

# PRESIDENT NAMES A CAMPAIGN CHIEF

FORD AS JUN 19 1975

## Callaway to Resign as Army Secretary to Become Head of 1976 Election Drive

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WASHINGTON, June 18—President Ford announced today that Howard H. Callaway would resign as Secretary of the Army to become the chairman of the President's 1976 election campaign.

The designation of Mr. Callaway, a Georgia conservative, ended a search by Mr. Ford for a full-time campaign director with conservative credentials but only limited ties to the ill-fated 1972 campaign of President Nixon.

It also constituted the first formal step by the President to enter the contest for election to a full term in the White House. Ron Nessen, the White House press secretary, said that Mr. Ford would make a public statement sometime next month to outline the theme of his first national candidacy.

Mr. Callaway issued a statement pledging "an open, candid and straightforward campaign" in behalf of the President, but said it would be inappropriate to comment on campaign plans until his resignation from the Pentagon position takes effect in about three weeks.

The White House said that until then, Dean Burch, the head of an informal campaign advisory committee, would be listed as Mr. Ford's campaign chairman on documents that the President will file later this week with the new Federal Election Commission.

The commission was established by Congress last year as one of the campaign reforms designed to reduce to a minimum the chances of a repetitive move toward Peking, and on

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the sudden imposition of export controls in 1973.

He said that Japan and the United States could not expect to pursue identical policies, but there should be "compatible approaches."

In Japanese-American relations, he said: "we should recognize a higher standard of mutual concern than normally obtains between states, accepting a greater obligation to consult, to inform, and to harmonize domestic and external policies that impinge on the interests of each other."

Among those invited to be on the dais for the society's fifth annual dinner were John D. Rockefeller 3d, chairman of the society's board, Isaac Shation of political irregularities that marked President Nixon's 1972 re-election campaign and produced the Watergate scandals.

### Compliance With Law

Mr. Nessen said that the documents Mr. Ford would file with the commission would authorize the opening of a campaign headquarters and the collection of campaign funds, thus assuring the President's compliance with the campaign reform law.

Asked if the campaign committee would operate on behalf of both the President and Vice President Rockefeller, Mr. Nessen said, "This will be the President's committee."

The Presidential spokesman left unanswered questions about Mr. Rockefeller's role in the campaign. Earlier this week, Mr. Ford issued a statement endorsing Mr. Rockefeller as a 1976 running mate but making clear that the former New York Governor would have to persuade delegates to the party nominating convention that he should be on the ticket.

A White House official said that Mr. Ford and Mr. Callaway would decide later on the probable appointment of a campaign deputy who would be responsible for day to day management of technical aspects of the campaign.

### 'Enthusiastic Advocate'

Mr. Callaway, the official said, would serve primarily as "a salesman, an enthusiastic advocate."

White House officials acknowledge privately that Mr. Ford had sought a campaign chairman whose conservative background would be unquestioned, in order to blunt political opposition to the President from the Republican right.

Ronald Reagan, the former Governor of California, and Republican conservatives in Congress, including Senator James L. Buckley of New York, have questioned Mr. Ford's commitment—and particularly that of Mr. Rockefeller—to conservative ideology and raised the possibility that one or both could be opposed for nomination.

Mr. Callaway's appointment was hailed as a "good plus" by another of Mr. Ford's conservative critics, Clarke Reed, the party chairman in Mississippi. He said in a telephone interview that Mr. Callaway would provide the Ford campaign with needed contact with the party and "reality," although "all that alone does not a nomination make."

Mr. Reed said that the President's prospects at a nominating convention would be determined essentially by his conduct of the Presidency.

### Established Credentials

Mr. Callaway's conservative credentials are well established. He was a leading opponent of former President Johnson's civil rights proposals while a member of the House of Representatives in 1965 and 1966.

In 1966, Mr. Callaway opened a campaign for Governor of Georgia as an advocate of "states' rights," then a Southern euphemism for segregation, but moderated his approach after the Democrats nominated Lester G. Maddox, an ardent segregationist.

Mr. Callaway won a narrow plurality in a three-way contest but the heavily Democratic Georgia Legislature, acting under a provision of the state Constitution requiring a majority for election, chose Mr. Maddox to be Governor.

In 1968, Mr. Callaway was the Southern chairman of the Nixon campaign for the White House. But he played only a minor role in the 1972 contest because, Mr. Reed said, "he wasn't too happy with the [Nixon] crowd in '72, the CREEP bunch." CREEP was an acronym for the Committee for the Re-Election of the President.

Mr. Callaway, who is 48 years old, was born in LaGrange, Ga., and now makes his permanent home in Pine Mountain. He is known to his friends and throughout official Washington as Bo. Mr. Callaway, the heir to a textile fortune, attended Georgia Institute of Technology and was graduated in 1949 from the United States Military Academy at West Point.

Mr. Ford asked Mr. Callaway to head the campaign at an unannounced White House meeting last Friday. Mr. Callaway's acceptance was kept secret during a trip the next day by the President and Mr. Callaway to Georgia for an Army celebration at Fort Benning and a meeting with Republican leaders in Columbus.