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**Ford's '76 Manager Bars
 Giving Aid to Rockefeller**



Associated Press

Howard H. Callaway at Washington news session. Poster, right, shows President Ford greeting people in crowd.

By JAMES M. NAUGHTON
 Special to The New York Times

WASHINGTON, July 9—President Ford's new election campaign organization will make no effort to win delegate support for Vice President Rockefeller for the second spot on the 1976 Republican ticket, the President's campaign chairman said today.

"The Rockefeller and Ford campaigns are not one and the same," said Howard H. Callaway, the former Secretary of the Army who has begun putting together Mr. Ford's national campaign organization.

While it is traditional for incumbent Presidents to seek nomination individually, rather than on a ticket with a Vice President Mr. Callaway's remarks were unusual in that

they were made publicly and at the outset of the campaign. They reflected a White House strategy designed to shield Mr. Ford from deep-rooted opposition to Mr. Rockefeller among conservatives in the Republican party.

"I'm not going to alienate persons who don't want Rockefeller," Mr. Callaway said at an impromptu news conference in the spartan headquarters for the President Ford Committee on the ninth floor of an office building several blocks from the White House.

Vice President Rockefeller evidently took no offense at Mr. Callaway's statements. Mr. Rockefeller told reporters in

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Atlanta, where he was conducting a hearing of the National Commission on Water Quality, that Mr. Ford "should be free" to decide on a running mate at the appropriate time.

"I'm not a candidate," the Vice President said. "have you ever heard of anyone running for Vice President?"

Mr. Callaway's bluntness, as he stood for more than an hour in shirtsleeves, answering questions at an "open house" in the seven-room campaign command post, was the first symbol of the openness that Mr. Ford pledged in formally declaring his candidacy yesterday. The scene was a stark and, Mr. Callaway acknowledged, deliberate contrast with the cloistered, electronically monitored offices of President Nixon's 1972 campaign.

Mr. Callaway's statements about the fledgling Ford candidacy included the following:

¶He conceded that if former Gov. Ronald Reagan of California challenged Mr. Ford in party primaries, it could disrupt the party's efforts to unite after the convention, but he said that such a challenge would not prevent Mr. Ford's nomination and election.

¶He suggested that Mr. Ford, whose campaign will emphasize a promise to reduce the Federal Government's intrusion into the affairs of corporations and citizens, might refuse to accept the \$5-million in Federal matching funds that the 1974 campaign reform law makes available to Presidential contenders.

¶He ruled out any role in the Ford campaign for former President Richard M. Nixon and said that anyone who "thinks they're going to taint Ford" with the Watergate scandals would find that "it won't wash."

¶He described plans to allocate \$5-million to political organizations in the various states and another \$5-million to campaign advertising, but said that some details of a total \$10-million pre-convention budget would have to be kept secret because "I'm not going to personally let Ronald Reagan know what our budget is."

POLITICAL Strategy

Incumbent Presidents have traditionally reserved until the last moment at a party convention a decision whether to change running mates. However, in the case of Mr. Ford and Mr. Rockefeller, neither of whom was elected to national office, the appearance of uncertainty about the No. 2 spot on the ticket is said to be more a matter of political strategy than tradition.

Conservative Republicans

who have long been antagonists of Mr. Rockefeller's have urged an "open" convention in which delegates would have a free choice of nominees and thus might replace Mr. Rockefeller with a more fundamentalist candidate, such as Mr. Reagan.

President Ford issued a statement last month saying he would be "for" Mr. Rockefeller as a running mate but that "the delegates will make the decision."

One well-placed political adviser said that the statement, to which Mr. Rockefeller had consented, was meant primarily to appease the party's right wing.

Ratification Process

The adviser, who asked not to be identified, said Mr. Ford was not necessarily committed to an open convention. The adviser also said the President would concentrate on "locking up" his own nomination and, having done so, would then use his influence to persuade delegates to "ratify" his choice of a running mate. In all probability, the choice would be Mr. Rockefeller, the adviser said.

Mr. Callaway said that he would meet soon with the Vice President, but added that it was clear "we're not one team."

"I'm not authorized to say [to convention delegates] we're going to dump Rockefeller," Mr. Callaway said. "I'm not authorized to say we're going to keep Rockefeller."

Mingling informally with reporters who were invited to the campaign headquarters, Mr. Callaway emphasized the contrast with the 1972 Nixon organization.

Staffs Compared

He sa comparison with teh staff of 300 that worked in the heavi 1972 Committee for the Re-election of the President, his staff of eight would grow to 32 by convention time next summer and would be augmented by 27 employes outside Washington.

Part of the staff will have an "investigative" responsibility, to assure that Mr. Ford's campaign is complying fully with election laws, Mr. Callaway said. He also said that guidelines were being drafted to assure that Mr. Ford's travel expenses as a candidate would be borne by his campaign organization and not by the Government.

Even the photographs of Mr. Ford lining the walls of the headquarters were purchased, at \$30 each, from the White HOuse, according to Mr. callaway.

"This is the most open, the most direct President we've had since George Washington," he said.