

FEBRUARY 13, 1976

Addendum to 4-5

POOL REPORT--Howard (Bo) Callaway aboard Air Force One

Callaway appeared to talk to the pool a few minutes before the plane landed at Ft. Lauderdale, full of optimism about the Ford campaign in Florida. "We think it's going very well," he said. The President Ford Committee has recently taken a statewide poll in Florida, he said. While refusing to divulge the results, he did say: "We're not disappointed by the poll." The undecided vote is "beginning to harden up," he added. "In Florida in the last two or three weeks we think the momentum is going our way."

Callaway on New Hampshire: "New Hampshire is a dead heat any way you look at it." During the last week before the February 24 election, Ford campaign will be on twelve radio stations, Boston TV and run newspaper ads. N. H. is Reagan's "best Northern state, by far," he said.

On strategy, he said "A strategy of coming on strong at the end is good... Ten to fifteen people told me today that Reagan has peaked already (in Florida)..."

Reagan has spent \$650,000 more, overall, than Ford campaign, according to figures filed with Federal Election Commission, he says. This means Reagan is \$500,000 in debt, Callaway says, although this will be covered by Federal matching funds Reagan has coming. In contrast, he said, Ford has \$300,000 or \$400,000 in the bank, because: "we've been holding to a paced campaign."

The Ford campaign intends to spend virtually the limit of \$218,000 in New Hampshire and is currently planning to spend just under \$800,000 in Florida where the limit is \$922,000, he added.

Ford may return to Florida shortly before the March 9 election, perhaps on March 6, Callaway said, but no final decision has been made.

In Florida and N. H., he added, Ford is hoping for large turnouts. A low turnout tends to bring out the committed, he said, adding: "Reagan people are very enthusiastic... You can say this was true of Goldwater, McGovern, as well."

Eaton/Chicago Daily News  
Ward/NBC  
Osborne/New Republic  
Growald/UPI  
McLeod/AP

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