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Man Who May Succeed Haig

Washington

Donald Rumsfeld, the U.S. ambassador to the North Atlantic Treaty Organization, will replace Alexander M. Haig Jr. as White House chief of staff, sources close to President Ford said yesterday.

The sources said Rumsfeld, a former Illinois congressman and a close friend of Mr. Ford, is taking the post at the personal entreaty of the President.

"He was extremely reluctant to take the job but he wants to help Jerry any way he can," one source said.

Rumsfeld, 42, served in the House from 1962 to 1969 as the representative of a suburban Chicago district. He became associated with efforts to reform antiquated House procedures, and he was one of the "Young Turk" congressmen who

supported Ford in a successful revolt against the Republican old guard in 1964 and 1965.

The revolt ended with Mr. Ford deposing Representative Charles Halleck of Indiana as minority leader by a six - vote margin in a battle in which Rumsfeld was one of Mr. Ford's principal lieutenants.

Rumsfeld was appointed by President Nixon to head the Office of Economic Opportunity in April, 1969.

He has been ambassador

to NATO since early 1973. When President Nixon resigned last month and Mr. Ford replaced him, Rumsfeld returned from Brussels to help in the presidential transition.

Rumsfeld's role in the White House ostensibly will be different from the one



DONALD RUMSFELD He's reportedly the choice

played by Haig or his predecessor, H. R. Haldeman.

Mr. Ford has made it known that he wants to be accessible to cabinet officers and high - ranking White House officials, and he was envisioned the chief of staff's role largely as a coordinating one.,

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