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# On the Campaign Trail With Pat and Eleanor

WASHINGTON — (AP) — To Pat Nixon, her 1972 cross-country campaign is for "carrying the White House to the people." To Eleanor McGovern the campaign means exhorting people to vote for a change.

The two women, though vigorous campaigners, are poles apart in their personal and political styles.

Both camps — Republicans and Democrats — think the wives of President Nixon and Sen. George McGovern can be effective, perhaps not in actual vote-getting, but at least in keeping their husbands' names before the people.

So they'll be traveling in state after state until Nov. 7.

Recently, Pat, 60, and Eleanor, 50, embarked on their longest solo cross-country campaign tours. Pat traveled 5560 miles to seven states in six days. Eleanor went 7160 miles to six states in eight days.

The contrast between the two was marked.

Trying to downplay politics, the tall, blonde, poised, friendly Pat flew in a huge silver and blue Boeing 707 presidential jet with a staff of nine, six Secret Service agents, 30 press and her own hairdresser. It

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was "taking the White House to the people," she said, "just going to see projects ... meeting all the people I can, as I have done in the past three years, not just because it's an election year."

She played her world-famous goodwill Ambassador role, kissing, hugging, hand-patting, autographing; making only brief remarks lauding volunteers, campaign workers and projects.

### Didn't Ask

She made no formal speeches, never asked outright for a vote and only once mentioned the Nixon Administration publicly.

Frankly political, on the other hand, was dogged Eleanor McGovern. Dainty, diminutive, soft-spoken, she set forth in a small 10-passenger chartered jet with just two staff members, one

Secret Service agent, only four reporters and a next-door neighbor traveling companion.

Doing battle for her husband, Mrs. McGovern campaigned like Joan of Arc. Her speeches were as hard hitting as those of candidates themselves.

Mrs. McGovern did her hand-shaking, autographing and baby hugging, too, with a warm, though more reserved approach.

### Overcome Odds

Her mission included bolstering McGovern workers. She predicted victory, despite grim polls, reminding that in the past 19 years her husband "has overcome almost insurmountable odds to reach the point where he is."

The two women saw the country through different eyes.

The President's wife maintained there aren't

many issues on this election campaign — "there aren't many that haven't been solved." Returning home, she reported America on the upbeat: "You can't name any field that we're not better off."

The wife of the Democratic candidate said she found the national atmosphere "heavy with disillusionment, apathy and alienation" and she exhorted people to care enough about decent, moral, honest government to vote for a change.

### Colorful

Campaigning with the two wives was colorful. They had their signs: "We love Pat ... We love Eleanor ... Re-elect our First Lady ... Put another Eleanor in the White House."

They had their motorcades. Pat always got police escorts to ease her through traffic. But Eleanor found spots like Dallas where police didn't think it was needed.

Pat always flies military planes because the White House says it fears hijacking. The Secret Service says it has adequate protection for Eleanor, who switched planes constantly from small executive jets to four different commercial airlines. An agent rode in the cockpit when she flew commercial.

Once Eleanor's motorcade dashed 75 miles an hour through a deluge of rain in an unsuccessful attempt to catch a scheduled commercial plane.

### Biggest Rally

At Pat Nixon's biggest rally — 8000 school children in

an Idaho Falls high school stadium, she said the President and Julie were there before and told her "They didn't see any longhairs here." She quickly explained "I don't think it matters whether or not a person has long hair, what he (Nixon) meant was that the attitude of these students was so all-American ..."

Eleanor coolly, calmly and zestfully handled heckling from a few Nixon supporters at El Centro Community College in downtown Dallas. Spotting a "Nixon Now"



ELEANOR McGOVERN AND PAT NIXON  
A study both in contrasts and similarities



sign in the crowd of 1500. she improvised: "I think I should tell that young man they're no longer using those signs and buttons around the country because they are finding more and more people are taking the 'w' off the 'now.'" That brought her roaring approval and shouts of "sock it to 'em!" from the crowd.

Mrs. Nixon's only public political comment came at a Riverside, Calif., retirement village, where she said: "As you know under the Nixon Administration, the senior citizen is not forgotten, he is the remembered one." She said "there have been improvements in every segment" and federal funding for the Older Americans Act "increased four - fold."

#### On Issues

Mrs. Nixon spoke on issues only when she was confronted with reporters' questions.

Mrs. McGovern did it constantly and made a point of holding full - blown press conferences everywhere. There were nine on this trip, plus numerous private press and TV interviews.

Mrs. Nixon prefers what her staff calls "press coffee," largely social events with local women reporters and traveling press, where there is sometimes a chance for informal individual questions.

But she got her toughest questioning in Chicago when newswomen insisted on a news conference after going through the receiving line. Mrs. Nixon went through with it but appeared shaken by the grilling on subjects like Vietnam, abortion and the plight of Martha Mitchell.

#### Substituted

Eleanor, new to the national scene, has been campaigning for her husband for 16 years. She even substituted for him during several weeks in the 1962 Senate race when he was ill with hepatitis. He won by 100 votes.

Blue - eyed, tiny Eleanor reminds people of actresses Dorothy McGuire and Debbie Reynolds. They tell her she's cuter, tinier than her pictures indicate. They tell Pat she's prettier, younger looking.

Both women are unusually thin. Pat, 5 feet 5 inches tall, weighs 110; Eleanor at 4 feet, 9 inches, usually weighs 100, but dropped to 92 in 11 months of grueling campaigning.

They are farmers' daughters, brought up in the depression era, Pat in Artesia, Calif., Eleanor in Woonsocket, S.D. Both went to college, studied business subjects and still use shorthand.

#### Ironed Pants

Pat once said she ironed her husband's pants and that she always did her own hair. Now, she travels with her own hairdresser, a campaign volunteer. And, it's Eleanor who does her own curly, frosted tipped greying hair and presses her clothes on hotel bathroom floors.

Pat wears American designer clothes. Eleanor's fall campaign wardrobe of mixed skirts and jackets, long and short, were bought from a New York specialty shop with an eye on TV compatible colors.

Are you Happy? Each candidate wives was asked

as they ended their longest journeys for their husbands. Pat — "Yes, completely. I have the best man in the world. I love him dearly."

Eleanor — "About some things. I don't know how one can be totally happy if one is concerned — and I am concerned."