



UPI Telephoto

Presidential look-alike James LaRoe

A Carbon Copy of The President

By Maxine Cheshire
Washington Post Service

Washington

Whenever and wherever Richard M. Dixon gets in front of a camera these days, Richard M. Nixon's aides at the White House have reason to worry.

Richard M. Dixon, whose real name is James Laroe, is an actor who is a near double for the President.

The resemblance is so striking that even the Secret Service has snapped pictures for their own photographic dossier on the imper-

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club with a Bunny on each arm. The caption reads: "These are my two new Supreme Court nominees."

Item: A major advertising agency is urging Alka-Selter to approve a television commercial which would show Dixon groaning into the camera: "You think you've got a headache, I've got to go to the U.N. to meet with the Chinese, and then I've got to come back here for a luncheon with Martha . . ."

ENDLESS

Dixon's manager, New Yorker Murray Becker, sees the exploitation possibilities for television as endless. He is trying to interest one of the networks in taking Dixon to San Diego to liven up what promises to be a dull Repub-

lican convention.

Comedian Flip Wilson, according to Becker, ran into Dixon accidentally in a hotel elevator in Washington last week and flipped at the sight of him. They are talking about working up a television skit on a white President and the first black vice president.

With all these deals in progress, Becker has also found time to arrange for Dixon to be tested for Gore Vidal's new play, "An Evening with Richard Nixon."

Brooklyn - born, Dixon was an obscure off-Broadway actor before Becker "discovered" him. A previous manager had thought Dixon might capitalize on his appearance with a night-club comedy routine and booked

him into "The Improvisation" in New York.

'STANK'

"He stank," says Becker. "A comedian he's not, or wasn't, until I got new writers busy putting him together some good material."

Becker figured Dixon's commercial value lay more in visual impact and signed him up for walk-on appearances at banquets and political rallies. For \$300 Dixon will still show up to surprise audiences by striding onstage, arms outstretched in the familiar "V" salute, while the band plays "Hail to the Chief."

At that price the crowd gets no dialogue. Dixon just walks right out again.

Dixon, although considera-

bly younger than the 58-year-old President Nixon, wears no make-up "except a little darkener under the eyes."

It isn't clear exactly when the White House first became aware of Dixon and uneasy about his activities. But three weeks ago Harper's Bazaar editor Nancy White had a call from De Van Shumway, assistant to presidential communications director Herb Klein.

Shumway, without revealing his sources, said he had just heard about the magazine's projected layout on Dixon.

Shumway was frank in admitting that the White House was "concerned" about the content and the tone of the

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sonator.

Previously unknown, the 44-year-old Dixon is getting a massive publicity buildup that should soon make his name almost as well-known as the man he imitates.

Item: Harper's Bazaar will publish a six-page fashion layout featuring him in its January issue. The title: "The Political Year Begins." Dixon is shown spoofing his look - alike in shots that range from one in which he and two black models give the clenched - fist black power salute to another in which he flashes the peace sign to a hippie holding a sign that reads: "Stamp Out Pot."

Item: On the newsstands at

the same time, the other Harper's, the intellectual periodical, will depart from its usual format and run a series of gag shots showing Dixon in the role of chief executive.

Item: In addition to posing for magazines at a minimum fee of \$500 per day, Dixon has just released a movie titled "Richard," which will be released to theaters across the country in March. In one scene he does a dance routine in Madison Square Garden with a chorus line of Secret Service agents.

Item: Dixon is the star of a photo joke book called "Things Nixon Wouldn't Do" that has just gone to the printers. One photo shows him coming out of a Playboy

pictures. He was considerably soothed to learn that the mood was just "lighthearted" fun.

Dixon says the Secret Service photographed him on two occasions.

The first time was when he came to Washington to do shots for his movie, "Richard," on the sidewalk outside the White House. He found himself surrounded by agents and uniformed police, he said, with plainclothesmen snapping pictures from every angle and "demanding to see identification."

Last week Becker had Dixon go through the White House as a "tourist." Agents appeared with walkie-talkies and a camera, Dixon said, and watched him until

he left the grounds.

Dixon was here to attend the star - studded "Festival at Ford's Theater," which his manager shrewdly anticipated would provide an opportunity for publicity pictures with Nixon administration VIPs.

Dixon had his photograph taken shaking hands with an unsuspecting Julie Nixon Eisenhower, foreign affairs adviser Henry Kissinger and a number of cabinet members, including Defense Secretary Melvin Laird.

Most failed to note the presidential resemblance because, said Dixon, the photographer deliberately aimed his lights to temporarily blind them during the picture taking.