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Dole . . .

Grinnell, Iowa.

BOB DOLE drove past endless golden cornfields to speak at the Poweshiek county GOP fund-raiser the other day at the fairgrounds. In the 4-H building, the Republican leader served a roast pork dinner, plus a huge hunk of apple pie, all for a \$7.50 donation. To us visitors from back East, it seemed to defy all the senator said against

By Ernest B. Furgurson

deficit financing, but one of the hostesses explained that food is cheaper out here. Here at Grinnell, at Tama, Clear Lake, Ames, Des Moines, wherever he campaigns, Mr. Dole wears a lapel miniature of his Purple Heart ribbon. He doesn't need to: his disabled right arm is a visible reminder of his infantry service in Italy. But he wears the pin, and mention of his 39 months in and out of military hospitals has become part of his standard stump speech.

Mr. Dole's rival, George Bush, doesn't wear his Distinguished Flying Cross, but he often works in something about what he learned when he was shot down 43 years ago in the Pacific. (And his campaign is papering the nation with copies of a magazine piece I wrote three years ago about his exploits as a Navy hero.)

Pat Robertson doesn't wear the modest ribbons denoting his service during the Korean War. In fact, that service has become a matter of controversy.

And Jack Kemp has no such ribbons to wear, even if he wanted to. In his case, the controversy is over his lack of active duty. Does it matter?

Fourteen years after our most recent war, most voters are not veterans. Military service may seem to them superfluous for a president, though combat experience surely gives a commander-in-chief a special perspective toward ending others into danger. In one role or another, every president since World War II has worn a uniform.

Some citizens care at least enough about it

to need candidates they don't like. The other

day, a gentleman in Dubuque wrote to the *Des Moines Register*: "Wow! Pat Robertson

arrived to talk to God after his daddy talked to

the Pentagon and kept Pat out of Korean combat. Now, good ol' Jack Kemp didn't talk to anyone and he got a medical exemption when his reserve unit was mobilized in 1961."

Stories have circulated that Mr. Robertson, as a Marine lieutenant, asked his father, the late Sen. William Robertson, to intercede to get him assigned to Japan rather than the Korean combat zone. The TV preacher has sued former Rep. Pete McCloskey, his ex-Marine comrade, for making such an allegation.

Mr. Kemp, like many professional athletes, missed the draft by joining a reserve unit. He remained a civilian when his outfit was called up during the Berlin crisis of 1961. He had a medical excuse, although he was an NFL quarterback at the time.

The citizen in Dubuque asked, "How come that supply-side Reaganomics genius couldn't figure out it was wrong to be paid for reserve duty when he knew he could never serve?"

Reminders of Mr. Dole's traumatic experience in the 10th Mountain Division thus draw a sharp contrast with some of his competitors. But in his speeches, he makes a further point with an autobiographical sketch that paints him as an ordinary American with whom ordinary voters can identify.

For months, Mr. Dole has emphasized his Senate leadership role, how he has learned to work with other legislators and make hard decisions. Now he often opens by telling about how his father in Kansas wore overalls to work for 42 years and was proud of it, how he repeatedly fell and picked himself up while learning how to walk again after being wounded, how as county attorney he had to approve welfare payments to his grandpa's, who had lost their farm in the Depression.

He is ahead in Iowa polls now. He is in tune with the state attitude expressed with a chuckle by another writer to the *Register*: "We use the 'grace-under-pressure' test by carefully observing how the candidates conduct themselves as they plod through a juicy barnlot for that all-important publicity picture with the attractive cow or photogenic hog."

"Are they stepping high and gingerly in the gutter with gritted teeth, barely suppressing the desire to hold their noses? If they can't stomach a little honest, natural dirt, how will they deal with the problems 'the teeming masses' will deposit at their feet?"

Bob Dole never states whether George Bush wears Gueccis or not. He doesn't have to.

. . . and Dole

Boston.

ELIZABETH DOLE is taking off ahead of schedule. This itself is a unique event in the annals of modern transportation. The woman is leaving Washington in a private jet to head off to her home in Boston for the presidential campaign.

Robert.

The Secretary of Transportation is taking more than the usual amount of carry-on

By Ellen Goodman

baggage for this trip. She is bearing some ambivalence in her trip from Secretary to spouse. And in the way of the world, she's also bearing some heavy symbolism. Elizabeth Dole is being seen as one case study of a near-collision between two soaring careers. She took a dive just in the nick of time.

On the night of her announcement, Peter Jennings led the ABC evening news with the line, "One of the most important women in government has given up her job for a man." It was a warning calculated to send tremors of anxiety throughout the entire dual-career passenger list. If Liddy can't do it, we'll all better buckle up for a bumpy ride.

Even a GOP loyalist like Mary Louise Smith, former head of the Republican National Committee, had to say wistfully: "I guess that's the downside. She's going from a very visible, powerful position to being a helper." A Democratic strategist, Ann Lewis, puts it more directly: "It gets back to the idea that the job a woman holds is just a little more expendable. How do you put it on your resume, 'Left job for husband's sake'? It's something a number of women have had to face."

Just weeks ago, under pressure to choose, Mrs. Dole asked her husband why a spouse was expected to give up her job to campaign, when a candidate wasn't.

"It does begin to sound to me as if there's something different if you're a spouse," she carefully said the word "spouse," but she meant the word "wife."

Lest we get carried away with this, Secretary Dole is not a model of Every Working-woman whose husband has just gotten a job opportunity 1,500 miles away.

If she isn't exactly co-piloting this cam-

paign, she has her eyes fixed on the same destination: the White House. Mrs. Dole is one woman who would turn the First Lady from a role into a job. Her resume is hardly at risk.

The double standard here is of a somewhat different order. An updated order.

For the past five years, the Doles have been a Washington power couple. The secretary and the senator have appeared together on everything from placards to *Play* magazine as a daring modern duo. They joke that they are the only lawyers in Washington who talk to each other.

Elizabeth has never been the sort of wife who had her husband's shirts and socks out at night. They have been a team, a fact her husband happily acknowledges: "She is probably the greatest resource in my campaign." Together at any event, Dole and Dole are a fund-raising dream. When she's on her own, the senator refers to his North Carolina-born wife as his "Southern strategy."

Indeed, much of Elizabeth Dole's value to her husband is tied to her success. Much of the reason aides wanted her as a full-time campaign asset is precisely tied to their image as real partners. As Ed Rogers, a senior aide in the Bush campaign, has said, "She's a great asset, an excellent role model, and her independent success is very appealing to people these days."

It is Elizabeth Dole who makes many moderate Republicans, especially women, say things like, "How conservative could Bob Dole be with a wife like that?" When his image tips too far to the right wing, she pulls in the flaps. In the language of image makers, she softens the senator's reputation, both politically and personally. Bob has a reputation for acidity. Elizabeth neutralizes it.

How ironic then that the senator wins credit for being half of a modern partnership marriage, while also winning the benefits of a full-service political wife.

Even if he doesn't win the race, he has won the secret envy of many a modern man. He has all the perks of having a successful wife with none of the problems, all the assets and none of the debts.

Elizabeth Dole had good reasons for making her choice, but Bob Dole had the better choices.

Did she give it all up for a man? Not exactly. Did he get it all? You betcha.

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The Detroit News

THE DOLES



Elizabeth Dole, joins husband, Robert, outside the White House Monday after announcing that she will resign as Transportation secretary.

THE CHEERLEADER: She adds sparkle as his biggest fan

By Diane Katz
News Washington Bureau

WASHINGTON — The day Elizabeth Dole handed the president her resignation, the transportation secretary's honoree promised "new opportunities to attract fans and followers."

That's precisely what Sen. Robert Dole, R-Kansas, and sides to his presidential campaign hope will happen when his wife courts voters from New Hampshire to Florida with her intelligence, wit and charm.

"She is going to be an incredible asset on the campaign trail," said Rep. Lynn Martin, R-Ill., whose admiration for Elizabeth Dole transcends her commitment to rival candidate George Bush. "One has the feeling that Bob Dole is a very lucky person."

THE SURVIVOR: His hard climb back from '80 pays off

By Richard A. Ryan
News Washington Bureau

DES MOINES, Iowa — Tom Synhorst keeps a yellowing newspaper clipping on his office wall. The story, printed a day after the 1980 Iowa caucuses, described how Robert Dole might quit the race after finishing last among seven Republican presidential candidates.

"I keep it there to remind me to make sure that it doesn't happen again," explained Synhorst, Dole's Iowa campaign manager.

The Kansas senator — a little older, grayer and he argues, a lot wiser — is running again for the nomination. And the Des Moines Register, where Synhorst's clip came from, now lists him as the local front-runner.

Cheer

As the senator's biggest fan, she adds sparkle

From page 3A

No doubt the spouses of other candidates possess valuable qualities. But none has the political savvy to deliver votes, particularly in the key southern primaries, like the former Queen of the May from Salisbury, N.C.

She is a public figure on her own merits and... she's a draw independent of her husband, noted senior campaign consultant David Keene. "That's a dimension that most of other politicians' wives can't claim."

When she's out there campaigning, she's more than simply a candidate's spouse. It gives her more credibility.

Elizabeth Dole, top-ranking woman in Ronald Reagan's administration, has attracted the spotlight during the trying years of deregulation and concern about air safety and service. Her high profile prompts speculation that the senator isn't the only Dole with a shot at the GOP's national ticket.

Acknowledging that such suggestions have come her way, Elizabeth Dole said Saturday she prefers to become first lady.

"I really don't have plans for myself," she said in from New Hampshire before heading to a Florida campaign appearance. "I just have one ambition — to do everything I can to help Bob Dole. I just want to stay focused on seeing him achieve that goal."

With Dole trailing Bush in most southern states — where 700 Republican delegates are at stake on "Super Tuesday" March 8 — the strategy now is to speed Elizabeth Dole to Dixie to woo key supporters and boost her mate's recognition.

"SHE BRINGS a unique ability to help us catch up in the South," said Mary Maseg, Dole's campaign communications director. "She draws huge crowds... She has a base of her own, and women look up to her."

Or as the outgoing secretary sees it: "I think it is a matter of it being home territory for me."

Her lilting voice and polite manner could balance her husband's sometimes icy demeanor, though there's a risk in overshadowing him too brightly.

"She looks too good, he may not look good enough," said Atlanta pollster "Caroline Darden. "That would be the kiss of death."

A 51-year-old Harvard Law School graduate, Elizabeth Dole has

been transportation secretary since 1983 — longer than any predecessor. She managed a \$28-billion annual budget and 100,000 employees.

"THE THING I am going to miss most," she said, "is the people. That has been one of the joys of the job. 'I'll miss the challenges and the rewarding aspects of making a difference in people's lives.'"

The campaign is a different sort of challenge. She interrupted her government career once before, leaving the Federal Trade Commission in 1979 to campaign for Dole's 1980 presidential bid.

In earlier years, she served as deputy special assistant to President Richard Nixon for consumer affairs and as a staff assistant at the Department of Health, Education and Welfare.

Her

Age: 51

Roots: Born to wealthy North Carolina family; became Harvard-educated lawyer

1974 honor: Time magazine list of 200 young leaders

Cabinet job: Transportation secretary, 1983-87

View of marriage: "There's a lot of sharing between Bob and I because we take an interest in each other's careers. We may be the only two lawyers in Washington who trust each other."

are in Lyndon Johnson's terms.

Rumors of the pending cabinet departure circulated for months before her announcement, which was made Monday and takes effect Oct. 1.

Campaign staffers made no secret of the fact that they wanted her undivided attention, but sources said the difficult decision was ultimately her own.

"Things are moving so fast for Bob," she noted Saturday. "The campaign staffers were coming to me and saying 'If I had more time, there was much I could do.'"

"It was so clear that I can't put the department first and do those things. And this is what I want to do."

SHE INSISTED the decision had nothing to do with increasing criticism about her campaign travels and the department's allegedly limp response to air safety issues. "It was really puzzling that I would be questioned," she said. "But we're in a campaign season, and things are not always going to be fair."

Elizabeth Dole questioned why her critics don't complain about other

ers who campaign while holding federal jobs — Bush, Rep. Jack Kemp, or even her husband, the Senate minority leader.

"Why is anybody questioning my travel when others are out campaigning and certainly raising money?" she asked. "It's interesting that would be brought up with me and not all the others holding government jobs."

She is pleased by the "overwhelmingly positive response" to her sacrifice of a high post for her husband's benefit.

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Survivor

His hard climb back from defeat in '80 pays off

From page 3A

DOLE LED George Bush by three percentage points in a state-wide forecast poll this month.

"I don't know everything about politics," the 64-year-old Senate minority leader said during a recent trip to Iowa, "but I do know a little. I know when I think things are looking good."

"And I happen to believe it is my time in Iowa. It is my time across the country."

The 1980 defeat came early and decisively — last in Iowa, last in New Hampshire with 607 primary votes, compared with Ronald Reagan's 72,816. For a time, Dole brooded.

Blaming himself and others, he resented Washington, becoming immersed in Senate duties and planning his political resurrection.

"I'm a survivor," he said this month. "I learned a long time ago

that when you fall down, you just have to get up again. You lose in politics or lose on the farm or in business, you try to get up and fight back."

DOLE EVEN JOKES about the painful memories. "I came out here in 1980, and I thought I was running for president," he told his Iowa audience. "But nobody else did. I'd see crowds like this, but it was at somebody else's event and I didn't get to speak."

"I remember going to town meetings for me, and nobody showed up — nobody but me and the poor soul who agreed to hold the meeting."

Long known for a sense of humor, Dole used to use out jokes that were acerbic, often bordering on vicious. They have a gentler quality now.

He's older and mellower, noted Robert Ellsworth, his campaign chairman then and now.

Since the last race, Dole has chaired the Senate Finance Committee and led the chamber's Republican caucus.

"One thing I've had some of is experience," Dole tells audiences.

HE ROSE FROM being a prosecutor in his hometown of Russell, Kan., to become a state legislator, congressman for eight years and a senator since 1969. He chaired the Republican National Committee

from 1971-73 while the Watergate scandal began to consume Richard Nixon's presidency and the party. In 1976, he was Gerald Ford's running mate.

Flying in a private jet to Iowa, Dole mused over the changes in circumstances and style from seven years ago.

"It's all different," he said. "The timing is different, the people are different, the candidates are different, but maybe I didn't understand it as well. I don't have any qualms now."

Dole talks more about himself and his background, something he was reluctant to do last time.

HE TELLS ABOUT growing up as one of four children of a father who ran a cream and egg business in Russell and "wore overalls to work for 42 years and was proud of it." And he tells of a mother who taught sewing and sold sewing machines.

We grew up part of our early years living in a basement apartment. Dole spoke briefly about his Army experiences in World War II. As a young second lieutenant, he was seriously wounded assaulting a German position in the Italian Alps. "I happened to be in the wrong place at the right time," he joked.

Dole spent 39 months in Army

him

Age: 64

Roots: Raised in Kansas farm town; law degree from state university

Career: Elected to Congress in 1960; senator since 1969

National politics: Chaired GOP national committee 1971-73; Gerald Ford's running mate 1976; presidential race dropout, 1980

View of marriage: "If I hadn't been concerned about my (political) future, I think our divorce probably would have happened much earlier than 1971, when my first marriage ended"

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