

The original documents are located in Box 37, folder “Ford, Susan - "Seventeen" Magazine Contract and Correspondence” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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seventeen

320 PARK AVENUE
NEW YORK, N.Y. 10022
212-759-8100

October 21, 1974

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

Dear Nancy:

I'd like to thank you for your kindness in arranging for Isabelle Shelton and myself to see Mrs. Ford and Susan last Thursday at the White House.

I'm delighted at the prospect of Susan doing the monthly column for us and suspect that Susan will enjoy the challenge, while our young audience will enjoy the copy.

As ever,

A handwritten signature in dark ink, appearing to read "Ray Robinson", with a long, sweeping horizontal line extending to the right.

Ray Robinson
Managing Editor



Lila

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



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375 Avenue
New York 10022

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320 PARK AVENUE
NEW YORK, N. Y. 10022
(212) 759-8100

December 13, 1974

Impossible
according to Susan
B. F.

Mrs. Nancy Howe
3017 Cathedral Avenue NW
Washington, D. C. 20008

*Phone Ray
Call to Ray
on Jan 9, 1974
to say 120!*

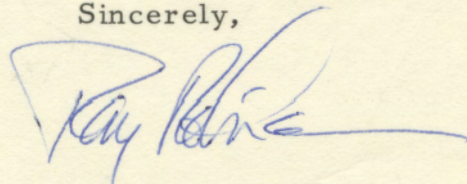
Dear Nancy:

Enclosed is the exciting and workable plan devised by our publicity director, Lola Cherson, for Susan's "day in New York." Lola prefers March 24, a Monday. But she is also congenial to either Tuesday or Wednesday of the same week. That is the week, of course, which precedes the first column that will appear in the April issue of SEVENTEEN.

I wonder if you'd be kind enough to make a judgment on this - and let me know as soon as possible (I hope favorably) that Susan will be able to participate in this project with us. Everybody involved should have fun, not to mention a very memorable day.

Looking forward to hearing from you, I remain,

Sincerely,



Ray Robinson
Managing Editor

RR:mt

Enc.



inter  *office memorandum*

to Ray Robinson

from Lola Cherson

date December 9, 1974

subject Susan Ford Press Day

Dear Ray:

Here is an outline of the Susan Ford press day we discussed:

1. Date would be the week of March 24th when students are out of school for Easter vacation. Hopefully, Susan would arrive Sunday night, March 23rd.

2. PROPOSED SCHEDULE -- MONDAY, MARCH 24TH

- 7 - 9 a.m. "Today" Show, NBC -- show will provide limousine to take Susan and entourage from Waldorf Astoria to NBC (three blocks). We will try to get Susan scheduled during the latter part of the show.
- 9:30 a.m. Limousine takes Susan to SEVENTEEN offices. She is introduced to the staff in conference room. Following introduction she is taken on tour of offices. Local television stations will be invited.
- 10:30 a.m. New York Times interview (women's page reporter) at Seventeen's offices.

Following interview Susan returns to Waldorf

- 12:30 p.m. Lunch at Waldorf -- Susan with women's editor of United Press International or other interview.
- 3:00 p.m. Lorraine Baltera, Ad Age, interviews Susan in her suite.
- 3:45 (approx.) Susan attends the Parent-Daughter Reception at the
to 5:00 p.m. Starlight Roof of the Waldorf.

-more-



SUSAN FORD -- 2

AFTER RECEPTION

Susan to return to Washington if she so chooses, or we will arrange dinner and Broadway show, or whatever she would like to do.

While we cannot guarantee the above coverage, I'm reasonably certain that we can obtain most, if not all, of the interviews listed. Hopefully, Susan will be able to give us this time to introduce her new column -- alternative dates would be Tuesday, March 25th or Wednesday, March 26th.

Sincerely,

Lola



file

seventeen

October 31, 1974

320 PARK AVENUE
NEW YORK, N.Y. 10022
212-759-8100

Mrs. Betty Ford
c/o Mrs. Nancy Howe
3017 Cathedral Avenue, N.W.
Washington, D.C.

Dear Mrs. Ford:

This is a followup to our conversation of a couple of weeks ago in the White House.

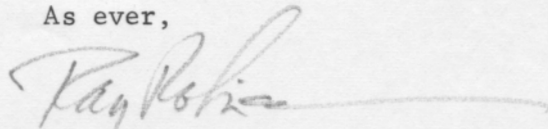
Just so everyone concerned appreciates all the pertinent facts about Susan's forthcoming exclusive monthly column for Seventeen, let me spell it out:

Each month, starting in April, 1975 and extending through the next twelve months, Susan will do a column for Seventeen. We will probably call it Susan Ford's White House Diary or Susan Ford's White House Notebook, or something of that sort. Isabelle Shelton will provide any editorial assistance that Susan needs in turning each column out. The word length on each column should run approximately 750 words and I will be in touch with Isabelle each month about deadlines.

When each column is written, Seventeen will pay Susan \$500 and Isabelle will also receive \$500. Over the twelve months of columns, \$12,000 will thus be split equally between Susan and Isabelle.

If there are now any loose ends on this project, I'd appreciate very much hearing from you about it. As you know, all of us at Seventeen are delighted to welcome Susan aboard. So we're all a bit impatient for April to come around!

As ever,

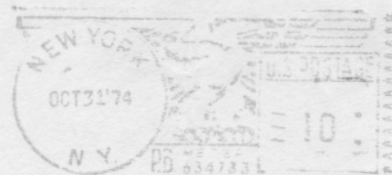


Ray Robinson
Managing Editor

cc: Susan Ford
Isabelle Shelton



Mrs. Betty Ford
c/o Mrs. Nancy Howe
3017 Cathedral Avenue, N.W.
Washington, D.C.



7573

seventeen

320 Park Avenue
New York, New York 10022

seventeen

320 PARK AVENUE
NEW YORK, N.Y. 10022
212-759-8100

December 4, 1974

Mrs. Nancy Howe
3017 Cathedral Avenue, N.W.
Washington, D.C. 20008

Dear Mrs. Howe:

It was so nice to speak to you again yesterday. And many thanks for your wonderful courtesies extended to the Seventeen staffers who came down to Washington last Saturday. I'm sure we'll have a great Susan Ford cover for next April, along with an equally wonderful column!

Just a formality: please have Susan fill out the enclosed form -- under Model's Signature. Also, either the President or Mrs. Ford should sign below, where it says Signature of Parent. And would you be good enough to sign under Witness.

Please keep one copy for your own files and send back the other appropriately signed copy to me. A check for fifty dollars will then be sent to Susan.

Thank you so much for your kind attention to this matter.

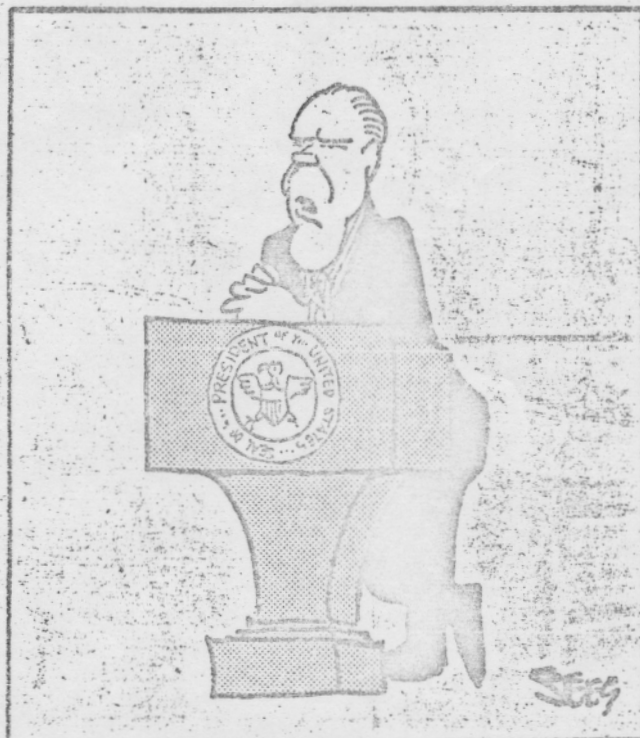
Truly,



Ray Robinson
Managing Editor

Enclosures (2)





"YOUR QUESTION, SUSAN, IS IT FOR
YOUR COLUMN, OR OFF THE RECORD?"

Baltimore Sun
3/14/75



seventeen

TRIANGLE COMMUNICATIONS INC.
320 PARK AVENUE, NEW YORK, N.Y. 10022

CONSENT AND AUTHORIZATION

In consideration of the sum of \$ 50⁰⁰/_{xx}, receipt of which is hereby acknowledged, and in consideration of my desire to have photograph(s) of me considered for use in SEVENTEEN Magazine and to receive advice and assistance as to makeup and grooming, I hereby consent to the unrestricted use by Triangle Communications Inc., and its successors and assigns, of my name, photograph(s) of me and biographical material concerning me, in SEVENTEEN Magazine and for advertising purposes or purposes of trade relating to said Magazine.

I understand and agree that arrangements may be made for certain makeup and grooming changes to my appearance which may involve hair tinting, styling and use of cosmetics and that photograph(s) of me before and after such changes may be taken and used.

Model's Signature

Printed Name

Address

I, the undersigned, being a parent or guardian of the minor whose signature appears above, do hereby authorize the execution of the above consent and the performance thereunder and I agree, on behalf of said minor and myself, to be bound by all provisions thereof.

Witnessed by:

Dorothy E. Downton
Signature of Witness

Gerald R. Ford

Signature of Parent or Guardian

Gerald R. Ford

Printed Name

The White House; 1600 Pennsylvania Ave.
Washington, D. C. 20500

Address

December 11 1974

Date