



MAURICE STANS
'Dirty campaign'
NOV 7 1972



HARRY KIMELMAN
They'll break even
NOV 7 1972

Financial Centers

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The Money Men In the Campaign

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By Jack Nelson
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On election eve, finance chairman Maurice H. Stans of President Nixon's re-election committee sat in his richly carpeted office a block from the White House complaining of an "unreasonably dirty campaign."

An hour earlier, in a small dingy office six blocks away, Henry Kimelman, campaign finance director for Senator George S. McGovern, had told a reporter that the Nixon committee had collected about \$50 million, practically all of it from some 2000 donors who contributed \$5000 or more each.

Kimelman said this contrasted with about \$27 million in contributions to the McGovern campaign, about 81 per cent of which came from contributions of \$100 or less. He said about a million persons have contributed to the campaign.

COMMENTS

"That's a goddamn lie," Stans declared of Kimelman's comments on the Nixon committee contributions. "In the first place I challenge his figures on the per-

centage of small contributions to the McGovern campaign."

Stans said the Nixon committee had collected about \$43 million from about 600,000 persons. He said that about 25 per cent of the money came from contributors of \$100 or less and that about 30 per cent of it came from contributors of \$5000 or more.

Stans, who had avoided newsmen since Nixon committee funds were linked to the Democratic National Committee bugging case, said, "The biggest handicap in fund raising we faced was the repeated charge by the McGovern people that we had more money than we needed. That was political sabotage of more impact by far than all the acts of sabotage they have accused us of — most of it untrue."

CAMPAIGN

He said, "that cost us millions of dollars and we had to work goddamn hard to get the money we needed."

While both Kimelman and

Stans said their campaigns would pay off all bills and "about break even," the contrasts between the tightly controlled and well-financed Nixon campaign and the loosely directed and relatively modestly-financed McGovern campaigns were apparent at the two headquarters on election eve.

Two Cadillac Fleetwoods with re-election committee insignias were parked in front of the gleaming, modern building at 1701 Pennsylvania avenue that houses the committee offices. On six different floors well-dressed staff members worked at electric typewriters and expensive duplicating machines.

Security was tight on election eve at Nixon headquarters, as it has been throughout the campaign. In room 356 two security men monitored three television screens showing the building lobby and entrances to various committee offices.

At the McGovern headquarters in a dilapidated old building with creaky elevators, Pierre Salinger, co-chairman of Citizens for McGovern, sat in a small office puffing on a cigar and talking of his candidate's chances.

STATES

"It's going to be a lot closer than people think," he said. "We have a good chance in some of the big states. If we can't win New York, California and Illinois we don't have much of a chance, but we think we have a chance there and in Michigan, Wisconsin, Minnesota, West Virginia and some other states."

A single receptionist greeted visitors and security was virtually nonexistent.

In contrast to the many professional campaign signs and color photographs of the president at the Nixon headquarters, home-made signs were tacked and pasted on the walls of the McGovern headquarters.

Near a sign warning "do not board more than seven people on elevator at one time" was another one scrawled in large letters: "We are going to win."