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February 12, 1975

Dear Lloyd:

Many thanks for your nice letter. I really appreciate your constructive comments.

Don't worry about the article in the Grand Rapids Press. In the field of politics we learn to "read between the lines" very early!

Now as for my dress. I realize that one of my many obligations is to look my best for every occasion, and I do try. However, as you may imagine some of my other duties and responsibilities must of necessity dwarf that obligation and I am unable to spend as much time and give it as much thought as I would like.

I appreciate your talking with your tailors in Philadelphia and I'm sure both they and you could be helpful. But with things as they are right now I will have to wait a bit to see what can be worked out.

Thank you again for writing and warmest personal regards.

Sincerely,

JERRY FORD

Mr. Lloyd G. Lievence
40 North College Avenue
Grand Rapids, Michigan 49503

GRF:ml

7

60 *constructive comments*



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Lloyd Geo. Lievense

Thank but
will have to see the

Michael
Lemond

The Honorable Gerald R Ford
President of the United States

Dear Jerry:—

In the last few months many articles have been written about you and your clothes, some making statements that I gave. But the resulting articles, in many cases, were not what I said but what the writer wrote. In the case of the one in the Grand Rapids Press, I was so upset that after I retired I got up and lost my dinner. On the following day, I called Marji Kung of the Detroit Free Press and asked her to please not make the mistakes that our Dave Nicolette did in his article. Her article came out later and it was much better, and she did her homework on research. She interviewed several people, and John Molloy of New York wanted you dressed like a Wall Street or Madison Ave man (or better known as the Brooks Bros style effect; concerning

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the Hammator Park clothes that is reported you are now wearing, they are known for their high styles. To me, you should be dressed some where between New York Wall Street and Hollywood; in other words not the extreme conservatism of a Brooks suit or the high style of a European designer or California clothes, but just Great Mid-America, which is between the two areas of dress.

Jerry, to day you are in the center of the stage from morning until night, as a result, your dress becomes very important to help you achieve the results you want. Lets take your speech from the library in the White House. The setting was perfect for a down-to-earth speech, which you gave to the American public. But your clothes were beautifully tailored for your speech to the joint members of Congress — not for the home folks. Some one should have laid out a cheviot, flannel, or tweed type

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suit with lower patch pockets in a two or better three button coat. (Plus your pipe)
The color of your suit worn in your library should have been some shade of brown (not muted shade) which gives off warmth and your pipe which is a part of you! Please, always take into consideration that blues, greys and blue-greens in most shades are cold colors, and yellows to brown are warm colors. A brown suit with a warm texture fabric would have been the proper stage setting for the informal comfort of your library, and would have made your job easier to reach the masses of the Great American Public

Jerry, can I be of any help to you?
I have talked to the tailors that I use in Philadelphia and they are willing to come to you (in your home in Washington) They will correctly fit the suits, which will be billed to you at cost which would be from \$35⁰⁰ to 175⁰⁰. The selection of fabrics and styles is very important and here I can be of real

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assistance. In all ready made manufacturers each line specializes in certain effects; some in the hard dresser fabrics, some more to the casual look, but from my back ground of buying woollens from the finest mills in the world I ^{have} made the contacts to secure wonderful worsted, flannels, chevots, tweeds and saponies. From this selection of fabrics your wardrobe would be complete from morning until past mid-night, for all appearances, be it Washington, London, San Francisco or Camp Island.

Again, Jerry, I want to stress the importance of setting the stage to help you do the ~~F~~ big job that is before you. So, if you want my help in this area, I will be happy to give to you in any way you desire

Lloyd

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President of The United States
Washington D.C.