The original documents are located in Box 37, folder “Ford, Betty - Polls and Surveys” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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WASHINGTON—When First Lady Betty Ford sits down after dinner at the White House for a quiet time with her husband, she always has a pile of unanswered mail in her lap.

To some she replies with handwritten notes. To others she dictates answers. Every trip she takes, the mail goes along, too—like that Christmas holiday at Vail, Colo. Her replies are thoughtful and often as full of pointed personal philosophy as an Ann Landers.

It is only through her day-to-day dedication to the avalanche of correspondence that Mrs. Ford has been able to keep up with the 50,000 letters she received after her operation for breast cancer.

After her outspoken support of the Equal Rights Amendment to the Constitution she received 15,000 letters. When no special event brings the comments, there is no consistent pattern to her mail. It sometimes runs 2,500 to 5,000 in a week. The week before Christmas she received 6,212 letters and cards.

More than 34,000 letters came in response to her TV appearance on 60 Minutes in which she said she would not be surprised if her daughter Susan were to come to her for advice about having an affair.

She explains over and over again that she merely intended to say that a family should keep the lines of communication open between parents and children, no matter what the child has done.
Pat Nixon, possibly because of how she faced the ordeal of her husband’s resignation, again is the number one choice, and Betty Ford makes the list for the first time.

Despite the Watergate scandal and her husband’s resignation as President—and perhaps even to some extent because of these happenings—Pat Nixon is the winner in the sixth annual Good Housekeeping Most Admired Women Poll. Courage and grace under pressure have always been qualities that most strongly stirred the admiration of this magazine’s readers. And from their comments, panelists indicate that Pat Nixon has displayed these virtues to an uncommon degree. One reader stated, “I would not have included her last year, but I do now because of poise in difficult and unsympathetic circumstances.”

Julie Nixon Eisenhower also received high marks for the way she responded to events swirling around her family. She rose from tenth place last year to fourth this year. “I probably wouldn’t have included her before but now I admire her carriage and patience during Watergate,” one reader asserted, while others stressed her unshakable loyalty to her father.

The third beneficiary of the year’s traumatic events was Betty Ford, the new First Lady and a newcomer to the Most Admired list. She placed seventh in the balloting, which was conducted during the early weeks of her husband’s Presidency and before her surgery for breast cancer. Even so, late returns raised her from eighth to seventh position and it seems entirely likely she would have continued to gain in recognition and perhaps would have moved into one of the top spots if the balloting had occurred a few weeks later.

Said one reader, “Until recently I had not known of the fine human qualities in Betty Ford, such as the way she stands behind her husband and adapts to a new life-style not entirely to her liking.”

Second place in this year’s voting goes to Golda Meir, up from fourth last January. Rose Kennedy, the indomitable mother of the Kennedy tribe, continues in third place and maintains her unique distinction of appearing in the top five since the inception of this poll. Shirley Temple Black ranks fifth, one notch ahead of last season. Patricia Neal, seventh a year ago, is now sixth. Princess Grace remains eighth. Ethel Kennedy, who was thirteenth in the previous vote, rises to ninth and Mamie Eisenhower drops from second to tenth.

Two of the top ten last year dropped in this year’s polling—Lady Bird Johnson now ranks fifteenth and Dr. Joyce Brothers twelfth. Among those who were close to the winners are Barbara Walters, eleventh; Katharine Hepburn, thirteenth; and Prime Minister Indira Gandhi, fourteenth.

The GH Poll asks readers of this magazine to rank the ten women now alive in any part of the world in the order of their regard. A nominating slate, drawn up by employees of GH and its sister magazines, is submitted by mail to 1,500 GH subscribers who vote their choices and offer the reasons for their decisions. Twenty-one of those listed were nominated for the first time. Not content with the slate submitted, panelists cast a scattering of write-in votes for the following, among others: Ruth Graham (Mrs. Billy Graham), Anne Morrow Lindbergh, Rosalind Russell, Martha Mitchell, Happy Rockefeller, Congress—continued on page 23.
To Golda, Betty, Pat—With Admiration

—Topping the list of the women "most admired" by Americans in 1974 was Golda Meir, the former Israeli
A Solid Asset

Betty Ford is one of the most popular first ladies, "a solid asset" to her husband, the Harris poll has reported. The polling organization said Mrs. Ford drew her strongest support from persons 30 years of age or under and the least from persons 60 or over.

--John McCaheney
Does the 'Jean Generation' Go for Jerry?

Betty Ford's Openness May Convince Youth to Vote for her Husband, a Congresswoman Thinks

By Betty Seale
Washington Post Staff Writer

If a GOP representative from the predominantly Democratic state of Massachusetts knows what she's talking about, Jerry Ford has a big, enthusiastic following among the youth of this country.

Straight-forward Maggie Heckler amazed listeners at a party California Rep. and Mrs. Bob Wilson gave the other night when she said: "The jean generation goes for Jerry." Then she added, "I think Betty Ford is largely responsible."

In a gathering that included confident Democrats, doubtful Republicans, and a presidential appointee who insisted, "Ford is dead unless Reagan is his running mate," the Congressman's claim caused some jaws to drop. She discovered "this secret asset I didn't know the president had," she said, when she rode with him through Boston recently "along unannounced back routes through the academic area."

"LARGE NUMBERS of young people between 18 and 25 lined the streets and applauded with great warmth and enthusiasm. We had only two negative symbols the entire route. I have been in parades enough to know you do get messages from the people—both in body language and verbal comments. I read the messages the president was receiving. They were warm and exciting.

"Betty Ford is a major factor," she continued. "Her openness, her frankness and being a woman in her own right appeals to the young generation. The Fords' children are frank too. It sets them apart from the plastic photographs of politicians' children where everyone is perfect. The young people want candor more than anything. They applauded warmly, really warmly. It was very encouraging."

But it's a well-known fact that young people don't vote.

"I know," said Rep. Heckler. "The president's committee should send Jack Ford to the university areas in Massachusetts and other states to get the vote out. I asked the young women in my office who's the most exciting figure in the administration and they said without hesitating, 'Jack Ford.'"

WHAT DID Jack Ford think of this idea? He said he knew his father had "a broad base among the 18 to 20 group." As to getting them out to vote, he replied as if it had not occurred to him before, "that might be my role." One thing he doesn't want to do is make political pep-talks for his father. He doesn't want to be dragged around "to be used," he said.

The Wilsons' party was for Deborah Mazzanti, the remarkably successful owner of the Golden Door, California's plush reducing spa that may get its name from the fact that you don't enter the door for a week's stay without a $2.25b in your knapsack.

Deborah, a new-member of the President's Council on Physical Fitness, was in town for a council meeting. Caron Conrad, director of the council, was there and jumped up at one point to demonstrate the kind of trending water exercises you can do in a pool to help all those marvelously important muscles from the ribs up. Of course, while talking about the importance of physical fitness, everyone stuffed themselves to the gills.

THE FIRST LADY didn't know it but she caused history to repeat itself last Saturday night. The Bill Whytes took Betty Ford, Barbara Laird, and the Clark MacGregors to dinner at Orchid in Bethesda because the two women had been deserted by traveling husbands. When the sixsome had devoured their rack of lamb marinated in soy sauce and five Chinese spices, they saw a birthday cake with appropriate singing brought to the young woman who was sitting with her husband at a nearby table.

On the way out when Mrs. Ford stopped at their table to wish 25-year-old Janice McKay Lincoln happy birthday, she didn't dream that two years ago on the same night in the same restaurant the same girl was celebrating her 20th birthday when Tricia Nixon Cox and husband Ed came to her table to wish her many happy returns.

"An incredible coincidence!" exclaimed restaurant boss Gregory Tu.

HELEN THOMAS received three surprises at the launching party for her book, "Dateline: White House"—a bouquet of red roses from Martha Mitchell who is credited in the book with trying to tip off the Watergate mess, a gift package containing a single track shoe for the right foot from members of the White House Correspondents' Association because Helen's "always out of step" (a picture in the book shows Jerry Ford running and a group of reporters running after him and Helen is the only one in the photo with the left foot down), and a check for $9.95 from President Ford with a note saying "Just so I won't miss getting an autographed copy of "Dateline: White House'. I thought I would enclose a check." Whoever heard of a president paying for a book?

The next day Helen told Mrs. Ford, "I am not going to cash that check, it's such a great momento."

"Why?" countered Betty, "do you think it would bounce?"
Nixon's Future? No Comment (aries)

Former President Richard Nixon has denied reports he has plans to become a radio and television commentator. "Television and radio commentaries would not be the best use of my time," Nixon said in a letter to "Washington Post," Mass. radio station news director, Paul Stanford.

Stanford said he is a former Nixon campaign worker, and he had "an exchange of letters going for some time" with the former President. Nixon said in the letter that he planned to complete the final volume of his memoirs in 1977 and make four television documentary shows with David Frost in 1977.

Meanwhile, Nixon, looking trim and fit, and wife Pat, said an unexpected visit Monday to Camp Pendleton, Calif., near San Clemente estate, to which a pageant marking the, . ,

Marine Corps' 200th birthday. "Even though I was a Navy officer, I was proud to have served with the Marine Corps," said Nixon, who surprised a crowd of about 3,000 persons, mostly Marine family, at the Semper Fi Field.

Nixon has denied reports, "I did not do what I have always done," she said. "It will accompany him on some of his trips.

Mrs. Ford, who looked well, seemed full of energy as she cut the ribbon for the opening of the one-day international dog show.

That's a nice way to start the week," said Betty Ford, who plans to make four television documentaries with David Frost in 1977. Ford said he is a former Marine, "I will do what I have always done," she said. "It will accompany him on some of his trips.

Mrs. Ford, who looked well,
Editorial:

Good Luck to the World

The most original use of the public opinion polling device we have seen in a long time has just been completed by The Gallup Organization, Inc., of Princeton, N.J. More than 10,000 people on four continents were interviewed in their own languages. The questions were not political but philosophical and personal. The full results of the poll preview, will be released later this month. Perhaps the most interesting question asked by Dr. Gallup was, "What do you feel has been lucky or unlucky over the years?"

Scandinavian nations
USA
Canada
Great Britain
West Germany
Africa
India
Far East as a whole

*Don't Know/No Answer

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<th>Country</th>
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What jumps out immediately from the figures is that, despite the prevalence of hunger, most of the world's people feel they have been more lucky than unlucky. The uncertainties of modern existence have therefore beyond human intervention. When he says he has been lucky, he may mean that he is fortunate to be able to atone for the offenses in a previous lifetime through his misery in this one. Eighty-four percent of the American people believe they have been lucky—a fact that appears to contradict the kind of national mood reflected in the communications media. The impression one has in looking at newscasts or reading front pages is that the nation is apprehensive, jumpily, unsure of itself. But despair and belief in luck don't go together.

If asked to define luck, the Americans who responded to the poll would probably say, simply, that it is something good that happens by surprise. Yet most philosophers and logicians have believed that luck can be traced to definite factors, hallowed minds, said C. G. Jung, action between hard lines and fates this mist-scholar, E. De- nore about finding time. He believed that human passions were con- cerns. I remember the words of the prophet Isaiah as well. In that one, he said, "good luck is not a matter of being so almost instinctively at the right time." pleased by the re- sponse Americans gave to Dr. Gallup's question things had a better society than in one nal for self-govern- society in which peo- ple the economic and the ancestors were a kulak," says Pavel Sud. In that one or not, Gogol fore- thought over to no other way to poll tell us that hu- man beings more in im- typed forecasts. The current is better than the way to derive their energy also, not from their from this phenomenon, he said that human minds that materialistic ways are readily ex- by ideas. Perhaps answers he did. It is the mystery and power of the human spirit. —N.C.
Votes for The First Lady

By Louisa Harris

President Ford's position is partly that of a smilie young woman, and partly also supports Mrs. Ford when she said "if her daughter were having an affair, "The daughter must be fair." However, she also supports Mrs. Ford when she said "if her daughter were having an affair, "President Ford's position is partly that of a smilie young woman, and partly also supports Mrs. Ford when she said "if her daughter were having an affair, "The daughter must be fair."
Poll Shows She's Popular

Betty Big Plus For Ford

By LOUIS HARRIS
Chicago Tribune-New York Syndicate

Whatever President Ford's problems with the public, Betty Ford has now become one of the most popular wives of a President to occupy the White House. On the controversial statements made by Mrs. Ford recently, the public leaves no doubt that it backs her up decisively:

- A 62-27 per cent majority agrees with Mrs. Ford when she said "she would not be surprised if her daughter had an affair." Among young people under 30, a solid 76-11 per cent agree with her, and among people between 30 and 50, a 64-25 per cent majority agrees. However, among people 50 and over, only a narrow, 44-42 per cent plurality agrees.

- By 64-23 per cent, a sizable majority also supports Mrs. Ford when she said "if her daughter were having an affair, she would want to know if the young man were nice or not." Among young people under 30, a 73-14 per cent majority of the 18-29 age group likes her, as is a 67-21 per cent majority of the 30-49 age group. But a smaller, 54-31 per cent majority of people 50 and over supports her on this issue.

- On her favoring "passage of the Equal Rights Amendment on women's rights," Mrs. Ford's stand meets with the agreement of a substantial, 70-15 per cent majority. Women agree with the first lady on the E.R.A. by 73-15 per cent, compared to a 68-15 per cent majority of men who do.

Although public support for Mrs. Ford's recent statements is decisive and firm, the pattern of backing she receives is the electorate who is indispensable to her husband in a contest for the White House next fall. In short, Betty Ford has a wide and deep following in the mainstream of American life, and surely must be judged a solid asset to her husband in the White House.
Should Betty Ford Have Aired Her Views on Premarital Sex, Pot and Abortion?

**Poll: Keep Speaking Out, Betty**

Betty Ford has won the support of New Yorkers in publicly expressing her views on premarital sex, pot smoking and abortion, according to The Daily News Opinion Poll.

Asked whether they thought the first lady should have spoken out on such subjects: regardless of whether they agreed with her views, 60% of the polled respondents replied "yes," 32% said "no" and 8% had no opinion.

Many of those interviewed also volunteered comments on what they thought of Mrs. Ford's remarks. They ranged from high praise for her honesty and forthrightness to complaints that they weren't "becoming" for a first lady.

The Opinion Poll, conducted by News employees on Sept. 16-17 and 18, is a scientific random telephone survey of 502 persons 18 years or older in the metropolitan area.

**OK With Right Person**

In a CBS television interview with Norton Simon broadcast on Aug. 10, Mrs. Ford said in reply to a question that she would not be surprised if her daughter Susan, 13, was having an affair. She added that, in her view, premarital relations with the proper partner might lower the divorce rate.

The first lady also said that she was confident that her daughter and three sons were not very interested in drugs, because of their upbringing. But she added: "I'm sure they've all probably tried marijuana." Her son Jack has since stated publicly that he has smoked pot.

Mrs. Ford said that she considered the Supreme Court's decision to legalize abortion as "the best thing in the world... a great, great decision."

Her remarks stirred up wide criticism from some religious groups and raised speculations that she had hurt her husband's election chances.

Poll respondents were also asked whether they thought Mrs. Ford made a mistake.

A young white-collar worker from Westchester said that Mrs. Ford "could have acted a little more discreetly." Not a few New Yorkers over 30 declared: "She was right."

A folk mechanic under 35 felt the first lady "made a mistake." However, a middle-aged data processor commented: "She's in tune with the times.

Others made it clear that they thought there should be no restrictions on the first lady's right to freedom of speech.

The opinion poll sampled households with telephones in the city, Westchester, Rockland, Nassau and Suffolk counties and northern New Jersey.
Votes for The First Lady

By Louis Harris

Whatever President Ford’s problems with the public, Betty Ford has now become one of the most popular wives of a President. She would want to know if the young men were nice or not.” Again, the division between the young and old is decisive. A Harris Survey asked a cross-section of 1,118 adults nationwide:

“Do you tend to agree or disagree with Mrs. Ford when she said her daughter were having an affair, or with Gov. Ronald Reagan, the former Republican?”

A political conclusion that might be reached is that Mrs. Ford’s support among those who are indispensable to the Republican party, whom Mr. Ford is trying to pull away from the Democratic candidates, is very strong among men, who are least likely to back her. As is a firm, the pattern of backing she receives from the public leaves no doubt that it backs her up decisively: a 54-31 per cent majority agrees with her, and a 64-25 per cent plurality agrees. However, a 54-46 per cent majority of the 18-29 age group is 64-23 per cent majority of the 30-39 age group.

In 1976 election, the public leaves no doubt that it backs her up decisively: a 73-15 per cent majority of the 18-29 age group is 70-15 per cent majority of the 30-39 age group. But a 68-15 per cent majority of the 40-49 age group is 67-21 per cent majority of the 50-59 age group. Among young people under 30, those who have had some education leave no doubt that they support Mrs. Ford. A 64-25 per cent majority of the 18-29 age group supports Mrs. Ford. However, a 64-23 per cent majority of the 30-39 age group also supports Mrs. Ford when she said her daughter were having an affair, or with Gov. Ronald Reagan, the former Republican.”
First Lady Outspoken—and Listened to

—Betty Ford, perhaps the most outspoken First Lady the nation has had, is also one of the most popular and is "a solid asset" to her husband, the Harris Poll reported. In a national survey of 1,519 adults, a 96%-27% majority agreed with Mrs. Ford when she said she "would not be surprised if her daughter had an affair." And a majority of 64% to 23% supported Mrs. Ford's statement that, if her daughter were having an affair, "she would want to know if the young man were nice or not." The First Lady's strong endorsement of the Equal Rights Amendment drew 70%-15% approval. The Harris organization said Mrs. Ford drew strongest support from persons 30 years of age or under the least from persons 50 and over. "In short," the survey concluded, "Betty Ford has a wide and deep following in the mainstream of American life and surely must be judged a solid asset to her husband in the White House."
MEMORANDUM
OF CALL

PLEASE CALL
I WILL CALL AGAIN
I RETURNED YOUR CALL
I WISHES AN APPOINTMENT

MESSAGE

NEW YORKER MAG.

PERSON

RECEIVED BY

DATE

TIME

STANDARD FORM 63
REVISED AUGUST 1967
GSA FMR 41 CFR 101-11.6
The Spirit of Christmas

Christmas this year, for some 300,000 persons, will be holly, candles, bright baubles and a lovely letter from Cornelia Wallace. Her holiday greetings, machine written on blue stationery, suggest that contributions would mean the governor would have a most happy Christmas season. "I think," she writes, "the most wonderful gift for my husband would be to know he will have the money he needs for a successful presidential campaign in 1976." Cornelia points out in her note that George will use "a lot of television" in the months ahead and adds this thought: "If only this heavy financial burden could be eased by Christmas, George would have a wonderful relaxing and worry-free holiday. I don't want to suggest what amount you should send as a gift. Let your heart decide in this most joyous of seasons."

Filled With Significance

Good Housekeeping, the magazine, has conducted a poll. It says that Betty Ford has succeeded Pat Nixon as the most admired women and piled up a 2-to-1 lead over Pat among baloters under 35. Pat, however, held a comfortable lead over Betty among over-35 readers of the magazine who had little to do but take part in a poll. Two newcomers to the list were Anne Morrow Lindbergh and Beverly Hills.
Notes on People

Lindsay Defends New York

To celebrate the publication of his opera, "Lord Byron," Virgil Thomson autographed limited-edition copies yesterday at the New York Public Library's performing-arts branch at Lincoln Center, which received the prime copy. Also signing the piano-vocal score were Jack Larson, the librettist; Robert Indiana, who designed the cover for the 100-copy collector's edition; and John Gutman, translator for the German text. "Lord Byron," Mr. Thomson's third opera, was performed in 1973 at the Juilliard School as the first full-length new opera published anywhere in several years, will also have a regular edition. The 78-year-old composer lives at the Chelsea Hotel when he is not conducting workshops around the country.

Britain's chief rabbi and leader of the Jewish community, Dr. Immanuel Jakobovits, met in Moscow yesterday with Viktor Titov, deputy head of the Soviet Council for Religious Affairs. The two-hour discussion was described as "very helpful and useful" by a spokesman for Chief Rabbi Titov.

Laurie Johnston
Detroit News poll reported yesterday.

In a Market Opinion Research survey of 500 adults last month, Mrs. Ford got 58 percent approval for the way she handled her official duties. Ford’s total was 46 percent. She beat him 60 percent to 60 percent among women.
Harris Survey

Betty Ford’s popularity still rising

By Louis Harris

ONE ELEMENT of Gerald Ford’s strongest assets in his quest for the Republican nomination is the continuing deep respect and admiration the American people have for his wife, Betty Ford.

While the First Lady, sharply up from the 50-37 per cent positive standing she had in September, 1975.

In the long quest for delegates, Mrs. Ford has often visited with state delegations and addressed state conventions while the President has remained in Washington. By and large, the voters have responded positively to these actions and to this kind of involvement by the wife of a presidential candidate.

By a DECISIVE 67-24 per cent, a majority of a cross section of 1,494 voters rejects the view that Mrs. Ford is too active in her husband’s political campaign and should stay more behind the scenes.” By a slightly closer 32-29 per cent, a majority does not feel she ought to keep more of her opinions to herself and let her husband take the stands on the issues.”

In fact, Mrs. Ford receives a 73-14 per cent endorsement on her consistent and unyielding advocacy of the Equal Rights Amendment and the movement to extend women’s rights. At a time when many women are becoming more involved in issues such as the ERA and affirmative action programs, Mrs. the public as a woman well suited to the times.

Ford’s most controversial stand took place when she was asked what her daughter would do if she having an affair. She answered that she would want to find out more about the young man. Mrs. Ford

Mrs. Ford is not nearly as popular among voters in the deep South, conservatives, and rural dwellers. Clearly, she has much more appeal among the more independent segments of the electorate than she does among the traditional sources of Republican support.

IN POLITICAL TERMS, this means she is not likely to win backing for her husband among groups where Ronald Reagan is strong. Nevertheless, she is likely to be much more effective in the general election if President Ford is named as his party’s nominee next week because her appeal is greatest where Republican strength in 1976 seems most doubtful at this time.

A NATIONAL cross section was asked by the Harris Survey a few weeks ago:

“Now how would you rate the job Betty Ford has done as First Lady in the White House—excellent, pretty good, only fair or poor?”

Betty: Strong asset

now receives a narrow 43-41 per cent backing for this position.

ONE ELEMENT the American people find highly appealing in Mrs. Ford is the courage she has shown in times of crisis. By a nearly unanimous 84-5 per cent, the public feels “she was very brave and courageous, such as when she had her operation for breast cancer and when she said a prayer for a Jewish leader who had just had a heart attack.”

Just as significant is the pattern of support Mrs. Ford has been able to generate. She is particularly popular with women, young people, political moderates and liberals, independents, the college educated, professional people, and those who live in the East and West coasts. All these groups are likely to be pivotal elements in the upcoming November election.

Chicago Tribune, 8/9/76
November 11, 1976

Dear Influential Woman,

You have been chosen as one of the 25 most influential women in America and we thought you would like to see a copy of the story as it went out to newspapers, magazines and broadcast media.

If you would like additional copies or more information, please let me know.

Sincerely,

Janet Tara

WOMEN

its list of America's

by a panel of new-
sidents and writers.

year's list are

ret Mead and Barbara

Onassis, Virginia

list and names of

Anne Armstrong,

Lady Bird Johnson, Mary Wells Lawrence, Mary McGrory, Helen Thomas and Abigail Van Buren.

The list is remarkable for the number of women in journalism and politics. Of the 25 women named, nine are journalists and six others
New York--The World Almanac today announced its list of America's 25 most influential women. This list was selected by a panel of newspaper editors, social commentators, university presidents and writers.

Among the women chosen who were also on last year's list are Charlotte Curtis, Coretta King, Ella Grasso, Margaret Mead and Barbara Walters. Absent this year are Jacqueline Kennedy Onassis, Virginia Johnson Masters and Mary Calderone. This complete list and names of the judges are attached.

There were six new names on this year's list: Anne Armstrong, Lady Bird Johnson, Mary Wells Lawrence, Mary McGrory, Helen Thomas and Abigail Van Buren.

The list is remarkable for the number of women in journalism and politics. Of the 25 women named, nine are journalists and six others
are in elective or appointed political positions.

To determine America's most influential women, The World Almanac polled a panel of 13 women and men. Each member of the panel selected 25 names from a list of more than 200 prominent women supplied by The World Almanac. Panelists were also invited to write in their own choices.

Notably lacking from the list are women in business -- board members and directors of banks and corporations. Mary Wells Lawrence is the one exception.

There are, moreover, no women from the physical sciences and only one from the entertainment field -- Joan Ganz Cooney.

The list of America's most influential women was inaugurated last year in connection with the International Women's Year. It, along with a brief biography on each of the women, and the list of judges will be in The 1977 World Almanac & Book of Facts.

# # #
AMERICA'S 25 MOST INFLUENTIAL WOMEN

Bella Abzug - Democratic Congresswoman from New York
Anne Armstrong - U. S. Ambassador to Great Britain
Helen Gurley Brown - editor of Cosmopolitan
Shirley Chisholm - Democratic Congresswoman from New York
Joan Ganz Cooney - head of the Children's Television Workshop
Betty Ford - First Lady
Betty Friedan - feminist and author
Katherine Graham - publisher of The Washington Post
Ella Grasso - Democratic Governor of Connecticut
Nancy Hanks - chairman of the National Endowment for the Arts and National Council for the Arts
Lenore Hershey - editor of the Ladies' Home Journal
Carla Anderson Hills - secretary of Housing and Urban Development
Lady Bird Johnson - former First Lady
Barbara Jordan - Democratic Congresswoman from Texas
Billie Jean King - tennis star
Coretta King - civil rights leader
Mary Wells Lawrence - chairman of the board of Wells, Rich, Greene
Margaret Mead - anthropologist
Mary McGrory - nationally-syndicated political columnist
Sylvia Porter - financial and consumer columnist
Gloria Steinem - feminist and author
Helen Thomas - White House Correspondent for UPI
Abigail Van Buren - personal advice columnist
The panelists which determined this year's list include:

Paul Conroy, editor, San Jose Mercury; Walter Friedenberg, editor, Cincinnati Post; Michael Grehl, editor, Memphis Commercial-Appeal;
Matina Horner, president, Radcliffe College; Vernon Jordan, executive director, National Urban League; Clayton Kirkpatrick, editor, Chicago Tribune; Pia Lindstrom, NBC news correspondent; Eleanor Holmes Norton, New York City Human Rights Commissioner; Jane O'Reilly, syndicated columnist, Washington Star; Helen Thomas, UPI White House Bureau Chief;
Hana Umlauf, associate editor, The World Almanac; Jacqueline Wexler, president, Hunter College; Otto Zausmer, associate editor, Boston Globe

# # #
Europe May Not Be Ready for This

Burnishing the old statesman image deemed essential for a presidential candidate, Alabama Gov. George Wallace will embark Oct. 11 on what an aide described as a "good-will, fact-finding, industry-seeking" tour of five or six European nations. Conspicuously not on the itinerary are the Scandinavian countries, where the reservoir of good-will for Wallace was depleted recently when he lectured Danish and Norwegian newsmen on their nations' ingratitude for American participation in World War II. Wallace, accompanied by his wife, Cornelia, will stop over in London, Edinburgh, Brussels, Rome, Bonn, West Berlin and Paris.

(Another political leader announced upcoming travel plans. Cuban Prime Minister Fidel Castro will visit Mexico next year for the first time since he left Mexico in the yacht Granma in 1959 to launch his revolution.)

Turn the Picture to the Wall

Republican National Chairwoman Mary Louise Smith said in Cleveland she foresees no role for ex-president Richard M. Nixon at next year's GOP convention. His picture probably won't even be on display, she said. Speaking at a women's club meeting, Smith predicted that Ronald Reagan will run for the Republican presidential nomination, but that President Ford will win handily.

New Hampshire Wasn't Bad Enough

It's the Year of the Woman, all right. First Lady Betty Ford just beat her husband in a Harris "job rating" poll. The survey of 1,497 adults showed that 50 percent give Mrs. Ford a favorable rating, while only 36 percent rate her unfavorably. (How he got 50 percent of 1,497 persons, Harris didn't say.) The President's job rating improved slightly over August. He rose from 38 percent approving to 41, while the percentage of those disapproving of his performance dropped from 60 to 56. The poll was taken after Mrs. Ford's bombshell statements about love and marriage, but apparently before Liberty produced her litter under the First Lady's supervision.
LOS ANGELES (UPI) -- SECRETARY OF STATE HENRY KISSINGER SHOULD STAY OUT OF CALIFORNIA CAMPAIGNING BUT BETTY FORD IS WELCOME PRESIDENT FORD'S CALIFORNIA CAMPAIGN CO-CHAIRMEN SAID YESTERDAY.

STATE ATTORNEY GENERAL EVELLE YOUNGER SAID KISSINGER SHOULD STICK TO PEACE NEGOTIATIONS AND NOT TRY TO HELP FORD BEAT RONALD REAGAN IN THE CALIFORNIA GOP PRIMARY.

YOUNGER SUGGESTED IT WOULD BE BETTER FOR FORD IF KISSINGER STUCK TO DIPLOMACY, BECAUSE HE WAS NOT NEEDED AND WOULD NOT BE WELCOME AS A CAMPAIGNER IN CALIFORNIA.

BUT HE INDICATED HE WOULD BE PLEASED IF BETTY FORD CHOOSES TO CAMPAIGN IN CALIFORNIA.

"IF SHE DECIDES TO CAMPAIGN FOR THE PRESIDENT, I'M SURE WE'D WELCOME HER WITH OPEN ARMS," YOUNGER SAID.
NEW YORK (UPI) -- BETTY FORD'S STATEMENTS ON PREMARITAL SEX AND EQual Rights for Women have earned her the support of those segments of the public least likely to back her husband in the 1976 election, the latest Harris survey indicates.

Pollster Louis Harris said yesterday Mrs. Ford has the least support from among those who most apt to back the President -- the more conservative, small town and rural residents and the elderly. "But Mrs. Ford's outspoken statements have won support from those younger and more independent elements in the electorate, who are indispensable to her husband in a contest for the White House next fall," he added. "In short, Betty Ford has a wide and deep following in the mainstream of American life and surely must be judged a solid asset to her husband in the White House."
THE GH POLL

The Ten Most Admired Women

In spite of the many controversial statements First Lady Betty Ford made last year, GH readers voted her the most admired woman in the world. Pat Nixon, first choice for the past three years, ranked a very close second. Here are all the results of what has become the most talked-about poll in America.

Citing honesty—a quality that has rarely been mentioned in the six previous Good Housekeeping Most Admired Women Polls, readers voted First Lady Betty Ford their number-one choice this year. Mrs. Ford's outspoken views on premarital sex and other intimate topics drew her much attention last year and many women obviously appreciated her candor. As one voter stated, "I may not agree with her views on sex and abortion, but I respect her for speaking openly and honestly."

Mrs. Ford replaced former First Lady Pat Nixon who had held the top spot for three years. Despite the scandal that forced her husband out of office, Mrs. Nixon managed to run a very close second to Mrs. Ford. Rose Kennedy, the gallant, 85-year-old matriarch of the Kennedy clan, placed third, as she has in the past three years.

Ambassador Shirley Temple Black ranked fourth and Julie Nixon Eisenhower fifth, reversing their positions of a year ago. In sixth, seventh and eighth spots were three favorites of recent seasons: actress Patricia Neal, Princess Grace of Monaco and Mamie Eisenhower. In ninth and tenth were two newcomers to the list, writer Anne Morrow Lindbergh, widow of the "Lone Eagle," and opera singer Beverly Sills.

In one of the most dramatic drops in the history of the GH Poll, former Premier Golda Meir of Israel went from second to eleventh. TV star Carol Burnett came in twelfth. Ethel Kennedy, widow of Senator Robert Kennedy, slipped from ninth to thirteenth and Lady Bird Johnson and Dr. Joyce Brothers completed the leading 15.

As in the past, courage continues to be the quality most admired by those GH subscribers who were asked in a mail ballot to select their top five choices from a slate of 53 candidates. The nominating slate included last year's ten winners, plus additional names submitted by employees of GH and its company, plus any names the readers wanted to write in on the ballot.

Casting a write-in vote for "Mrs. Average American Housewife," one reader stated, "I like her ability to continue in spite of adversity."

"Happy Rockefeller moved into my top five because of her courage in overcoming breast cancer," said one subscriber.

"I admire their personal courage and their commitment to things outside themselves," replied a reader who chose Rose Kennedy, Dr. Brothetrs, Mrs. Black, Betty Friedan and continued on page 16.