The original documents are located in Box 39, folder “Ford, Gerald - Clothing” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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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 keep their hair relatively short.

White House associates of the president tell DNR that, while he is fairly conventional in selecting clothes, Jerry Ford prides himself on striving to keep pace with the changing fashion tide.

"He's quite modish, quite stylish," is the way one longtime Ford aide puts it. "For example, when the narrow notched lapel went out and gave way to broader, deeper lapels, Ford switched very quickly to the new trend."

Nor did he hesitate to buy bolder shirts when they became the rage — big stripes and bright colors. And he even gave the old college try to some of the "more outlandish" flowered designed shirts when these caught public fancy. Those have since been discarded.

Aides note that a favorite Ford suit is a two-button gray plaid with wide lapels and big flap pockets set on the slant.

Although there's some disagreement on this, retailers suggest that Ford's sports enthusiasm — he likes sweaters, sport shirts and casualwear — should rub off on leisure and sportswear business. American consumers tend to pay attention when a President tailors his
Some Sartorial Confusion

By Maxine Chesnais

It isn’t the emperor’s clothes but President Ford, that everyone at the White House is poring over in morose.

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

Crescent-coat, dark gray, self-collared shirt,
Gray slacks, and striped trousers.

Instead, President Ford was dressed in a "Father-of-the-Republic" suit that featured an ascot, a gray-gray donskin waistcoat and a stiff-winded collar.

To make matters worse, his striped trousers bagged at the knees and were three inches too short.

White House advance men, coordinating sartorial details with the State Department, had sent around two sermons—July 13 and November 18—advising members of the presidential entourage that the Japanese in the host country had specified what was to be worn for every official occasion.

Yesterday, State Department officials were wondering if Mr. Ford or Secretary of State Henry Kissinger for that matter ever got the messages and if not, why. Kissinger was also wearing an ascot.

A protocol officer said last night, "We gaped along with every tuxedo rental company in the Yellow Pages when we saw his picture on the front page of this morning’s paper. We can only assume that his tailor used to be the head football coach at Michigan State.

Actually, Mr. Ford played center for the University of Michigan Wolverines and his tailor it Brooks Brothers.

A spokesman for First Lady Betty Ford, who did her husband’s packing, says she took her cue from a "booklet on clothes and accessories" put out by the famous menswear firm.

But Brooks Brothers is not ready to accept all the blame. The manager of the Washington store, Robert Mallon, says,

"We supplied the coat only—the coot part. It’s quite a suit and shirt. The controversial trousers belong to the President.

The trousers, according to the White House, were left over from "an inauguration. No one remembers which one."

"He tried them out for Mrs. Ford and they fit—around the waist anyway," said Mrs. Ford’s press secretary, Shelia Wynderfeld. "Maybe he协商ed 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 were wearing," said Nancy Howe, Mr. Ford’s personal assistant. "Suppose they had all been wearing kimono. Can you see us trying to fit the President (who is 6-5 and 1) in a kimono?"

AP Photo

Emperor Hirohito greets President Ford in Tokyo yesterday.

The Washington Post/Abbeville Press
Kung Fu

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 chow in the ratings. They never married because they are apostles of free love (thus their 2-year-old son was born—and named—Freel). 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."

How Now, Brown

Though he was the world-shaking first centerfold in Cosmopolitan, Burt Reynolds, it turns out, was not Cosmo's first choice. Months earlier, editor Helen Gurley Brown had offered that opportunity to another male sex symbol, Robert Redford, who surprisingly agreed just as long as he didn't have to pose alone.

My Quare Lady

In her best-selling memoirs for consumption in her native Germany, Lili Palmer decorously skirted the storms of her 14-year marriage to Rex Harrison. So when she picked up Rex, her ex-husband's franker autobiography, and read his revelations about all those nights and weekends he spent with American actress Carol Landis, Lilli immediately began a retaliatory rewrite for the U.S. edition of her book, due next fall. Palmer feels "no obligation to keep silent," says her American editor, which could even lead to her version of the relationship that ended with Miss Landis's suicide in 1948.

Cat's Cradle

Elizabeth Ashley's galvanic Maggie in Cat on a Hot Tin Roof had New York purring for more—but her contract was limited-run. So when the producers pleaded with her to extend, agent Stark Hesseltine framed one of the theater's brashest and most intricate contracts. If Ashley gets a film offer, she can leave by merely posting notice. How much notice? That depends on the distinction of the film's director. With predesignated lesser names, 80 days; with more desirable directors, 45 days; and with the elite few, a mere month. Broadway is abuzz with guesses about which director is in which category. It is assumed that Otto Preminger is on the long list—if at all. Two names are known to be on the 30-day roll: Robert Altman and Mike Nichols.
By Marji Krum
Roanoke News-Sentinel

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. When he was named Vice-President he got his teeth capped and traded his spectacles for a pair of contact lenses. But people have been sniping at the President about his sartorial image—the sometimes too-short pants, the superstripe ties.

FOR 1975, here are some things Ford might do:

- Consider wearing more dark, pin-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 legs of his new suits to make sure the crease wasn't jutting outward. Lievens compensated for Ford's somewhat bowed legs by making the outside seams of the trouser legs longer than the inseams.

- Be careful of striped shirts on television. They can distort the face.

- Get the boys in the Protocol office to read up on what to wear when. He shouldn't have turned up in winged 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.

- Watch out for bold neckties. Some people think the ties are too Mr. Nice Guy.

Dr. Joyce Brothers, the psychologist, disagrees with those who would advise the President to drop some of the color from his wardrobe. "The President's general dress is conservative but the color and fun in his wardrobe speaks of a well-balanced man. The man who never has a flashy tie or colored socks
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."
Barring a 'Primitive, Barbaric' Alice Cooper

A Memorandum

The Washington Post

Monday, March 31, 1974

Scene

"Description I have been given of his performance indicate they are primitive and barbaric. But the au-
torized imitations make the real Alice Cooper. Therefore Alice will not be allowed into Austria.

This is a memorandum.

The memorandum is from the U.S. State Department,

"The authorized imitation of Alice Cooper will not be allowed into Austria."

The memorandum is signed by Robert Mugabe, the Prime Minister of Zimbabwe.

Additional Information

1. Alice Cooper is an American rock musician who is known for his shock rock performances.
2. The topic of the memorandum is the refusal to allow Alice Cooper to enter Austria.
3. The memorandum is dated March 31, 1974.
President Ratholes Clothes

By RICHARD H. GROWALD

WASHINGTON (UPI) —方法 of a Ford family secret ritual is what the first lady does when the President is out of town.

When he is out of the way, Betty Ford marches into the resident's closet and removes one aging suit or jacket or vest and tosses it away.

For one of the facts about resident Ford and his clothes that he is a ratholer. "The President himself will never throw anything away," a family member said.

No Radical

As a dresser, he is no radical. He is no Gail McGee, the Wyoming Democratic senator who has shown up for an East Room diplomatic ceremony in a red jacket, candy striped trousers and rock star hair.

Ford is more formal than Federal Energy Administrator Frank Zarb, who once showed up for a Cabinet Meeting with his clothes as old as three button navy blue and brown suits.

Ford's ties are a White House joke. When he came downtown to make his January national energy-economic broadcast, the President wore one of his usual striped ties and held four more in a hand.

"Here's all the ties I own. Which one should I wear?" Ford said.

If he had his way, the President probably would wear everyday what he wears on weekends — sportshirts, slacks and turtleneck and crewneck sweaters.

The sweaters come chiefly from his family. Giving skiing sweaters is a Christmas gift tradition the Fords practice during their Colorado Vale side vacations.

Some of the sweaters are ratholed perhaps for as long as Ford remains in the White House. One such sweater bears in red letters across the chest a statement that streaking is fun.

President Ford
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 Khein 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 Babb Weidenfeld
Press Secretary to Mrs. Ford

Mr. and Mrs. Dick Brandt
1802 Flint Creek Court
San Jose, California 95122
President has purchased clothes from various stores. In the past, he
has purchased clothes from Leopold and
William Klein for men
in Grand Rapids and
from William B.
Kiefer, Inc.
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 Bralt
Linda Brandt

1802 Flint Creek Ct
San Jose, CA 95122
Two Coats For Ford

Grand Rapids, Mich., Oct. 9 — President Ford's tailor in his home town of Grand Rapids, says he will go to Detroit tomorrow to work on the new coat. Ford has patronized Lloyd's for more than 20 years.
That flashy leisure path President Ford wore to an informal George Washington party last weekend was an off-the-rack number.

According to Mrs. Ford, he picked it up as one of his recent swings out west.

But if the current world is scandalized at his shopping habits, they need have no fear.

Grand Rajas buyer/usher James Austin is ready to cater to Ford's penchant for brighter colors. He is about to deliver two Scottish wool sheitaj castoff-made sport jackets in red and blue check, and blue and beige gingham. Each price tag reads $39.95.

"They are the sort of thing the President might wear around Camp David," Austin said. "The patterns are bold, very, very bold.

The leisure suit — patterned on a shooting outfit — was a tan polyester knit with contrast double-track stitching outlining four huge pockets and with mock gun-patch details on the shoulders.

**Fashion: That Sporting Look Of Leisure**

President Ford in his polyester knit leisure suit.

-Nick I. Hyde
Personalities

Sen. Hubert Humphrey (D-Minn.) proposed at a meeting with top federal health officials on Thursday that the government put up billboards along highways to improve public health. Humphrey quipped: "Believe me, most people would rather live longer than join the Army."

Not everybody has given up on New York. Hedy Griswold, Hedy Youngman, Guy Lombardo, Ethel Merman, and 15 other celebrities gathered at RCA's recording studios Tuesday to record a single called "Help, America, Help Manhattan." The royalties will go to the city.

President Ford, who has continued to wear those white short-sleeves right through the summer heat, has added new versions for his changing wardrobe: The President, a perfect 60.

Danna Ny, who set a record for swimming around Manhattan Island last fall, announced that she'll try to become the first woman to swim across the English Channel and back. Before making her British plunge Aug. 16, Nyada says she'll warm up by swimming 25 miles across Long Island Sound.

Nguyen Van Nguyen, a 15-year-old Vietnamese refugee, entered a clothing design contest in Los Angeles and won a scholarship to the city's Fashion Institute and the praise of Hollywood costume Edith Head. "This boy has done original designs that are straight, pure fashion," Cy Coleman, who had said of the refugee's tunics and tunics.

In May, 1973, Billy the Kid shot his way out of jail in the old Lincoln County Courthouse in Santa Fe, N.M. Bulletins fired from his revolver are still embedded in the thick adobe walls of the two-story building.

Now the city's school board is trying to sell an abandoned schoolhouse on an adjacent lot, which the city's historical commission says could threaten the stability of the courthouse. The school board has turned down a request by the historical commission to take over the building, prompting a city councilman to comment, "The state is going to have to step in to solve this problem."

Citing "incompatibility" after 34 years of marriage, Geneva Cranston, this week, started divorce proceedings against California's Democratic Sen. Alan Cranston. Cranston, 62, was first elected to the Senate in 1962. The couple has two adult sons, Rob and Jim. The suit was filed in Santa Monica, Calif.

-Tom Zito

(The Washington Post)

Cranston. Gene

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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 "Hollander's" 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 Lievense, 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 Lievense. "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.