

The original documents are located in Box 38, folder “Ford, Betty - Fashion - Designers - Welch, Frankie” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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Sheila,

This article
went all over
the nation.

Frankie

Mr. Ford ~~is~~ was
one of 8 persons
of fashionable
fame who came
to help me
unveil my
Cherokee story
Frankie

Came about
because she
asked me
for "Equal
time for
the C. O. P."

Frankie

Sheila,

Naturally Mrs. Ford was the person always asked by me to model the "Republican dress" since it all

Hope you'll
come see our
shop - have
this umbrella
& fabric in one
of our dressing
rooms - Frantic

Shylo,
Isn't this
interesting?

F.A.

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

~~548-9809~~ 549-0104

September 9, 1975

Dear Betty,

I have been so concerned about the attempt on the President, and I am so thankful both for you and the entire nation that no harm came to him and there was after all, a happy ending.

I truly hope you love this duplicate of your gown. After reviewing the First Ladies' gowns at the Smithsonian, I feel that the elegance and simplicity of your gown will indeed lend a subtle and outstanding interest to the collection. You couldn't have picked a more becoming color.

We are all so excited about the dress -- it has been the object of much interest here and I do hope you and your staff will feel the same.

I expect to be back from South Carolina in time for the Wolf Trap Ball. I will look forward to seeing you there and talking with you soon.

Fondly,

Frankie



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

~~548-9800~~ 549-0104

Dear Sheila,

Mrs. Ford called me to-day
and in chatting asked if I
would mind sending you
some of the clippings of
the Republican Fabric. It
was actually designed here
in my shop when Betty
came to ask me for
Equal Time for the G.O.P. - after
I had designed Mrs. Johnson's
scarf. Would love for you
to show you ~~the~~ these to
Mrs. Ford since there are
some she has never seen

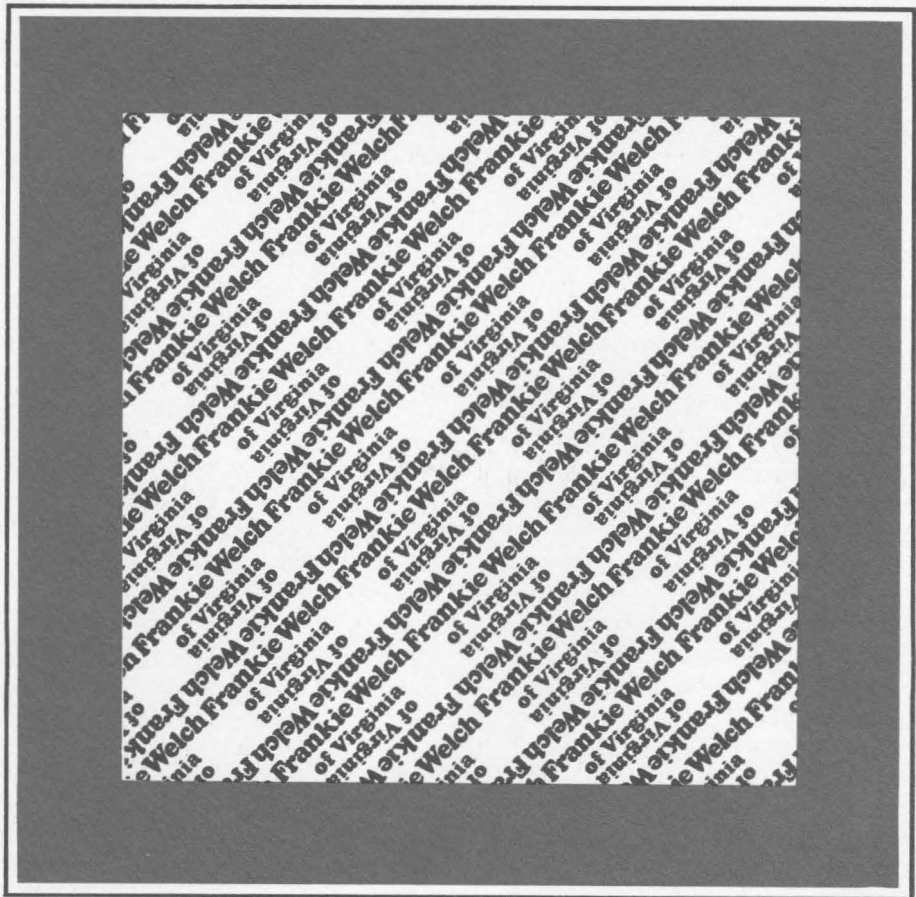
Frankie Welch
Selected Clothes and Accessories
305 Cameron Street
Alexandria, Virginia 22314
548-9809

- actually, if it had not
been for Mrs. Ford being
so clever and creative at
this time (there would have
been no press for the G.O.P.)

These are all just one of
a kind articles I pulled
for you & I so hope ^{I know} you
will treat them as precious
jewels from my files. You
may keep as long as you
like - a month or so - but
hope to meet you before
then. You're doing such a
great job!

Sincerely
Frankie Welch
In haste

Sheila, this is inter-
esting what in 1969 News
week selected Thos. Fords
name to go 1st of who's
who off U.P. —



sheets,
note the back cover
of my brochure in '68
I was holding "The
Republican dress"

Frankie

- **Frankie Welch of Virginia** is the name of a noted fashion design studio.
- **Frankie Welch of Virginia** is the name of a Washington boutique which, though not high priced, dresses some of the world's most famous women.
- **Frankie Welch of Virginia** is an original name in the development of the signature scarf.
- **Frankie Welch of Virginia** is, herself, a wife and mother, university instructor, creative designer, business executive. She is a woman whose roots are deep into American tradition, whose ancestry goes back to the Cherokee and whose influence on fashion goes forward to tomorrow's styling around the world.

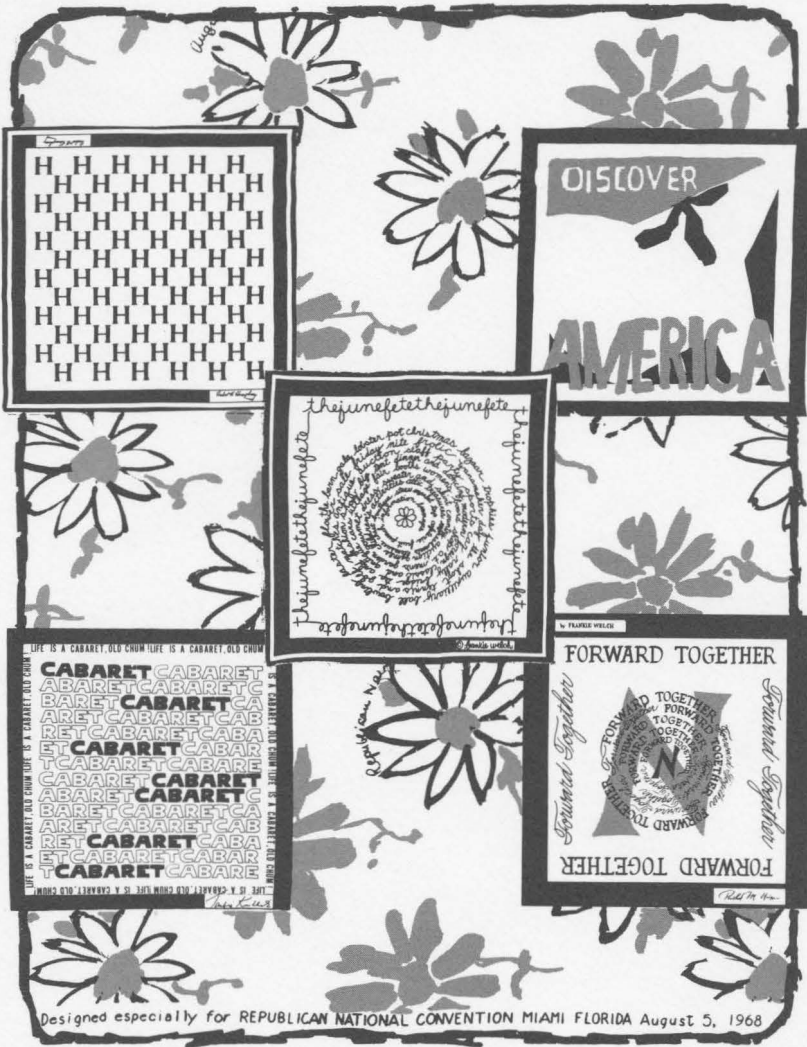
Her many patrons are socially active and style-conscious women. To them, the Frankie Welch of Virginia label means only high fashion, not high price. This can be true because Frankie Welch herself is the rare combination of designer and retailer. She designs, therefore she knows and can select top fashion value for her Washington boutique. She retails, therefore she knows and can design tomorrow's needs for today's fashion-conscious women all over the world.

Today's insistence on the signature scarf was given added impetus by Frankie Welch of Virginia's introduction of the Cherokee Alphabet design in 1967. Since then, this blend of fashion and Americana has been framed and hung in our overseas embassies; it has been used repeatedly as an official gift to the wives of foreign heads of state and other dignitaries. Cherokee Alphabet scarfs have been sewn together to make dresses and to provide linings for coats and jackets, while the scarfs themselves continue as a favorite accessory.

Frankie Welch of Virginia is often commissioned to custom-design signature scarfs, dresses, fabrics and accessories under a variety of sponsored assignments. For example, during the previous administration, Frankie's "Discover America" scarf was featured at the first fashion show ever held in our historic Presidential Mansion. Shortly thereafter, she was providing a special signature scarf to celebrate the "June Fete" of a hospital in Pennsylvania. The Republican Convention was the occasion for many women to appear in dresses or evening wear and carrying parasols made of a custom Frankie Welch of Virginia fabric creation. Meanwhile, supporters of Mr. Humphrey had Frankie Welch design gowns, dresses and signature scarfs to help them proclaim their loyalty. And, most of us have seen photographs in national magazines and newspapers of the "Forward Together" signature scarf, designed by Frankie Welch to commemorate the 1969 Presidential Inauguration.



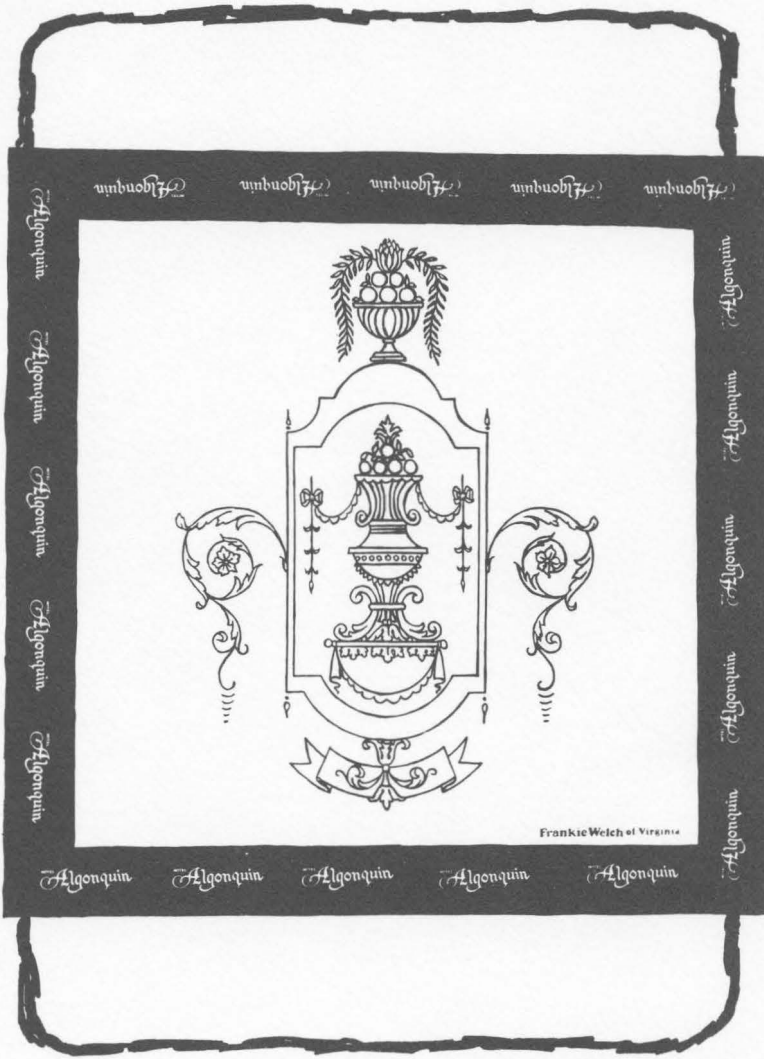
Frankie Welch of Virginia can design, and produce in volume, a significant fashion for your special requirements. Today's orientation toward the use of typography, calligraphy or handwriting in the design of the silk signature scarf makes it an especially adaptable medium for your purpose. In your special context, association with the Frankie Welch name is meaningful to the women who purchase or are given your custom scarf. The cost of such an undertaking is low. And, you can be sure it will be correct. Frankie Welch of Virginia can accept special assignments only if she is free to insist that fashion be the end product.



Original Frankie Welch of Virginia signature scarfs commissioned by their sponsors to serve special situations. In the center is "June Fete," designed for an annual event of the Abington, Pennsylvania, Memorial Hospital.

Clockwise around it from upper left are: the "Triple H" for former Vice President Humphrey; the "Discover America"; the "Forward Together," theme of the 1969 Presidential Inaugural Ball; the "Cabaret," designed for the April 1969 opening in Johannesburg, South Africa, of the hit show of the same name. These five scarfs are displayed against a fabric which Frankie created for a variety of uses at the 1968 Republican National Convention.

Each of these items is correct for its specific application. This fact is indicative of Frankie's versatility within the dictates of current fashion and the client's requirements.



The "Famous Algonquin Hotel" scarf bears the signature of the owner, Mr. Ben C. Bodne, for whom it was designed. A perfect example of the marriage of fashion and commerce. On especially selected silk from Frankie Welch of Virginia: The square of approximately 22 inches – nine dollars. The square of approximately 32 inches – twenty-two dollars.

ALPHABET
ROKEE

G
P
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S
C
L
T
M
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D

CHEROKEE ALPHABET

D _a	R _e	T _i	Ḍ _o	O _z	i _v
S _{ga} D _{ka}	Y _{ga}	Y _{gi}	A _{go}	J _{gu}	E _{gv}
T _{ha}	P _{ho}	A _{hi}	F _{ho}	G _{hu}	C _{hv}
W _{la}	O _{lo}	L _{li}	G _{lo}	M _{lu}	A _{lv}
T _{na}	O _{mo}	H _{mi}	Ḍ _{no}	Y _{mu}	
O _{na} t _{na} G _{nat}	A _{no}	H _{ni}	Z _{no}	A _{nu}	C _{nv}
T _{qua}	Ḍ _{qua}	P _{qui}	V _{quo}	Ḍ _{quu}	E _{quv}
H _{sa} Ḍ _s	A _{so}	B _{si}	F _{so}	E _{su}	R _{sv}
U _{da} W _{ta}	S _{do} T _{to}	A _{di} V _{ti}	A _{do}	S _{du}	Ḍ _{dv}
Ḍ _{la} L _{la}	L _{lo}	C _{ti}	F _{lo}	P _{du}	P _{lv}
G _{ta}	V _{to}	K _{ti}	K _{to}	J _{tu}	C _{lv}
G _{va}	Ḍ _{no}	O _{vi}	C _{vo}	J _{vu}	G _{wv}
Ḍ _{ya}	B _{vo}	Ḍ _{yi}	H _{yo}	C _{yu}	B _{yv}

Handwritten notes and signatures in the right margin of the page.

Frankie Welch

CHEROKEE
ALPHABET

The "Cherokee Alphabet," an honored Frankie Welch of Virginia achievement, is available in three sizes: The square of approximately 22 inches—nine dollars. The 32 inch square—twenty-two dollars. The "Six-Foot Cherokee"—twenty-two dollars. . . . all on especially selected pure silk. (For each scarf sold, one dollar is placed into an education fund for the Cherokee.)



The "National War College," available on a thirty-two inch square of especially selected silk at twenty-two dollars.

This design is illustrative of Frankie Welch of Virginia's custom application of heraldry to the silk signature scarf. Sponsored production of a family coat of arms bearing the signature of the family patriarch is a regular service at especially quoted prices based upon quantity.



"Discover America," the basic theme of the first fashion showing ever presented in the White House. The square of approximately 22 inches—nine dollars. The 32 inch square—twenty-two dollars. . . . both on especially selected pure silk.

Greek Alphabet

α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ σ ς τ υ φ χ ψ ω

A α	—	άλφα	M μ	—	μι
B β	—	βήτα	N ν	—	νι
Γ γ	—	γάμμα	Ξ ξ	—	ξί
Δ δ	—	δέλτα	Ο ο	—	ὀμικρον
E ε	—	ἔψιλον	Π π	—	πι
Z ζ	—	ζήτα	Ρ ρ	—	ρω
H η	—	ἥτα	Σ σ ς	—	σίγμα
Θ θ	—	θήτα	Τ τ	—	ταυ
I ι	—	ιώτα	Υ υ	—	υψιλον
K κ	—	κάππα	Φ φ	—	φί
Λ λ	—	λάμδα	Χ χ	—	χί
			Ψ ψ	—	ψί
			Ω ω	—	ὠμέγα

α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ σ ς τ υ φ χ ψ ω

Frankie Welch of Virginia

α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ σ ς τ υ φ χ ψ ω

Aa Bb Cc
 Dd Ee Ff Gg Hh
 Ii Jj Kk Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu
 Vv Ww Xx Yy Zz

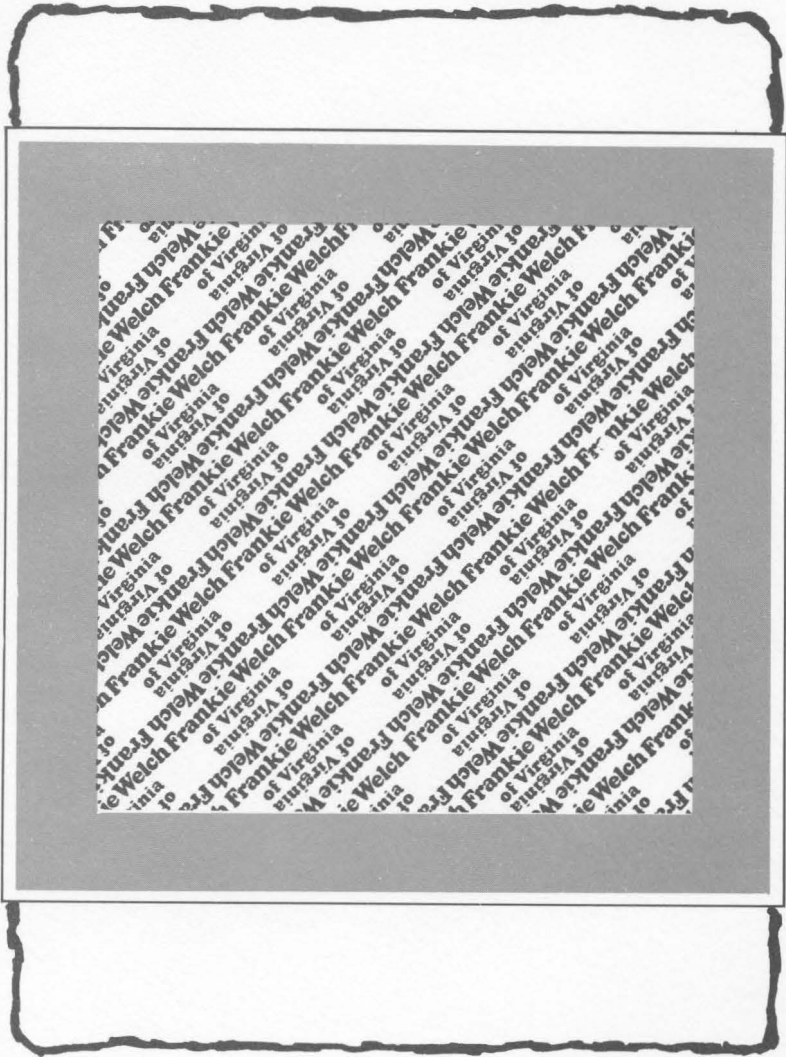
abcdefghijklmnopqrstuvwxyz &

American Alphabet

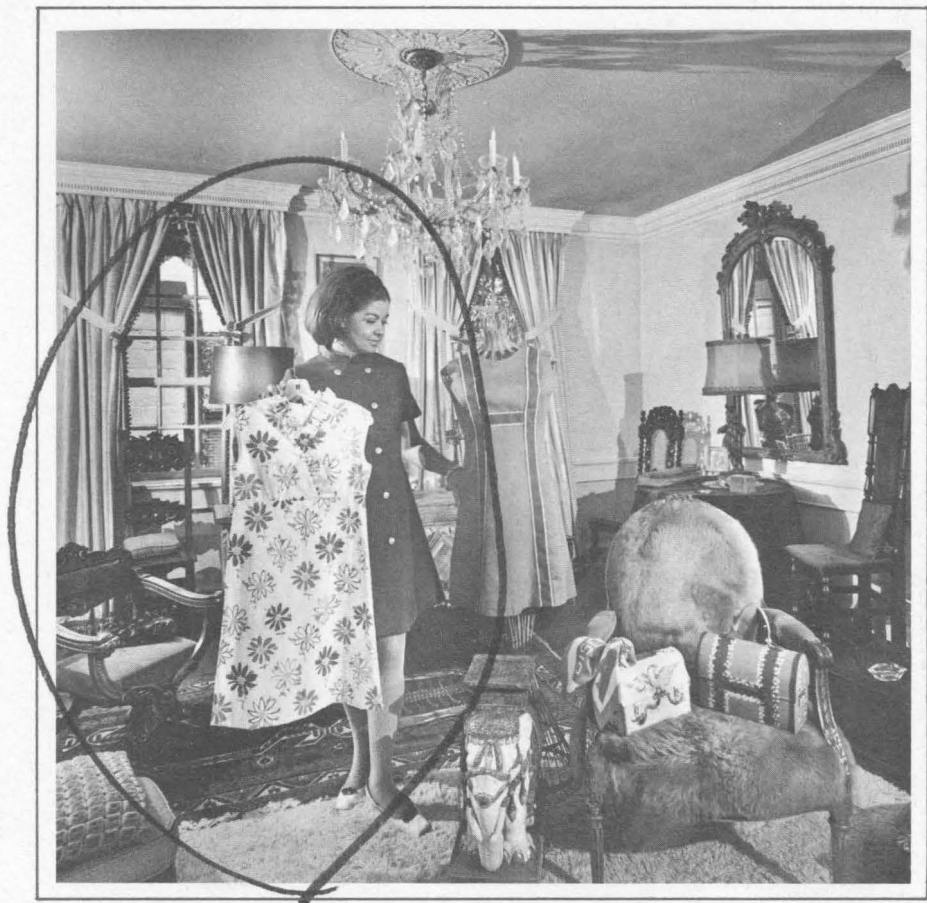
Two Frankie Welch of Virginia scarfs carrying forward today's intrusion of graphics into fashion. Both are available on especially selected silk.

"Greek Alphabet," a square of 32 inches—twenty-two dollars. "American Alphabet," a square of 22 inches—nine dollars.

"American Alphabet" is also available on an eighteen inch square of fine cotton with distinct appeal to girls of all ages—especially the pre-school or early school, and others who are associated with them.



The "Frankie Welch of Virginia" signature scarf was created for her own retail boutique. It illustrates what can be done in volume by her studio for other fashion stores across the nation. On a thirty-two inch square of specially selected silk—twenty-two dollars.



The Duval House at 305 Cameron Street, Alexandria, Virginia, is directly across from the old town square—now the City Hall. It is almost exactly between Carlyle House and Gadsby's Tavern; is estimated to be the same age as the oldest part of the latter landmark, built in 1752. After serving as both home and business for Inkeeper Duval, the house became, in 1793, the headquarters of the first commercial bank chartered by the Commonwealth of Virginia. Its depositors, one of whom was George Washington, conducted their financial affairs in the same rooms where, today, one may select the latest in sensibly priced fashions.

Duval House has been beautifully restored by its owners to the Old Port tradition of merchants who lived above their shops. The room shown above is one of the design studios of Mrs. William C. Welch, well known in the world of fashion as Frankie Welch of Virginia.

Frankie Welch of Virginia

305 Cameron Street, Alexandria, Virginia 22314
(703) 548-9809

hi

Frankie Welch of America

305 CAMERON STREET • ALEXANDRIA, VIRGINIA 22314

Dear Betty

Here are the two mail-outs from
Albert. Please cover me by saying
several friends have brought
it to your attention -

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

FOR IMMEDIATE RELEASE

MU 8-2130

ALBERT CAPRARO

JERRY GUTTENBERG LTD.

SUMMER 1975 COLLECTION

Admired by the First Lady Mrs. Gerald Ford as "a young American designer using American fabrics," Albert Capraro has also earned another timely accolade. All the clothes he designs are planned to retail for less than \$200.

"I love the waistline and believe most women like to show it," says Albert. His summer silhouette, however, is rarely made with a cut waistline; he prefers the unwaisted tent shape either sashed into a voluminous roundness at the top or lovely worn loose.

All lines are soft and all themes are muted, whether the aim is to look cleanly tailored or romantically peasant or period. Albert likes open, free necklines, interesting skirt shapes that hug the hips however full, generous sleeves and tops that mould or blouse at will.

The little extras like Albert's quilted cotton knit go-with-all jacket or his use of a cotton polo shirt instead of a tee-shirt, easy fly-away shirt jackets, print or embroidered borders on his skirts, are signatures certain to add to this designer's already crystallizing identity.

Capraro's radar sense of fabric is delightfully evident in his summer choices of materials. His cotton poplin could be mistaken for honan silk, so lustrous and supple is it. He combines an ultra-thin glazed chintz with striped cotton in a two-piece outfit with

summer-uniform potential. He has found poetic old-fashioned bordered cottons a la Provencal and used the borders to give delicate modelling to the form of the dress. His striped cottons are used chevron-style to emphasize the great sweep of his bias gored sash-wrapped skirts.

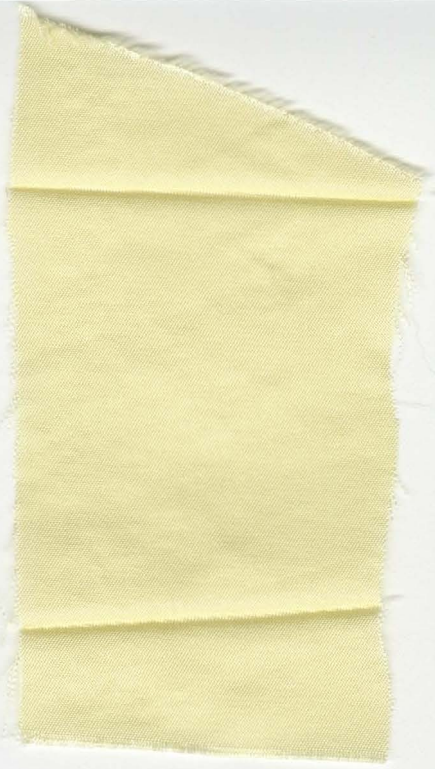
He believes in the romantic long evening dress as a summer wardrobe essential, and makes sure that his ladies can have a whole mood-scale of them for what one long formal can cost elsewhere. Gentle, creamy dresses with gathered or ruffled and full sleeves are countered by bare backed shapes with daring plunge fronts. The evening materials are always filmy and used with lavish fullness.

The Capraro colors are always fresh, clear and young, sometimes muted and sometimes vivid. His favorite neutrals are golden sand or white, his favorite colors are ripe peach, pale yellow and pure paint-box green combined with white.

Jewelry: Kenneth J. Lane

GREEN CHIFFON

(Sample)



WWD 3/15/74
FASHION NOTE: Monday, before her husband's address to the joint session of Congress, Betty Ford was trying to select a dress for the occasion but was having trouble making up her mind. Frankie Welch sent over at least 50 dresses for Betty to choose from.

Boston Globe

12/17/74

Betty Ford's style: Modest but chic

By Marian Christy
Globe Staff

WASHINGTON — "Oh, well!" squeals Frankie Welch, oozing sweet Southern charm that's a flimsy disguise for a tough merchandising mind, "when Mrs. Gerald Ford announced she'd bypass couture as a way of coping with inflation she didn't mean she was ditching



seen anything she really likes lately?" Recently the President bought a beige Jones pantsuit and topped it with a beige-white check jacket from the Kasper collection. "Mr. Ford is a very good fashion coordinator," says Frankie. "And Mrs. Ford has never returned an item purchased by her husband. They're a loving couple."

Frankie Welch's scarves, all personal

Betty Ford buys American

NEW YORK — America's first lady, Betty Ford, is a woman of action.

Just Sunday, she read about Albert Capraro's new spring collection for Jerry Guttenberg in a Washington newspaper.

Bright and early on Monday, her press secretary, Nancy Howe, was on the phone asking the New York designer if he could come to Washington for lunch with Ms. Ford.

"You're the first American designer ever invited to the White House to work with Mrs. Ford on her clothes," explained Ms. Howe. Then she added, "Mrs. Ford says your clothes featured in the article were the prettiest things she's seen in years."

By Wednesday afternoon, the first lady had selected 12 outfits from Capraro's collection, plus she asked him to make five evening dresses for state receptions and dinners for fall in beautiful silk brocades and organzas — all fabrics that the President had brought back with him from his visit to the Far East.

Here's the way Capraro recalls that important day:

"I took a plane from New York on Wednesday. I was met by a White House car as the plane arrived at 11 o'clock in the morning. Mrs. Ford met me in her private apartments. She was terrific to me. She was wearing a sea green at-home lounging robe. The first thing that struck me about the first lady was her marvelous carriage. She stands very erect. I'm sure it's due to her interest in dance and the fact she was once a model.

"We started to talk about her clothes and what she liked. She told me, 'I'm sent many clothes from designers, but it's just a rule... I



WWJD

THE RETAILERS DAILY NEWSPAPER...A FAIRCHILD PUBLICATION

WOMEN'S WEAR DAILY®

FRIDAY, JANUARY 10, 1975

Vol. 130 No. 7

25 CENTS

One Year \$36
Payable in Advance

Betty Ford's Middle-of-Road Sense In Fashions

8/19/74

THE DES MOINES REGISTER

By Elaine Tait

© Knight Newspapers

BETTY FORD was still a congressional wife when a top fashion magazine several years ago began describing classic, timeless clothes as "Fords."

The magazine writer had in mind those durable middle-of-the-road cars cranked out on Detroit assembly lines. What she couldn't have known was



a day doing modern dance exercises.

At Argentine ambassador, Aliessandro Orfila's party last March, the tango she and Jerry did was the talk of the evening. Friends predict that stuffy black tie evenings will disappear from the White House as the Fords dance their way through social functions.



News sketch by William Krasse

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 designed by Jim Baldwin (center) is now owned in three and a half different versions; and 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 Betty Ford's recent shopping trips, a

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

The two capes were designed by Mrs. Welch and Mrs. Ford also bought her ostrich trimmed white cape evening gown by Marty Swannan

Sorry - Mr. Swannan of Mollie called Kathy



Mrs. Gerald R. Ford (right) and Mrs. Nelson A. Rockefeller have similar fashion tastes — a predilection for clothes with simple, clean lines. When Mrs. Rockefeller visited the White House recently, she was wearing a casual shirtdress and Mrs. Ford was in a printed wool jersey. (AP)



by fashion

Sun-Times
two
 Saturday, Aug. 31, 1974 Page 29

First, second ladies like simplicity

By Gay Pauley

NEW YORK (UPI) — There will be no pantsuits 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.

Frankie Welch, who's been selling "off the rack" to Mrs. Ford for the last 12 years, quotes her as saying that she will wear dresses for White House occasions. She does have pantsuits, however, for such times as when the Fords get away to Camp David, Md., or to Vail, Colo., where they ski.

Neither will Betty Ford, a 5-foot-7 brunet with hazel eyes, go on one big shopping spree now that she is in a new national spotlight.

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 as needed."

On the day Gerald Ford was sworn in as President, Mrs. Ford selected a favorite blue knit that Mrs. Welch had hastily cleaned the night before and delivered to the Ford residence in Alexandria the next morning.



WOMEN'S WEAR DAILY, TUESDAY, AUGUST 20, 1974

**THE FIRST
LADY'S
DRESS:** The
white crepe
evening dress
with ostrich
feathers that
Betty Ford
wore to her first
state dinner as
first lady
recently was by
Morty Sussman
for Mollie Par-
nis Boutique.
"It was just one
of the dozens of
this



CLOUDS of kit fox make luxe collar and cuffs for green and beige tweedy knit sweater that's really a little fall coat. \$120. Both sweaters are at Saks Fifth Avenue.

bf- fashion

heather tweeds, fluffy mohairs and heavy wool knits, like a coach's sweater.

Colors are all the leaf and earth tones of burgundy, green, brown, camel, rust, charcoal and black.

KIMONO wrap of heather knit with Aztec pattern mixes rust, charcoal and beige. Big-sleeved and relaxed, it's easy to slip into on a chilly day. \$72.

First Lady's fashion image: 'casual elegance'

By GAY PAULEY

NEW YORK — (UPI) — There will be no pantsuits 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 lifestyle must change.

that she is thrust into a new national spotlight.

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 as needed."

Jordan and his wife, she wore a long white crepe also "off the rack."

Mrs. Welch, in a telephone interview from her shop near the capital, called Mrs. Ford's image "one of casual elegance. She tends to lean lines, but selects things that will go up and down stairs

Jim Baldwin, Justin McCarty, Ciao Knits and Mollie Parnis Boutique.

The fact she's a former model and dancer has influenced Mrs. Ford's clothing style. She also displays clothes better now that she has dieted off 25 pounds and gone from a size 10 or 12

He said Happy used to come into the store but now a secretary usually calls and the salon sends out a "potpourri" from which she selects, Mrs. Rockefeller, as a woman of great wealth, can afford originals.

DESIGNER BLASS said Mrs. Rockefeller is a

'Just a Shop Owner'

The new First Lady's fashion adviser, Frankie Welch, calls herself "a good friend, a dress shop owner, not a designer," who gives Mrs. Ford the same kind of advice all her customers receive free of charge.

For the past 12 years Frankie has kept a record of Mrs. Ford's likes and dislikes. What she has in her closet, the sizes, colors and whose clothes she seems to favor.

Eleni on Fashion

home, she was wearing a Franki Welch shirtwaist of Supima cotton printed with the flowers of the 50 states.

"Ironically, she was supposed to come to the shop that day," says Frankie. Assembled there for her



First La

By ELENI
WASHINGTON STAR-NEWS

WASHINGTON — The new First Lady's fashion adviser, Frankie Welch, calls herself "a good friend, a dress shop owner, not a designer," who gives Mrs. Ford the same kind of advice all her customers receive free of charge.

For the past 12 years, Frankie has kept a record of Mrs. Ford's likes and dislikes, what she has in her closet, the sizes, colors and whose clothes she seems to favor.

When Mrs. Ford got the word of President Nixon's impending resignation and went out to greet reporters in front of the Fords' Alexandria, Va., home, she was wearing a Frankie Welch design of supima cotton

ady's At Home In High Fashion

the First Lady has two color palette preferences. There are the "brights" like the of fashion where many women have been concerned. She believed in to wear and "she can just shed them easily when she enters someplace." being comfortable in clothes, being well-dressed and looking well-thought-out makes the business of being stantly photographed much easier.

of-fashion
Jacksonville Journal, Wednesday, Aug. 14, 197



Daisies will tell that you are a GOP hostess at the Convention to be held in Miami Aug. 5. Mrs. Charles H. Percy models a "Frankie" at a GOP fashion luncheon.



Mrs. John Sherman Cooper, a new one by Frankie Welch daisies. She also models a...

FASHION NOTEBOOK

So Everything GOP Is Coming Up Daisies

By ELENI

Fashion Editor of The Star

by Jose Martin of Allied Chemical.

Doing very professional modeling stints were Mrs. Leslie Arends, Mrs. Edward J.

"after November they will be wives of the majority leaders." The applause was hearty.

A lively song by Devron for

Republican congressional wives are all set to go "On To Miami" in one grand daisy

International

New York City

From JUN 19 1968

POST

Washington, D. C.

M-438,741 S-536,647



By Margaret Thomas—The Washington Post

Mrs. Gerald Ford (left) and Mrs. Nelson Rockefeller chat during a reception given by Republican Congressional wives yesterday morning. Mrs. Ford is wearing a dress made from the Party's daisy print material.

His Watch Slipped Up on Rocky

For Number 218, Some Numbers Lowered Su

By Dorothy McCardle
Washington Post Staff Writer

"Waiting for Nelson" has become the theme song of Happy Rockefeller's life, but Congressional wives faded away when facing the

wearing his own special campaign button, which bears the "magic number" 218.

"That's the number needed to give the Republicans a majority in Congress," he

nomination, and 47.4 per cent are for Rockefeller if he gets the Republican nomination.

GOV. ROCKEFELLER had spent the morning on Capitol Hill talking to Con-

is Minority Leader of the House, was playing no favorites: She announced that she will send a kerchief and a dress length of the material to Pat Nixon, too.

"We do not have a favorite

of campaigning," said Dirksen.

Mrs. John S. Cooper arrived with campaign button down.

"Why are you wearing Nixon button?"



SOCIETY-CLUBS-PERSON

WOMEN *in the* NEW

THULA HAMPTON, *Women's Editor*

Unveiling Of Artistic Design Takes Place At Local Museum

By Evelyn Agnor
Staff Writer

Alexandria, with its proud heritage of historic events that date back to the infancy of our country, has consistently added to this image new dimen-

mentary the melodious of Miss Casella as she sang out a rhythmic accompaniment for her songs.

Modeling the scenic draped, tucked, and with appropriate c

Article **F**eminique

8B

CHESTER, N. Y., WEDNESDAY, JUNE 25, 1969

Washington Scarf Queen

nal wives, conducting personal shopping tours for them at a \$25-an-hour fee.

Now that her six-year-old boutique is thriving, she no longer has time for tours, but she keeps a comprehensive card file on each of her regular customers, listing preferences and, in some cases,

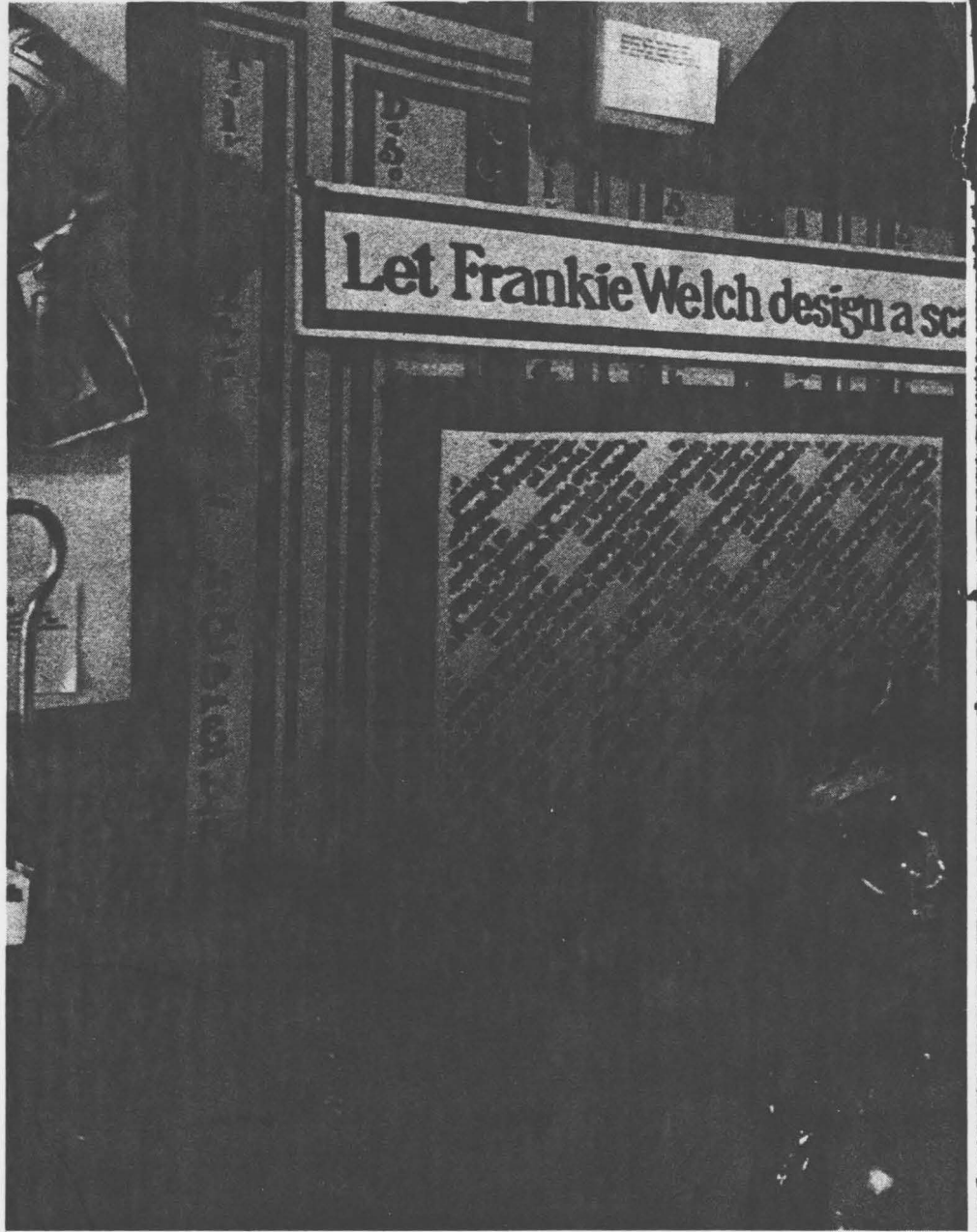




For Lady Bird Johnson, Frankie Welch designed a "Discover America" scarf.



Mrs. Barry Goldwater Jr. and Frankie model her Indian dresses and jewelry.



FRANKIE WELCH'S BOUTIQUE—WHERE MRS. FORD SHOPS

When Betty Ford first heard that she was about to become First Lady, she popped out to welcome reporters wearing a sprightly, multicolored shirt-waist by designer Frankie Welch of Virginia. Later that day she canceled a doctor's appointment to discuss with Mrs. Welch another topic: her postinaugural plumage.

Frankie Welch is not a national celebrity—yet. But in Washington she ranks as the Perle Mesta of designers. For the past 11 years her cozy boutique in a pre-Revolutionary War Alexandria house has been the gathering spot for political wives—Repub-

For the Fords' first state dinner, Betty Ford wore a gown from Frankie's boutique.

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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.

This information comes from Frankie Welch, owner

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.

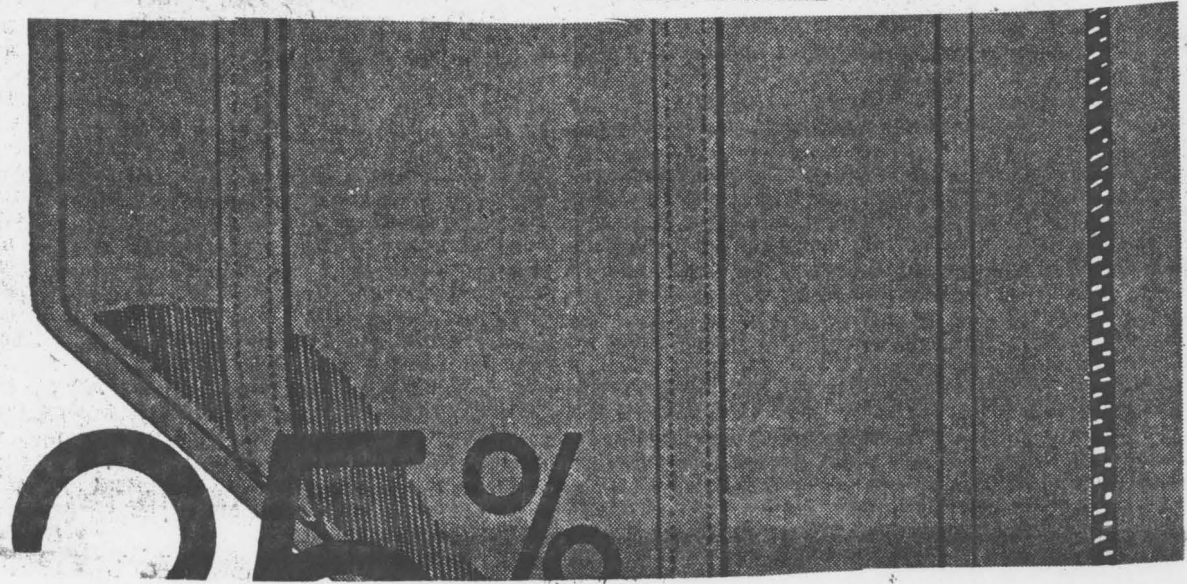
She likes strong colors.

Mrs. Welch was in New York on a buying trip this



—United Press International

Early this Spring, the First Lady, then the wife of the Vice President, helped Frankie Welch launch her book "Indian Jewelry." Mrs. Ford wore one of the necklaces as she and Mrs. Welch admired a turquoise-studded box in the Alexandria boutique her "good friend and clothes adviser" operates.



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FASHION NOTE: Monday, before her husband's address to the joint session of Congress, Betty Ford was trying to select a dress for the occasion but was having trouble making up her mind. Frankie Welch sent over at least 50 dresses for Ms. Ford to look at.



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CAPITAL: The Washington lunch bunch gulped hard on their souffles when Betty Ford walked into Sans Souci Tuesday for lunch with her personal assistant, Nancy Howe, and



the next two-years. The first will open in Birmingham Sept. 23. "It's the second fastest growing city in the United States" says Ms. Welch, who has been known to spot a trend

EYE



Wolf Trap's ^{Star} Princely Prize

Quotes and notes from Washington parties as gathered for The Washington Star by Ymelda Dixon.

Why is the Wolf Trap annual benefit, held on Filene Center Stage, always a success? Because "it's an opportunity to fulfill everyone's dream of being on stage," suggested **Mrs. Jouett Shouse**.

There are, of course, the occasional beefs — **Rep. Gillespie Montgomery** the meal, all cold dishes, served "family style," was "lousy," but "the people and booze are great."

The **Scott Cramptons**, for a \$5 ticket, won what all proper households need — a for-sure autographed photo of **Prince Philip**, made during his recent visit to Wolf Trap. In drawing glamorous guests the ball really hit pay dirt. Presidential Counsel **Philip Buchen** and **Mrs. Buchen** had at their table the chairman of the Men's Committee,



—Washington Star Photographer Walter Oates