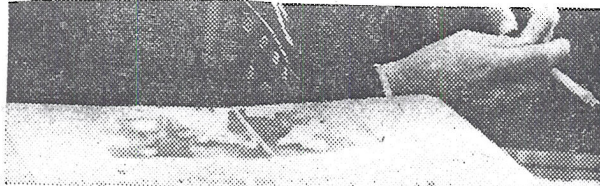


Into Rumsfeld's Role

[Profile of Richard Bruce Cheney]



The New York Times/Teresa Zabala

*Despite anonymity, he enjoys reputation for ability*

By CHARLES MOHR

Special to The New York Times

WASHINGTON, Nov. 4— Richard B. Cheney, the man newly designated to be chief of the White House staff, may not have deliberately cultivated a passion for anonymity but few men have risen so high with so much anonymity. The new chief assistant to President Ford is not listed in "Who's Who in America" and is little known to much of Washington, much less to the nation. "He's not a man whose name is on everyone's lips," a friend of the 34-year-old Mr. Cheney said today.

However, in the network of other young administrators, issue men" and staff assistants in the capital, Mr. Cheney enjoys an unusually high reputation for competence and skill at the subtle art of getting things done for an important boss. This praise has also come from intellectuals who are outside official circles but still familiar with the workings of the White House.

**Frequent Access to Ford**

The incumbent White House chief, Donald H. Rumsfeld, who has been nominated for Secretary of Defense, has in the last six months given his deputy, Mr. Cheney, frequent access to President Ford and to shared responsibility, which may have helped to prepare Mr. Cheney for his promotion.

A source outside the White House said: "Cheney was carefully tarined by Rumsfeld to assume these duties, possibly because Rumsfeld saw his own position as transitional and felt he would move out and up."

A White House official, however, attributed the sharing of power to Mr. Rumsfeld's policy of "interchangeable deputies" in the White House staff, a policy meant to give second-level men the status, authority and knowledge to act on behalf of their superiors.

Asked if Mr. Cheney was capable of filling Mr. Rumsfeld's shoes, the White House press secretary, Ron Nessen, said at a briefing today: "You bet he is. Under the deputy system at the White House, he has been completely interchangeable with Don Rumsfeld." Mr. Cheney has spent most of his professional life as a deputy to Mr. Rumsfeld.

The designee for White House chief of staff studied political science at the Uni-

versity of Wyoming, where he earned a master's degree. An essay of his, submitted in 1964 to the National Center for Education in Politics at New York University, was "by far the best among 50 papers, almost of dissertation quality," according to Maureen Drummy, a former official of the center. Mr. Cheney was urged by officials of the center to put off plans for a teaching career to work as a political science intern in the office of then Governor Warren Knowles of Wisconsin.

**First Years With Rumsfeld**

Mr. Cheney then won a Joseph Davies Fellowship and came to Washington to work as an intern in the office of Representative Sam Steiger, Republican of Wisconsin. In 1969, he became the top assistant to Mr. Rumsfeld, who had been named to direct the Office of Economic Opportunity. Mr. Cheney continued to serve as Mr. Rumsfeld's right-hand man on the Cost of Living Council from 1971 to 1973. Both agencies are now defunct.

While Mr. Rumsfeld served as United States representative to the North Atlantic Treaty Organization, Mr. Cheney returned to private life, in investment counseling. He served again under Mr. Rumsfeld in the group that supervised the transition period of the Ford Presidency, and came to the White House 14 months ago when Mr. Rumsfeld became chief of the White House staff.

Richard Bruce Cheney was born Jan. 30, 1941, in Lincoln, Neb., and moved with his family when he was 13 to Caspar, Wyo. He married Lynne Vincent of Casper on Aug. 29, 1964. They have two daughters, 6 and 9 years of age, and live in Bethesda, Md.

Mrs. Cheney teaches English part-time at Georgetown University and has written frequently for newspapers' magazine sections and for the quarterly American Heritage. An article of hers appears in the current issue. She and her husband try to slip away in summers for a back-packing and fishing trip in the Windriver Mountains of Wyoming.

A White House official characterized Mr. Cheney as a conservative, much in tune with President Ford's own philosophy, but said: "He doesn't stand up and salute on conservative issues."