

The original documents are located in Box 38, folder “Ford, Betty - Fashion - Fur Coat” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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File - Fashion - Christie

Talked to him
on phone Fri.

THE WHITE HOUSE
WASHINGTON

Sept. 26

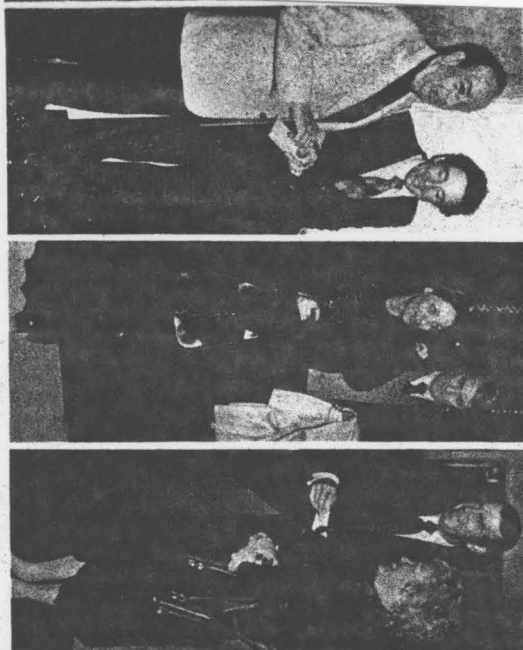
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MR. CHRISTIE WOULD LIKE
A TELEGRAM FROM MRS. FORD
SAYING SHE IS SORRY SHE CANNOT
BE AT HIS SHOWING BUT WISHES
HIM SUCCESS.

HIS SHOWING IS TUESDAY.

Sheila -

I could handle it if
you like but will
have no alternatives to
offer or suggest in the
way of publicity.



Photos by Vincent Frye

Audrey Wilder: Vincent Minnelli and Louis Malle: Vero-MacMurray and his wife. June Haber; Cheryl Teague; Ryan

celebrity turnout for his
ector Louis Malle tossed
Fox commissary after-
rider. "I'm a friend of
out on the invitation. He
emed to have worked ...
annon, Cheryl Teague,

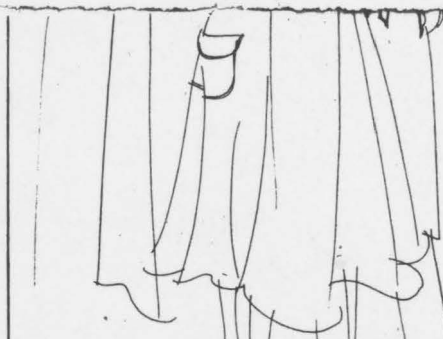
Ryan O'Neal, Rod Stelg
Miller, Bob and Rosema
on. Said Richard Chamb
were the chances Malle
only one complaint: "Th
grumbled as he made his
hell do I get out of this pl



WOMEN'S WEAR DAILY, TUESDAY, MARCH 18, 1975

our collection that won the American Fashion
Designers Award for Bonnie Cashin and will
promote it for the next two weeks. To sweeten
the promotion HBA Furs is rushing out 10 ad-
vance pieces from Ms. Cashin's next collec-
tion.

GIFT LIST: Constantino Christie, of Christie
Bros. Fur Corp., went to the White House in
Washington Monday, spent over three hours
with the Fords and emerged with two bills of
sale. Betty Ford picked out a natural white



o Barrios

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(Wash Star 3/18/75 p C-2

Furs for Fords

New York Times News Service

Betty Ford and daughter Susan are getting furs as presents — the President's wife for her birthday on April 8 and Susan for her graduation from Holton-Arms June 5.

Constantino Christie, an owner of Christie Brothers, a New York furrier, visited the White House yesterday, and the furs were picked out, Sheila Rabb Weidenfeld, Mrs. Ford's press secretary, said.

"President and Mrs. Ford had promised Susan a graduation present and she chose a muskrat coat with fox trim," Mrs.

Two Notable Omissions

By Maxine Cheshire

When Warren Beatty premiered his movie "Shampoo" here for a VIP audience recently, the names of Ethel Kennedy and Eunice Shriver were deliberately left off the guest lists, although many of their friends were invited.

When Mrs. Kennedy asked why, she was told bluntly by Beatty's press agent Pat Newcomb that it was feared she and Mrs. Shriver—both known for their aversion to obscene language—might get up and walk out in a huff during some of the dialogue...

Artist William Walton, one of the last of JFK's New Frontiersmen to remain on the Washington scene, has sold his Georgetown house to Alice

Roosevelt Longworth's granddaughter, Joanna Sturm. Walton will divide his time between a farmhouse in upstate New York and an apartment in Manhattan, where he is expected to become one of Jacqueline Onassis's platonic escorts...

Former Vice President Spiro T. Agnew, a houseguest of Frank Sinatra's in Palm Springs, was not invited to the party former Ambassador Walter Annenberg gave recently for former President Richard M. Nixon. When Nixon tried to reach Agnew by phone at Sinatra's the next day to explain why, an eye-witness says that Agnew instructed the houseboy to tell Nixon that "he is

out playing
Ford and
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White Ho
Christie B
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ary Ron
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—Star-News Photographer Joseph Silverman

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

Betty Drops by for Fittings

NEW YORK — Betty and Susan Ford dropped into the Seventh Avenue garment district here yes-

spring showings, and said, "you led me here." They had lunch sent in from a nearby kosher de-

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

HERE COME THE FUZZ . . . The Chiefs of Police Conference in Denver was a big hit. Almost everybody was hit. By burglars, Earwigs, right there in the Denver Hilton. One blushing robber: Inspector Arthur Di Gennaro, the D.C. cops' head of community relations. Another chief got shot in the behind. Yet another noticed a little party of men slinking around the lobby with dynamite sticks. Ear's ecstatic that the crooks are off the streets.

Star
10/18

The Ear ⁴ashion

hears that the classy Christie Brothers in New York are rustling up a sleek dark mink to fit Betty Ford. Ear likes this bunny jacket down at Dene Baking bu

beer-bottle battle among 200 kids. Ear is a little pensive, and will beware all enterprises that require new clothes.

OVER . . . Nancy Kissinger, junk 1000 junkie, tells People mag her pet comestibles: potato chips, Clark Bars, white fudge and See's candy. Henry's: Wiener schnitzel . . . New high among the rustic poor in England is drinking juice of boiled phonograph records. It's made by smashing and boiling up old 78 rpm platters, so don't try anything with your 33-1/3s . . . Redskin Jerry Smith was spotted ordering three large pizzas and two beers at Duddington's Underground last week

3-18-75

for st
**First Lady Has
Eye For Furs**
WASHINGTON (UPI)—Betty Ford has selected a white mink capelet for her forthcoming birthday present from her husband and she has or-

Furs for the First Family



Betty Ford and her daughter, Susan, are getting furs as presents—the President's wife for her birthday April 8 and

what it cost." The coat, which has a leather belt, will be two inches below Susan's knees.



The New York Times/Don Hogan Charles

New York Times March 17, 1975

Ford Women Getting Coats

N.Y. Times Service

NEW YORK — Betty Ford and her daughter, Susan, are getting furs as presents — the President's wife for her birthday on April 8 and Susan for her graduation from Hollton-Arms School in Bethesda, Md.

Constantino Christie, and owner of the Christie Brothers, a New York fur company, visited the White House Monday, where the furs were picked out, Sheila Rabb Weidenfeld, Mrs. Ford's press secretary.

action present and she chose a muskrat coat with fox trim," Mrs. Weidenfeld said. "I have no idea what it cost." The coat, which has a leather belt, will be two inches below Susan's knees.

*Fur -
Fashion*

*File
Consubline Crish:-
put in file in
my office.*

The White House

Washington

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6 PMS MS SHEILA WEIDENFELD PRESS SECRETARY TO MRS FORD

7 WHITE HOUSE

8 WASHINGTON DC

9 DEAR SHEILA,

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11
12 AS I HAVE PROMISED YOU, THE FOLLOWING IS A DESCRIPTION OF MRS FORD'S
13
14 FUR COAT. MRS FORD'S COAT WAS DESIGNED AND MANUFACTURED BY THE
15
16 BROTHERS CHRISTIE, ONE OF NEW YORK CITY'S LEADING FUR COUTURIER. IT
17
18 IS MADE OF RARE QUALITY EMBA LUNARINE PELTS, AN AMERICAN RANCH BRED
19
20 MINK OF A NATURAL DEEP CHOCOLATE BROWN COLOR. THE 43 INCH, NOTCH
21
22 COLLARED WRAP IS SLIGHTED CONTOURED, GENTLY HUGGING THE BODY AND HAS
23
24 A SLIGHTLY FLARED SKIRT. THE SLEEVES HAVE A CUFF TREATMENT AND THE
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26 COAT HAS A DETACHABLE FUR BELT. MRS FORD'S SIGNATURE IS MONOGRAMMED
IN BEIGE ON A BROWN PURE SILK LINING, BORDERED IN A CUT VELVET GREEK



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KEY MOTIF
WARM REGARDS
CONSTANTINO
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Office File -
Furs.

[Coushano
Christie]

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KEY MOTIF

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WARM REGARDS

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File
Furs

~~the~~ Susan Ford

both need
same alterations
& monographs

Susan's graduation Present

Muskrat with fox trim and

fox collars - a light beige
fox and dark brown tones -
Sheet length
2" below knee

Graduate
June 5

* Mrs. Ford - no. 8 - 2097

On Order - White mink capelet
(style 3157) Spiral Cooch -
Calender raised in America) belt
about 24

* Lunavaine Mink coat -
dark brown Anchoa, tones -
Ordering for later.

~~Kindy~~
Ron Nessen ⇒ dark ranch mink coat -





Constantino - Designer and owner of Chrisl
Very 3 Brothers
The Christie Bros. fur corp. (plus) Philippe & Terry
4 generations in the fur business. 333 Seventh Avenue • New York, N. Y. 10001
Telephone Pennsylvania 6-6944

Telephone No. _____

Dept. No. _____

Ship Via _____

When Ship _____

Terms _____

Salesman _____

Sweet grandfathers request - big fur - needed
more money - learned fur trade. Gave
it - small town (Sadonia) Kasoric - came
with brothers. Sell the finest people in
Am. ADDRESS _____

CITY _____

STATE _____

Style No.

Stock No.

Quan.

DESCRIPTION

Price

Demetri Mellios asst
Toby Richardson, Model (Chris's Toby)

ORIGIN OF ORDER:



The Christie Bros. Fur Corp.

333 FASHION AVENUE • NEW YORK, N. Y. 10001
SEVENTH AVENUE • PENNSYLVANIA 6-6944

June 20, 1975

Mrs. Sheila Weidenfeld
The White House
Washington, D. C.

Dear Sheila:

I want to thank you for receiving me so nicely at the Presidential Suite at the Waldorf yesterday afternoon. I hope you had a pleasant trip back to Washington,

Many thanks again.

Sincerely,

CC:tr

Constantino Christie





The Christie Bros. Fur Corp.

333 FASHION AVENUE • NEW YORK, N. Y. 10001
SEVENTH AVENUE • PENNSYLVANIA 6-6944

June 12, 1975

Dear Sheila:

Please read the enclosed data which is self explanatory. I thought you might be interested in the article on Inflation that the New York Times wrote on August 25, 1974.

Sincerely,

Constantino Christie



■ **BELL & STANTON INC.,** *public relations*

■ 909 THIRD AVENUE, NEW YORK, N.Y. 10022 (212) PLAZA 9-4800

June 11, 1975

Mr. Constantino Christie
Christie Bros.
333 7th Avenue
New York, New York

Dear Constantino:

I thought the attached article from The New York Times would be of particular interest to you and your friends in Washington.

It points out a highly interesting fact that the public is generally unaware of: A ranch mink coat today represents an outstanding value compared to many other consumer products whose prices have skyrocketed over the past 27 years. While the cost of a pair of men's shoes has more than doubled; blue jeans more than tripled; round steak doubled; the price of a ranch mink coat is up less than 10 per cent.

What this fact clearly suggests is that in today's marketplace, a fine mink garment represents one of the most outstanding values among consumer goods. At first blush, some inflation-conscious consumers may think a mink garment an extravagance, but the reality of the matter is that not only is it a good buy, but a smart buy as well because it has resisted the inflationary spiral.

Add to this the fashion longevity and durability of mink, and its investment value becomes even more appealing. The value and fashion rightness of furs today is clearly evident. No doubt this has been a

- more -



ATLANTA
CHICAGO

LOS ANGELES
SAN FRANCISCO

WASHINGTON
TORONTO

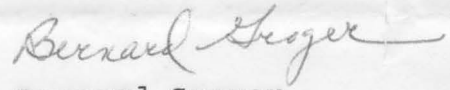
LONDON
PARIS

CABLE ADDRESS: Bellstant NY

major factor enabling the fur industry to enjoy three consecutive good years of sales while other sectors of the apparel industry have suffered from inflation and lagging consumer demand.

When today's fashion-conscious woman thinks of ways to get more "miles per gallon" for her clothing dollars, she'd be well advised to think of furs -- particularly mink.

Sincerely yours,



Bernard Groger
Vice-President

BG/jr



The Nation

In Summary

Ford Sees, Takes An Opportunity On Amnesty

Just as other Presidents have done when special circumstances freed them from political restraints, President Ford has taken an unexpected initiative to solve one of his inherited dilemmas: He has proposed granting conditional amnesty to Vietnam war resisters.

The President took his stand in the lions' den. He told a Veterans of Foreign Wars convention that he was "throwing the weight of my Presidency into the scales of justice on the side of leniency" for the 50,000 deserters and draft evaders. The President ruled out blanket amnesty, endorsing pardons only for those individuals who agreed to perform some public service in restitution. It was, however, a position markedly different from that of President Nixon, who consistently opposed granting amnesty in return for "a junket in the Peace Corps."

The immediate reaction was predictable. The next day the V.F.W. unanimously reaffirmed its opposition to either full or conditional amnesty. It was equally unmoved by an endorsement of the Ford position by Senator Edward M. Kennedy, who also spoke.

The V.F.W. argued that amnesty would make a mockery of the sacrifice borne by those who did serve in the military, would encourage draft evasion and desertion in the future, and would undermine morale in the armed forces now.

The President fared no better with the draft evaders and deserters themselves. A spokesman for those living in Canada said the exiles deserved full amnesty, because "it was the war that was wrong, not the people who avoided serving in it."

Executive Order Is Possible

Although efforts to pass legislation providing amnesty, are underway, the move could be—and may be—taken by Mr. Ford through an executive

through the language of the stock market.

The alarming statistics: Apprehension about inflation, continued high interest rates and the stability of the international banking system seemed to be the main causes of a 44-point drop during the week in the Dow Jones Industrial average, the small investor's favorite market measure. The Dow fell to close at 686.80, its lowest level in four years.

The Consumer Price Index rose by eight-tenths of 1 per cent during July, the second smallest rise in this inflationary year, but still an amount that in normal times would be alarming.

And the Agriculture Department backed up the index. Because the drought in the Middle West means smaller crops, the department said, food prices will continue to rise by 3 to 4 per cent.

Still climbing fuel costs and slumping passenger loads led Pan American World Airways formally to ask the Government for an emergency \$10-million-a-month subsidy. If the subsidy was not forthcoming, the nation's leading international airline said, it would be "faced with a threat to its very survival."

The action in Washington: President Ford made clear again last week that he will not seek to reimpose Federal mandatory price and wage controls. Instead he will rely heavily on the Council of Wage and Price Stability, a "monitoring agency" he, like former President Nixon, sought from Congress; now he has it. The agency has no enforcement powers but it suits the Ford approach. It will collect the information he needs to do the "jawboning" he seems likely to use to encourage industry and labor to hold the line on wages and prices.

He tried the technique last week on General Motors. On Aug. 9 G.M. announced plans to increase the sticker prices of 1975 model cars by an average of 9.5 per cent. Three days later, the President said he was "very disappointed." Last week G.M. relented but only a little: The increase was reduced to 8.5 per cent—\$426 a car. President Ford praised the company's "restraint."

The future: Mr. Ford and his advisers apparently hope to find some an-

Sometimes the Important Figures Are Just Memories

By MARYLIN BENDER

Economists, financiers, consumer pulsetakers and others who take a professional rather than personal view of money have never doubted its emotional content.

"Money," one of them has said, "is nothing but a state of mind." Today, when inflation looms as the number one national problem, many a "person's state of mind is causing him to act poorer because he thinks he is poorer. A typical consumer may have stopped eating in restaurants, abandoned plans to buy a 1975 model car and cancelled his trip to Europe because he perceives that inflation has eroded his purchasing power. But has it?

Since 1948, the median family income in this country has nearly quadrupled. While the prices of some goods and services have increased more than that in the same period, many other commodities have risen more slowly and some have actually gone down in price. Not all earners have shared equally in the burgeoning of income, but overall the inflation of earnings seems to have outpaced the inflation of prices.

There is, however, a psychological gap between the consumer's perception of his purchasing power and its real strength. The roundtrip air fare from New York to London, for example, is 22 per cent higher than it was 20 years ago. A traveller who made his first grand tour of Europe then might have seen his salary multiply many times since. So why does he hesitate to fly now?

Looking Backward

The reason may be that prices and dollar values tend to become fixed in one's mind, like notions of beauty and age. The 45-year-old head of a household who still views his 43-year-old wife as a wheat-haired teenager will probably always feel in his bones that college tuition and board should cost about \$1,100 a year and that anyone earning \$25,000 a year is entitled to an upper-middle-class life style in a \$53,000 suburban villa, mortgaged at four per cent and serviced by a full-time housekeeper and part-time gardener. What he does not realize is that his mental image of the good life is fixed upon a time in the 1950s when the median family income was about \$4,000.

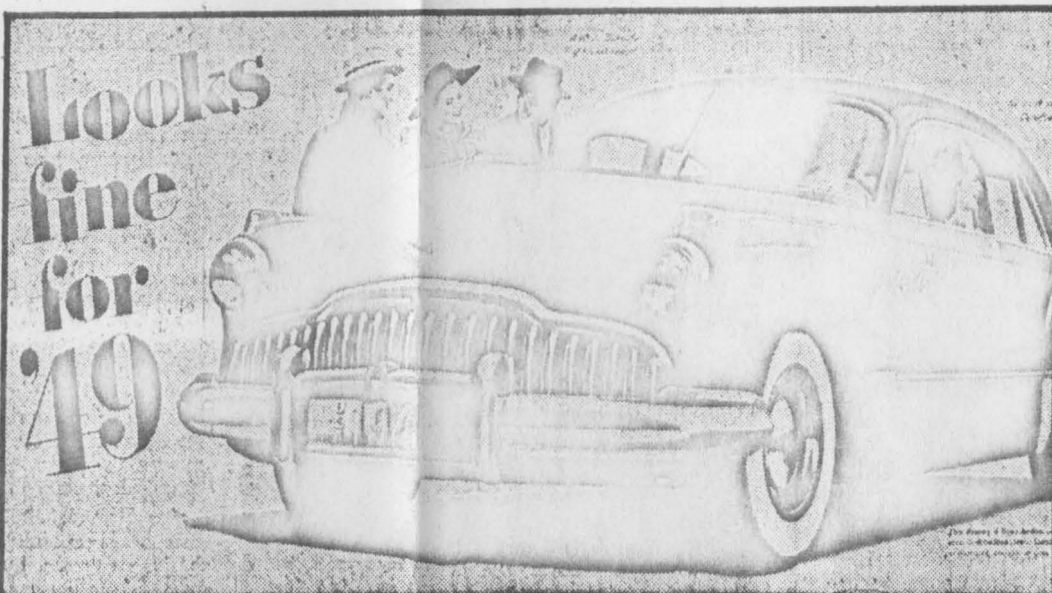
The consumer may also have a fixed notion of what the dollar ought to buy, and that causes him to worry. According to the Bureau of Labor Statistics, which uses 1967 as a basis of comparison, the dollar that could purchase \$1.24 worth of goods in 1954 buys only about 70-cents worth today. So he probably believes that he has become that much impoverished, forgetting that the number of dollars he earns might have gone up three or four times.

The way people perceive the effects of inflation on themselves can have dramatic effects on their economic behavior. Low-income persons, who spend almost all of their money on necessities, do not have much room for cutting back. But the middle class can reduce its discretionary expenditures when it feels wounded by inflation, and it does. Leif H. Olsen, senior vice president and economist of the First National City Bank, explained, "We know that middle income areas of the economy account for more of the fluctuations in purchases than lower income people." He pointed to the sharp drop in auto sales and the slowdown of retail sales, especially of higher-priced goods.

Buyers Retrench

"People generally adjust to this lower real income by spending less on durable goods, such as automobiles and furniture," Mr. Olsen said. "Nondurable spending, which is for food, clothing and shelter doesn't go down by as much." However, nondurable spending has registered an unprecedented nine-per-cent decline since last year. The decrease has been a surprise to economists like Mr. Olsen, who described it as the largest for any recession since

When You Think About Inflation, It Gets Worse



The Subjective Factors in Inflation

The way a consumer perceives inflation is likely to be influenced by his purchasing power. If he has enough money to buy what he wants and needs, he is not likely to be over-concerned with inflation. But the way he perceives his purchasing power is likely to be influenced by subjective factors that may, or may not, correspond with reality. One of those factors is a sort of primal economic memory. The "reasonable" price for a particular item is often what it cost when it was first or frequently purchased—the good five-cent cigar. Another factor is the price history of the item purchased. As the accompanying charts show, the histories vary wildly from 1948 to 1974. In the same period, median family incomes in the United States (half the families earn more than the median, half less) almost quadrupled.

Item	1948	1958	1968	1974	Per cent change 1948-1974
House	\$47,409	\$59,558	\$72,840	\$100,000	+110.9%
Family Size Chevrolet	\$1,255	\$2,081	\$2,655	\$4,119	+228.2%
Newspaper (The New York Times)	3c	5c	10c	15c	+400%
Ticket to Broadway Musical	\$6.00	\$8.05	\$12.00	\$15.00	+150%