

The original documents are located in Box 45, folder “Ford, Susan - "Seventeen" Column - Correspondence” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

Handwritten:
2/1 Bill Caswell
to record 2/15 B

October 31, 1974

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

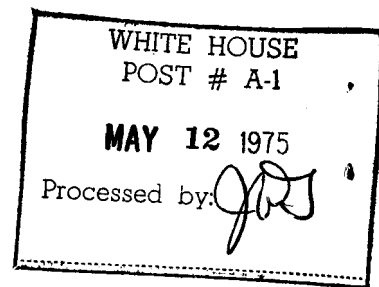
cc: Susan Ford
Isabelle Shelton

Handwritten: 5/13 Sent to Casselman

THE WASHINGTON STAR-NEWS

225 Virginia Avenue, S.E., Washington, D.C. 20003

Ms. Sheila Weidenfeld
The White House
Washington, D. C.



SEVENTEEN

inter

to Ray Robinson

date December 9, 1974

from Lola Cherson

subject Susan Ford Press Day

Here is the proposed agenda for Susan - of which they will take any one office memorandum
LS

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 Starlight Roof of the Waldorf.
to 5:00 p.m.

-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



Shelton 4519 439 AP-NW
Washington Star-News

225 VIRGINIA AVE., S.E., WASHINGTON, D. C. 20006



Ms Sheila Weidenfeld
The White House
Washington, D. C.

F16

seventeen

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

Jan. 22, 1975

Ms. Sheila Weidenfeld
c/o The White House
Washington, D. C.


Dear Sheila:

Now that we've become acquainted on the phone, I'd certainly like to come down one of these days and chat with you further about our mutual friend, Susan Ford, and her column.

Meanwhile, I'd appreciate it -- as would our public relations department -- if you could come up with some palatable and congenial alternative to the program outlined by Lola Cherson, our PR woman. Certainly, the idea of Susan visiting Seventeen's offices and meeting with various members of the staff appears to me to be a valid and discreet alternative to the other proposals.

May I hear from you soon on such an alternative -- or on anything that seems to be agreeable with Susan -- and that fits in with her schedule?

As ever,


Ray Robinson
Managing Editor

RR:ds

Ms. Sheila Weidenfeld
c/o The White House
Washington, D.C.



seventeen

320 Park Avenue
New York, New York 10022

seventeen

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

April 2, 1975

Ms. Sheila Weidenfeld
Press Office
The White House
Washington, D. C. 20500

Dear Sheila,

Well, "all's well that ends well" and we certainly got reams of coverage on Susan's first column. However, for the second column, I want to do everything to assure that things go smoothly. Here's what I plan to do and I hope you will call me if any of this is not agreeable to you:

1. No later than April 16th, you will receive a copy of the release we will be sending out on the May column plus the column itself. Our May newsstand date is Tuesday, April 29.
2. On Saturday, April 26th I will personally mail this release to Fran Lewine, Helen Thomas, Isabel Shelton plus whomever you name at The Washington Post. I therefore assume(!) they will all have their copies by Monday, April 28th.
3. On Monday, April 28th, our mailroom will send out the releases to City Desks across the country. We will deliver the release that day by messenger to The Times, Newsweek, Time, etc.

Naturally, if the release is not acceptable to you, please let me know as soon as possible.

On another matter, I noticed in last Saturday's New York Post that Susan will be attending a fashion show at the Plaza Hotel on April 30th. Nancy Howe's name was mentioned in connection with this. Since this is a weekday, is there any possibility at all of Susan visiting Seventeen's offices that morning? I know you realize how much a visit to our offices would mean and I don't want to keep pushing this, but we certainly would like to be able to work it out, if not at that time, in the near future.

Thank you for your understanding on the first-release go-around and hopefully, we won't encounter any problems from now on. But please let me hear from you if there is anything in the above that you object to or want changed.

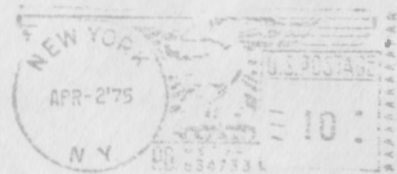
Sincerely,

A handwritten signature in cursive script that reads "Lola".

Lola Cherson
Public Relations Director

Home phone: (212) 685-3396

cc: Ray Robinson



Ms. Sheila Weidenfeld
Press Office
The White House
Washington, D. C. 20500

seventeen

320 Park Avenue

New York, New York 10022

Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

seventeen

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

April 15, 1975

Ms. Sheila Weidenfeld
Press Office
The White House
Washington, D. C. 20500

Dear Sheila:

Enclosed is a Xerox of the Susan Ford story for May which we will release Monday, April 28th on our news letterhead.

Could you please call me if there is anything you want changed as we have to start multilithing this by next Monday. Also enclosed is a copy of Susan's May column if you have not already seen it.

Sincerely,



Lola Cherson
Public Relations Director

encls.

FOR IMMEDIATE RELEASE
(newsstand date: April 29)

Susan Ford's "White House Diary"

PRESIDENT WILL DEFINITELY RUN IN 1976, DAUGHTER SAYS IN MAY SEVENTEEN

NEW YORK -- Political pundits can stop conjuring up possible candidates for the Republican Presidential nomination in 1976, according to Susan Ford.

"My father will run for reelection," Susan writes in her monthly column for the May issue of Seventeen Magazine, "and while my mother wasn't too happy about moving to The White House in the beginning, she is basically very adaptable. That's why it's easy for her to adjust to the idea that my father will run for reelection. If he's happy, we're happy."

But the President's 17-year-old daughter reveals that "if Dad and Mother do talk together about some of his big decisions, they never do it in front of me. When I've walked in on conversations and knew I shouldn't be there, I've left." She further reveals that "sometimes when Daddy comes upstairs at night you can see he is tense. He tries to let his cares slip away as soon as he steps off the elevator. But he can't always manage it." Then Mrs. Ford and sometimes Susan suggest calling "the boys" (her three brothers, all away from home) or maybe some friends.

One "decision" Susan prefers to discuss with her father is money. Sunday night is allowance time at The White House and each week the

President asks Susan, "How much do you estimate you'll need this week?" Susan says the amount runs from seven to 12 dollars (this does not include clothing) and there are actually times when she says, "Daddy, I don't need any money."

Her budgeting abilities may have been learned from Mrs. Ford, whom Susan describes as "unmerciful when it comes to money. Anyone who has been around her is bound to become a bargain hunter."

Susan credits her mother with showing her how to recognize well-made clothes and to stay away from poorly made ones or fad items that will be out of style next year. The First Lady and her only daughter are about the same size and often swap clothes. "We have one red velveteen jacket that we swap back and forth all the time. I can't even remember who it originally belonged to," Susan admits.

And when it comes to boy friends, she definitely prefers discussing this topic with her mother. "Mom doesn't hesitate to give me her opinions about them and usually I take her advice. Sometimes I talk to my dad about my boy friends but not as often. Mostly he just teases me about them."

But, Susan points out, "Both Mom and Dad have always been willing to listen. We haven't always agreed, but it would be pretty dull if we did. My parents encourage us to think for ourselves."

However, she concludes, "My mother doesn't ever talk to me about any of her problems. She doesn't coddle us kids either, and she has never tried to hang on to us."

###

FROM: Lola Cherson
Publicity Director
4/28/75



Wells.

**CHARMED CONNECTIONS
AVAILABLE AT THESE AND
MANY OTHER FINE STORES**

Alabama
Birmingham — Rich's

Arizona
Scottsdale — Parkway Jirs.

California
Burlingame — Levy's
Foster City — Levy's
Half Moon Bay — Levy's
Mountain View — Emporium
Palo Alto — Emporium
Redwood City — Levy's
San Bruno — Emporium
San Francisco — Emporium
San Jose — Emporium
San Mateo — Emporium
— Levy's
San Rafael — Emporium
Santa Clara — Emporium
Santa Rosa — Emporium

Connecticut
Groton — Grader's Jirs.
Middletown — Bernie Fields
New London — London Luggage
Norwich — Grader's Jirs.

Georgia
Atlanta — Rich's
Decatur — Rich's
No. DeKalb — Rich's
So. DeKalb — Rich's
Smyrna — Rich's

Iowa
Cedar Rapids — Armstrong's Dept. Store
Des Moines — The Earring Shop
Fort Dodge — Kirkberg Jirs.
Mason City — Gordon's Jirs.

Maryland
Bel Air — Talles Jirs.

Massachusetts
Canton — Strand Jirs.
Fall River — Mullen Jirs.

Nebraska
Columbus — Brandeis
Grand Island — Brandeis
— The Earring Shop
Lincoln — Brandeis
Omaha — Brandeis
Omaha — The Earring Shop

New York
Batavia — Brenner's
Binghamton — Fowler, Dick & Walker
Brockport — Hitchcock Jirs.
Buffalo — Kay Jirs.
De Witt — Dey Brothers
Eastway — Sibley, Lindsay & Curr
Greece — Sibley, Lindsay & Curr
Irondequoit — Sibley, Lindsay & Curr
Kingston — Britts
Latham — Rogers Jirs.
New Hartford — Harris Bros.
Newark — Sibley, Lindsay & Curr
Poughkeepsie — De's Jewelry Store
Rochester — Rudolph's Jirs.
— Sibley, Lindsay & Curr
Schenectady — Gordon Jirs.
Syracuse — Dey Brothers
— Sibley, Lindsay & Curr
— Wilson's Leading Jirs.
Victor — Sibley, Lindsay & Curr
Watertown — H. J. Wilson & Son

North Dakota
Fargo — The Earring Shop

Ohio
Cleveland — Schreiber Jirs.
Dayton — William Rife Jirs.
Van Wert — Laudick's Jirs.

Oregon
Eugene — Elwood Jirs.

Pennsylvania
Coatesville — Leon's Jirs.
Exton — Leon's Jirs.
Lancaster — Jewel Box
York — Jewel Box

Rhode Island
Barrington — Ross Simon Jirs.
Providence — Ross Simon Jirs.
Warwick — Green Airport Gift Shop
W. Warwick — Holmes Jirs.

Washington
Bremerton — Jorgan Nelson

West Virginia
Fairmont — H. A. Dodge
Morgantown — H. A. Dodge
Princeton — Santon's
Wheeling — L. S. Good

Wisconsin
Cedarburg — Armbruster Jirs.
Eau Claire — Lasker Jirs.
Fond-Du-Lac — Uffenbeck Jirs.
Madison — Dunkin Jirs.
Manitowoc — Boelters Jirs.
Milwaukee — Stellers Jirs.
Wausau — Petran Jirs.

SUSAN FORD'S WHITE HOUSE DIARY

**"I like to talk to Mom
about my boy friends.
But Dad just teases
me about them"**

My mother is a very special person. We like to talk about things, share ideas, just have fun together.

Both Mom and Dad have always been willing to listen. We haven't always agreed, but it would be pretty dull if we did. My parents encourage us to think for ourselves.

Mother is religious. She wanted all of us to go through Sunday school and be confirmed. The whole family went regularly to Immanuel-on-the-Hill Episcopal Church in Alexandria, Virginia. It is important to Mom that we understand how the spirit of religion can give us guidance.

One of Mother's favorite passages is "Do unto others as you would have others do unto you." My mother lives by that.

She is patient and takes time with everybody. Nothing else is so important that she can't take those extra few minutes to help someone.

Sometimes when Daddy comes upstairs at night you can see that he is tense. He tries to let his cares slip away as soon as he steps off the elevator. But he can't always manage it. Then Mother—and I do it too—might suggest calling "the boys" (my three brothers, all away from

home) or maybe some friends.

If Dad and Mother do talk together about some of his big decisions, they never do it in front of me. Sometimes I've walked in on conversations, and I knew I should not be there. So I left. At those times she lets him talk things through; that helps him sort things out.

My mother really cares about people. She made a point of going down to the White House switchboard room and personally meeting all the operators. If one of their relatives dies, she phones the operator and also sends flowers.

I like to talk to her about my boy friends. She always wants to know who called, how old he is, what he does, where he goes to school. She doesn't hesitate to give me her opinions about them, and usually I take her advice. I sometimes talk to my dad about my boy friends too, but not as often. Mostly he just teases me about them.

I was very upset when I went to visit Mother in the hospital three days after her cancer operation. I didn't mention anything to her because she was supposed to be resting. But she sensed that I had a problem and said, "Look, come here, sit down," pointing to the edge of the bed. I sat there and we talked for an hour and a half. You always need to have someone like that to talk to when things get rough. But Mother (continued on page 39)

STEEN SVENSSON



seventeen

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

April 22, 1975

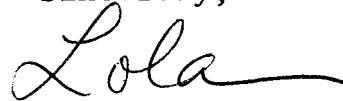
Ms. Sheila Weidenfeld
Press Office
The White House
Washington, D. C. 20500

Dear Sheila:

Enclosed are copies of the letters to Fran Lewine, Helen Thomas, Dorothy McCardle and Isabel Shelton.

I'll send you about a dozen copies of the release as soon as it is printed.

Sincerely,



Lola Cherson
Public Relations Director

Encls.

seventeen

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

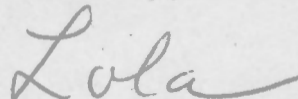
April 22, 1975

Ms. Isabel Shelton
4519 - 43rd Street, N. W.
Washington, D. C. 20016

Dear Isabel:

Just wanted you to know that you will be receiving our release on Susan Ford's May column on Monday, April 28th. Since we know what happened last time, if for any reason, you don't have the release Monday, please call my office collect and I or any member of my department will read it to you.

Sincerely,



Lola Cherson
Public Relations Director

P. S. I will also send the release to you at the paper, so one way or another, hopefully we'll be covered.



seventeen

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

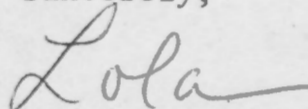
April 22, 1975

Ms. Frances L. Lewine
Associated Press
2021 K Street
Washington, D. C. 20006

Dear Fran:

Just wanted you to know that you will be receiving our release on Susan Ford's column for the May Seventeen on Monday, April 28th. Considering what happened with the mail foul-up last month, if you do not have the release on Monday, please call my office collect and I or any member of my department will read it to you.

Sincerely,



Lola Cherson
Public Relations Director



seventeen

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

April 22, 1975

Ms. Dorothy McCardle
The Washington Post
1800 - 11th Street, N. W.
Washington, D. C. 20001

Dear Ms. McCardle:

On Monday, April 28th, you will be receiving our release on Susan Ford's May column for Seventeen Magazine. Sheila Weidenfeld suggested that I send it to your attention. If the release has not arrived Monday morning, please call my office collect and I or any member of my department will be happy to read it to you.

Sincerely,

Lola Cherson

Lola Cherson
Public Relations Director



seventeen

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

April 22, 1975

Ms. Helen Thomas
United Press International
315 National Press Building
Washington, D. C. 20004

Dear Ms. Thomas:

Just wanted you to know that you will be receiving our release on Susan Ford's column for the May Seventeen on Monday, April 28th. I am terribly sorry that you were a victim of a mail foul-up last month and hopefully, things will go according to plan this time.

However, if you don't have the release Monday morning, please call my office collect and I or any member of my department will read it to you.

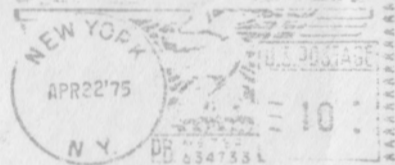
Sincerely,



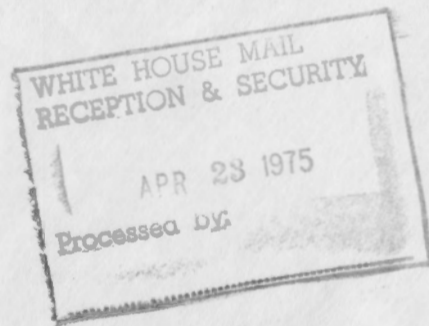
Lola Cherson
Public Relations Director

P. S. Congratulations on your selection as the 1975 Woman of The Year in Communications. Hopefully, I can help you "communicate" the Susan Ford release better this time!





Ms. Sheila Weidenfeld
Press Office
The White House
Washington, D. C. 20500



seventeen

320 Park Avenue
New York, New York 10022

seventeen

magazine

inter ← → *office memorandum*

to Sheila Weidenfeld

from Lola Cherson

date April 30, 1975

subject Susan Ford

Lola

Dear Sheila,

Could you please discuss the following possibilities with Susan and Mrs. Ford:

1. WEDNESDAY, JUNE 4th -- visit to the office which we have already discussed. We will only notify TV stations and still photographers if Susan does not want to do newspaper interviews. The pictures would consist of Susan meeting the staff, visiting our kitchen (where they will be preparing her cookie recipe, having our fashion department show her the latest clothes etc.) This ideally should be scheduled no later than 10:30 a.m. for the TV people. After this, if Susan does not want to do a newspaper interview, we can have a few Seventeen people take her to lunch or she can go with whoever accompanies her from Washington.

5 P.M. THE BIG NUMBER, Broadway at West 74th Street. This is our major fashion presentation of the year -- it will be attended by approximately 1,000 buyers, ad agency, cosmetic company executives from all over the country. It is a musical show, not a runway presentation. We would like Susan introduced from the front row, as America's no.1 teen-ager and our monthly columnist. If she prefers, she can walk on stage for a bow. The show will end at 6 p.m. We will not notify the press about the appearance unless you want us to. In this way Susan can enter and leave by the stage show without a big crush. Following this, we will make arrangements for her to see the Broadway show I understand she is anxious to see (again, she can go with whoever is coming from Washington or of course, we will be delighted to have her with selected Seventeen editors.)

In the afternoon, if she likes, we can have our fashion director take her to some offbeat Manhattan boutiques (not department stores). No press coverage, of course. Or she can have the afternoon at her leisure. Or attend a Broadway matinee.

2. SUNDAY, MAY 16, 1976 -- SEVENTEEN'S NATIONAL TOURNAMENT OF CHAMPIONS presented by the Maureen Connolly Brinker Tennis Foundation. In suburban Washington, (Merrifield, Virginia -- Four Seasons Tennis Club) this will be the first time that state champions from every state in the country will compete in a nationally sanctioned tournament. There are four age groups. Seventeen will sponsor the winner with \$1,500 to continue her career on the amateur circuit. We would like Susan to present the grand award.

inter ← → office memorandum

to Sheila Weidenfeld

from Lola Cherson

date April 30, 1975

subject Susan Ford

Lola

Dear Sheila,

Could you please discuss the following possibilities with Susan and Mrs. Ford:

1. WEDNESDAY, JUNE 4th -- visit to the office which we have already discussed. We will only notify TV stations and still photographers if Susan does not want to do newspaper interviews. The pictures would consist of Susan meeting the staff, visiting our kitchen (where they will be preparing her cookie recipe, having our fashion department show her the latest clothes etc.) This ideally should be scheduled no later than 10:30 a.m. for the TV people. After this, if Susan does not want to do a newspaper interview we can have a few Seventeen people take her to lunch or she can go with whoever accompanies her from Washington.

5 P.M. THE BIG NUMBER, Broadway at West 74th Street. This is our major fashion presentation of the year -- it will be attended by approximately 1,000 buyers, ad agency, cosmetic company executives from all over the country. It is a musical show, not a runway presentation. We would like Susan introduced from the front row, as America's no.1 teen-ager and our monthly columnist. If she prefers, she can walk on stage for a bow. The show will end at 6 p.m. We will not notify the press about the appearance unless you want us to. In this way Susan can enter and leave by the stage show without a big crush. Following this, we will make arrangements for her to see the Broadway show I understand she is anxious to see (again, she can go with whoever is coming from Washington or of course, we will be delighted to have her with selected Seventeen editors.)

In the afternoon, if she likes, we can have our fashion director take her to some offbeat Manhattan boutiques (not department stores). No press coverage, of course. Or she can have the afternoon at her leisure. Or attend a Broadway matinee.

2. SUNDAY, MAY 16, 1976 -- SEVENTEEN'S NATIONAL TOURNAMENT OF CHAMPIONS presented by the Maureen Connolly Brinker Tennis Foundation. In suburban Washington, (Merrifield, Virginia -- Four Seasons Tennis Club) this will be the first time that state champions from every state in the country will compete in a nationally sanctioned tournament. There are four age groups. Seventeen will sponsor the winner with \$1,500 to continue her career on the amateur circuit. We would like Susan to present the grand award.

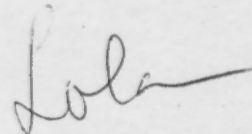
inter ← → office memorandum

to Sheila Weidenfeld

from Lola Cherson

date April 30, 1975

subject Susan Ford



Dear Sheila,

Could you please discuss the following possibilities with Susan and Mrs. Ford:

1. WEDNESDAY, JUNE 4th -- visit to the office which we have already discussed. We will only notify TV stations and still photographers if Susan does not want to do newspaper interviews. The pictures would consist of Susan meeting the staff, visiting our kitchen (where they will be preparing her cookie recipe, having our fashion department show her the latest clothes etc.) This ideally should be scheduled no later than 10:30 a.m. for the TV people. After this, if Susan does not want to do a newspaper interview we can have a few Seventeen people take her to lunch or she can go with whoever accompanies her from Washington.

5 P.M. THE BIG NUMBER, Broadway at West 74th Street. This is our major fashion presentation of the year -- it will be attended by approximately 1,000 buyers, ad agency, cosmetic company executives from all over the country. It is a musical show, not a runway presentation. We would like Susan introduced from the front row, as America's no.1 teen-ager and our monthly columnist. If she prefers, she can walk on stage for a bow. The show will end at 6 p.m. We will not notify the press about the appearance unless you want us to. In this way Susan can enter and leave by the stage show without a big crush. Following this, we will make arrangements for her to see the Broadway show I understand she is anxious to see (again, she can go with whoever is coming from Washington or of course, we will be delighted to have her with selected Seventeen editors.)

In the afternoon, if she likes, we can have our fashion director take her to some offbeat Manhattan boutiques (not department stores). No press coverage, of course. Or she can have the afternoon at her leisure. Or attend a Broadway matinee.

2. SUNDAY, MAY 16, 1976 -- SEVENTEEN'S NATIONAL TOURNAMENT OF CHAMPIONS presented by the Maureen Connolly Brinker Tennis Foundation. In suburban Washington, (Merrifield, Virginia -- Four Seasons Tennis Club) this will be the first time that state champions from every state in the country will compete in a nationally sanctioned tournament. There are four age groups. Seventeen will sponsor the winner with \$1,500 to continue her career on the amateur circuit. We would like Susan to present the grand award.



As an 18-year old winner of the 1953 Grand Slam of tennis, Maureen Connolly Brinker captured the championships of Australia, France, Britain and the United States in one year — a feat which only three other players have managed to achieve: Don Budge, Ron Laver, and Margaret Court. In so doing, California sports columnist Nelson Fisher christened her “Little Mo” in honor of the mighty battleship Missouri, Big Mo.

Three-time Wimbledon champion, Little Mo’s brilliant tennis career ended one year later in a horse-riding accident. Anxious to promote the sport of tennis, she joined with long time tennis participant Nancy Jeffett in 1969 to co-found the Maureen Connolly Brinker Tennis Foundation. Two months later, on the eve of Wimbledon, Little Mo died of cancer.

MCB Foundation cites as its goals “the expansion and strengthening of tennis by training young players who have talent and desire; to create fitness, lasting friendships, fun and general well-being through financially aiding and sponsoring tennis programs.”

Led by President and trustee Nancy Jeffett and fellow trustees Norman Brinker and Clifford Hagerman, the foundation can take pride in sponsoring a number of tennis programs which turn charity tennis receipts into clinics, team organization and competition, along with coaching and travel for junior players throughout Texas and the United States.

MCB Foundation contributes heavily to the Texas Tennis Association’s Junior Development Program which offers a comprehensive program from beginner levels to the selection and training of top players for national competition.

In supporting the Dallas Tennis Association, the foundation co-sponsors the annual USLTA Junior and Boys Indoor Championships. It also helped bring the National Junior Tennis League, an inner-city program for underprivileged youths, to West Dallas in the summer.

The MCB Foundation presents two awards each year, the Mary Lowdon Award to the outstanding junior girl in Texas at the Texas Sectional Championships, and the MCB Outstanding U.S. Junior Girl

Award at the USLTA Girls 18 Grass Court Championships in Philadelphia.

MCB Foundation hosts a series of Mixed Charity Doubles tournaments in Dallas, Austin, Memphis and San Francisco each year. In addition, the foundation sponsors the MCB Invitational Junior Girls Championships for leading U.S. juniors, the Texas Junior Wightman Interzone Team Matches, and the USLTA Intersectional Team Championships held each year in Pennsylvania.

In 1973 the foundation started the MCB International Competition for Ladies Under 21, matching young American and British players against each other for the first time. This major tournament alternates in location each year between the United States and Great Britain.

By far the largest single event and fundraiser that the foundation sponsors is the annual Maureen Connolly Brinker presentation of the Virginia Slims of Dallas Professional Women’s Tennis Championships.

Formerly known as the Maureen Connolly Brinker International Ladies Tennis Championships, the Virginia Slims of Dallas tournament evolved from a charity event in 1970 where twelve of the world’s top players, including Billie Jean King and Margaret Court, competed voluntarily to raise \$25,000 to launch the MCB Foundation.

In 1972 this tournament provided the first off-court meeting of young stars Chris Evert and Evonne Goolagong with the largest first prize in the history of women’s tennis — \$11,000 — going to that year’s winner, Nancy Richey Gunter. Today the tournament raises over \$40,000 annually with the help of hundreds of volunteers who help make the tournament a success.

Through encouragement, training and opportunities offered young players each year, the Maureen Connolly Brinker Tennis Foundation helps meet its goal of promoting the sport of tennis in a manner that has made it a fitting tribute to one of the all-time tennis greats: the unforgettable Little Mo.

5419 Wateka
Dallas 75209

The logo for the Maureen Connolly Brinker Tennis Foundation, featuring the letters 'mcb' in a stylized, lowercase font with a decorative flourish above the 'b'.



MCB coaches Betty Sue Hagerman, Barbara Camp and Art Foust.

Chris Evert accepts
1974 Brinker Trophy
from Cindy Brinker.

National Junior Tennis
League West Dallas
Summer Program.



Formerly ranked 10th junior player in the U.S., Nancy Pearce Jeffett (Mrs. Frank A.) is co-founder, trustee and president of the Maureen Connolly Brinker Tennis Foundation of Dallas, Texas. She is a recipient of both the USLTA Service Bowl Award for outstanding contribution to the sportsmanship of tennis and the Caswell Award for her active contribution to tennis in Texas.



Nancy Pearce Jeffett

Mrs. Jeffett has served as director and member of the Executive Committee of the Dallas Tennis Association and the Texas Tennis Association since 1959. She also served as chairman of the USLTA Tennis Family of the Year Committee for six years and is currently a member of the USLTA Professional Tennis Council. Appointed to the USLTA Executive Committee in 1972, she now serves as its only woman member.

A native of St. Louis, Missouri, Mrs. Jeffett is a graduate of Washington University.



Maureen Connolly Brinker Tennis Foundation

seventeen

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

June 5, 1975

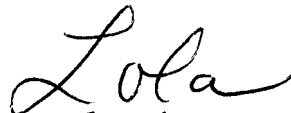
Ms. Sheila Weidenfeld
Press Office
The White House
Washington, D. C. 20500

Dear Sheila,

Enclosed is a Xerox of the release on Susan's July column and the column itself. We are including the release in our regular seven-page publicity kit to women's editors which will be mailed June 19th (newsstand date: June 26th). However, we will send the individual release to Helen Thomas, Fran Lewine, Isabelle Shelton and Dorothy McCardle.

Congratulations on the successful European trip. Now that's coverage!

Sincerely,



Lola Cherson
Publicity Director

encls.

FROM: Lola Cherson
Publicity Director
6/19/75

FOR RELEASE JUNE 26 & THEREAFTER

"White House Diary"

SUSAN FORD'S SUMMER PLANS INCLUDE SHARPENING PHOTOGRAPHIC SKILLS

NEW YORK -- What does a President's daughter do during her summer vacation? "This summer I have more things lined up than I'll probably ever have time to do," writes Susan Ford in her monthly column in the July issue of Seventeen.

Photography is number one on her list. Susan explains that her senior project at school was taking pictures of her father at work. "That was fun but I need a lot more experience before I'm ready to show my pictures to anybody but my family," she admits.

So part of this summer she plans to go to news and feature events with some professional photographers she knows who cover The White House. And she'd like to do a photo essay on Washington, D. C. "The city is so alive -- with thousands of visitors who stream in to the famous monuments. I'd like to capture that feel of activity and excitement if I can," Susan reveals.

Other summer plans include "fun reading" as opposed to required school assignments. Two favorite authors are Mark Twain and Herman Hesse and books on her list include J. R. R. Tolkien's "The Hobbit" plus "Portrait of the Assassin," which President Ford wrote after he served on the Warren Commission investigating President Kennedy's assassination.

Susan also hopes to spend time at one of the beaches on the Atlantic. "I especially love swimming in the ocean, but the part I like most about the beach is the feeling of relaxation and aloneness. I can sit by myself, enjoy the motion of the waves and fall asleep listening to the gulls." ###

Susan Ford

"My high school fun is over.
Now I look forward to a summer
full of activities"

This summer I have more things lined up than I'll probably ever have time to do.

For one thing, I'm going to concentrate on my photography. My senior project at school was taking pictures of my father at work. That was fun and gave me some good experience. But I need a lot more before I'm ready to show my pictures to anybody but my family.

I'm getting so I don't have to think as much about the mechanics of working a camera and can concentrate more on the expressive part and on composition.

I'm planning this summer to go around to news and feature events with some of the professional photographers I know who cover the White House. I'll shoot the same pictures they shoot and learn by watching and listening to them.

I'd also like to do a photo essay on Washington, D.C. The city is so alive—with thousands of visitors who stream in every year to the famous monuments. I'd like to capture that feel of activity and excitement if I can.

You see a lot of tourists in the White House, since it's not only our home, but a national monument as well. I suppose it sounds strange to say you live in a monument, but I have to admit it's really very nice most of the time. People are always asking me how it feels to live in a house that thousands of people

troop through five days a week. I actually don't think much about it. We have privacy in our second and third floor family quarters. I suppose, in a way, it's a little like living in an apartment. You don't think about what's going on on the floor below (unless it's a state dinner and the dance band makes it hard to concentrate on homework or sleep!). The big public rooms downstairs—the Red Room, Blue Room, Green Room, and so on—are really the museum part of the White House. It's hard to think of them as part of "my house."

In addition to taking pictures, I also hope to do a lot of swimming this summer. Dad has always liked swimming and thought it was good for us kids, so we grew up with a pool in our backyard in Alexandria, Virginia. It has always been my favorite sport—right after skiing. At our house it seems you learned to swim about the time you were learning to walk! So I guess that's one thing I miss about my old backyard. It's hard when I visit old neighbors and see strangers swimming in "my pool"!

I understand there used to be a pool at the White House. It was inside and somebody told me it got pretty hot and steamy in the summer anyway. But there are plenty of other things to do around here. There's a great record collection in the White (continued on page 32)

STEEN SVENSSON

B-7609 Ace 2540 "17" Susan Ford July AA Repro 5-19
galley ONE

9 on 11 Trade Lite

seventeen

*approved
collected
File*

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

May 13, 1975

Ms. Sheila Weidenfeld
Press Office
The White House
Washington, D. C. 20500

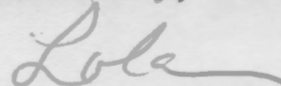
Dear Sheila:

Enclosed is a copy of the release for Susan's June column and a tearsheet of the column itself. We plan to mail these so they arrive in Washington on Tuesday, May 27th -- the release will also be sent that day to the New York press and women's editors nationwide.

Thank you for the time you gave me during that very harried luncheon in New York. Not only did you get beautiful press coverage from it, you somehow managed to arrive on one of the few days that we have had good weather this Spring, so come back any time!

I'll call you early next week to see if the release meets with your approval.

Sincerely,



Lola Cherson
Public Relations Director

encl.



Susan Ford's White House Diary

PRESIDENT'S DAUGHTER SAYS GROWING UP WITH 3 BROTHERS IS "LESSON IN SURVIVAL"

NEW YORK -- When you're the only girl in a family with three older brothers, "growing up with them has been a lesson in survival," according to Susan Ford.

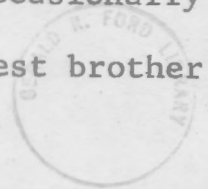
The President's daughter, 17, writes in her monthly column in the June issue of Seventeen Magazine that her brothers -- Mike, 25; Jack, 23 and Steve, 19 -- "never miss a chance" to let her know if "I look too fat or my hair looks awful."

Susan recalls that she wasn't her brothers' "first choice." Just before she was born, Mrs. Ford decided that a fourth boy would be more practical than a girl. And, in fact, she remembers that her brothers "used to threaten to send me back."

This may be one of the reasons Mrs. Ford never trusted the boys to baby-sit for Susan. "They liked to go to the fuse box and turn off the lights to scare me," she says. "Or they'd hide under my bed and when I kneeled down to say my prayers, they'd suddenly jump up and grab me."

As she grew older, Susan's dates were "always screened" by one of her brothers. If she had a date with someone they hadn't met, they would make her stay upstairs about fifteen minutes while they "chatted" with him. They never went so far as to break off a date, but if they got "bad vibes, I'd hear about it when I came home."

But turnabout is fair play and Susan and her brothers have occasionally doubledated. "I tell them what I think of their dates too." Eldest brother



SUSAN FORD -- 2

Mike is now married; Jack has just graduated from Utah State as a forestry major and "is more independent and political than the rest of us. He's the one who gives Dad the young people's views on ecology, Vietnam and amnesty."

Despite the teasing and lesson in survival, Susan says, "I've always looked up to them and counted on my brothers as friends." She concludes that "my brothers are a good deal -- even if they did originally want to send me back."

###

FROM: Lola Cherson
Publicity Director



THE WHITE HOUSE
WASHINGTON

Left at East Gate
for Isabelle Shelton



List of letters charged to press office

Linda Cacciatore
Martha Di Gregorio
Gayle Irvine
River College
Box 185
Nashua, New Hampshire 03060
12/8/74

Alta Bates Volunteer Association
Alta Bates Hospital
Webster and Regent Streets
Berkeley, California 94705
1/6/75

Cadet Raymond Lamoureux
Company E-1, U.S.C.C.
West Point, New York 10997
11/18/74

Lisa Keitel
610 North Estey
Luverne, Minnesota 56156
Reply - 9/19/74

Mother of "Nolan 3"
4811 First Street, S.
Arlington, Virginia 22204
8/22/74

Mrs. Arlene Coppel
5371 Graywing Court
Columbia, Maryland 21045
1/7/75

Mrs. Trudy Osness
Post Office Box 712
Worthington, Minnesota 56187
4/12/75

Mr. John Preston
1085 South Meridian
Youngstown, Ohio 44511
3/13/75

Cathy LaTourette
4357 Shadeway Road
Lakewood, California 90713
Reply 2/10/75

Charles R. Romstad
c/o Wilson's Bicycle Center, East
4862 Galley Road
Colorado Springs, Colorado 80915
Reply 4/2/75

Mr. Joseph Mathew Stanley, III
5419 Lodgecreek Drive
Houston, Texas 77066
2/21/75

Miss Pamela Feller
1313 Raven Drive
Pittsburgh, Pennsylvania 15243
2/19/75

Mr. Jerri James
7412 Madeira
Fort Worth, Texas 76112
Reply 4/4/75

Randy Landis
McKnight Tower 3008
1615 South Fourth Street
Minneapolis, Minnesota 55404
10/13/74

Amy Schumacker
7922 Allen Drive
Alliance, Ohio 44601
Reply 2/4/75

Mrs. Walter Jevsen
359 North 600 West
Salt Lake City, Utah 84116
9/30/74

Walter G. James, III
4425 East Coronado Road
Phoenix, Arizona 85008
8/17/74

Miss Marcia Stokes
3119 Manson Place
Landover, Maryland 20785
Reply 9/24/74

Flossie Sherwood
30 Edsall Street
Escondido, California 92025
Reply 9/16/74

Mrs. Nomeka B. Sours
Route 7, Box 10
Roanoke, Virginia 24018
8/12/74

Miss Linda Schiefen
169 Kearney Drive
Rochester, New York 14617
8/21/74

Margie Hedl
57 Chestnut Street
Leetonia, Ohio 44431
1/3/75

Linda Stafford
1792 Nash Drive
St. Joseph, Michigan 49085
8/29/74

Mrs. Kathleen Brunson
President
Capital City Cat Club
921 Miriam Drive West
Columbus, Ohio 43204
1/16/75

Doris
1787 East 227 Street
Euclid, Ohio 44117
10/23/74

Mr. David C. Sargent
31 Walbridge Road
West Hartford, Connecticut 06119
1/18/75

Gerry Stone
2701 Hidden Lake Drive, Apt. H
Sarasota, Florida 33580
Reply 9/9/74