

Ford's Campaign Chief

NYTimes

JUN 20 1975

Howard Hollins Callaway

Special to The New York Times

WASHINGTON, June 19—
In 1966, in the last weeks of the Georgia governorship race, a paper-mill worker was asked by a reporter for his views on the Republican candidate.
Man "Well I can tell you this about him," he drawled.
in the News "The minute the doctor slapped him on the butt, he was a millionaire."

That appraisal captures one of the most salient factors in the career of Howard Hollins Callaway, the 48-year-old Secretary of the Army whom President Ford named yesterday as his 1976 campaign manager.

Like other heirs who have tried their hands in public life, he has converted privileged circumstance into political currency, utilizing his leisure and capital on behalf of his party, first as generous contributor, then as a member of Congress, next as a regional spokesman, these days as a hard-working bureaucrat and soon as a national strategist.

Wealth Is Relevant

From the time in 1964 when he rode the crest of Senator Barry Goldwater's Presidential sweep of the Deep South to a seat in the House of Representatives until the White House's announcement that he would run the President's campaign for a full term, his wealth has played a pertinent part in his rise to prominence and power.

So, it came as no surprise here yesterday when a White House aide said that one of the reasons the President had selected him was that Mr. Callaway "can afford the job."

Nevertheless, the record of his emerging role within the Republican leadership also includes a lot of luck, an almost tireless enthusiasm for his succession of jobs and an ideological flexibility that led a friend and fellow party worker to describe him today as a "plastic man."

Moreover, there were those here and elsewhere in the country who expressed bewilderment at the President's selection of Mr. Callaway, contending that his credentials as a politician did not reflect an overwhelming record of victory.

"I never felt better about anything in my life," an Atlanta Democrat said happily today. "With Callaway at the wheel, I don't think a Lincoln would win, much less a Ford."

And Lester G. Maddox, who became the Governor of Georgia after his contest with Mr. Callaway in 1966, said that he viewed the President's selection as a "futile effort to draw the South away from Wallace."

As for Mr. Callaway, he promised "an open-handed and straight forward campaign" and promptly declined any interviews.



United Press International

Wealthy, enthusiastic
and "plastic."

urged Republicans to vote for the arch-segregationist, Mr. Maddox, in a Democratic primary runoff, believing that as a less eccentric man, he would be chosen over Mr. Maddox in the general election.

However, the write-in candidacy by Ellis Arnall, a liberal on racial issues, deprived Mr. Callaway in the election of a majority of the votes, although he did lead Mr. Maddox by a plurality of about 3,000 ballots.

The Georgia legislature, after a series of court suits, finally elected Mr. Maddox as the new Governor. Analysts concluded that Mr. Callaway would probably have become Governor if he had not persuaded Republicans to participate in the Democratic primary.

In 1968, as chairman of Richard M. Nixon's Southern campaign, he incurred the wrath of the candidate and the staff by suggesting publicly that Mr. Wallace join forces with the Republicans, implying that his views and Mr. Nixon's were essentially the same.

That mistake kept Mr. Callaway out of any Administration job until he was named Secretary of the Army in 1973, but it also kept him from any taint-by-association with Watergate.

"That's the famous Callaway luck," a friend said yesterday. "He's a segregationist who endorses a segregationist—Wallace—get canned for it, and then, because he gets canned, he escapes any of the horrors of Watergate."

Attended West Point

Mr. Callaway, who was born April 2, 1927, in Pine Mountain, Ga., is the grandson of a Baptist minister. His father, Cason, was the guiding force behind a textile business that provided a fortune estimated at \$40-million for him and his family.

Mr. Callaway earned a commission at the United States Military Academy at West Point in 1949 and served for three years in Korea.

After his discharge, he became a member of the Georgia Board of Regents and opposed the integration of the University of Georgia. Considered a nominal Democrat, he ran for Congress in 1964 as a Republican and was elected.

He married Nora Elizabeth Walton, and they have five children.

Mr. Callaway has presided over the conversion of the Army to an all-volunteer force and ironically has supervised what many believe to be remarkable racial progress in the service.

1966 Campaign Recalled

A part of his caution may be an outgrowth of his unpleasant experiences in campaigns.

In 1966, for instance, he decided to give up his Congressional seat and attempt to become the first Republican Governor of Georgia in more than a century. A segregationist himself, he