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Nota di contenuto	Eleanor Roosevelt and the "newspaper girls" -- Early first ladies and the public sphere -- Jackie Kennedy and the construction of Camelot -- First ladies as political helpmates : Lady Bird Johnson and Pat Nixon -- First ladies and feminism : Betty Ford and Rosalynn Carter -- First ladies and image-making : Nancy Reagan and Barbara Bush -- Hillary Rodham Clinton as media polarizer -- Laura Bush as emblem of national caring -- Looking ahead.