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~~the~~ expensive  
but high fashion  
Fabrics -

wash 'n wear &  
easy for packing -  
Tenseys & the like -

evening dresses -  
romantic air about them  
↑ (Pack

easy  
"a very feminine look -  
young look - They're  
pretty.

Wear clothes year round



THE WHITE HOUSE  
WASHINGTON

Janell Sandstedt from Glen of Michigan called. Her number is 616-723-3531.

First of all she needs to know if the green jacket, size 6, fit everywhere except that it was high waisted. They do not have a size 8 but there is still only a 1/4 inch difference in the waist line. Therefore, they wish to make a jacket for Mrs. Ford but need the following measurements.

Inches from the bone at the back of the neck down to the natural waistline.

Inches from the front shoulder seam down to the natural waistline.





Susan Ford  
CommentsJohn Ford  
CommentsFIRST FAMILY

Susan on NBC said WH is "huge," and noted she's used to sharing bath. Having whole floor to herself -- "it's wierd," she said. Susan said her friends can't wait to come and see WH, but she added she'll like going to see them, too. She noted she'll be returning to Va. neighborhood for babysitting, and, asked what she charges, she said 75¢-\$1.00/hour. No, she said she won't raise her rates, to which reporter good-naturedly noted friends will get not only babysitter but USSS protection as well. Susan said she's "very reluctant" to leave, adding it's been "my home since I was born." She said father's rise to Presidency has "not at all" affected either him or her mother. John (on film) said he very much agreed w/ way GF handled himself as VP thruout W'gate, and responded w/note of torn loyalties GF had between himself and to Pres. He doesn't think GF was too loyal to RN -- "people would have been very disappointed," said Jack, if he'd not given his loyalty to RN.

ABC's Sherwood w/ Susan: She said she's "pretty brave" and thinks WH will be exciting w/ "lots to do." Re: steady date, Susan noted they'd known each other long time and dated 5 mo's, but there's no WH wedding in future. Re: GF's speech, Susan said she hadn't talked w/ GF about it, but speech showed where he's looking.

Over film of Jack playing tennis, NBC called him "Forest Ranger playing tennis" who'll return to work w/ USSS to remind him he's son of US Pres. Asked how he feels about his father being Pres, Jack noted how Presidents look 10 years older than actual age, thus he's very hesitant to be too excited, given emotional drain. As a citizen, tho, he's "very pleased," excited and hopeful w/ his dad as Pres. Reporter said he believes WH is better place to visit than live and, as to his evaluation of last 2 years of W'gate, "he sounded very much like his father." Jack (on film) said he thinks it might be very good and helpful for nation to reassess "who we are and where we're headed."

WWD's Stroud in Trib on BF's news conf. noted her press sec'y calls BF "petunia" and Stroud added BF's "just plain Betty to press corps." In response to what BF would be like as 1st lady, Stroud reports "members of Mich. delegation call her 'keenly intelligent...informed'." Susan says her mother has "a mind of her own" and an old friend commented "I like her modesty, fact that none of this has changed her one bit. She's plain as an old shoe, but sharp as a tack." BF noted social evenings will "not be black tie, but there'll be lots of dancing" and indicated her major interest is performing arts. Stroud described BF as "candid, sometimes to her own

BF-profile

detriment." When she said in '73 she approved of abortion, particularly for 'some high school girls who are forced to marry, hate mail poured in. But her '74 attitude hasn't changed. "Maybe I shouldn't have said it, but I couldn't lie. That's the way I feel," said BF.

Boston Herald American said "BF's putting fashion back into WH. Not since Mrs. JFK will 1st Lady have such fashion clout. It's shot in the arm 7th Ave. has been waiting for." BF is former Power's model and fashion coordinator who studied as Martha Graham dancer, and has "figure for clothes." She supports 7th Ave, rather than Paris. Alexandria fashion designer says BF owns all designer clothes, but doesn't look at labels -- knows what looks right. Designer Jim Baldwin was pleased BF chose his design to wear Fri. nite. "May have been bad day for RN but good day for me," said Baldwin. Designer Kasper is another favorite -- Susan wore one at ceremony. BF gracefully stepped from 2nd Lady to 1st and US designers "couldn't be happier than if they had selected her themselves," said Herald American writer.

Brinkley commented that following GF's address on Hill, it was 1st time in memory US Pres. appeared outside before big crowd in which there wasn't one person waving sign complaining about anything of any kind. It may not last long, said Brinkley, but it'd be nice if it did. Lesson of recent history suggests that for Pres. to get this kind of treatment he needs to play it straight, stay out of wars, and be honest w/ public. It's hard to see in GF, or his "extremely likeable family," any taste at all for "the imperial majesty of Pres'l grandeur," said Brinkley.

CBS from Grand Rapids reported house at 649 Union Avenue was once just vacant, rundown home in black area available at \$5000. But it can't be touched now at any price, since it was once GF's home. VA pulled it off market, said Pappas, when it realized it's potentially "historical gem." VA ordered it "sharpened up," mending screens, cleaning area, etc. On film, realtor John Bierce said he'd instructed switchboard to tell callers place not for sale any more, but he said they "don't believe" it. Neighbor Sylvia English thinks idea of famous house nearby is "fun...nice for the neighborhood" and hopes it'll become a GF museum.

*bf  
fashion*



# Mrs. Ford knows what she likes in fashion

By Elaine Tait  
Knight Newspapers

WASHINGTON — Gerald Ford is a very sentimental person who often buys his wife's dresses and pantsuits.

wearing her skirts hemmed just below the knee. The store owner hopes to persuade her to try some of the longer skirts designers are showing for fall.

She likes strong colors.

Mrs. Welch was in New

S.F. Examiner  
8/9/74

From: Eleanor Lambert  
32 East 57 Street  
New York, N. Y. 10022

FOR RELEASE: ON OR AFTER FRIDAY,  
FEBRUARY 28, 1975

President Valery Giscard d'Estaing of France, England's Prince of Wales, and Telly Savalas, TV's "Kojak," met today on the International Best Dressed list.

The French President made his second appearance on the list of men designated as symbols of modern masculine taste in dress. Savalas and Prince Charles are newcomers to the list which combines a worldwide poll of fashion experts and prominent people in all fields with the findings of a committee of American men's fashion editors.

The list of best-dressed men of 1974, issued by Eleanor Lambert, coordinator of the annual polls since they began for women only in 1940 (enlarging to include men in 1966) adds six men to the Best Dressed Hall of Fame, the permanent style status accorded to men who have appeared frequently on the annual list.

These are:

Hardy Amies, British fashion designer

Billy Baldwin, New York writer and decorating authority

Max Evans, fashion editor, Esquire

Kenneth Jay Lane, New York and London, jewelry designer

Chip Tolbert, Fashion Director, Men's Fashion Association  
of America

Van Day Truex, France and New York, stylist for Tiffany  
and Company

The new Best Dressed list of twelve men chosen for their



"personal yet inspirational way of dressing for modern life, both business and leisure," in 1974 names:

President Valery Giscard d'Estaing of France

Prince Charles of Great Britain, Prince of Wales

Guy Burgos, Chilean-born international socialite,  
now in New York

Angelo Donghia, New York interior and textile designer

Frank Gifford, American sports commentator

J. J. Hooker, Nashville Tennessee businessman

Johnny Miller, American golf champion

Thomas Schippers, American symphony conductor

Telly Savalas, actor and television star of "Kojak"

Senator John Tunney of California

Yves Vidal, Paris and Tangiers, French businessman

Fred Williamson, film actor-producer

Twelve men associated with the fashion industry were given separate top 1974 best-dressed rating in the poll. Listed alphabetically, they are:

Giorgio Armani, Milan, multi-faceted menswear designer

Robert Bryan, Fashion Editor, Menswear Magazine

Aldo Cipullo, New York jewelry designer

James Galanos, California-based fashion designer

Uva Harden, German-born fashion model, now going into the movie

Jose Maldonado, Puerto-Rican-born writer on men's fashion

Nando Miglio, Milan, fashion editor for Vogue

Ottavio Missoni, Milan, knitwear designer

Anthony Thomas Nutter, London fashion designer

Yves Saint Laurent, Paris designer

Robert Sakowitz, Houston store executive

Joel Schumacher, Hollywood film designer



From: Eleanor Lambert, Inc.  
32 East 57 Street  
New York, N.Y. 10022

MU 8-2130

For Release: On or After Friday,  
February 28, 1975

Betty Ford and Nancy Kissinger retrieved Washington's position as a fashion-minded world capital today when both made this year's international list of Best-Dressed Women.

The list, combining a world-wide poll of fashion designers, fashion editors and prominent people in all fields, with the decision of a committee of leading American fashion editors, has not mentioned any high-level American government personalities for the past three years.

This year the committee added a special innovation "in celebration of thirty-five years of the annual Best-Dressed Lists." Instead of elevating more women to the Best-Dressed Hall of Fame, they named one woman, Mrs. William Paley of New York as "the Super Dresser of Our Time."

"Mrs. Paley at all times through the years, has invariably worn contemporary, appropriate, becoming and flawlessly tasteful clothes," their statement said.

Mrs. Paley having had permanent status in the Best-Dressed Hall of Fame for a number of years, has been on the annual best dressed lists from their beginning in 1940. She was first cited for her fashion sense when she was Barbara Cushing Mortimer, and working as a fashion editor.

The new international Best-Dressed list issued by Eleanor Lambert, its coordinator, names in alphabetical order twelve women who in 1974 represented "outstanding current taste and personal style without extravagance or ostentation:" //

Mrs. William F. Buckley Jr., New York, wife of the political columnist and commentator

Mme. Bernard Camu, Belgian-born wife of the international banker

Princess Caroline of Monaco, daughter of perennially best-dressed Princess Grace

Mme. Francois Catroux, Paris, wife of the interior designer

Baroness Arnaud de Rosnay, Paris, former Isabelle Goldsmith, granddaughter of Antenor Patino

Senora Gabriel Echevarria, Bogota Columbia, former Pilar Crespi of Rome

Mrs. Gerald Ford

Mrs. Kay Graham, Washington publisher

Mrs. Henry Kissinger

Mrs. Harding Lawrence (Mary Wells), New York advertising executive

Mrs. Frederick Melhado, New York socialite

Mrs. Jan (Lally) Weymouth, New York writer and daughter of Kay Graham

Twelve women involved professionally or by family ties with the fashion business were designated on a separate alphabetical list. They are:

Carrie Donovan, Senior Fashion Editor, Harper's Bazaar

Princess Diane von Furstenberg, New York designer

Mary McFadden, New York designer

Marchesa Catherine de Montezemolo, Milan, associated with a knitwear organization.



Grace Mirabella (Mrs. William Cahan), Editor-in-Chief, Vogue

Mrs. David Neusteter, wife of Denver department store executive

Mme. Jacques Rouet, Paris, wife of Christian Dior executive

Mary Russell, London, fashion reporter for Vogue in Europe

Mrs. Robert Sakowitz, Houston, Texas, associated with the Sakowitz stores

Marina Schiano, representative of Yves Saint Laurent in America

Audrey Smaltz, fashion editor, Ebony Magazine

Baroness Hubert (Lorna) de Wangen, American representative for Christian Dior and the former Lorna Hyde

The committee specified both Mrs. Ford and Mrs. Kissinger as having "given new impetus and inspiration to both elegant and average women throughout the world through their interest in dressing well yet never overdressing." And added, "They are typical of the new fashion trendsetters."

Mrs. Timothee N'Guetta Ahoua, wife of the Ivory Coast ambassador to the United States, gained many votes from Americans, including the committee, although she did not achieve the top twelve. Mrs. Rupert Hambro of London, Mrs. Anne Uzielli of New York, Baroness Vittoria de Nora of Milan and New York, Mrs. Ahmed Benhima of Rabat Morocco, Countess Brando Brandolini of Venice, Lena <sup>Barbara Walters</sup> Torne, Sra. Gianl Gabetti of Italy and Mrs. Oscar Wyatt Jr. of Houston, Texas were also near runners-up on the list.

The committee mentioned as a "sign that personal style is frequently inherited" the number of daughters of notably well-dressed mothers who appear on this year's list. Betty Catroux is the daughter



*a noted elegante -*

of Mme. Carmen Sainte of Paris, Mrs. Melhado's mother, the late Mrs. Joseph Tankoos, was celebrated for her taste. Senora Echevarria is the daughter of Best-Dressed Hall of Fame member Countess Consuelo Crespi, *and* Mrs. Weymouth's mother Kay Graham has often appeared on the best-dressed list, as has *Princess Caroline's mother,* Princess Grace of Monaco.



Fran -

Carolyn mentioned  
a September 18 or 19  
article from the Post or  
Star which includes the  
names of different designers  
whose fashions Mrs. Ford  
has bought.

May I have a  
copy?

Lhx.

Ann Hadd

mbvork

Judy Bacharach -  
254/ 223-7562

Shustard  
2070

Home  
Messrs  
© Home  
686-1222  
Donni Rachitt  
Comm

Not for Release  
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 severe (
- ✓ Joan Leslie by Kasper
- Richilene (New York)
- Chester NOW
- Vera Maxwell
- Giorgini
- Gartenhaus (Shle)
- Constantino Christie (Chr)
- Fisherman's Cross of Maine
- Nelly de Crab
- Roffe - ~~2~~
- 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
- ✓ Papillon



BELLEVUE, OHIO  
GAZETTE  
D. 4,000

FEB 6 1975 *C. Miller*

## First Lady takes command over clothes

NEW YORK (UPI) — "This woman wears clothes. They don't wear her. She's a perfect size six," the designer said today of the former dancer and model.

The nation's First Lady, Betty Ford, has announced today that she

changes from the original sketches—maybe a flowered chiffon built up a bit and a jersey dress she had seen in navy ordered in jade.

But there were no changes because of the mastectomy the

## *The GOP wives: A clothes race*

**I**f Nancy Reagan ever became first lady, she would be the biggest influence on American women since Jackie Kennedy."

The quote came from Adolfo before the Republican convention, and although Reagan's husband, Ronald, won't be in the presidential running, her campaign appearances proved American women do like the way she looks.

"People were calling me all the time," says Adolfo, whose clothes Reagan wore for most of the convention. "They saw her on TV and at lunches and said she looked so pretty and they would love to have one of those outfits."

This tight nomination race brought with it a never-seen-before phenomenon: com-





# The first ladies . . . as *W* sees them

W

looks at America's two most public women.

While Betty Ford and Happy Rockefeller can't be accused of dressing in poor taste, they could use a bit more drama.

Betty Ford's face smiles at you with generous openness, but her clothes have tended to be noncommittal. It would be interesting to see the same dignity expressed with a newer freedom.

For former model Betty Ford, who admits, "I love clothes," *W* sees mobile fabrics and shapes to play up her excellent figure, good posture and pretty legs.

Happy Rockefeller's fame is based on anything but fashion. But she has a charm that suggests she might be lured by trends and still retain her independent personality. To emphasize her warmth, intelligence and keen interest, *W* starts by playing up her face — stronger lipstick, shorter hair to show the shape of her head.



Drawings by Kenneth Paul Block

For Betty Ford (above), *W* sees the drama of a soft cape or closely belted sweater rather than the little jackets she tends to favor. Her clothes should be simple but dramatic enough to make entrances and be photographed. The accessories: neat clutch bags, bangle bracelets and a small brimmed hat or

"cl'm sent many clothes from designers, but it's just a rule - cl never accept gifts. On the other hand, cl don't have a large budget for clothes. So cl want you (~~Albert Capraro~~) to work out with you (Albert Capraro) a spring wardrobe of clothes that will suit many purposes. One that cl will feel comfortable in for many different events. Frequently, cl have to change clothes on a plane - so they have to be able to work at a moment's notice."

Women's Wear Daily Fri. Jan 10, '75 (Fashion)

Mrs. Betty Ford decided recently to make public her wardrobe ~~shop~~ shopping plans. She told reporters she intendend to cut back on her purchase of new, expensive ~~designer~~ designer dresses for White House functions because of current economic conditions.

Christian Science Publishing Society '74 (Fashion)

Women's Wear Daily Fri. Nov 15, '74 (Fashion)

S.F. EXAMINER AUGUST 9, '74 (FASHION)

Detroit When she does go the designer route,  
 Thurs however, her choices are apt to be in  
 August 29, '74 the top bracket of American designers.  
 (Fashion) The late Anne Klein was a favorite. She's  
 also bought from Halston, Kasper, Oscar de la  
 (Times) Renta, Geoffrey Beene and Mollie Parnis.  
 August 31, '74  
 (Fashion) S.F. Examiner August 9, '74 (Fashion)



If Mrs. Ford and another woman are wearing the same dress at the same time, Mrs. Ford wouldn't mind at all.

The Des Moines Register August 19, '74 (Fashion)  
LA Times Sun Sept 8, '74

Pretty clothes evening clothes, particularly those dresses that move beautifully on the dance floor, are Betty Ford's weakness.

The Des Moines Register August 19, '74 (Fashion)

She seems to have more Kaspers (designer) in her closet.

Star News Sun Aug 11, '74 (Fashion)

JACKSONVILLE JOURNAL WED AUG 14, '74 (FASHION)

~~According to Frankie Welch, "She knows what she wants. It would say she leans towards casual elegance."~~

~~Star News Sun August 11, '74 (Fashion)~~

According to Mrs. Welch, the First Lady has two color palette preferences. There are the "brights" like the turquoise, green and peach she enjoys wearing at night, and the "pales." Somewhere in there, too, is a leaning toward navy blue and brown.

Star News Sun August 11, '74 (Fashion)

JACKSONVILLE JOURNAL WED AUG 14, '74 (FASHION)

Betty Ford will not go on big shopping sprees now that she is thrust into a new national spotlight.

The Detroit News Thurs August 29, '74 (Fashion)  
Sun-Times Sat August 31, '74 (Fashion)

She told Mrs. Welch, "I can't throw everything out" but the woman who runs the fashionable Alexandria, Va., shop, said Mrs. Ford will be adding "more (clothes) as needed."

The Detroit News Thurs August 29, '74 (Fashion)  
Sun-Times & Sat August 31, '74 (Fashion)

According to Mrs. Welch, "Mrs. Ford tends to lean lines, but selects things that will go up and down stairs gracefully and will sit and travel well. She wants her hemlines just covering the knees and has remarked that ~~is~~ it is the privilege of women to wear hemlines where they wish.

The Detroit News Thurs August 29, '74 (Fashion)  
Rome News-Tribune Sun Sept 1, '74 (Fashion)

The fact she's a former model and dancer has influenced Mrs. Ford's clothing style.

The Detroit News Thurs August 29, '74 (Fashion)  
Sun-Times Sat August 31, '74 (Fashion)

There will be no portraits at White House events for the nation's new First Lady. Nor will there be a change in her preference for basically simple clothes, even as her life style must change.

Sun-Times Sat August 31, '74 (Fashion)



The new First Lady is fashion-wise.  
Star News Sun August 11, '74 (Fashion)  
Jacksonville Fern Journal Aug 14, '74 (Fashion)

Mrs Mrs. Ford is usually late.  
Women's Wear Daily Wed August 14, '74  
(Fashion)

"BETTY FORD WILL WEAR A \$40 DRESS IF  
IT LOOKS GREAT," ACCORDING TO MRS. WELCH.  
S.F. EXAMINER AUGUST 9, '74 (FASHION)  
Rome News-Tribune Sun Sept 1, '74 (Fashion)

According to Frankie Welch, "She is  
adventuresome in fashion as long as it's becoming  
to her. Her style is tailored - I call it casual  
elegance. Our prices are sort of middle of the  
road - \$40 - \$150 is average - and Mrs. Ford does  
buy some things on sale. The meat of the things  
she buys are off-the-rack designers, regardless  
of price but she never goes high, high like \$700."

People Sept 16, '74 (Fashion)

Star News Sun Aug 11, '74 (Fashion)

According to Frankie Welch, Mrs. Ford will  
wear dresses in the White House for occasions.  
She does have pantsuits, however, for such times  
as when the Fords get away to Camp David or  
to Vail, Colo., where they ski.

The Detroit News Thurs. August 29, '74 (Fashion)  
Sun-Times Sat. Aug 31, '74 (Fashion)

She wears pants suits "where appropriate," likes belted shirtwaist dresses or two-piece overblouse dresses - a category which includes the chemise.

(Fashion)

Mrs. Ford has never returned anything that Mr. Ford has bought her at Frankie's.

(Fashion)

According to Mrs. Welch, "She buys similar things. If she likes something; she'll buy it in several colors."

LA Times Sun Sept 8, '74 (~~Fade~~ Parties)

According to Mrs. Welch, Mrs. Ford "frequently selects (dresses) right off the rack."

LA Times Sun Sept 8, '74 (Parties)

According to Mrs. Welch, "She likes beige and neutral colors, apple green, peach and yellow." ~~She wears her daytime dresses just below her knee.~~

LA Times Sun Sept 8, '74 (Parties)

According to Mrs. Welch, when Mrs. Ford is traveling, she likes to go into local stores and shop. If she finds something that suits her, she'll get it.

Rome News Tribune Sun Sept 1, '74 (Fashion)

"I really like tailored clothes. They suit ~~me~~ my way of life.

Rome News-Tribune Sun Sept 1, '74 (Fashion)

~~"I think it is the privilege of every woman to wear her hemline wherever she chooses. I personally wear mine under the knee."~~

~~Rome News-Tribune Sun Sept 1, '74 (Fashion)~~

She not only keeps up with new trends, she often wears them as well.

"I like clothes that do several different things," she said, and explained that just for that reason scarfs are useful accessories.

She owns Melton cloth capes in black and navy.



She likes strong colors.

S.F. Examiner August 9, '74 (Fashion)

She adores capes and has several in her wardrobe now.

S.F. Examiner August 9, '74 (Fashion)

Star News Sun August 11, '74 (Fashion)

Jacksonville Journal Wed August 14, '74 (Fashion)

While she likes pants, shirts, or turtlenecks for daytime she likes flowing, feminine chiffons for evening entertaining.

S.F. Examiner August 9, '74 (Fashion)

When she wears jewelry it's mostly "real", often pearls or gifts from her husband.

S.F. Examiner August 9, '74 (Fashion)

Mrs. Ford has bought 99 per cent of her wardrobe in the last dozen years, dresses that middle class American women can afford.

The Des Moines Register August 19, '74 (Fashion)

The first lady doesn't buy by price tag or designer label but by what she likes and feels suits her.

The Des Moines Register August 19, '74 (Fashion)

Star News Sun August 11, '74 (Fashion)

# Political ties



Scarves are fast becoming fashion signatures of wives of presidential candidates. How they are worn may have political implications. The knotted square worn middy tie fashion by Rosalynn Carter may reflect the Democrats' working class image, and not her basic indifference to clothes. Betty Ford's classic and classy stock tie may reflect her experience as a dress buyer in the fashion world, and not the Republicans' rich riding-to-hounds image. Both styles, however, have pitfalls. Middy ties can hang like limp rags around the throat and make a small figure look choppy and rumped. Stocks must be wide enough to look full around the throat and tucked into the neckline in order to avoid a narrow, choked, pinched look.

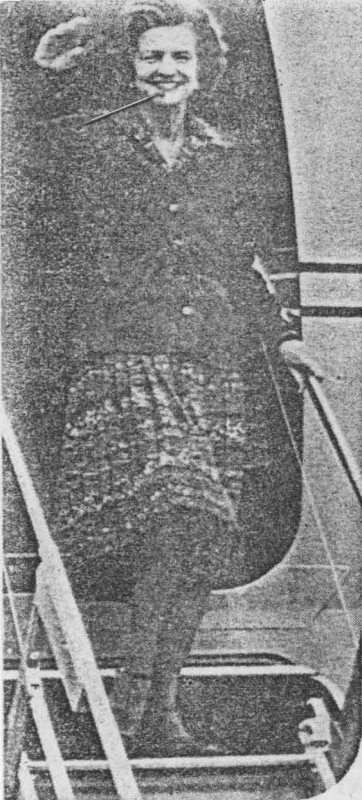
—Paula Bernstein



News photo by Harry Hamburg

Betty Ford's soft white chiffon stock tie (above), looks more elegant and sophisticated tucked into her neckline than the skimpy striped scarf (left), hanging down the front of her dress.





CAPRARO-CLAD FORD



MAUDE ADAMS  
IN A HOLLY HARP GOWN



MARY WELLS LAWRENCE  
IN A BILL BLASS



MARISA BERENSON  
IN A HALSTON DESIGN



NANCY KISSINGER  
IN A DE LA RENTA GOWN

tail last year and Polo, his menswear firm, another \$16 million. His clothes count among their adherents Shirley MacLaine, Barbra Streisand, Sally Quinn, Lola Redford, Diane Keaton and Lauren Hutton (who once said that she wears only jeans and Lauren).

► Geoffrey Beene, 49, a three-time Coty winner from Louisiana, studied to be a doctor before deciding he would rather decorate women than diagnose them. An urbane high-fashion designer (up to \$3,000 for a turnout), he has developed one of the world's classiest lower-priced ready-to-wear lines. His Beene Bag collection features loose, lean clothes—notably big shirts and wide pants—that sell for between \$12 and \$200 and, he claims, are “on the same taste level as my couture.” After delving into the history of apparel since the 14th century, Beene decided that “the most enduring thing, lasting centuries, has been peasants’ clothes.” The keynote, he says, is “simplicity,” adding: “To ar-

her shingle as a designer in 1973. Working in Eastern silks, Japanese hand-painted batiks, Japanese pongee and Indian tussah, she draws inspiration for prints from modern paintings (Kenneth Noland, Sam Francis), African calligraphy, ancient Persian costumes and Ming porcelains. “Each fabric,” she insists, “should be as good as any painting in the Metropolitan.” McFadden emphasizes soft, flowing dresses. Says she: “I want my woman to float. The cut of my silks has a marvelous movement on the body.” For contrast, she also takes the “tubular” approach, using a woman’s shoulders as an architectural form from which to hang a dress or tunic. Her own best model, McFadden (5 ft. 4 in., 95 lbs.) boasts, “I cut all my clothes on myself.” In just three years, McFadden has staked out her own expensive (to \$1,000) corner of the market, appealing to such clients as Diana Vreeland (who says that her other clothes are all European), and Socialites Mrs. William (“Babe”) Paley, Mrs. Pierre Schlumberger, Mrs. Jane Engelhard and Mrs. Rupert Hambro.

► Diane von Furstenberg, 29, is a spectacularly successful entrepreneur whose American-accented, Italian-made clothes are



Wash Star 2/28/75 p c-1

# Betty's A 'Best- Dressed'

A president's wife, president, a queen's son and a prince's daughter are among those named to the annual best-dressed lists yesterday.

Betty Ford joins Nancy Kissinger, wife of Secre-

## Three fashion sketches of women in 1950s-style dresses. The woman on the left wears a light-colored, short-sleeved dress with a high collar, a belt with a large bow, and a full skirt. The woman in the center wears a dark, short-sleeved dress with a high collar, a belt, and a full skirt. The woman on the right wears a light-colored, long-sleeved dress with a high collar, a belt, and a full skirt. All three women are wearing high heels.

**Dear Ann Landers:** I hope it isn't my two-cents worth to the fray regarding the old kid who resented taking showers in his gym class.

I'm sure you received a rash of angry who thought you were evil-minded, immoral, hussy, or a hustler for nudist camps. Re-

News sketch by William Kresse

The new First Lady is fashion-minded—what one might call an adventuresome conservative. Moderately-priced clothes she has recently bought at Frankie Welch's Alexandria, Va., boutique illustrate her thinking. High-necked beige knit by Ciao (left) is both casual and soft; jacket dress

opossum-trimmed cashmere sweater can be worn with both daytime dresses and long evening skirts.

*Betty Ford looks great  
in not-too-costly fashion*

**By KATHY LARKIN**

The new Ford administration means a clean sweep of the closets at 1600 Pennsylvania Ave. and judging by

the Cherokee alphabet (Mrs. Welch is 1/16th Cherokee), for a benefit fashion show.

The two capes were designed by Mrs. Welch

# The Correct 1

## He's involved and should

By **ELINOR AMES**

We spend our summers in a bung know most of the neighbors. Each family has a farewell party for the

AUG 28 1974

# Mrs. Ford at Her Ease in 'Vogue'

By Betty Beale  
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*Betty Beale*

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"As American As Betty Ford" is the title on an unusual picture of the First Lady in the new Vogue. Leaning on one elbow on a grassy field in a print chiffon dress, a bunch of posies in one hand, her head back and laughing like a young girl, Mrs.

goes to her husband. "I want to know and I want to be informed," she said, "but I haven't time to read more than the headlines in the newspapers."

How does she like being in the White House? "I like it. We are very

ate reconvenes one week from today. The 10th anniversary celebration of the National Council on the Arts is drawing such a flock of famed names of stage, canvas, drawing board and clay, as hasn't been seen here in

*fashion*  
*April 1961*  
*Ladies H Joun*

# *How does she dress so well and not spend a fortune?*

wife of a congressman and mother of four young children,

Mrs. Gerald Ford Jr. lacks time to shop.

There's a limit, also, on what she will pay. . . By BET HART

Elizabeth Ford is the wife of Gerald R. Ford Jr., representative from Michigan's Fifth District. Her four children stair-step from three and a half to eleven years old, and she has demanding semiofficial responsibilities as well. Shopping trips are rushed for Mrs. Ford, but she always looks like the unruffled fashion co-ordinator she used to be. Her secret: expert wardrobe management.

This spring, for example, Mrs. Ford bought a lightweight navy-and-white suit "not just to wear now, but one that I can depend on for fall too." At \$85.00, this was her biggest investment. Her new short evening dress is composed of white chiffon separates for \$40.00—practical, because bright shoes and stoles play inexpensive variations upon the pretty theme.

Two other new costumes are spring and summer basics: an irresistible pink suit "for the frequent meetings and luncheons we have," and a lavender linen sheath. "This is the type of dress I can wear every day with a change of accessories." The suit was \$49.95; the sheath, \$22.95.