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BETTY FORD'S MAIL

The Stamp  
of a Lady

**BY DOROTHY McCARDLE**  
The Washington Post

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.

THE GH POLL

# 1 The Ten Most Admired Women



Pat Nixon

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



Golda Meir

2

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.



Rose Kennedy

3

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."



Julie Nixon Eisenhower

4

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.



Shirley Temple Black

5

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

New York Times  
11/11/75

**Newsmakers-----**

# To Golda, Betty, Pat--With Admiration

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

friends, family, food and football, recently elected Sen. 000 by doing it myself".  
Jake Garn (R-Utah) was rolling toward the nation's capi-

—By Jennings Parrott

LA Times 11/2/75 p2

# Names/Faces

## 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 80 or over.

—John McKelway

*Wash. Star 11/19/75*

# Does the 'Jean Generation' Go for Jerry?

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

**By Betty Beale**  
Washington Star Staff Writer

If a GOP representative from the predominantly Democratic state of Massachusetts knows what she's

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

bands. 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

## *Nixon's Future? No Comment (aries)*

Former President Richard M. Nixon has denied reports he has plans to become a radio or television commentator.

"Television and radio commentaries would not be the best use of my time,"

Marine Corps' 200th birthday.

"Even though I was a Navy officer, I was proud to have served with the Marine Corps in the Pacific," said Nixon, who surprised a crowd of

seemed full of energy as she cut the ribbon for the opening of the one-day international fair of the Young Women's Christian Association at the Sheraton Park Hotel.

"That's a nice way to start the week," said Betty Ford when son Jack pointed out that a Louis Harris poll showed the

her statement that she "wouldn't be surprised" if daughter Susan had an affair.

Another First Lady also has spoken up about how she

# 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, which will be in a special preview, will be re-

Perhaps the most interesting part of the poll is what people in various parts of the world are saying, feeling and thinking about their lives over the years. Here are some of the highlights:

- Scandinavian nations
- USA
- Canada
- Great Britain
- West Germany
- Africa
- India
- Far East as a whole
- \*Don't Know/No Answer

What jumps out is that, despite the poverty, unemployment, joblessness, and so on, people in many parts of the world feel they are lucky. The uncertainty of the future does not preclude an optimism that in itself is a powerful force for good in the face of the many challenges. Basic human values and attitudes of human nature are still there. They are confronted with the habit of war, the economic condition of their countries, and the conditions beyond the horizon. The greatest significance of the poll is on this earth believe it or not, people feel better even if history shows they are going the wrong way.

Luck, of course, is not defined in the same places. An Indian person's idea of luck would not be the same as a Scandinavian's. The average income of less than \$100 a year is not that materialistic a goal for the minds of the Indians in life. Being lucky is defined by its limitations, and the expectations, would apply to the President of the United States. He regards his low station in life as pre-determined and 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, jumpy, 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 good luck can be traced to definite factors, and that it is a function of hard work and talent. The reaction between hard work and talent and the results of this reaction is what the statistician-scholar, E. Denning, has called "good luck." He believed in the power of time. He believed in the power of the human mind, but he also believed that the results of the human mind were controlled by the laws of probability. I remember his moods, that "good luck" is a matter of being so almost instinctively "at the right time." He was pleased by the results of the poll. Gallup's question was: "Would you prefer a better society than in our country for self-government, or a society in which people have the economic and political freedom of our ancestors were they to be a kulak," says Pavel Souls. In that one or not, Gogol foretold the violent overthrow is no other way to

The poll tell us that humans believe more in individualized forecasts. The most important than the way they derive their energy is not from their individual abilities, but from their individualized this phenomenon. He said that human beings are excited by affirmatives are readily excited, by ideas. Perhaps the answers he did. It is quickly of numerical when summoned

The President of the United States has had good luck on his side. The power of the human mind of armaments and the power of the human spirit. —N.C.

The Washington Post

# STYLE

People / Entertainment / Leisure

MONDAY, NOVEMBER 10, 1975

B9

## Votes for The First Lady

By Louis Harris

Whatever President Ford's problems  
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By 44-4 per cent, a sizable majority  
also supports Mrs. Ford when she said  
"if her daughter were having an affair,

To test the reception given Mrs. Ford  
on her controversial statements, the

firm, the pattern of backing she receives  
is highly significant. Most solidly behind  
the first lady are people who live on the

1976 election. By the same token, she  
finds her least support among those who  
are apt to back the President, the more

me, and surely must be judged a solid  
asset to her husband in the White House.

©1975, Chicago Tribune

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# FORT LAUDERDALE NEWS

101 N. New River Drive East, Fort Lauderdale, Fla. 33302

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President

J.W. GORE  
Editor, Publisher

F.P. PETTIJOHN  
General Manager

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Pompano Beach — 941-7800

*Editorial Page Ten*

MONDAY, NOVEMBER 10, 1975

## 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

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." Again, the

● 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 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 in the electorate

## Should Betty Ford Have Aired Her Views on Premarital Sex, Pot and Abortion?



YES	_____	60%
NO	_____	32%
DON'T KNOW	_____	8%

## 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 poll respondents replied "yes," 32% said "no" and 8% had no opin-

### DAILY NEWS OPINION POLL

Ford's opinions on these subjects had hurt the President's election

told the interviewer that it "wasn't fitting" for Mrs. Ford to speak out. But two New Jersey housewives under 35 said "she's honest" and "she spoke the truth."

A young white-collar worker

The Washington Post

# STYLE

People / Entertainment / Leisure

MONDAY, NOVEMBER 10, 1975

B9

## 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.

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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." Again, the division between the young and old is decisive. A

To test the reception given Mrs. Ford on her controversial statements, the

Harris Survey asked a cross-section of 1,519 adults nationwide:

"Do you tend to agree or disagree with

is highly significant. Most solidly behind the first lady are people who live on the

east and west coasts, residents of big cities and the suburbs, young people under 30, those who have had some

finds her least support among those who are apt to back the President, the more

conservative, small-town and rural residents, and the elderly.

A political conclusion that might be

asset to her husband in the White House.

Newsmakers-----

*Los Angeles Times 11/11/75*

# 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 survey of 1,510 adults, 69% of women

**MEMORANDUM  
OF CALL**

**TO:**

YOU WERE CALLED BY—  YOU WERE VISITED BY—

*Tom Neal*

OF (Organization)

*212-695-1414*

PLEASE CALL →  PHONE NO. CODE/EXT. \_\_\_\_\_

WILL CALL AGAIN  IS WAITING TO SEE YOU

RETURNED YOUR CALL  WISHES AN APPOINTMENT

MESSAGE

*New Yorker Mag.*

*Person: — Pop. Poll.*

RECEIVED BY

DATE

TIME

# Names/Faces

## 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 voters 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 Sills.

12/17/75

Notes on People

Lindsay Defends New York

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curriculum though jazz."

To celebrate the publica-  
tion of his opera, "Lord  
Byron," Virgil Thomson auto-  
graphed limited - edition  
copies yesterday at the New  
York Public Library's per-  
forming-arts branch at Lin-

Clydes S. Grant.

Secretary of the Treasury  
William E. Simon has can-

the view from his new 25-  
acre is unobstructed— at  
least for now.

Laurie Johnston

Star  
4/12/76

## Betty Ford Outpolls President in Michigan

DETROIT (UPI) — If Gerald and Betty Ford ran against each other in Michigan on the basis of job performance the President would finish a distant second, according to a 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 42 percent among women.

Harris Survey

# Betty Ford's popularity still rising

By Louis Harris

ONE OF GERALD FORD'S strongest assets in his quest for the Republican nomination is the continuing deep respect and admiration the American peo-



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 tradi-

memo from **JANET TARA**

*Sheila*  
*JTT*

230 PARK AVENUE  
NEW YORK, NEW YORK 10017  
(212) 679-3600

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  
d by a panel of news-  
esidents and writers.  
year's list are  
aret Mead and Barbara  
Onassis, Virginia  
e 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



Newspaper  
Enterprise  
Association  
230 Park Avenue New York, N.Y. 10017 212/679-3600

~~Embargoed Until November 11~~  
Pub Date of The 1977 World Almanac  
& Book of Facts

WORLD ALMANAC CHOSE

AMERICA'S 25 MOST INFLUENTIAL WOMEN

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

25 WOMEN/add one

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  
Charlotte Curtis - Op-Ed page editor of The New York Times  
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

## PANEL OF JUDGES

The panelists which determined this year's list include:

Paul Conroy, editor, San Jose Mercury; Walter Friedenberq, 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.

—David Broaten

UP-055

(POLITICS)

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.

-0-  
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."  
-0-

# 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. Brothers, Mrs. Black, Betty Friedan and

*continued on page 16*