

The original documents are located in Box 44, folder “Ford, Susan - Job Offers” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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Susan
Topika

August 5, 1975

Dear Mr. Bloom:

Thank you very much for your expressed interest in Susan Ford. Your offer to photograph the Ringling Brothers-Barnum and Baily Combined Shows sounds like an opportunity very hard to refuse.

Unfortunately, Susan's schedule will not allow her to take advantage of your tempting offer. Susan will be entering Mount Vernon College in the fall and will be preoccupied with her studies and her activities as a member of the First Family.

Again, thank you for thinking of Susan. Should she have an opportunity to in Florida in the future, I'm sure she will remember your kind invitation.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Allen J. Bloom
Ringling Brothers-Barnum and
Baily Combined Shows, Inc.
1015 Eighteenth Street, N.W.
Washington, D.C. 20036





ALLEN J. BLOOM
Senior Vice President
Director of Promotion and Sales

July 16, 1975

Ms. Susan Ford
The White House
Washington, D. C.

Dear Ms. Ford:

I have been reading with interest the many articles written about your enthusiasm for photography and have been impressed with some of the work you have produced.

Ringling Bros. and Barnum & Bailey Circus has always been a subject which fascinates and challenges photographers. Therefore, I thought you might be interested in taking an assignment to try to capture the excitement, drama, movement and color of The Greatest Show on Earth.

~~I invite you to join us, as one of our staff photographers, at our Winter Quarters in Venice, Florida, for the rehearsal period and opening of our 1976 Edition.~~

New Press Kits and Program Books are prepared for each Unit at the beginning of the season. The photographs in them are chosen from the ones taken during our stay in Florida. The Press Kits are used continuously throughout the year by our advance personnel to supply information and pictures to the newspapers, magazines, etc. across the country, and they contain over one hundred different black-and-white glossies. Our Program Books are considered by many to be a collector's item and I have enclosed one herewith so that you might see the quality for which we aim.

We will make no effort to publicize your acceptance, should you choose to do so; and, since we have always severely restricted the presence of outsiders (including newspeople) both backstage and in the arena during our rehearsal period, we will simply continue to do so.

I think you would find this a thoroughly enjoyable and exciting experience and I look forward to a positive reply so that we may pursue the matter further.

Sincerely,

RINGLING BROS. - BARNUM & BAILEY
COMBINED SHOWS, INC.

Allen J. Bloom
Allen J. Bloom

AJB/mt

Executive Offices · 1015 Eighteenth Street, N.W., Washington, D.C. 20036 · (202) 833-2700

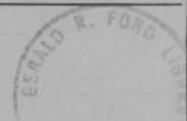
Cable Address: RINGLING, Washington, D.C. - TELEX 89-2477

OUT

16-76223-1 GPO

IDENTIFICATION OF FILE MATERIAL

File Designation	Date	Description	CHARGED TO	DATE CHARGED
Wm. J. ...	9/73			
American ...			McCoy	10/20/73
Wm. J. ...				
Spells ...			McCoy	10/16/73
Rep. H. Roy Anderson				10/25/73
Mt. Vernon, Ny	5/19/73		McCoy	10/19/73
J & D.E. ...	11/15/73			
Maggie ...			McCoy	11/26/73
Everham, ...	11/19/73		Stevens	11.29.73
		ad	Stevens	
IV/1975/st 32/Roberts	7/22/75			
Jesse M. Roberts, New York			S. Ramin	8/7/75
Kingling Bros. Circus			Frem	
Nina Finkelstein	7/9/75		Paris	2/10/76



Susan -

Are you interested?

NO

Charlene

McCall's

FIRST MAGAZINE FOR WOMEN

OFFICE OF THE EDITOR

March 4, 1975

PERSONAL

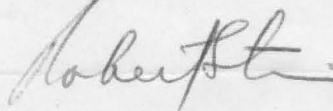
Miss Susan Ford
The White House
Washington, D.C. 20500

Dear Miss Ford:

Reading about your interest in photography, it occurred to me that perhaps you would like to undertake an assignment for McCall's, taking informal pictures of life around the White House for one of our summer issues. Such an assignment need not interfere with any other plans you may have for summer work.

If the idea strikes you favorably, I'd be happy to discuss it with you over the phone (212-983-8780) or in Washington at your convenience.

Sincerely,



Robert Stein
Editor

RS:rm



*Called to say no
3/18/75 PM*



McCall's
the magazine for
the new suburban woman



Miss Susan Ford

The White House

Washington, D.C. 20500

PERSONAL

McCall's

230 Park Ave.
New York, N.Y.
10017

DeWys

Inc.

STOCK PHOTO LIBRARY

TELEPHONE: 212 986 3190

60 East 42nd Street
New York, New York 10017

Turned Down
offer
phone call - 3/18/75
Emily Geller note
typed here - spoke
with her replacement
Sue

Ms. Susan Ford
The White House
Pennsylvania Avenue
Washington D.C.

February 27, 1975

Dear Ms. Ford:

Your interest in photography came to my attention through an article in The New York Times.

As a stock photo library we are always interested in the work of photographers to expand our collection. We service the photo needs of various publications and textbook companies. Some of our more reknown clients include: The New York Times, Forbes Magazine, Harper's Bazaar etc. Some of our distinguished photographers include Ashwin Gatha, David Hamilton, Victor Englebert and Everett Johnson. You might be interested to know that many photographers like to sign with DeWys in the beginning stages of their careers because of the wide circulation we can give their work.

We look forward to receiving a sample selection of your work to examine the possibilities of a mutually beneficial relationship.

Yours truly,

Emily Geller

Emily Geller
Photo Editor



DeWys Inc.
60 East 42nd Street
New York, New York 10017

STOCK PHOTO LIBRARY

TELEPHONE: 212 986 3190

2/26/75

Dear Photographer:

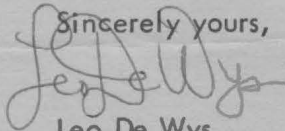
Thank you very much for your inquiry in answer to our advertisement regarding the sale of your pictures to magazines, book publishers, and advertising agencies. We have many open markets for exciting, good photography and would certainly welcome the opportunity of having a representation of your work on file.

In order to serve you best, we suggest you submit a sample selection of ten to twenty photographs on approval. Black and white prints 8 x 10 inch and/or color transparencies of any size will be acceptable. If your photography meets the standards required by most art directors, we will then suggest a wide range of subjects for you to photograph and submit to us. If not, we will return your pictures to you at once.

Upon accepting any work of yours, we will send you a contract covering all accepted photographs and/or transparencies. You will receive 50% of all sales up to the first \$500.00 and 60% on all color transparencies and 50% on all black and white prints in royalties thereafter. You will be told which photos sold and for what rights. Your pictures will bring prices ranging from \$35.00 and up for black and white and considerably more for color. You may be assured that all photographs in our files are well protected for proper presentation.

If you need additional information, please don't hesitate to write. We hope you will take advantage of our service.

Sincerely yours,



Leo De Wys
President

LDW:gw



COLOR

BLACK & WHITE

PUBLICATIONS

GENERAL ADVERTISING



60 East 42nd Street
New York, New York 10017

Inc.

STOCK PHOTO LIBRARY

TELEPHONE: 212 986 3190

SUGGESTED SUBJECTS MUCH IN DEMAND

B&W 8x10 inch; color any size transparency

- SPORTS: action in tennis, auto racing, golf, football, baseball, skating, boating etc.
- BABIES: head shots, smiling, crying with a bottle, nude, nurseries with a mother or father, with both parents, being slapped at birth etc.
- CHILDREN: all situations, playing, eating, indoors, outdoors, candid, with parents and grandparents, with baby sitters.
- TEENS: at schools, baby sitting, sports, recreating, dancing, groups
- WOMEN: expressions, blonds, brunettes, smiling, moods, young & middle-aged
- MEN: expressions, all types, all races, all ages
- OLD PEOPLE: at home, recreational activities, couples, health etc.
- COUPLES: all ages, all sorts of activities, bicycling, tennis, golf, picnics, hiking, eating at home or restaurant *Romance*
- FAMILY GROUPS: preference for father-mother-daughter-son groups. All races lower-middle & upper income groups, doing things like picnics, watching TV, going to church, at home, around dinner table, sports etc., formal family portraits.
- FOOD: all sorts of dishes, meats, dairy foods, formal table settings with and without food, a cup of coffee, ice cream dish, eating in restaurant, drinking etc.
- EDUCATION: schools of all kinds, exteriors, interiors, with & without students, graduation pictures, college scenes, adult education, kindergarten etc.
- FARMING: all kinds of harvests, wheat fields with a sunrise or wind showing, fruit trees, orchards, grape harvest, livestock, cattle herds, head shots of cattle, livestock auctions, closeup of apples, pears, berries any kind of fruit or vegetable.
- SOCIAL PROBLEMS: sensitive shots on drug addiction, poverty, slums, unemployment lines, demonstrations, womens lib, gay groups, labor strikes anything on ecology etc.
- MISCELLANEOUS SUBJECTS SUCH AS: office scenes, supermarkets, people shopping, political scenes, factories with & without workers, head on shots of crowds, crowded highways, airports, airplanes taking off, congestion at airports, scenics, travel scenes from all countries, continents, rain snow, wind, lightning, floods, draught, rainbows, waves, oceans, birds on a nest, spider in web, animals

COLOR

BLACK & WHITE

PUBLICATIONS

GENERAL ADVERTISING

Suggested Subjects to Photograph

NEW JERSEY

Trenton: city views
Camden: shipyards
Newark: port, container shipping
Jersey City: ships at port, (showing downtown in background); Civic Bldg at Journal Square
Paterson: textile industries
Industries: Petroleum and coal products; electrical machinery; chemical industries
Transportation Networks: Newark Airport; Railroads systems
Beach resorts and recreation: Atlantic City; Delaware Water Gap Nat'l. Recreation Area

DELAWARE

Dover: city views
Wilmington; city views; Chemical industries: industrial chemicals, carbon disulphide
Industries: heavy machinery; primary metals; clothing
Poultry and Dairy farming; fruit and vegetable farming, corn

MARYLAND

Baltimore: shipyards, port; steel industry; copper and petroleum industries; Chemical industries; Shipbuilding; aerial views
Anapolis: city views; Naval Academy
Chesapeake Bay: oyster fishing
Tobacco farming; truck crops; dairy farming
Beaches and Recreation: Assateague Island Nat'l. Shoreline

WASHINGTON D.C.

Aerial views, showing landmarks
Capitol Building, interior & exterior; Capitol Dome; Presidential Seal
Corridor in Senate and Senators; Department of State Bldg.
White House: day and night views
Smithsonian Institute: different rooms; with tourists
Washington Monument; Lincoln Memorial: with tourists
Arlington Cemetary: with tourists; Eternal Flame at Kennedy grave;
Tomb of the Unknown Soldier; Iwo Jima Statue
National Art Gallery: with people looking at the displays
Renewal construction of slum areas
City views of Boulevards and Avenues
Georgetown: scenic views; Universities: campuses and students

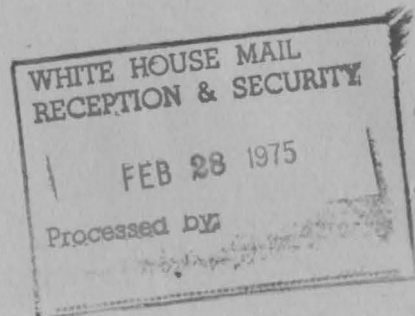


DeWys Inc.

60 East 42nd Street
New York, New York 10017



Ms. Susan Ford
The White House
Pennsylvania Avenue
Washington D.C.





Communicative Art Forms

20422 Covina Hills Road • Covina, California 91724
(213) 332-2879 • (714) 599-1361

File

March 6, 1975

Miss Susan Ford
The White House
Washington, D.C.

Dear Miss Ford:

Welcome to the wonderful field of photography, and congratulations for your energetic enterprise.

Please accept the attached set of calendars "For People Who Care" with our compliments - because certainly the Ford family symbolizes 'caring' people.

Would there be any possibility of including one of your shots in our 1976 Bicentennial Calendar whose title will be "The Spirit of 76" (maybe "Revisited"). It will likewise be on a 'humanistic' level, portraying perhaps more vigorous emotions along the lines of "Putting it all together". In other words, a little bit of "Let's really get to the real heart of things now".

no, sorry →

Wishing you many new, rewarding experiences in your photo-journalistic tour, I am

Sincerely,

Irene Carlson
Irene

IC/vm
Enclosures

*called -
no - not
releasing photos etc
at this time 3/17
pm*





Communicative Art Forms
 20422 Covina Hills Road
 Covina, California 91724

7
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U.S. POST SERVICE
 MAR 7
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 1975
 CA 917



OST
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 CA

First Class

Susan Ford
 The White House
 Washington, D.C.

September 29, 1975

Dear Mr. Zehm:

Thank you for your letter to Susan Ford of September 19.

Your project sounds very interesting and although Susan would like to participate, her extremely heavy schedule would make it impossible at this time. As you may know, she just began her freshman year of college and she also has a part-time job as a photographer for the Associated Press.

Thank you for your interest in Susan, and if we can be of any assistance in the future, please let me know.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Wilfried Zehm
Freier Deutscher Autorenverband
Ebertsklinge 23
D-87 Wurzburg/Bavaria
8 Munchen 2, Pacellistr.6/111



FREIER DEUTSCHER AUTORENVERBAND

SCHUTZVERBAND DEUTSCHER SCHRIFTSTELLER

FREIER DEUTSCHER AUTORENVERBAND, 8 MÜNCHEN 2, PACELLISTR. 8/III

Miss

Susan Ford
514 Crown View Dr.
ALEXANDRIA, V.A. 22314
U.S.A.

8 MÜNCHEN 2, den
PACELLISTRASSE 8/III
TELEFON 089/224452

Wilfried Zehm
- foreign correspondent -
(magazine)
Ebertsklinge 23
D-87 WÜRZBURG/BAVARIA

Dear Miss Susan Ford !

In line with the instructions of Mr. Hans-Jörg Maus, Jugendreferent des FREIEN DEUTSCHEN AUTORENVERBAND, I write this letter. As I do not know where you were this moment, I send you this letter to your two addresses given me by the American Embassy in Germany.

The fact I am writing you is that I have heard you are interested in journalism. If so, I would like to explain our "project", which, by the way, is recommended by the FREIEN DEUTSCHEN AUTORENVERBAND, its President, Hubertus Prinz zu Löwenstein, the AXEL SPRINGER KONZERN, Axel Springer sen. himself - personally I have discussed it with Axel Springer jr. - as well as ZDF-Moderator Gerhard Löwenthal.

This "project" is concerning a 'Youth Magazine', which is made out by young editors - mostly pupils and students. The magazine's editionship is a so called supraregional one, conducted by a skilled journalist. The starting circulation is 30,000 (in Bavaria). But the magazine will extend for the future. Therefore negotiations are conducted by our home-correspondent. We have contact with editionships in Hamburg, Berlin, and Nordrhein-Westfalen. As this 'project' should not be restricted to Westgermany, I have written - as the foreign correspondent - my friends abroad. At present I am establishing editionships at Paris and Luzern/Zurich in Switzerland. I am just in correspondence with further



Präsidium: Hubertus Prinz zu Löwenstein, Präsident · Dr. Rudolf Krämer-Badoni, Vizepräsident · Luis Trenker, Vizepräsident · RA Siegfried K. Menters, Justizier
Herbert Herlein, Schatzmeister · Richard Eichler, Margarete Buber-Neumann, Dr. Heinz Schauwecker, Josef H. Sommer, Beisitzer

KONTEN: BAYERISCHE VEREINSBANK, MÜNCHEN, KONTO-NR. 308 400 · POSTSCHECK MÜNCHEN NR. 188 511 - 801

friends in Greece, Great Britain, Ireland (Eire), Italy, U.S.A., Canada, Rhodesia, South Africa and Japan. By these editors we will get international articles; to establish editions in these countries till the end of this year will be really impossible. As for this business I will be supported by Prinz zu Löwenstein. We have talked about it quite amply.

There is also a wide range of aspects as far as the tenor of the magazine is concerned. Start on politics to culture and entertainment most of the interesting subjects for demanding and less demanding readers can be met. But those criterions do not mean a professional magazine, that's obvious. We want to make out a magazine by young people for young people.

Concerning these subjects as politics, culture etc., decisions and important conclusions are made in public life, which especially could have final effect on the future of the youth. Therefore it should be a matter of course that young people comment upon in the public eye.

The more international we are, the more successful it will be.

As I likely will break my flight to Chicago at Washington from Oct. 18th to 21st/22nd, I would be very glad to see you and ask you about the possibility of a similar 'project' in the States.

In company with my mother I will join the "63rd WORLD DENTAL CONGRESS - FEDERATION DENTAIRE INTERNATIONALE" (FDI) at Chicago. Further on I will have a meeting with the President of the "AMERICAN DENTAL ASSOCIATION" (ADA) at Chicago to talk about my dental studies in the U.S.A.

In this matter I had contact you later, but -however- now there is a good opportunity to go to the U.S.A. Again I would be very pleased to see you; please answer as soon as possible that I can arrange my tour.

THANK YOU VERY MUCH !

Yours sincerely,

FREIER DEUTSCHER AUTORENVERBAND
(Jugendreferat)

Wilfried Zehm

(Wilfried Zehm)



MIT LUFTPOST
PAR AVION

Postmaster
The White House F
Washington DC 20500



August 5, 1975

Dear Ms. Bonneville:

Thank you for your letter to Susan Ford and your exciting offer of a job as a Gamma photographer.

Your invitation is certainly tempting, and it is with much regret that she must decline. However, when she finishes her internship at the Topeka Capital Journal, she will be joining her family for a short vacation and then returning to Washington to begin her freshman year at college.

Susan would like you to know how much she appreciates your interest.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Ms. Floris de Bonneville
Editor in Chief
Gamma Presse Images
4, rue Auguste-Vacquerie
75116 Paris, France



Paris, July 9, 1975

Susan FORD
TOPEKA CAPITAL JOURNAL
TOPEKA (Kansas)

U. S. A.

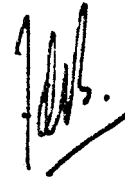
Dear Miss Ford,

You certainly know our Agency which for eight years now have a great fame in many countries and has been very popular in the main US magazines.

If you are interested to see how a Gamma photographer works, if you want to be a Gamma photographer for one, two or three months, based in Paris for possibly cover any events in the world, including glamour or film stories, why not answer this letter to let us know your wish.

Best to you,

Contraternally Yours,



Floris de Bonneville
Editor in Chief

THE WHITE HOUSE
WASHINGTON

Judy Moon

205/534-2411

X 209

Birmingham
Newspaper

Photos taken by Susan
is Topher if we
release!



Creem

187 SOUTH WOODWARD AVENUE, SUITE 203, BIRMINGHAM, MICHIGAN 48011
(313) 642-8833

September 25, 1975

Mrs. Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford
The White House
Washington, D.C.

*Declined on
phone, Sept.
30, '75
SM*

Dear Mrs. Weidenfeld:

Per my telephone conversation of this afternoon with someone in your office, I am writing to you in my capacity as News Editor of Creem Magazine in the hope that this request may reach Ms. Susan Ford. (I have enclosed some promotional material on Creem and some issues for your perusal, as well.)

We have scheduled for our January issue a photographic spread on the rock band Rod Stewart and The Faces; we would like to have Ms. Ford take the photographs for this feature section of the magazine. I am aware that Ms. Ford will shortly be in the employ of the Associated Press, and I hope that this request can reach her before the beginning of that employment in order that we might avoid any conflict of interests with AP. (Then again, will Ms. Ford be allowed by the terms of her contract to work on non-AP photo assignments?)

In order to hasten communications, as we are working under the pressure of an October 13th deadline (though this may be stretched), I am enclosing a partial itinerary of Rod Stewart and The Faces' current tour. As you will notice, it would probably be most convenient (in terms of geography) for Ms. Ford to do the photos at either the Philadelphia Spectrum or University of Maryland engagement. (Creem, of course, would provide for transportation.)

I appreciate your attention to this matter and understand that your office is swamped with similar requests, but if Ms. Ford or someone from your office could respond either by letter or phone (Don't hesitate to call collect!) as soon as possible, it would be very much appreciated. Need I add that, naturally, Ms. Ford would receive remuneration for her photographic services to the magazine, and at the time of your response, perhaps we can discuss a fee.

Thanks again for your time and effort.

Sincerely,

Robert Duncan

Robert Duncan
News Editor



For your information: Rod Stewart and The Faces - a partial itinerary.

September 26 - Nashville, Tennessee

" 27 - Charlotte, North Carolina

" 28 - Civic Center, Roanoke, Virginia

" 30 - Louisville, Kentucky

October 1 - The Spectrum, Philadelphia, Pennsylvania

October 11 - The University of Maryland



ICPR

9255 SUNSET BOULEVARD
THE EIGHTH FLOOR
LOS ANGELES, CA 90069
(213) 550-8211

October 15, 1975

Ms. Susan Ford
The White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Ms. Ford:

Richard Grant, a vice president in our organization, spoke with Mrs. Weidenfeld, who suggested that we write you about a photography assignment on a motion picture we are representing called "Murder By Death."

The film is from an original screenplay by Broadway playwright Neil Simon and is being produced by Ray Stark (he has produced such films as "Funny Lady," "The Way We Were," "Funny Girl," etc.). Robert Moore is the director. The film, a Columbia Pictures presentation, stars Eileen Brennan, Truman Capote, James Coco, Peter Falk, Alec Guinness, Elsa Lanchester, David Niven, Peter Sellers, Maggie Smith, Nancy Walker and Estelle Winwood.

We know of your internship as a photographer and are most interested in having you cover the film by photographing its stars during production.

While the film is in production at this moment, the full cast will be working together from about the first week in November through the first week in December. Production officially ends on Tuesday, December 16.

Under standard procedures, most major films engage a "special" photographer to shoot over a one or two week period. The photographer is then free to sell the photographs approved by the studio and the stars to a magazine, wire service, or newspaper. The income derived from those sales is retained by the photographer.

INTERCOMM PUBLIC RELATIONS ASSOCIATES, INC.

Rupert Allan • Rene A. Henry, Jr. • Rick Ingersoll • Frank McFadden • Morton Segal • Constance L. Stone • John Strauss

NEW YORK OFFICE: 909 Third Avenue, New York, New York 10022 • (212) 421-7610

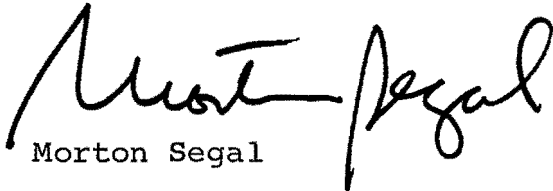
October 15, 1975

We would be very interested in retaining you to work on this film. We are prepared to pay you a fee, first class round-trip transportation between Washington and Los Angeles, a per diem allowance, and normal out-of-pocket expenses for film, processing, and so forth. Needless to say, we believe the experience could be a lot of fun and productive, as well.

I am enclosing herewith a copy of the script, which I hope you'll enjoy reading, as well as a promotional mailing piece which indicates the flavor of the film.

I hope to hear from you shortly.

Sincerely,

A handwritten signature in cursive script that reads "Morton Segal". The signature is written in dark ink and is positioned above the typed name.

Morton Segal

MS:gm

Enc.

cc: Mrs. Sheila Rabb Weidenfeld

ICPR

9255 SUNSET BOULEVARD
THE EIGHTH FLOOR
LOS ANGELES, CA 90069
(213) 550-8211

file

Declined by
phone Tues.
Oct. 21, '75
reason: Possibility
of Susan going
to China.

October 15, 1975

Ms. Susan Ford
The White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Ms. Ford:

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INTERCOMM PUBLIC RELATIONS ASSOCIATES, INC.

Rupert Allan • Rene A. Henry, Jr. • Rick Ingersoll • Frank McFadden • Morton Segal • Constance L. Stone • John Straus

NEW YORK OFFICE: 909 Third Avenue, New York, New York 10022 • (212) 421-7610

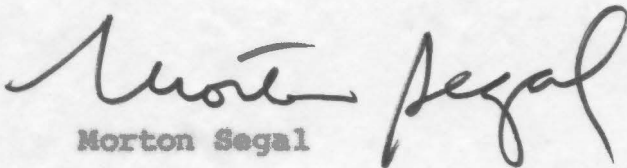
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I hope to hear from you shortly.

Sincerely,



Morton Segal

MS:gm

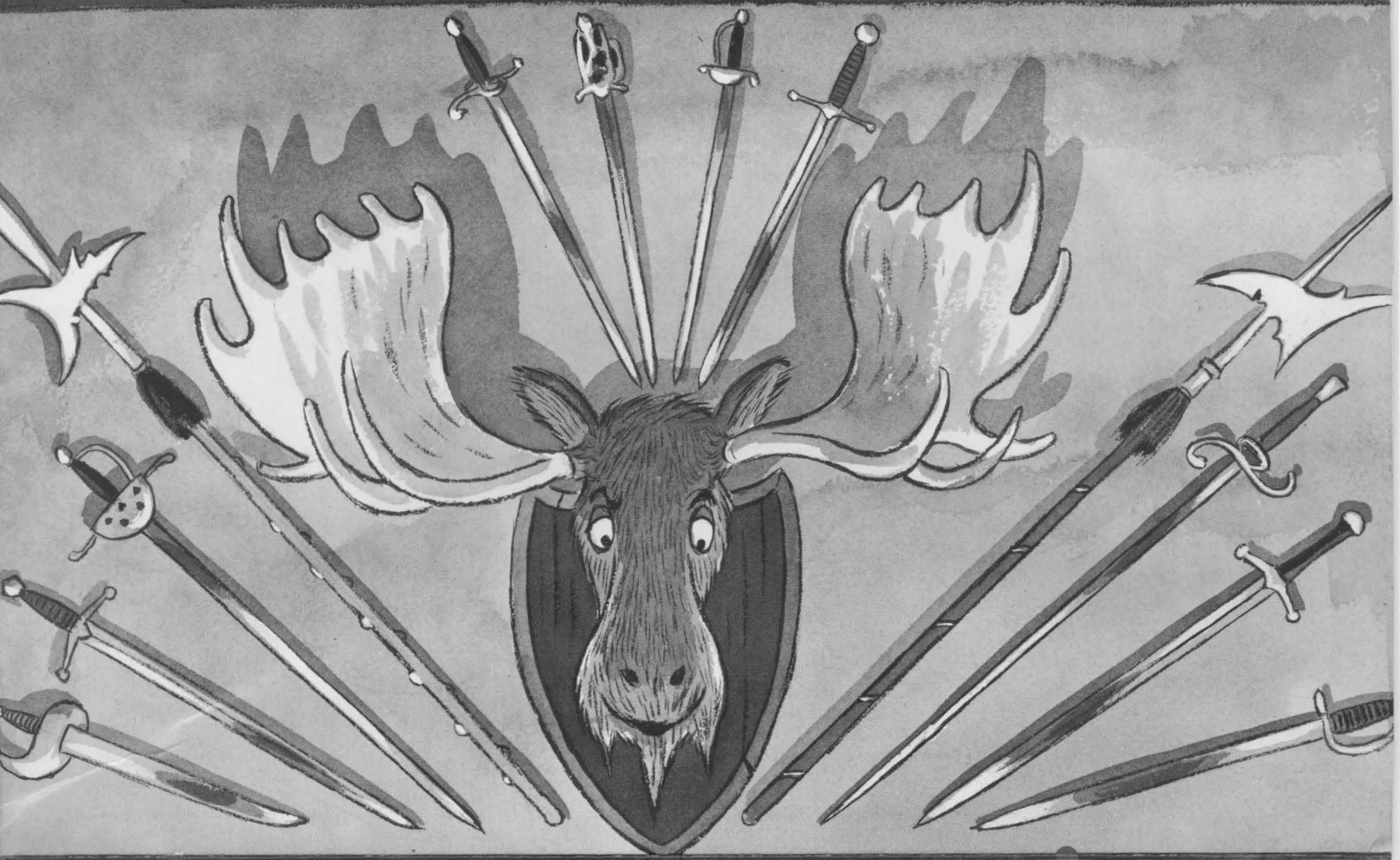
Enc.

cc: Mrs. Sheila Rabb Weidenfeld





YOU ARE
CORDIALLY
INVITED...



**To Guess
Who's Coming
To Murder**



Murder by Death

A bloody funny movie.



**NEIL
SIMON**

playwright, and
author of screenplay.

**NANCY
WALKER**

as the deaf and
dumb maid. It's hard
finding decent help.

**ESTELLE
WINWOOD**

as Miss Marbles'
invalid nurse.

**EILEEN
BRENNAN**

as Tess,
Sam Diamond's
"friend."

**JAMES
COCO**

as Milo Perrier,
famous Continental
detective.

**TRUMAN
CAPOTE**

as Lionel Twain,
mysterious host of
this bizarre
houseparty.

**DAVID
NIVEN**

as Dick Charleston,
millionaire playboy
and gentleman sleuth.

**MAGGIE
SMITH**

as Dora Charleston,
partner in crime-
solving with
husband Dicky.

**ELSA
LANCHESTER**

as Miss Marbles,
noted British
criminologist.

**PETER
FALK**

as Sam Diamond,
San Francisco's
infamous
Private Eye.

**ALEC
GUINNESS**

as Benson,
the butler who
may or may not
have "dunnit!"

**PETER
SELLERS**

as Sidney Wang
of the famed
Catalina police force.

MYRON,

a dog as himself.

Char Feldman

COLUMBIA PICTURES presents
A RAY STARK Production

NEIL SIMON'S

Murder by Death



A bloody funny movie.

Starring

in diabolical order

EILEEN BRENNAN
TRUMAN CAPOTE
JAMES COCO
PETER FALK
ALEC GUINNESS
ELSA LANCHESTER
DAVID NIVEN
PETER SELLERS
MAGGIE SMITH
NANCY WALKER
ESTELLE WINWOOD

Original Screenplay by NEIL SIMON

Produced by RAY STARK

Directed by ROBERT MOORE

From **RAS** Films

Press

Modern People

AMERICA'S FASTEST GROWING FAMILY NEWSPAPER



Decline:
Conflict
w. AP

October 15, 1975

Dear Susan,

As photography editor of a large, national weekly newspaper, I am constantly seeking new sources of interesting and talented photography. I have seen and admired your work and am admittedly envious of your opportunity to document Washington life. It sure must beat the yearbook and wedding photography I was doing a few years ago in high school.

I know you are interested in pursuing a career in photography and would like to help you further that interest professionally.

MODERN PEOPLE would be interested in buying any of your photos. Payment would be at the usual rate of \$40 per photo-- more for color transparencies. Besides photos of your father and family, we are interested in any "Washington scene" photos as well as subjects you may have a particular interest in.

If this offer interests you, we can work together either from prints you send on spec' or contact sheets.

I look forward to hearing from you. Good luck in your photography.

Cordially,

Andrew Johnston
Andrew Johnston
Photography Editor

Ms. Susan Ford
1600 Pennsylvania Avenue
Washington, D.C. 20013

10/27 Begette/SAQ

Modern People

AMERICA'S FASTEST GROWING FAMILY NEWSPAPER

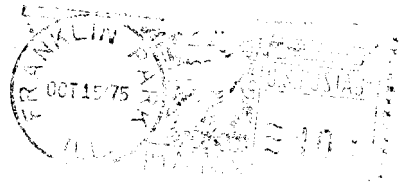


11058 W. Addison St. • Franklin Park, Illinois 60131

Ms. Susan Ford

1600 Pennsylvania Ave.

Washington, D.C. 20013



November 3, 1975

Dear Mr. Fleet:

**Thank you for your thoughtful letter of October 22;
Susan was very flattered by your request.**

**Unfortunately, Susan's schedule is such that she will
be unable to accept your invitation to cover the Queen's
visit here next July.**

Again, our thanks to you for the offer.

Sincerely,

**Sheila Rabb Weldenfeld
Press Secretary to
Mrs. Ford**

**Mr. Philip A. Fleet
New York Editor
ipc Magazines Limited
205 East 42nd Street
New York, N. Y. 10017**



Miss Susan Ford
The White House
1600 Pennsylvania Avenue
Washington, D.C.

October 22, 1975

Dear Miss Ford:

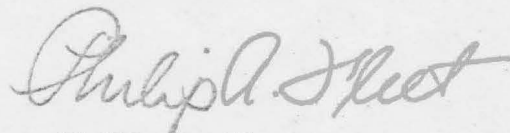
I am writing you on behalf of Dennis Beaven, Picture Editor of WOMAN'S OWN magazine...one of the leading women's weeklies in Britain.

As I'm sure you know, the Queen is coming to America next July to play an important part in the Bi-centennial Celebration. We want to cover the occasion in a special way, using a photographer with a name who can also write her impression of the Royal visit.

We thought perhaps you might be interested in the assignment. If you are, please let me know and I will ask Mr. Beaven to write further with a detailed brief along with a financial offer.

Enclosed are some recent issues of WOMAN'S OWN which I thought you might find of interest.

Sincerely,



Philip A. Fleet
New York Editor

encls.





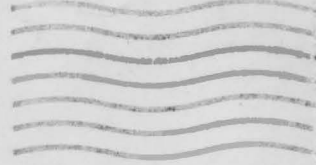
SIERRA CLUB

**New England
Chapter**



c.o.c. Robert Murphy
251 Chestnut Ave.
Jamaica Plain 02130

Miss Susan Ford
The White House
Pennsylvania Ave.
Washington, D.C. 20500



October 23, 1975

Dear Mr. Hirt:

Thank you for your letter regarding the possibility of working as an agent for the sale of the pictures Susan Ford took for the "Topeka Capital-Journal."

Susan appreciates your interest, but at this time there are no plans to release the photographs Susan took.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Beat Hirt
Berghaldenstrasse 19
8135 Langnau a.A.
Zurich, Switzerland



~~Press~~
~~list~~

Conflict

Mrs. Sheila Weidenfeld
Press Office
White House
Washington D.C.
USA 20500

Zurich, September 22, 1975

Dear Miss Weidenfeld,

Two months ago, I addressed a letter to Mr. Rich Clarkson, Director of Photography at the "Topeka Capital-Journal", telling him I was interested to represent Miss Ford's pictures.

He wrote to me - with copy to you - that the White House was in charge.

Now, since I have not seen any pictures Miss Ford has taken, at least not in any magazine in Europe, I want you to know, that I am still interested to work as an agent for these pictures.

Newspapers and periodicals in Europe would be interested in any kind of features that cover the total range of Miss Ford's work at the "Topeka Capital-Journal".

I would need at least five sets of every available picture (to cover Switzerland, Germany, France, Italy and England) together with captions and general information. Maybe Miss Ford could prepare an article about her work. That would be most attractive.

In case you have already given away the rights for some countries, I would still be interested to represent Susan Ford in Switzerland.

I'd suggest to let Susan Ford have 75 percent of the payments, while I would take 25 percent. Expenses overhere paid by me. The deal, of course, would only be valid for a limited time (say three months) and just for the "Topeka"-stuff.

Hoping to hear from you soon, I remain,

Sincerely yours,

Beat Hirt

August 26, 1975

Dear Bettina,

Thank you for your letter. I am very flattered that you want to include me in your book on various photographers, however, I will have to decline. I am only a novice and will be very busy this fall, since I will be a freshman in college..I am sure you understand.

You were nice to think of me and I appreciate it.

Good luck with your book!

With best wishes,

Susan Ford

Bettina Chrono
57 West 58th Street
New York,
New York 10019

CvP/mh



bettina cirone

PHOTOGRAPHY

August 7, 1975

Ms Susan Ford
THE WHITE HOUSE
Washington, D. C.

Dear Susan:

I'm doing a book on photographers which include some of the world's tops. Not only am I shooting famous photographers but also admire the fact that your creative drive far precludes your current so-called station in life.

As I think you would be an interesting personality to include in the book, enclosed is a questionnaire which I'm feeding to each photographer to break the ice.

To give you an idea of what I've been doing up to now, I was the official photographer for the Mayor's Office during the Lindsay administration here in New York, but currently shoot stills now for Pia Lindstrom and Carol Jenkins -- two of NBC's reporters, and have freelanced for NEWSWEEK, NEW YORK TIMES, DAILY NEWS, AP, etc.

You can find some of my current work by tuning in next week on Channel 4 at about 6:45 on Tuesday, Wednesday and Thursday -- the subject might even interest you -- on the Ramapo Mountain People. Also a few September issue editorials include TRAVEL magazine, PASTIMES both on Fall foliage in the Laurentians, and GIRL TALK, a magazine that goes to beauty shops, for which I shot a Pro-Celeb Golf Tournament.

What do you say?

Sincerely,

Bettina Cirone

cc: Topeka, Kansas

57 west 58 street ny, ny 10019

212-753-7159



questionnaire to photogs for book

by Bettina Cirone, 57 W. 5
NYC phone: (212) 753-71

What event in your life was the catalyst to your becoming a photographer?

How did you become interested in specializing in the type of photography y
best known for?

If you were going on a trip and could only choose one camera and one lens
take with you, which would you select?

If you could invent a piece of equipment that would satisfy most of your
photographic needs, what would you create?

When someone becomes annoyed at your taking their picture, what do you do?

What treasured, old and obsolete (by today's standards) piece of equipment
do you still occasionally use? (like Saul Leiter who uses a battered Niko
RF-s while 6 Nikon F's lie neglected in cases).

Do you still feel that surge of excitement and anticipation when a photogr
of yours comes up in the developer?

Are you sometimes surprised at a result you've achieved only after seeing
come up in contact?

Has any terrific picture you ever took been pure luck or accident? (either
in the taking or developing process?)

Does any photo situation still make you nervous?

What was your luckiest shot?

What was your greatest photographic boo-boo?

When some little or big brat says "Take my pitcha, mistah!", do you? If
not, what is your answer?

What photographer do you most admire? Why?

What is your favorite photograph ever?

(If you've selected one of yours, is there any you treasure that someone
else has taken?)

(If you've selected another photographer's, which is your favorite?)

Can you analyze why you chose it, or is it pure gut instinct?

Who is your favorite all-time model?

What is your advice to anyone who wants to become a photographer?

Describe an ideal assistant?

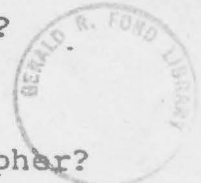
How sacred do you consider the darkroom experience?

Is there any question you would like to answer about yourself, your work,
your life, that I haven't asked?

Thank you, and please send me your photos, credits, books, etc.

necessary

Is there any/part of what you do in your work that you absolutely hate?



NATIONAL

ENQUIRER

LANTANA, FLORIDA 33462

588-0088

file

*3/12/75
called + said
SF admit do-
pm*

*Patti
Please call
& thank
them for
offer sent.
Susan want
be a SU to
SKW*

March 4, 1975

Mrs. Sheila Weidenfeld
Press Secretary to Mrs. Ford
The White House
1600 Pennsylvania Avenue
Washington, D.C.

Dear Mrs. Weidenfeld:

Further to our telephone conversation, I wish to confirm that The NATIONAL ENQUIRER newspaper, with a weekly circulation of over 4 million copies, extends an invitation to Miss Susan Ford to join our photographic staff as a trainee during the summer months.

We feel it would be an excellent opportunity for Miss Ford to expand her photographic abilities. The ENQUIRER has one of the largest and most competent photographic staffs in the United States. One of our leading staffmen, with experience of assignments all over the world, would be assigned to Miss Ford to advise and give expert training. This training would cover all aspects of professional news photography.

Miss Ford would, of course, be based in Washington, although assignments might involve travel. These assignments would cover a broad field, including pictorial reportage of people in the news, human interest stories, and animal features.

A weekly fee, to be agreed upon, would be paid Miss Ford.

We full realize Miss Ford's serious intent to improve her photographic skills and knowledge, and would like to suggest that this will be done through the expert guidance of an ENQUIRER reporter.



Mrs. Weidenfeld
March 4, 1975
Page 2

I would be grateful if you would bring this invitation to Miss Ford's attention at the earliest possible opportunity, and I sincerely hope she will regard it in a positive light.

I look forward to hearing from you soon.

Yours sincerely,

William Dick

William Dick
Associate Editor

WD:ch

cc: Mr. Pope



NATIONAL

ENQUIRER

LANTANA, FLORIDA 33462

**LARGEST
CIRCULATION
OF ANY PAPER
IN AMERICA**



AIR MAIL

Mrs. Sheila Weidenfeld
Press Secretary to Mrs. Ford
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20004

KFC

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The White House
Washington

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ZCZC 1 PD NEW YORK NY FEB. 11, 1976

PMS SUSAN FORD

WHITE HOUSE

WASHINGTON, D.C.

WOULD YOU BE INTERESTED IN PHOTOGRAPHING THE FORTHCOMING
TENNIS MATCH BETWEEN JIMMY CONNORS AND MANUEL ORANTES AT
CAESARS PALACE FEBRUARY 28. THE MATCH IS CONSIDERED THE
HEAVYWEIGHT CHAMPIONSHIP OF TENNIS. WE HOPE TO USE THE
PHOTOGRAPHS FOR SPECIAL NATIONAL PUBLICITY AND PROMOTION.
MAY I PHONE YOU IN SEVERAL DAYS FOR YOUR REACTION.



RESPECTFULLY YOURS



01300



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FORM 0805 PRINTED BY THE STANDARD REGISTER COMPANY, U. S. A.

1/13/76

Re: Susan working for the American Adventure

Spoke to Pat Bray declining due to AP job.
Very glad to rec. call. Explained how hopeful
they are for the Pres. & Mrs. Ford to attend
the premier in Jan. They are working w/Susan P
on that event.

sally q.





the american adventure

A Presentation of National Heritage Theater • 635 National Press Building, Washington, D. C. 20045 (202) 628-2030

First Lady request

SRW

*1/13 has been writing w/ Sandra East & Sheila on the pics inst of Susan
→ talk to Susan Porter
(Jan. 23 benefit)*

September 15, 1975

Mr. Jack Styles
President Ford Committee
1828 L Street, N.W.
Washington, D.C.

Dear Jack:

"The American Adventure" is a multi-media, audio-visual presentation that will view the history of the United States both as entertainment and as an introduction to the Capital. Thirty-two slide projectors with motion pictures will combine with a narrative view of our history that invites the audience to seek their own place within the "Adventure". The Library of Congress, the National Archives, the Smithsonian Institution, the Armed Services plus foreign sources have contributed to the richness of the story. Numerous photographers are being consulted as the project gains momentum. One of the photographers who is contributing to the show is Michael Lawton, who was allowed into Star City in the Soviet Union to photograph the cosmonauts for the recent United States-Soviet Union Space Mission. He is currently on a trip photographing the United States. We have already visited the White House to photograph strong evocations of the past. The residents were on vacation--hence my letter.

*No - AP's
conflict*

Alec Nesbitt, the Director of the American Adventure, has asked me to write to you to help enlist one of Washington's promising photographers-- Miss Susan Ford.

He is, of course, aware of the unusual and sensitive characteristics implicit in any such request. We would like to ask Susan for 'family' photographs. They would become a part of the "American family album"- a substantial segment of the show. In other words, the Ford family would be included among the families throughout the nation and their pictures would be mixed in a general view of the most pleasant qualities associated with life in the United States.

Alec is most willing to go over the design, i.e., the storyboards for the show, with Miss Ford so that she may be reassured that we would in no way seem to be exploiting her unique relationship to the Presidency.

7 since I am working at AP I can't do any other work



RECEIVED

JAN 29 1976

SOCIAL FILES

Mr. Jack Styles
September 15, 1975

-2-

We feel there is special value in this request because the show tells the story of Washington and she is not only a photographer, but she and her family are among the many residents of the District of Columbia! We really want Miss Ford's own view of her family, not so much as people who share the presidency, but simply as very likeable people--even though they are better known than most others.

Shall look forward to hearing from at your earliest convenience, Jack.

Sincerely,

A handwritten signature in cursive script, appearing to read "Pat", written in dark ink.

Patricia M. Bray
Director of Public Relations
and Marketing

Enclosures



the american adventure

A Presentation of National Heritage Theater • 635 National Press Building, Washington, D. C. 20045 (202) 628-2030

WHAT IS "THE AMERICAN ADVENTURE"?

Adventures happen in all dimensions. Each life is an adventure. When the lives of millions combine into one vast adventure, its grandeur becomes awesome.

How do you tell such a story? How is it to be made both informative and entertaining? What should be selected from 350 years of history for an audio-visual show that lasts just over 40 minutes?

"The American Adventure" is the story of human qualities that have combined to bless this nation with a unique heritage. It's the story of the search for fulfillment of the promises of The Declaration of Independence and the Bill of Rights. It's unique because Americans are conscious that the system that guides us is constantly changing through the will of the people. It's not an assumption ... it's an activity.

People come to Washington for countless reasons. To reach and involve as many as we can, we have focused the presentation in the twin theaters on fundamental human qualities ... the qualities that are the fabric upon which "The American Adventure" has been woven.

The narrative of the story attempts to show how certain human characteristics have flourished in the United States -- how idealism and pragmatism have come together in harmony -- that they even enrich each other.

It's a story full of optimism. The negative qualities of man will always be with us. In recent years Americans have shown honesty in acknowledging missteps. Today it's important that we appreciate how strong and generous our country is -- that it became what it is, because of the beliefs of its people.

The narration is the thread that carries the show but it's interrupted often by the music and sound effects. The audience experiences the story -- becoming witness to "The Adventure." A full quadraphonic sound system places them at the point where the golden spike is driven into the railroad tie while two great locomotives snort and hiss over their heads. The eight-track sound system places them at 15,000 feet -- at the center of a dog fight in which the sound of First World War aerial machine guns sweep the United States into Europe in 1917. The audience is a few feet from the hull of the battleship "Maine" when it is sunk in Havana harbor. They are in crowds that greet Eisenhower and MacArthur in Washington.

Washington itself becomes the focus of the presentation -- the symbol of "The American Adventure." We find ourselves among the demonstrators that come here representing countless causes.

With a story as 'big' as "The American Adventure," we often create life-size images of the elements that make the adventure exciting. We project pictures that cover the full 72-foot curved sweep of screen with our 32 slide projectors located at eight stations in each theater. Yosemite National Park rises above us in a photograph produced by a camera that makes an original transparency over 12 inches long. But slides aren't always adequate to the dynamics of the story. Historic film from the Library of Congress and The National Archives gives us glimpses of life in 1900.

Lightning, symbol of sudden change, strikes the theater by means of three strobe units concealed in the ceiling of each theater.

Twenty-five hundred sixty slides, strobos, quadrasonic sound -- what do they really mean? They are simply a means of reminding us that we -- Americans -- are very fortunate. That we are a part of all that has gone before and is yet to come. That we do indeed have a unique and priceless heritage.

WHY IS "THE AMERICAN ADVENTURE" IN WASHINGTON?

Washington, a city of monuments, statues and broad avenues, is also a magnificent showcase of an incredibly rich heritage which belongs to every American. It is our second home town. Each year, millions of us come to Washington to view these great symbols, enduring reminders of our nation's past. We leave, hopefully, with a renewed respect for democracy, our heritage and a fresh understanding of our capital city. For, here is centered the grandest effort in the course of civilization to build a society that pays due respect to the spirit of man.

To each American, whose past is intertwined with his present and to his hopes for the future, we present "The American Adventure." It is a significant and meaningful addition to Washington and we hope you will include this most unusual entertainment attraction in your travel plans for the nation's capital.

TWIN THEATERS SHOW "THE AMERICAN ADVENTURE" CONTINUOUSLY

"The American Adventure" is presented in two 178-seat theaters. Each has 72 feet of curved screen and is equipped with quadrasonic sound to provide a totally new visual and sound experience for this exciting new multi-media production.

Performances, 40 minutes in length, run continuously from 8:20 A.M. through 8:00 P.M., alternating between the two theaters. Thus, if you arrive after a performance has started, your wait for the start of the next show is never longer than

25 minutes. Because of the dramatic impact of the production, no one will be admitted after a performance has started. Admission is by general admission with tickets good for any performance unless advance reservations are made. A specific performance may be reserved. This and other information on group sales are available upon request from the theater.

LANGUAGE TRANSLATIONS OF SHOW

A select number of seats in each of the two theaters will be equipped with stereo headsets providing simultaneous multi-lingual translations of the production. Tour brokers, agencies, embassies or individuals wishing to reserve these seats in advance for an available language may contact the theater directly.

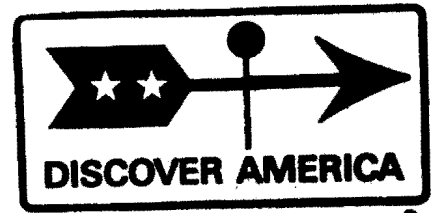
FREE EXHIBITS AREA

Immediately adjacent to the theater, a free exhibits area will provide changing exhibits of art and displays. This exhibits hall will be made available, on a rotating basis, to Washington museums, art galleries, private collections and agencies to display works of Americana. A month-long show of American Indian art might be followed by a collection of historic American U.S. coins. The Smithsonian Institution will be providing the opening exhibit for the theater.

VISITOR INFORMATION CENTER

Next to the Exhibits hall, visitors will be able to get complete information about Washington area events by visiting the District of Columbia Bicentennial Commission Visitor Information Center. Knowledgeable attendants will answer your questions and you can obtain maps, brochures, and assistance in getting your Washington visit organized so that you'll make the most of your time in the city. This service is, of course, free.

Travel Trade



Special Pow Wow and Travel Mart Issue

Featuring Florida

AUGUST 18, 1975 • SECTION TWO

DISCOVER AMERICA

WASHINGTON, D.C. ' ' T h e

American Adventure," a 40-minute, multimedia sound/screen attraction, will open this fall in Washington as a permanent fixture in the nation's capital designed to supplement the already numerous visitor sights. Produced by the National Heritage Theater Corp., a private concern, "The American Adventure" will be shown continuously each day beginning at 8:20 a.m. and is billed as "an exciting story of people and events that shaped a nation." National Heritage Theater, located in the midst of the federal area at 13th and E Sts. N.W., just off Pennsylvania Avenue, will provide a number of facilities, in addition to the firm: restaurant and carry-out service, gift shop, exhibits hall and Bicentennial visitor information center. The film/sound show itself will be presented in two 160-seat theaters, each with a screen 72 feet long and equipped with quadrophonic sound. Some seats in each theater will be equipped with stereo headsets designed for simultaneous multilingual translations. The company suggests that tour brokers and agencies can reserve these seats in advance for foreign visitors by calling the theater directly.

Groups of 20 or more will be allowed discounts on tickets: that means \$2 (instead of \$2.25) for adults, \$1.50 (rather than \$1.75) for students and \$1 (not \$1.25) for children. A one-third deposit is required to hold tickets and tickets and/or vouchers will be provided to the purchaser at the time of final payment. For additional information and brochures, contact Patricia Bray, director of public relations and marketing, The American Adventure, 635 National Press Building, Washington, D.C. 20045; (202) 628-2030.

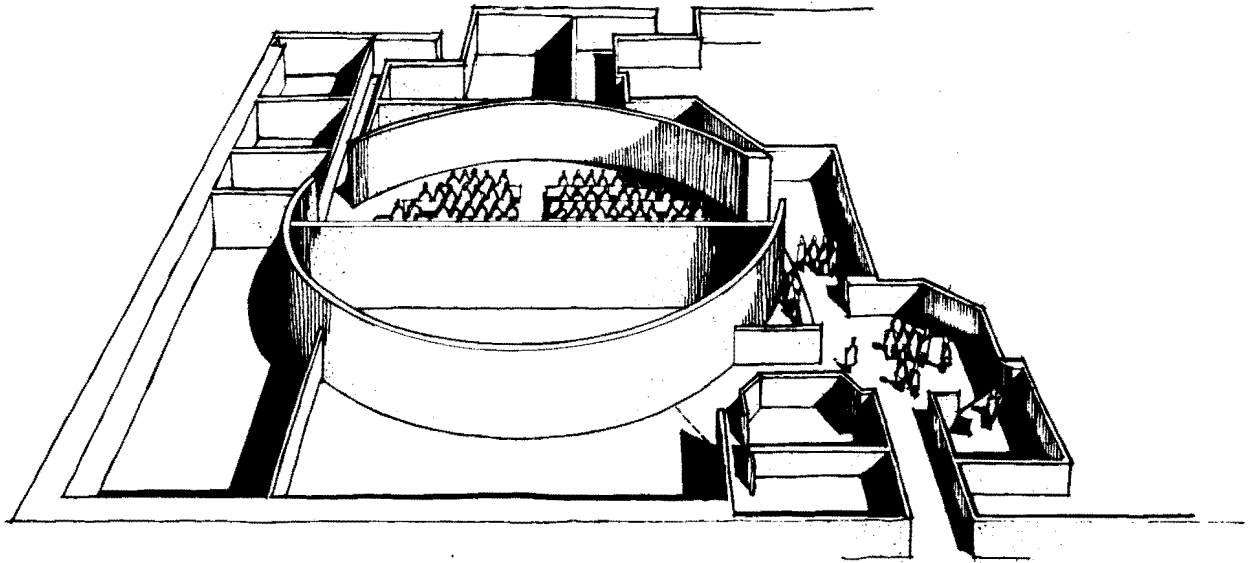


area / attraction news



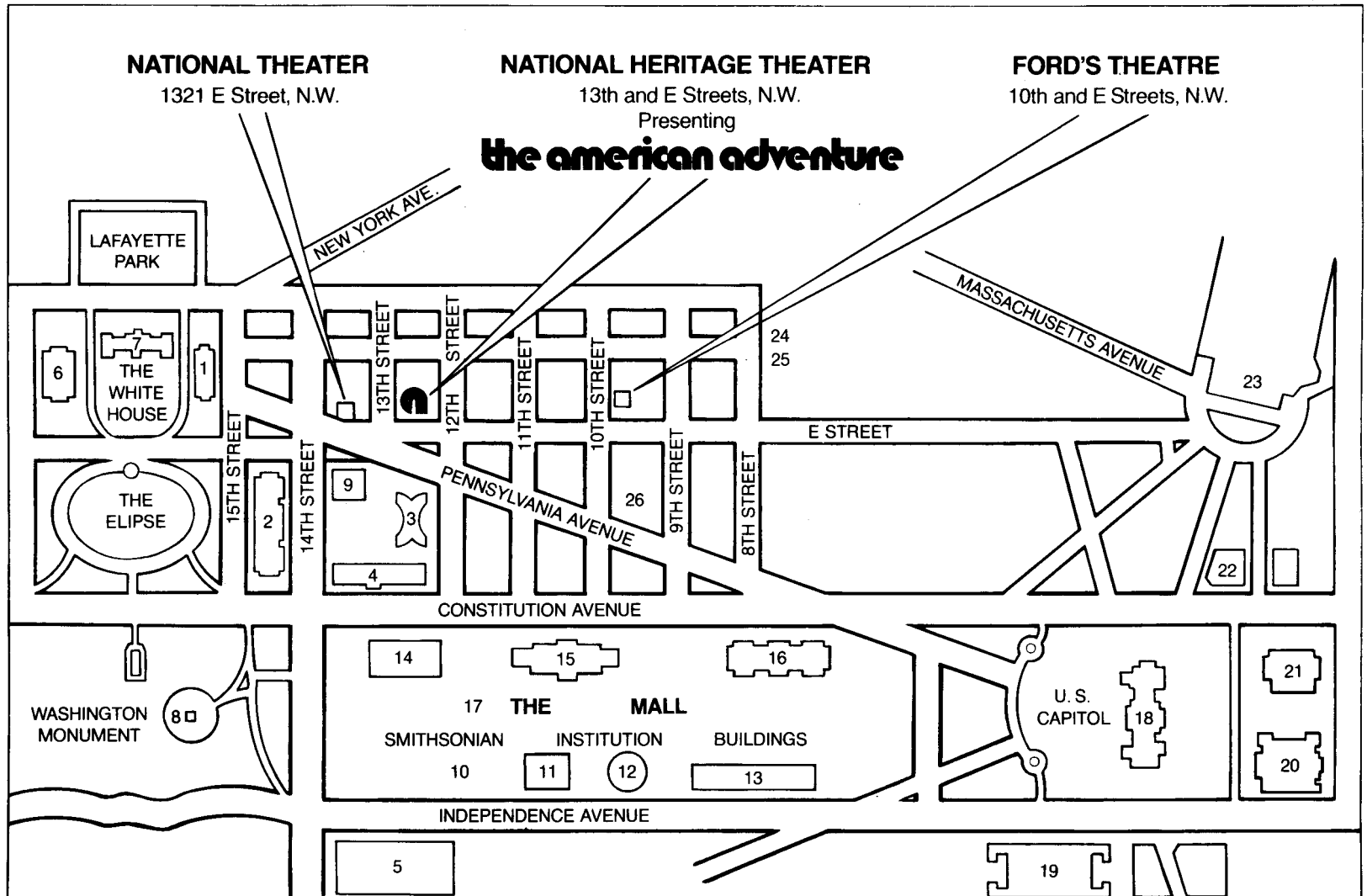


Architect's drawing, showing proposed entrance to "The American Adventure." The theater is located just a half block off Pennsylvania Avenue on 13th Street, within easy walking distance of every major attraction in the city.

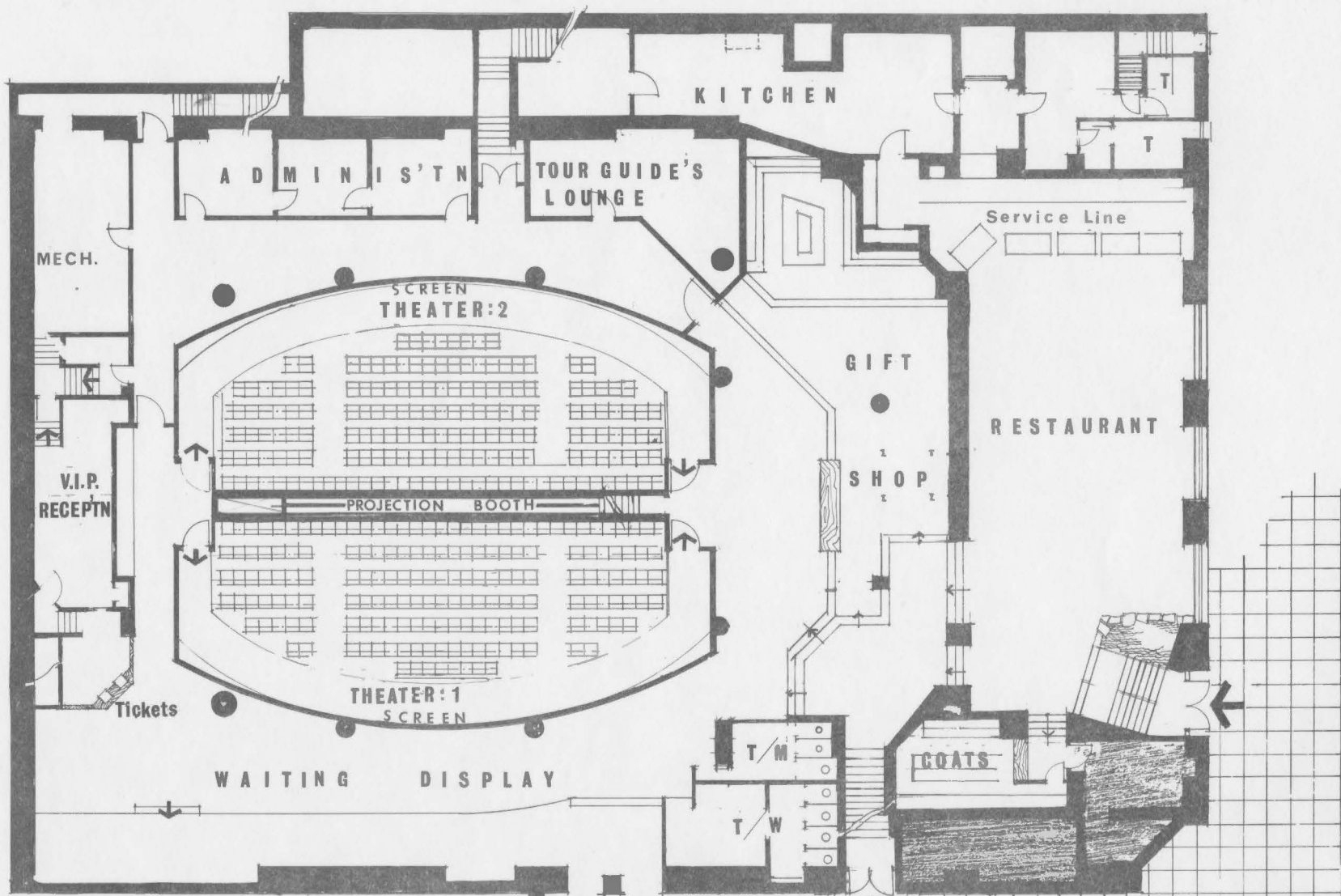


Architect's concept of the interior of National Heritage Theater's unique facility, showing one of the two theaters in use. 62 feet of curved screen, quadraphonic sound and special effects completely encircle the audience, making them participants in "The American Adventure" production. Restaurant and gift facilities are immediately adjacent to the theater, to the right (not shown). The area of the D. C. Bicentennial information center is in the immediate foreground.

1. Treasury Department
2. Commerce Department
3. Post Office Department
4. Labor Department
5. Agriculture Department
6. Executive Offices
7. The White House
8. Washington Monument
9. D. C. Government
10. Smithsonian Institution Buildings
11. Arts and Industries Building
12. Hirshhorn Museum
13. National Air and Space Museum
14. Museum of History and Technology
15. Museum of Natural History
16. National Gallery of Art
17. The Mall
18. U. S. Capitol
19. House of Representatives Office Buildings
20. Library of Congress
21. Supreme Court
22. Senate Office Buildings
23. Union Station, National Visitors Center
24. National Portrait Gallery
25. National Collection of Fine Arts
26. FBI



“The American Adventure” at the National Heritage Theater is within easy walking distance from every major tourist attraction in Washington. Located ½ block off Pennsylvania Avenue, “The American Adventure” is three blocks from The White House, The Mall, the Smithsonian Institution and the FBI.



E Street



the american adventure

NAT'L HERITAGE THEATER
FLOOR PLAN

13 th. Street

Multimedia 'American Adventure'

By Richard L. Coe

"The American Adventure" a new, multimedia, multidimensional entertainment concept, is scheduled to open **shortly** in two small theaters under the Warner Theater. The space formerly

occupied by the National Archives, much in the manner of the 35-minute film, "Williamsburg—The Story of a Patriot" which has been running at the Information Center in Colonial Williamsburg for the past 20 years.

Johnson has commissioned Robert D. B. Carlisle to write the script. A former

the machinery. We want to remind the viewer that it is possible to speak proudly of what's right with America without forgetting or neglecting what's wrong. Our purpose is to implant in the minds of adults and children alike lasting images of the city and the heritage its

pride in the fact that ~~unlike~~ other celebrations planned for the Bicentennial year in Washington, this is a purely private business venture.

Citing figures from the Washington Area Convention and Visitor's Bureau, Johnson points out that since turbulent 1968, the

FIRST CLASS
PERMIT No. 71965
Postage Will Be Paid
by
National Heritage Theater

BUSINESS REPLY MAIL



Patricia M. Bray
Director of Public Relations and Marketing

the american adventure

635 National Press Building, Washington, D. C. 20045.

To: Patricia Bray (202) 628-2030

Fr: Name _____

Street _____

City _____ State _____ Zip _____

Please Specify Information Desired

- I would like to know more about "The American Adventure." Please send _____ brochures.
- Please send group contract. We are planning to bring _____ people to Washington on _____ (date).
- We would like to reserve _____ tickets for the _____ (a.m./p.m.) show on _____ (date).

Continuous Shows From 8:20 a.m. Daily

We are planning for:

- Adults (18 & over)
- Students (13 thru Senior year)
- Children (12 & under)
- Senior Citizens (ID)
- Military (ID)

I am:

- Travel Agent Wholesaler
- Motor Coach Operator Airline
- Hotel Teacher Other _____

We have travelers who would use Multilingual translations of show.

- Yes No Language _____

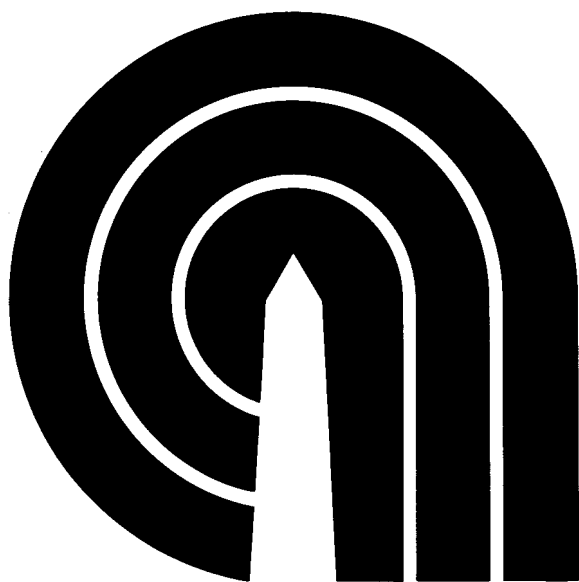
We would like to eat at the American Adventure Restaurant

- Yes No Perhaps

Box lunches: Yes No

Additional comments _____

the adventure is here!



'the american adventure'

There is nothing else in Washington like it.

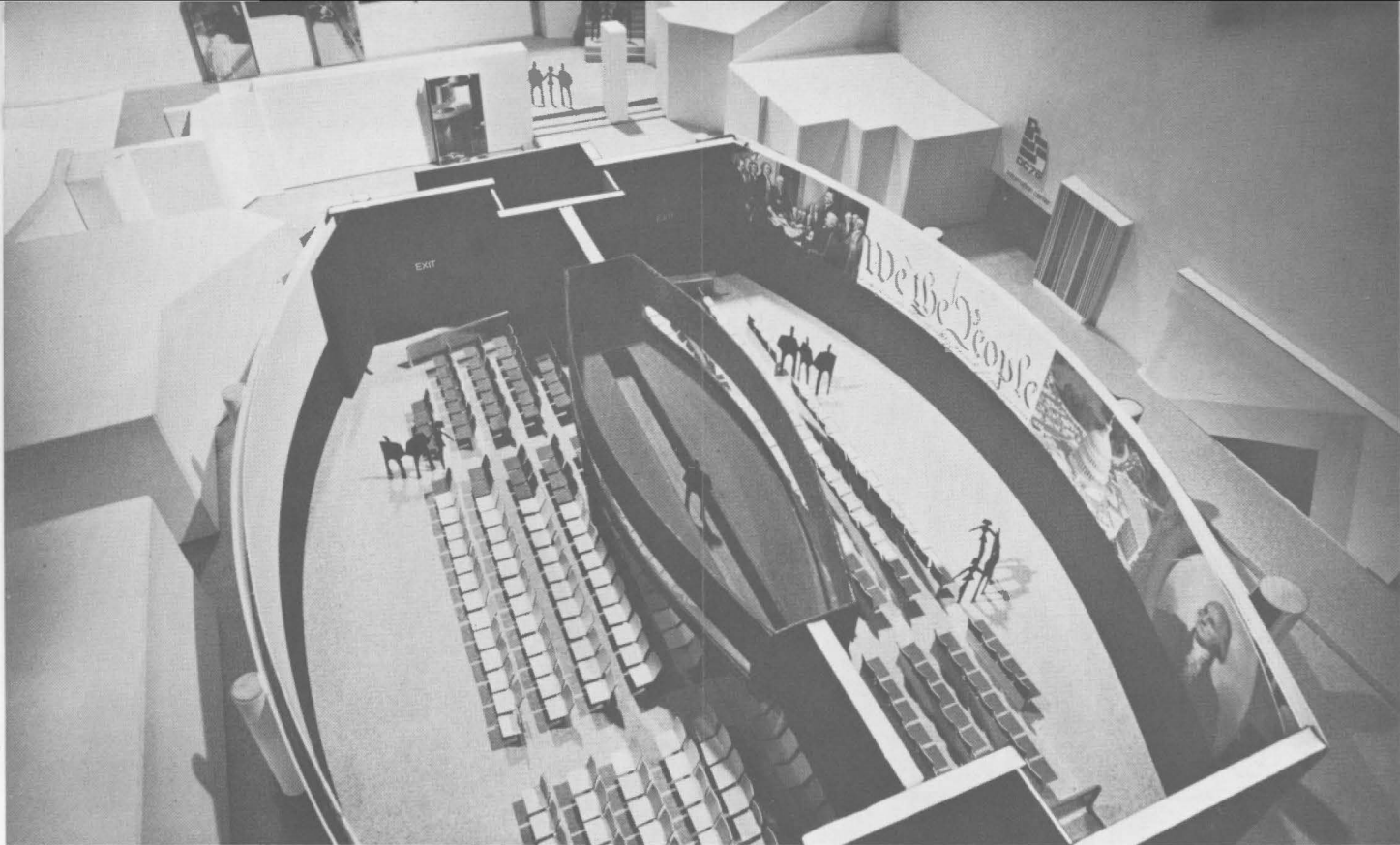
- ★ 72 feet of curved screen
- ★ quadraphonic sound
- ★ spectacular mixed-media effects
- ★ twin theaters
- ★ two blocks from the White House

*THE EXCITING STORY OF PEOPLE
AND EVENTS THAT SHAPED A NATION*

*add Washington's Newest Attraction
To Your Travel Plans*

opening fall, 1975

A presentation of NATIONAL HERITAGE THEATER
13th and E Streets, N.W., Washington, D.C. 20004



Architect's model showing the Twin Theaters, Exhibition Area and Information Center.

SEE AN EXCITING SHOW, BROWSE IN OUR GIFT SHOP, ENJOY A QUICK MEAL, AND SEE EXHIBITS FROM WASHINGTON MUSEUMS—ALL IN ONE PLACE!

NATIONAL HERITAGE THEATER FACILITIES INCLUDE:

- twin theaters
- restaurant
- gift shop
- free exhibits
- free information center
- tour director's lounge

SCHEDULE OF SHOWS

Continuous performances daily from 8:20 A.M. to 8:00 P.M. Foreign language performances available.

Each American Adventure performance is 40 minutes. Starting times in each of the twin theaters are staggered so that you wait no longer than 25 minutes should you arrive after the start of the show.



Celebrate America



Recognized by
D.C. Bicentennial
Commission

BOX OFFICE PRICES

Adults (18 and over) \$2.25
Children (12 and under) \$1.25
Students (13-17) \$1.75

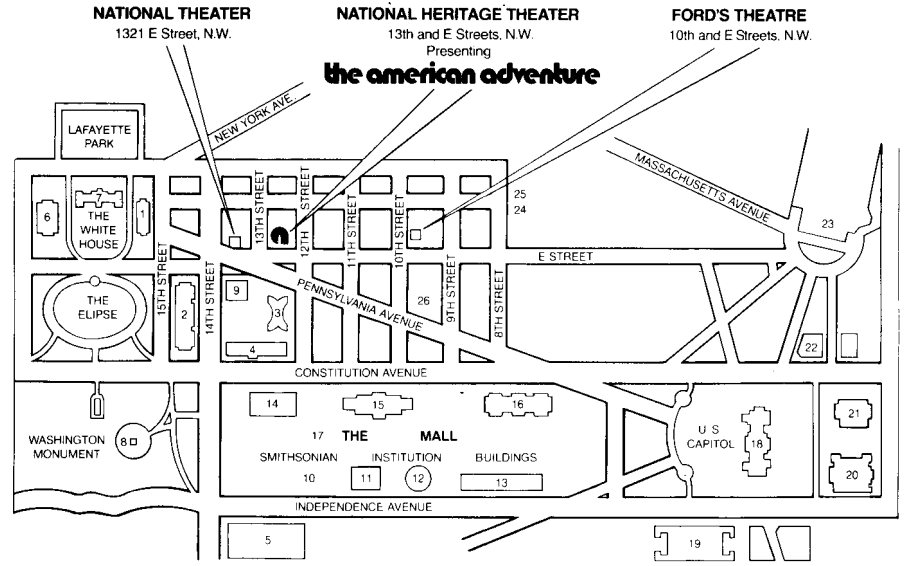
DISCOUNTS FOR GROUPS OF 20 OR MORE

For information on group rates or reservations write:

Patricia M. Bray
National Heritage Theater
635 National Press Building
Washington, D.C. 20045
Telephone (202) 628-2030

1. Treasury Department
2. Commerce Department
3. Post Office Department
4. Labor Department
5. Agriculture Department
6. Executive Offices
7. The White House
8. Washington Monument
9. D. C. Government
10. Smithsonian Institution Buildings
11. Arts and Industries Building
12. Hirshhorn Museum

13. National Air and Space Museum
14. Museum of History and Technology
15. Museum of Natural History
16. National Gallery of Art
17. The Mall
18. U. S. Capitol
19. House of Representatives Office Buildings
20. Library of Congress
21. Supreme Court
22. Senate Office Buildings
23. Union Station, National Visitors Center
24. Portrait Gallery
25. Fine Arts
26. FBI



"The American Adventure" at the National Heritage Theater is within easy walking distance from every major tourist attraction in Washington. Located 1/2 block off Pennsylvania Avenue, "The American Adventure" is three blocks from The White House, The Mall, the Smithsonian Institution and the FBI.



the american adventure

A Presentation of National Heritage Theater • 635 National Press Building, Washington, D. C. 20045 (202) 628-2030

INTRODUCING

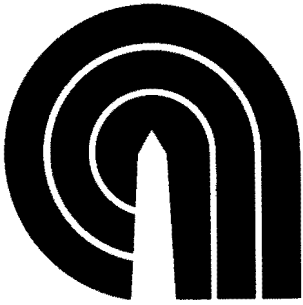
NATIONAL HERITAGE THEATER'S NEW PRESENTATION

"THE AMERICAN ADVENTURE"

The dramatic, unique new entertainment experience in the
Nation's Capital

Introductory information, official brochures, photographs and detailed tour and group information are now being prepared. The material contained herein is preliminary to this official printing and is being presented now as an outline to acquaint you with this new Washington, D.C. attraction, opening for the Bicentennial celebration.

Should you have additional questions or wish to reserve a performance for your Washington, D.C. visit, use the enclosed self-addressed and stamped card or call Miss Patricia M. Bray, Director of Public Relations and Marketing, (202) 628-2030.



the american adventure

A Presentation of National Heritage Theater • 635 National Press Building, Washington, D. C. 20045 (202) 628-2030

WHAT IS "THE AMERICAN ADVENTURE"?

"The American Adventure" is a new screen and sound experience that captures the drama, excitement and pulse beat of one of the grandest and boldest experiments of all time. Relating that experiment to this marble-dressed city of Washington, D.C. is an entertaining and emotional experience that adults and children will never forget.

Over 72 feet of curved screen covers the entire front of the theater. Hundreds of images projected from over 40 super-slide and motion picture projectors combine with quadraphonic sound and special effects to literally encircle the audience. The impact is dramatic. The experience is unforgettable.

WHY IS "THE AMERICAN ADVENTURE" IN WASHINGTON?

Washington, a city of monuments, statues and broad avenues, is also a magnificent showcase of an incredibly rich heritage which belongs to every American. It is our second home town. Each year, millions of us come to Washington to view these great symbols, enduring reminders of our nation's past. We leave, hopefully, with a renewed respect for democracy, our heritage and a fresh understanding of our capital city. For, here is centered the grandest effort in the course of civilization to build a society that pays due respect to the spirit of man.

To each American, whose past is intertwined with his present and to his hopes for the future, we present, "The American Adventure." It is a significant and meaningful addition to Washington and we hope you will include this most unusual entertainment attraction in your tour packages or travel plans for the nation's capital.

DESCRIPTION OF FACILITIES

A visit to the National Heritage Theater...just off Pennsylvania Avenue at 13th and E Streets, N.W., in the heart of the Capital's major attractions...is a complete experience for the Washington visitor. The theater's facilities include:

1. Two theaters showing continuous performances of "The American Adventure"
2. A restaurant and carry-out service
3. A quality gift shop, including a book corner
4. A free exhibits hall
5. D.C. Bicentennial Commission visitor information center

(over)

The National Heritage Theater is within easy walking distance of all major monuments, museums and government buildings in the Mall area. It is located in the center of a history-filled walk from Capital Hill past the National Archives, the National Gallery of Art, the F.B.I. and Ford's Theatre and then on to the Treasury Department and the White House.

GOOD PARKING AND EASY ACCESS

Tour buses are able to load and unload in front of the main entrance to the theater. There are over 3,000 non-contract parking spaces in public lots within a three-block radius of the theater. The Federal Triangle, a major interchange for suburban and city buses is a half block away. Downtown Washington's major retail stores (Garfinckel's, Woodward & Lothrop, etc.) are only a block or two away.

You don't have to look far to find the National Heritage Theater and you don't have to go far to get to it.

TWIN THEATERS SHOW "THE AMERICAN ADVENTURE" CONTINUOUSLY

"The American Adventure" is presented in two 160-seat theaters. Each has 72 feet of curved screen and is equipped with quadraphonic sound to provide a totally new visual and sound experience for this exciting new multimedia production.

Performances, 40 minutes in length, run continuously from 8:20 A.M. through 8:00 P.M., alternating between the two theaters. Thus, if you arrive after a performance has started, your wait for the start of the next show is never longer than 25 minutes. Because of the dramatic impact of the production, no one will be admitted after a performance has started. Admission is by general admission with tickets good for any performance unless advance reservations are made. A specific performance may be reserved. This and other information on group sales are available upon request from the theater.

LANGUAGE TRANSLATIONS OF SHOW

A select number of seats in each of the two theaters will be equipped with stereo headsets providing simultaneous multi-lingual translations of the production. Tour brokers, agencies, embassies or individuals wishing to reserve these seats in advance for an available language may contact the theater directly.

FREE EXHIBITS AREA

Immediately adjacent to the theater, a free exhibits area will provide changing exhibits of art and displays. This exhibits hall will be made available, on a rotating basis, to

Washington museums, art galleries, private collections and agencies to display works of Americana. A month-long show of American Indian art might be followed by a collection of historic American U.S. coins. It will be an interesting "plus" for theater patrons.

RESTAURANT AND GIFT SHOP

Before or after the production, you may enjoy a quality meal in the American Adventure Restaurant...sit down or carry out. Box lunches for individuals or groups are available upon request. The restaurant seats 150 people and will feature an all-American menu from weekly hot dishes to custom-made sandwiches at the deli-bar, packaged sandwiches, a 'soup-eria' and the all-time American favorites - fried chicken, hamburgers, hot dogs and french fries.

Before or after the show or lunch, visitors can browse in our gift shop facility, featuring quality souvenirs and speciality items, unique all-occasion gifts, jewelry and an unusual "American Candy Corner," featuring sweets made in different sections of the U.S. You can also browse in the "Book Nook," filled with selections recalling famous moments in American history.

VISITOR INFORMATION CENTER

Next to the Exhibits hall, visitors will be able to get complete information about Washington area events by visiting the District of Columbia Bicentennial Commission Visitor Information Center. Knowledgeable attendants will answer your questions and you can obtain maps, brochures, and assistance in getting your Washington visit organized so that you'll make the most of your time in the city. This service is, of course, free.

TOUR DIRECTOR LOUNGE

Tour directors and bus drivers may relax and have a cup of coffee in a special lounge while their group attends "The American Adventure." There, your personnel will be able to monitor the production on speakers so that they can join their group as soon as the show is over.

A MEMORABLE EXPERIENCE IN ONE STOP

The National Heritage Theater facilities and the production of "The American Adventure" are a "must" on any Washington visit. The individual or the group can have a memorable experience with one stop at the National Heritage Theater at 13th and E. Since there's so much to see and do in the Nation's Capital, a stop here can give you a head start on understanding and appreciating what the beautiful and significant city of Washington has to offer.

Send in the enclosed card or call us for reservations and more information.



the american adventure
A Presentation of the National Heritage Theater • 635 National Press Building, Washington, D.C. 20045 (202) 628-2030

OPENING LATE FALL 1975

Facilities will include:

- Two theaters
 - Exhibits
 - Restaurant
 - Information center
-



CELEBRATE
AMERICA



RECOGNIZED BY THE
D. C. BICENTENNIAL
COMMISSION

2135

THE WHITE HOUSE
WASHINGTON

Shirley's

First Lady File

Pls file -

American Adventure

(Susan Ford - Requests -
Declined)

from
Mrs. Ford's Press
office



*Make file
an "American
Adventure"*

November 12, 1975

Ms. Sheila Weidenfeld
Press Secretary to Mrs. Ford
208 East Wing
The White House
Washington, D.C.

Dear Ms. Weidenfeld:

Many thanks for the most agreeable time Pat Bray and I spent with you last evening.

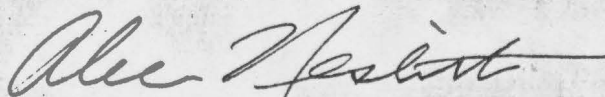
You can probably imagine that it's a relief to encounter such immediate understanding of what we are trying to do.

An opportunity like 'The American Adventure' won't come my way again. Your encouragement of our efforts is the final touch among many unexpected delights that have combined to endow the production with a lustre that is greater than the sum of its parts.

The script should answer whatever questions might remain. If not, I will do my best to help explain-as faithfully as I can- any doubts that linger.

I believe you know that I care very deeply about the way in which we find the proper place for the Ford family in the 'Adventure'.

Sincerely,



Alec Nesbitt
Director

AN/dm
Encl.

THE WHITE HOUSE
WASHINGTON

Shelia--

All of the attached strikes me as not saying very much. It is obvious that the project will be an extremely well-promoted, slick venture. But the trappings strike me as more impressive than the content. (What I read and skimmed of the script does not overwhelm me.) But such a project is very difficult to do anyway. With the facilities, the visual dazzle and sound affects and nostalgic orientation of the presentation, I'm sure a lot of folks will be impressed, however.

But that doesn't really answer any questions about the use of Susan's or David's pictures. This doesn't look like a totally benevolent, non-profit project and I think we should have some questions in that regard. However, I do think it would be a shame not to have the Fords represented. Besides the problems with AP, using Susan's pictures could be exploiting her a bit. We could more easily supply already released pictures of David's, but I wonder about giving them anything more-- which they would probably want.

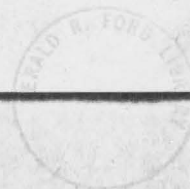
In short, I'm still left with a lot of questions and I think there should probably be a little more talking before anything is done. (Isn't that a highly conclusive response!?!)

Sandra

RECEIVED

APR 28 1976

SOCIAL FILES





Bill Weemer, worked with Natl Geographic.
He is producing most of the pictures.

The American Adventure

A Presentation of National Heritage Theater • 635 National Press Building, Washington, D. C. 20045 (202) 628-2030

October 24, 1975

Ms. Shelia Weidenfeld
Press Secretary to Mrs. Ford
208 East Wing
The White House
Washington, D.C.

Dear Shelia:

Per your conversation with Jack Stiles, I am enclosing information on "The American Adventure" that was delivered to Susan Ford several weeks ago. In the various aspects of the show, the research, the gala opening nights and photographing The White House, we have had the most wonderful cooperation from The White House. I know that Mrs. Jean Sisco and Jane Caper have been in contact with the White House regarding the opening week of "The American Adventure" which has been donated to various charities in Washington who are planning black tie gala nights beginning January 24. However, the matter regarding the enlisting of one of Washington's promising photographers--Miss Susan Ford is becoming critical in our production schedule...thus my letter to ask your assistance.

"The American Adventure" is a multi-media, audio-visual presentation that will view the history of the United States both as entertainment and as an introduction to the Capital. Thirty-two slide projectors with two motion picture projectors will combine with a narrative view of our history that invites the audience to seek their own place within the 'Adventure'. Three years of research with The Library of Congress, the National Archives, the Smithsonian Institution, The Armed Services plus foreign sources have contributed to the richness of the story. Numerous photographers have been consulted. One of the photographers who is contributing to the show is Michael Lawton, who was allowed into Star City in the Soviet Union to photograph the cosmonauts for the recent United States-Soviet Union Space Mission. He is currently on a trip photographing the United States with a special camera that takes 12 inch original transparencies. We have already visited the White House to photograph strong evocations of the past. The residents were on vacation--hence my letter.

Alec Nesbitt, the Director of "The American Adventure" has asked me to enlist the photographic talents of one of Washington's promising young photographers--Miss Susan Ford.

Shelia --
conflict letter?
they have called
several times!
pp

Blz.
working
with
just

Ms. Shelia Wiedenfeld
The White House
October 24, 1975

-2-


He is, of course, aware of the unusual and sensitive characteristics implicit in any such request. We would like to ask Susan for 'family' photographs. They would become part of the 'American family album'—a substantial segment of the show. In other words, the Ford family would be included among the families throughout the nation and their pictures would be mixed in a general view of the most pleasant qualities associated with life in the United States.

Prior to Miss Ford making a final decision, Alec is quite willing to go over the design, i.e., the storyboards for the show with her so that she may be reassured that we would in no way seem to be exploiting her unique relationship to the Presidency. We feel that there is a special value in this request because the show tells the story of Washington and she is not only a photographer, but she and her family are among the many residents of the District of Columbia! We really want Miss Ford's own view of her family, not so much as people who share the presidency, but simply as very likeable people—even though they are better known than most others.

While Susan has expressed questions regarding photographic requirements and her abilities, I feel that all of these would be resolved with a meeting with Alec Nesbitt, a delightful genius of a man, a former Oxford scholar who is a leader in the highly specialized field of multi-media. The company that is doing the line production, Comcorps, has developed truly innovative photo techniques that would allay any of Miss Ford's concerns regarding the distinguished photographers we hope she will join.

With all the many things that fill your days, our sincere "thanks" for your assistance in expediting this matter.

Sincerely, . . .


Patricia M. Bray
Director of Public Relations
and Marketing

P.S. The narration of the show was recorded in California three weeks ago. William Conrad, star of "Cannon" television series did it. He will probably be here for the galas.



BURDA PUBLICATIONS

BUNTE ILLUSTRIERTE; BURDA MODEN; BILD & FUNK; FREUNDIN;
FREIZEIT REVUE; SPORT ILLUSTRIERTE; FREIZEIT MAGAZIN;
MEIN SCHÖNER GARTEN; DAS HAUS

*CALL
Writ be
possible
good may*

July 15, 1975

*10/21 expressed in Mag.
✓ 1 reflect in
✓ AP as photos.*

Miss Susan Ford
c/o Topeka Capital
Photo Department
6th and Jefferson
Topeka, Kansas 66607

*10/28 Regretted
nice people / SA9*

Dear Miss Ford:

As representatives of a human interest, picture-oriented magazine, we are most interested in your new summer occupation and the results of your work with the "Topeka Capital." As you will see from the enclosed copies of our publication, we are a German magazine publishing group, and at the present time we are preparing for the American bi-centennial by planning a series of articles on various aspects of America and American life.

We would like to know if you might be interested in contributing to our coverage of the bi-centennial by photographing some interesting feature or event particular to our country. An event connected with the bi-centennial celebration could be of great interest to us. The article would appear in "Bunte" magazine, and we have enclosed several copies for your consideration, one of which contains a color story on the Presidential family. Many of Mr. David Kennerly's photographs were used in this article and he expressed to us his satisfaction with and admiration of our editorial work.



BURDA PUBLICATIONS

BUNTE ILLUSTRIERTE; BURDA MODEN; BILD & FUNK; FREUNDIN;
FREIZEIT REVUE; SPORT ILLUSTRIERTE; FREIZEIT MAGAZIN;
MEIN SCHÖNER GARTEN; DAS HAUS

2.

We feel certain that our German readers would be extremely excited to take an inside view of America with you through the medium of your photos and sincerely hope that you will consider our offer of an assignment.

Thank you very much for your attention to our offer.

Sincerely yours,

Katherine Hargas
Katherine Hargas





10/27 file per SRW.
Reject
• 733 NORTH VAN BUREN • MILWAUKEE, WISCONSIN 53202 • PHONE 414-272-5410

August 7, 1975

Mr. Rich Clarkson
Director of Photography
TOPEKA STATE JOURNAL
Topeka, Kansas

Dear Rich:

I hope I can still call you by your first name. You may not recall, but I met you several times in the Journal offices when I was still employed in the Stouffer group--I was managing editor of Capper's Farmer magazine there until that publication folded in 1960 (I didn't cause it--I only helped it happen!).

Anyway, in last night's Milwaukee Journal I noticed the story on Susan Ford's internship under your tutelage--it was a New York Times Service pickup.

The item in the article that caught my interest was her annoyance "when she was working on a layout of a man who had transformed an old railroad depot and an old caboose into a country retreat."

As you'll see enclosed, one of the four magazines we've launched in the last five years is Country Place. Therefore, I'd be highly interested in reprinting the article and Susan's photos of the depot-country retreat.

We'll naturally give the Topeka State Journal a credit line as we do on all reprinted material. And we'll gladly pay any costs involved in making extra prints of the photos. I think it would make a nice light addition to a future issue, and would greatly appreciate your cooperation.

I'm also enclosing a copy of one of our other publications, Farm Wife News. I know you do a good deal of freelance photography, and we pay pretty good prices for your kind of work. So look over these two books and see if you have anything in your files that might fit for us. And keep us in mind during future trips to rural areas.

I'll look forward to hearing from you. By the way, I'm sending a copy of this letter to Susan Ford at your address, but I'm assuming her 6-week sojourn is over by now.

Sincerely,

Roy J. Reiman



cc: ✓ S. Ford

Enc.

AXEL SPRINGER PUBLISHING HOUSE

HAMBURG-BERLIN

NEW YORK OFFICE:

50 ROCKEFELLER PLAZA · ROOM 803 · NEW YORK, N. Y. 10020 · TELEPHONE (212) 582-4170

SPRINGER FOREIGN NEWS SERVICE

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

July 3rd, 1975

Dear Mrs. Weidenfeld:

I had the pleasure of meeting you at the White House party for President Walter Scheel last month. But you would have to have a super-memory to remember me: very tall, horn-rimmed glasses, black tie askew.

The reason why I am writing today is this: "Bild am Sonntag", a Sunday paper published by our company, is wondering whether Miss Susan Ford could be induced to write a bi-weekly column. Angle: We, the young people in the U.S. Subjects: Anything, from world problems like hunger and pollution to movies and music. Length: About 700 words per column. Terms: To be discussed.

"Bild am Sonntag" is the largest Sunday newspaper in continental Europe, with a circulation of more than two million.

"Why don't you give it a try", their teletype message to me said. Well, here I am, trying.

Sincerely yours

Alfred von Krusenstiern
New York bureau chief
Axel Springer publications

Cri
Unfortunately
Susan won't
be able to
do it. Please
call & explain
& say "hello"
for me.
Thanks.
Saw

Jone
7-23-75

Mrs. Boe - 2nd
in command

(on 3 wk vacation)



September 8, 1975

Dear Mr. Lotterer:

Thank you for your letter to Susan Ford regarding the possibility of your working with her.

As you know, Susan will begin her freshman year at Mount Vernon College this fall. Since she is not sure how heavy her schedule will be or how much free time she will have, she cannot make any plans at this time.

Susan enjoyed the very nice article in the Fort Scott Tribune and she is flattered by your interest in working with her. She has asked me to say that she hopes you enjoy your stay in Washington and wishes you the best of luck in your career in journalism.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Steve Lotterer
The Fort Scott Tribune
Fort Scott, Kansas 66701



The Fort Scott Tribune

MRS. G. W. MARBLE, President and Publisher

FORT SCOTT, KANSAS 66701

August 11, 1975

*Tom
Down*

Dear Susan,

My name is Steve Lotterer and I'm a 18 year old photographer and reporter for the Fort Scott Tribune this summer. I had the chance to briefly meet you at the Chiefs game Saturday night, but I seriously doubt that you remember me.

The reason for this letter is a remark that you made to the AP today- that you'd like to do some newspaper work while at college, but you didn't have anything lined up yet.

Well, I am going to Georgetown University in Washington as a freshman, and I'm going to be working part time as a reporter/photographer for several newspapers in this part of the state. Basicly, I'll do a collumn, special event coverage, and alot of features and pics. My editors told me that it would be alot eaiser if I found someone to work with as a team. Since we are both interested in Journalism, and will be living in the Washington area this year, I wanted to investigate the possibility of us doing some work together.

The pay isn't really fantastic, but the more newspapers ~~wher~~ I add to my list, the bigger the paychecks become.

If this idea seems to interest you at all, maybe just as an experiential ting, I'd appreciate the chance to talk it over with you.

I may be in Topeka later this week- if you'd want to talk then let me know. You can write me in care of the Tribune or



call me collect at either 316-223-1461 (office) or 316-223-3963 (home).

I'd really appreciate knowing what you think of the idea.

Sincerely,

Steve Lotter