

# Informal Head of the C.I.A.

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George Herbert Walker Bush NOV 4 1975

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WASHINGTON, Nov. 3— Shortly after arriving in Peking last fall as chief of the American liaison office, George Herbert Walker Bush astonished fellow diplomats by arriving at official receptions on a bicycle instead of in a limousine.

His mode of travel was typical of the breezy casualness of this one-time Texas oil millionaire whom President Ford named tonight to head the Central Intelligence Agency.

The lean and handsome, Mr. Bush, who is a noted host and a versatile athlete, is the product of an aristocratic Connecticut family (his father, Prescott Bush, served in the United States Senate). Yet, as a chief American representative to China, George Bush has succeeded, at least to a limited degree, in erasing the image that many persons in Peking had of America as an elitist country.

Instead of formal dinners and receptions, the Bushes entertain by serving soft drinks and popcorn while showing old movies. Last July 4, they had an American picnic—hot dogs, hamburgers, and beer—on the grounds of the American compound. There were door prizes, including an exercise cycle for a corpulent Middle Eastern ambassador.

One observer of the Peking scene said recently:

"George Bush has become a center of attention and affection in the diplomatic community. His friends range from a clerk in the Italian embassy [a tennis partner] to the highest ranking ambassadors."

George Bush has often amazed friends and critics with his talent for smiling survival in the face of keen political disappointments. He was twice elected to the house (1966 and 1968) but was defeated for the United

States Senate in 1964 and 1970 and three times mentioned in vain as a Vice-Presidential candidate. After his second Senate defeat, he was named by President Nixon as United States representative to the United Nations.

While he was still at the U.N., Mr. Nixon summoned him to Washington in 1972 to become chairman of the Republican National Committee, a position that eventually dampened his usual good cheer as the Watergate scandals began to unfold. It was during that time that he and Mr. Ford, then Vice President, formed a close bond as they sought to put the best possible face on the fading Nixon presidency.

If confirmed by the Senate as the Director of Central Intelligence, Mr. Bush may face the most difficult challenge of his career, since it is a post requiring a low political profile and he is openly ambitious politically.