

Ford Says He's a Man of the People, Making Sure He Leaves Out No One

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Special to The New York Times

WASHINGTON, Aug. 12—He said he was "the people's man," and he defined "the people" very broadly.

He defined it not only in his peroration—where he had a word for blacks and browns, women's liberationists and male chauvinists, Christians and Jews and even atheists—but throughout his speech.

There was a quotation from President Kennedy, old-school Republican balanced-budget-and-battleships rhetoric in ample measure, praise for Richard M. Nixon's foreign policy, contempt for the former President's burglaries and buggings, jests, gestures and promises for the Congress, assurances for friendly and not-so-friendly foreign powers.

In his first prime-time television speech, in other words, President Ford was practicing the politics of inclusion.

Mr. Ford is a Congressional man—a man from a school where something for everyone is a hoary tradition. On Capitol Hill, you reach a rough consensus, or you don't pass bills. So he promised "communication, conciliation, compromise and cooperation."

They whistled, clapped and cheered when he walked in, and there were as many Democratic hands grasping his as Republican. He seemed just as tickled to see Representative Ella Grasso, Democrat of Connecticut, for example, as any of his old Republican cronies.

The Nixon era was gone, and the mood in the House of Representatives tonight suggested that the Congress, like Mr. Ford, was eager to put it far out of mind.

Only once was there a startling reminder—when the President, his jaw set sternly, reached the declaration that "there will be no illegal tappings, eavesdropping, buggings or break-ins by my Administration."

In the gallery above and to the left of Mr. Ford, Julie Nixon Eisenhower, in a shocking-pink dress, and her husband, David, sat as immobile as the marble effigies in Statuary Hall just off the floor of the House.

Mr. Ford cast his net wide for ideas for his return to Capitol Hill.

At Saturday's Cabinet meeting, several participants had suggestions. Send them

over here, the President replied—and they did. Into the hopper went suggestions from the Departments of Agriculture, Justice and others. Ideas came from old Nixon hands, like Leonard Garment, from new Ford hands, like former Gov. William W. Scranton of Pennsylvania.

But drafting the speech was wholly the responsibility of two members of the new order—Robert T. Hartmann and Milton Friedman. Neither of former President Richard M. Nixon's chief writers—Patrick J. Buchanan and Raymond K. Price Jr., contributed a semicolon.

Like Mr. Buchanan and Mr. Price, both Mr. Hartmann and Mr. Friedman are former newspaper reporters. Mr. Buchanan is tough, highly political and conservative. So is Mr. Hartmann. Mr. Price is thoughtful, less partisan and moderate; so is Mr. Friedman. Different men, but the same pattern.

Mr. Hartmann served as Mr. Ford's Vice-Presidential chief of staff and is widely known in Washington; Mr. Friedman is not. A slow-talking, ruffled man who once worked for Senator Jacob K. Javits, Republican of New York, he is interested in psychology, among other things.

For tonight's speech, Mr. Friedman wrote a first draft based on the suggestions the White House had received.

Then Mr. Hartmann—who, like Theodore C. Sorensen when he worked for John F. Kennedy, has a gift for catching his boss's inflections and rhythms—did a rewrite. Mr. Ford, Mr. Hartmann and J. F. terHorst, the press secretary, sat down this morning in the Oval Office to look it over. Too long, they decided.

This afternoon, Mr. Hartmann trimmed and the President spliced in a few last-minute thoughts. What the nation and Congress heard was draft number four.

By the accounts of those in the inner offices, it was a remarkably calm day at the White House.

"It's like a real estate office around here," said one holdover. "Everyone's looking for an office, checking out chairs and desks. We're working, but I had a couple of long, pleasant phone calls and a very civilized lunch."

"I'm pretty impressed," said one of the new Ford staff members, who has been through other transitions. "I

expected to see a lot more clawing for personal position."

And the new President himself? With a look of some surprise and considerable pleasure on his face, he told a staff member at the end of his first weekend in office. "Well, we got some things done, we'll survive."

More changes in the White House press office:

In the Nixon Administration, with its fondness for the jargon of advertising and public relations, a chance for photographers to take pictures of the President and his visitors was called a "photo opportunity." The photographers, a notably earthy bunch, hated the phrase. From now on, by official decree, they will be liberated from it; President Ford will take part only in "picture sessions."

In the Nixon Administration, the utterances of the Nixon children and their spouses were carefully orchestrated, so that the family would speak with one voice. Not so with the Fords.

Michael Ford the President's son, said over the weekend that Mr. Nixon "should make a total confession of his role in Watergate." Mr. terHorst quoted the President's reaction: "All my children have spoken for themselves since they learned to speak, and without my advance approval. I expect that to continue."

Someone, somehow, has to figure out a way to let the President do his 40 laps.

Mr. Ford, the most active sportsman to move into the White House in decades, will soon have to abandon his house in Alexandria, Va., and with it his backyard swimming pool, where he has had the habit of swimming 40 laps a day. It keeps him trim and, according to his wife, considerably less grouchy.

But Mr. Nixon, in an effort to sequester reporters further from his office, had new press quarters built over the old White House pool at a cost of \$500,000. Mr. Ford said on Sunday night that he didn't plan to reopen that pool, but a couple of workmen climbed down into it today.

Maybe a new pool will sprout on the south lawn. Or replace the executive bowling alley. Then there's all that office space the "plumbers" used to occupy . . .



The New York Times

President Ford, in the Oval Office of the White House, working yesterday with Robert T. Hartmann, Presidential counselor, to complete the speech he delivered last night.