

The Good News Women -- Campaigning for Nixon

by Marlene Cimons
L.A. Times Service

Washington

Three dozen wives of cabinet members and White House officials, along with the women appointees of the Nixon Administration, will soon begin a six week series of trips across the United States to campaign for the president.

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The most important thing, Mrs. [Clark] MacGregor said, will be to humanize the president.

"Why I think he's just like an uncle," she said. "I see it all the time. But people in the country just don't seem to get it."

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The campaigners will be urged, Mrs. MacGregor said, to tell voters anecdotes concerning Mr. Nixon, examples of him in an unofficial light.

"I'd like to tell the people about his thoughtfulness," said Jeanne Ehrlichman. ... " ... He's a very warm, sharing kind of person

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Clark McGregor, director of Nixon re-election campaign.
John D. Ehrlichman, adviser for domestic affairs.