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CONTACT: Washington Heart Association:

Mr. Lou Brott  
Lou Brott Associates  
(202) 638-1441

Bloomingdale's

Miss Peggy Healy  
(212) 223-7204

FACT SHEET

GENERAL

What: Washington Heart Association's "Affair of the Heart" Luncheon - 28th Year

Sponsored by: Women's Board of the Washington Heart Association

Where: Sheraton Park Hotel Ballroom - 2660 Woodley Road,  
N.W., Washington, DC

When: February 12, 1976 - 12:30 p.m.

Benefit for: Washington Heart Association - continued heart research

Expected number of guests: 1420

Ticket price: \$15.00

LUNCHEON

Chairman: Mrs. George W. Dick

Vice Chairman: Mrs. John F. Kramer

Decor: Blue and salmon marbled tablecloths from Martex's Spring, 1976 collection; matching live potted azaleas as table centerpieces; live ficus trees throughout ballroom; runway and head table skirting in a coordinated salmon fabric, also from Martex

Favors: Travel sizes of beauty products from Clinique Laboratories, Inc.

Music: Howard Devron Orchestra

bloomingdale's

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DAIS: (in order of seating)

Dr. Shugoll, President of the Washington Heart Association  
Mrs. John F. Kramer, Vice Chairman of the Washington Heart Association Luncheon Committee  
Mrs. Walter Washington, Wife of the Mayor of Washington, D.C.  
Mrs. Earl Butz, Wife of the Secretary of Agriculture  
Mrs. Donald Rumsfeld, Wife of the Secretary of Defense  
Mr. Marvin Truab, President of Bloomingdale's  
Madame James Shen, Wife of the Ambassador of the Republic of China  
Mrs. George W. Dick, Chairman of the Washington Heart Association Luncheon Committee  
Mrs. Gerald Ford, Wife of the President of the United States  
Mrs. John Sumter, Chairman of the Women's Board of the Washington Heart Association  
Mrs. William Simon, Wife of the Secretary of the Treasury  
Mrs. F. David Mathews, Wife of the Secretary of Health, Education and Welfare  
Mr. Ralph Lauren, Designer  
Mrs. William Coleman, Wife of the Secretary of Transportation  
Mr. Edward Hoffman, President of Woodward & Lothrop and Chairman of the Heart Association Campaign

FASHION SHOW:

Bloomingdale's presents the Spring/Summer '76 Collection of Ralph Lauren for Women and Polo Men's Lines. Mr. Lauren is a three time Coty Award winner for both men's and women's fashions and the first winner of the American Fashion Award for menswear. Mrs. Gerald Ford will wear one of Mr. Lauren's designs, a beige two-piece Dupionni silk suit with matching silk bow blouse.

Men's and Women's Models: From New York and Washington



Guest Models: Congressman Butler Derrick (S.C.),  
Congressman John W. Jenrette, Jr. (S.C.), Dr. Robert  
Simmons, Thoracic Surgeon at Howard University Hospital;  
Mrs. W.W. Funderburk; Mrs. Jewell Shepperd; Misses  
Brooke Farland, Page Lee Hufty, Alison Van Metre

Music: Barry Lederer

Sound: Peter Spar for Graebar Productions

Lighting: Stan Deutsch

PROGRAM

Cocktails: 11:30 p.m. Florentine Foyer

Luncheon: 12:30 p.m. Sheraton Park Ballroom

Speakers: Mrs. George W. Dick, Chairman of Luncheon  
Committee  
Mr. Marvin S. Traub, President of  
Bloomingdale's  
Mr. Ralph Lauren, Designer

Fashion Show: 1:30

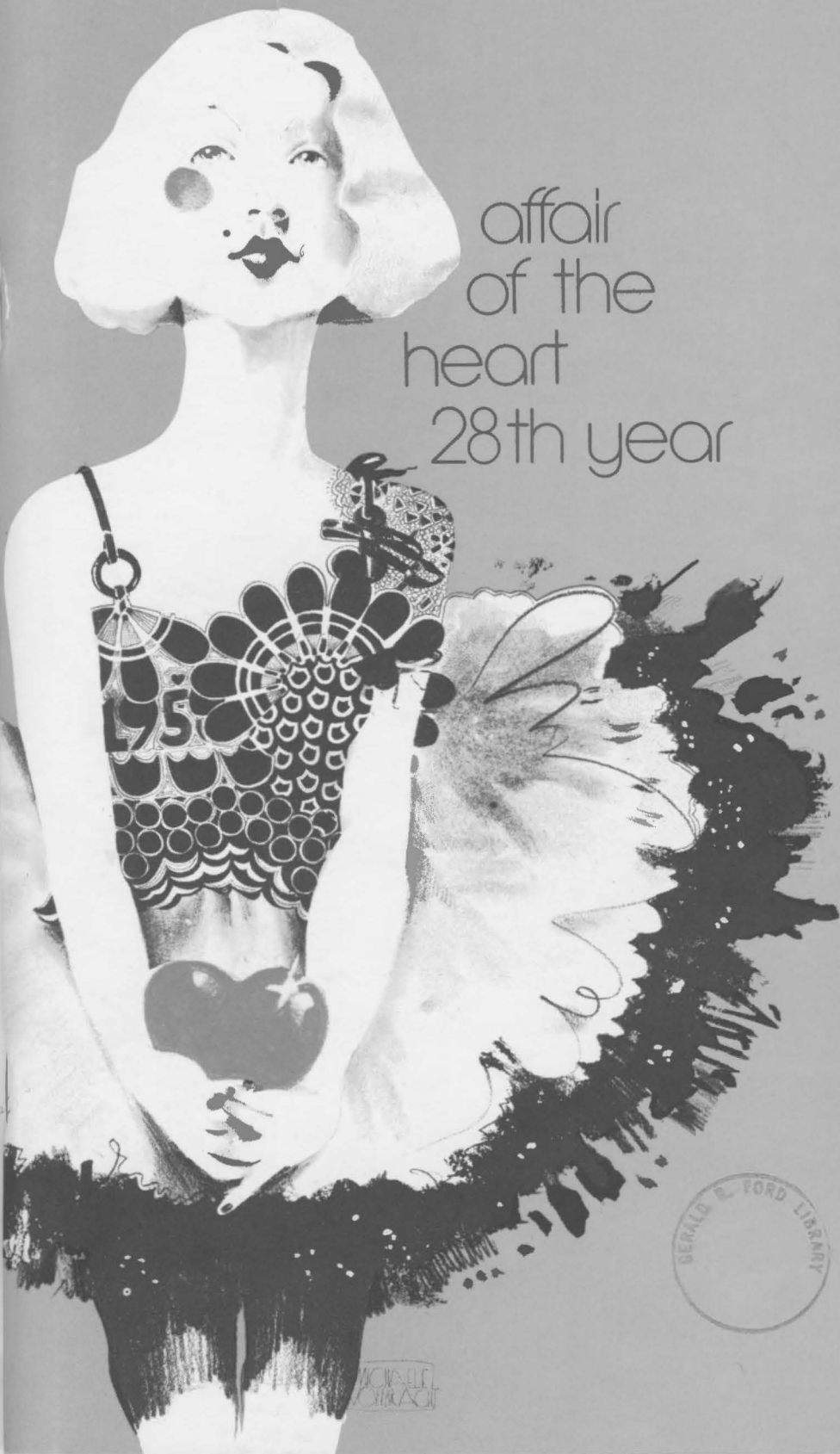
Special Events and Door Prize Drawing: 2:15 p.m. -  
Prize Chairmen: Mrs. J. Hillman Zahn,  
Mrs. William Carroll

Program cover disigned by Michael Vollbrach, compliments  
of Bloomingdale's



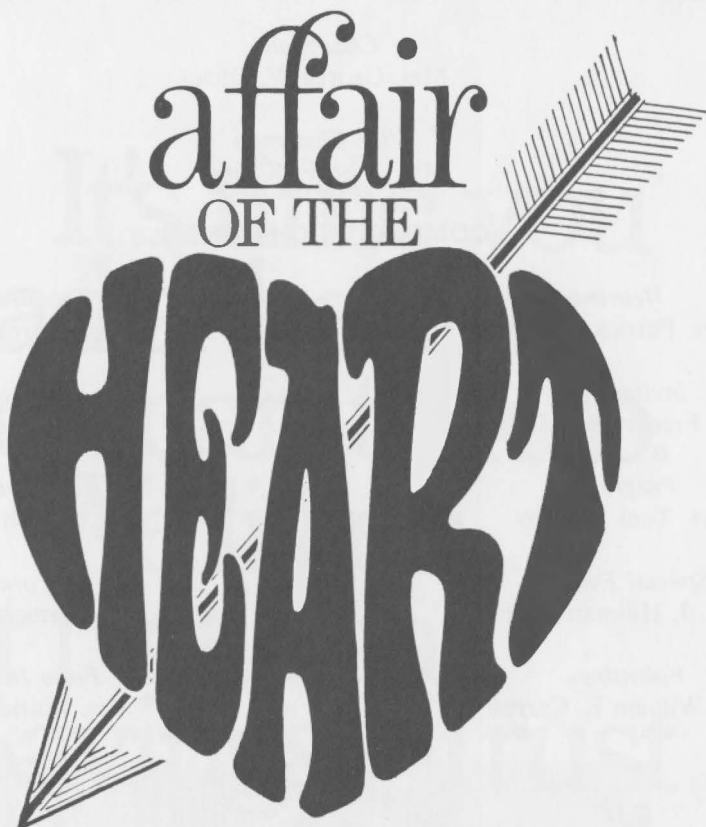


affair  
of the  
heart  
28th year



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# "An Affair of the Heart"

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### *Chairman*

Mrs. George W. Dick

### *Vice-Chairman*

Mrs. John F. Kramer

### COMMITTEE CHAIRMEN:

#### *Hearts*

Mrs. Patrick Healy

#### *Invitations*

Mrs. Frederic V. Malek

#### *Program*

Mrs. Tom E. Paro

#### *Special Events*

Mrs. J. Hillman Zahn

#### *Valentines*

Mrs. William E. Carroll

#### *Special Guests*

Mrs. Barron K. Grier

#### *Hostesses*

Mrs. Michael Gardner

#### *Reservations*

Mrs. Joseph H. Selden

#### *Decorations*

Mrs. James W. Lewis

#### *Press Relations*

Mrs. Marion Smoak



Our "Heart" working committee is looking at gifts which are to be used as door prizes for the February 12th luncheon. Shown from left to right in the back row are Mrs. Frederic V. Malek, Mrs. Tom Paro, Mrs. Barron K. Grier and Mrs. Joseph H. Selden. In the front row are Mrs. John E. Sumter, Jr., Mrs. George W. Dick, Mrs. John F. Kramer and Mrs. Edwin K. Hoffman.

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February 12, 1976

*Dear Friends:*

*What a pleasure it is to send warm good wishes to all who have gathered for the 28th annual Valentine Luncheon of the Women's Board of the Washington Heart Association!*

*May your enjoyment of today's fashions be deepened by the knowledge that your "Affair of the Heart" continues to give the precious gift of health to those whom you have made your special concern.*

*With very best wishes to each of you,*

*Sincerely,  
Betty Ford*

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**Mrs. Donald Rumsfeld, Wife of the Secretary of Defense of the United States**

**Mrs. Earl L. Butz, Wife of the Secretary of Agriculture of the United States**

**Mrs. F. David Mathews, Wife of the Secretary of Health, Education, and Welfare of the United States**

**Mrs. William T. Coleman, Jr., Wife of the Secretary of Transportation of the United States**

**Mrs. Walter E. Washington, Wife of the Mayor of the District of Columbia**

**Dr. Gerald I. Shugoll, President of the Washington Heart Association**

**Mr. Edwin K. Hoffman, Campaign Chairman**

**Mr. Marvin S. Traub, President, Bloomingdale's**

**Mrs. John E. Sumter, Jr., Chairman of the Women's Heart Board**

**Mrs. George W. Dick, Chairman, Heart Luncheon**

**Mrs. John F. Kramer, Vice Chairman, Heart Luncheon**

**Mr. Ralph Lauren, Fashion Designer**





## Hearts and

BLOOMINGDALE'S for its community interest and spirit in presenting the fashion show

RALPH LAUREN for fashions from his Spring/Summer Collection

LOUIS RINALDI of the Chadwick Group, Seligman & Latz, Inc., New York  
— Hairstyles for models

STAN DEUTSCH, New York — Lighting

BLOOMINGDALE'S for the lovely azalea table centerpieces and head table flowers

PETER SPAR for Graebar Productions, New York — Sound

BARRY LEDERER, New York — Music

CLINIQUE LABORATORIES, INC. for the travel size gift of Clinique products

BLOOMINGDALE'S for the spectacular cover design

MARTEX (Division of Westpoint-Pepperell) for the "Waves" tableclothes;  
"House Lights" napkins and runway skirting, 1976 fabric collection

TROPICA, INC. for the 20 beautiful ficus trees surrounding the room

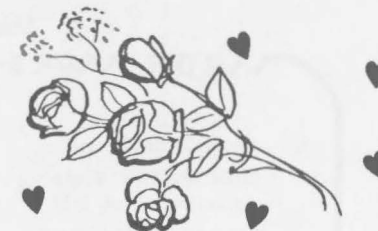
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The Sheraton Park Hotel for its cooperation

All the Women's Board members who have worked so hard on this luncheon



## Flowers To

The following community-minded guest models:

Congressman Derrick Butler of South Carolina  
Congressman John W. Jenrette, Jr. of South Carolina  
Doctor Robert Simmons  
Mrs. W. W. Funderburk  
Mrs. Jewell Shepperd  
Miss Tandy Dickinson  
Miss Brooke Farland  
Miss Page Lee Hufty  
Miss Alison Van Metre

Misses Molly Shulman and Susan Peery for helping dress the models

The Junior Hostesses:

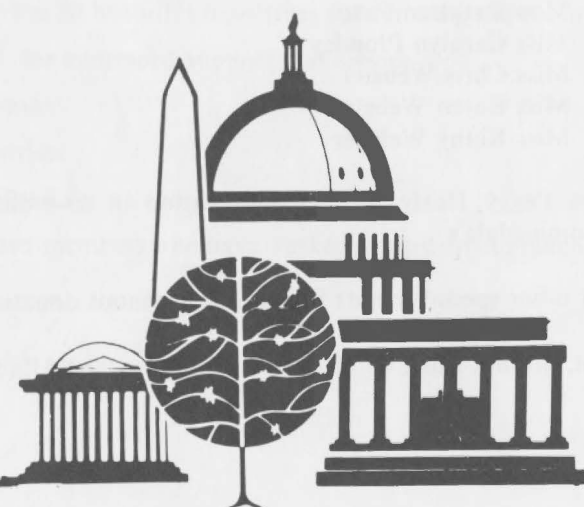
Miss Eve Baker  
Miss Kelly Baker  
Miss Lori Camalier  
Miss Cecil Kramer  
Miss Susan Neal  
Miss Kathleen Paro  
Miss Carolyn Plumley  
Miss Chris Webster  
Miss Karen Webster  
Miss Kathy Webster

Miss Peggy Healy for her cooperation in co-ordinating this event for Bloomingdale's

Our other special friends for their anonymous donations

Last, but not least, all of you who support the "Affair of the Heart"

We take great pride in the fact that we have shared much of the history of our Nation's Capital. Throughout the coming Bicentennial year we will be joining the celebration saluting our Nation's anniversary . . . and we invite you to join us.



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## ASST. RECORDING SECRETARY

Mrs. Tom E. Paro

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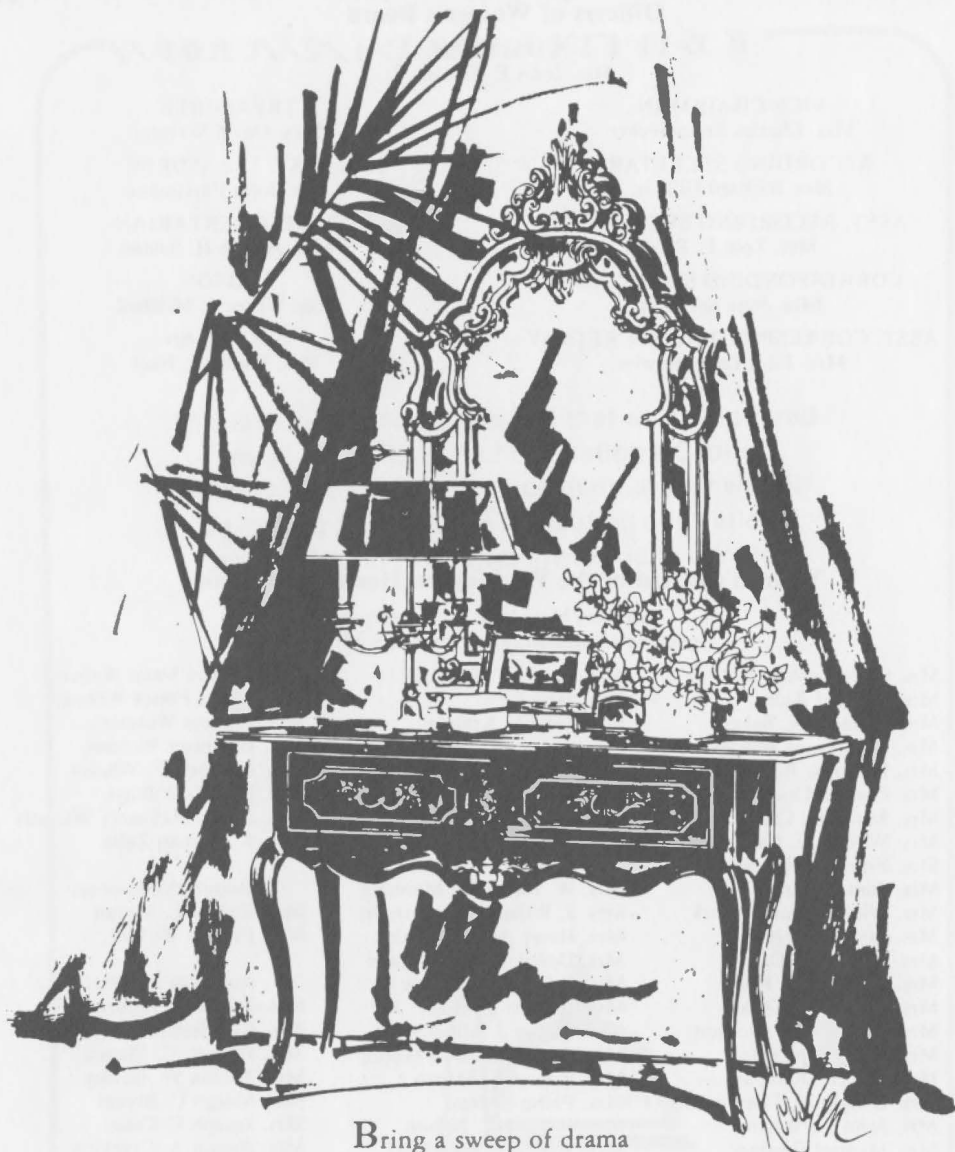
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# Program



THE TWENTY-EIGHTH

## *"Affair of the Heart"*

*Sponsored by  
The Women's Board of the Washington Heart Association*



Introduction of Honored Guests  
Mrs. George W. Dick, Luncheon Chairman



Luncheon



Remarks  
Mr. Marvin S. Traub, President of Bloomingdale's  
Mr. Ralph Lauren, Fashion Designer



Bloomingdale's presents  
THE SPRING AND SUMMER COLLECTION of Ralph Lauren



Special Events Drawing  
Drawing of Valentines  
Music by Howard Devron





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## Valentines

TAILGATER — PICNIC BASKET FOR SIX — Colton-Lewis, Avon, Mass.

SHAHRAMAR AREA RUG — Karastan, New York

"INTO THE WIND" — METAL SCULPTURE — Washington artist George W. Dick

MONOGRAMMED STERLING BRACELET — Samuel Kirk & Sons, Baltimore

SILVER TRAY — Woodward & Lothrop, Washington

PAUL REVERE PEWTER PITCHER — International Silver, Meriden, Conn.

GOLD HEART CHARM — John O'Neill, New York

\$50 GIFT CERTIFICATE — Abbott Galleries, McLean, Va.

WILLIAMSBURG ARRANGEMENT — Floral Catering by Joan Newkirk, Washington

RALPH LAUREN WOMAN'S SPORTS ENSEMBLE — Courtesy Ralph Lauren, New York

MAN'S SPORTS ENSEMBLE FROM RALPH LAUREN'S "POLO" COLLECTION — Courtesy Ralph Lauren, New York

TORTOISE SHELL WASTEBASKET AND TISSUE BOX — Camalier & Buckley, Washington

MIRIAM HASKELL COSTUME JEWELRY — Rizik's, Washington

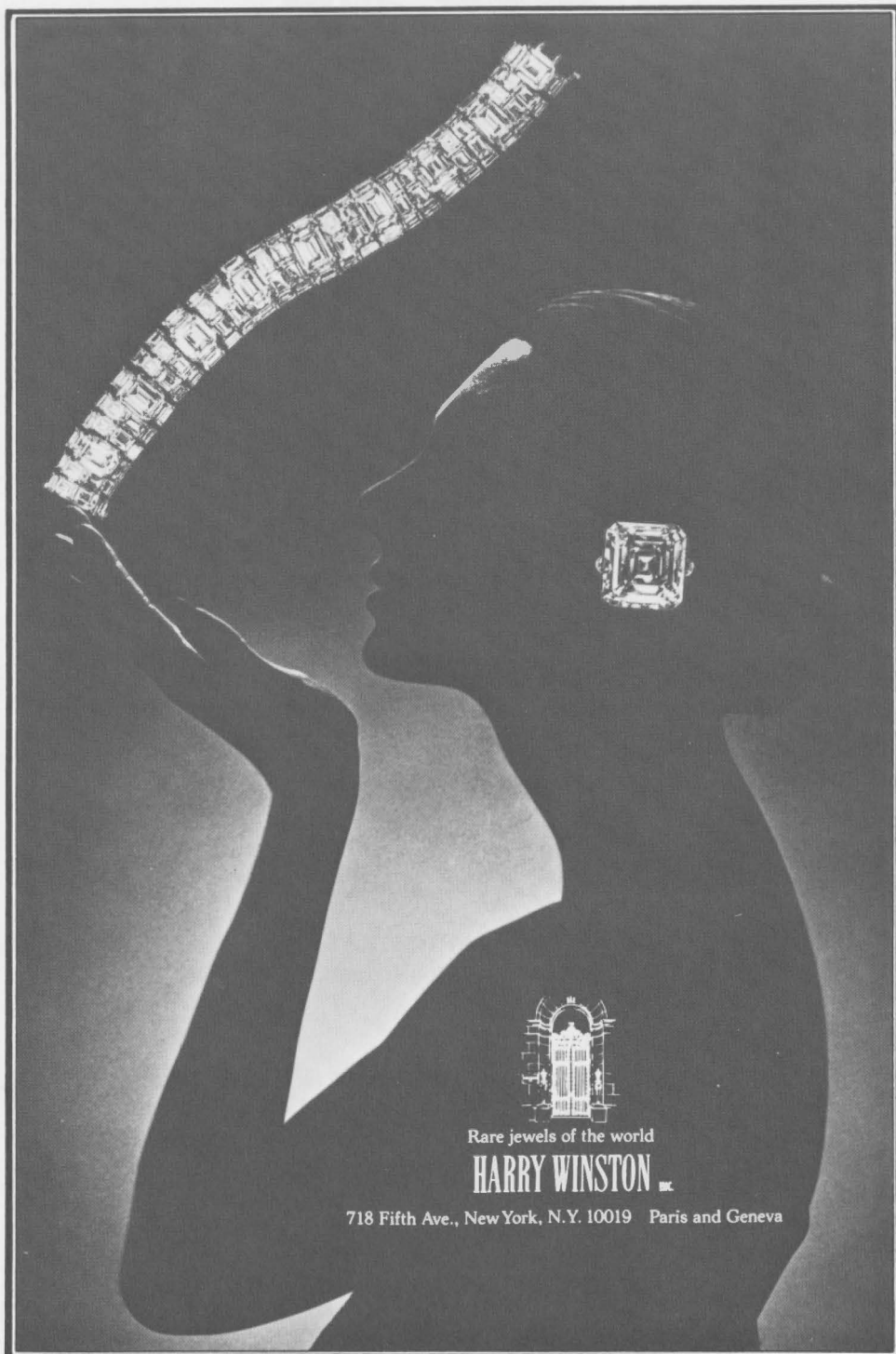
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## Menu

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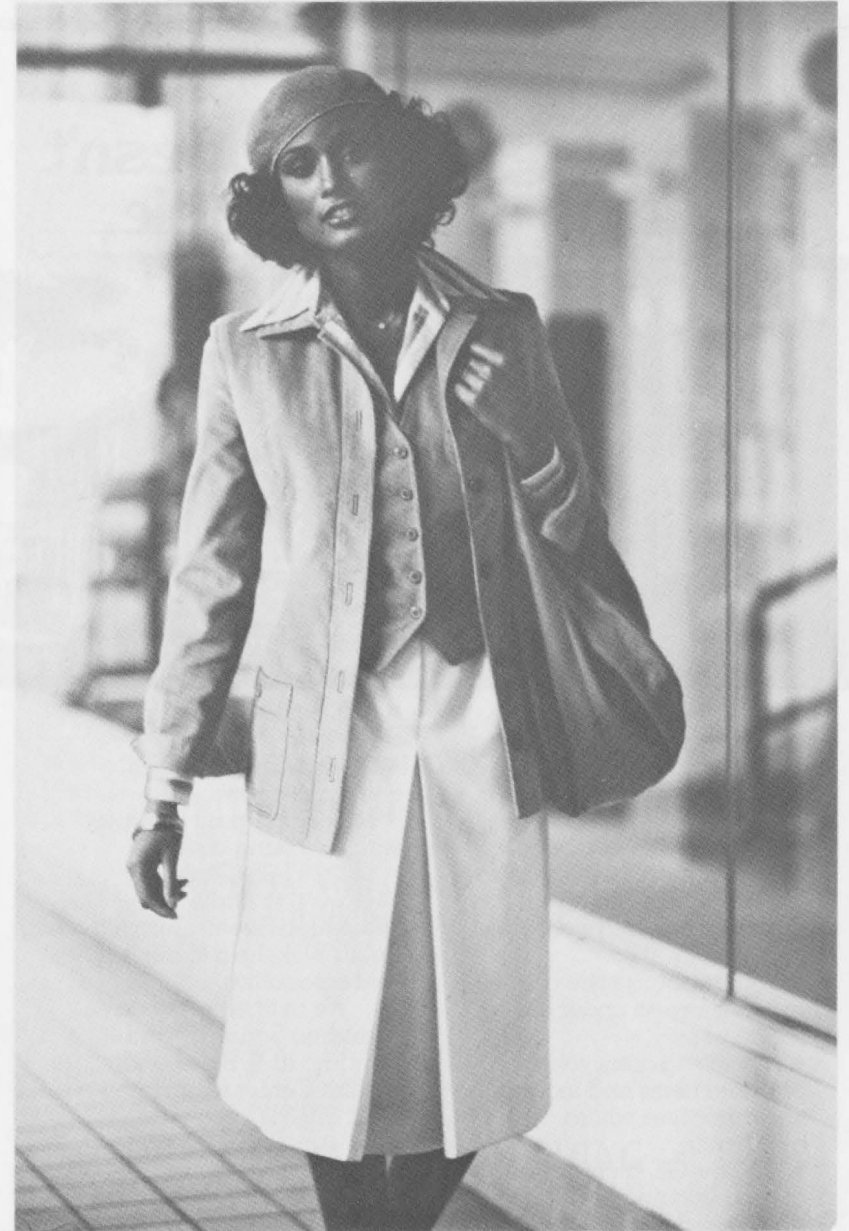
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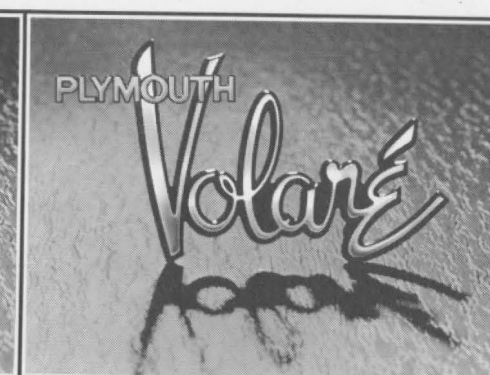
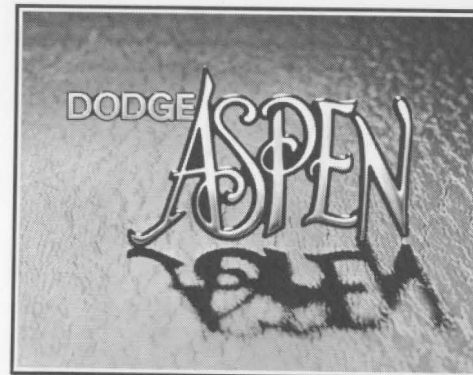
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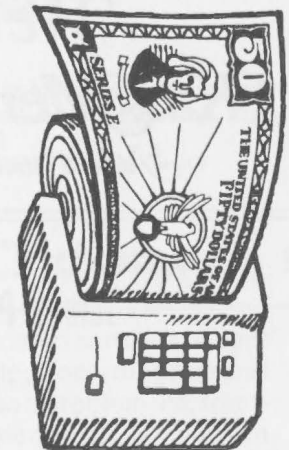
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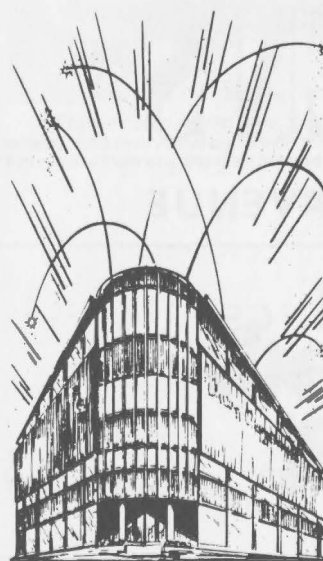
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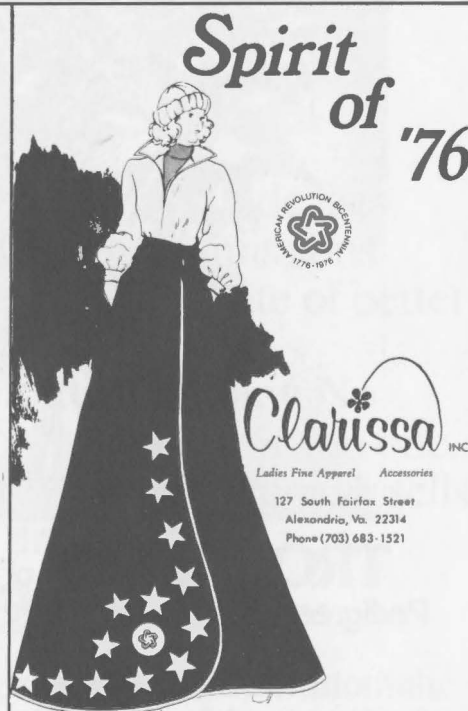
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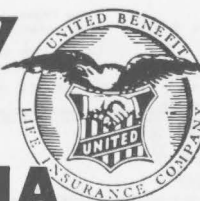
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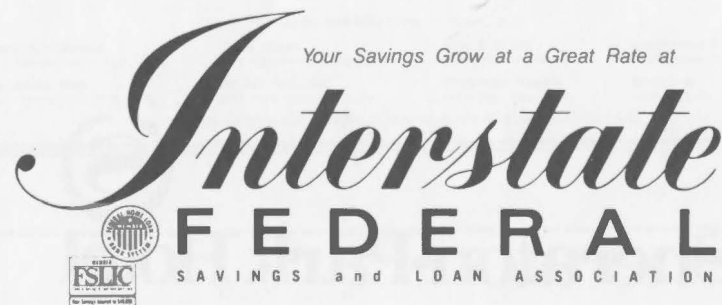


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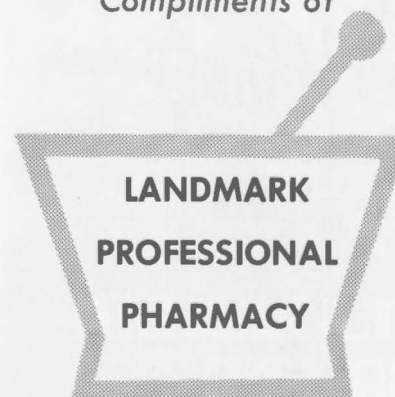
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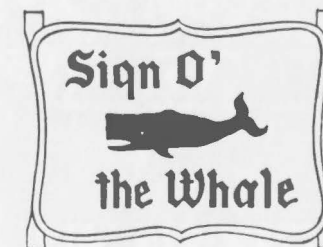
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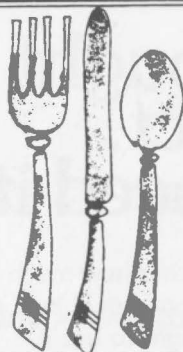
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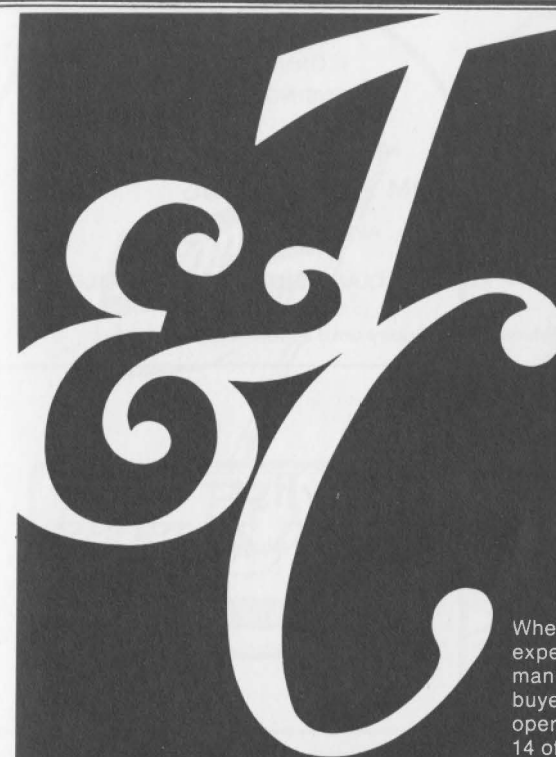
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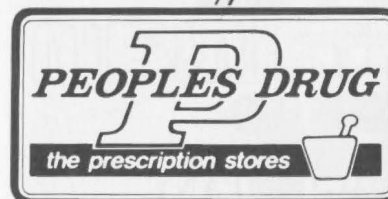
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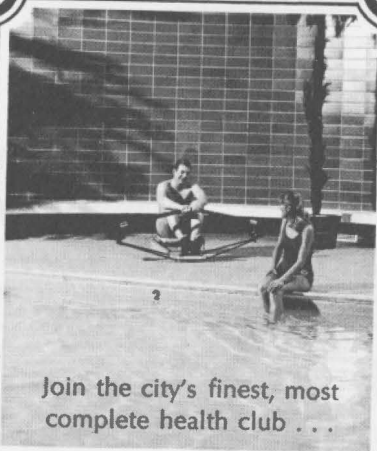


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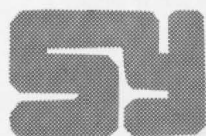
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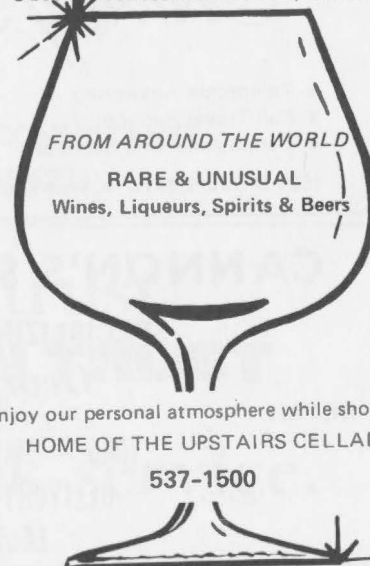
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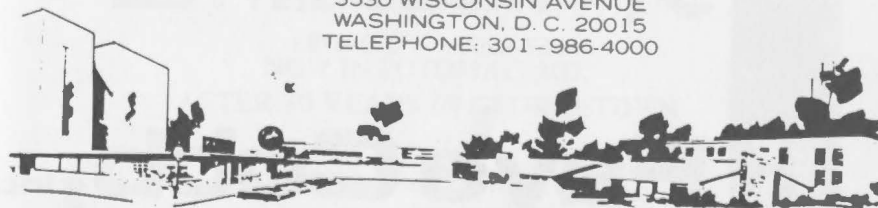


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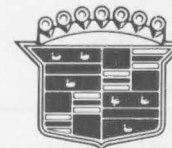
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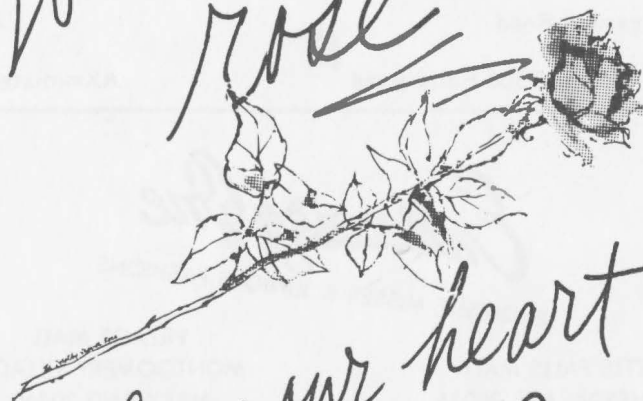
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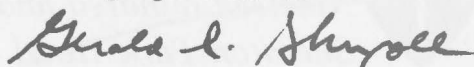
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## MESSAGE FROM THE PRESIDENT OF THE WASHINGTON HEART ASSOCIATION

I welcome this opportunity to salute the Women's Board of the Washington Heart Association for its enthusiastic and effective support of the struggle against heart disease. I am mindful of the almost half a million dollars raised by the board over the past 25 years on behalf of the Washington Heart Association. Its wisdom as well as its generosity has helped make possible the development of interest in health care and research oriented careers among high school students, a hypertension detection program for District of Columbia teen-agers, the improvement in cardiovascular education for physicians, nurses and paramedical personnel, and most recently, the expansion of a cardiopulmonary resuscitation training program that will ultimately spread to the entire community.

Diseases of the heart and circulation rank number one as killers of Americans with no sex or age group spared. Reduction of this toll requires a broad approach including research and education as well as the delivery of medical care based on existing knowledge. The past 25 years has seen a remarkable explosion of accomplishments in the cardiovascular field from the introduction of corrective cardiac surgery and the development of electronic life-saving devices to the beginning of effective epidemiologic measures to prevent heart disease. We have learned that non-physician allied health personnel can be trained to prevent death outside the hospital as well as in. Indeed lay people have applied cardiopulmonary resuscitation successfully in selected situations.

Although our ultimate goal is prevention of heart disease, reduction of the disability and death is already a reality to some extent. It is certainly premature to be complacent but we have a momentum going now that will require extensive and intensive effort to maintain and even accelerate. Heart disease, high blood pressure and stroke are everyone's problem and their control should be everyone's concern. The Heart Association as a voluntary health organization with its unique blend of physicians and lay volunteers, is engaged in a multi-faceted effort through research, education, and community service to eradicate our nation's leading health problem. Money alone cannot be the solution, but people working together can be.



GERALD I. SHUGOLL, M.D.

President, Washington Heart Association



Ralph  Lauren





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The item described below has been transferred from this file to:

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Item: 3 color slides and 8 BW photos of Ralph Lauren's  
1976 spring-summer collection shown at The Washington  
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RALPH LAUREN SPRING COLLECTION  
The Kreisler Group  
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Contact: (212) 221-0675

FOR IMMEDIATE RELEASE

Snappy in design and appeal, Ralph Lauren's newboy jacket for spring is done in soft, chamois-colored brushed cotton, #3548, \$164, shown here matching over his pleated extension skirt, #2048, \$84.



RALPH LAUREN SPRING COLLECTION  
The Kreisler Group  
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FOR IMMEDIATE RELEASE

Confident dressing is achieved with a sense of the naivete. The combinations are individual. Shown here, two interpretations. Ralph Lauren mixes his classic, white hacking blazer in brushed cotton with a soft blue cotton lounge blouse over his navy cotton twill trouser skirt. Blazer, #3847, \$180. Blouse, #277, \$34. Skirt, #2341, \$54. Lauren's navy/white striped polo shirt, #6405, \$26, is briskly pulled down over white terry lounge pants.





RALPH LAUREN SPRING COLLECTION  
The Kreisler Group  
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Ralph Lauren understands the luxe of pure silk and naturally gives it new shapes. His elegantly tailored duchess suit takes on a new aspect in white silk, #3054, \$350, blended with his stone-colored linen lounge blouse, #276, \$50. Lauren's white silk overalls stand on their own as the epitome of expert tailoring and design, #3254, about \$350.



RALPH LAUREN SPRING COLLECTION  
The Kreisler Group  
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The most appealing way to wear Ralph Lauren's "easy" clothes. The direction is loose and unrestricting. Lauren does his silk pongee studio jacket and pleated trousers in neutral tones of tan, beige and blue. Studio jacket, #3455, \$150. Trousers, #1555, \$112. Antique tropical print lounge blouses in purpled tones define the look for cooling it in the shade, #278, \$50.



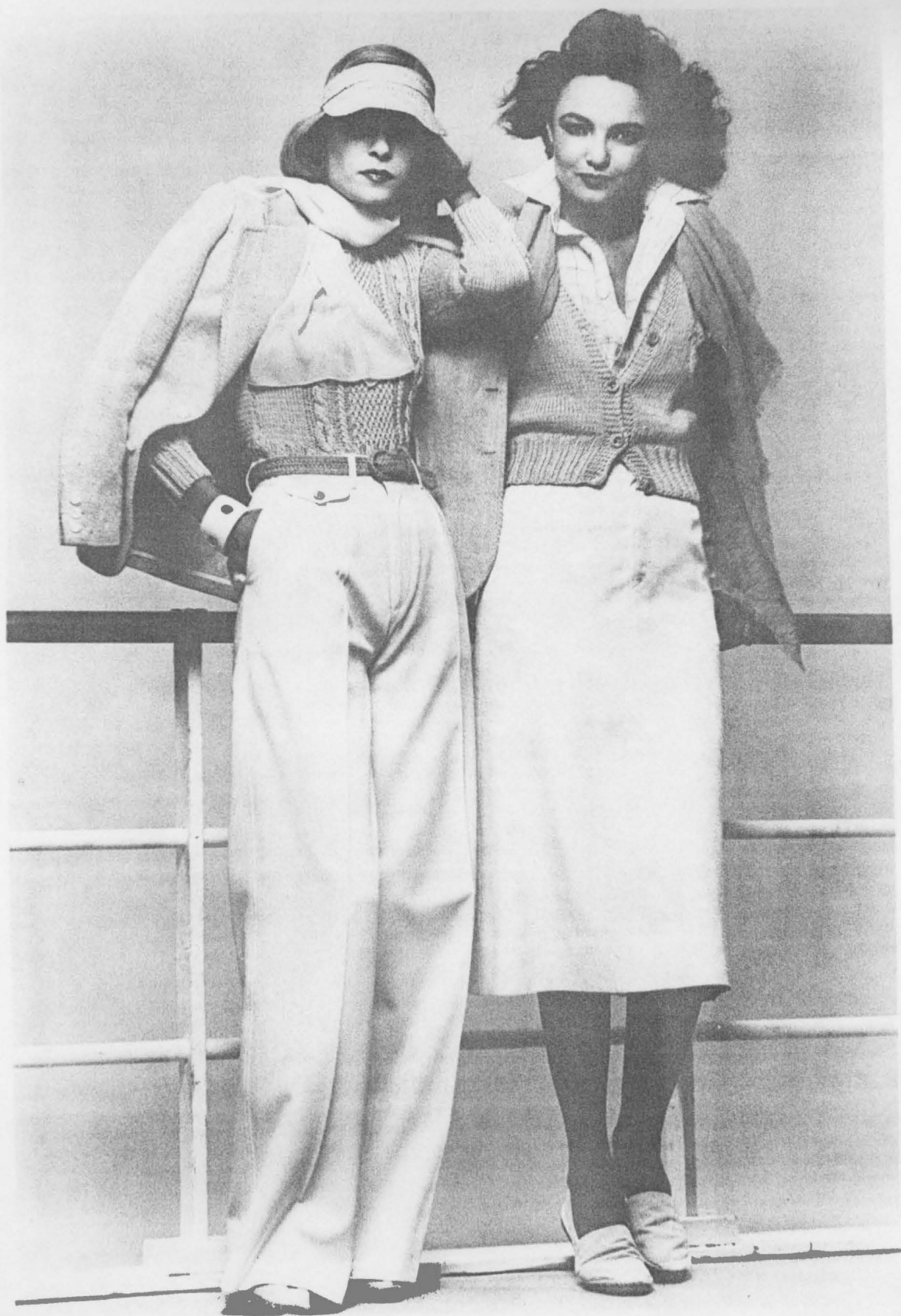


RALPH LAUREN SPRING COLLECTION  
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Ralph Lauren's newest skirt shape for spring gets wrapped in back, pleated and pocketed in front, #24, \$60, or varied into an apron dress, #25, about \$90. Both in many cotton broadcloth stripes and checks to be worn with ladylike blouses of the same fabrics, #275, \$44, or cotton knit tank t-shirts in the palest shades from the knitwear collection #7407, \$12.



RALPH LAUREN SPRING COLLECTION  
 The Kreisler Group  
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FOR IMMEDIATE RELEASE

The delicate balance of Ralph Lauren's "no color" clothes is the way fabrics and textures are used to attain the right attitude. His herringbone linen blazer, #3850, \$176, is combined with a natural cotton cable string pullover #623, \$86, on top of cream wool gabardine pleated trousers, #1346, \$114. Or, its mixed with his cream/brown linen pullover shirt #164, \$60, and natural cotton string cardigan, #625, \$90, over a pure white silk trouser skirt,





RALPH LAUREN SPRING COLLECTION  
The Kreisler Group  
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FOR IMMEDIATE RELEASE

Ralph Lauren's fans will appreciate the sophisticated chic of cream and white, pure, and simply turned out here in cotton oxford cloth. The creamy pullover shirt has a white banded collar #457, \$44, and gets tucked into cream pleated trousers with ribboned belt #1357, \$64. Both available in lilac, blue, pink and light brown.



RALPH LAUREN SPRING COLLECTION  
The Kreislser Group  
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FOR IMMEDIATE RELEASE

The newest way to get around-Ralph Lauren's bike jacket in beige poplin over matching trouser skirt. Jacket, #3653, \$98, skirt, #2353, \$54. Continuing on the action, he also does it in navy brushed cotton, #3654, \$160, over white terry drawstring shorts, #5403, \$26.

RALPH LAUREN SPRING COLLECTION  
The Kreisler Group  
550 Seventh Avenue  
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FOR IMMEDIATE RELEASE

The classics are toned up for spring '76 in cool shades of cotton oxford cloth. Shown here, Ralph Lauren's unconstructed blazer, #3857, \$160 and trouser skirt, #2357, \$57 in soft pink, also lilac, cream and blue. The patched pullover shirt gets the multi-color treatment, #657, \$40, to tie it all together.



RALPH LAUREN SPRING COLLECTION  
The Kreisler Group  
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FOR IMMEDIATE RELEASE

Ralph Lauren's playclothes in exciting, electric colors prove his mastery of fine detailing. Cotton knit fly front shorts with extension waistband, shown here in bright green with a dash of orange #8404, \$25, and tank top #8407, \$12. The compliment in cotton terry, Ralph's new, easy pullover done in a slew of bright colors, #5400, \$32.





RALPH LAUREN SPRING COLLECTION  
The Kreisler Group  
550 Seventh Avenue  
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Contact: (212) 221-0675

FOR IMMEDIATE RELEASE

Ralph Lauren's deck clothes, the easy winners for all "sports". His oversized cotton deck jacket #3340, \$100, over matching shorts #1640, \$66, come in bright yellow, navy and white, They're shown with Lauren's new, striped rugby t-shirt with chambray collar #6403, \$38, in navy/white.



RALPH LAUREN SPRING COLLECTION 1976  
The Kreiskler Group, Inc.  
550 Seventh Avenue  
New York, New York 10018

FOR IMMEDIATE RELEASE

Ralph Lauren creates for the woman who understands individuality. His collection for spring '76 personifies the concept. Ralph accomplishes the feeling with simple shapes that refine the mood through texture and color. The key here is the rich combination.

Delicately pleated skirts and trousers with loungy shirts and unconstructed jackets are gently paired together in creamy silks, stone colored linens and soft, brushed cottons. This spring, Ralph does sleek suits in fresh, crisp fabrics that enhance the fine detailing of a master tailor. This direction is also apparent in a colorful collection of cotton knits that have the same treatment. The clothes are accessorized with a whole array of shirts and pullovers in low-keyed tones.

The designer's point of view allows the individualist to wear the clothes with her own personal spirit and creativity.

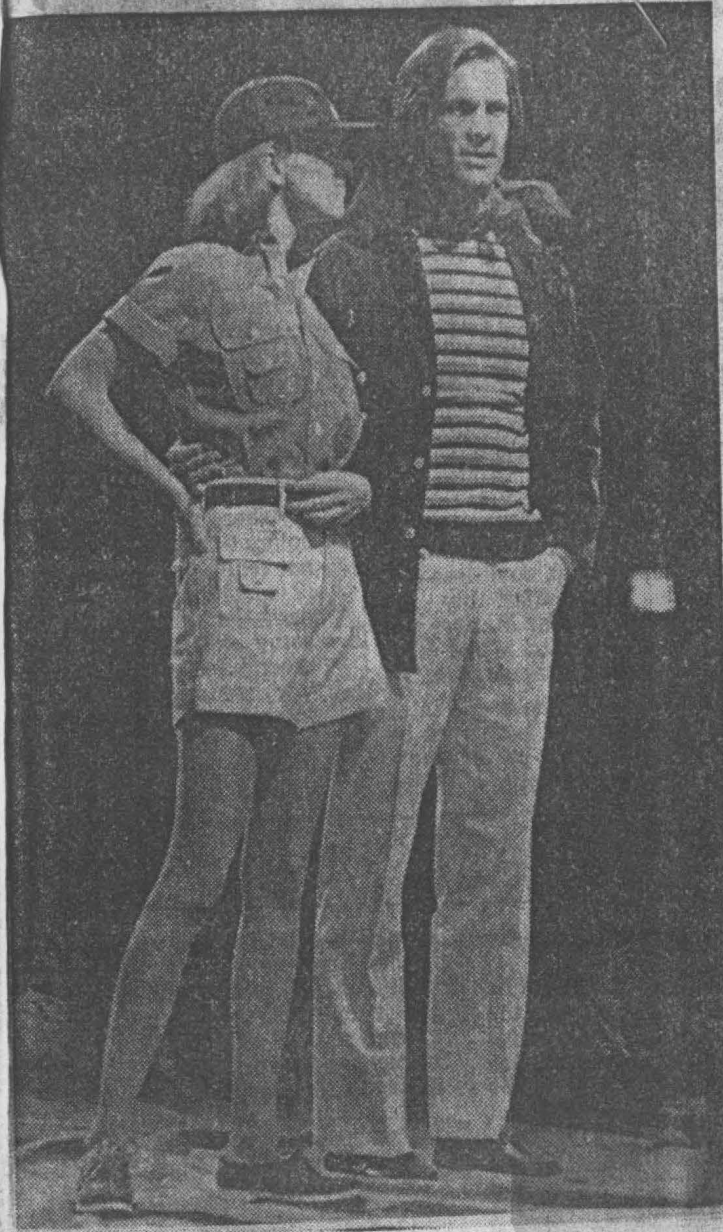




*Page Lee Hufty, celebrity model.*



*Off-white silk shantung outfit.*



*His and hers camp counselor styles.*

Washington welcomed Bloomingdale's yesterday at a luncheon filled, doubly appropriately, with lots of love and kisses. The annual women's board of the Washington Heart Association luncheon at The Sheraton.

## Bloomingdale's Is

gressmen John Jenrette and Butler Derrick, Dr. Howard Simmons; and Alison Van Metre.

Mrs. Gerald W. Ford



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## ...EYE...EYE...EYE...

**ELEPHANT WALK:** Brownie McLean ducked out of Mary Sanford's Palm Beach party for Arnold Scaasi early to play canasta — but not before inviting everyone to attend a GOP fund-raiser on her farm, March 6. "President Ford and Ronald Reagan will both be there," said Brownie. "When I offered the ranch, the county committee looked nervous, thought I might want to be an ambassador or something. But I told them I'm a Southern Democrat, not to worry. All they owe me is a pledge to give a whopping good party. I've never had a dull one there."

**DAY IN BOSTON:** The Ritz in Boston has been wired to keep Henry Kissinger linked to Foggy Bottom. A strip of the street commandeered for his entourage's cars looks like the State Department parking lot. And while Kissinger awaits Nancy's recovery from ulcer surgery, he's catching up with old Harvard friends. The other evening he dined with an old political adversary, John Kenneth Galbraith, his wife Kitty, and a few Harvard faculty members in a private dining room in Locke-Ober's. "It was a private party," said a noncommittal Galbraith afterwards. "You know, I'm much better at evading questions than you are at asking them. I've been doing it longer."

**POLO ANYONE?** Ralph Lauren was at the White House Tuesday fitting Betty Ford for a two-piece beige dupioni silk suit she'll wear to the Washington Heart Assn. "Affair of the Heart" luncheon Thursday.

REARLID R. FORD



At yesterday's annual Heart luncheon, two models wear Ralph Lauren's wrap apron dresses; the striped blazer, Mrs. Ford's favorite teamed with T-shirt and slim skirt; Mrs. Ford in off-white silk man-tailored suit by Lauren;

Dr. Robert Simmons, Howard University Hospital's chief of thoracic surgery, on the runway wearing Ralph Lauren's natural silk suit and paisley tie.

Photos by Gerald Martineau



# A Bloomingdale's Debut

By Donnie Radcliffe

Not everybody knew who Ralph Lauren was, and at least one man in the crowd of 1,400 thought the three-time Coty Award winner for men's and women's fashion designed clothes for cowboys.

But everybody knew who — or what — Bloomingdale's was. Especially "the enemy" — a half-dozen stores — who sent along scouts to reconnoitre the Washington Heart Association's fashion show-luncheon yesterday as Bloomingdale's made its debut at a Washington function.

It was, Bloomie's President Marvin Traub said optimistically, "the beginning of a long-term romance between Bloomingdale's and the people of Washington." The New York department store is due to open a Tysons-Corner branch in late summer and one on Rockville Pike in 1977.

Whether or not the crowd thought it was love at first sight remained to be seen. Bloomies' "Valentine" was a prolonged production with few variations on a theme — Lauren's consistent look of man-tailored suits, tailored casual separates and active sportswear for both sexes.

Bloomingdales brought nearly a dozen professional models from the Big Apple and added a few Washington celebrities and models for that "hometown" touch.

Casual, relaxed and unstaged as New York fashion shows go, it was void of all commentary but heavy on disco sounds.

If the likes of this show are rarely seen in Washington, it's probably because Washington stores think women want to see everything from bathing suits to be gowns.

Yesterday, there wasn't a bathing suit or ball gown in the lot, much to the consternation of some in the crowd who paid \$15 a ticket. The nearest thing to ladies' luncheon suit were those similar to Lauren's man-tailored Dupionni silk worn by Betty Ford. She shared the headtable spotlight at the Sheraton Park Hotel with the wives of local and administration officials, Bloomingdale Traub and Woodward & Lothrop president Edward Hoffman.

"I'm general chairman of the gala thing or I wouldn't be here," said Hoffman, denying he was scouting out the competition.

Plenty of others were though, including contingents from Lord & Taylor, Garfinckel's, Hecht's and Hutzler's, Baltimore. All heard Traub describe what shoppers can expect when Bloomies' branches open here.

"Each will be about one half the size of the selling areas of our 'downtown' (New York City) store," he said. "We've much regard them as Bloomingdale 'downtown' store in Washington."



BETTY FORD GUEST OF HONOR AT ANNUAL "AFFAIR OF THE HEART"  
LUNCHEON-FASHION SHOW SPONSORED BY THE WOMEN'S BOARD OF THE  
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*Shirley's Place  
2/18/77*  
WWJD photos by Guy DeLort

**Bloomingdale's Leonard Rosenberg and Carrie Donnan; Betty Ford**

**DENIM AND DUPIONI:** While Betty Ford presided over the Washington Heart Fund's annual fundraiser, wearing Ralph Lauren's two-piece dupioni silk suit, the designer talked of plans to design a denim tuxedo for White House photographer David Kennerly. Bloomingdale's brass was much in evidence. Senior vice-president Phil Kelly predicted the upcoming Tyson's Corner unit will do at least \$20 million its first year: "It may be our largest branch." Joyce Rumsfeld revealed she may campaign for President Ford: "Don (the Defense Secretary) won't, but I might."

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