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# Idea Man at The White House

## Washington

At Yale in the 1930s, "Red" Moore was the flamboyant Irishman from Brooklyn. As editor of the Yale Daily News, he devoted an entire issue of the paper to a spoof about how the university was dominated by Communists.

In addition to being a member of Skull and Bones, an exclusive senior society, he also had a reputation for mastery at late night poker parties.

Moore, now 59, only vaguely resembles the youth at Yale. His shock of flaming red hair has changed to crew-cut white. His sloppy clothes have been abandoned for a carefully groomed appearance.

His nickname is now "Dick." The big man on campus is now one of the anonymous "special counsels to the President" — an unknown adviser until a few weeks ago, when he became a new name in the cast of characters in the Watergate affair.

Yesterday, he became a key witness before the Senate Watergate committee, denying many allegations made by former White House Counsel John W. Dean III.

## IDEAS

As a presidential adviser, Moore has been an idea man more than an operations chief, spending hours with White House "image men" like Herbert G. Klein, Charles W. Colson and Ronald L. Ziegler, contemplating what the President should be doing, where he should go, how to solve problems and how to keep the President's best foot forward.

In the 1968 campaign and again in 1972, Moore searched for bits of humor and local events to add to presidential speeches. He was one of the men who brief the President on local politicians and issues.

## POLITICS

Some say that during the campaigns, when the candidate felt like talking informally, it was often Moore, long a friend of the President's, who was called to the Presidential Suite.



UPI Telephoto

**At the Watergate hearing, witness Richard Moore opened his briefcase, decorated with a 'Re-elect the President' sticker.**

Richard Anthony Moore began his political life as a New Deal Democrat at Yale.

After graduation from Yale in 1936 and from the Yale Law School in 1939, he practiced law in New York at the firm of Cravath, Swaine & Moore.

About the same time he became the executive director of the America First Committee, which opposed United States involvement in World War II.

## WIT

Moore hasn't lost all his youthful personality. His humor is still so sharp that he is usually called on to be toastmaster at his Yale class reunions.

There is even a twist to his choice of Lloyd Cutler, whose name is on the "enemies" list created at the White House, to be his lawyer in the Watergate case.

When and where Moore's

relationship with the President began is hazy, but the tie is undoubtedly strong.

Moore is a trustee of the Richard Nixon Foundation, made up of long-time friends, relatives and campaign supporters of the President, which will build a library and museum as a monument to the President.

After serving in the Air Force during World War II, Moore returned to the Cravath law firm for a brief time, before moving to California in 1949.

Like his brother John D. J. Moore, now ambassador to Ireland, he apparently met the President in the early 1950s. His brother has said he met Mr. Nixon on the golf course about that time.

## GOP

Richard Moore was climbing up the executive ladder at television station KTTV in Los Angeles when he worked for the Republicans in the 1956 campaign.

By 1962, Moore had become president of the Times-Mirror Broadcasting Corp.

In 1970, Moore left his elegant home in Pasadena and brought his wife and five children to Washington to join the administration.

## MITCHELL

As a special assistant to the attorney general, Moore is credited with altering somewhat John Mitchell's image of the tough villain. Moore is said to have "opened Mitchell" and brought forth a softer-tongued law enforcement official.

A year later Moore became special counsel to the President.

In addition to his official role at the White House, Moore is the man many presidential aides confide in. They trust him because he is older than many of them (born on Jan. 23, 1914 in Albany, N.Y.), because he is not ambitious, having already enjoyed a successful career in communications. They believe in his integrity and maturity.

"If I wanted to confide in anybody, in the White House," said one former staffer, "I would confide in Moore."

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