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Director of Nixon Inauguration Jeb Stuart Magruder

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WASHINGTON, Jan. 19-A student at Curtis High School in Staten Island named School in Staten Island named Jeb Magruder approached his faculty adviser's office pre-pared for a scolding. He knew exactly what to do. As soon as he walked into the room, he started talking and drew the teacher into a long and presumably Man fascinating con-versation. She for-in the got all about the News reprimand. That

News reprimand. That was more than 20

years ago. The schoolboy is today the director of Presi-dent Nixon's inauguration, and by all accounts still charming people with a per-sonal style as smooth as melt-od is experiment. ed ice cream.

ed ice cream. Jeb Stuart Magruder is unanimously described by those who know him and have worked with him as pleasant, personable, engag-ing, and above all "a most persuasive guy." A Washington lawyer who was a fraternity brother of Mr. Magruder's at Williams College, recently met a man who had worked for Mr. Ma-gruder when he was one of the early directors of Presi-dent Nixon's re-election cam-paign.

"He told me he performed things for Jeb that he wouldn't have done for anywould thave do any because he liked and admired him so much," the lawyer said. Mr. Magruder, who still

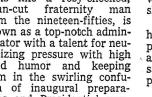
looks like a rosy-cheeked, clean-cut fraternity man from the nineteen-fifties, is known as a top-notch admin-istrator with a talent for neutralizing pressure with high good humor and keeping calm in the swirling confu-sion of inaugural prepara-tions and Presidential campaigns.

Mr. Magruder, being an operations man, was prac-tically unknown outside of Aministration circles until last week, when he was men-tioned in the trial of defend-ants accused of breaking into the Democratic National the Democratic National Committee headquarters last

Committee headquarters last spring. A Government lawyer told the court that Mr. Magruder, as deputy director of the Re-Election Committee late in 1971, had with another cam-paign official given a defend-ant, G. Gordon Liddy, \$100,-000 to use in developing an intelligence set-up to detect any planned disruptions of the President's campaign. Like many other men in the Nixon Administration, Mr.

Nixon Administration, Mr. Magruder's background is in Magruder's background is in advertising and merchandis-ing—he has variously sold cosmetics and facial tissues and women's hosiery—and he considers himself a Californian.

But he has an open easy-going manner that sets him a bit apart. "On Saturday most people wear suits down people wear suits down here," his former boss in one White House office said. "Jeb



ing experience with two large chain stores, he became president of two small com-panies in Santa Monica, Calif., all the while doing volunteer political work for

Meeting With Nixon

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with." By 1969 Mr. Magruder had been named a deputy to Herbert G. Klein, director of communications for the Ex-ecutive Office of the Presi-dent. Subsequently, he may communications for the Ex-ecutive Office of the Presi-dent. Subsequently he was assigned to help organize the work in the early stages of the Committee for the Re-election of the President. Mr. Magruder views his present task of putting over the in-augural package as "one big job in merchandising." One Republican colleague feels Mr. Magruder lacks "a broad-gauge background." "His introudction to the na-tional way of doing things is perceived only through this Administration," the col-league observed. Dedication to the Repub-lican party and its candidates is one of Mr. Magruder's hall-marks. "He'll do what he's told to in the Administra-tion," a former associate ob-served, "maybe even to the point of subliminating his own judgment." "But he's still the finest man I ever worked for," he quickly added. "He may be too nice of a guy to succeed for long at that level."



The New York Times/George Tames A persuasive and calming influence (Mr. Magruder on his way to work in his customary way)

would come in with a sport shirt on."

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shirt on." Co-workers have observed him in winter and summer pumping up to the office on a 10-speed racing bike, and say he plays a highly com-petitive game of tennis. He and his wife, the for-mer Gail Nicholas, live with their four children, Whitney, Tracy, Justin and Stuart, in a quiet section of northwest Washington. Jeb Magruder was born

Washington. Jeb Magruder was born Nov. 5, 1934, in Staten Is-land. Members of the Ma-gruder family had lived in Maryland since the 17th cen-tury. He was named by his father, an avid Civil War buff, for the famous Confed-erate cavalry general. He worked his way through Williams College, majoring in political science, and later did graduate work in busi-ness at the University of Chicago. After gaining merchandis-ing experience with two

Republican candidates, in-cluding Barry Goldwater and Donald Rumsfeld.

Meeting With Nixon He first met Richard Nixon in Kansas City, where as a young paper salesman he was a ward chairman during Mr. Nixon's unsuccessful campaign for the Presidency in 1960. "By that time, I was pretty much committed to the Re-publican party, and he was the Republican candidate," Mr. Magruder recalled the other day in his office. He said he had become a Repub-lican while at college, moti-vated by two political science professors of a decidedly lib-eral persuasion whom he "respected but did not agree with."

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