

# Nixon Spent \$35 Million to Win Office

WASHINGTON — (AP) — Richard M. Nixon spent \$35 million, more than any other presidential candidate in history, to win the White House in 1968, a new study says.

Down the autumn home-stretch, the GOP had twice as much money to spend as the troubled debt-ridden Democratic campaign, the survey reports.

The hugging report yesterday by the nonpartisan Citizens' Research Foundation

puts the total cost of the 1968 race for all presidential candidates, including early losers in the primaries, at a record \$100 million.

Because of pitched fights in both major parties, practically as much money was spent altogether by candidates in the pre-convention free-for-all as in the general election.

Nixon's November race cost \$24.9 million. That figure alone equaled the total for

both candidates' spending in the 1964 presidential derby.

Another \$10 million or more was spent by Nixon forces on the primary trail leading to the GOP nomination, the study says.

The report, "Financing the 1968 Election," was compiled by Dr. Herbert E. Alexander of Princeton, N.J., a leading specialist on campaign finance.

Among the major findings: ● Democratic loser Hu-

bert H. Humphrey's campaign was so deeply in financial trouble that it was able to raise less than half of the \$10.3 million it spent in the fall, leaving his party with a heavy debt that lingers today.

● Third-party candidate George C. Wallace actually raised more money for the main run than Humphrey. Wallace's 1968 campaign cost an estimated \$7 million and wound up with money left

over. Actual Democratic donations for Humphrey in the fall months were under \$5 million.

● Breakdown of figures from the Federal Communications Commission shows \$12.6 million was spent for television and radio for Nixon in the fall, almost double the suggested limit of a nickel per potential voter sought in a Democratic bill now pending in the Senate.

● The top financial angel listed on public records was the stepmother of New York Gov. Nelson A. Rockefeller. She gave \$1.5 million alone to his losing bid for the Republican nod.

● Rockefeller and two Democrats, Eugene J. McCarthy and Robert F. Kennedy, each neared or topped \$10 million in his doomed campaign for nomination. Kennedy's forces spent nearly \$1 million a week in his whirlwind try before it was cut short by assassination.

The fall campaign in 1972 could approach \$50 million again, he said, and a five-way brawl for the Democratic nomination might cost \$25 million. But the overall total for the year should be less than in 1968 since Nixon is expected to win his party's renomination without a costly fight.

## 10 Big Nixon Donors Named Emvoys

WASHINGTON — (AP) — President Nixon got nearly \$300,000 in campaign donations from 10 wealthy backers whom he later named as U.S. ambassadors, a study released yesterday indicates.

Arthur K. Watson, who won the diplomatic plum of ambassador in Paris, topped the list with more than \$50,000 for Nixon's 1968 race.

Watson was among the envoys who also gave money last fall through a hidden fund-raising operation run by a former White House aide to steer an estimated \$1 million into key 1970 GOP Senate campaigns.

Rewarding rich donors with notable foreign posts, and continuing to collect con-

tributions from them, is an old political custom used by many previous Presidents.

The top 1968 donors who become ambassadors were listed yesterday in a study by the nonpartisan Citizen's Research Foundation. They were:

● Watson, an IBM executive in New York, \$54,875, France.

● Guilford Dudley Jr., insurance company president in Nashville, \$51,000, Denmark.

● Vincent DeRoulet, New York City, \$45,000, Jamaica.

● John P. Humes, New York lawyer, \$43,000, Austria.

● Anthony D. Marshall,

New York research executive, \$25,000, Malagasy Republic.

● John C. Pritzlaff Jr., Phoenix, Arizona, state legislator, \$23,000, Malta.

● Kingdon Gould Jr., Washington, D.C., business executive, \$22,000, Luxembourg.

● J. William Middendorf II, New York stockbroker, \$15,500, Netherlands.

● Luther I. Replogle, Oak Park, Ill., corporation president, \$6,500, Iceland.

● J. Fife Symington, Lutherville, Md., retired executive, \$5,000, Trinidad.

Philadelphia publisher Walter H. Annenberg, who got the cherished appoint-

ment to Great Britain, was a minor donor who gave only \$2500 to Nixon's campaign in 1968.

But Annenberg, Watson and a Houston oilman chosen as ambassador to New Zealand, Kenneth Franzheim II, were all named by campaign insiders as feeding several thousand dollars through the hidden GOP channels in Washington for key Senate races in 1970.

Four other ambassadors — Humes, Middendorf, John D. J. Moore in Ireland and Shelby C. Davis in Switzerland — were found at the same time to be major donors in a single Senate campaign in Maryland. Davis gave in other states, also.