

# The President's Press Secretary

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Jerald Franklin terHorst AUG 19 1974

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President Ford and J. F. terHorst, the new White House press secretary, share common backgrounds, common ideologies and common

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tastes, and like to ally themselves with the common man. They even go by the same first name, Jerry,

although the President is Gerald Rudolph and his aide of 10 days is Jerald Franklin.

Although Mr. terHorst labels himself an independent and Mr. Ford a Republican, they share a conservative philosophy. For 21 years Mr. terHorst was a reporter for the Detroit News, a newspaper renowned for its conservatism, and until going to the White House he was the paper's Washington bureau chief for 13 years.

Pipe smoking is a habit enjoyed by both, but perhaps more so by Mr. terHorst, whose mouth seems permanently crooked down to the right from years of talking around a pipe stem. Mr. ter-

Horst, who leaves a trail of tobacco and matches wherever he wanders, even smokes his pipe at breakfast.

The two men in the White House were raised in Grand Rapids Mich., where Mr. terHorst was born on July 11, 1922, to parents who emigrated from the Netherlands before World War I.

The Dutch name terHorst means "of the hill." The word "ter" (of the) is usually spelled with a small "t."

The University of Michigan is the alma mater for both men, although Mr. terHorst would never have chosen it without a strong shover from Glenn Fynevever, his high school principal.

Mr. terHorst dropped out of high school and rented a small dairy farm because "he wanted to get out and earn money," Mr. Fynevever recalled. However, Mr. Fynevever was determined to make Mr. terHorst a scholar because he had "great potential."

For more than two years, Mr. Fynevever made repeated trips to the farm before he finally prevailed on his young student. This has earned Mr. Fynevever the lifelong respect and friendship of Mr. terHorst, who often visits or calls his old principal when he returns to Michigan.

## Each Has 4 Children

Like his Boss, Mr. terHorst also has four children, who correspond closely with Mr. Ford's children in age. Karen terHorst is 26 years old, Margaret is 21, Peter is 19 and Martha is 17. The three oldest children are college students. Martha lives at home in Alexandria with her father and mother, Louise.

Both families are regular churchgoers and Mr. terHorst is an elder in the Presbyterian church. The parallels between Mr. Ford and Mr. terHorst even stretch to the point where they had the same knee operation.

But the similarity most often noted between the two men is their remarkable likeness in ability and personality. Neither is regarded as a great intellect, but both are respected as capable and amiable men.

J. F. terHorst (a signature he chose years ago when he earned his first byline and there were already three writers named Jerry on the paper) is recognized in Washington as a highly responsible and competent journalist with

sharp political insights. The new press secretary's background and reputation as a White House correspondent who has traveled the world with several Presidents has been welcomed by reporters who cover the President.

Not since the Truman Administration has a President taken a reporter directly from the press corps to serve as press secretary. Many previous White House press secretaries have been former reporters, but the late Joseph Short, a reporter for The Baltimore Sun, was the last press secretary suddenly to switch sides of the rostrum in the press room at the call of a President.

Mr. terHorst, like the President, is commonly praised for his pleasant manner and thoughtfulness. His colleagues also regard him as unpretentious and calm, a man of Calvinistic virtues and a tireless worker.

However, Mr. terHorst has had his critics in journalism — once, for instance, when his name was brought out in the Senate Watergate hearings. That happened when it was disclosed that Charles W. Colson, a former White House aide, who wanted to leak information to defame Dr. Daniel Ellsberg, had sought out Mr. terHorst.

Mr. terHorst refused the offer, according to the Senate Watergate report, yet his critics maintain that Mr. Colson was the source of other information used by Mr. terHorst.

Criticism aside, Mr. terHorst has won many new admirers with his pledges to restructure the White House press operation so that reporters can have access to the men who are making policy.

Mr. terHorst has also brought a soothing change of atmosphere to the White House press room, which was the scene of bitter and angry news conferences held by Ronald Ziegler, former President Nixon's press secretary.

For the first time in months a sense of levity has permeated the press room, usually when Mr. terHorst slips and calls his boss "President Nixon." His biggest goof, however, was last Friday when he was discussing King Hussein of Jordan and then moments later referred to Mr. Ford as "the King."

## Controls Favored By Half in Survey To Fight Inflation

A return to wage and price controls as a way to fight inflation was favored by half the persons interviewed in a recent Gallup Poll survey.

At the same time, 39 per cent opposed such controls, which were part of President Nixon's economic policy in 1971; 11 per cent had no opinion.

The survey, conducted between Aug. 2 and 5, found that members of labor unions felt the same way about wage and price controls as did nonmembers. Fifty per cent of the manual workers questioned favored controls, while 40 per cent opposed them.

Democrats and those not belonging to a political party favored the measures more than did Republicans.

The survey also found little difference in views on wage and price controls between those who thought the economic situation in the country would improve and those who thought it would worsen.

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(Mr. ter Horst at his desk in the White House)

*Labels himself an independent, although he believes in a conservative ideology*

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