

**The original documents are located in Box 2, folder “1976/09/08 - Washington Fashion Group Benefit, McLean, Virginia” of the Frances K. Pullen Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

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 Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections.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

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

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

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

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

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

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

# # #



Revised Remarks, Washington Fashion Group/Bloomingdale's,  
September 8, 1976

Thank you to the Washington 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 industry fashion is, and the future winners will  
help ~~build~~<sup>expand</sup> the unique image of American fashion.

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

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

~~These scholarships extend my own deep personal interest  
in this important industry, and I thank all of you for~~  
this ~~marvelous~~ evening and your concern about our expressive  
and exciting American fashions.

Revised Remarks, Washington Fashion Group/Bloomingdale's

September 8, 1976

Thank you, Washington Fashion Group, for this very meaningful honor. These scholarships will help educate young people for a career in American ~~fashion~~ fashion--- which ~~is~~ has established a ~~unique~~ unique image in the world.

Because of the ingenuity and ~~imagin~~ imagination of American fashion, we no longer ~~have to~~ <sup>er</sup> look ~~for~~ ~~to~~ to Europe for ideas and creativity. Our very own American <sup>our</sup> designers are expressing ~~the~~ individuality, ~~a~~ energy and ~~the~~ optimism for us.

The vitality of American fashion is an exciting ~~the~~ development, and the future winners of these scholarships will be part of this excitement.

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

I know first-hand what an important industry fashion is. Being involved in these scholarships is an extension of my deep personal interest in this important ~~expression~~ ~~the~~ expression of American talent.

Thank ~~at~~ you ~~for~~ bloomingdale's of rthis marvelous evening...

Washington ~~XXXX~~ Fashion Group/Bloomingdale's Remarks,

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 ~~xxxxxx~~ individuality, energy and optimism.

I'm very excited for ~~xxxxxxxxxxxxxxxxxxxx~~ the future winners, because I know first-hand what an important and exciting industry ~~xxxx~~ 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.

Washington Fashion Group/Bloomingdale's Remarks,  
September 8, 1976

I'm so happy about these scholarships to help educate young people for a career in American fashion. I know first-hand what an important and exciting industry fashion is.

I believe American clothes say much about our individuality, energy and optimism. Someday soon, I hope 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.

Washington Fashion Group/Bloomingdale's Remarks

I'm very excited about these Washington Fashion Group Scholarships. and very pleased to be part of an effort to educate young people for a career in the fashion industry. I know first-hand what an important and fascinating industry it is.

~~Our~~ American clothes say much about the individuality, energy and optimism of Americans. Someday soon I hope 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 ~~to~~ thank you Bloomingdale's for this marvelous evening.

Washington Fashion Group/Bloomingdale's Remarks, ~~At~~  
September 8, 1976

I'm very excited about these scholarships and so happy to be involved in helping ~~them~~ educate young people for a career in American fashion.

I know first-hand what an important and exciting industry fashion is. I believe American clothes say much about our individuality, energy and optimism.

Someday soon, I hope 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.



Washington Fashion Group/Bloomingdale's Remarks,  
September 8, 1976

I'm so happy about these scholarships to help educate young people for a career in American fashion. I know first-hand what an important and exciting industry fashion is.

I believe American clothes say much about our individuality, energy and optimism. Someday soon, I hope 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.

Washington Fashion Group/Bloomingdale's

*expected W &*

~~I~~ I am very honored to have fashion scholarships  
*named in me*  
~~in my name.~~ <sup>h</sup> My own career as a department store ~~xxxx~~  
 fashion co-ordinator gave me an insight to the ~~xxxx~~  
 fascination and importance of this industry. *because I have* I'm very  
 pleased to be part on an effort to educate ~~xxxx~~ young  
 people for ~~xxxx~~ American fashion. Our American clothes  
 say much about our ~~xxxxxxxxxxxx~~ individuality, ~~xxxxxx~~  
 our energy and optimism. I look forward to someday soon  
 wearing clothes designed, made or merchandised by a recipient  
 of these scholarships. Thanks to ~~all in~~ the ~~W~~ Washington  
 Fashion Group and to Bloomingdale's *for this marvelous,*

*exciting evening*

*Wm*

*(trade-off of ~~life~~ <sup>life</sup> for stability)*  
*(abortion etc.)*

1st Draft

Washington Fashion Group/Bloomingdale's Remarks,  
September 8, 1976

I'm so happy about these scholarships to help educate young people for a career in American fashion. I know first-hand what an important and exciting industry fashion is.

I believe American clothes say much about our individuality, energy and optimism. Someday soon, I hope 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.

KAYE

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

Regret

Thank you.

susan

July 28, 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  
Regional Director  
The Washington Fashion Group



THE FASHION GROUP, Inc.

To Susan Porter  
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

. Va. Ogilvy

966-8035

THE WHITE HOUSE  
WASHINGTON



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

Regional Group  
of  
The Fashion 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 and 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.
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



1 *Betty Ford Fashion*  
The ~~Mary Vogel Strasburg~~ Scholarship of the Washington, D. C.  
Regional Group

2 - F. G. - Dec. 15 *4*  
The Fashion Group Inc.

4 *Betty Ford Fashion*  
The ~~Mary Vogel Strasburg~~ Scholarship Fund solicits applications  
annually. ~~Awards~~ *Awards* will be made to individuals in the discipline of  
fashion, art, design, merchandising, journalism or any other related  
discipline.

#### Terms of the Scholarship

5 The Washington Fashion Group will provide grants not to exceed  
\$2000 in any one academic year. The amounts of the grants and the  
number of grants are at the discretion of the Scholarship Committee.  
~~A limited grant may be given to cover the cost of a course. This can  
be extended to someone working in the fashion field who has not  
necessarily matriculated at a school. In making application for a grant  
of this type as many required submissions as possible should be completed.  
Grants of all types will be administered through the administrative  
channels of the school selected by the applicant.~~

#### Eligibility for Scholarship Grant

- 6
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 Awards Committee Chairman of the Washington Fashion Group.) *VIRGINIA S. OBILVY*  
*4017 48<sup>th</sup> STREET, WASHINGTON, D. C.*  
The applicant should submit five copies of: *20016.*

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~~ *matriculated*  
In addition, ~~three~~ *two* letters of recommendation: two from persons qualified to evaluate the academic achievements and talents of the applicant and one from a person qualified to comment as to the



applicants character. These letters should be submitted directly to the chairman of the awards committee. An official transcript should be sent directly to the chairman of the awards committee. Those applying for a limited grant to cover the cost of one course should complete as many submissions as possible.

Criteria for Selection

1. An evaluation of the required submissions shall be the most important consideration in making the selection of the scholarship awardee.
2. Equal consideration shall be given to female and male applicants.
3. Equal consideration shall be given to applicants in the fashion field or related areas of study.
4. Extra curricular activities, work experience, recognition or awards for achievements of the applicant in fashion or related areas will be given consideration along with the academic achievements of the applicant.

1977

1976 applications should be sent to:

Mrs. Virginia S. Ogilvy  
4017 48th St. N. W.  
Washington, D. C. 20016

Phone 202-966-8035

Deadline for filing - ~~April 6, 1976~~

Jan 1, 1977

Please note that small grants to cover the cost of a single course and larger grants which could cover a sizeable portion of the cost incurred in an academic year are available again this year through the Mary Vogel Strasburg Scholarship Fund. Fashion Group members are encouraged to apply for both types of grants.

Information concerning application procedures are enclosed. If you know of anyone interested in making application, please provide them with this information.

You are encouraged to provide scholarship information to any schools or universities with which you have contact.

Additional copies are available from either of the chairpersons (Elinor Burgess and Virginia Ogilvy).