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For immediate release
Friday, March 19, 1976

THE WHITE HOUSE
Office of Mrs. Ford's Press Secretary

Monday evening, March 29th, Mrs. Ford will accept the 1976 Parsons Award at the annual Critics Awards Show sponsored by the Parsons School of Design at the New York Hilton Hotel in New York City.

There will be a photo session with Mrs. Ford and student award winners at 6:00 p.m. in the Rendevous Trianon Room of the New York Hilton, followed by a private reception. The fashion show and awards presentation will take place between 7:00 and 8:00 p.m. Mrs. Ford will make brief remarks at the award presentation.

The Parsons Award is conferred annually "on distinguished men and women who not only advance the cause of American fashion, but in so doing serve as an inspiration for students. . . ." The Parsons School described Mrs. Ford as a deserving recipient of the award because of her devotion to American fashion and design. It said she is a symbol of "what is best in our national heritage and character--our devotion to family, our dedication to helping the less fortunate, our passionate belief in the promise of the future."

The Critics Award Show is the result of the Parsons School's Fashion Critics Program which offers Parson's second and third-year students the opportunity to submit their work to the critical scrutiny of leading designers. The 1976 critics are Donald Brooks, Albert Capraro, Liz Claiborne, Pierro Dimitri, Elinore Fishman, Donna Karan, Calvin Klein, Anthony Muto, Leo Narducci, Shannon Rodgers, Ann Webster, Kasper, a Chester Weinberg, most of whom are alumni of Parsons.

The Parsons School of Design was founded in 1896 and has approximately 1,000 full-time and 1,600 part-time students. It was the first school to stress the relationship between art (design) and industry.

#

*Press Contact.
Barbara Grimaldi
212-741-5667
until Fri. 4 P.M.*

(Revised)

PARSONS AWARD
MARCH 29, 1976

I am flattered to receive an award from the Parsons School of Design. Parsons has made such a unique impact on American fashion and the development of many different forms of artistic expression.

It's really delightful to be back among members of the fashion industry in this exciting city. I can remember how eagerly I awaited and how much I enjoyed my twice-a-year visits to New York from Grand Rapids, when I was fashion co-ordinator for a department store. With my personal background, it is a special thrill to be recognized by leaders of American fashion.

The marvelous show we've just seen demonstrates why it's so easy to be enthusiastic about American fashion. The variety of styles and fabrics are in tune with our American belief in diversity and individuality.

American clothes are accessible, versatile--sometimes whimsical, sometimes dramatic--but always expressive. Wherever I go, I see Americans wearing clothes designed to match various needs and lifestyles.

For craftsmanship, creativity and class--American clothes are the top of the line. That's why I'm very pleased you think I've helped your very special industry.

###

SUGGESTED REMARKS -- Parsons Award, March 29, 1976

I am flattered to receive an award from the Parsons School of Design. Parsons has made such a unique impact on American fashion and the development of many different kinds of artistic expressions. It's really delightful to be back among members of the fashion industry in this exciting city. I can remember when my twice yearly visits to New York from Grand Rapids were eagerly awaited and savored. With my personal background, it is truly a special thrill to be recognized by the leaders of American fashion.

The marvelous show we've just seen demonstrates why it's so easy to be enthusiastic about American fashion. The variety of styles and fabrics are in tune with our American belief in diversity and individuality.

American clothes are accessible, versatile--sometimes whimsical, sometimes dramatic--but always expressive. Wherever I go, I see Americans wearing clothes designed to move with the pace of their lives and to match their varying needs.

I think there's something else important about clothes, and that is how the selection of clothes helps us express our personal feelings. Our American clothes show how good we feel about ourselves and our freedom to be individuals. That's why I'm very pleased you think I've helped this special industry.

#

For release Monday, March 29, 1976

THE WHITE HOUSE
Office of Mrs. Ford's Press Secretary

MRS. FORD'S REMARKS UPON RECEIPT OF THE 1976 PARSONS AWARD:

The parsons School of Design is such an important creative force in American fashion and the arts, and I am very ^{honored &} flattered by this ^{feeling} honor. The marvelous display of talent ^{very} and innovation tonight shows why Parsons deserves its ^{top} "top of the line" reputation.

^{I can't help but think back of the} Being here tonight brings back many exciting memories of buying trips to New York as a fashion co-ordinator for a Grand Rapids department store and of those days when I lived in this fabulous city. ^{& esp. those far too short}

^{Fashion coordinator} As a professional buyer and now as a consumer, I have always been enthusiastic about American clothes. American clothes are fantastic--^{they are} versatile, ^{they are} practical, ^{they are} and expressive.

Wherever I go, I see the best fashion show of all--people wearing and enjoying American clothes. That's why I am delighted you think I have ^{done some small work} helped your industry, which does its job so well with much imagination and artistry.

^{my} compliments to you ^{the craft}
I'm honored to

& I am proud to say today
I see the very best



THE WHITE HOUSE
WASHINGTON

~~Mark Rosencurr~~

Kathy Larkin
N.Y. Daily News

242 - Mu 2 - 1234
265 - Eft.

4/1 - Fashion Issue 1st.
time interview

Sally - Parson's Dinner

THE WHITE HOUSE
WASHINGTON

Kathy Larkin

212-682-1234 x265



THE WHITE HOUSE

WASHINGTON

March 24, 1976

MEMORANDUM FOR: MRS. FORD
VIA: RED CAVANEY *RC*
FROM: PETER SORUM *PS*
SUBJECT: NEW YORK CITY VISIT
Monday, March 29, 1976

Attached at TAB A is the Proposed Schedule for your visit to New York City.

APPROVE _____ DISAPPROVE _____

BACKGROUND

You have been awarded the 1976 Parsons Award conferred by the Parsons School of Design on "distinguished men and women who not only advance the cause of American fashion, but in so doing serve as an inspiration for students who are about to assume professional and citizenship roles in American society."

The award will be presented at the conclusion of the annual Critics Award Show at the New York Hilton Hotel on Monday evening. Due to other commitments, you will depart following the program, rather than remaining for the dinner dance which follows.

As you have expressed a desire to see the special exhibit "American Women of Style" at the Metropolitan Museum of Art, the Museum will open the exhibit for you on Monday afternoon (normally a closed day). Following a tour by Diana Vreeland, developer of the exhibit, you will have an opportunity to greet the Museum and Costume Institute Staff who created the exhibit and built the displays.

WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Doc.	Event Notes (pages - 1) MOTORCADE	3/20/1976	B

File Location:

Shelia Weidenfeld Files, Box 23, Trips Files. Folder: 3/20/76 - New York City (2)

RESTRICTION CODES

JJO 12/13/16

- (A) Closed by applicable Executive order governing access to national security information.
- (B) Closed by statute or by the agency which originated the document.
- (C) Closed in accordance with restrictions contained in the donor's deed of gift.

1:35 pm MOTORCADE DEPARTS LaGuardia International Airport en route the Metropolitan Museum of Art.

[Driving time: 25 minutes]

2:00 pm MOTORCADE ARRIVES Metropolitan Museum of Art (5th Avenue Entrance at 83rd).

Mrs. Ford will be met by:

Richard R. Morsches, Vice Director for Operations,
Metropolitan Museum of Art
Diana Vreeland, Special Consultant to the Costume
Institute and Exhibition Organizer

Mrs. Ford, escorted by Mrs. Vreeland, proceeds on tour of the special exhibition "American Women of Style."

OFFICIAL PHOTO COVERAGE

3:20 pm Mrs. Ford concludes tour and is introduced to Nancy Staub, Exhibition Coordinator, who will introduce Mrs. Ford to some of the Institute and Museum staff who produced the exhibit.

3:30 pm Mrs. Ford bids farewell and proceeds to motorcade for boarding.

MOTORCADE DEPARTS Metropolitan Museum of Art en route New York Hilton Hotel.

[Driving time: 15 minutes]

3:45 pm MOTORCADE ARRIVES New York Hilton Hotel.

Mrs. Ford will be met by:

Mr. Joergen Hanzen, General Manager, New
York Hilton

Mrs. Ford, escorted by Mr. Hansen, proceeds to Suite.

3:55 pm Mrs. Ford arrives Park Suite.

PERSONAL TIME: 2 hours, 10 minutes

6:05 pm Mrs. Ford departs Suite en route Petite Trianon Foyer.

6:10 pm Mrs. Ford arrives Petite Trianon Foyer to greet Parsons Award winners and participate in photo session.

OPEN PRESS COVERAGE

NOTE: Mrs. Ford may take several questions from reporters prior to the conclusion of the photo session.

6:20 pm Mrs. Ford departs Foyer en route Petite Trianon Ballroom.

6:21 pm Mrs. Ford arrives Petite Trianon Ballroom and is met by Mrs. S.I. (Mitzi) Newhouse, Reception Chairman.

6:22 pm Mrs. Ford, escorted by Mrs. Hewhouse, informally greets guests at VIP Reception.

OFFICIAL PHOTO COVERAGE

ATTENDANCE: 150

6:55 pm Mrs. Ford, escorted by Mr. Henry Loeb, Chairman of the Board of the New School, departs Petite Trianon Ballroom en route Grand Ballroom.

6:58 pm Mrs. Ford, escorted by Mr. Loeb, arrives Grand Ballroom and takes her seat.

7:00 pm Parsons School of Design Fashion Show begins.

NOTE: Awards for top designs will be presented during the program to winning students.

8:00 pm Fashion Show concludes.

8:01 pm Remarks by John R. Everett, President, the New School and Parsons School of Design.

8:07 pm Remarks by Sanford J. Zimmerman, Chairman, Sponsoring Committee.

8:15 pm Remarks by August Hecksher, Chairman, Board
 of Overseers, Parsons School of Design.

8:20 pm Remarks by Mr. Loeb, concluding with presentation
 of the Parsons Award to Mrs. Ford.

8:25 pm Mrs. Ford responds.

FULL PRESS COVERAGE

8:28 pm Response concludes.

8:29 pm Mr. Zimmerman thanks Mrs. Ford.

Mrs. Ford, escorted by Mr. Loeb, departs Grand Ballroom
en route Suite.

NOTE: Mr. Loeb will bid farewell at Ballroom
entrance.

8:35 pm Mrs. Ford arrives Suite.

PERSONNAL TIME: 10 minutes

8:45 pm Mrs. Ford departs Suite en route motorcade for boarding.

8:50 pm MOTORCADE DEPARTS New York Hilton en route
LaGuardia International Airport.

[Driving time: 25 minutes]

9:15 pm MOTORCADE ARRIVES LaGuardia International Airport.

Mrs. Ford boards Jetstar.

NOTE: Manifest as on arrival except delete
D. Kinley and add J. Bay.

9:20 pm JETSTAR DEPARTS LaGuardia International Airport
en route Andrews AFB.

[Flying time: 50 minutes]

10:10 pm JETSTAR ARRIVES Andrews AFB.

Mrs. Ford boards motorcade.

10:15 pm MOTORCADE DEPARTS Andrews AFB en route
South Grounds.

[Driving time; 25 minutes]

10:40 pm MOTORCADE ARRIVES South Grounds.

Sheila

THE WHITE HOUSE

WASHINGTON

March 15, 1976

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-town invitation:

EVENT: Receive 1976 Parsons Award

GROUP: Parsons School of Design

DATE: Monday, March 29, 1976

TIME: 6:00-7:00 Reception
7:00-8:30 Show and Presentation
8:30 Dinner Dance

PLACE: New York Hilton Hotel, New York City

CONTACT: Mr. Edwin Cohen, Director of Development
(212) 741-5662

COMMENTS: On Monday, March 29th, Mrs. Ford will accept the 1976 Parsons Award at the annual Critics Awards Show sponsored by the Parsons School of Design. The Parsons Award "is conferred annually on distinguished men and women who not only advance the cause of American fashion, but in so doing serve as an inspiration for students who are about to assume professional and citizenship roles in American society." The Parsons School of Design is the preeminent American institution in the field of fashion design. The tribute to Mrs. Ford is attached.

Because the evening precedes a State Dinner, Mrs. Ford would like to return to Washington as early as possible and Mr. Cohen has been very flexible in stating that Mrs. Ford need not stay for the dinner if she needs to return early.

The file is attached.

At the time of her visit to New York on the 29th, Mrs. Ford would also like to see the exhibit at the Metropolitan Museum of Art entitled "American Women of Style". Mrs. Ford was Honorary Chairman of the Costume Institute Ball sponsored by the Metropolitan Museum of Art and Fashion Designers of America held on December 10, 1975. The evening launched the opening of the exhibit. Although the Museum is closed to the public on Mondays, Mr. Thomas Hoving, the Director, told me that this is the best possible day for Mrs. Ford to visit. Your contact should be Mr. Richard Morsches, Chief of Operations, (212) 879-5550.

Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Kathleen Ryan
Dick Mastrangelo
Rex Scouten
Staircase

THE WHITE HOUSE
WASHINGTON

RE:

Metropolitan Museum of Art

Mr. Thomas Hoving
Director
5th Avenue and 82nd Street
New York, New York 10028
(212) 879-5500

"American Women of Style" thru Aug.

Tuesday: 10-8:45

Wed.-Sat: 10-4:45

Sunday: 11-4:45

Monday: Closed

CONTACT:

Mr. Richard Morsch
Chief of Operations

(MR. HOVING OUT OF TOWN)
SWAN



in my opinion

THE WHITE HOUSE
WASHINGTON

6-7

COCKTAIL RECEPTION

(800)

OR: SMALLER
RECEPTION

(150)

7-8:30

SHOW + PRESENTATION
IN BALLROOM

8:30

DINNER & DANCE IN BALLROOM

↓

- RUNWAY STYLE
- AWARDS TO STUDENTS
- SWFT PROGRAM
- PRESENTATION TO BF
- BRIEF BF RESPONSE

BF FINISHED / DINNER
BEGINS



Parsons School of Design
cordially invites you to attend the

FASHION CRITICS

AWARDS SHOW

AND

DINNER DANCE

honoring

MRS. GERALD R. FORD

Monday, March 29, 1976
The New York Hilton

Cocktails 6:00 P.M.
Fashion Show 7:00 P.M.
Dinner Dance 8:30 P.M.

Black tie
\$150 per person
\$1500 per table of ten

THE PARSONS AWARD

MRS. GERALD R. FORD

The Parsons Award is conferred annually on distinguished men and women who not only advance the cause of American fashion, but in so doing serve as an inspiration for students who are about to assume professional and citizenship roles in American society.

In this year of the American Bicentennial, there can be no more fitting, and indeed no more deserving recipient than Mrs. Elizabeth "Betty" Bloomer Ford, First Lady of the United States.

Refreshingly forthright, independent and enthusiastic, Mrs. Ford has by word and deed emerged as a symbol of what is best in our national heritage and character—our devotion to family, our dedication to helping the less fortunate, our passionate belief in the promise of the future.

Not only in the way she thinks and acts, but in the way she looks as well, Mrs. Ford is as unabashedly American as the house she lives in. Possessing her own distinctive style, she has selected a wardrobe that is designed and manufactured exclusively by American talent. Thus, whether at 1600 Pennsylvania Avenue or on visits to foreign capitals, she imparts to all American women her deep conviction that the highest standards of taste and craftsmanship are to be found not thousands of miles, but a few blocks from home. The American fashion industry and the young student designer who may one day provide its creative impetus can find no greater encouragement and support.

This charming and beautiful First Lady was once an active member of New York's arts community. Parsons is proud that it will have the opportunity to welcome her back for the conferral of this high and well-deserved honor.

THE FASHION CRITICS PROGRAM

For almost half a century, Parsons School of Design has been the preeminent American institution in the field of fashion education. Most of the nation's foremost fashion designers and about one-half of all professionals in the field are Parsons alumni.

This year fifteen of the country's foremost fashion designers, most of them Parsons alumni, will regularly visit Parsons to participate in a unique activity which contributes to the institution's unparalleled achievements in fashion education.

That activity is called the Fashion Critics Program. Its function is to offer Parsons' second and third-year students the rare opportunity to submit their work to the critical scrutiny of leading designers. The response of the designer-critic represents for these undergraduates a significant part of their training. The professional's criticism or approval, the helpful suggestion that modifies concept or shape or color—these become signposts that provide the student with the insights and sophistication of a full-fledged professional designer.

At the 1976 Critics Awards Show, you will have the opportunity to observe the results of this unique education program.

THE 1976 CRITICS ARE:

DONALD BROOKS ALBERT CAPRARO

LIZ CLAIBORNE PIERRO DIMITRI

ELINORE FISHMAN DONNA KARAN

KASPER CALVIN KLEIN

ANTHONY MUTO LEO NARDUCCI

SHANNON RODGERS ANN WEBSTER

CHESTER WEINBERG

BOARD OF TRUSTEES NEW SCHOOL AND PARSONS SCHOOL OF DESIGN

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Leona Baumgartner
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Adrian W. De Wind
Walter A. Eberstadt
Ralph Ellison
John R. Everett, President
John L. Fava, Ex-officio

Elinor S. Gimbel
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Vera G. List

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Mollie Parnis
Mrs. J. C. Penney
Richard J. Schwartz
Mrs. Jerome A. Siegel
Jerry Silverman
Chester Weinberg

FASHION CRITICS AWARDS SHOW SPONSORING COMMITTEE

CHAIRMAN Sanford J. Zimmerman

CO-CHAIRMEN

Sol C. Chaikin
Andrew Goodman
Melanie Kahane

Oscar Kolin
Jack Lazar
Richard J. Schwartz

Jerry Silverman

COMMITTEE IN FORMATION

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J. A. Baer, II
Jack Baker
Norman N. Barnett
Geoffrey Beene
Robert A. Berry
Gerald H. Blum
Stella Blum
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Albert Capraro
Sal Cesarani
John W. Christian, Jr.
Michael F. Coady
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Richard Cole
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Wilbur Daniels
Angelo Donghia
Carrie Donovan
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Anne Fogarty
Raymond Frommer
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Mary Joan Glynn
Howard P. Goldberg
Joseph Goldman
Sidney S. Good, Jr.

Stanley J. Goodman
Ernest Graf
Robert L. Green
Majorie Griswold Grisdale
Mark S. Handler
James J. Harrison
Norman M. Hinerfeld
Edwin K. Hoffman
Walter Hoving
Franklin M. Jarman
Allan R. Johnson
Matt Kallman
S. Peter Kamins
Richard Kaplan
Kasper
Robert Kaufman
Clarence J. Kjorlien
Calvin Klein
Martin S. Kramer
Lawrence Lachman
Eleanor Lambert
Kenneth Jay Lane
Leonard Lauder
Ralph Lauren
Laurence C. Leeds, Jr.
Edith Raymond Locke
Thomas P. Losee, Jr.
Arthur Malsin
Richard deY Manning
Sidney Mayer
Lee Mellis
Henry S. Moss

Ira Neimark
Mrs. Samuel I. Newhouse
George E. Parker, Jr.
Mollie Parnis
Martha R. Phillips
Fred P. Pomerantz
John J. Pomerantz
Thomas B. Price
Lew Prince
Oscar de la Renta
Shannon Rodgers
Matthew N. (Chip) Rubinstein
Kalman Ruttenstein
Arthur Samuels Jr.
Abe Schrader
Malcolm A. Shults
Morton Siegenfeld
Bernard R. Siskind
Ben Sommers
Herbert E. Strawbridge
Geraldine Stutz
Ruth Sublette
Julio Tanjeloff
Gustave Tassel
David M. Tracy
Marvin S. Traub
Jerome Uchin
Diane Von Furstenberg
Diana Vreeland
Elmer L. Ward, Jr.
Paul Woolard

PARSONS SCHOOL OF DESIGN AFFILIATED WITH THE NEW SCHOOL

66 WEST 12TH STREET NEW YORK, NEW YORK 10011 (212) 741-5662

PARSONS SCHOOL OF DESIGN

66 WEST 12TH STREET

NEW YORK, N. Y. 10011

OREGON 3-2700

741-5662

OFFICE OF THE DIRECTOR OF DEVELOPMENT

February 18, 1976

Ms. Susan Porter
The White House
Washington, D. C.

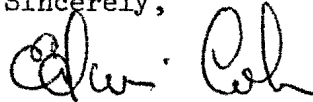
Dear Ms. Porter:

I am enclosing twelve (12) sets of the invitation to the March 29th Parsons Fashion Critics Awards Show honoring Mrs. Ford.

Please let me know if you need additional copies of this invitation, or if there are any other people to whom I should send them.

Look forward to hearing from you.

Sincerely,



Edwin Cohen
Director of Development

Enclosure

PARSONS SCHOOL OF DESIGN

66 WEST 12TH STREET

NEW YORK, N. Y. 10011

~~OREGON 5-2700~~

741-5662

OFFICE OF THE DIRECTOR OF DEVELOPMENT

November 17, 1975

Mrs. Susan Porter
The White House
Washington, D.C.

Dear Mrs. Porter,

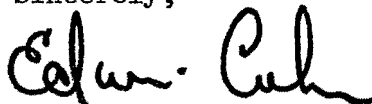
Pursuant to our telephone conversation, I have reserved The New York Hilton for Monday, March 29, 1976 for the Parsons School of Design Critics Awards Show, at which Mrs. Ford will receive the 1976 Parsons Award.

The tentative schedule for that evening calls for a cocktail reception at 6 P.M., fashion show and awards presentation at 7 P.M. and dinner dance at 8:30 P.M.

I will, of course, be in touch with your office at a later date to discuss plans for that evening in greater detail.

Thank you for all of your wonderful cooperation.

Sincerely,



Edwin Cohen
Director of Development

PARSONS

SCHOOL OF DESIGN

66 FIFTH AVENUE
NEW YORK, NEW YORK 10011
212/243-3910 741-5662
AFFILIATED WITH
THE NEW SCHOOL

October 17, 1975

Miss Susan Porter
The White House
Washington, D.C.

Dear Miss Porter,

On October 9, Mrs. Ford met with Albert Capraro at The Waldorf Astoria in New York. At that meeting Mrs. Ford graciously consented to accept the 1976 Parsons Award from the Parsons School of Design, at its Annual Critics Awards Show.

This event will be held early Spring, 1976.

Mrs. Ford asked that I write you with some suggested dates for her consideration. We would like to schedule our 1976 Show on Tuesday, April 20, Wednesday, March 31, or Monday, March 29.

Please let me know if any of these dates are acceptable to Mrs. Ford, or any dates that would be more convenient for her.

I look forward to hearing from you at your earliest convenience.

Sincerely,

Edwin Cohen

Edwin Cohen
Director of Development

66 W. 12th St.
NYC.

(212) 741-5662

Easter is April 18.

*- noted on
working calendar;
- will need action
memo.*

For immediate release
Friday, March 19, 1976

THE WHITE HOUSE
Office of Mrs. Ford's Press Secretary

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The Parsons School of Design was founded in 1896 and has approximately 1,000 full-time and 1,600 part-time students. It was the first school to stress the relationship between art (design) and industry.

#

PARSONS
SCHOOL OF DESIGN
FASHION CRITICS AWARD SHOW
HONORING
MRS. GERALD R. FORD

Monday, March 29, 1976

Dinner Chairman

Mr. Sanford J. Zimmerman, Chairman of the Board, ABRAHAM & STRAUSS

Dinner Co-Chairmen

Mr. Sol C. Chaikin, President, ILGWU

Mr. Andrew Goodman, BERGDORF GOODMAN

Miss Melanie Kahane, MELANIE KAHANE ASSOCIATES

Mr. Richard Schwartz, President, JONATHAN LOGAN, INC.

Mr. Jerry Silverman, JERRY SILVERMAN, INC.

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Stix Baer and Fuller

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Sue Brett Inc.

Mr. Norman N. Barnett
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Rockley Group (Walborg & Coblentz)

Mr. Geoffrey Beene
Geoffrey Beene

Ms. Stella Blum
Costume Institute of the
Metropolitan Museum of Art

Mr. Joseph Brodie
President
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Mr. Donald Brooks
Donald Brooks

Mr. John W. Christian, Jr.
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B. Altman & Co.

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Editor
Women's Wear Daily

Mr. Felix J. Colangelo
President
The Wool Bureau Inc.

Ms. Jo Copeland

Mr. Wilbur Daniels
Vice President
ILGWU



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Donghia Associates

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President
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Abraham & Strauss

Ms. Mary Joan Glynn
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Mr. Howard P. Goldberg
President
Ohrbach's Inc.

Mr. Sidney Good
President
L.S. Good & Co.

Mr. Stanley J. Goodman
Chairman
The May Department Stores Company

Mr. Robert L. Green
Playboy

Mrs. Marjorie Griswald Grisdale
Lord and Taylor

Mr. James J. Harrison
J.P. Stevens & Co., Inc.

Mr. Norman M. Hinerfeld
President
Kayser-Roth Corporation

Mr. Edwin K. Hoffman
President
Woodward & Lothrop

Mr. Walter Hoving,
Chairman
Tiffany & Co.

Mr. Allan R. Johnson
Chairman
Saks Fifth Avenue

Mr. S. Peter Kamins
J.P. Stevens & Co., Inc.

Mr. Richard Kaplan
Nat Kaplan, Inc.

Kasper
Joan Leslie, Inc.

Mr. Clarence J. Kjorlien
President
West Point Pepperell, Inc.

Mr. Calvin Klein
Calvin Klein Ltd.

Mr. Lawrence Lachman
Chairman
Bloomingdale's

Mr. Kenneth Jay Lane
Kenneth Jay Lane, Inc.

Mr. Ralph Lauren
Polo Fashions, Inc.

Mrs. Edith R. Locke
Mademoiselle

Mr. Tom Losee, Jr.
Publisher
Harper's Bazaar Magazine

Mr. Arthur Malsin
President
Lane Bryant, Inc.

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Mr. Jerome Uchin
Halston

Mr. Elmer L. Ward, Jr.
President
Palm Beach Company

--Committee in Formation

Sept 1975

Designer Labels in Mrs. Ford's Clothes

- ✓ Luis Estevez
- ✓ Frankie Welch
- ✓ Albert Capraro
- Chessa Davis (2) Long, informal
- Mel Mortman
- Jo Jr. (Dallas)
- Dorian by Lowell Judson
- Diane VonFierstenberg
- Claire Dratch
- Najla (New York)
- ✓ Oscar de la Renta
- ✓ Glen of Michigan - sports
- Maruja Gulias
- Fred Perlberg
- Ole Borden
- ✓ Mollie Parnis ~~seems~~
- ✓ Joan Leslie by Kasper
- Richilene (New York)
- Chester NOW
- Vera Maxwell
- Giorgini
- Gartenhaus (Shu)
- Constantino Christie (Chr)
- Fisherman's Cross of Maine
- Nelly de Crab
- Rofge - ~~id~~
- Aileen
- Sally Gee
- The Desert Squire (Scottsdale)
- Jones (New York)
- Halston jacket
- Vera Maxwell
- Pierre Cardin
- ✓ Gloria Sachs
- Tanner of North Carolina
- Nina Ricci
- Anne Fogarty
- ✓ Papillion



10 a.m.

Virginia Moriarity
Barbara

best

bf - chmn + pres of parson

bf - stud designer of yr + other 2

bf - pres + chmn + chmn of dinner + bd of trs

bf - " " " " " + dean

bf - gym

bf - + 11 students

bf + fash designers served as critics

bf + fash designers who are alumni



March 11, 1976

Ms. Sally Quenneville
White House
Washington, D.C.

Dear Ms. Quenneville:

I enjoyed our conversation--and thank you for your interest.

As I told you on the phone, **THE NEW YORK DAILY NEWS**, where I am fashion editor, will publish on April 1, a special section celebrating the spring and summer 1976 clothes of American firms. This is a first for us and we are all very excited--and hopeful. If this prototype succeeds, **THE NEWS** will repeat it on a seasonal basis.

As a member of the press committee covering the Parsons School of Design award night honoring Mrs. Ford for her interest in this country's fashion, I know the First Lady will be in New York --and accepting that award--just 48 hours before our debut publication.

That is an irresistible combination. So I am writing to ask if Mrs. Ford, despite an impossible schedule, can spare any time for a short, individual interview on March 29, or on her earlier March 20 visit to New York--or whenever is convenient.

I have a selfish reason for making this request--**NEWS** readers. New Yorkers, they like Mrs. Ford. She promised to ask her husband to bail the city out of red ink. She did and he did. She took time to visit Seventh Avenue and Albert Capraro's showroom. In this city, where the garment center is New York's largest private employer, affecting one out of seven people (and their families), New Yorkers like that. And when I asked shoppers on Fifth Avenue to name women who influenced their fashion choices, Mrs. Ford scored high.

I would love to interview Mrs. Ford on her fashion likes, campaign clothes, clothes with sentimental associations--and anything else she wanted to discuss for American women.



THE NEWS
NEW YORK'S PICTURE NEWSPAPER

KATHY LARKIN / Fashion Editor

Is it possible?

Sincerely,

Kathy Larkin
Fashion Editor

Larkin



THE NEWS
NEW YORK'S PICTURE NEWSPAPER

220 EAST 42ND STREET
NEW YORK, N. Y. 10017

Ms. Sally Quenneville

White House

Washington, D. C., 20500

c/o Mrs. Ford's Press Office



MC: Name *Kathy Pinkney*
Address *220 East 42nd*
City *N.Y.* State *N.Y.* Zip *10017*

TO: Name *Mrs Sally Luenneville*
Address *11 Aite House*
City *WASH* State *DC* Zip *20500*
Mrs Ford's Press office

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RECEP. AND SECURITY UNIT
THE WHITE HOUSE
WASHINGTON

July 1, 1976

Dear Mr. Landa:

I wanted to write and thank you for all the cooperation the White House received in the area of press during the visit Mrs. Ford made to accept her award earlier this year from Parsons.

Howard Levine was great, of course. But I wanted in particular to mention Barbara Grimaldi to you because of the truly outstanding job she did.

No detail was too small for her. She was totally efficient, used excellent judgment at all times and was helpful above and beyond the call of duty. Her enthusiasm and patience were evident always, and commented on both by the White House staff and members of the press.

Because I know that employees often reflect the guidance they receive, I wanted to thank you for the superb cooperation we received from your employees. It enabled us both to put our best foot forward.

Again, thank you. We are grateful.

Sincerely,

Patti Matson

Patti Matson

Assistant Press Secretary to Mrs. Ford

Mr. Albert Landa
Vice President
The New School for Social Research
66 West 12th Street
New York, N.Y. 10011



PM/saq

PM/saq

July 20, 1976

Dear Mr. Cohen:

Thank you so much for the copies of the photographs of Mrs. Ford at the "Parsons Annual Critics Awards Show."

Mrs. Ford was very pleased to receive them and we both appreciate your thoughtfulness.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Edwin Cohen
Director of Development
Parsons School of Design
66 West 12th Street
New York, New York 10011

SRW/fp



GERALD R. FORD LIBRARY

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

8

Audiovisual Unit

Book Collection

Ford Museum in Grand Rapids

Item: 6 8"x10" BW photos of BF at the
Parsons Annual Critics Award Show in NYC 3/29/76

no photographer credit but sent by Edwin Cohen,
Director of Development Parsons School of
Design.

The item was transferred from: Weidentfeld Box 23

3/29/76 NYC (1)

Initials/Date Let 3/86

July 12, 1976

Dear Barbara,

What would I have done without you during the advance for Mrs. Ford's acceptance of the Parsons Award???

You were fantastic, and your help was much appreciated. Your patience and efficiency were invaluable to us, and we felt very fortunate that you were able to work with us.

Again, Barbara, thanks. On behalf of Mrs. Ford, we are grateful to you.

Sincerely,

Patti Matson
Assistant Press Secretary to Mrs. Ford

Ms. Barbara Grimaldi
Public Relations Department
New School for Social Research
66 W. 12th Street
New York, New York 10011



pm/se

Dear Barbara,

What would I have done without you during the
advance for Mrs. Ford's ~~acceptance~~ ^{acceptance of the?}
Parsons Award ??

You were fantastic, and your help was much
appreciated. Your patience and ~~efficiency~~ ^{efficiency} were
invaluable to us, and we felt very fortunate that
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Again, Barbara, thanks. On behalf of Mrs. Ford,
we are grateful to you.

Sincerely,

Patti Matson

Assistant Press Secretary to Mrs. Ford

Ms. Barbara Grimaldi
~~Public~~ Public Relations
Department
New School for Social Research
66 W. 12th Street
NY, NY 10011

July 1, 1976

Dear Howard,

A note of thanks for your time and effort in making the press for Mrs. Ford's visit to accept the Parsons Award go so smoothly.

Your efficiency and expertise were much appreciated. You are a real professional, and I was extremely thankful to have you as my contact.

Again, Howard, thanks. On behalf of Mrs. Ford, we are grateful to you.

Sincerely,

Patti Matson
Patti Matson
Assistant Press Secretary to Mrs. Ford

Mr. Howard Levine
Director of Public Relations
New School for Social Research
66 West 12th Street
New York, New York 10011

pm/se



Dear Howard.

A note of thanks for your time and effort
in making the press for Mrs. Ford's ~~visit~~
visit to accept the go so smoothly.
Parsons Award

Your efficiency and expertise were much
appreciated. You are a real professional, and
I was extremely thankful to have you as my contact.

Again, Howard, thanks. On behalf of Mrs. Ford,
we are grateful to you.

Sincerely,

Patti Matson

Assistant Press Secretary to Mrs. Ford

Mr Howard Levene
Director of Public Relations
New School for Social
Research
66 W. 12th St.
NY, NY 10011

July 20, 1976

Dear Gayle:

Home at last--and a chance to thank you for your time and effort in making the press for Mrs. Ford's March visit to New York go so smoothly.

Your efficiency and expertise were much appreciated. You are a real professional, and I was extremely thankful to have you as my contact.

Again, Gayle, thanks. On behalf of Mrs. Ford, we are grateful to you.

Sincerely,

Patti Matson
Assistant Press Secretary
to Mrs. Ford

Mrs. Gayle Gary
1212 5th Avenue
New York, New York

BM/saq



Dear Gayle, Home at last - and a chance to
thank you)

XX

~~A note of thanks~~ for your time and effort
in making the press for Mrs. Ford's ~~recent~~ March
visit to New York go so smoothly.

Your efficiency and expertise were much
appreciated. You are a real professional. and
I was extremely thankful to have you as my contact.

Mrs. Gayle Gary
1212 5th Avenue
NY, NY

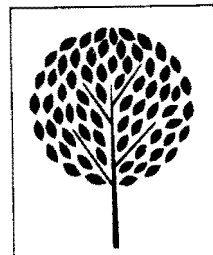
Again, Gayle, thanks. On behalf of Mrs. Ford,
we are grateful to you.

Sincerely,

Patti Matson
Assistant Press Secretary to Mrs. Ford



<u>Name</u>	<u>responsibility</u>	<u>phone #s</u> home + office	<u>address</u>
Howard L. Lurie	Director of Public Relations	The New School (O) (212) 741-5667 (h) (914) 478-1461	66 W. 12 St 18 Kent Ave. Hastings N.Y.
John H. Flynn	Barques M. (212)	586-2000	1335 AVE OF A. NYC - 10019
EDWIN COHEN	DIR. OF DEVELOPMENT	(H) 516-484-0432 (H) 516-484-0433 (O) 212-741-5662	9 CANTERBURY LN. ROSLYN, N.Y. 66 W 12. N.Y.C. 10011



New School for Social Research

66 West 12th Street
New York, N.Y. 10011
Phone: 212-675-2700

741-5668

Ms. Sally Quinnville
Press Office
The White House
Washington, D.C. 20500

Dear Sally:

As I told you in our last phone conversation, the proposed release about Mrs. Ford's visit here would be sent to you in draft form before we go out with it. Here it is, and we will call you in a day or two for phone confirmation so that we can get it out in an orderly, non-rush manner.

Also enclosed is a copy of the "minutes" memo regarding the March 2 press meeting which I had hoped you or Polly Matson might have attended. It pretty well summarizes what happened there, and also gives you an idea of the high calibre kind of press which responded.

The suggestions mentioned under question four in the memo seem very good ones. Do you think a White House "tea" with the winning students and their designers after the Show would be feasible? How well it would spotlight the importance of American design for young people. If Mrs. Ford's schedule permits, would a visit to Parsons and its design classrooms before or after the Show be possible? We are sure she would be fascinated by such a visit because it would show her the "ambience" and the talent (both on the teacher and the student side) that produced the marvelous fashions that will be shown in the Show on March 29.

If either of these ideas appeal to you, please let us know. Certainly the press would be extremely interested in the First Lady's taking the time to recognize the contributions that are constantly being made by America's top design schools.

Sincerely,

Barbara Grimaldi
Assistant Director
Public Relations

BGm
3-5-76

PARSONS

SCHOOL OF DESIGN

66 FIFTH AVENUE
NEW YORK, NEW YORK 10011
212/741-5667
AFFILIATED WITH
THE NEW SCHOOL

NEWS RELEASE Howard L. Levine, *Director of Public Relations*
Barbara Grimaldi, *Assistant Director*

PARSONS SCHOOL OF DESIGN
WILL HONOR
MRS. GERALD FORD
MARCH 29

First Lady Will Receive
Parsons Award for her
Support of American
Fashion Design

Mrs. Gerald R. Ford will be the guest of honor at the Parsons School of Design Fashion Critics Awards Show in New York City on Monday evening, March 29. At that time, Mrs. Ford will be presented with the 1976 Parsons Award as a tribute to her strong encouragement and support of the American fashion industry.

The Show, which annually makes public a fashion collection designed and executed in its entirety by Parsons students working under the guidance of leading American designers, will take place at the New York Hilton beginning at 7 p.m.

The Parsons Award is conferred on distinguished men and women who not only advance the cause of American fashion, but in so doing serve as an inspiration for students who are about to assume professional and citizenship roles in American society. "In this year of the Bicentennial," stated Dr. John R. Everett, President of Parsons School of Design, "there can be no more fitting and indeed no more deserving recipient than Mrs. Elizabeth "Betty" Ford, First Lady of the United States."

-more-

Since she became First Lady, Mrs. Ford has selected a wardrobe that is designed and manufactured exclusively by American talent. Whether at 1600 Pennsylvania Avenue or on visits to foreign capitals, she has, by her example, consistently shown American women her deep conviction that the highest standards of taste and craftsmanship in fashion can definitely be found at home.

Most of the nation's foremost fashion designers (Irene Sharaff, Donald Brooks, Kasper, Don Simonelli, Chester Weinberg, Albert Capraro) and about one-half of all professionals in the field are alumni of Parsons School of Design. This year, fifteen of America's foremost fashion designers - most of whom are Parsons alumni - visited Parsons regularly to participate in its Fashion Critics Program. The Program offers Parsons' second and third year students the opportunity to submit their work to these leading designers for their criticism and guidance. The results of this unique method of fashion education will be seen in the Show, when fashion design students receive prestigious designers awards and present their winning designs. Designers who participated in the Program this year are: Donald Brooks, Albert Capraro, Liz Claiborne, Piero Dimitri, Elinore Fishman, Donna Daran, Kasper, Calvin Klein, Anthony Muto, Leo Narducci, Shannon Rodgers, Kay Unger, Ann Webster, and Chester Weinberg.

Chairman of the 1976 Fashion Critics Awards Show is Sanford J. Zimmerman, Chairman of the Board, Abraham & Straus. The Co-Chairmen are: Sol C. Chaikin, Andres Goodman, Melanie Kahane, Oscar Kolin, Jack Lazar, Richard J. Schwartz and Jerry Silverman.

Among the Committee members for the Fashion Critics Awards Show are: Lee Abraham; Geoffrey Beene; Donald Brooks, Albert Capraro; John W. Christian, Jr.; Angelo Donghia; Edward S. Finkelstein; Stanley J. Goodman; Mark S. Handler; Norman M. Hinerfeld; Walter Hoving; Allan R. Johnson; Matt Kallman; Kasper;

Calvin Klein; Lawrence Lachman; Leonard Lauder; Ralph Lauren; Lawrence C. Leeds, Jr.; Thomas P. Losee, Jr.; Arthur Malsin; Ira Neimark; Samuel I. Newhouse; Mollie Parnis; John J. Pomerantz; Oscar de la Renta; Matthew N. (Chip) Rubinstein; Kalman Rittenstein; Abe Schrader; Geraldine Stutz; Marvin S. Traub; Diane Von Furstenberg, and Paul P. Woolard.

Parsons School of Design was founded in 1896 and became an affiliate of the New School for Social Research in 1972. Fully accredited, it offers a Bachelor of Fine Arts degree in Communication Design, Environmental Design, Fashion Design, Illustration, Painting and Sculpture, and, starting September 1976, Crafts. It also offers an evening Associate in Applied Science degree in Interior Design, Photography, Fashion Design, Graphic and Advertising Design, and Illustration. The Parsons student body numbers approximately 1,000, and its students come from dozens of foreign countries as well as 42 states. Parsons' distinguished faculty includes such well known names in their respective professions as Larry Rivers, Maurice Sendak, Phillippe Halsman and Elaine DeKooning.

Further information about the 1976 Parsons Fashion Critics Awards Show may be obtained by calling 741-5662.

#

BG268
3-4-76

PARSONS**SCHOOL OF DESIGN**

66 FIFTH AVENUE
NEW YORK, NEW YORK 10011
212/741-8900
AFFILIATED WITH
THE NEW SCHOOL

March 5, 1976

Dear

Thank you very much for agreeing to be a member of the special press committee for the March 29 Parsons Fashion Critics Awards Show and Dinner which Mrs. Gerald R. Ford will attend as guest of honor.

As you know, a meeting of this committee took place on Tuesday, March 2, and I thought you would be interested in knowing what was discussed at that time.

Much of the meeting centered upon the key questions which follow:

1. What kind of Parsons activities will take place the day and evening of March 29?

Three Parsons fashion shows will take place at the Hilton on March 29. The student show at 11 a.m. and the press show at 3 p.m. are held to accommodate students and parents who cannot attend the formal evening show. The press show -- which is identical to the evening show -- gives the media more maneuverability in photographing student designs. The three shows present the 1976 Parsons student fashion collection to more than 3,000 people in the span of a single day. The evening show, which begins at 6 p.m. with a cocktail reception, also includes a dinner and dance. Student designer awards are presented during the evening, and Mrs. Ford's award occurs at the conclusion of the formal presentation period. (Approximately 8:15 P.M.) Both a runway and a stage will be used for the three shows.

2. What is Mrs. Ford's schedule in New York City on March 29?

While we know that Mrs. Ford will be present for the show and formal presentation, we have not yet received her official schedule from the White House. There will be a formal reception which will open the evening at 6 p.m., but it is expected that for security reasons Mrs. Ford will not attend it. A more private reception for her may be arranged upon receiving White House approval. If this is arranged, we expect to invite members of this committee. Yesterday a White House press representative informed us that on or about March 15 we would be given a much more accurate idea of the First Lady's New York City itinerary for the 29th. We will communicate this information to you as soon as we receive it.

-more-

3. What opportunities for photography will exist at the Hilton?

The fashion editors who attended the March 2 meeting at Eleanor Lambert's office and the public relations staff at Parsons are in agreement that a definite schedule of picture-taking possibilities should be set up around Mrs. Ford's visit. We will be in a better position to do this after March 15.

Many of the editors expressed much interest in photos of Mrs. Ford and the Parsons students who will receive designer awards (Gold Thimble Awards) that evening, and we will do all we can to accommodate those requests. We are going to try to arrange a group shot of all 14 student winners with Mrs. Ford after the formal presentations are concluded and, if her schedule permits, a 15-20 minute off-stage photo session will immediately precede or follow the stage presentation. Her accessibility during the day and later on in the evening is unknown to us at this time.

4. Will any additional story possibilities arise concerning Parsons and Mrs. Ford?

The fashion editors on the committee contributed some delightful ideas regarding additional story (and photo) possibilities before or after the March 29 event. Some suggested that Mrs. Ford be invited to visit Parsons itself, and others suggested that the student winners and the American designers who taught them at Parsons this year (and who singled their work out for excellence) visit Mrs. Ford in Washington. We're open to any and all ideas you may have along these lines. Please suggest them to us and we will advise you of their feasibility as soon as we can.

5. Exactly why is Parsons honoring Mrs. Ford?

Mrs. Ford has consistently demonstrated her enthusiasm and support of American art, American craftsmanship, and American design. She has gone out of her way to call public attention to the fact that she believes American fashions to be among the finest in the world, and she proves her point by wearing only those clothes produced by the American fashion industry -- including many ready-to-wear fashions. No other First Lady in recent years has been such a friend to American art and design, and her example is exerting great influence upon students who are studying art and design in America today. She has been magnanimous enough to give American artists, designers and craftsmen the recognition they deserve, and Parsons is paying a much-deserved tribute to that magnanimity.

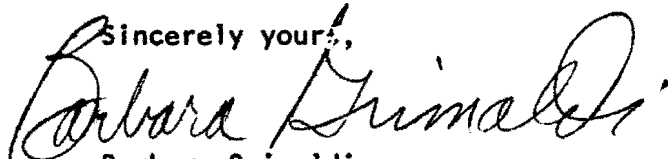
* * *

The meeting concluded on the note that any information received by Eleanor Lambert and Parsons would immediately be communicated to the members of the committee. Press kits containing some background information on Parsons were distributed, and one is enclosed, for your use. A press release

-more-

Is presently being prepared and will be sent to you as soon as it is ready.

If you have any questions or if I can help you in any way, please call me at 741-5668. Thank you again for your willingness to help us make the First Lady's visit an event of lasting importance to the American fashion scene.

Sincerely yours,

Barbara Grimaldi
Assistant Director
Public Relations

Present at the 3/2 meeting:

Bonnie Cooper, Ladies' Home Journal; Sally Kirkland; Kathy Larkin, Daily News; Pia Lindstrom, NBC; Edith Raymond Locke, Mademoiselle; Pat Peterson, New York Times; Ruth Preston, New York Post; Nancy White.

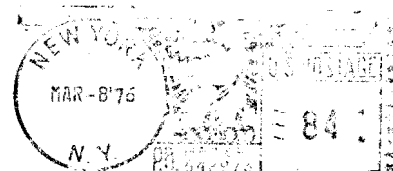
Committee members not present at 3/2 meeting;

Eleni Saks Epstein, Washington Evening Star; Nina Hyde, Washington Post; Emmy Lou Kelly, Harper's Bazaar; Barbara Lamont, WNEW-TV; Bernadine Morris, New York Times; Elaine Tait, Philadelphia Inquirer; Eugenia Sheppard.

The New School
66 W. 12th Street
New York 10011



Ms. Sally Quinnville
Press Office
The White House
Washington D.C. 20500



Parsons School of Design is one of the nation's foremost colleges of the Fine and Applied Arts. It was founded in 1896 by William Merritt Chase, a leading American painter and educator. The School was initially devoted to the education of sculptors and painters and was known as the Chase School. Later it became the New York School of Fine and Applied Arts, and in 1941 it was renamed to honor Frank Alvah Parsons, a longtime faculty member and president who profoundly influenced the Institution's development.

Frank Alvah Parsons was the first American educator to see a direct relationship between the education of the visual artist and the world of industry. He initiated courses in interior architecture, in costume and stage design, and in advertising art. His views, and the courses he began, anticipated by almost a decade the conceptions underlying one of the most famous developments in design education—Walter Gropius' Bauhaus in Dessau Germany.

Today, Parsons has an enrollment of approximately 650 students, a 115-member faculty and about 10,000 alumni. Its student body comes from thirty-six states and twenty-one foreign countries. Although the majority seek to become professional creative designers—determining future clothing styles, and designing homes, offices, automobiles, books, magazines, toys, packages, and television programs—an increasing number are also entering the fine art and art education fields.

With the foremost Fashion Design Department in the world, Parsons, through its alumni and faculty, has been a major force in the movement that has shifted the international fashion capital from Paris to New York. The Department's sensitivity to the needs of Seventh Avenue has resulted in an ever-increasing number of superbly prepared graduates whose work is the life blood of the garment industry.

The Department's graduates form a veritable who's who of fashion. Tom Brigance, Adri, Norman Norell, Claire McCardell, Jo Copeland, Donald Brooks, Chester Weinberg, Ken Scott and Kasper, all began their careers as Parsons students. Young graduates whose work is already widely recognized include Jane Justin, Deanna Littell, Erika Elias, Willi Smith, Jennifer Story, Dominic Rompollo, Preston Smith, Vicky Tiel and Don Simonelli.

In February of 1970, Parsons affiliated with the New School for Social Research, one of the country's most progressive universities. The affiliation brought resources to Parsons that are unobtainable to most independent schools of art and design, and broadened the liberal arts curriculum within the discipline of the Parsons program so degree candidates can choose from among a great variety of

liberal arts courses those specifically related to their intellectual and professional needs.

Last fall, Parsons opened its doors in two newly renovated buildings at Fifth Avenue and 13th Street. Located in the heart of Greenwich Village, the city's traditional artistic and intellectual center, these specially equipped workshops, photography laboratories, and art studios make the School's facilities unique. Combining its rigorous curricula with an outstanding faculty, Parsons—the nation's oldest professional design school—continues to expand its impressive achievements and reputation even further.

Today's Fashion Show

Parsons School of Design presents a collection of clothes designed and executed in its entirety by students, working under the guidance of leading American designers.

From scores of design sketches (croquis) which each student creates, the best are selected for conversion into three-dimensional forms, then into flat patterns and finally, for execution in fabric, on professional models.

Garments included in today's fashion show represent only a portion of nearly 150 original designs made during the school year. The ones to be shown were selected several weeks ago by a Jury of Selection, composed of people active in the metropolitan fashion industry; designers, writers, editors, fabric and garment manufacturers.

Professional designers who served during the past year as critics for many categories of garment problems will, tonight, present Gold and Silver Thimbles, symbols of design excellence, to the students who created the best design in each category. The honorees were selected by the designer who served as the critic for the garment problem.

Parsons School of Design

Annual Fashion Awards Show

Student Collection

- Lynx tweed & cashmere: Angela Auda
 Crepe & brown velvet: Julia Ayon
 Fox, white wool & cashmere: Rosemary Brantley
G Chamois blouse & grey flannel: Rosemary Brantley
 Chiffon & cashmere gown: Rosemary Brantley
F Ivory satin & camel hair: Quince Buteau
4 Linen jacket & matte jersey gown: Quince Buteau
 Black fox & crimson crepe: Quince Buteau
 Chesterfield coat & white jersey dress: Zack Carr
A Navy wool cape, pleated crepe gown: Zack Carr
 White crepe & tunic gown: Lou Ann Castellano
 Camel hair shirt, gabardine pants: Julio Cesar Cucuta
 Crepe evening suit: Julio Cesar Cucuta
 Jersey caftan, one-piece swim suit: Kennan Davis
 3-piece, jacket, skirt & striped sweater: Kennan Davis
 Linen suit & knitted top: Celeste Alba Fernandez
 Sequin & shirtwaist dress: Celeste Alba Fernandez
 Red crepe gown: Carole Francis
 Man's plaid wrap coat: Stephanie Golombek
3 J Black crepe dinner dress: Stephanie Golombek
 Batik cover-up & bikini: Alice Grennon
2 B Terry cover-up, polka dot bikini: Anne Hall
I Children's Wear: Anne Hall
 Cashmere blouson coat: Patricia Halpern
 Jersey sweater, ivory gabardine dress: James Miller
 Tiered chiffon cape & dress: Elin Cecile Kaplan
D White linen dress: Helen Kistler
 Cashmere tunic & tweed skirt: Helen Kistler
 Cut velvet kimono & crepe dress: Helen Kistler
 Swimsuit & patio skirt: Lyle Lawson
 Man's chamois jacket & flannel pants: Tami Liu
C Angora jumpsuit & jersey swimsuit: Vera Macyshyn
 Brown, pleated tunic gown: Ridgeley Mayer
E Man's raincape & tweed pants: Alastair McRobbie
 Black wool crepe gown: Alastair McRobbie
 Cashmere dinner suit: Yasmine Moses
 Jacket, jumpsuit & blouse: Lorraine J. Neithardt
 Gray wool pleated dress: Carol Peretz
 Melton jacket & check skirt: Michael Peterson
 3-piece red pepper melton suit: Bill Rancitelli
 Gabardine rainsuit, racoon lined: James Regan
 Spider web gown: James Regan
 Leopard print & black pants: Eve Rothstein
 Classic tweed shirt suit: Eve Rothstein
 Knit gown & feather boa: Charles Schwartz
 Hand-printed caftan & swimsuit: Tom Sheme
 2-piece beige raw silk dress: Debi Tunison
 Geometric print dress & jersey jacket: Maria Vangi
 Gabardine coat, wool crepe dress: Maria Vangi
 Crepe jumpsuit, chiffon jacket: Maria Vangi
 Cardigan, blouse & tweed skirt: Ellen Weingarten
 Man's melton jacket & pants: Lindie Wilhelm
 Indian gauze cloth robe & bikini: Stephanie Woods
 Man's suede cape & pants: Ana Kityu Wong
H Plaid coat, skirt & angora vest: John T. Yangphaiboon
1 Reversible coat, jersey dress: John T. Yangphaiboon
 White silk shirtdress: Jane Zemba
 Sable-trimmed jacket & gown: Jane Zemba

American Designer Awards

A Donald Brooks:	Zack Carr
B Jeanne Campbell:	Anne Hall
C Stan Herman:	Vera Macyshyn
D Chuck Howard:	Helen Kistler
E Ralph Lauren:	Alastair McRobbie
F Dominic Rompollo:	Quince Buteau
G Shannon Rodgers:	Rosemary Brantley
H Gustave Tassell:	John T. Yangphaiboon
I Ann Webster:	Anne Hall
J Chester Weinberg:	Stephanie Golombek

J. C. Penney Co. Special Awards

Awards for outstanding creativity are made annually to graduating students under a grant established seven years ago by J. C. Penney Company. The Student-of-the-Year Award is made to the individual who has demonstrated greatest creativity in finished garments and a workbook. Judging was by a committee composed of designers, editors and retailers. The Student-of-the-Year is:

Rosemary Brantley

Other award winners, selected by the same judges for having produced the most original designs in four categories, are:

1 For ensemble:	John T. Yangphaiboon
2 For active sportswear:	Anne Hall
3 For dress:	Stephanie Golombek
4 For evening:	Quince Buteau

Special Awards Committee

Jeanne Eddy, Vice President Bonwit Teller	Nancy White, Fashion Director Bergdorf Goodman
Ruth Sublette, Fashion Director Celanese	Lois Ziegler, Fashion Coordinator J. C. Penney Co.

Jury of Selection

Donald Brooks, Donald Brooks, Inc.
 Jeanne Campbell, Sportwhirl, Inc.
 Jo Copeland
 Bill Cunningham
 Suzanne Curley, Parade Publication
 Edith d'Errecalde, Fashion Director, Cohama Fabrics
 Jeanne Eddy, Vice President, Bonwit Teller
 Lee Ennis, Vice President, Talon, Inc.
 Marjorie Griswold
 Chuck Howard, Chuck Howard for Damian Couture
 Kasper, Joan Leslie, Inc.

(continued)

(continued)

Elsa Klensch, *Vogue*
Ralph Lauren, *Polo Fashions*
Wendy Lehman
Joan Mills, *Fashion Director, American Wool Council*
Gillis McGill, *Mannequin*
Russell Norris
Helene Obolensky, *Helene Obolensky Enterprise, Inc.*
Trudy Owett, *Ladies Home Journal*
Gloria Plaut, *McCalls*
Dominic Rompollo, *Dominic Rompollo*
Mona Roset, *Vivo (Div. of Susan Thomas)*
Adele Simpson, *Adele Simpson, Inc.*
Gladys Solomon
Ruth Sublette, *Fashion Coordinator, Celanese*
Gustave Tassell, *Norman Norell, Inc.*
Ann Webster, *Sunny Side Up, Inc.*
Chester Weinberg, *Chester Weinberg, Ltd.*
Nancy White, *Fashion Director, Bergdorf Goodman*
Lois Ziegler, *Fashion Coordinator, J. C. Penney Co.*

Scholarship Donors

Grateful acknowledgement is made to the following scholarship donors:

American Wool Council
Adam L. Gimbel, given by Anne Klein
Maxey Jarmen, by Genesco
Adolph Klein, endowed
Claire McCardell, endowed
Mitzi Newhouse
Norman Norell, endowed
J. C. Penney Co., grant
Shannon Rodgers
Teal Traina

Contributors of Fabrics

Allied Kid Co.
Ameritex (Div. of Cohn-Hall-Marx)
Donald Brooks, *Donald Brooks, Inc.*
Gianni Cereda Collection (Div. of Texfi Impression)
Concord Fabrics
Dan River, Inc.
Galey & Lord (Div. of Burlington Industries)
General Tire & Rubber Co.
Stan Herman, *Lifestyle 70's Designs, Inc.*
Held Fabrics, Inc.
Hoechst Fibers, Inc.
Ralph Lauren, *Polo Fashions*
M. Lowenstein
Majestic Mills
Meyer Woolen
Frank Rizzo, *Pandora*
Dominic Rompollo for Damian
Scotney Woolens
Jerry Silverman
Townley Mfg. Co.
Trim Knits
Pyramid Knits
Ann Webster, *Sunny Side Up*

Assistance to Students

Amicale Fabrics (*Amicale Industries, Inc.*)
Anglo Fabrics Co., Inc.
Auburn Fabrics, Inc.
Bellaine Fabrics, Inc.
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Brooks Van Horn
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General Belt Corp.
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William Heller, Inc.
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Master Dyeing Co.
Maxine Fabrics Co., Inc.
Moygashel Irish Linen
Victor S. Noerdlinger, Inc.
Onondaga Silk Inc.
Sequins International Corp.
Syntex Mills, Inc.
Weber's Dressmaking Supplies
Wyandotte Sales Corp.

Faculty and Critics

Ann Keagy, *Chairman, Fashion Design*
Donald Brooks, *Designer, Donald Brooks, Inc.*
Jeanne Campbell, *Designer, Sportwhirl, Inc.*
Theresa Chiappetta, *Instructor*
Elena DeSiervi, *Instructor*
Stan Herman, *Designer, Lifestyle 70's Designs, Inc.*
Chuck Howard, *Designer, Chuck Howard for Damian*
Chester Kalm, *Instructor*
Ralph Lauren, *Designer, Polo Fashions*
Maria Laveris, *Instructor*
Roy Little, *Instructor*
Bobi Mina Mora, *Instructor*
Frank Rizzo, *Instructor*
Shannon Rodgers, *Designer, Jerry Silverman, Inc.*
Dominic Rompollo, *Designer, Dominic Rompollo*
Gustave Tassell, *Designer, Norman Norell, Inc.*
Julian Tomchin, *Instructor*
Michael Vollbracht, *Instructor*
Ann Webster, *Designer, Sunny Side Up*
Chester Weinberg, *Designer, Chester Weinberg, Ltd.*

Acknowledgments

David Carter, *Music*
Claire Carter, *Lighting*
David Evins, *Shoes*
Kenneth Jay Lane, *Jewelry*
George Klauber with Carol Schaeffer, *Program*

*Patli -
talk to Sheila
when you have
looked this over.
from*

PARSONS

SCHOOL OF DESIGN

66 FIFTH AVENUE
NEW YORK, NEW YORK 10011
212/741-8900
AFFILIATED WITH
THE NEW SCHOOL

January 22, 1976

March 29

Ms. Sheila Weidenfeld
The White House
Pennsylvania Avenue
Washington, D.C.

Dear Ms. Weidenfeld:

It was a pleasure to talk with you yesterday concerning the forthcoming presentation of the annual Parsons Award to Mrs. Gerald R. Ford.

As you requested, I am enclosing material which will provide background on Parsons School of Design, The Award, and The Dinner. The 1975-76 Parsons Catalog (featuring the pencil dress), the brochure "Parsons School of Design - an introduction," the December 1975 issue of the Parsons newsletter and the reprint of a recent The New York Times story will provide background on the school. Enclosed also are a brief description of the 1976 award to Mrs. Ford, a description of the Parsons Fashion Critics Award Program (a feature of the dinner is a fashion show of student designs and presentation of awards), a selection of past dinner invitations (the red and gold 1972 invitation may be of particular interest), and a listing of Dinner Chairmen and Committee members.

I hope this proves helpful.

Since there are a number of details which need to be discussed - the announcement release, press coverage, special arrangements, etc. - I wonder whether it might not be advantageous to meet with you in Washington sometime next week. Albert Landa, our Vice President for Public Relations and Development, and/or Edwin Cohen, our Director of Development, could accompany me and we could settle a number of open issues at that time. Please let me know if you feel this is desirable.

If there is anything else you need, please call on me. I look forward to hearing from you.

Sincerely yours,

Howard L. Levine

Howard L. Levine
Director of Public Relations
(212) 741-5667

HLL:gm
Enc.

