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What's in a Name? For Nixon Committee, Confusion

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WASHINGTON, Sept. 6 — Senator George McGovern's campaign staff, embarrassed by recent reports of organizational confusion in its ranks, can take some solace from a bit of bureaucratic befuddlement in President's Nixon's campaign.

It's not that the hundreds of people working for the President's re-election aren't certain of what they're doing; it's only that some of them aren't agreed on what they should be called.

When originally formed last year, Mr. Nixon's campaign apparatus was christened the Committee for the Re-election of the President.

That's how the stationery reads and how the operator at the committee's main

switchboard answers the telephone.

Last week, however, the committee's press office, which answers the phone with an enthusiastic "Re-elect the President" reminiscent of a college cheer, began telling callers that the organization's name had officially been changed to the Committee to Re-elect President Nixon.

The announcement prompted speculation that Mr. Nixon's political advisers had decided, in view of recent public opinion polls favoring their candidate, that reminding the voters of who the President was would probably not diminish his chances for re-election.

Asked today whether that had been a motive for the change, DeVan L. Shumway,

press staff were assuring callers that the name had been changed. Told of Mr. Shumway's denials, one staff member, Margo Dunaway, excused herself to "call upstairs to check."

The committee's director of public affairs replied, "We haven't made any change in our name. It's still the Committee for the Re-election of the President."

Mr. Shumway explained that Clark MacGregor, Mr. Nixon's campaign manager, "mentioned something about changing the name" in Miami after the Republican convention but that he since changed his mind.

At the same time Mr. Shumway was speaking, other members of the committee's press staff were assuring callers that the name had been changed. Told of Mr. Shumway's denials, one staff member, Margo Dunaway, excused herself to "call upstairs to check."

later, sounding almost as confused as her caller.

"You're right, it hasn't been changed," she said. "It's still the Committee for the Re-election of the President."

The matter appeared settled until Mr. Shumway called again.

"Officially it's the Committee for the Re-election of the President, because all our stationery is already printed up that way," he said, "but unofficially it's the Committee to Re-elect President Nixon, because that's what Clark [MacGregor] calls it in all his speeches."

Which name does the committee prefer?

"It has been our earnest desire to change the name of the committee to include the President's name," Mr. Shumway said.