall

San Antonio Express
SAN ANTONIO, TEXAS
D. 78,032

JUN 27 1975

Style

Betty Ford's favorite designer scores a success at press week

NEW YORK — Sometimes nice guys do win.

Albert Capraro, Mrs. Gerald Ford's favorite designer, opened his own firm on Seventh Avenue less than a year ago and "turned the mortgage" this week.

Best of all, 33-year-old Capraro is still as excited about his near "overnight success" and his contacts with the First Family as a kid who just won a trip to Disneyland.

My interview with Capraro came from being at the right place at the right time. He arrived at the Plaza Hotel an hour early

By

MILDRED WHITEAKER
Express Fashion Editor

perfectly proportioned size 6 figure. But jumpsuits are probably better suited to Susan's lifestyle. (Some of the jumpsuits are stuffed into boots, a recurring "look" for fall).

Susan Ford is also a Capraro fan and was wearing one of his gowns at her much-publicized White House senior prom



MAY 13 1975

B. Butler

First lady likes Capraro

A fashion Ford gets new meaning

NEW YORK (UPI) — The word Ford is a magic one for Albert Capraro, who at 31 rides a wave of success because the nation's First Lady took a fancy to his clothes designs.

fashion collection. It played to a standing-room-only audience at a showroom on Seventh Avenue, heart of New York's garment center.

The firm is Jerry Guttenberg, 141...

understand we've gone from about \$1.5 million (wholesale) to \$4 million volume."

And that, any way you count it, is a lot of what the industry called a "Ford" long before Betty Ford was First Lady. A

determined. Mrs. Ford hasn't seen it. And the designer said he had no plans to go to the White House, as is his custom, before late May or early June.

What Mrs. Ford will see in any event is a collection strong



MIAMI BEACH, FLA.
SUNDAY SUN REPORTER
S. 27,900-
MIAMI METROPOLITAN AREA

MAR 2 1975

Betty Ford

By FREDERICK M.
WINSHIP
For Sun-Reporter

Mrs. Gerald Ford, who
prefers moderate priced
clothes from young
designer Albert Caprara,
and Nancy Kissinger,


Thursday on the Inter-
national Best Dressed
List.

It was the first time in
three years that women
married to high level

Fashion Hall of Fame
several years ago to
which regulars on the list
"graduated", thus
removing them from
competition. This year

publisher of the
Washington Post.
Mrs. Harding
Lawrence.
Mary Wells, New York
advertising executive

On best-dressed list



TONE-ON-TONE EASY DRESSES

... by Albert Capraro

ALBERT CAPRARO DESIGNS FOR

First Lady's Wardrobe

Modest in Price, Design

By DOROTHEA T. APGAR
Fashion Editor

Two years ago only his family and friends had ever heard of Albert Capraro. Today his name is all over the fashion industry and business is booming.

The reason is simple: First Lady Betty Ford has become his No. 1 customer.

It all started in January when fashion designer Capraro received a phone call at his office in New York from Mrs. Ford's assistant, Nancy Howe, inviting him to the White House.

Mrs. Ford had seen an article about his name and fashion philosophy.

"She knew exactly what she wanted, and when and where she would wear them" Capraro remarked.

Capraro's clothes tie in with Betty Ford's recent statement that she would buy only from moderate-priced American designers. And his fashion approach is especially her own.

Mrs. Ford knows fashion, and knows her own taste. She was a fashion career woman. She likes things that are quiet, practical yet pretty, rather tailored and classic without being dull or mundane. And she appreciates that Capraro's clothes are quite well made for the price range.

Six months after the creation of the firm, it was in the black.

Now, after the spotlight from Washington has focussed on him, he is doing more than a million dollars in sales for his spring collection.

Three weeks ago, buyers and press practically fought to get into his showroom for the first presentation of his collection after his meeting with the President's wife.

Capraro was so unprepared on his arrival in the capital that when he reached the White House and four security men asked for his identification, he couldn't produce anything but a department store charge card. Finally, however, his speech was

CALLER

D. 63,979

CORPUS CHRISTI METROPOLITAN AREA

JAN 19 1975

CALLER, Sun., Jan. 19, 1975

His romantic fashions capture heart of First Lady

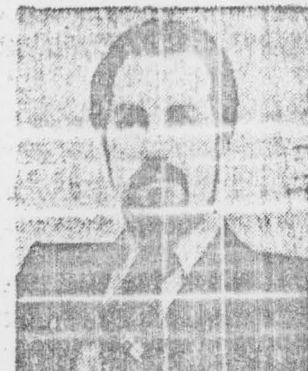
NEW YORK — Albert Capraro is the daring young "milk" on the flying trapeze. Four and a half months ago, he swung out on an eight-year-old pattern of assisting Oscar de la Renta and helped found his

from a young American designer, and Capraro's price range, from around \$75 to just under \$200, seems to her to be compatible with her income.

"She can wear everything but dropped shoulders," says

have several of his two-piece mat jerseys with soft overblouse tops.

Another new look for her will be a button-up-the-front skirt of cinnamon manmade suede with an ivory crepe shirt and a





COLUMBIA, S. C.
RECORD
—D. 32,625—
COLUMBIA METROPOLITAN AREA

APR 4 1975

Betty Ford's Favorite

Designer Albert Capraro's Clothes Aren't Expensive

Admired by the First Lady Mrs. Gerald Ford as "a young American designer using American fabrics," Albert Capraro has also earned another

a cut waistline; he prefers the unwaisted tent shape either sashed into a voluminous roundness at the top or lovely worn loose.

tops that mould or blouse at will.

The little extras like Albert's quilted cotton knit go-

in his summer choices of materials.

HIS cotton poplin could be mistaken for honan silk, so

His striped cottons are used chevron-style to emphasize the great sweep of his bias gored sash-wrapped skirts.

bare backed shapes with daring plunge fronts. The evening materials are always filmy and used the lavish fullness.



SAN DIEGO, CALIF.
UNION

D. 178,147 — S. 292,966
SAN DIEGO METROPOLITAN AREA

28 1.75

ON BEST-DRESSED LIST

Mrs. Ford Debuts As Fashion Leader

NEW YORK (UPI) — Mrs. Gerald Ford who prefers moderate-priced clothes from young designer ~~APRIL WARD~~ and Nancy ~~KENNEDY~~, who patronizes fashion kingpin Oscar de la Renta, made their debuts

It was the first time in three years that women married to high-level government personalities had appeared on the list, put together by fashion publicist Eleanor Lambert on the basis of a poll of fashion

Monaco, 18-year-old daughter of perennially best-dressed Princess Grace, also appeared on the list for the first time.

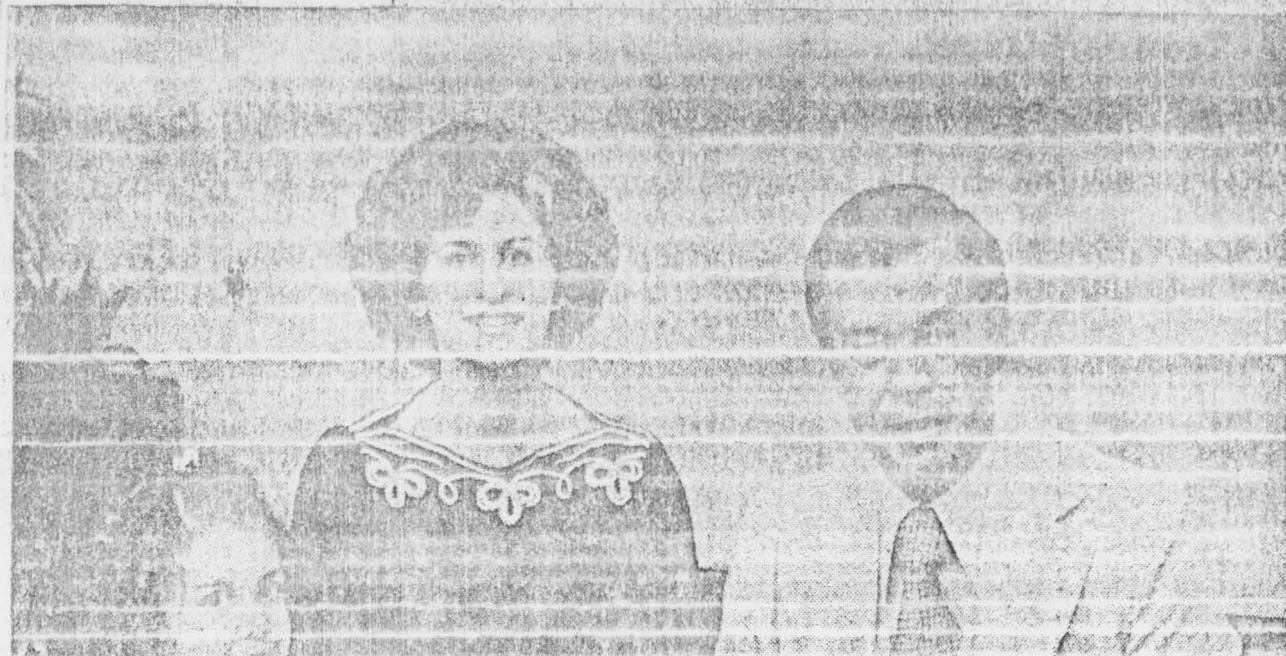
OUT OF RACE

Miss Lambert, who initiated the best-dressed list in

to which regulars on the list "graduated", thus removing them from competition. This year she created a fashion pinnacle for the Hall of Fame by naming Mrs. William Paley, wife of the CBS board chairman, "the super

MAR 11 1975

B. Kelly



Navy and White Still Spell Spring

Mr. and Mrs. John A. Sweeney of Florence and their daughters, Christine, 7, left, and Theresa, 2½, show clothes for a special family occasion.





GREENVILLE, S. C.
 PIEDMONT
 D. 27,515
 GREENVILLE METROPOLITAN AREA

FEB 7 1975

Betty Ford gives boost to Capraro

NEW YORK (UPI)—Albert Capraro knocks on wood when he talks about his career as a fashion designer. Everything has happened the way he dreamed it would.

"I got my own label... and



Thurs., Apr. 24, 1975 Paterson News

First Lady Has "Very Good" Fashion Taste

HACKENSACK -- Both the First Lady and her daughter, Susan, have "very good taste," says clothes designer, Albert Capraro.

The mother and daughter are "lovely-figured women" and they respect each other's tastes, Capraro said in an interview during an appearance Tuesday in Hackensack. Betty Ford wears a size 6 and Susan

the man's point of view, too." The New York designer explains that he does not design clothes especially for the First Lady. Instead, Mrs.

Ford looks at the whole collection and chooses what she likes. Of her taste, he says, "She has a wide taste in color. It makes it easy

for a designer because I'm creating what I like and she chooses." In the future, however, he plans to design clothes for

the First Lady's state functions. He is also completing Susan's gown for the Apple Blossom Festival Friday, May 2.

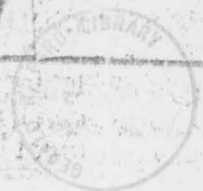
"She (Mrs. Ford) put me on the map as a label designer," Capraro maintains, and he's indebted and grateful for her interest. He's often asked how it feels to be a household word.

Mrs. Ford also "put the stamp on buying American notes the fashion artist when Mrs. Rockefeller appointed Nancy Kissinger followed."

casual evening
luxurious casual-
Capraro pairs a
ed jacket and a long
gathered at the
by a drawstring. A
ilic-print shirt com-
the dinner cos-
which retails at
\$200. Inexpensive
uture standards



FAMILY LIVING



Mrs. Ford's designer
less expensive than most

By SANDRA SISSON
Family Living Editor

NEW YORK — The nation's fashion press learned Wednesday that First Lady Betty Ford has good taste at sensible couture prices.

One of her favorite designers, Albert Capraro for Jerry

He topped a brown print challis dress with a tobacco brown jersey shirt, then added a darker brown velvet jacket over the two. Some of his dresses and jackets feature the drawstring waistline, a corner in many fall collections. His day dress length hits slightly below the knee.

Capraro's quilted jackets and kimono coats sport the Oriental influence. He pairs a quilted grey flannel Lurex jacket with a

San Antonio Express
SAN ANTONIO, TEXAS
D. 78,032

JUN 27 1975

By M.W.

Betty Ford's favorite designer scores a success at press week

NEW YORK — Sometimes nice guys do
liber. Capraro, Mrs. Gerald Ford's
favorite designer, opened his own firm on
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Best of all, 32-year-old Capraro is still as
frightened about his near "overnight success"
as his contacts with the First Family as a
designer who just won a trip to Disneyland.
My interview with Capraro came from

By

MILDRED WHITEAKER
Express Fashion Editor

perfectly proportioned size 6 figure. But
jumpsuits are probably better suited to
Susan's lifestyle. (Some of the jumpsuits
are stuffed into boots, a recurring "look"
for fall).

Susan Ford is also a Capraro fan and was



CASPER 1975
STAP TRIFLINE
DAILY & SUN. 14,600

MAR 5 1975 *Byante*

'Best-dressed' honors go to Mrs. Gerald Ford

NEW YORK (UPI) — Mrs. Gerald Ford, who prefers moderate priced clothes from young designer Albert Capraro, and Nancy Kissinger, who patronizes fashion kingpin Oscar de la Renta, made their debuts Thursday on the International Best Dressed List.

It was the first time in three years that women married to high-level government personalities had appeared on the

regulars on the list "graduated", thus removing them from competition. This year she created a fashion pinnacle for the Hall of Fame by naming Mrs. William Paley, wife of the board chairman of the Columbia Broadcasting System, "the Super Dresser of Our Time."

Mrs. Paley, one of the marrying Cushing sisters of Boston and a former fashion

political columnist and publisher.

Mme. Bernard Camu, Belgian-born wife of an international banker.

Mme. Francois Catroux of Paris, wife of an interior designer.

Baroness Arnaud de Rosnay, Paris, granddaughter of Bolivian tin king Antenor Patino.

Senora Gabriel Echevarria of

The women's best dressed list was accompanied by a list of best dressed men including Sen. John Tunney of California, Prince Charles of Great Britain, President Valery Giscard d'Estaing, symphonic conductor Thomas Schippers and Telly Savalas, TV's Kojak. Elevated to the men's fashion hall of fame were decorator Billy Baldwin and jewelry designer Kenneth J. Lane.

VAN NUYS, CALIF.
VALLEY NEWS AND
VALLEY GREEN SHEET
D. 300,000

MAR 25 1975 *R.K.H.*

—First Lady Is a Style-Setter, Women 'Just Love Her Clothes'

By FRANCES RUSSELL KAY, Society Editor

When Betty Ford, the wife of President Gerald Ford arrives in Southern California next week she'll meet herself coming and going.

She will if the women who fell in love with "her clothes" rush out and buy the Albert Capraro designs modeled during a May

First Lady and Susan visit designer

The Fords buy American

BERNADINE MORRIS
New York Times Service

ORK — Betty Ford was the talk of the town when she was seen on Madison Avenue the other day, though nobody saw her. But the word got around that she was visiting Albert Capraro, the designer whom she had earlier invited to the White House, and everybody was talking about it.

her daughter, Susan, and Mrs. Howe's daughter, Lisa Courtney.

THE TWO TEEN-AGERS, who are friends, amused themselves during the fittings by trying on lots of dresses. While the Ford party was ensconced in a back room with the designer, the models were parading styles from the new summer collection in the showroom.



MERIDIAN, MISS.
STAR
D. 23,000

EB 2 4 1975

5/11/75

Fashion Designer Credits First Lady With National Recognition For Him

JULIANNE HASTINGS
NEW YORK (UPI) —
Albert Capraro boxes on
when he talks about
career, as a fashion
ner. "Everything has
ened the way he
need it would.
got my own label.
now Betty Ford, the
Lady in the country,
customer," he said
an interview in his
dio at Jerry
nberg, Inc. in New

only designer, remembers
the day he was called by
the White House like it
happened yesterday.
"Mrs. Ford apparently
had seen an article about
me in the Sunday, Jan. 5
Washington Star News and
she asked Mrs. (Nancy)
Howe (Mrs. Ford's
personal assistant) to call
me," he said.
Capraro said that when
the White House called
him on Jan. 6, he thought
Siano, who was in
California at the time,

charming, and she knows
what she wants," he said.
"I hate to convince a
woman. I like to suggest
and discuss," he said.
The designer says his
fashions, which sell for \$70
to \$200, are romantic and
feminine, but also are
designed for a wide range
of women. "For instance,
both Mrs. Ford and her
daughter, Susan, have
ordered my clothes," he
said. "So you see, First
Lady aside, I am
designing for a mother



FLOWERS 'N FRILLS... First Lady Betty Ford's dress. Albert Capraro designed these two flower-garden dresses of soft drifts of cotton voile. Available in Omaha for about \$1

Taking a cue from nation's First Lady

Whenever big boxes holding gowns swathed in tissue hurried into the private quarters of the White House, you know a favored designer is in his ascendancy.



COSTA MESA, CALIF.
PILOT (Saddelback Ed.)

D. 45,463

ANAHEIM METROPOLITAN AREA

FEB 6 1975

Incognito Shopping

First Lady Fails to Go 'Unnoticed' in New York



WASHINGTON (UPI) — Betty Ford has concluded she was wrong to think she could go to New York City on a shopping spree without being noticed.

Wearing dark glasses against the morning sun, Mrs. Ford flew to

COLUMBUS, GA.
LEDGER
D. 30,500

FEB 6 1975 *Buffell*

In New York

Betty Ford buys fashion

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 Ameri-

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.



VENTURA, CALIF.
STAR-FREE PRESS
D. 31,000

FEB 6 1975

B. Morris

Betty Ford storms Seventh Avenue

By Bernadine Morris

New York Times News Service

NEW YORK — Betty Ford was the talk of Seventh Avenue Tuesday, though hardly anybody saw her. But the word got out that she was visiting Albert Capraro, the young designer she had

in navy blue was ordered in jade green. But for the most part, the clothes she ordered were the same as those being shipped to the stores, Capraro said.

Daytime dresses run to suits with soft jackets and two-piece dresses with tunic tops, while evening styles are soft and

the showroom.

They also showed the clothes to the Fords, and at one point Lisa ran out in bare feet, her dark straight hair reaching to her waist, to retrieve one of the pale beige dresses from a rack in the showroom.

Winchester, Va. She will be the second daughter of a president to serve as festival queen. President Lyndon Johnson's daughter, Luci, reigned in 1964.

Susan, who wears size 8, chose a flowered print dress with a ruffled apron, as one of the styles she will wear. She



Hiko

is applauding chief executive

GRAND R. FORD LIBRARY

Betty Ford Here for Spring-Fashion Fitting

By KATHY LARKIN

Excitement was higher than the price tags on Seventh Ave. yesterday as Betty Ford came in for a visit.

She went to see designer Albert Capraro of Jerry Guttenberg, to be fitted for the 12 spring fashions she had previously chosen from his collection and to look at the summer collec-



Capraro. "They looked at some big beltless dresses, too. Susan generally likes navy and white, which look wonderful with her long blonde hair."

The visit was long and leisurely, Capraro said, "because Mrs. Ford takes her time with fittings."

Just weeks earlier, Mrs. Ford had ordered from Jerry Guttenberg a toast-colored, knee-covering suit in

FEB 5 1975 *By Morris*

at least she buys American'

Fords give Seventh Avenue big lift

By Bernadine Morris
© 1975 New York Times News Service
NEW YORK — Betty Ford is the talk of Seventh Avenue Tuesday, though hardly anybody saw her. But the word got out that she was visiting Albert Praro, the young designer



from the new summer collection in the showroom.
They also showed the clothes to the Fords, and at one point Lisa ran out in bare feet, her dark straight hair reaching to her waist, to retrieve one of the pale beige dresses from a rack

doah Apple Blossom in Winchester, Va.
Susan, who we chose a flowered with a ruffled apron.
The Ford Party its shopping to luncheon, on corned beef



Page one

HOUSTON, TEXAS
CHRONICLE

D. 299,228 — S. 363,711
HOUSTON METROPOLITAN AREA

JUL 2 1975

Anti-Inflation Wardrobe for Betty Ford

Washington (AP) — First Lady Betty Ford's new spring wardrobe will be made and designed in America. It also will carry an anti-inflationary look.

Mrs. Ford, a bargain-conscious shopper, read about designer Albert Capraro in the Washington Star-News last weekend and was struck by the report that his clothes sell for as little as \$70, her press secretary, Sheilia Weidenfeld, said.

Capraro, of New York City, was asked by Mrs. Ford's staff to bring some sketches to the White House, and he





**SALEM, OREGON
STATESMAN**

D. 43,705 — S. 44,943
SALEM METROPOLITAN AREA

JAN 12 1975

U.S.-Made Clothes a Must for Betty Ford

WASHINGTON (AP) — First Lady Betty Ford's new spring wardrobe will be made and designed in America. It also will carry an anti-inflationary look.

and he flew here Wednesday with a dozen.

The First Lady was described as insistent on buying clothes made and designed in the United States.

praro's return with sketches of other garments that would be tailored to make best use of her own supply of fabrics.

Capraro was quoted by

Mrs. Weidenfeld said Mrs. Ford began the talk with Capraro by showing him two or three of her dresses she especially liked to give him an idea of what she had in



**ASHEVILLE, N. C.
CITIZEN**

D. 48,938 — S. 74,392
ASHEVILLE METROPOLITAN AREA

JAN 12 1975

First Lady's Gowns 'Patriotic'

WASHINGTON (AP) — First Lady Betty Ford's new spring wardrobe will be made and designed in America. It also will carry an anti-inflationary look.

Mrs. Ford, a bargain-conscious shopper, read about designer Albert Capraro in the Washington Star-News last

make best use of her own supply of fabrics.

Capraro was quoted by Women's Wear Daily as saying Mrs. Ford told him: "I don't have a large budget for clothes. So I want to work out with you a spring wardrobe of clothes that will suit many purposes. Ones

Capraro described Mrs. Ford as a "perfect model:" size six, 5 feet 5½ inches tall, weight 106 pounds.

He said her eyes change from blue to green depending on the clothes she's wearing.

"She was very open about talking about the type of

SUSAN'S CHOICE: This is one of the dresses Susan picked out



ECONOMIC FRONT

The vicious cycle: CEA's Alan Greenspan, conceding confidence can help the economy, then set out to doom picture of the '75 outlook. Officially, he labeled the report "admitted it like it is," but later he said, after forecasting consumers numbers are too pessimistic — he could be the turnaround may be much faster than we expect," he said, after forecasting consumers

Correction

Vidal Sassoon has 29 salons and he still cuts hair, primarily in salons and instructional work, rather than on a client-by-ap- pointment basis. An item on page 8, Feb. 4, implied he has not cut hair for several years.

buy, Commerce Dept. officials were warned by retailers & some goods importers at a meeting where Korvettes' VP, L.B. Lowy said the tax rebate should center on middle-income groups — "Low income families have so many holes to fill, there won't be enough to increase tax rebates." Stores' chairman downgraded open select fashion "stagnation" on S.A. "Not enough for us to counteract fashion buying to depressed import resources." Can now be treated just like domestic manufacturers." (L10)



NEW YORK
 ALLES DATES
 WPA 8-18
 SSSED

The word from dept. stores is that consumers weren't buying in 4 of 6 cities checked, the range from plus 1, in L.A. to minus 11, in St. Louis. "They, mused on N.Y. store president, "must be sav- ing their money, " mused on quarter '74, "must be sav- or annual results of Sharp Profit drops 4. The Wall Street view of



style



Betty Ford (far left) chose a soft-look chemise (left) from Albert Capraro's line for Jerry Guttenberg. The Blassport sketch (right) is of Nancy Kissinger's (above left) black denim blazer with white and charcoal striped shirt.



Leading ladies dress up

Washington's Betty, Happy, and Nancy ready for spring

he said. They didn't, but I did wash the floor."

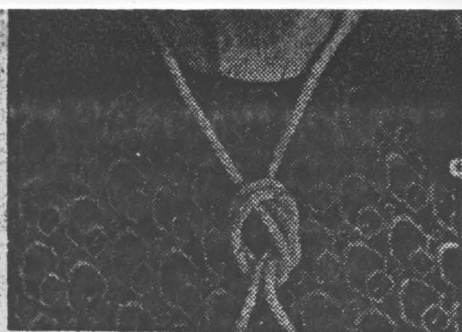
Her current follow-up on her days of war protest included a speech over the weekend to the families of draft resisters who refused amnesty. The idea was to encourage them and to look toward the time when "the war will be really over" and all American forces will be out of Southeast Asia.

Muriel Rukeyser says there's no real compartmentalization of her interest: Her feminism and her politics are aspects of a single consciousness which hasn't changed since she began publishing poems, in her teens.

for translating vietnamese poetry into English and acquainting the North Vietnamese with American writing. Besides the writer they call "Mac Tuen," she says, they like Norman Mailer and Noam Chomsky best among Americans; they encounter them through French editions published in Paris.

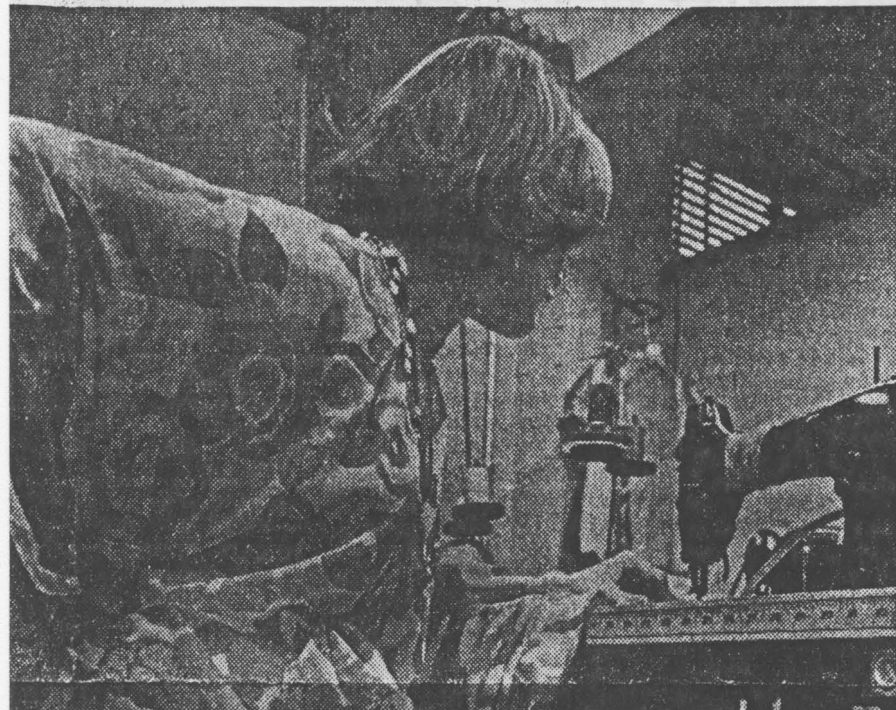
She doesn't teach anymore, as she used to at Sarah Lawrence, except that everything she does has a communications aspect that makes it teaching. "I love to read poems with people, if that's what you call teaching," she said.

See RUKEYSER, C-2



— Star-News Photographer Rosemary Martini

'I did wash the floors'



Eleni on Fashion

Mrs. Ford's Approval Packs Capraro Show

NEW YORK — Betty Ford is undeniably responsible for the standing-room-only audience at Albert Capraro's summer fashion showing yesterday.

The First Lady's seal of approval on the young, bearded designer's clothes filled the showroom with every buyer who could wangle an invitation to get in. Capraro's new fame came when Mrs. Ford discovered his clothes and found them appealing from an article in the Star-News last month.

LA Times 2/28/75 p 2

Newsmakers-----

Indians Vote to Give Ehrlichman Back

—The eight Pueblo Indian tribes in New Mexico that convicted Watergate conspirator **John D. Ehrlichman** hoped to assist as "personal penance" have decided not to accept his help. Tribal Gov. Herman Agoya of the San Juan Pueblo said that seven of the eight governors had met and voted unanimously to deny Ehrlichman's request to work with them on land problems. Ehrlichman is

in Waltham, Mass., on March 9. The Russian-born scientist, who became president of Israel in 1973, is famed for his work in molecular biology and biophysics.

—**Betty Ford**, who prefers moderately priced clothes from young designer Albert Capraro, and **Nancy Kissinger**, who patronizes fashion kingpin Oscar de la Renta, made their debut on the international best-dressed list. Based on a poll of fashion editors and designers, the list has been issued by fashion publicist Eleanor Lambert

The First Lady's choice...

Albert Capraro enjoys newfound fashion fame

By JUDY LUNN
Post Fashion Writer

Albert Capraro is the designer who's been getting all the current publicity as the First Lady's choice.

Betty Ford saw some pictures of his designs, asked him to come up with some ideas for fabric the President brought her from China. He

pieces from the current collection Mrs. Ford has purchased, though she did indicate Susan's choice.

The collection in general is very varied and to use a classic phrase, "pretty."

It also is very reminiscent of Oscar de la Renta's kind of fabrics and soft ruffles.

"Oscar was Albert," Whiteman flatly stated. Actual-



LA Times 2/28/75 p 2

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White and cotton candy pink sateen in Capraro's version of the softly sashed tucked skirt for resort. Photographed in his workroom:



Albert Capraro

'Romantic' Is the Key

Eleni or

NEW YORK
Capraro is currently turning out some "right" for those in the \$100 to \$200 range.

Now with the former Parsons student actually working in fashion. He served at Lilly Dache, then de la Renta. Six years ago he was working for Oscar's brother.

By using crisp, crisp fabrics like voile and

Dear Abby

Palm Reading Rubbish

By Abigail Van Buren

DEAR ABBY: I just had a miscarriage and while I was in the hospital a

her lessons in the basement — that it would look better and she said, "With

wrong there. But she wasn't entertaining him. She was taking a guitar lesson.

American
GORHAM S
made-to-



—Star-News Photographer Joseph Silverman

Easily two of the most charming dresses by Albert Capraro are these brown voiles with flowers of pink. There's a one-piece version, and a two-piece peplum effect for those who like romantic fashion.

Eleni on Fashion

NEW YORK — Handsome, bearded Albert Capraro is currently the Numero Uno designer turning out something new, exciting and priced "right" for those who can afford clothes in the \$70 to \$200 range.

sta jersey, Capraro has come up with soft looks that are available through Lord & Taylor, Rizik's and Saks Fifth Avenue.

"Fashion is relevant," he says. If given what they are looking for, few women will resist spending for clothes that are well made.

Rtw's new stars



Albert Capraro for Jerry Guttenberg, Ltd.

Thirty-one-year-old Albert Capraro, of Jerry Guttenberg, Ltd. hit the headlines recently when he paid a creative call on Betty Ford at the White House. Overnight success? Hardly. Capraro's been behind the design scene for 11 years.

After Parson's (where he picked up a Fernando Sarmi Gold Thimble), he worked briefly for Lilly Dache's custom salon but left because, "I wanted to produce a series of ideas, not one thing for one person," then went on to design evening clothes for the now defunct Jobere.

In 1966, Capraro became Oscar de la Renta's better ready-to-wear assistant and, within two years, was doing the Boutique collection, but without design credit. "I was with Oscar



WWD - 4-19-76

TODAY'S NEWS

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RETAIL



A gaggle of comments from designers and ladies and such. That the monocle is an optical device seems lost in the shuffle. (10)

BETTY FORD thinks it's very important to look slim during her campaign swing, according to Albert Capraro from whom she's ordered a sizeable new wardrobe. Her new color: Violet — "She feels it looks so new," says Albert. (4)

PEOPLE AND PLACES

MARY MARTIN loves country music and doesn't rule out a possible country-western album. "I'm the original hillbilly," she says. "I ran away from finishing school in Nashville to get married in Hopkinton." *See 10 pages about a country woman's career.* (4)

Wash Star-News

11/2/75

P. 2



—White House Photo

First Lady Betty Ford looks over dress sketches.

A Frugal Wardrobe

Associated Press

First Lady Betty Ford's new spring wardrobe will be made and designed in America. It also will carry an anti-inflationary look.

U.S. housewives, is watching her pennies in order to counter the impact of inflation. "She couldn't afford Couturier dresses," her press



WASHINGTON DC 20000 NEWS
THE WHITE HOUSE
PRESS SECRETARY MRS FORD
MS SHEILA WEIDENFELD
DM 61 *WEIDPRESS26 7991 MN

WWWWD

THE RETAILERS DAILY NEWSPAPER A FAIRCHILD PUBLICATION

WOMEN'S WEAR DAILY

FRIDAY, FEBRUARY 28, 1975

Vol. 130 No. 41 25 CENTS One Year \$36 Payable in Advance

File

More of Betty

NEW YORK — "These are the most revealing clothes that the first lady has bought so far," says Albert Capraro of Jerry Guttenberg about a group of body-clinging pajamas Betty Ford has just ordered.

FASHION TALK

Mrs. Ford Buys His Style



The New York Times/Neal Boenzi and Robert Walker

Three pervasive fall trends, left to right: pseudo-Chinese quilted jacket by Albert Capraro; jumpsuit by John Anthony, and a tunic dress by Adele Simpson.

New York Times
Saturday May 3, 1975

ys His Styles, So a Crowd Came to the Show

By **BERNADINE MORRIS**

Betty Ford didn't turn up. In fact, she wasn't even expected. But everybody knows she wears Albert Capraro's clothes. So a mob turned up to see his fall designs for Jerry Guttenberg. If the First Lady wears them, they can't be all bad. Fashion is desperate for a leader.

It took more than a half hour before the store buyers were seated or turned away, but the audience seemed

an overblouse and skirt.

The same coat, you see, can cover any of them, whereupon the various parts look as if they were made for each other. It's one way of looking at fashion as an investment.

•
Lew Prince at Aldrich calls a similar idea "interchangeable dressing." One expression is a gossamer lace jacket embroidered with sequins, which can shelter a slinky

Parsons School of Design is no slouch when it comes to shows—or awards. Its students were exposed to three presentations of the best of their year's work recently, the most impressive being at a black-tie dinner for which 750 supporters of the school paid \$150 a ticket. All the events were at the New York Hilton hotel.

But the morning show, given before 1,500 high school students from within a 50-



Newsmakers-----

Little Tramp Likes Sound of 'Sir'

—Charlie Chaplin, the legendary comedian who is soon to be knighted Sir Charles, arrived in London and said his new name "sounds rather good, don't you think?" Chaplin,



Sir Charles greets well-wishers at the airport.

AP wirephoto

to work out a spring wardrobe of clothes that will suit many purposes." The First Lady asked Capraro to use some of the fabrics President Ford had brought from Japan in making several evening dresses for her.

—First Lady Betty Ford's new spring wardrobe will have an anti-inflationary look and will be designed and made in America. Mrs. Ford read about designer Albert Capraro of New York City and his fashions that sell for as

—"You have given me a moment in my life I will never forget," said Liza Minnelli after a rousing reception in West Berlin. The audience of 10,000 at the Deutsche

Anti-Inflationary Wardrobe for Mrs. Ford

Associated Press

First Lady Betty Ford's new spring wardrobe will be made and designed in America. It also will carry an anti-inflationary look.

Mrs. Ford, a bargain-conscious shopper, read about designer Albert Capraro last weekend and was struck by the report that his clothes sell for as little as \$70, her

ing Mrs. Ford told him: "I don't have a large budget for clothes. So I want to work out with you a spring wardrobe of clothes that will suit many purposes. Ones that I will feel comfortable in for many events. Frequently I have to change on a plane—so they have to be able to work at a mo-



Suzy Says

Dinner in a Goya Setting

"THE" DINNER OF THE SEASON will be the big celebration at the Metropolitan Museum on June 10 honoring the vice president of the United States and Mrs. Nelson Rockefeller.

About 300 have been invited to dine and view the Goyas on loan from the Prado in Madrid. Mrs. Samuel Reed is chairman of the evening, and the vice chairmen are Mrs. Walter Annenberg,



Mrs. Vincent Astor, Mrs. Phyllis Collins, Mrs. Charles Engelhard, Mrs. Thomas Morgan (the vice president's daughter) and Mrs. Charles Wrightsman, big guns all.

Valerian Rybar, the international decorator of note, is expertly juggling three of the most glamorous jobs in his racket. He's doing Christina Onassis Andreadis' beautiful chalet in St. Moritz and building and decorating the Antenor Patinos' enchanting white casa on the cliffs in Mexico, just two bays away from Las Hadas, the all-Moorish style resort tin king

Sazy Sazy

Lucky Edward VII

MARK SHAND, the nice young British chap who has taken Caroline Kennedy out a few times in London—forget about it's being a romance, at least not a two-sided one—is the great-grandson of Mrs. George Keppel, King Edward VII's last and perhaps favorite mistress.

You all remember Mrs. Keppel. Queen Alexandra invited her to Edward VII's deathbed, and they sat on either side holding his hands. Let's hope he knew one from the other.



As for Caroline's aunt, Lee Radziwill, the rumors persist that she will marry 37-year-old lawyer Peter Tufo, who seems to be always with her. Peter used to be married to Alexandra Creel. We all know about Lee.

Evelyn Lear of the Met is back at her New York penthouse after filming an operatic sequence for "Buffalo Bill and the Indians" in Calgary, of all places. But it was worth the trip. After spending 10 days in the Canadian wilds, she sang her number so prettily

WOMEN'S WEAR DAILY, THURSDAY, DECEMBER 18, 1975



Drawing by Steven Stipelman

DECK THE HALLS: This is the Albert Capraro dress Betty Ford wore to Wednesday night's Congressional Ball in Washington — of Chinese ivory and gold tissue brocade, with mink cuffs and plunging back. Capraro, who went to the White House...

Suzy Says

50 Hours in the Air

EUGENE ISTOMIN, the pianist, and his recent bride, the former Marta Casals, the widow of legendary cellist Pablo Casals, are back from a globe-trotter that covered 40,000 miles and kept them in the air for more than 50 hours. The honeymoon must be over.

Actually, Marta Istomin, as the president of the Casals Festival, was scouring Europe for the cream of the cultural crop to perform at next year's concerts. Meanwhile, Eugene was appearing in concert in such remote places as Seoul, Taiwan and Gadalajara. The trouble was they insisted on keeping up with each other, so it was their fault if their tongues lolled out.

Now back in New York, they're faced with the mammoth remodeling of the fabulous duplex penthouse perched atop the Mayflower Hotel, overlooking Central Park, which they have taken for the next five years. The living room has 20 arched windows and is big enough to give a concert in — with two grand pianos.



Boy." All this to be preceded by the Costume Parade, allowing the show-offs to show off and all.

Before the ball, Maxime McKendry will wine and dine such as Nicky and Kenny Lane (they are the ball chairmen), Diana Vreeland, Halston, John Richardson, and Mary McFadden. Luiz Gastal, the Brazilian banker, will have at his table the Brazilian Ambassador to the United Nations and Mrs. Sergio Correa da Costa and Eleanor Lambert Berkson. Bimbo should approve.

Diana Guest, sister of Winston and Raymond, daughter of the late Capt. Frederick E. Guest and the late Amy Phipps Guest, granddaughter of Henry Phipps the industrialist, and wife of Allen Manning, is having an exhibit of her animal sculptures at the Bodley Gallery through Nov. 8. Diana is passionately interested in the World Wildlife Fund and the Fund for Animals. Anything that goes Gr-r-r turns her on.

Albert Capraro, the favorite fashion designer of Mrs. Gerald