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(450) MRS. KENNEDY- POLLS

WASHINGTON, JAN. 31 (AP)-JACQUELINE KENNEDY'S IMAGE HAS BEEN TARNISHED BY THE FUROR OVER PUBLICATION OF THE BOOK "THE DEATH OF A PRESIDENT," TWO PUBLIC OPINION POLLS REPORT.

GEORGE GALLUP AID HIS GALLUP POLL FOUND THAT OPINION IS 3 TO 1 THAT THE CONTROVERSY HURT RATHER THAN HELPED THE FORMER FIRST LADY'S IMAGE.

AND LUIS HARRIS REPORTED ONE OF EVERY THREE AMERICANS INTERVIEWED IN HIS HARRIS SURVEY SAID HE THINKS LESS OF THE WIDOW OF PRESIDENT JOHN F. KENNEDY BECAUSE OF THE CONTROVERSY.

A MONTH AGO, GALLUP REPORTED MRS. KENNEDY HAD BEEN NAMED BY THE AMERICAN PEOPLE FOR THE FIFTH STRAIGHT YEAR AS THE MOST ADMIRED WOMEN IN THE WORLD. THIS EARLIER SURVEY DID NOT REFLECT FULLY THE EFFECTS OF THE BOOK CONTROVERSY.

MRS. KENNEDY AND SEN. ROBERT F. KENNEDY, D-N.Y., BROUGHT LEGAL ACTION AGAINST AUTHOR WILLIAM MANCHESTER, THE BOOK'S PUBLISHERS, HARPER & ROW, AND THE PUBLISHERS OF LOOK MAGAZINE, WHICH IS DISTRIBUTING AN ABRIDGED SERIALIZATION OF MANCHESTER'S ACCOUNT OF KENNEDY'S ASSASSINATION.

THE SUIT, SINCE SETTLED OUT OF COURT, SOUGHT TO EXPUNGE PORTIONS OF THE MANUSCRIPT WHICH MRS. KENNEDY REGARDED AS AN INVASION OF FAMILY PRIVACY.

HARRIS REPORTED, HOWEVER, THAT 55 PER CENT OF THOSE INTERVIEWED SAID THEY DO NOT THINK MRS. KENNEDY'S PRIVACY WAS INVADED. ANOTHER 32 PER CENT SAID IT WAS AND 13 PER CENT SAID THEY WERE NOT SURE, HE SAID.

IN ANSWER TO ANOTHER QUESTION--"WERE THE KENNEDYS TRYING TO CONTROL WRITING OF HISTORY?"--HARRIS SAID 32 PER CENT REPLIED THEY WERE TRYING, 55 PER CENT SAID THEY WERE NOT AND 13 PER CENT SAID THEY WERE NOT SURE.

THE COPYRIGHTED GALLUP POLL, PUBLISHED TODAY, ASKED THIS QUESTION: "DO YOU THINK THE RECENT CONTROVERSY BETWEEN MRS. JACQUELINE KENNEDY AND AUTHOR AND PUBLISHERS OF 'DEATH OF A PRESIDENT' HAS HURT OR HELPED HER IMAGE WITH THE AMERICAN PEOPLE?"

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IT SAID THE RESPONSE WAS: HAS HURT 44 PER CENT, HAS HELPED 15 PER CENT, NO OPINION 41 PER CENT.

THE HARRIS SURVEY, ALSO PUBLISHED TODAY, ASKED: "AS A RESULT OF THE CONTROVERSY OVER THE BOOK, 'THE DEATH OF A PRESIDENT,' DO YOU THINK MORE OF MRS. JACQUELINE KENNEDY, LESS, OR HAS IT MADE NO DIFFERENCE IN YOUR ATTITUDE TOWARD HER?"

IT SAID THE RESPONSE WAS: THINK MORE 10 PER CENT, THINK LESS 33 PER CENT, NO DIFFERENCE 51 PER CENT, NOT SURE 6 PER CENT.

HARRIS SAID 69 PER CENT OF THE PUBLIC SAID IT FOLLOWED THE BOOK CONTROVERSY CLOSELY. GALLUP REPORTED THAT INTEREST IN READING THE BOOK IS GREATER AMONG WOMEN THAN MEN.

HARRIS SAID HIS SURVEY FOUND THAT PEOPLE BELIEVE THE MATTER WAS HANDLED WITH A LACK OF DIGNITY AND PROPRIETY, PARTICULARLY SINCE MANCHESTER HAD BEEN COMMISSIONED TO WRITE THE ACCOUNT IN THE FIRST PLACE.

THE POLLSTERS SAID THEY QUESTIONED A CAREFULLY DRAWN CROSS SECTION OF THE PUBLIC. GALLUP SAID OPINIONS DIFFERED LITTLE OF THE BASIS OF EDUCATION BACKGROUND, AGE, SEX OR RELIGIOUS AFFILIATION. BUT HARRIS SAID THE GROUP MOST CRITICAL OF THE KENNEDY WAS THE GROWING BODY OF AFFLUENT AMERICANS WHO ARE PREPARED TO THINK THE KENNEDYS WERE TRYING TO DICTATE THE WRITING OF HISTORY.

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