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people



President Nixon once shared his time with Marina Whitman

## The Good News Women --Campaigning for Nixon

By Marlene Cimons  
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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.

They are calling it the women's surrogate program. (The men's surrogate program, which involves their husbands, has been going on for several months.)

"I don't see why we can't take this bugging story off

the front page and replace it with some good news, something constructive," said Mrs. Barbara MacGregor, whose husband Clark MacGregor, is director of President Nixon's re-election campaign.

The women will go out in teams of three, on three separate trips, each lasting from a Tuesday morning through a Thursday night.

Some of the wives will focus on issues, and some will be "human-oriented," although all will receive a prepared fact sheet with information and statistics concerning domestic and foreign issues in case questions come up.

"Someone like Lenore Romney, naturally, can really hit the issues," Mrs. MacGregor said. "She's been a candidate herself.

The most important thing, Mrs. 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."

When her husband moved into the White House two years ago as a counselor to the president, Mrs. MacGregor saw her role as a hostess.

*'He's just  
like an uncle,  
but the people  
don't see him  
that way'*



**Mrs. John Volpe, here dancing with her husband, isn't the roadshow type**



**Nancy Hanks (left) and Patricia Hitt will be campaigning**



**Barbara Franklin**



**Barbara MacGregor**

"I gave 16 dinner parties and I worked a week on each one — so that it would appear casual," she said, laughing.

"This time we decided I'd better have a project if I was going to be part of the team," she said. "Well, I'm not really a women's libber — I'm too lazy for that — but I thought we should try to get women involved in the campaign. And I thought it might as well be the women I know."

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, wife of John D. Ehrlichman, the president's adviser for domestic affairs.

"He goes out of his way to give John an opportunity to be with his family and apologizes if he has to interrupt. He makes a point of telling John to go home and not work so hard — not that it changes anything. John still stays there. But he's a very warm, sharing kind of person, and John thinks he's the best boss he could ever have."

**Barbara Franklin, a White House aide who works in the area of recruitment of women, will be one of the appointees going out to campaign. She has a story to tell.**

"It was the morning that Marina Whitman (a member of the council of econom-

ic advisers) was sworn in and it was after most of the press had left," she said.

"Her family was still there and the president — who really likes kids — decided to show them all around the oval office. He took them around and answered their questions and spent a great deal of time with them.

"What impressed me was the fact that he would take all this time, considering the demands of his schedule, to do something like that," she continued.

Women who have agreed to participate include Helen Delich Bently, chairman of the Federal Maritime Commission; Mary Brooks, director of the Mint; Nancy Hanks, chairman of the National Endowment for the Arts; Patricia Reilly Hitt, assistant secretary of

health, education and welfare, and Virginia Knauer, the president's adviser on consumer affairs.

Others include the wives of George Bush, U.S. ambassador to the United Nations; Secretary of State William P. Rogers; Earl Butz, secretary of agriculture; James D. Hodgson, secretary of labor; Attorney General Richard Kleindienst and White House aides Peter Flanigan, H. R. Haldeman and Donald Rumsfeld.

Only a few of those asked to campaign refused, Mrs. MacGregor said. "A couple felt they would rather help out in other ways," she said.

"Mrs. Volpe, for example, (wife of Secretary of Transportation John A. Volpe) said she'd rather help us out in the office. She felt she wasn't the roadshow type. She said John hasn't asked her to be anything but a wife."