

**The original documents are located in Box 33, folder “Clothes” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.**

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Dear Mrs. Ford,

Mrs Campbell and I  
have invited you & Pres.  
Ford to visit us in  
May - Mr. Rice our  
boatmaker would like  
to make you a pair of  
boots if you select the  
leather - I fill out your  
Memorial Telegram

Box 298  
Raymondville, Texas  
(over glass)

Mrs. Herman Joseph Wedgrove  
(Therminie)

Mrs. Byron Campbell  
(Elouise)

Dear Mrs Ford,

Mrs. Wetgrove and I are Co-Chairmen  
for B. Centennial for Wilacy County.  
We certainly hope you and President  
Ford can accept our invitation to be  
with us May 30th. Our letter was mailed  
some time ago.

Our Wmstrong is a very good  
friend and we are so proud of her.  
Sincerely  
Elouise Campbell



# Vote Four For President Ford

**in the May 1st Republican Primary**

## **Congressional District 15**

**BARCLAY ARMSTRONG** delegate for GERALD R. FORD

**TOMMIE BEARDMORE** delegate for GERALD R. FORD

**EVA CARTER** delegate for GERALD R. FORD

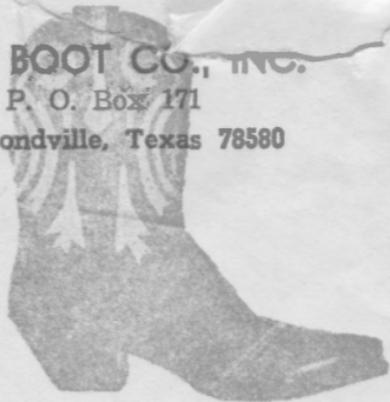
**MRS. LEO MOSES** delegate for GERALD R. FORD

The President Ford Committee, Howard H. Callaway, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our report is filed with the Federal Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.

RIOS BOOT CO., INC.

P. O. Box 171

Raymondville, Texas 78580



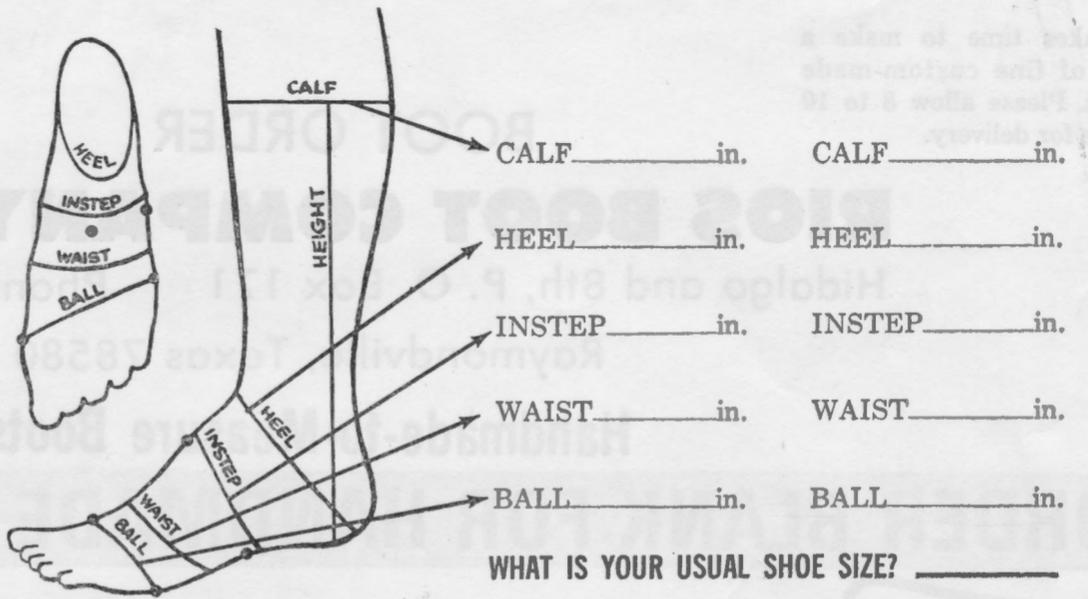
*Mrs. Ford.*





# DIRECTIONS FOR MEASURING

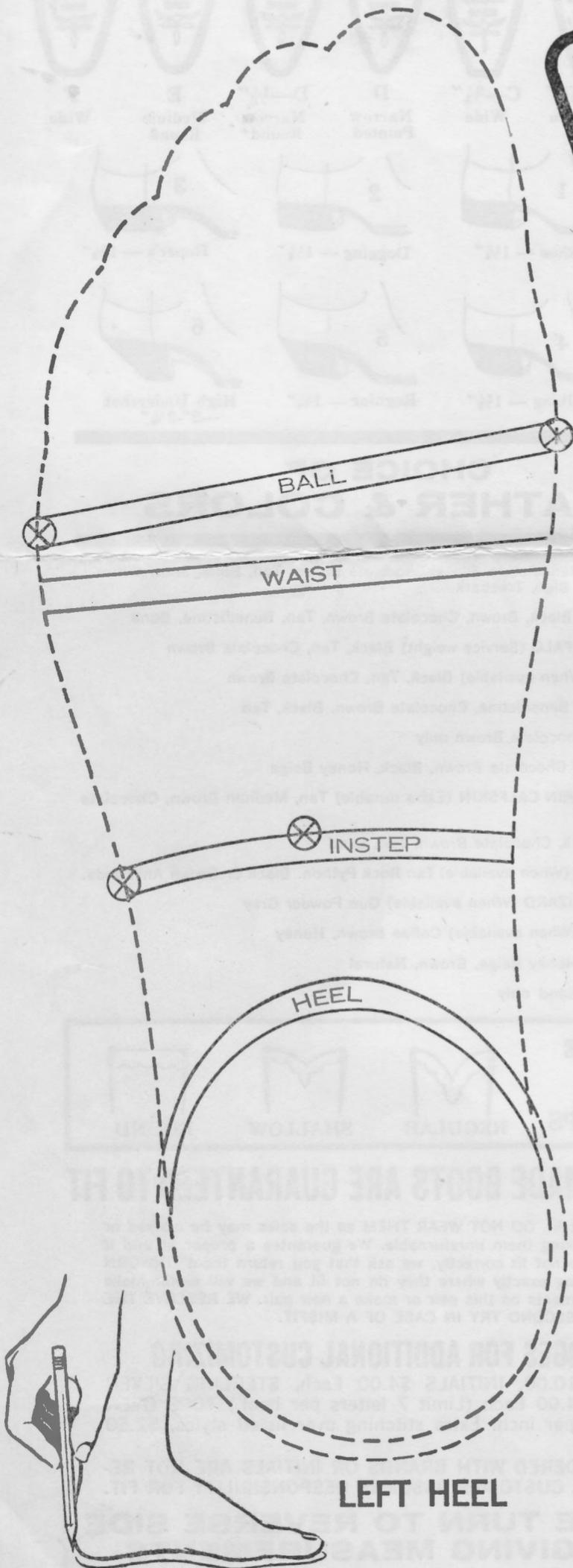
While seated, and with socks on, give the five measurements at right for each foot. With a tape drawn medium snugly, measure completely around the foot according to these diagrams, being very careful the tape crosses over the joints indicated by the dots. These dots indicate exactly where the joints are on the feet, and by carefully measuring exactly as indicated by the lines you will get a good measurement and a good fit.



**PLEASE DO NOT USE INK. USE SOFT LEAD PENCIL ONLY.**

## OUTLINE BOTH FOOTPRINTS HERE

Outlining should be done while seated, with socks on and with weight evenly on both feet. Draw each outline carefully, holding pencil STRAIGHT UP AND DOWN AT ALL TIMES as illustrated below. Please use soft lead pencil so markings will be black & clear. Do not use ball point pen.

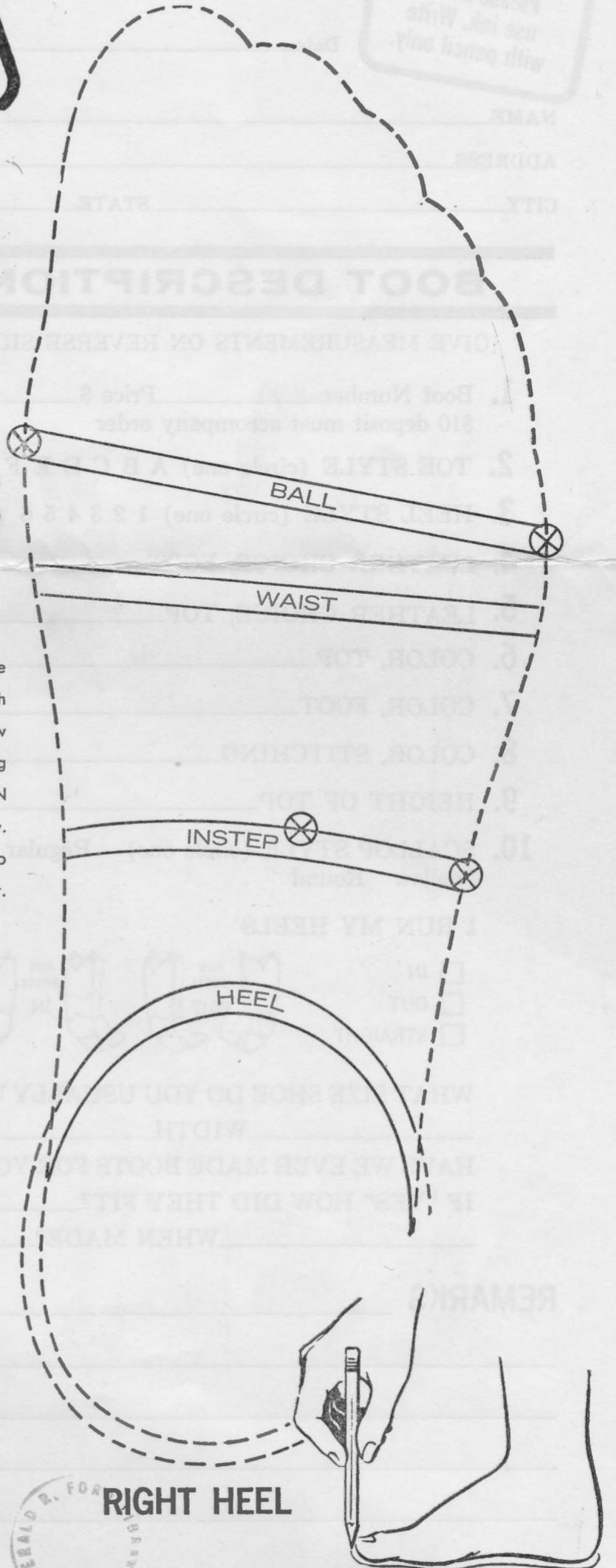


**WHICH INSTEP DO YOU HAVE?**  
 (Check One)

HIGH

MEDIUM

LOW



Please do not use ink. Write with pencil only.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

BOOT DESCRIPTION \_\_\_\_\_

GIVE MEASUREMENTS ON REVERSE SIDE \_\_\_\_\_

Boot Number \_\_\_\_\_ Price \$ \_\_\_\_\_

\$10 deposit must accompany order.

TOE STYLE \_\_\_\_\_

COLOR \_\_\_\_\_

COLOR \_\_\_\_\_

COLOR \_\_\_\_\_

HEIGHT OF TOP \_\_\_\_\_

10. \_\_\_\_\_

LEAVE MY HEELS \_\_\_\_\_

LEAVE \_\_\_\_\_

WEAVE DO YOU USE \_\_\_\_\_

WIDTH \_\_\_\_\_

WEAVE EVER MADE BOOTS FOR YOU \_\_\_\_\_

IF HOW DID THEY FIT \_\_\_\_\_

WHEN MADE \_\_\_\_\_

REMARKS \_\_\_\_\_

GERALD P. FOR

It takes time to make a pair of fine custom-made boots. Please allow 8 to 10 weeks for delivery.

# BOOT ORDER

## RIOS BOOT COMPANY, INC.

Hidalgo and 8th, P. O. Box 171 Phone 689-2826

Raymondville, Texas 78580

Handmade-to-Measure Boots

PRICE OF BOOTS \_\_\_\_\_

Additional customizing, if any \_\_\_\_\_

5% sales tax, Texas residents only \_\_\_\_\_

TOTAL \_\_\_\_\_

Deposit \_\_\_\_\_

BALANCE DUE \_\_\_\_\_

If boots are not paid for in full, they will be shipped C.O.D. for balance due.

### ORDER BLANK FOR HANDMADE-TO-MEASURE BOOTS

Please do not use ink. Write with pencil only.

Date \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

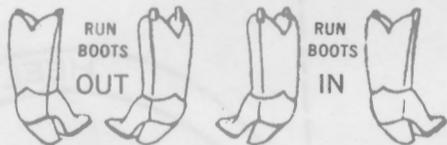
#### BOOT DESCRIPTION

(GIVE MEASUREMENTS ON REVERSE SIDE)

1. Boot Number \_\_\_\_\_ Price \$ \_\_\_\_\_  
\$10 deposit must accompany order
2. TOE STYLE (circle one) A B C D E F
3. HEEL STYLE (circle one) 1 2 3 4 5 6
4. LEATHER CHOICE, FOOT \_\_\_\_\_
5. LEATHER CHOICE, TOP \_\_\_\_\_
6. COLOR, TOP \_\_\_\_\_
7. COLOR, FOOT \_\_\_\_\_
8. COLOR, STITCHING \_\_\_\_\_
9. HEIGHT OF TOP \_\_\_\_\_
10. SCALLOP STYLE (circle one) Regular  
Shallow Round

I RUN MY HEELS

- IN  
 OUT  
 STRAIGHT



WHAT SIZE SHOE DO YOU USUALLY WEAR?  
\_\_\_\_\_ WIDTH \_\_\_\_\_

HAVE WE EVER MADE BOOTS FOR YOU? \_\_\_\_\_  
IF "YES" HOW DID THEY FIT? \_\_\_\_\_  
\_\_\_\_\_ WHEN MADE? \_\_\_\_\_

REMARKS \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### TOE STYLES



A—1/4" Narrow B—1/2" Medium C—3/4" Wide D Narrow Pointed D—1/2" Narrow Round E Medium Round F Wide

#### HEEL STYLES



1 Shoe — 1 1/4" 2 Dogging — 1 1/4" 3 Roper's — 1 3/8"



4 Walking — 1 5/8" 5 Regular — 1 1/4" 6 High Undershot — 2" - 2 1/4"

#### CHOICE OF LEATHER & COLORS

- ★ CALFSKIN Benedictine, Black, Chocolate Brown, Tan, Bone, Snow White, Red, Green, Blue, Treebark
- ★ BABY CALF Black, Brown, Chocolate Brown, Tan, Benedictine, Bone
- ★ WATER BUFFALO (Service weight) Black, Tan, Chocolate Brown
- ★ OSTRICH (When available) Black, Tan, Chocolate Brown
- ★ KANGAROO Benedictine, Chocolate Brown, Black, Tan
- ★ CARIBOU Chocolate Brown only
- ★ SHARKSKIN Chocolate Brown, Black, Honey Beige
- ★ SCOTCH GRAIN CALFSKIN (Extra durable) Tan, Medium Brown, Chocolate Brown
- ★ LIZARD Black, Chocolate Brown, Tan, Sand
- ★ SNAKESKIN (When available) Tan Rock Python. Black or Brown Anaconda.
- ★ RING-TAIL LIZARD (When available) Gun Powder Gray
- ★ ANTEATER (When available) Coffee Brown, Honey
- ★ ELEPHANT Honey Beige, Brown, Natural
- ★ GLOVETAN Sand only

CHOICE OF SCALLOPS



REGULAR



SHALLOW



ROUND

#### CUSTOM-MADE BOOTS ARE GUARANTEED TO FIT

If they do not fit, DO NOT WEAR THEM as the soles may be marred or scratched making them unreturnable. We guarantee a proper fit and if your boots do not fit correctly, we ask that you return them UNWORN to us indicating exactly where they do not fit and we will either make proper adjustments on this pair or make a new pair. WE RESERVE THE RIGHT TO A SECOND TRY IN CASE OF A MISFIT.

#### CHARGES FOR ADDITIONAL CUSTOMIZING

BRANDS \$10.00, INITIALS \$4.00 Each, STERLING SILVER LETTERS \$4.00 Each (Limit 7 letters per boot.) TOPS OVER 12" \$3.00 per inch. Extra stitching over listed styles, \$2.50 per row.

BOOTS ORDERED WITH BRANDS OR INITIALS ARE NOT RETURNABLE. CUSTOMER ASSUMES RESPONSIBILITY FOR FIT.

PLEASE TURN TO REVERSE SIDE FOR GIVING MEASUREMENTS

## Capraro Clothes on Order

- ✓ Red ultrasuede dress
- ✓ Pink ultrasuede suit
- ✓ Beige ultrasuede jumpsuit
- ✓ Hot Pink Caftan
- ✓ Lavendar and White print street dress of polished cotton
- ✓ Off-White linen suit
- ✓ Off-White linen dress
- ✓ Pink jersey jumpsuit w/tucks at hips
- ✓ Plaid wool coat (Brown & Blue) with Brown suede skirt, 2 blue blouses, suede jacket and vest
- ✓ Calico blazer, skirt and khaki blouse
- ✓ Slim calico dress, khaki trim and tank
- ✓ Denim skirt, jacket, blue and white stripe blouse
- ✓ Beige flower print dress and jacket
- ✓ Green silk slacks with poncho top, Silk Shantung skirt
- ✓ Emerald green shirtwaist w/tucks at waist



## Estevez Clothes On Order

*fitted*

Cape street dress with belt and straight skirt in pretty new shade of orange (69.75) Style 1

- ✓ Beige street dress with plain top and skirt with one front pleat (69.76) - Style 10

✓ Brown and white stripe (similar to grey knit)

*fitted*

Street dress w/bell sleeves & interesting belt



? Short street dress w/interesting bodice (69.75)

✓ Chiffon cocktail short dress w/ruffle neckline and sleeves (79.75)



✓ Chiffon short cocktail dress in Umbre pink print (full sleeves & scarf around neck) (79.75)

Ice Blue gown w/row of diamonds in each pleat (\$169.75)

- ✓ Blue & Green Chiffon soft print gown - long cape affect (98.75)



Star of India  
Fashions

4733 North Central Avenue  
Phoenix, Arizona 85012  
Phone (602) 274-0535

WHERE QUALITY  
MAKES THE DIFFERENCE

1975

An elegant creation of Star of India in ribbed cotton crepe with front hand crochet yoke. Long sleeves with sashes. S-M-L.  
399 JINAT BLOUSE \$11.50



fall catalog

**Dear Friends,**

Business was excellent this summer and the outlook for fall is even better! We all at Star of India Fashions thank you for your continuous patronage.

In this catalogue, emphasis has been toward better and heavier fabrics, suitable for fall season.

We would be delighted to receive your comments and suggestions on our new additions; so that we can keep improving upon our styling to your customer's tastes.

Whenever you happen to stop over in California or Arizona, Please visit our showrooms.

**Star of India Fashions**

**Our Terms:**

2% 10 days and net 30 days. Terms available to D&B rated accounts only.

All returns must be accompanied by return authorization sticker and be returned within 5 days from receipt of merchandise.

Minimum order is \$50.00 wholesale, and prices are subject to change without notice.

**Please note:**

- 1) All sizes are true American sizes.
- 2) All garments come in assortment of colors and sizes as specified under each style description.
- 3) Merchandise in stock is shipped within a week. Items not in stock are backordered & shipped generally within 8 weeks.

**SHOWROOMS**

Satya P. Verma  
4733 N. Central  
Phoenix, AZ 85012  
Tel: (602) 274-0535

Alex Kostovic  
110 E. 9th St. Suite 1280A  
Los Angeles, Calif. 90015  
Tel: (213) 680-1876

Sam & Marlene Severin  
Denver Merchandise Mart  
451 E. 58th St. Suite 3630  
Denver, Colo. 80216  
Tel: (303) 623-0799

Dewey & Harbin Assn.  
Room I 402-404  
Carolina Trade Mart  
Charlotte, N. C. 28202  
Tel: (704) 377-3046

Helene L. Wilson & Barbra Kins  
821 Market St. Rm. 610  
San Francisco, CA. 94103  
Tel: (415) 391-1177

Al Mamlin  
Dallas Apparell Mart Rm. 29295  
Dallas, Texas 75240  
Bus: (214) 631-1064  
Home: (214) 233-3593

John Ceglia  
Olde Towne Leatherworks  
1030 S. W. 3rd  
**Portland, Ore. 97204**

Arnold Schwartz  
Box 545  
Salem, Mass. 01970  
Tel: (617) 744-7030

Jaysaun Inc.  
7507 Maple St.  
New Orleans, LA 70118  
Tel: (504) 866-5423

Bob Johnson  
4301 Consederate Point Rd. #13  
Jacksonville, Fla. 32210  
Tel: (904) 771-2085

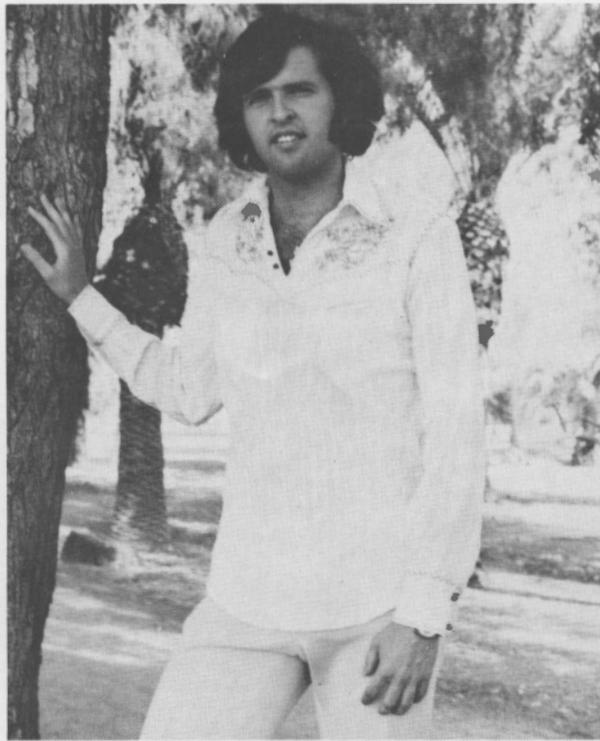
Jack Cron  
2449 W. Peterson  
Chicago, Ill.  
Tel: (312) 728-2221

David Mathis  
79 Beechwood Ave.  
Edison, New Jersey 08817  
Tel: (201) 549-1027

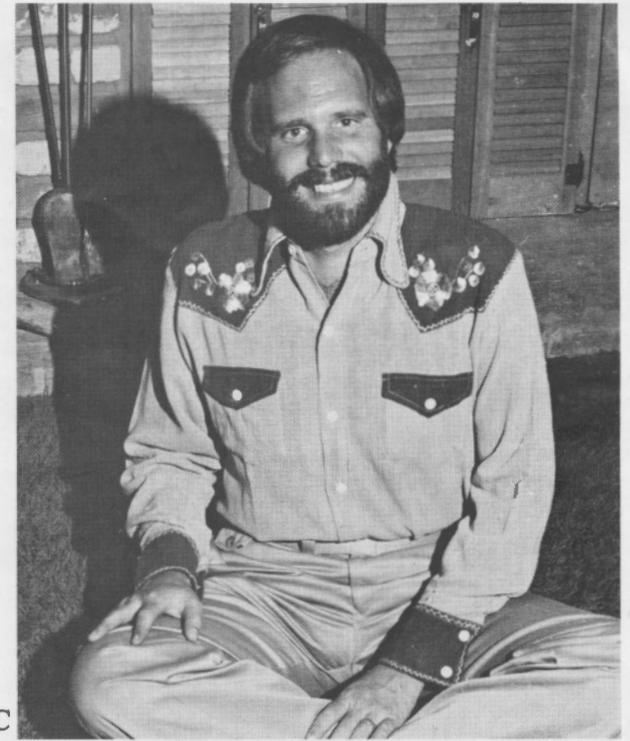
**OPENING IN NEW YORK – FALL 75**



A



B



C

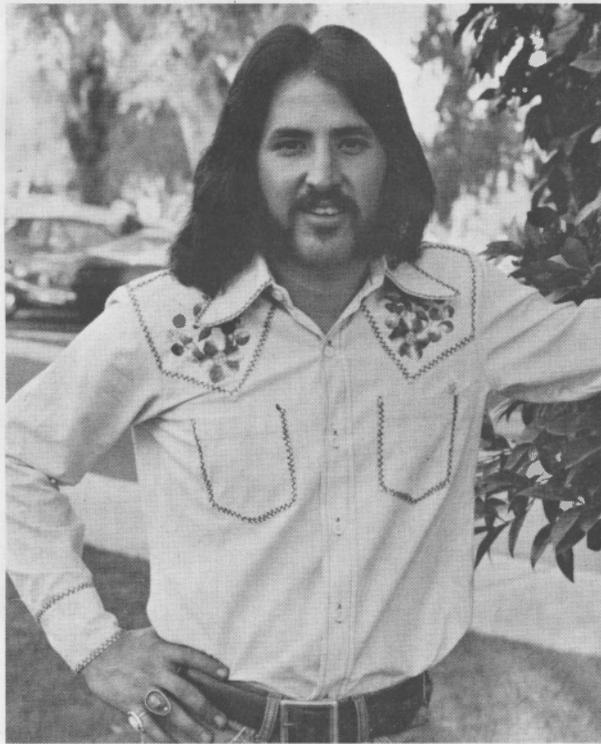
- A. Elegant patchwork shirt for men & women; buttoned front with two breast pockets. Sizes S. M. L.  
**465 SANDY SHIRT \$6.75**  
 Patchwork shirt styled for men, Sizes S. M. L. XL.  
**121 DAVE SHIRT \$7.25**
- B. Self-Striped cotton pullover shirt with solid yoke & cuffs. Delicate embroidery on the yoke & slanted pockets has made this a shirt of the year. Seed buttons. Sizes S. M. L. XL  
**124 RON SHIRT \$7.75**
- C. This beautiful gauze plaid shirt comes with western yoke, pockets & cuffs. Assorted plaids. For men and women. Sizes S. M. L. for men XL also.  
**458 DEBBY LADIES SHIRT \$6.75**  
**115 DEBBY MEN SHIRT \$6.75**
- D. Western style two-toned dyed cotton crepe shirt with embroidered front and back yoke, buttoned pockets & embroidered cuffs. Comes Blue, green & brown. Sizes S. M. L. XL.  
**116 LARRY EMBROIDERED SHIRT \$8.00**

Shirts for men & women

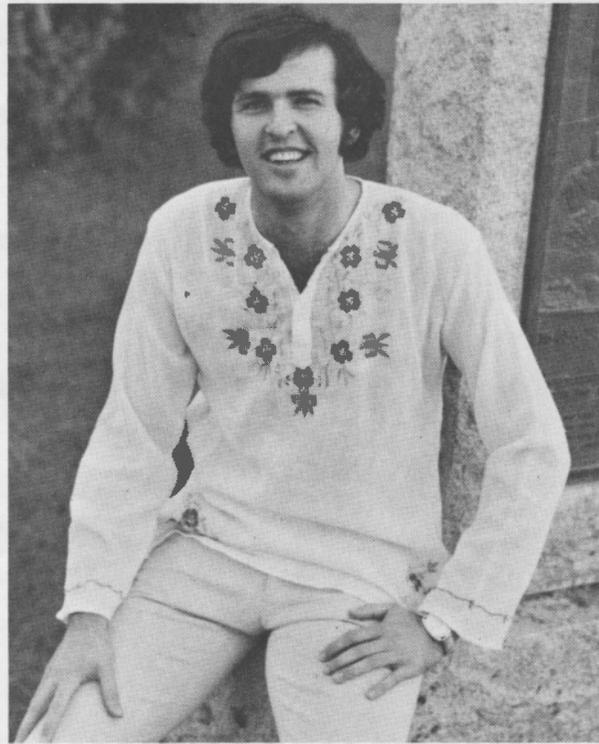
ALL prices are NET WHOLESALE and subject to change without notice



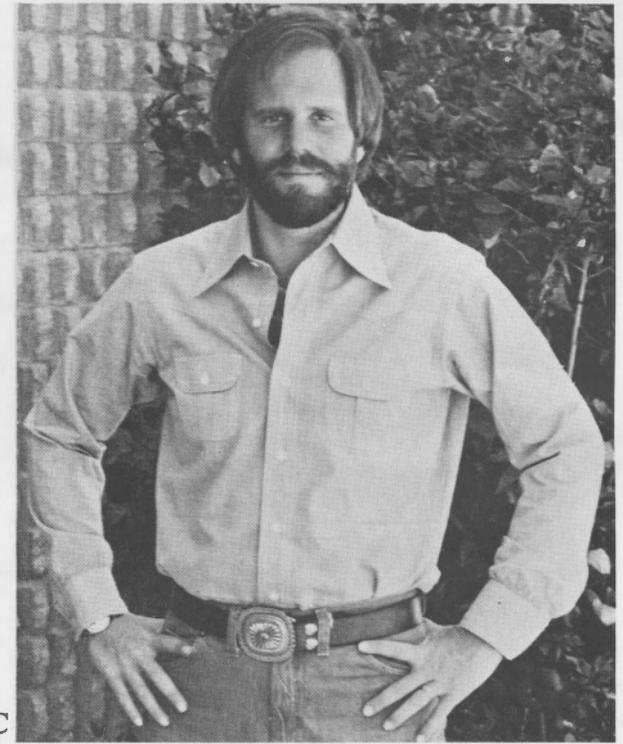
D



A



B



C

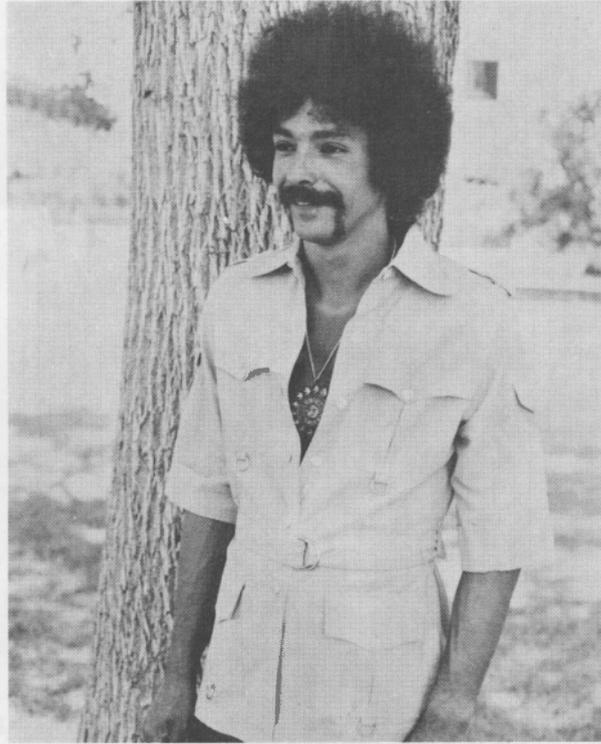
- A. Blue hand embroidery at the front & back of the yoke of this muslin shirt makes it a perfect match with levis. Embroidered pockets & cuffs. Sizes S. M. L. XL  
**117 PETE EMBROIDERED SHIRT \$8.00**
- B. This is a traditional pull over shirt with embroidery in front. Casual and comfortable in white crepe cotton. Side seam pocket & embroidered butterfly at the back comes in S. M. L. and XL.  
**120 GREG EMBROIDERED SHIRT \$6.75**  
 Also available in natural cotton without embroidery.  
**119 ASHRAM KURTA \$4.50**
- C. This blue chambray is one of our sophisticates and has yoke and two breast pockets. Enjoy wearing at work or at parties; for men and women. S. M. L. For men XL also.  
**476 KIM SHIRT \$7.25**  
**132 JEFFREY \$7.75**
- D. Natural gauze pullover shirt, embroidery on the front & cuffs. For men & women. Sizes S. M. L. XL  
**461 NITYA LADIES SHIRT \$6.75**  
**122 NITYA MEN'S SHIRT \$7.00**



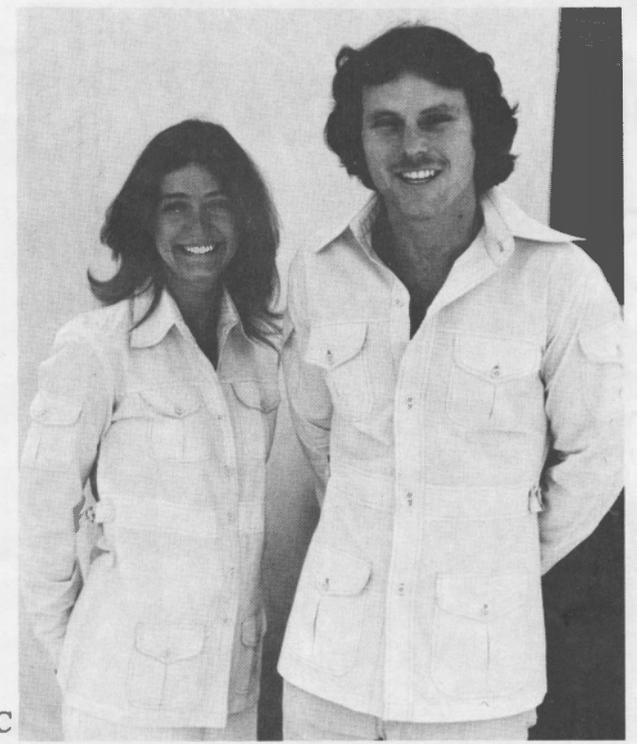
D



A



B



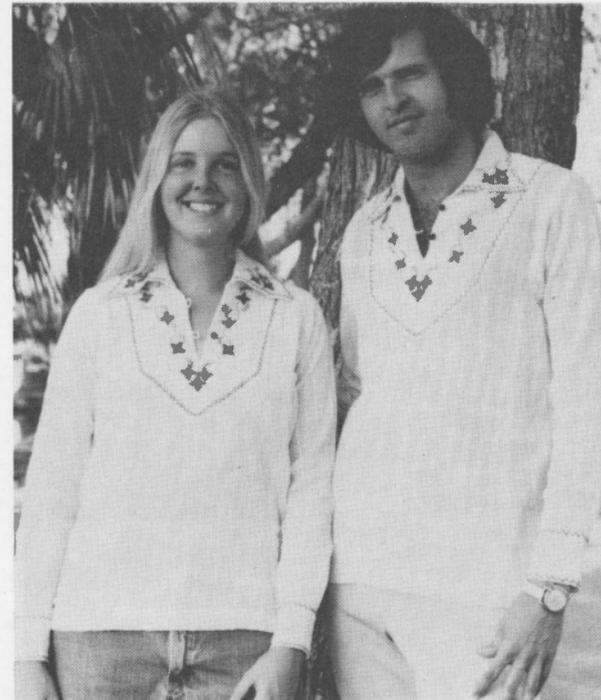
C

- A Two tones dyed gauze shirt with embroidered yoke. Comes in blue, brown & green. Styled for men & women. Sizes S-M-L. for men Ex. L. also.  
**453 DORTHY SHIRT \$7.50**

- B This chambray jacket is a must for everyone's wardrobe. Wear it anywhere: For both men & women: Natural & Blue. S-M-L.  
**486 ELANA SHIRT \$8.50**

- C Six pocket chambray jacket for men and women with contrasting stitching and back detailing. Loosen or tighten at your will at waist. Today's concept in dressing.  
**480 BETH JACKET LADIES \$8.75**  
**480 BETH JACKET MENS \$9.25**

- D This white striped gauze shirt has intricate hand embroidered yoke & collar. Small seed buttons, pocket and cuffs. Casual & comfortable. Sizes S-M-L - XL. For men and women.  
**118 TEJ SHIRT \$8.00**



D

All prices are NET WHOLESALE and subject to change without notice.



A



B



C

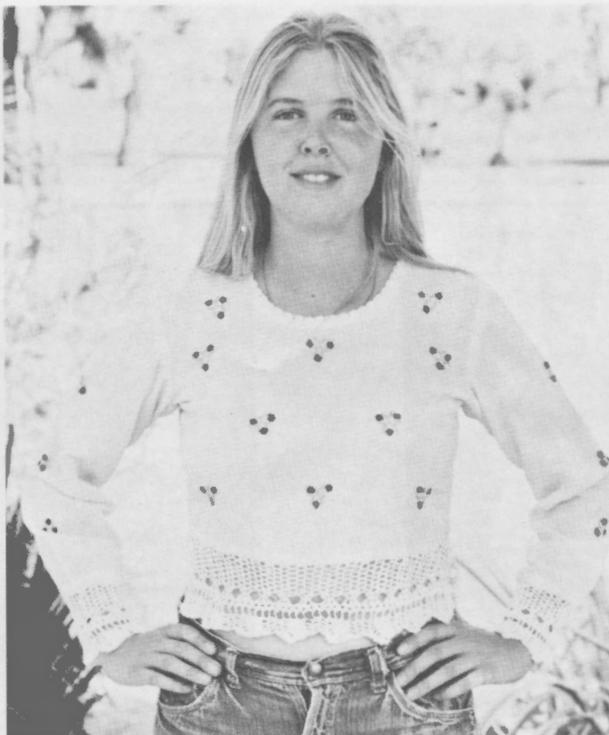
- A. Dyed cotton blouse with pockets & mirror embroidery; fitted waist and cotton trimming borders pocket, neck and front. Asst. Colors-Sizes S. M. L.  
**339 DOLLY BLOUSE \$7.00**
- B. Dyed cotton blouse with round bib and long sleeves. Front bodice is tucked, front button opening. Assorted Pastel colors. Sizes S. M. L.  
**341 LISA SMOCK \$7.00**
- C. Short sleeve dyed crepe with hand embroidered motifs enclosing tiny mirrors on the yoke, front and pockets. S. M. L.  
**327 GULATI MIRROR BLOUSE \$6.50**
- D. White shadow striped cotton crepe blouse with intricately hand-crocheted square neck and cuffs. Sizes S. M. L.  
**344 ASHIA BLOUSE Long Sleeves \$8.00**  
**344 ASHIA BLOUSE Short Sleeves \$7.00**



D



A



B



C

- A. Straight long sleeves with pleated cuffs extend from the flower embroidered bib surrounded with hand made ruffle. This natural gauze blouse has embroidered pocket and snapped cuffs.

Sizes S. M. L.

**314 SONIA EMBROIDERED BLOUSE \$7.50**

Also comes in dyed crepe with matching printed bib, cuffs & pocket. Pastel colors. Sizes S. M. L.

**315 SONIA PRINTED BLOUSE \$7.00**

- B. Intricate hand crochet lace trims sides, bottom, cuffs and neck with scattered embroidered flowers in the front and sleeves, Elegant & feminine, goes with everything, comes in natural crepe cotton. Sizes S. M. L. **343 NANETTE BLOUSE \$8.50**

- C. Hand crocheted yoke & narrow cuffs enhances the beauty of this cotton blouse. Front button closing with collar.

Also comes short sleeves.

**345 REBECCA BLOUSE Short Sleeve \$6.75**

**345 REBECCA BLOUSE Long Sleeve \$7.50**

- D. This colored cotton crepe blouse has hand embroidered yoke and loose, full sleeves. You have a choice of embroidery, either primitive or flowered

**312 CINDY DOLL BLOUSE \$8.00**

**312B CINDY FLOWER BLOUSE \$8.00**



D

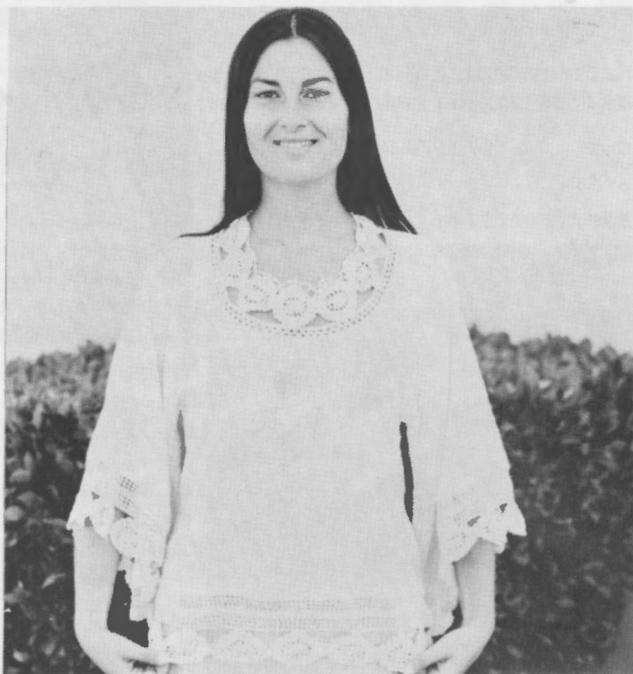
ALL prices are NET WHOLESALE and subject to change without notice



A



B



C

A A great outdoor tie shirt. Comes in short and long sleeves. Assorted color chambray with patched yoke pockets and cuffs. S-M-L.  
483 PATCH TIE HALTER \$6.75

B Gauze hand embroidered poncho with scattered mirrors. Asst. Colors. Sizes. S-M-L.  
319 LORETTA BLOUSE \$5.00

Gauze blouse has flower embroidery in front & sleeves. Crocheted lace trims the square neck, front panels, sleeves & bottoms. Easy & comfortable. Size S-M-L.  
340 ROMA BLOUSE \$7.00

The pastel color gauze blouse has smoked neck and sleeves. Lace trims the square neck & bottom. Sizes S-M-L.  
311 CANADIAN BLOUSE \$6.50

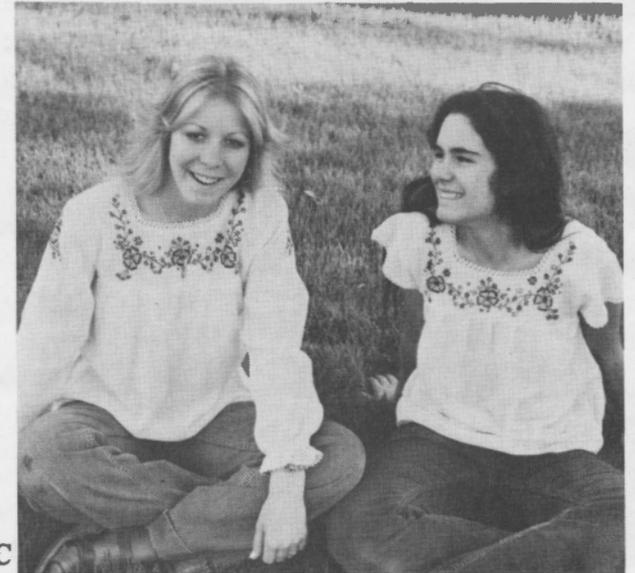
C Elegant and smashing. Inches of hand crochet work borders around neck, sleeves and hem. This bell sleeved top has been tailored out of self stripped hand loomed cotton gauze. Washes beautifully. Natural Only. S-M-L.  
372 LESLIE BLOUSE \$12.50



A



B



C

- A For work or play, this glamorous tie front shirt with button-down front. Front bodice with tucks, comes in short & long sleeves; natural and pastel colors. S. M. L.  
**381 GAILE TOP \$6.50**  
 This style also comes in solid color patch work fabric - - -  
**385 GAILE TOP \$6.75**
- B. An elegant jacket in self striped crepe; yards of hand crocheted lace borders on the hem, neck, front and sleeves. Front button closing and butterfly sleeves, excellent party wear. Natural only, S. M. L. **377 DALE JACKET \$12.50**
- C. Natural cotton pull over cotton blouse with embroidered yoke & crochet lace trims neck and sleeves, also comes full sleeves.  
**334 PRITI BLOUSE \$7.00**  
**334B PRITI BLOUSE \$7.75**
- D1. Dyed cotton crepe blouse with embroidered flowers on the yoke, cuffs and pockets pleated front & square neck. Sizes S. M. L.  
**324 SALLY BLOUSE \$7.00**
- D2. 100% natural cotton blouse with plaid bib. Back button closing. Sizes S. M. L. **332 MARY TOP \$5.50**
- D3. Square neck cotton blouse, bodice in front & back is tucked. Hand crochet lace boards the neck, bodice and sleeves.  
**326 SUNITA BLOUSE \$8.50**



D 1

D 2

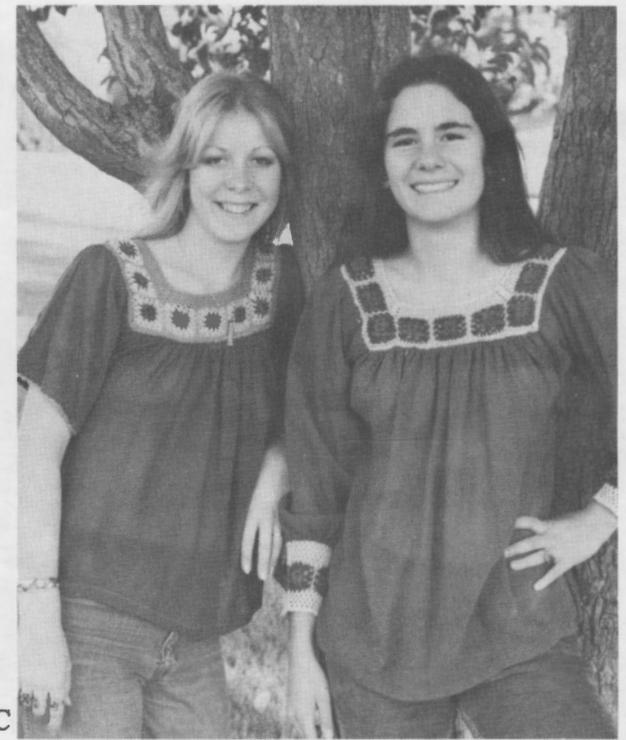
D 3



A



B



C

- A. A late summer collection comes in short and medium length sleeves with cuffs. Front yoke embroidered. Assorted color chambray. S-M-L.

386 ORETTA BLOUSE \$7.50

386 ORETTA MIDI \$11.50

- B. This muslin blouse has flower embroidery in the front and pleated cuffs. Wooden button loop closing front & Nehru neck makes it special. Sizes S. M. L. 317 BECKY BLOUSE \$6.50

- C. Gauze square neck peasant blouse that features a crocheted yoke & trimming at sleeves. Beautiful pastel colors. Sizes S. M. L.

305 CROCHET BLOUSE Short Sleeves \$6.50

306 CROCHET BLOUSE Long Sleeves \$8.00

- D. Intricate hand crocheted lace borders the bottom, neck and sleeves of this pretty blouse. Side crocheted trims make it cool and airy for summer. \* Hand embroidered flower in multi-colors in front. Sizes S. M. L. \*

336 SHALLO BLOUSE Sleeveless \$6.50

338 SHALLO BLOUSE Long Sleeves \$8.00



D



A



B



C

- A. Ever popular natural gauze blouse with subtle embroidered yoke and bottom, in front and back. Natural color embroidery matches the base. S. M. L. 304 NIRMAL BLOUSE \$6.50
- B. This unique gauze top has hand crocheted lace on the sides, bottom and neck with intricate criss-cross embroidery on the front. S. M. L. 350 SARITA BLOUSE \$7.50
- C. This Safari Jacket is styled out of natural 100% cotton; note all the pockets and intricate stitching. Comes in short and long sleeves. S. M. L. 471 SAFARI JACKET \$8.00
- D. This smartly fitting gauze embroidered smock has bib & pockets, front tucked bodice and wooden button closing which add to its beauty. Comes in S. M. L. 361 NIETA SMOCK \$7.50



D

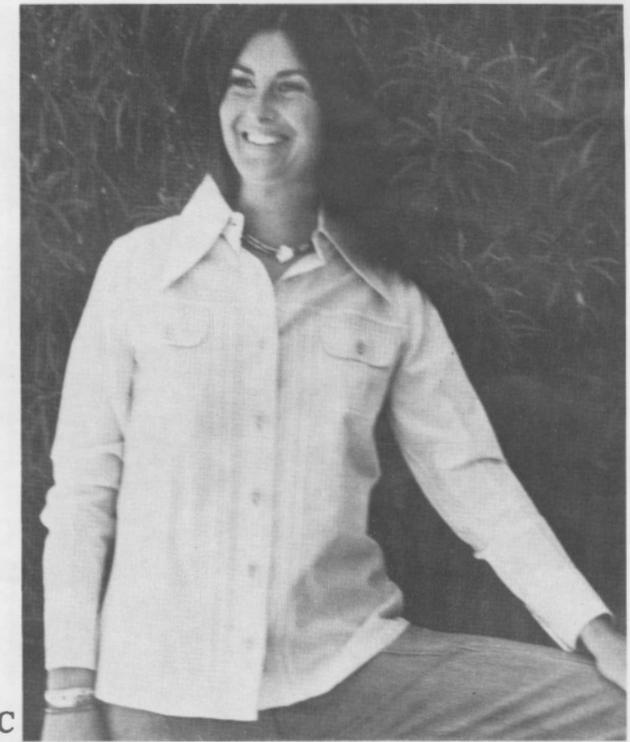
All prices are NET WHOLESALE and subject to change without notice.



A



B



C

- A. Patchwork shirts for ladies in madras cotton. Buttoned front with cuffs. S. M. L.  
**470 MINA SHIRT \$6.75 (In blue tone patches)**  
**475 RITA SHIRT \$6.75 (In natural patches)**
- B. Note the intricacy of stitching in this nicely tailored swiss jacket; comes in natural, blue and light wine chambray; may roll up the sleeves in summer & spring. S. M. L.  
**474 JOYCE JACKET \$8.25**
- C. Another new addition to our line is this elegant chambray shirt with unique front and back tucks and top-stitching. The yoke and buttoned pockets enhance the beauty of the shirt. S. M. L.  
**469 ANITA SHIRT \$8.00**
- D. This is an unbleached cotton muslin shirt with colorful patchwork yoke and cuffs. The short-sleeve Alka shirt has a patchwork placket while the long sleeved is balanced with patchwork pocket flaps. S. M. L. **466 PATCH SHIRT \$6.75**  
**ALKA SHIRT \$6.50**



D





**CREDIT APPLICATION**

If you wish to open an account with Star of India Fashions, please supply the following information. (Your full remittance should accompany your initial order, no reflection on your Credit.)

Three Open Trade Accounts

1. Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_
2. Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_
3. Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Bank Reference

Bank \_\_\_\_\_ Branch \_\_\_\_\_ Acct.# \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Allow two weeks (minimum) for credit clearance.



**BUSINESS REPLY MAIL**  
First Class Permit No. 8083 Phoenix, Ariz.

**STAR OF INDIA FASHIONS**  
4733 North Central Avenue  
Phoenix, Arizona 85012



MAIL	POSTAGE
<input type="checkbox"/> REGISTERED MAIL	<input type="checkbox"/> REGISTERED MAIL
<input type="checkbox"/> AIR MAIL	<input type="checkbox"/> AIR MAIL
<input type="checkbox"/> REGISTERED AIR MAIL	<input type="checkbox"/> REGISTERED AIR MAIL
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<input type="checkbox"/> REGISTERED AIR MAIL	<input type="checkbox"/> REGISTERED AIR MAIL
<input type="checkbox"/> REGISTERED AIR MAIL	<input type="checkbox"/> REGISTERED AIR MAIL



A

This wrap-around skirt has been styled out of popular patch fabric; two front pockets and plenty of wrap. S. M. L.

411 ONA SKIRT \$8.50



B

Look of seventies, This elegant knee length dress has been designed out of white shadow striped gauze. Generous, unusual dolman sleeves with gathered front & contrasting stitching detailing on square neck, waist & cuffs has made it elegant wear for all occasions. Side seam pockets & fitted waist. Also comes full length. Sizes S. M. L.

305 HELENE MIDI \$11.00

63 HELENE CAFTAN \$14.50



C

This elegant knee-length dress has embroidered yoke and waistband with seed-buttoned front. Ties in back, and has long back zipper closing. S. M. L.

001 SONYA MIDI \$12.00



For freedom, this liberally cut dashiki-sleeve caftan is made out of hand-blocked border print fabric. S-M-L - X-L.  
**214 LIBERATOR CAFTAN \$12.50**

**A1.** This caftan is made out of traditional indian bright boarder prints, casual and comfortable. One side slit with hood and button opening in front. Asst. Prints.  
 Sizes 6 - 16  
**008 CAFTAN WITH HOOD \$10.50**

**A2.** For people who care for comfort and ease. This straight simple button neck, and dashiki sleeve caftan is ideal for men and women. Bright hand blocked boarder prints.  
 Sizes 6 - 16 for women.  
**018 PRINTED BUTTERFLY CAFTAN \$10.50**





← Caftan on the left has front embroidered bib, pockets and sashes. Puffed sleeves with long back zipper. Assorted Chambray. S-M-L.  
**082 AMI MAXI \$14.75**

On the right, similar styling without pockets & elegant bib embroidery. S-M-L.  
**074 DIANE LONG DRESS \$14.75**



This embroidered front bib caftan has gathers underneath → for fullness. Long sleeves. Assorted chambray. S-M-L.  
**070 NICOLE CAFTAN \$14.75**



A-1

A-2

- A** Styled out of striped hand loomed gauze. Front yoke with cuffs, long sleeves. S-M-L.
- A-1** 394 JOAN BLOUSE \$7.75  
This hooded look in short dresses is here to stay for a while, with long sleeves, assorted stripe gauze. S-M-L.
- A-2** 393 PAULINE SMOCK \$7.75

- B** Style #393 & 394 also comes in heavy madras cotton. S-M-L.
- 394 JOAN BLOUSE (MADRAS COTTON) \$8.25  
393 PAULINE SMOCK \$8.50

- C** Cool and airy. Wear it any where. Figotting in front; This shirt comes in white and blue chambray. Long and short sleeves. S-M-L.
- 485 MIRA SHIRT S.S. \$6.75  
845 MIRA SHIRT L.S. \$7.25



B



C



A



B



C

- A. Hand crocheted square neck & cuffs co-ordinates with the dress. Elegant & comfortable. Asst. Colors. Sizes S. M. L. **50B CROCHET MAXI \$14.00**  
 Also comes in short sleeves, Asst. Colors. Sizes S. M. L. **50 CROCHET MAXI \$12.00**
- B. Ideal for todays mode in dressing, this front buttoned skirt has inches of frill. One front pocket. Comes in blue and natural chambray. S-M-L. **4112 VICTORIA SKIRT \$8.75**
- C. For freedom, this liberally cut caftan has inches of applique work around hem, the front, back and at the sleeves. Comes in black and white trim and purple & Turquoise trim. Sizes 8, 10, 12, 14, 16 **17B APPLIQUE CAFTAN \$15.00**
- D. Look of seventies; stunning and elegant. This skirt has been tailored out of patched printed cotton, no two patches identical with double off white stitching. Two overlapping ruffles with lace trimming makes it flattering, side zipper closing. Made to go with a blouse with wooden button opening and crisscross strings conect the front & back. Lace trimming. Also available in natural patches. **407 DESDEMONA SKIRT \$14.50**  
**407B DESDEMONA BLOUSE \$7.50**



D

ALL prices are NET WHOLESALE and subject to change without notice



If you are looking for comfort and ease; we will recommend you this beautiful long dress. Embroidered yoke and waist; and gathered through the waist. Long sleeves, assorted chambray. S-M-L.  
**081 SONA MAXI \$13.50**



This self striped chambray long dress with fitted empire waist has long zipper at the back, elegant hand crochet work at waist, neckline and cuffs. S-M-L.  
**080 SUR MAXI \$13.50**



Our model wore this little top with draw string pants but you can wear it with shorts, skirt or jeans; out of died cotton. Two front pockets. S-M-L.  
**391 RIPLEY BLOUSE \$7.50**



Great top, goes well over shorts jeans or skirt. Three quarter sleeves with cuffs. Contrasting stitching with big breast pockets. Assorted Chambray colors. S-M-L.  
**392 PASA BLOUSE \$6.75**



**A1.** Is as elegant as it looks on our model. This has bodice front & cuffs hand embroidered; with softly gathered skirt & long sleeves. Long back zipper closing. Asst. Colors. Sizes 6 - 14 **59 RAJAN MAXI \$16.50**

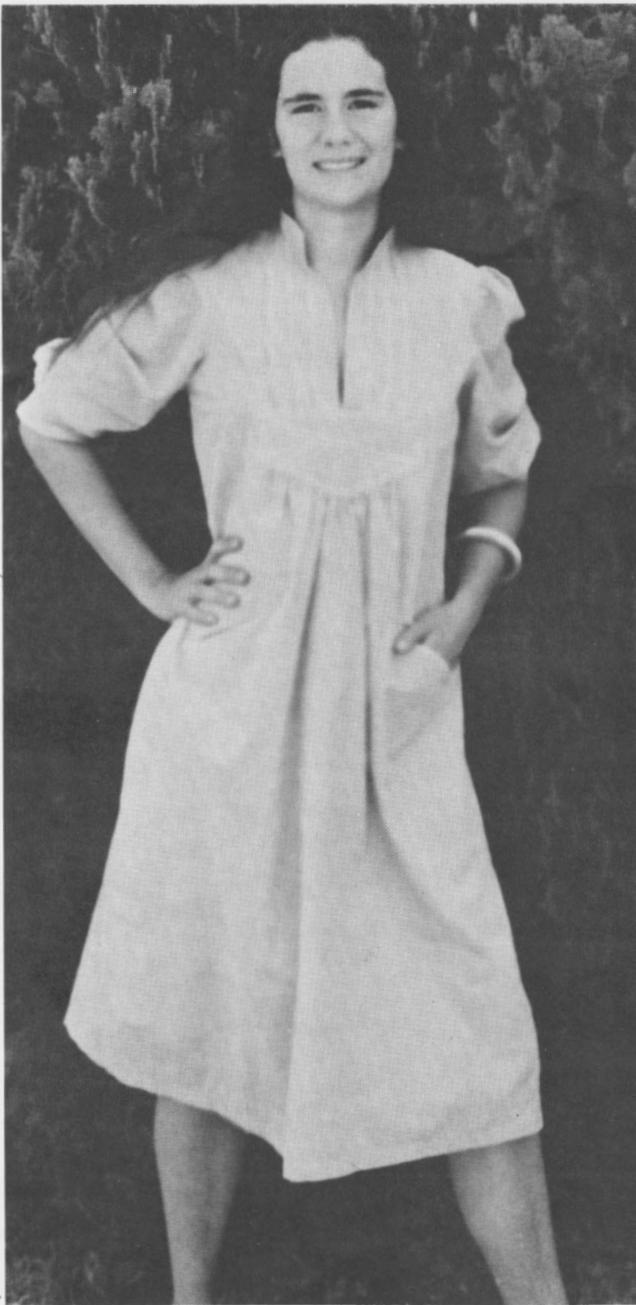
**A2.** Made in 100% cotton India gauze with bodice front & cuffs made of antique embroidered fabric. From the softly, gently gathered skirt to the long full sleeves this is totally feminine. Has long back zipper closing. Sizes 6 - 14 Asst. Colors. **60 CHAKLA MAXI \$14.50**



**B** Three tier long dress with co-ordinating prints. Yards of material gathered to make full skirt. Long sleeves with back zipper opening, flattering and stunning; cuffs and back sashes. Comes in S. M. L. **002 REKHA MAXI \$16.50**



**C** This rayon intricately, hand embroidered long dress is hard to produce. It takes weeks to make one. This is smashing kashmiri workmanship. **013 SILK LONG DRESS \$19.00**



**A** A must for every girl's wardrobe. Chambray dress with contrasting stitching on the yoke and the back. Three quarter sleeves with cuffs  
Blue & Natural. S-M-L.  
**387 CHRISTY MIDI \$11.50**



**B** 100% cotton fitted blouse, has crochet trim around the neck, sleeves and front bodice. Goes well with classic skirt in beautiful hand spun, hand woven cotton in sky blue color. Skirt buttons up the front has a yoked back and narrow waist band.

Sizes S. M. L.

**408 STEPHANIE SKIRT \$8.50**  
**348 STEPHANIE BLOUSE \$8.00**

This wrap skirt is made out of hand woven cotton. Two front pockets and plenty of wrap to make it full. Asst. Colors.

**405 RAJ WRAP AROUND \$9.00**



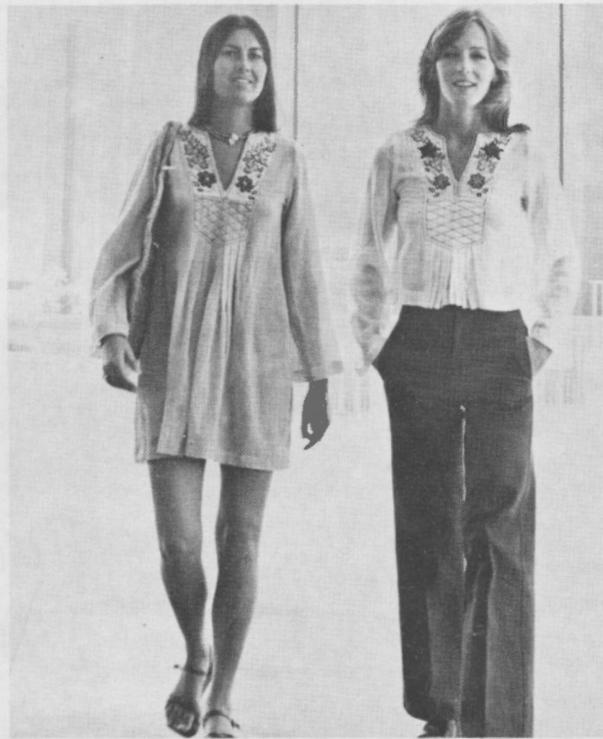
**C** Scalloped skirt in co-ordinating hand blocked prints. Sizes S. M. L.

**401 BARBARA SKIRT \$9.50**

This comfortable, simply-styled shirt has two front pockets and cuffs. Comes in Asst. Colors S. M. L.  
**457 BOBBY LADIES SHIRT \$5.75**



A



B



C

- A. In natural cotton with assorted prints. The skirt wraps around. Sizes S. M. L; co-ordinates with dyed cotton shirt with printed western yoke, pockets & cuffs. Sizes S. M. L  
**403 WRAP AROUND SKIRT \$10.00**  
**455 GLORIA SHIRT \$7.00**
- B. Dyed cotton blouse with hand embroidered bib, front deep opening with shiring underneath for fullness; long sleeves. Also comes longer length. **346 KATHRYN BLOUSE \$7.75**  
**347 KATHRYN SMOKE \$9.00**
- C. Halter long dress in natural cotton muslin. Pockets and waist band are patched out of hand blocked fabric; comes in S. M. L  
**603 PATCH HALTER DRESS \$9.50** Also comes in mini length.  
**603B PATCH HALTER MINI DRESS \$7.50**
- D. Striped cotton crepe caftan with button and loop closings on the bodice. One size fits all.  
**57 COLEEN CAFTAN \$11.50**  
 Striped cotton crepe caftan with hood, long zipper in front, the most comfortable style ever. For men & women. One size fits all.  
**55 CREPE HOODED CAFTAN \$12.50**



D



**A** This 100% cotton halter top is individually hand painted. Ties at the neck and back. S. M. L. **ANGELA TOP \$3.50**  
 The same style in hand blocked cotton prints. **JULIE HALTER \$2.75**  
 Individually painted skirt with front knee long tucks and pockets in natural cotton. S. M. L. **410 SUBRINA SKIRT \$10.50**



**B1.** This empire waist, long sleeves dress has been designed in hand blocked cotton, with coordinated border print at neck, waist band sleeves, side and hem. Back zipper. Sizes 6 - 16. **38 INDIA MAXI \$9.50**  
**B2.** This sweet heart neck, full skirt long dress has bell sleeves, perfect for summer. Has back tie and back long zipper closing. Asst. Prints. Sizes 6 - 14. **42 FAIRLADY LONGDRESS \$10.50**  
**B3.** Long halter dress with back zipper and ties behind the neck. Styled in traditional assorted hand blocked cotton. S. M. L. **602 PRABLA HALTER DRESS \$9.50**



**C** Delicately hand embroidered crocheted square neck and cuffs of this flowing soft striped natural crepe cotton dress has made it - feminine and comfortable. Excellent beach wear. Also comes in short sleeves. **66 ASHIA MAXI L. S. \$16.50**  
**65 ASHIA MAXI S. S. \$14.50**



One of our most popular styles, looks great on, embroidered yoke and waist band. Seed buttoned front and ruffled skirted bottom makes it most flattering.

001 SONYA MAXI \$16.50



Three tier halter dress in self striped natural cotton. Yards of material, gathered to make full skirt. Back zipper opening. Comes in S. M. L. 601 DONA HALTER \$16.50



This elegant cotton crepe long dress has hand-embroidered bodice & cuffs. Gathered full skirt & long sleeves. Comes in Asst. Colors. Sizes 6 - 14  
62 LALITA MAXI \$14.50



A

# Star of India Fashions

BULK RATE
U.S. POSTAGE PAID
PHOENIX, ARIZ. PERMIT NO. 165

TO: PRESIDENT FORD  
and Family; 1600  
PENNSYLVANIA AVE,  
The White House,  
Washington, D.C. 20502

- A. Loose, comfortable and easy. This long dress is made out of unbleached cotton muslin. Fitted bodice, wooden buttons in front enhance its beauty.

Sizes S. M. L.

58 GLENN MAXI \$11.50

- B. Shirt for Men & Women in blue madras cotton with two breast pockets and cuffs. Darker blue stitching borders on yoke, pockets, and cuffs.

S. M. L. XL.

464 JANNIE SHIRT \$6.75

123 ROSS SHIRT \$7.25



B

Designer Labels in Mrs. Ford's Clothes

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



# REGENESIS INC.

78 EAST 53RD STREET, NEW YORK, N.Y., 10022, 593-2782

July 10, 1975

*File - Ruthing Lints  
B.F.*

Mrs. Gerald Ford,  
White House,  
Washington, D.C.

Dear Mrs. Ford:

Enclosed find a copy of our latest catalog,  
sent at the request of Ms. Mary Norton of  
Evanston, Illinois.

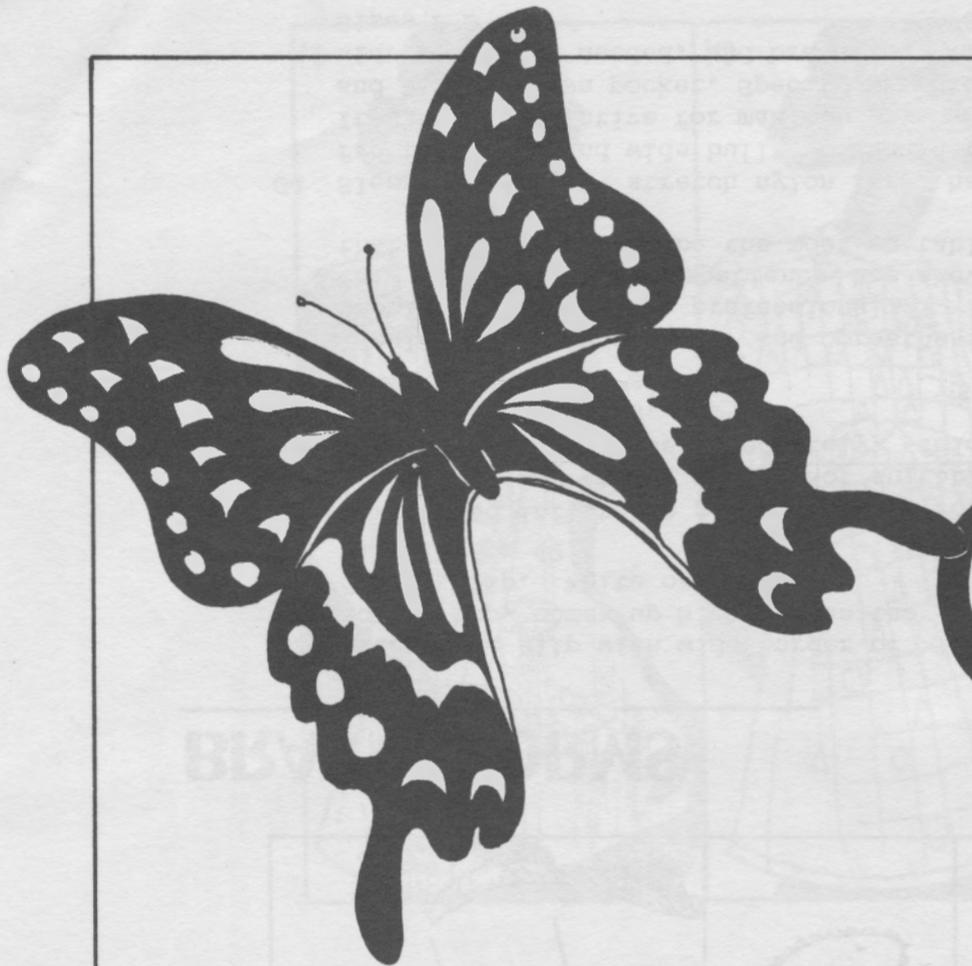
It will be our pleasure, if we can be of any  
service to you.



Sincerely,

Regenesis Inc.

*Chandra goel.*



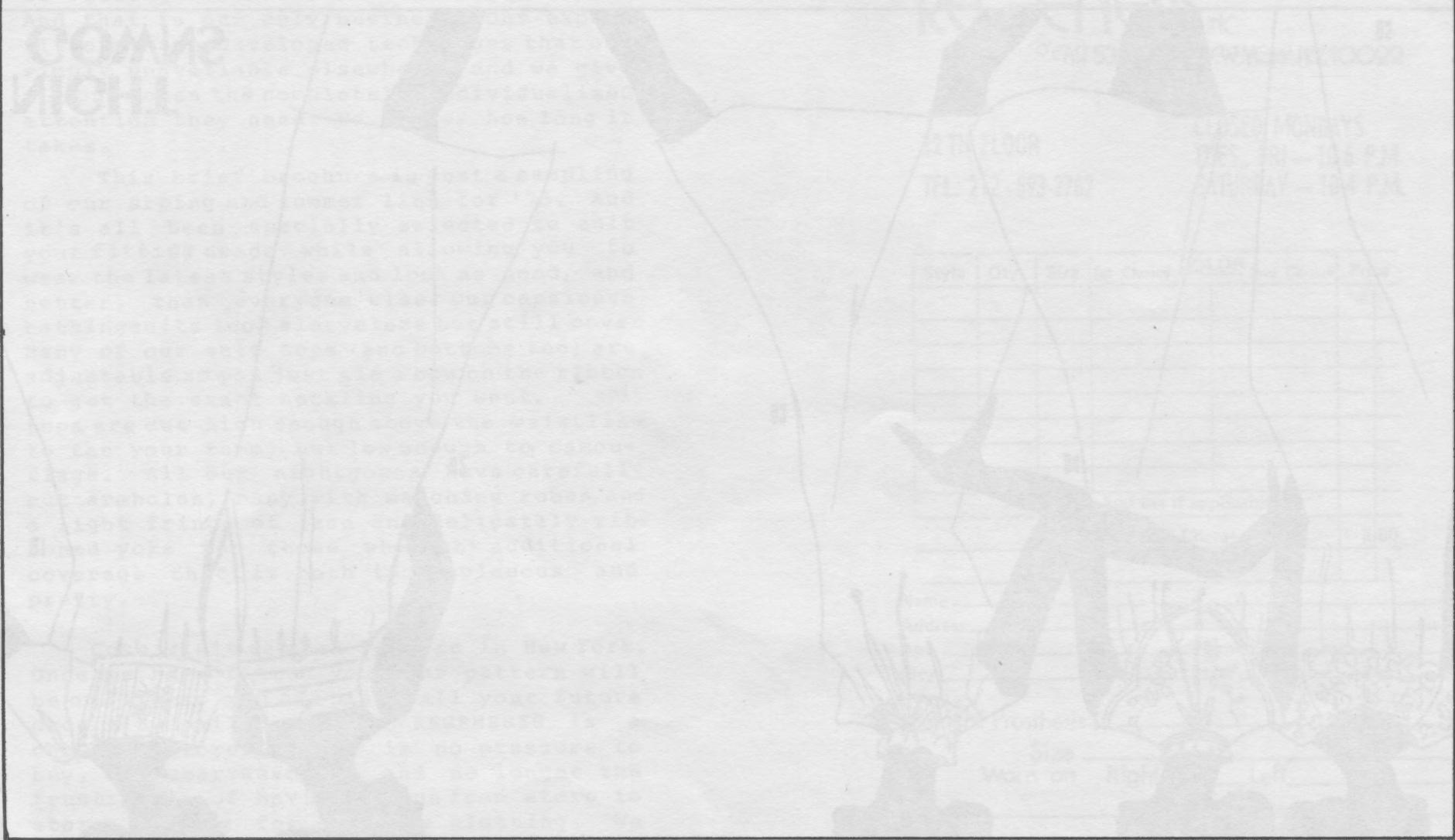
Spring  
β  
Summer  
75



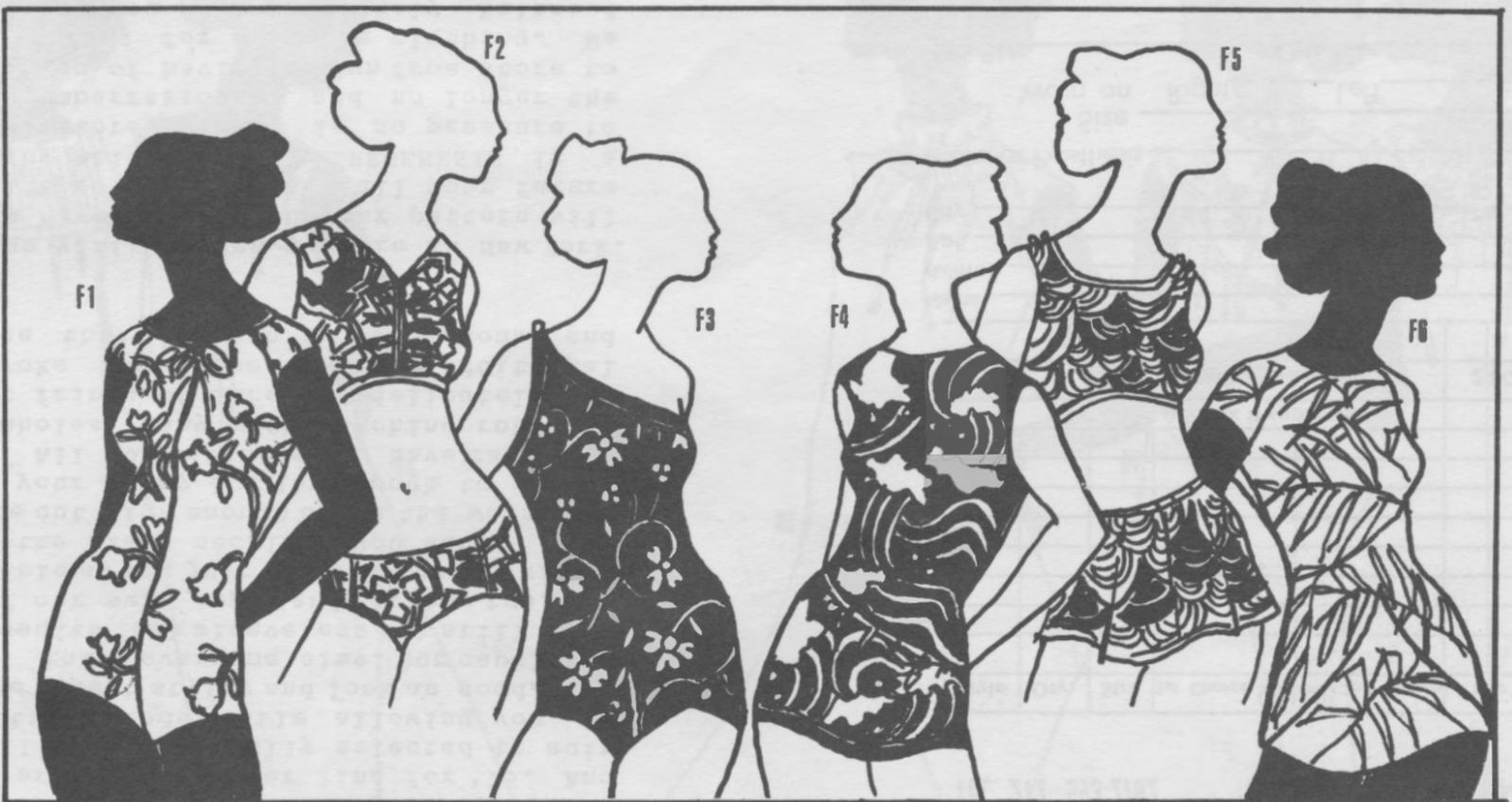
# REGENESIS INC.

18 EAST 53RD STREET, NEW YORK, N.Y. 10022

BULK RATE  
U. S. POSTAGE  
PAID  
New York, N. Y.  
Permit No. 217







## BATHING SUITS

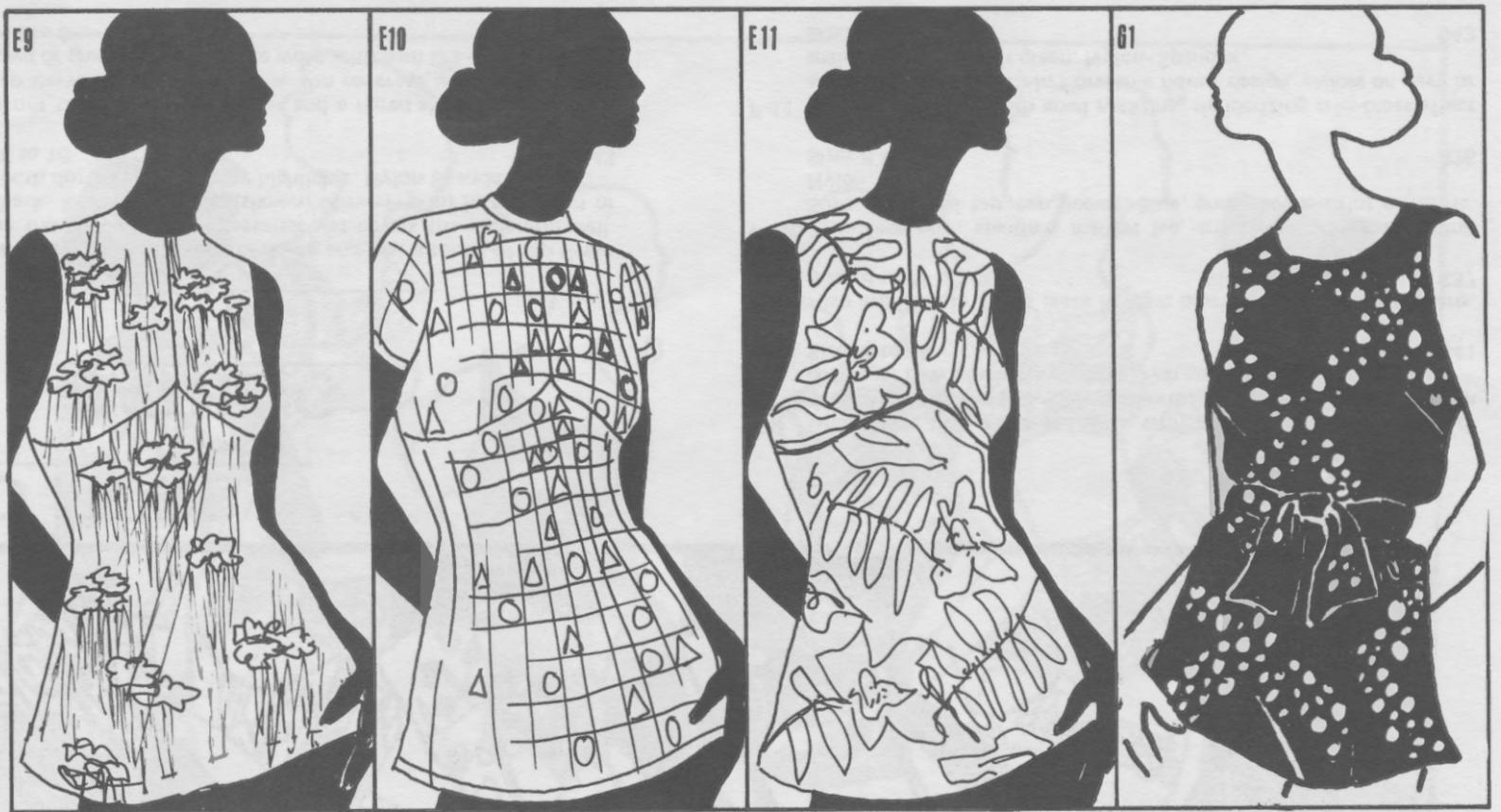
- F-1 Beautiful one-piece with neckline that comes just below the collar bone. Has elastic gathering along neckline which hugs the chest, and slightly capped sleeves. Modified boy leg. Shrimp colored flower print. Nylon-Spandex. Sizes 8-16 \$41
- F-2 You can't miss this completely adjustable two-piece. Tighten the ribbon through the top for the exact neckline you want. (Center seam is 7 inches long) Full panty adjusts to bikini. Coral, floral deco print. Sizes 8 to 16 \$32
- F-3 One-shoulder white flower print in brown or chinese green. Covers high under the arm and across the back. Specify right or left shoulder. Nylon lycra. Sizes 8 to 14 \$43.50
- F-4 One-piece with high neck, slightly capped sleeves, and plunging back. Covers well under the arm. White wave print on light green. Nylon spandex. Sizes 10 to 18 \$38
- F-5 Two-piece built-up suit, skirt from the waist. (To be worn with your own bra) In Turq/white or beige/black/red combo. Sizes 8 to 18 \$37.50
- FSA Same style also available in hip-rider pants. Sizes 8 to 18 \$37.50
- F-6 High graceful neckline, high back and cap sleeves. Has attached panty and built-in bra. Exotic palm print in blues or muted oranges. Nylon spandex (Can be worn with your own bra. Please specify) Sizes 8 to 18 \$43



## AND MORE...

## BATHING SUITS

- F-7 Dramatic styling with a high neckline and just a touch of cap sleeve to give the appearance of sleeveless yet covers the underarm well. Low back, key hole effect. (shown) Chevron print in teal green or gold, both dotted with raspberry highlights. Nylon Spandex. Sizes 8 to 16 \$43
- F-8 High-front tunic with front zipper and a flared skirt. Scooped back and cap sleeves provide good underarm coverage. Animal skin print of brown or green. Lycra (Can be worn with own bra-specify) Sizes 10 to 6 \$44.50
- F-9 Great look in a solid one-piece with high neckline trimmed with detail stitching and shoulders that extend slightly to give just enough coverage. Low back. In light blue, rich green, or rust. Sizes 8 to 16 \$41
- F-9 A Also available in a two piece in light blue or green. Hip-rider pants. Sizes 8 to 16 \$37
- F-10 Two-piece with standard maillot leg, adjustable sides into bikini. Shirred covered top, cap sleeves. Blue, green flower print on white. Nylon. Sizes 8 to 14 \$36
- F-11 Shapely one-piece with cowl neckline, slenderizing criss-cross effect at waist and low back. In Forsythia flower design, yellow on navy or antique white on soft green. Nylon-Spandex. Sizes 8 to 18 \$43



## TUMMY CONTROL SUITS

These suits have been designed especially with the full figure in mind. All have built in tummy control.

E9 Pink flowers dancing on a background of spring grass. Jewel neckline, Zipper back  
87% Nylon 13% Lycra spandex  
Sizes 36 to 44 C cup only. \$43

E10 Green diamond and circle print with jewel neckline, back zipper, cap sleeves. White trim. Lycra.  
Sizes 39 to 44 C cup only. \$47

E11 Gold jungle print, jewel neckline, zipper back. 87% Nylon 13% Lycra spandex.  
Sizes 36 to 44 C, or 14 to 20 B cup \$43

E-12 Fully lined swim shift has separate panty and self belt (To be worn with your own bra). Slightly scooped back has three buttons. 100% polyester. In navy and white dotted print (shown) or coral and white sea shell print.  
Sizes 10 to 22 \$38



## BRAS & FORMS

G2 Cling-free slip with wide border of lace across top, comes up higher than the ordinary slip. White or beige.  
Sizes 32 to 42 \$12

G3 Air-filled inflatable plastic Breast Form to be used in bathing suits. Not suitable for two-pieces. Dries immediately, folds up for easy packing.  
Sizes Specify bra size. \$5

Ideally, your brassiere and prosthesis should be fitted by a professional. If this is not possible, experience has shown that these bras will be the most suitable

G4 Sleep bra of 100% stretch nylon lace has front closure and wide built-up shoulder. It's non-restrictive for maximum comfort and has it's own pocket. Specify on which side pocket is needed, and bra size.  
Sizes P S M L \$6

G4A Dacron filled breast form is washable and quick drying. Can be used in sleep bra and lounge bra.  
Sizes Specify bra and cup size. \$4

G5 Wide built-up shoulder front and back provides a comfortable fit and a balanced appearance. 1½" band under the bust holds bra securely in place. Back closes with 4 or 5 hooks depending on size. Has own pocket. Specify make and size of prosthesis and on which side it is worn.  
Sizes 34 to 44 B to DD White polyester.

G5A Bandau - \$13.50  
G5B ¾ Length- \$14.00  
G5C Full Length - \$14.50

G6 Lounge bra in lace trimmed Nylon spandex all stretch. Beige  
Sizes S M L \$15

March 24, 1975

Dear Miss Haring,

Mrs. Ford has asked that I thank you so much for your thoughtfulness in sending the selection of clothes from Glen of Michigan.

We regret very much that Mrs. Ford is unable to accept them, but she does appreciate your kind gesture of friendship.

With warm regards,

Sincerely,

Nancy M. Howe  
Special Assistant  
to Mrs. Ford

Miss Raenell Haring  
Glen of Michigan  
77 Hancock Street  
Manistee, Michigan 49660

NMH/cp



# glen of michigan

77 HANCOCK STREET, MANISTEE, MICHIGAN 49660. 616-723-3531

March 14, 1975

Dear Mrs. Ford:

Glen of Michigan is very proud that you have consented to wear our clothes. We do hope you will be pleased with the selection and know that you will enjoy wearing them.

If we can be of any assistance in helping to select more outfits, please let me know.

Sincerely,

*Raenell Haring*

Raenell Haring  
Designer



March 13, 1975

Dear Ms. Sandstedt,

Mrs. Ford has asked that I write to thank you for your kind letter regarding the fall collection from Glen of Michigan which goes on sale March 10th. It really sounds like an exciting collection, and she is quite familiar with Gwen Frostic's work. She and Susan both have used the note paper for a number of years and always got such a happy response from friends who received a note on her unusual stationery.

I am happy to say that Mrs. Ford and Susan have been wearing Glen of Michigan outfits for many years. As a matter of fact, they have been one of your greatest rooters here in the Washington area.

With warm regards,

Sincerely,

Nancy M. Howe  
Special Assistant  
to Mrs. Ford

Ms. Janell Sandstedt  
Director of Sales/Service  
Glen of Michigan  
77 Hancock Street  
Hamlet, Michigan 49668

NWH/ep



**glen of michigan**  
77 HANCOCK STREET, MANISTEE, MICHIGAN 49660

Mrs. Gerald Ford  
The White House  
Washington, D. C.



March 20, 1975

Dear Sharon,

Thank you so much for your recent letters and for so thoughtfully enclosing the new fashion sketches for Mrs. Ford. She so appreciated your thinking of her, but she feels her wardrobe meets most of her needs at this time.

I am returning your sketches under separate cover as I am afraid that something might happen to them if I keep them here. They were lovely, and it was so kind of you to send them down for us to see.

I adore the little bag which you enclosed with your last group of sketches. Much love for thinking of us.

Sincerely,

Nancy M. Howe  
Special Assistant  
to Mrs. Ford

Ms. Sharon Bishop  
Serendipity Three  
225 East 60th Street  
New York, New York 10022

NMH/cp



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serendipity  3

225 EAST 60th STREET • NEW YORK 10022 • (212) TE 8-3531



3/12/75

Nancy dear,  
Everytime I hear a news  
bulletin on Mrs. Ford's health I  
shudder! So sorry that she is having  
such a rough time!!

This time around I am  
sending some sketches from  
the firm I mentioned when you  
asked about lingerie - EYEFUL.  
The attached information will  
fill you in on their background.  
They are sold at all of the finest  
stores throughout the country.  
If you want nightgowns too,  
just say the word. Aren't they  
handy?  
Please don't let these be  
seen by anyone else. They will

GENERAL  
STORE

serendipity  3

225 EAST 60th STREET • NEW YORK 10022 • (212) TE 8-3531

not come out until May. For  
Mrs. Ford of course, they can  
be made up now.

Should you want samples  
to be brought down or what-  
ever, just say the word.

Do let me hear!!

Faithfully,  
Harold Bishop



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serendipity  3

225 EAST 60th STREET • NEW YORK 10022 • (212) TE 8-3531

March 6, 1975

Dear Nancy!

There seems to be a problem in making  
down an appointment to show Mrs. Ford  
our Bi-Centennial collection, so it is  
that we are sending along these garments  
designed to whet her appetite!

It would indeed be a treat to preview  
them for Mrs. Ford prior to showing them  
nationally to customers.

To fill you in on the derivation of  
the material sketched, the following data  
is submitted.

- 1- The emblems on the captan and the  
first skirt were taken from the indivi-  
dual State Flags of the Revolution.
- 2- The beautifully feminine Lily Locket  
skirt was inspired by the many pockets  
ladies wore inside clothing in those  
days. Enhancing all is a flourish of the  
popular vogue of that era.
- 3- The Betty Ross design was taken from  
an antique cigar box.



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2.

Note: all of these designs lend themselves to great blouses, bias skirts and recycled jean skirts. (Encompassing all age groups.) They are fashionable in Blue and white denim, also in khaki. They can be ordered in any special colors or fabrics.

We think it would be great fun to do denim tablecloths and napkins with these Bi-Centennial themes. What do you think of that? After all denim did come over with Columbus, so it would be fitting!

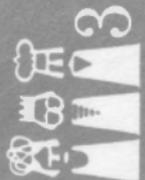
No be in touch!

P.S. Our latest Status  
Tote is a sign of  
our humour!

Yandy,  
Susan  
Bishop



GENERAL  
STORE



serendipity

225 EAST 60th STREET • NEW YORK 10022

Mrs. Nancy Howe  
3017 Cathedral Ave.  
Washington D.C. 20016

November 30, 1974

Dear Ms. Bishop,

How very thoughtful of you to send me such a lovely tote bag, and it arrived at such a perfect time since I am planning to accompany the President on his visit to Martinique the middle of December. I am sure it will get a great deal of use on my shopping trips on the Island. Your lovely caftan will also be one of the first things that are packed for the trip.

I am happy to say that I am feeling much better now, and it is so nice to be back to work again. The President joins with me in sending our very warmest regards, and may you enjoy a happy holiday season.

Sincerely,

Ms. Sharon Bishop  
Serendipity Three  
225 East 60th Street  
New York, New York 10022

NMH/cp



Mrs.  
Betty  
Ford

Restaurant  
General  
Store

serendipity   
 3

225 EAST 60th ST. • NEW YORK 10022 • TE 8-3531



October 19, 1974

Dear Sharon:

How very thoughtful of you to send such a lovely gift during my recent illness. The caftan is beautiful and I love the colors. It is a wonderful addition to my wardrobe, and I look forward to visiting your shop.

I am very thankful to say that I have been feeling better each day. I am looking forward to resuming my usual activities soon.

The President joins with me in sending our warmest regards.

Sincerely,

Ms. Sharon Bishop  
Serendipity 3  
225 East 60th Street  
New York, New York 10022

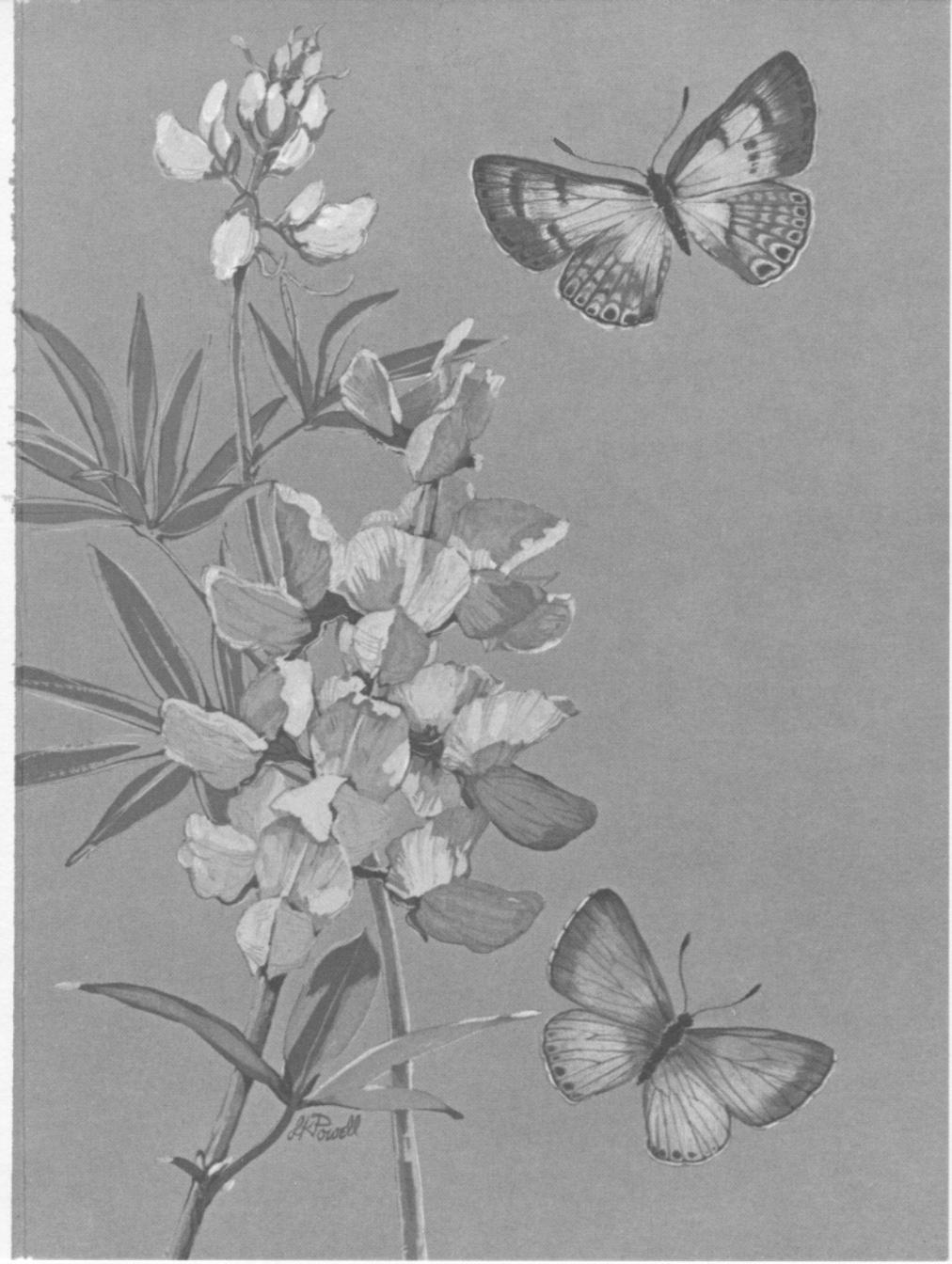
NMH/cp



CURRENT GET WELL CARDS

*Current, Inc.*

COLORADO SPRINGS, COLORADO



an.

We all admire you  
so much and hope that  
you all will come visit  
us and sample our  
great food. I would love  
to send you some, but  
I know all of the security  
involved.

Bless you!!



Yanthy,  
Pharon Bishop  
for  
Serendipity 3

Dear Mrs. Ford,

Please get well soon!

After reading the  
squibb about your  
pink chenille robe  
we thought you  
would enjoy a period  
of recuperation in our  
Lynne Lofton. You can  
wear it anywhere later

Rehe

Serendipity 3  
225. E. 60<sup>th</sup> St.  
N.Y. N.Y. 10022

To :  
Mrs. Betty Ford



"Clothes-Designers"

ALFRED BOSAND, INC.  
COUTURE CLOTHES  
37 WEST 57TH STREET  
NEW YORK, N. Y. 10019  
—  
MA 1-4188

1-15-75

Dear Ms. Haver,

I am taking the liberty of writing to  
say if Mrs. Ford at sometime needs for very special  
evening clothes, it would be a great pleasure to  
do something for her.

Kindest regards.

Very truly yours,  
Alfred Bosand



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*82*  
*3/19/19*

# Woodard Surgical

JACKSON

1308 W. MICHIGAN AVE.  
ST 2-1296

HILLSDALE

170 LEWIS STREET  
PROFESSIONAL PHARMACY  
439-9347

PLEASE FIT

ADDRESS

DATE

Color?

Bra  
size?

Waltz  
or  
Floor  
length?



maribou

Satin streamer  
Pocket in  
Rt. or left side  
for whatever  
farm used.

PHYSICIAN

Read & File  
CP

1971

"Clothes"

# Woman Brings New Service

By GENEVA GATES

Thanks to Earlene Woodard, Hillsdale area women have a new service available to them.

Mrs. Woodard is from Jackson and she is in the business of fitting women for artificial breast forms, surgical garments and spinal braces. She comes to Hillsdale's Oliver-Buchhop Professional Pharmacy Monday, Wednesday and Friday from 10 a.m. to 4 p.m. for the express purpose of bringing a service that has, in the past, been in Jackson, or larger surrounding cities.

Mrs. Woodard has had considerable experience in her field, having been with the S & H Camp School in Jackson, the ATCO School in Akron, and she was the head fitter of support garments at Noble Blackmer, Inc. in Jackson for three years.

The specialized garments and orthopedic braces are made from prescriptions and from orthopedic surgeons, and it's an art. She and her husband Tom, work together in their business that they opened together.

Earlene is particularly in-



MRS. EARLENE WOODARD

terested in mastectomy cases—women who have had a breast removed due to cancer. She feels that psychology is an important factor in her return to near-normalcy, and she is now working on specially fitted, feminine nightgowns. "In my business, there is more involved than just selling an item. It is very personal and extremely important that a woman not only looks better, but feels better after my service. With the great advances in scientific materials nowadays, there is no reason for a woman not to employ every possible means for comfort and better looks."

Earlene is a dedicated woman. She often visits Jackson hospitals on Sundays to adjust or fit new braces. She also speaks to groups and makes visits to staffs at convalescent homes, groups of nurses in hospitals and girls' high school physical education classes.

And her's is a big business. She pointed out that approximately 60,000 women in the United States undergo mastectomies each year. And since she's a woman, she understands the problems resulting, especially the mental attitude. She feels counseling by her is as important as the actual fitting of the prosthesis.

So if you see a new face in town, it's Earlene Woodard, and she's here to help those who in the past had to travel miles for her specialized service.

Nov. 14, 74

Nancy Howe;

I hope this will explain who I am and what I do. These are from the times I operated a business. I guess that up when I realized people were more important to me than profits.

Please help me to do my small part in making this gown for Mrs. Ford. I feel it is her right as a woman to know how beautiful she is. I am reimbursed for my time fully by the smile I see when my lady receives her gown.

Sincerely;

Earlene Woodard



1971

# OLIVER-BUCHHOP PROFESSIONAL PHARMACY ANNOUNCES —

At last! A **COMPLETE** Breast Form!  
**AFTER BREAST SURGERY**

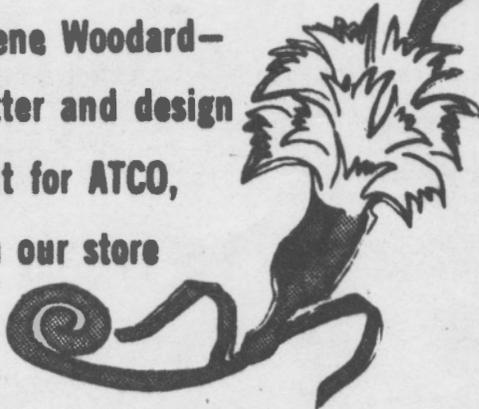
## *Style Form*

by the **ATCO** Specialists

- Fits most standard brassieres —
- no pocket necessary
- Simplifies fitting
- Fills in hollows naturally
- Creates a beautiful bust line
- Fluid Filled
- Sensibly priced at '30<sup>00</sup>



Mrs. Earlene Woodard—  
regular fitter and design  
consultant for ATCO,  
will be in our store  
Mondays,



Wednesdays and Fridays, from 10 to 4. Call for  
an appointment to see the ATCO Style Form and the New Look of Confidence  
and Comfort it will bring you.

Mrs. Woodard is also a highly qualified fitter of Surgical Supports and  
Braces. Problem Fittings are her Specialty!



# OLIVER-BUCHHOP Professional Pharmacy

170 LEWIS ST.

PHONE 439-9347

HILLSDALE

Earlene Woodard  
528 Maitland Dr.  
Horton Michigan  
49246



Mrs. Gerald Ford  
c/o White House  
Washington, D.C.



Attention - Nancy Howe  
Personal

# glen of michigan

77 HANCOCK STREET, MANISTEE, MICHIGAN 49660. 616-723-3531

"Clothes"

August 1, 1975

Miss Nancy Chirdon  
Secretary to Mrs. Ford  
The White House  
Washington, D. C.

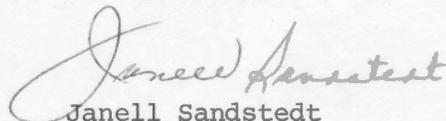
Dear Miss Chirdon:

Thank you so much for sending the twelve pictures of Mrs. Ford so that our sales representative can share in the pride of seeing her receive Glen of Michigan sportswear. You can be certain that they will in no way be used for publication. In fact, I have written on each one "not for publication." We do appreciate your cooperation in sending them to us.

I tried several times this past week to reach you by phone, to find Mrs. Ford's measurements as we want to make a velvet jacket to fit her, since the one she received was not quite right. I finally called Margaret Treanor, who was able to obtain this information for us and we are in the process of getting the jacket made right now. As soon as this is finished, it, along with the other pieces it was necessary for her to return, will be sent to Margaret's office and she will see that they are delivered to the White House.

We hope she will enjoy wearing them.

Sincerely,



Janell Sandstedt  
Director of Sales/Service



September 13, 1974

Dear Terry:

Thanks so much for your recent letter. You have been so kind to keep me posted on the fashion news that we have received in New York. I have taken the liberty of showing the First Lady all the clippings you have sent as well as the pictures of all the various furs you have.

To be honest, we simply have not had the time to discuss her needs for a coat for this winter. But, I can assure you that when she decides on a new coat, Christie Brothers will be the furrier.

Susan will definitely need a "fun fur" for this winter. As soon as we can arrange a time, Lise Courtney and I will bring her up to look at all the "goodies."

My dear husband has decided that I can have a full-length evening coat--so I will be calling you soon. Since I already have a mink and liax, please start thinking of something special for me.

Mrs. Helen Smith, the First Lady's Press Secretary, is very interested in a new coat, so I will be sending her to you. It's always fun to send one's best friends to the best furriers in New York.

Again, many thanks.

Fondly,

Nancy M. Howe  
Personal Assistant  
to Mrs. Ford

Mr. Terry Christie  
The Christie Bros. Fur Corp.  
333 Fashion Avenue  
New York, N.Y. 10001





*The Christie Bros. Fur Corp.*

333 FASHION AVENUE • NEW YORK, N. Y. 10001  
SEVENTH AVENUE • PENNSYLVANIA 6-6944

August 12, 1974

Mrs. James Howe  
3017 Cathedral Avenue, N.W.  
Washington, D. C.

Dear Mrs. Howe:

In looking through our latest New York papers, we keep coming across your name, and do appreciate how busy you must be at this time.

However, we do want to take this opportunity to bring to your attention that our First Lady comes from a part of the United States where the finest mink in the world is bred. For the last few years the economic condition of our industry has been on a continuous decline and many ranchers and manufacturers have had to go out of business.

As members of the American Fur Industry, I feel that Mrs. Ford as First Lady can, by wearing furs, bring back 'sunshine' to our industry. To wear other furs from the various countries would also enhance the country's image, and show our people the interest Mrs. Ford has in establishing personal warm relations with our friends across the sea. For example, the United States has the finest in mink and chinchilla; Russia, sables; Norway, foxes; Canada, fisher and Africa, swakara.

As you know, the Brothers Christie are considered one of the finest manufacturers in the world, and it would be our pleasure to cooperate with Mrs. Ford and yourself in making her any fur she may be interested in on a strictly 'cost' basis. May we also suggest that one of the Christies would





*The Christie Bros. Fur Corp.*

333 FASHION AVENUE • NEW YORK, N. Y. 10001  
SEVENTH AVENUE • PENNSYLVANIA 6-6944

August 12, 1974

Mrs. James Howe:

be happy to make a trip to Washington with several items for her approval. However, if you personally would like to make a selection for her, a visit to our showroom would be most welcome.

Please forgive me for intruding at this time on your very busy schedule, but we do look forward to hearing from you at a later date when time permits.

Kindest personal regards from the Brothers Christie to you and your family.

Sincerely,

Terry Christie

TC:el



March 13, 1975

Dear Ms. Sandstedt,

Mrs. Ford has asked that I write to thank you for your kind letter regarding the fall collection from Glen of Michigan which goes on sale March 10th. It really sounds like an exciting collection, and she is quite familiar with Goen Frostic's work. She and Susan both have used the note paper for a number of years and always got such a happy response from friends who received a note on her unusual stationery.

I am happy to say that Mrs. Ford and Susan have been wearing Glen of Michigan outfits for many years. As a matter of fact, they have been one of your greatest rooters here in the Washington area.

With warm regards,

Sincerely,

Nancy H. Howe  
Special Assistant  
to Mrs. Ford

Ms. Janell Sandstedt  
Director of Sales/Service  
Glen of Michigan  
77 Hancock Street  
Manistee, Michigan 49660

NWH/ep



# glen of michigan

77 HANCOCK STREET, MANISTEE, MICHIGAN 49660. 616-723-3531

March 27, 1975

Mrs. Nancy M. Howe  
Special Assistant to Mrs. Ford  
The White House  
Washington, D. C.

Dear Mrs. Howe:

Thank you so much for your note of March 13th. I just spoke to Carol VanderJagt and know that you are going on vacation, but I wanted to get a letter to you because so much has happened since I originally wrote to Mrs. Ford on February 12th.

Two days after I had written, Carol called to see if there was anything Glen of Michigan could offer for table favors for the Congressional wives breakfast, honoring Mrs. Ford on May 22nd. I told her that I had just written to Mrs. Ford and we both chuckled over the fact that our minds were working in the same direction.

I did not pursue sending some of our fall things for her to wear as Carol told me they wanted to present her with a gift at the breakfast and wanted it to be a surprise. In the meantime however, we decided to send a couple of outfits from our spring collection, as well as a long skirt in the Bi-Centennial print for her to wear now. Please let me make it perfectly clear .. we are not doing this for any kind of publicity. We merely feel that we make a good product .. it's made in Michigan and since Mrs. Ford is from Michigan and likes our clothes, we'd like for her to wear them. Carol mentioned on the phone that she had seen Mrs. Ford last night, she liked the yellow outfits, but felt she could not accept them as a gift from a manufacturer. Let them be a gift from Carol, since we sent them to her .. we really don't care .. as long as she likes them and wants to wear them. (We can even sell them to her at a "token" wholesale cost, if she prefers).

Now .. to go on to the breakfast. We are making scarves from the Gwen Frostic print to be given to the ladies at the breakfast. We will also furnish two or three outfits from our early fall collection to be presented to Mrs. Ford as a gift, (from the committee) at the breakfast. Again, let me emphasize, Glen of Michigan is not interested in doing all of this for publicity .. we feel this will come naturally and will gain from people wanting to know where our clothes can be purchased in the Washington area ... or even in the home state of the Congressional wives attending the breakfast.

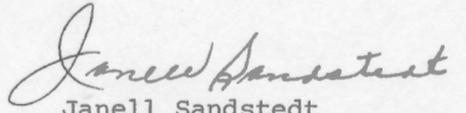


Mrs. Howe  
March 27, 1975  
Page 2

I was going to call and discuss this with you, but I am sure you are plenty busy today trying to get away on vacation, so after you return and have a chance to get caught up, either call or write me. If Carol did not have an opportunity to talk to you before you left and you had already returned the clothes to us, we will just hold them here and send them back to Carol if Mrs. Ford can accept them as a gift from her.

I will look forward to hearing from you.

Most sincerely,

  
Janell Sandstedt  
Director of Sales/Service

P.S. I would appreciate your keeping this letter confidential since the committee planning the breakfast are trying to keep what they are doing a "secret" until May 22nd.



# glen of michigan

77 HANCOCK STREET, MANISTEE, MICHIGAN 49660



Mrs. Nancy M. Howe  
Special Assistant to Mrs. Ford  
The White House  
Washington, D. C.

Personal Please