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DAILY NEWS RECORD, WEDNESDAY, AUGUST 14, 1974

THE FORD IMAGE

of - fashion

WASHINGTON (FNS) — To the extent that the nation's First Family influences or showcases fashion trends, the men's wear industry should find some major pluses in the household of President Gerald Ford.

Gone is the unbending austerity of Richard Nixon. In its place, the nation now finds an attractive, Midwest, outdoorsy family, headed by a father who sheds business suit for leisure and sportswear after hours. Backing him up are three equally "open" sons, who dress informally in the fashion of Virginia and Michigan suburbs but



Wash. Post
11/20/74
p. B1

VIP

Some Sartorial Confusion

By Maxine Cheshire

It isn't the emperor's clothes, but President Ford's, that everyone at the White House is pretending not to notice.

When the Chief Executive, on the first trip to Japan by any American President, was greeted by Emperor Hirohito in Tokyo yesterday, both men were supposed to be wearing the

fit—around the waist anyway," said Mrs. Ford's press secretary, Sheila Weidenfeld. "Maybe he hitched his suspenders too high."

As for the rest of the outfit, Brooks Brothers takes no responsibility for the fact that their booklet's description of proper formal daytime attire in the United States conflicts with that worn in Japan.

"I don't think it matters what the Japanese



**Hubley &
Carradine:**
So long, Seagull

Kung Fused For the past six years, David Carradine and Barbara Hershey Seagull lived together through the bad times and the good, most recently when his *Kung Fu* TV series proved top chop in the ratings. They never married because they are apostles of free love (thus their 2-year-old son was born—and named—Free). So when Carradine began dating a *Kung Fu* guest starlet, Season Hubley, Barbara was “very mature and understanding,” reports Hubley. But now Seagull is in a flap, because—on the grounds that “our astrological signs mesh perfectly”—Season’s greeting Carradine at the altar Christmas Eve.

CHATTER

Suspended Animation On his first Grand Tour of Asia, an awed Jerry Ford instructed White House photographer David Kennerly to “make sure you get pictures so I can show them to Betty.” But there were a few with Japanese Emperor Hirohito he perhaps wished hadn’t gotten snapped—those where his trousers were riding up toward half-mast. It wasn’t Grand Rapids chic. What put the President in a bind was that he had modeled the suit pretrip for Mrs. Ford while still in his pajamas barefoot, and he had never properly adjusted the suspenders.



Washington Star-News

Sunday, December 29, 1974

Section B

TRAVEL

portfolio

Teaching Ford To Dress The Part

By Marji Kunz
Knight Newspapers Writer

Presidents, we know, have more to worry about than their clothes. So lately we've been doing Gerald Ford's worrying for him.

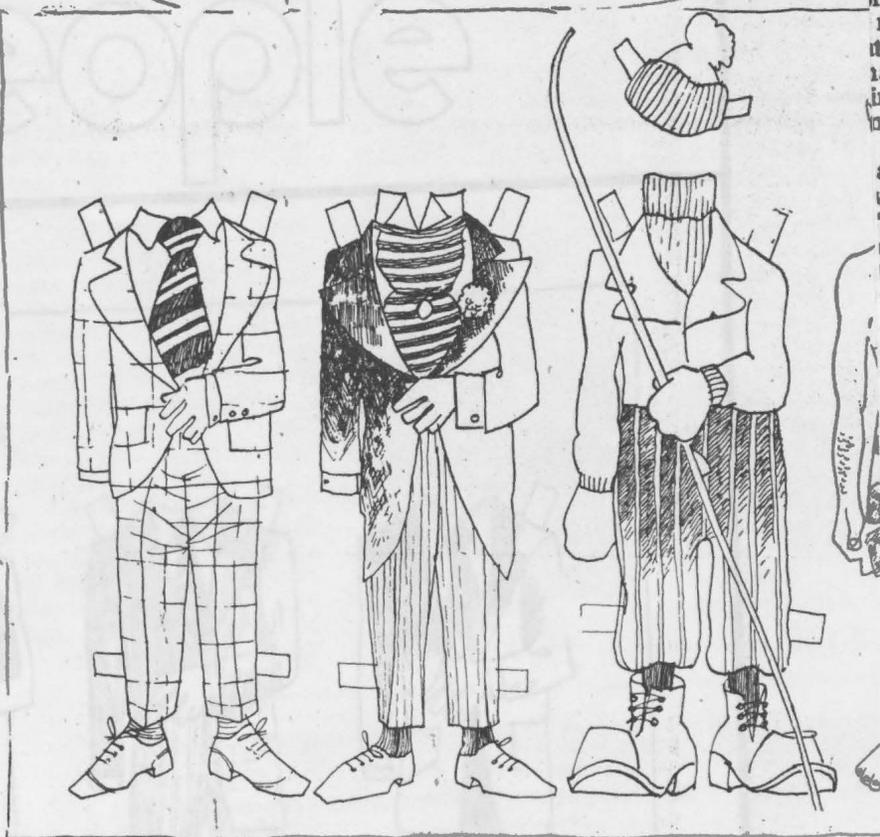
It's not that Ford doesn't care about his looks. He

striped suits for television appearances. Ford should look as serious as possible when telling the American people to bite the bullet.

Lloyd Lievens, who for 23 years made Ford's suits at Lloyd's Tailor and Haberdasher in Grand Rapids, Mich., said Ford always double-checked the

lar and ascot when he met Hirohito. They're fine for a member of the wedding, but the occasion called for a turned-down collar and four-in-hand tie.

● Think over the contact lenses. A pair of dark, horn-rimmed glasses would break up his monotone coloring. And add a slightly authoritarian touch.



(WIN BUTTON)
WASHINGTON (UPI) -- PRESIDENT FORD SAID SHORT PANTS IN JAPAN WERE THE CAUSE OF HIS BARE LAPEL LAST NIGHT. CHATTING WITH NEWSMEN AFTER HIS PRESS CONFERENCE, FORD SAID HE DID NOT WEAR A WIN BUTTON BECAUSE HIS SUIT WAS NEW. WIN IS SHORT FOR "WHIP INFLATION NOW". THE RALLY CRY OF HIS ECONOMIC CAMPAIGN. A NEWSMAN ASKED HOW THE PRESIDENT COULD JUSTIFY BUYING A NEW SUIT IN VIEW OF HIS ANTI-INFLATION PROGRAM. CITING PRESS COMMENTS ABOUT HIS TROUSERS BEING TOO SHORT IN A MEETING WITH EMPEROR HIROHITO IN JAPAN LAST MONTH, FORD REPLIED WITH A GRIN: "I GOT SOME CRITICISM FOR THE CLOTHES I HAD IN JAPAN. SO I THOUGHT I'D BETTER (BUY THE SUIT)."
UPI 12-03 02:22 PES

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Los Angeles Times

Part IV - Mon. Jan 6, 1975

ON FASHION

'Best' List
Ford Out,
Rocky In

HE TRIES HARDER--The Custom Tailors Guild of America has named Vice President Nelson Rockefeller to the top of its best-dressed list for 1974, which was conspicuously missing the country's chief executive. But as guild president Vess Duro explained, "Tailors feel the President can use a lot of help."

Ford Makes 'Best Dressed'

NEW YORK (AP) -- President Ford, Mayor Richard J. Daley of Chicago and Jim "Catfish" Hunter of the New York Yankees were named by the Fashion Foundation of America yesterday as among the "Best Dressed" men in the nation. Sen. Edward F. Kennedy, D-Mass.; Cutty Sark President Edward A. Horrigan and ABC-TV's Lee Majors, the "Six million Dollar Man," also made the list. The Foundation said President Ford replaced the Shah of Iran in the best dressed statesman category. It said Ford's "button down shirts, subtle neckwear and brown plaid suits reflect confident fashion charisma in public appearances on television." Daley returned to the list as best dressed in civic affairs, replacing former New York City Mayor John V. Lindsay. The Foundation said: "Daley's correct kelly green fedora and tie and blackthorn walking stick for the Saint Patrick's Day Parade marched him right in." Hunter was credited with adding "a touch of the Gay 90s to the New York Yankees," earning him a place on the list in the sports class. Horrigan, a newcomer to the list, was cited for preferring single-breasted, chalk striped suits.

NEW YORK (UPI) -- PRESIDENT FORD HAS BEEN NAMED THE BEST DRESSED STATESMAN OF THE YEAR BY THE FASHION FOUNDATION OF AMERICA. THE PRESIDENT REPLACED THE SHAH OF IRAN IN THE STATESMAN CATEGORY. FORD WAS JOINED ON A LIST OF 12 WINNERS BY SEN. EDWARD KENNEDY, YANKEE BASEBALL PITCHER JIM "CATFISH" HUNTER AND PENTHOUSE MAGAZINE PUBLISHER BOB GUCCIONE. IN A STATEMENT, THE FOUNDATION SAID FORD'S "BUTTON DOWN SHIRTS, SUBTLE NECKWEAR AND BROWN PLAID SUITS REFLECT CONFIDENT FASHION CHARISMA IN PUBLIC APPEARANCES ON TELEVISION."
-0-

WASHINGTON (UPI) -- PRESIDENT FORD IS A "GREAT BELIEVER" IN SPORTS SHIRTS AND SLACKS, BUT HAS DECLINED AN OPPORTUNITY TO SUGGEST THAT MALE CIVIL SERVANTS COME TO WORK IN CASUAL DRESS. HE WAS ASKED AT HIS NEWS CONFERENCE WEDNESDAY, IN SWELTERING LATE AFTERNOON HEAT, IF HE WOULD CALL FOR WASHINGTON MEN TO SHED THEIR TIES AND COATS TO "SAVE A GREAT DEAL OF ENERGY AND ALSO STRIKE A BLOW FOR MALE LIBERATION." "I'M A GREAT BELIEVER IN THAT ATTIRE," FORD SAID. "BUT I AM NOT SURE THAT IT WOULD BE TOO SIGNIFICANT IN THE SAVING OF ENERGY."
-0-

... SAVING OF ENERGY. " NOT SURE

21/9/75

Barring a 'Primitive, Barbaric' Alice Cooper

"Descriptions I have been given of his performances indicate they are primitive and barbaric," said the Australian Immigration Minister of rock star Alice Co-

oper, who testified in a British Columbia court that the mission's main goal is to enable its guru—Maharaj Ji—to live in luxury.

Michael Garson, who kept

Personalities

neckwear and brown plaid suits reflect confident fash-

ion in picking him the best dressed in the civic affairs category.

Rippling Muscles

The seven bathing beau-

ty swer finale. Udell was asked his major in school. "Remedial breathing," he answered.

Computerized Burger

etty Ford Tosses Them Out

President Ratholes Clothes

By RICHARD H.
GROWALD

WASHINGTON (UPI) —
omething of a Ford family
cret ritual is what the first
ly does when the President
out of town.

President himself will never
throw anything away," a family
member said.

No Radical

As a dresser, he is no radi-
cal. He is no Gail McGee, the

no tie and no jacket but in a
white sports sweater.

On the other hand, Ford is
more casual than Mississippi's
Democratic Sen. James. O.
Eastland. Eastland wears two
button charcoal gray suits.
Aides almost dragged the tall
senator before his last election

nev, in November, Ford saw
some of his Secret Service
men bartering for the buckles.
The buckles bear the hammer
and sickle and Soviet star and
are something of an "in" fad.

Souvenir

Brandt, Mr. & Mrs.

August 5, 1975

Dear Mr. and Mrs. Brandt:

Thank you very much for your letter expressing your interest in President Ford's ties. I am sure he would be truly flattered.

While the President buys his clothes from a wide variety of stores, he has in the past frequented Lloyds and William Klein for Men in Grand Rapids, Michigan.

Again, thank you for your interest, and I'm sorry I cannot be more specific about his tie purchasing.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. and Mrs. Dick Brandt
1802 Flint Creek Court
San Jose, California 95122

President buys his clothes from various stores. In the past he has purchased clothes from Lloyds and William Klein for men in Grand Rapids and from William B. Kessler, Inc.

RECEIVED BY _____
DATE _____
TIME _____

**MEMORANDUM
OF CALL**

TO:

YOU WERE CALLED BY—

YOU WERE VISITED BY—

[Handwritten signature]
OF (Organization)

PLEASE CALL →

PHONE NO.
CODE/EXT. _____

WILL CALL AGAIN

IS WAITING TO SEE YOU

RETURNED YOUR CALL

WISHES AN APPOINTMENT

MESSAGE

RECEIVED BY

DATE

TIME

STANDARD FORM 63
REVISED AUGUST 1967
GSA FPMR (41 CFR) 101-11.6

GPO : 1969-O-48-16-80241-1 332-889

63-108

7 June 1975

Mrs. Ford's Press Secretary
The White House
Washington
D. C.

This may seem an odd request,
but we have been admiring President
Ford's beautiful ties, and wonder
where they are bought.

Thank you for the information.

Sincerely,
Dick Brandt
Linda Brandt

1802 Flint Creek Ct
San Jose, CA
95122

NY 5, 1976
Daily News 11/5/76

Ford, Looks Like a Continental



Associated Press Wirephoto
President Ford and first lady are ready for a recent formal dinner at White House. Fords were photographed before dinner by official photographer David Kennerly.

Clothes

NY Daily News 10/10/75

Two Coats For Ford

Grand Rapids, Mich., Oct. 9 (AP) — President Ford's schedule includes fittings for two new sport coats when he visits Detroit tomorrow. Jim Auzins, the owner of

Lloyd's Gentlemen's Tailor in Ford's home town of Grand Rapids, says he will go to Detroit for the fittings. Ford has patronized Lloyd's for more than 20 years.

Flash Post
10/24/75

LEISURE

**Fashion:
That
Sporting
Look
Of Leisure**

That flashy leisure suit
President Ford wore to an
informal Georgetown party



Personalities

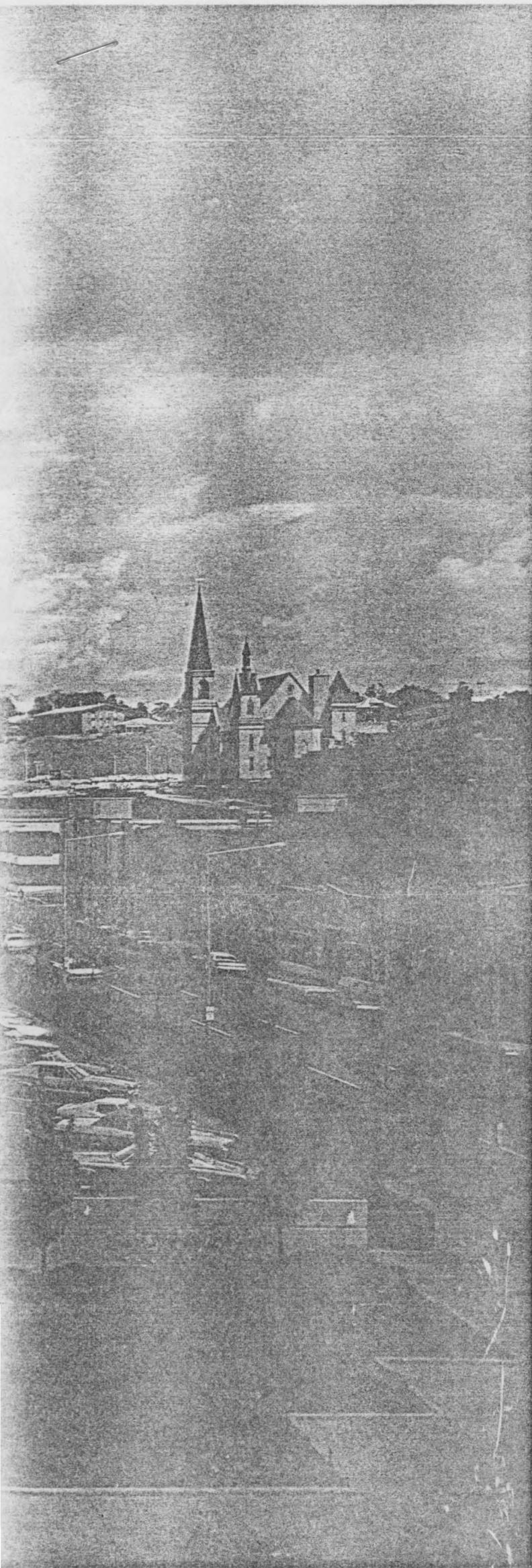
Sen. Hubert Humphrey (D-Minn.) proposed at a meeting with top federal health officials on Tuesday that the government put up billboards along highways to suggest ways for

has bought three ready-made suits from a Georgetown menswear shop, needing only a modest adjustment in the fit.

coln County Courthouse in Santa Fe, N.M. Bullets fired from his revolver are still embedded in the thick adobe walls of the two-story building.

Now the city's school board is try-





Photographer *Evelyn Hofer* and reporter *Fran Glennon* visit Grand Rapids, Michigan (left), the hometown of Gerald Ford (above), the 38th President of the USA

THE MAN FROM MICHIGAN

Most Americans want to know where a person comes from, as if that plain fact of geography could provide some subtle index of personality or character. And famous people tend to become closely identified with certain towns and fervently claimed by them. The modest style of Gerald Ford goes down well in Grand Rapids, a place as tidy and conventional as the "Hollanders" who are still the city's largest ethnic group. He seldom goes there now: when he does, he usually stays at the old Pantlind Hotel, and the house he and Betty Ford own on Sherman Street is rented out. But the town is still rich in old friends with long memories. Lloyd Lievens, a tailor in Grand Rapids, has kept a record of all 31 suits that Jerry Ford bought in his store since he first went to Congress from the Fifth District in 1948 (see cover). "He never bought a suit until he really needed one," says Lievens. "He wouldn't buy anything he couldn't wear right out and talk to farmers in. Come to think of it, the way he bought clothes was the way he was." Another old associate of Jerry Ford claims that he can still remember every girl friend the President had before he was married

