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October 10, 1975

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MEMORANDUM FOR THE PRESIDENT

FROM: MAX FRIEDERSDORF M.F.
SUBJECT: Senator Barry Goldwater (R-Ariz.)

I have talked to Jack Murphy, Senator Barry Goldwater's Administrative Assistant, and to Tony Smith, the Senator's press secretary. They said that the genesis for the Associated Press wire story which is attached, was the Senator's appearance about a week ago on a Martin Agronsky talk show.

At that time the Senator was pushed pretty hard by columnist John Lofton a strong Reagan supporter who elicited some favorable comments concerning Reagan from Senator Goldwater.

Tony said that, however, on balance the interview reflected more favorable on the President and Goldwater emphasized the need for continuity at this time in the Office of the Presidency. Goldwater stressed that a change in the Presidency would mean at least six months in confirming a new Cabinet at a time that dictated continuity and not change.

On the same show Goldwater also indicated that insofar as ideology and political philosophy there was practically no difference between the President and former Governor Reagan.

Tony Smith said that since this television appearance Loftin has been spreading the word on the Hill that Goldwater was favorably disposed toward Reagan and this has stimulated a lot of press inquiries.

Tony Smith said that Jonathan Wolmon followed the Senator around all day yesterday to obtain the interview quoted in the Associated Press story. Tony said, "I would not take this rash of stories seriously."

He also hinted that Senator Goldwater feels compelled to not put Reagan down at this time because of Garry Goldwater Jr.'s interest in the California Senate race.

Tony said that Barry Jr. is undertaking a survey in California to determine his chances against Tunney and that Barry Sr. did not want to alienate Reagan supporters in the event that Barry Jr. decides to run.

Tony said that the Goldwater Sr. office is not fully convinced that Reagan will run and believes that he may be keeping his oar in in hopes of a Vice Presidential spot.

Tony said that Reagan is out of work and they believe seriously that he would be delighted to be the Vice Presidential nominee.

Tony said that a year ago last summer when President Ford was making his decision on a Vice President's choice that Lyn Nofziger called Goldwater's office and wanted it made known that Reagan would accept the Vice President's position.

Tony said that Nofziger has been in town for quite some time now and has not been around their office to solicit support.

Finally, Tony and Jack said that the quote in the story by Goldwater about Reagan saying his decision to run was about 8 on a scale of 10 is a dated quote that goes back to the August recess.

Senator Goldwater will be bringing some wireless radio operators into the White House next Thursday, October 16, for a photograph and presentation with the President and we recommend that the President take this opportunity to visit privately with Senator Goldwater after the brief ceremony.

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Ford Political Raup 90

By JONATHAN WOLMAN
Associated Press Writer

WASHINGTON AP - Sen. Barry Goldwater has injected a dash of political mystery into the still unannounced challenge by Ronald Reagan to President Ford's 1976 GOP presidential aspirations.

The Arizona conservative said Thursday he might endorse Reagan's bid, but he added, "There is a lot about this I can't discuss right now that has a bearing on this. He would not elaborate, but he said of the former California governor, "If he does announce he'll run, give me a week and then ask me."

In other political developments Thursday:

- A finance statement filed by Ford's campaign committee revealed a long list of wealthy donors.

- Ford praised Howard H. "Bo" Callaway, head of his campaign committee, and denied in a news conference that he is tailoring his pre-convention campaign to meet the conservative challenge.

- A Harris poll showed the President with slim leads over several Democratic challengers.

The President Ford Committee, the first campaign organization to report contributions and spending, said it has raised \$696,000 and spent only \$279,000 - more than a year before the presidential election and five months before the first primary in New Hampshire.

The report showed only a fraction of the donors contributed less than \$250, while fully one-third gave the maximum \$1,000 allowable under new federal campaign finance laws.

Asked in his Thursday night news conference whether the report shows his campaign is being financed mostly by wealthy Americans, Ford replied, "That's a silly question."

The Harris poll shows Ford leading Sens. Edward Kennedy 8 per cent to 6 per cent; Henry Jackson 7-3 per cent; Edmund Muskie 9-; and Hubert Humphrey, 8-2.

Before Ford takes on any Democrat, he must ride out challenges within the GOP. Recent rumblings have been troubling for his campaign team.

When Callaway described Ford as a conservative in a speech to conservative Capitol Hill staffers Wednesday, he was booed and hissed. They cheered references to Reagan.

Lee Munn, No. 2 man in the Ford campaign before his recent resignation, has criticized Callaway and said campaign problems leave Ford weak in some states where Reagan might pose a strong challenge - such as New Hampshire.

A Goldwater endorsement, should Reagan jump into the GOP race, could be the biggest blow yet. He and Reagan are the most influential forces in the GOP's large right wing.

Goldwater said if Reagan does decide to run, it puts me on the horns of a dilemma. He said that the last time he talked with Reagan, Reagan said that on a scale of 10 the likelihood he would make the race was about 8.


Ford, asked Thursday night if his strategy was to keep to the right in the GOP until after the convention to thwart a conservative challenge, said he has been in the middle of the road and intends to stay there.

He defended Callaway and said he planned no significant changes in his campaign organization.

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Jim -

I plan to keep this
here - Agree ?

 Trudy