

The original documents are located in Box 37, folder “Ford, Betty - Fashion - Betty Ford Scarf” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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Feb. 19, 1975

Official White House Photo
by Karl Schumacher

FOR USE THURSDAY, FEB. 20, 1975

A3319-12 (b & w)
A3320-12a (color)

First Lady Betty Ford and fashion designer Frankie Welsh examine the first run of a scarf created by Mrs. Ford for use as an official gift.

The scarf is the first to incorporate a First Lady signature. Mrs. Ford will present it to women attending the White House dinner Thursday night honoring governors and their wives. A print of the scarf on canvas was presented by Mrs. Ford to Mrs. Harold Wilson at the time of the Prime Minister's visit Jan. 30, and a scarf will be sent to her now that it has been printed.

The scarf measures 32" square and is printed on quiana in bright shades of pink, orange, purple and grass green. Designed by Mrs. Ford in conjunction with Alexandria, Va., designer Frankie Welsh, the scarf incorporates a large polka dot pattern in the four colors on a white background. A small cluster of orange and pink petunias accents one corner of the scarf with the Betty Ford signature to one side.

Mrs. Ford worked with Mrs. Welsh in 1968 when the two designed a dress incorporating red, white and blue daisies for the Republican National Convention in Miami.

— # # —



AP Wirephoto

Fashionable ladies

First Lady Betty Ford and fashion designer Frankie Welsh [right] display scarf created by Mrs. Ford for use as an official gift. Mrs. Ford will present the scarf to women attending a White House dinner Thursday night for governors and their wives.

NY Daily News 12/1/73 P. 42

Betty's Mail Is 3-1 Against Rights Stand

Cheerful as always, Betty Ford "expected" her mail to be against her strong stand for the passage of Equal Rights Amendment to the U.S. Constitution. It is meant to end sex discrimination. After luncheon with wives of U.S. Chamber of Commerce directors, Mrs. Ford acknowledged yesterday that the mail was 3 to 1 against. On the other hand, everyone seems to approve the 32-inch pink, orange and green scarf she showed yesterday. It has her signature and will be used as an official White House gift.



Associated Press Wirephotos

Mrs. Ford and designer Frankie Welsh show the scarf.

B-10 Richmond Times-Dispatch, Fri., Mar. 21, 1975

Neck Scarfs Make Hit at Co

By Christine Darg
Times-Dispatch
Fashion Editor

WASHINGTON—Necks scarfs can be status symbols here. Mrs. Gerald R. Ford knows how to tie one on.

scarf, also designed by Frankie Welch. It's an oblong reddish-orange scarf printed with beige peanuts and apples.

"I couldn't think of any symbols more appropriate for Virginia," she said cheerfully.



at Congressional Club Show

file

April 5, 1975

Dear Betty,

Enclosed is one each of the new scarf fabric. So thrilled about it because the color looks so great on both sides and it's lighter in weight. But, the really great thing that I think will please you so much is the price.

I can offer you the new low price of:

\$ 2.50 - small } when bought
7.50 - large } as a pair

For the efficiency of our packing staff, we would appreciate your ordering the scarves in lots of dozens. We do have them available now and can fill your order immediately.

~~Since I still have quite a number of~~
Qiana scarves on hand and had to order more to get this price, I would like to follow through on our conversation that wonderful day that we enjoyed luncheon in your quarters.

I was so pleased you suggested I might sell your scarf across the nation. Now I have a possibility to have a way to distribute this nationally, enabling me to give you a percentage of sales that you, in turn, may give to your favorite charity, or whatever pleases you.

Need your written approval for this project. Enclosed is a note for you to sign and return.

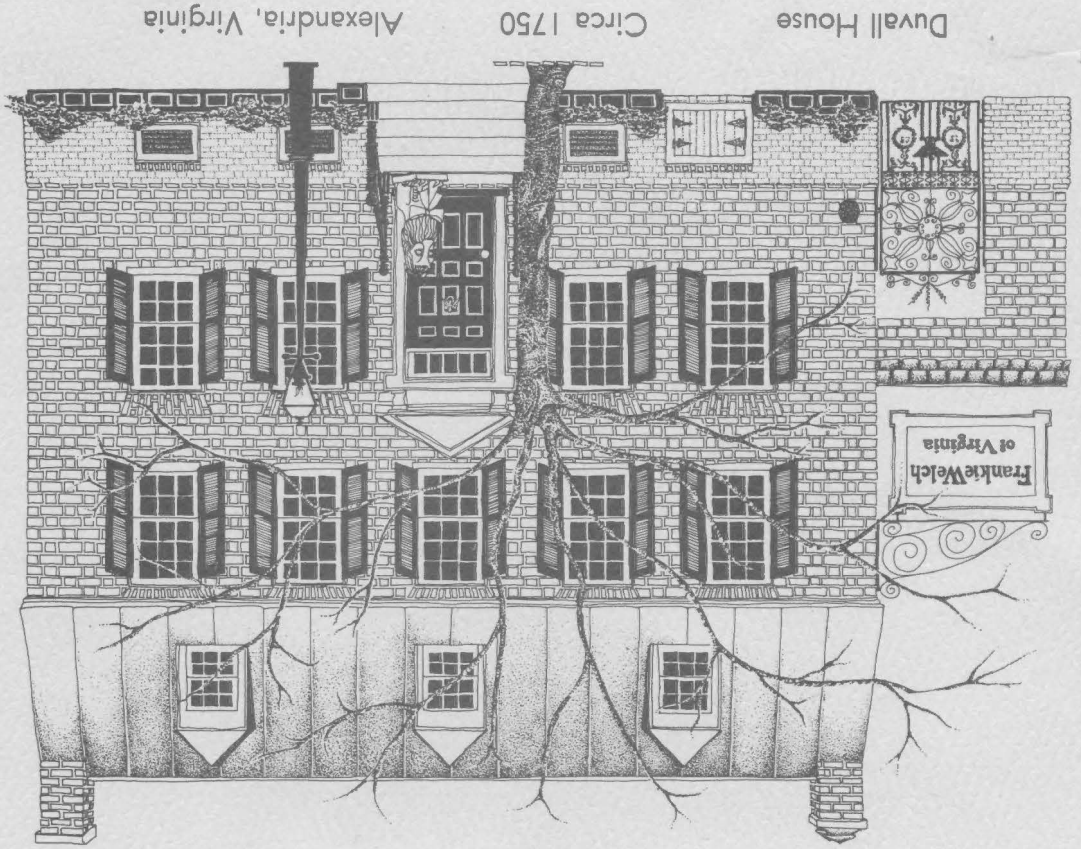
if you like

Fondly,

Frankie



*These are really cost prices
based on future volume
prices (hopefully). 7.00.*



Duvall House — Circa 1750

Frankie Welch of Virginia — Circa Now

Historic Duvall House is located in the heart of Old Town Alexandria, just across from Market Square, midway between Gadsby's Tavern and Carlyle House at 305 Cameron Street.

This stately town mansion of William and Nancy Duvall was in use as a tavern when the City of Alexandria entertained George Washington here in 1783. Ten years later, in 1793, the handsome brick building was sold to the Bank of Alexandria.

What was the first chartered bank in Virginia is now a charmingly restored town house where Yesterday meets Today. Duvall House is still a setting for history — the fashion history being made by Frankie Welch of Virginia. Here in the same historic rooms where George Washington conducted his banking business, you may select tomorrow's fashions, accessories and imaginative gifts. Original Frankie Welch designs in scarves and ladies' fashions as well as designer clothing are all available in the studio boutique of Duvall House.

April 14, 1975

Dear Frankie,

I would like for you to sell the Betty Ford scarf in your shop and distribute wholesale across the nation.

I understand you will, in return, give me 5% of the wholesale sales for my designated charity.

Betty Ford

FW: jas

Betty, this is the form I spoke of yesterday that I'm sure you'll want to check out. Please reword if you like - It's in great haste - Fondly Frankie -

Frankie Welch
Selected Clothes and Accessories
305 Cameron Street
Alexandria, Virginia 22314
548-9809

July 7, 1975

Dear Betty,

Thank you so much for calling last week, it is always so inspirational to chat with you.

The fabric is here to duplicate your green chiffon drss. It is ready to cut, identical to the dress that you already have. (Samples enclosed). Mrs. Marshall will have the dress completed in a week, my staff will call your office when it may be picked up.

Loved your beautiful color photo on the cover of People magazine, also, so pleased with the lovely photo of you wearing the green dress inside that issue.

We have many new Fall things in your size 6, and of special interest to you, two marvelous new Ciao wool knit dresses. This year they are very special and different and should be perfect for your trip to Europe.

As soon as the "China Pattern" art work arrives here from your office, I will put it into work under the same arrangement as the Betty Ford signature scarf - 5% of sales to the White House Historical Association in the name of Betty Ford.

Enclosing one of your Betty Ford signature scarfs, also a Bicentennial scarf for Mr. Hoffman. Thought he would be pleased, I was very impressed with his sincerety and sweetness.

Fondly,

Frankie

Frankie Welch

Mrs. Ford
The White House

FW: jas



MRS. FORD
THE WHITE HOUSE

Frankie Welch
Selected Clothes and Accessories
305 Cameron Street
Alexandria, Virginia 22314

THE WHITE HOUSE

WASHINGTON

July 10, 1975


Dear Ms. Welch:

Thank you for meeting with me and then furnishing me with a copy of an agreement you had with the Bicentennial Council of the Thirteen Original States.

I suggest that the arrangement you contemplate for benefiting the White House Historical Association in honor of Mrs. Ford can be accomplished by your providing the Association with a letter substantially in the form of the draft enclosed. You may want to visit with Mr. Hillary Tolson before actually delivering a letter on your stationery signed by you. I think it would be more appropriate for you to deal directly with him than for me to intercede at this point.

I did find the Rube Goldberg scarf you sent most fascinating, and I am now returning it to you.

Sincerely,



Philip W. Buchen
Counsel to the President

Ms. Frankie Welch
Frankie Welch of Virginia
305 Cameron Street
Alexandria, Virginia 22314

Enclosure

bcc: Mrs. Betty Ford ✓
Mr. Clem Conger

Gentlemen:

Enclosed is sample of a scarf designed by me which features a facsimile of Betty Ford's signature. The idea for this scarf came after I had designed and produced several special scarves which Mrs. Ford used as gifts for distinguished visitors from other countries.

The type of scarf I have enclosed is soon to be marketed by my firm, Frankie Welch of Virginia, Inc. It will be sold for distribution in retail stores and military exchanges. Customers will be interested in buying this scarf not only because of its attractive and colorful design but because it carries a facsimile of Mrs. Ford's signature. Therefore, my firm would like to pledge to the White House Historical Association, as a donation from the firm, an amount equal to __% of the gross sales of these particular scarves. This pledge is being made in honor of our First Lady and in the interests of supporting the excellent work of your Association to enhance the historic and artistic value of the White House for the benefit of the American people.

It is my understanding that your acceptance of this pledge in no way constitutes an endorsement on your part of the product of my firm, just as my use of the facsimile signature constitutes no endorsement by Mrs. Ford; and I will not use either Mrs. Ford's name or the name of your Association in promoting sales of the scarves. I do propose to enclose with each scarf sold a description of the different ways in which the scarf can be used, similar to the enclosed example, and on the printed page I would include a further statement substantially as follows:

"The manufacturer of this scarf is contributing a percentage of its sales of this item to the White House Historical Association in honor of the First Lady of the United States -- Betty Ford."

I trust that this proposal will be acceptable to you.

Sincerely yours,

White House Historical Association
726 Jackson Place, N. W.
Washington, D. C. 20506

Attn: Mr. Hillary Tolson
Director

Enclosures

Frankie Welch of Virginia

305 CAMERON STREET • ALEXANDRIA, VIRGINIA 22314

June 20, 1975

Mr. Philip Buchen
Counsel to the President
The White House
Washington, D. C. 20500

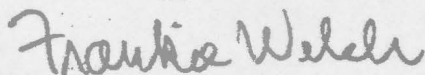
Dear Mr. Buchen:

Enjoyed meeting you and looking forward to working with you on the First Lady's scarf that I designed.

Enclosed is a copy of my agreement with the Bicentennial Council of the Thirteen Original States which you requested. If you have any further questions on this matter please call me. I am anxious to get our joint venture started.

Found this Rube Goldberg scarf and thought you might enjoy having it, isn't it clever.

Sincerely,



Frankie Welch

FW:jas

Encl.





The Bicentennial Council
of the Thirteen Original States
Suite 1976, 400 Colony Square
Atlanta, Georgia 30361
(404) 892-7028

January 17, 1975

Ms. Frankie Welch
305 Cameron Street
Alexandria
Virginia 22314

For reply:
Darby Perry
245 Graybar Building
420 Lexington Avenue
New York, N.Y. 10017

Dear Ms. Welch:

Perhaps this can serve as a simple agreement that authorizes you to manufacture and sell scarves, napa-chiefs and other related pieces in the copyright Frankie Welch design which I am labeling "GW - Bicentennial."

Your signature to the copy of this letter and its return to me will indicate your agreement to the terms contained here.

Your use of portions of the seal of The Bicentennial Council of the Thirteen Original States in your own copyright design is no claim on the Council's own registered and copyrighted material.

Your authorization from The Council is for scarves, napa-chiefs, and other related pieces in fabric employing your particular design and does not limit the right of The Council to authorize in other quarters scarves and other textiles with designs that utilize its seal in other ways.

You will pay The Council a royalty of 5% of your gross sales of these authorized items, such royalties to be figured twice a year (June 30 and December 31) and reasonably documented. This agreement is subject to annual renewal. I hope this is all satisfactory.

Cordially,

Darby Perry

Darby Perry
Licensing Representative

Accepted

Frankie Welch

for Frankie Welch of Virginia

Date

January 24, 1975



THE WHITE HOUSE
WASHINGTON

August 25, 1975

Frankie Welch called. Your green gown is ready and she will probably send it over Friday with some other items. Frankie also wants you to know that she is thinking of you. You have the support of her and her entire staff. They are with you.

She is also sending over a report on the BF scarves. They will be sold national across the Nation. 'She is going with a firm with 10,000 salesman. A letter is coming with the whole report. She is going to run a full page color add of the scarf and the Frankie dress. She would like your approval on this??

Margaret Hughes-



Frankie Welch of America

305 CAMERON STREET • ALEXANDRIA, VIRGINIA 22314

Dear Betty,

I'm so glad you're back in town. Have been so with you during all "the controversy." I remember your saying before you left for Europe that the program may shock some - It did ~~and~~ ^{your} honesty and sincerity will win -

Have great things to report on "the scarf." It's in production now and I'm running full page color ads in a mail out that goes to 70,000 salesmen across the country - They sell to banks, plants, stores, companies and

anyone that needs fine merchandise - My Genie and I are going to Philadelphia tomorrow for her to be photographed in the scarf and the "Frankie's ^{scarf} dress" of the same fabric. The dress sells for 80⁰⁰ and although at this price not as many will sell (as the scarves) but it could give more impact to ^{the} project and maybe really take off the name of the company I'm employing to sell the scarf and "Scarf dress" is called A.S.I. (Advertising Speciality Institute.) I have a catalogue I'd like to

3
Frankie Welch of America

305 CAMERON STREET • ALEXANDRIA, VIRGINIA 22314

Show you where your scarf and my bicentennial scarves will be featured - I'd love for you to come over for lunch in my home if you could possibly slip away and I'll show you ads etc!

They (at A.S.I.) would love to use the picture of you and me on the ad page if you so approve (The one Sheila released to all the newspapers etc.) It would naturally help the sales, but what do you think? Enclosed is a page from the book the salesmen will have. I would never release without your approval as you know. Call me (or have Sheila or someone) if you can
(over)

I know how busy you are - but
always cherish any communication
with you -

you are looking so great - I
loved the picture from Aspen
in the ^{traveller} scarf dress - I would
love a picture of that if Sheila
and you ~~would~~ could easily
send me - ~~Do you~~ That is
for my personal use only -
however if the dress really takes
off & sells with the scarf - it
could be fun for the White House
Historical Association "money fund"

Call me when you get a chance.
Fondly,

P.S. The green
"duplicate" is ready - I
will call to have it
picked up -

Frankie

7.6

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: *photos of BF with Frankie Welch (designer) holding a scarf
FW designed for BF to use as official gift.*

4 8"x10" color WM photo ISFE 75A3320-08A

6 " " " " " ISFE 75A3320-12A

8 " x " BW " " ISFE 75A3319-12

The item was transferred from: *Weidenfeld Box 37 Fashion - BF scarf*

Initials/Date *let 5/19/86*

GERALD R. FORD LIBRARY

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

<input type="checkbox"/>	Audiovisual Unit
<input checked="" type="checkbox"/>	Book Collection
<input checked="" type="checkbox"/>	Ford Museum in Grand Rapids

Item: *mock up of scarf designed by Frankie Welch for
BF to use as official gift 11" square cotton*

The item was transferred from: *Weidenfeld Box 37
Betty Ford Fashion, Betty Ford Scarf*

Initials/Date *Ut 5/86*

Scarf
(Mrs. F's file)

October 31, 1975

TO: Philip Buchen

FROM: Sheila Rabb Weidenfeld

This is a sample of the publicity the Frankie Welch scarf received last February. As you can see, the scarf was described as an "official gift."



White to
Kansas THE W
7/25/70



AP Photo

Scarf Created by First Lady as Gift

First Lady Betty Ford and fashion designer Frankie Welsh display the first run of a scarf created by Mrs. Ford for use as an official gift. The scarf is the first to incorporate the First Lady signature. Mrs. Ford presented the scarf to women attending the White House dinner honoring governors and their wives. The scarf measures 32-inches square and is

printed on quiana in bright shades of pink, orange and grass green and incorporates a large polka dot pattern in the four colors on a white background. A small cluster of orange and pink petunias accents one corner of the scarf with the Betty Ford signature to one side.

News-makers-----

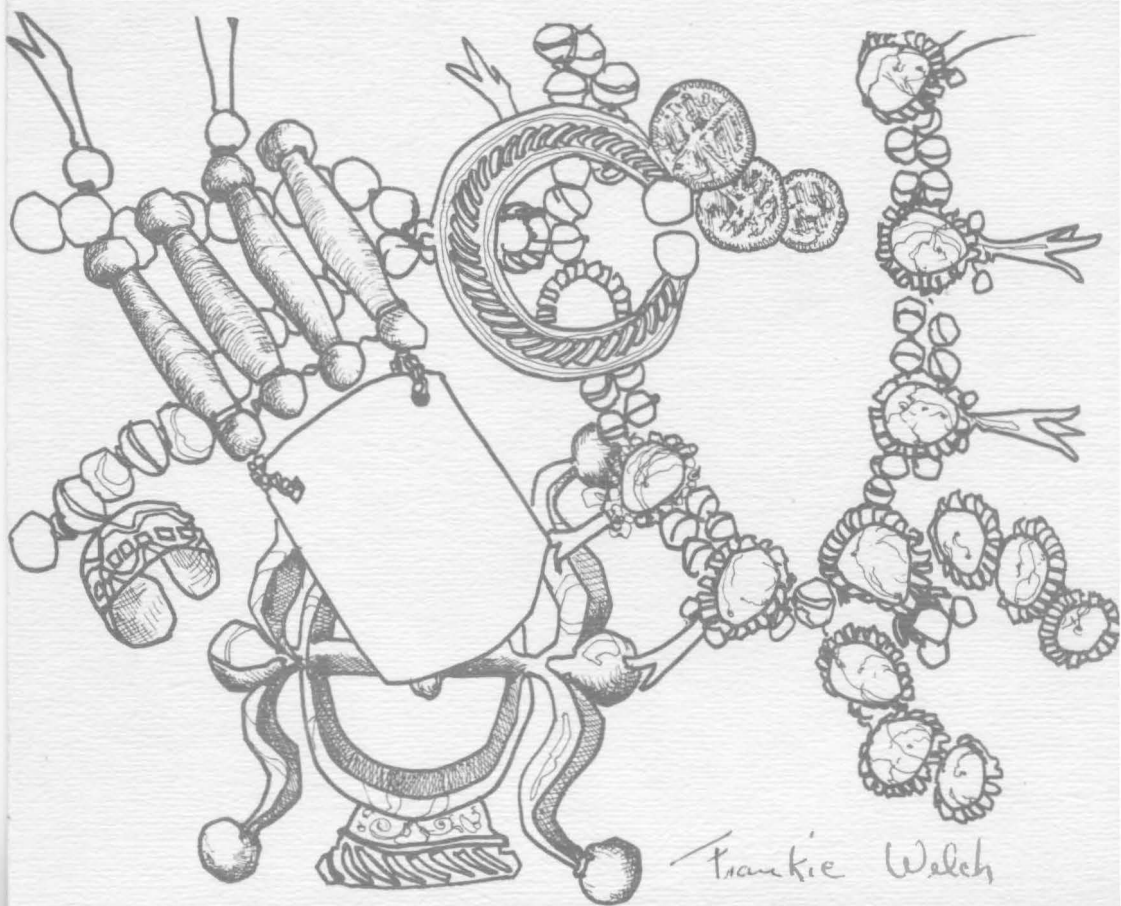
LA Times

A Rockefeller Cries 'Revolution!'

—Next year's 200th birthday of the United States should not just be a party but a re-dedication of the nation

—For the 26th time, Bob Hope got an honorary diploma from an institution of higher learning, and the comedian hasn't heard about it.

—By Jennings Parrott



Dear Betty

I'm still so sentimental
about the day you helped
unveil my first scarf -
This Cherokee alphabet -

I hope you will enjoy
wearing or giving these
in memory. Fondly,

Frankie Welch



Other info on scarf:

The people in Frankie's shop are hand lettering the number 1A on each of the scarves near the Betty Ford sig -- this means everyone who gets one of the 32" square quiana scarves has a 'first issue.'

~~She~~ Mrs. Ford asked for 70 to be made in the first issue -- Frankie ordered 90 -- the 'leftovers' to go the State Dept for official gifts

She also ordered 15 to be made in Qiana in 8X32" size -- no specified purpose

BF thinking about 'going public' with them

Cost: \$22.50 for large \$15 for small

NOT release

three petunias and a petunia bud

started about 3 months ago

Mrs. Johnson did a scarf for the beautification, Mrs. Nixon for the Inaugural -- but none before with First Lady Sig

scarf reflects her as a person

all primary colors that she wears

designed, printed and hemmed in Alexandria

RNC pay





Official Bicentennial Fashion Designs...

Originals by *Frankie Welch*

In the tree shaded, cobblestoned area of Old Town Alexandria, Virginia is Duvall House, home of one of the most gracious and fashionable of America's boutiques and a mecca where fashion history is being made today.

Here Frankie Welch created her own custom designed Bicentennial fashions: scarves, dresses, tea towel/serving towel and unique combination handkerchief/napkin distinctively designated the "Napachief."

Her latest designs honoring our Nation's 200th Birthday, the Bicentennial Original 13 Colonies fashion ensemble, official ARBA scarf and Presidential scarf series are destined to become a colorful symbol and collectors' item to patriotic Americans everywhere.



#BIC/FD-200

#200-ARBA



#200-B

#200-BI/C/N

#200-BI/C



Officially Recognized Commemorative of the
American Revolution Bicentennial Administration
License No. 76-19-0573. Authorized Under Public
Law 92-175.

Frankie Welch • 305 Cameron St. • Alexandria, VA 22314

A PERSONAL INVITATION FROM FRANKIE WELCH . . .

Do come visit us in historic Duval House, Alexandria Virginia, home, in colonial times of an old prominent financial institution where our first president, George Washington, did much of his banking.

Today, you'll find Duval House an exciting fashion arena complete with a fine selection of smart clothes for the discriminating woman. See our new fall and winter fashions . . . dresses, coats, suits, sportswear, handbags and shoes. I know you will be pleased. So, do come, won't you?

Frankie Welch

SHIPPING WEIGHT: BIC/FD-200 and 205-BPS, approx. 1 lb. per piece. Others: approx. 1.6 lbs. per carton of 12; approx. 2 lbs. per carton of 24; approx. 4.2 lbs. per carton of 48

CLASSIFICATION: 2R

F.O.B. POINT: Warehouse in Maryland

NORMAL PACKAGING: Dress, in individual package; Napachief, 4 per box; others, packaged individually, 12, 24 or 48 per carton. Each scarf comes complete with proper directions for "How To Tie".

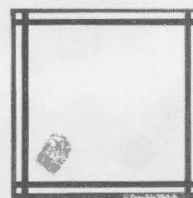
Price Information

	Any Quan.
No. 7568-200-B (Tea Towel/Serving Towel of the 13 Original States, red/white/blue, 100% linen, 17" x 28")	3.00
No. 7568-200-ARBA (official ARBA Scarf, red and white, Celanese Arnel/Fortrel Blend®, 8" x 34")	7.00
No. 7568-200-BI/C (Bicentennial Scarf of the 13 Original States, red/white/blue or beige/coral, DuPont Qiana®, 8" x 34")	7.00
No. 7568-200-BI/C/N (Napachief cocktail napkin or handkerchief with 13 Original States, red/white/blue Supima cotton - set of 4)	7.00
No. 7568-200-BPS (George Washington Presidential Scarf)	7.00
No. 7568-201-BPS (John Adams Presidential Scarf)	7.00
No. 7568-202-BPS (Abraham Lincoln Presidential Scarf)	7.00
No. 7568-203-BPS (Theodore Roosevelt Presidential Scarf)	7.00
No. 7568-204-BPS (Lyndon Johnson Presidential Scarf)	7.00
No. 7568-205-BPS (Complete Set of all 5 Official ARBA Presidential Scarves - ALL 8" x 34")	35.00
No. 7568-BIC/FD-200 (Bicentennial "Frankie" Dress, red/white/blue or beige/coral, DuPont Qiana®, one size fits all - 6-16)	80.00

THE OFFICIAL ARBA BICENTENNIAL PRESIDENTIAL SCARF SERIES . . .

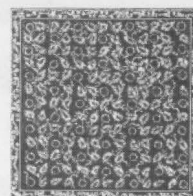
Original designs by Frankie Welch

Introducing the most unique official ARBA bicentennial commemorative gifts you can give this year . . . authentic, researched scarf designs recreated by Frankie Welch of Virginia and worn by five of America's presidents. Available individually or in a complete set of five.



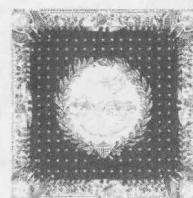
THE SCARF OF PRESIDENT GEORGE WASHINGTON

A recreation of the original scarf General Washington used as a commemorative for his 1789 inauguration. Reproduced in red & blue on a pure white background.



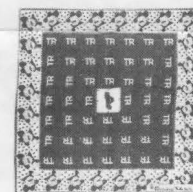
THE SCARF OF PRESIDENT JOHN ADAMS

The original scarf printed in blue and white in 1825 was the inspiration for this presidential scarf design. It is a floral pattern with medallions bearing the words "His excellency John Quincy Adams."



THE SCARF OF PRESIDENT ABRAHAM LINCOLN

Adopted from President Lincoln's scarf made for his 1864 political campaign. The original design featured President Lincoln's head in the center. Here Frankie Welch has designed the split rail fence, centered, to represent President Lincoln.



THE SCARF OF PRESIDENT THEODORE ROOSEVELT

A reproduction from the scarf used in 1912 by The Progressive Party in the campaign of Theodore Roosevelt. Re-designed by Frankie Welch to complement today's fashion trends.



THE SCARF OF PRESIDENT LYNDON JOHNSON

This scarf was designed in 1968 and used by President and Mrs. Johnson as a commemorative gift. It was first given to all Governors' wives at a Luncheon/Fashion Show, the first ever held at the White House.



THE WHITE HOUSE
WASHINGTON

3 mos ago

have worked on things before
w/ bf (daisy print)

petunias (bottom left hand corner)
she loves flowers - loves
petunias

1st scarf w/ 1st lady's signat
(LBJ- beaut
'68

polka dots - flowers -
scarf reflects her as person



contact: jacqui.
Davison

347 3000
x 341

THE WHITE HOUSE
WASHINGTON

League of Hans
10 am news
mayflower
12:30 march

of has invited
barbara walters

~~may~~ 1st formal
announced

25th - ~~may~~

26th - 11 am news conf

Marlen's paper - story



THE WHITE HOUSE
WASHINGTON

Called mon to thank
he asked her to dinner
can't - stop by if in town
called late



THE WHITE HOUSE
WASHINGTON

4 of her favor

bright

orange pink green
+ purple

all primary colors that
she wears

Nearly ev has those colors
in their wardrobe

how many were printed?

series?

32" square
for large

- giana - ?

designed printed + hemmed
in Alex



Mrs Chm

THE WHITE HOUSE
WASHINGTON

each of your wives scarves
are #1A

being sent



① Can they be bought

THE WHITE HOUSE
WASHINGTON

collector's
item,

① Started about 3
months ago ~~when~~
thru State Dept.
Had thought about it -
Patrick Daley

② Loves flowers



"Discover America
program."

[Did 1st one for Mrs.
Johnson - Did fabric
with Mrs. Ford for Republican
convention - red white &
blue daisies -

THE WHITE HOUSE

WASHINGTON

Mrs. Nixon - for '68 inaugural ball.
Richard Nixon's - 113 of his ones

Hubert Humphrey called &
design dress for 1st
scarf.

Scarf she can give,
she



\$12 as framing. Had
one framed for Mrs.
Kissinger for Xmas

THE WHITE HOUSE
WASHINGTON

political
scarves
& business
scarves

1st - scarf to have a
President's wife
Signature



Mrs. Ford - her scarf
lilies polka dots,
lily flowers
reflecting a person, not
a theme -
loves the art. Framed as a
work of art.

THE WHITE HOUSE
WASHINGTON

By Sat. other one -

* Strike off on cotton
in line for Wilson.

* Did in her 4 favorite

bright orange, ^{bright} pink
bright green, ^{bright} purple

primary colors that she
wears - Frankie melted
them to her favorite
colors. Nearly
everyone has those
~~favorite~~ colors in their



THE WHITE HOUSE
WASHINGTON

Wardrobe -

Has complete file
on Mr. Ford - has



THE WHITE HOUSE
WASHINGTON

Idea really came
from Mrs. Ford -
what flower stood for.
Such a natural su/
having done

Coming over Saturday for
photograph.

Allow to unveil it -
~~Unveil~~



Dimensions

THE WHITE HOUSE
WASHINGTON

\$22.00 / \$18.00
15. 14 \$18
~~15.00~~
~~15.00~~

Screens.

~~materials~~

Fabric - 1st → guiana-silk like

Dimensions

Designed,
printed &

hemmed in
Alexandrie

2nd →

Dimensions → 32" square for large one



THE WHITE HOUSE
WASHINGTON

Each of governor's
wives, Scarfs will
be no. 4 A.



Commenting then -

A replica of the scarf
created by Mrs Ford

Inspired by Mrs. F.

BF scarf - shown
publicly for the 1st
time which was
Frankie has inspired by
BF

inspired

Sold in scarf

Scarf

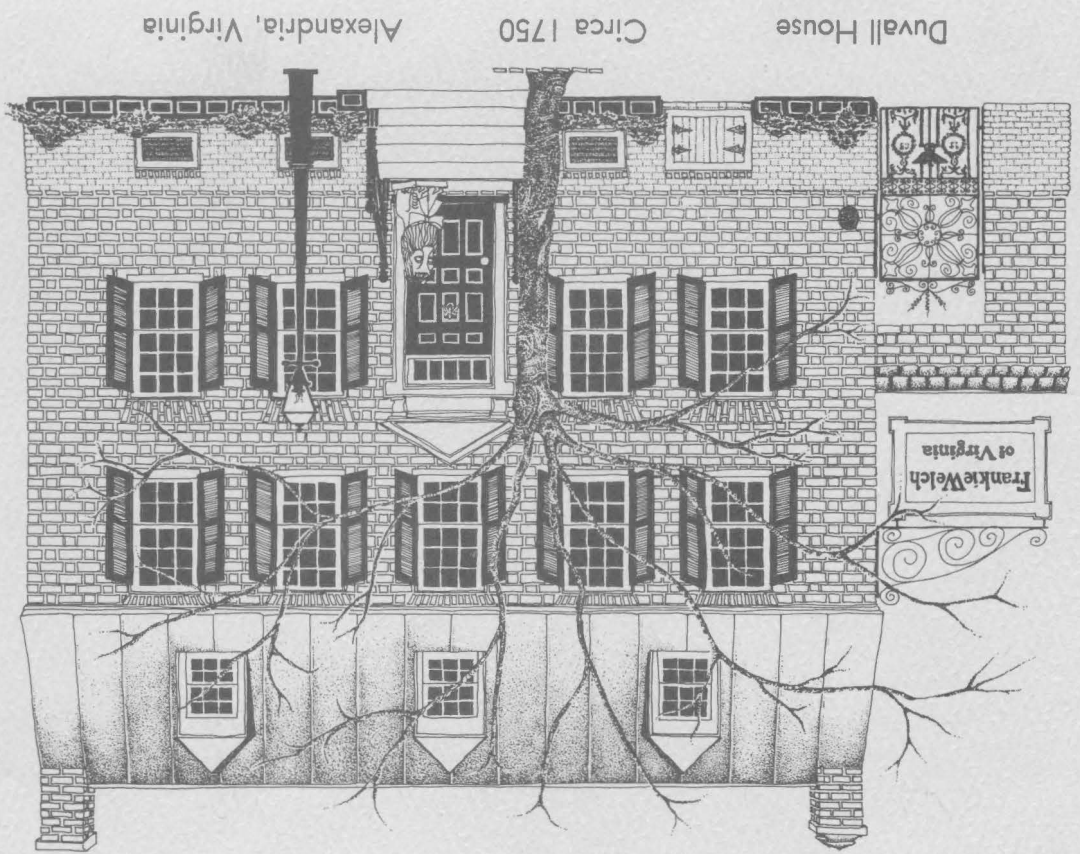


~~1960~~

which has inspired
me to design a
BF Scarf

big scarf





Alexandria, Virginia

Circa 1750

Duvall House

Duvall House — Circa 1750

Frankie Welch of Virginia — Circa Now

Historic Duvall House is located in the heart of Old Town Alexandria, just across from Market Square, midway between Gadsby's Tavern and Carlyle House at 305 Cameron Street.

This stately town mansion of William and Nancy Duvall was in use as a tavern when the City of Alexandria entertained George Washington here in 1783. Ten years later, in 1793, the handsome brick building was sold to the Bank of Alexandria.

What was the first chartered bank in Virginia is now a charmingly restored town house where Yesterday meets Today. Duvall House is still a setting for history — the fashion history being made by Frankie Welch of Virginia. Here in the same historic rooms where George Washington conducted his banking business, you may select tomorrow's fashions, accessories and imaginative gifts. Original Frankie Welch designs in scarves and ladies' fashions as well as designer clothing are all available in the studio boutique of Duvall House.

by Caroline Reutter for Frankie Welch

Dear Betty,

Thinking of you and organizing things for the grand unveiling of your scarf in Michigan. Call me when you get a chance.

Fondly,

Frankie

P.S. Is there anything that needs to be altered on the green "Smithsonian" Dress?



Mrs. Ford