

Director of Nixon Inauguration

Jeb Stuart Magruder

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WASHINGTON, Jan. 19—A student at Curtis High School in Staten Island named Jeb Magruder approached his faculty adviser's office prepared 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

Man
in the
News

and presumably fascinating conversation. She forgot all about the reprimand. That was more than 20 years ago. The schoolboy is today the director of President Nixon's inauguration, and by all accounts still charming people with a personal style as smooth as melted ice cream.

Jeb Stuart Magruder is unanimously described by those who know him and have worked with him as pleasant, personable, engaging, 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. Magruder when he was one of the early directors of President Nixon's re-election campaign.

"He told me he performed things for Jeb that he wouldn't have done for anyone else, simply 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 administrator with a talent for neutralizing pressure with high good humor and keeping calm in the swirling confusion of inaugural preparations and Presidential campaigns.

Mr. Magruder, being an operations man, was practically unknown outside of Administration circles until last week, when he was mentioned in the trial of defendants accused of breaking into the Democratic National 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 campaign official given a defendant, 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. Magruder's background is in advertising and merchandising—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 here," his former boss in one White House office said. "Jeb

would come in with a sport 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 competitive game of tennis.

He and his wife, the former Gail Nicholas, live with their four children, Whitney, Tracy, Justin and Stuart, in a quiet section of northwest Washington.

Jeb Magruder was born Nov. 5, 1934, in Staten Island. Members of the Magruder family had lived in Maryland since the 17th century. He was named by his father, an avid Civil War buff, for the famous Confederate cavalry general.

He worked his way through Williams College, majoring in political science, and later did graduate work in business at the University of Chicago.

After gaining merchandising experience with two large chain stores, he became president of two small companies in Santa Monica, Calif., all the while doing volunteer political work for Republican candidates, including 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 Republican party, and he was the Republican candidate," Mr. Magruder recalled the other day in his office. He said he had become a Republican while at college, motivated by two political science professors of a decidedly liberal persuasion whom he "respected but did not agree with."

By 1969 Mr. Magruder had been named a deputy to Herbert G. Klein, director of communications for the Executive Office of the President. 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 inaugural package as "one big job in merchandising."

One Republican colleague feels Mr. Magruder lacks "a broad-gauge background." "His introduction to the national way of doing things is perceived only through this Administration," the colleague observed.

Dedication to the Republican party and its candidates is one of Mr. Magruder's hallmarks. "He'll do what he's told to in the Administration," a former associate observed, "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."



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A persuasive and calming influence
(Mr. Magruder on his way to work in his customary way)