WXPOC* WALTER SCOTT'S EC 1 6 1973

Personality Parade

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Q. When Bob Haldeman was President Nixon's chief of staff, he hired a character named Larry Higby who used to run errands for him at the J. Walter Thompson advertising agency. In the White House, Higby was known as "Haldeman's shadow." What's become of Higby?—J. A., Washington, D.C.

A. Haldeman had Fred Malek, formerly a co-deputy with Jeb Magruder of the Committee to Re-elect the President, take care of Higby. Malek is currently assistant to Roy Ash at the Office of Management and the Budget, and he has hired Higby as his assistant. Malek is one of the most interesting personalities in the Nixon Administration. He was brought into government by Bob Finch as a talent scout of sorts, and one of his jobs was to find others for the Haldeman-Ehrlichman cronies. One of the most remarkable of his achievements was to come out untarnished by the Watergate scandal.



HALDEMAN



HIGBY