

White House Talk Has Finch Moving in as a

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WASHINGTON, May 25—When a report was printed not long ago suggesting that Secretary of Health, Education and Welfare Robert H. Finch might join the White House staff, the Presidential press office issued a prompt denial. But there is indeed talk about such a move for Mr. Finch, and it is coming from a most influential quarter: H. R. Haldeman, the President's chief of staff. A fellow Californian and one of Mr. Finch's closest friends (their families vacationed together last year in the Caribbean), Mr. Haldeman senses that Mr. Finch is not at all happy at H.E.W. and would like to keep him on the Nixon team.

Mr. Haldeman has no intention of relinquishing his own administrative post to his old friend; rather, his thought—and at the moment it is only a thought—is to bring Mr. Finch into the White House in a high-level advisory capacity, comparable to posts occupied by the Presidential Counsellors, Bryce N. Harlow and Daniel Patrick Moynihan.

"Finch is trapped in a bureaucratic nightmare down there," says one White House staff member. "But he really has no place to go, except here. It might be good for all of us."

Should Mr. Finch leave, his successor could well be Franklin D. Murphy, former chancellor of the University of California at Los Angeles and now president of The Times-Mirror of Los Angeles. Mr. Murphy's contacts in the Administration are extensive (he knows the President and Mr. Haldeman, a graduate of U.C.L.A., very well). Beyond that, he is highly admired by John W. Gardner, the former H.E.W. chief and now head of the Urban Coalition.

Ronald L. Ziegler, the White House press secretary, insisted again today that nobody had asked for the resignation of Mr. Finch's Commissioner of Education, Dr. James E. Allen. But it can be said on authority that Dr. Allen has no real friends left in the White House. Even Leonard Garment, the President's civil rights adviser, who shares many of Mr. Allen's views on education, was visibly angry when he read the outspoken educator's criticism of the Cambodian troop move.

White House aides do not think they can dismiss Dr. Allen without repudiating



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the President's assertion that he welcomes criticism and intends to conduct an "open" administration. But Mr. Nixon is privately furious, and Mr. Ziegler, an accurate barometer of Presidential moods, replied with thinly veiled sarcasm when asked to judge Mr. Allen's statement. He noted on Friday that he would no more comment on Mr. Allen's view on foreign

policy than he would on a State Department official's views on "elementary and secondary education."

Who directs public relations at the White House? Not one man, but many—a dozen or so staff members who meet secretly Sunday afternoons at the White House. The group includes Mr. Ziegler; Herbert G. Klein, Director of Communications; Murray M. Chotiner and Harry Dent, political advisers; Lyn Nofziger, former press secretary to Gov. Ronald Reagan of California; Dwight Chapin, the President's youthful aide de camp; Patrick J. Buchanan, a speech writer; Mr. Haldeman or one of his subordinates, and several others.

Their main concern in recent weeks, one member says privately, has been to "sell" the President's Cambodian decision. Mr. Nixon popped in not long ago and gave the group a pep talk, the essence of which was that the operation was designed in large part to put pressure on Hanoi to undertake serious peace talks.

One tactic devised by the group was to inundate the press with statistics designed to demonstrate the success of the operation. A second stratagem: give increasing recog-

inition to what one member of the group calls "the hard hats"—construction workers and others who have demonstrated openly for the Cambodian operation.

As a result, Mr. Nixon will meet tomorrow with two dozen members of the Building Trades Council of Greater New York, whose workers were involved in a Wall Street clash two weeks ago with antiwar protesters.

Meanwhile, on the liberal side, Mr. Garment has signed up Anthony Downs, widely known Chicago urbanist and consultant to the Kerner commission on violence, to join Dr. James S. Coleman of Johns Hopkins University and Wilmer Cody, liberal superintendent of schools in Chapel Hill, N. C., to determine which projects are deserving of the \$1.5-billion for school desegregation announced last week.

Two events have occurred here in the last 48 hours that recall some of the hijinks of the Kennedy Administration: about 35 high officials have been taking speed-reading courses (President Kennedy ordered his Cabinet officials to take them); and one high Administration official was pushed into a swimming pool

High-Level Adviser to President

(it used to happen all the time at Hickory Hill, Robert F. Kennedy's Virginia estate).

The unhappy victim of the dunking was Mr. Ziegler, the press secretary, who was shoved from behind by an aide to Senator Philip A. Hart, Michigan Democrat, at a bipartisan party in the Cleveland Park section of the capital Saturday night. Mr. Ziegler, who has kept his temper during two solid months of tough questioning from the press, surveyed his ruined suit (he had just attended an evening wedding), managed a brave smile, and retired to don dry clothes provided by his hosts. Meanwhile, several Nixonites found Mr. Hart's aide and tossed him in.

As consolation, Mr. Ziegler

tonight received a "certificate of recognition" from the Evelyn Wood Reading Dynamics Company, which teaches speed-reading techniques and has been holding Monday and Tuesday night sessions for White House staff members. Others who "graduated" from the eight-week course were Mr. Chapin, Mr. Garment, Kenneth Cole jr., deputy assistant for domestic affairs, and Mrs. Constance Stuart, Mrs. Nixon's press secretary.

Most started at a reading level above the national average of 240 words a minute; most finished with a speed of over 1,000 words a minute, according to a spokesman for the company. Mrs. Wood, the company's president, also taught the Kennedy staff.