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Nominee to Direct Foreign Aid

Daniel Safford Parker

By LEONARD SLOANE

For Daniel Safford Parker, a man born with a silver pen in his hand, his nomination yesterday to be administrator of the Agency for International Development is a natural fusing of his interests in business and in international affair. As the chairman of the Parker Pen Company, the world's largest maker of writing instruments, he has long been an articulate spokesman for business

Man in the News as well as a successful industrialist himself. And as an active participant in foreign economic and social development for many years, he has demonstrated his concern for the plight of the have-not nations.

"I'm particularly fortunate that I've had grandparents and parents who were really people of the world," he said. "There are not many American business families with three generations who have visited every continent, including China."

Aid to Campaign

Mr. Parker's grandfather George, a teacher of telegraphy, was the founder of the Parker business in 1888 in Janesville, Wis. If confirmed by the Senate, Daniel Parker will leave the company and Janesville, where he has worked his entire business life, to go to the agency and Washington and succeed John A. Hannah, who is resigning effective Sept. 30.

When the deputy Presidential press secretary, Gerald L. Warren, made the official announcement of Mr. Parker's appointment, he was questioned about the 48-year-old executive's contributions to President Nixon's campaign fund. Mr. Warren replied that he did not believe that Mr. Parker—an active Republican, a friend of the President and the vice chairman last year of the Finance Committee to Re-elect the President—“would characterize himself as a major contributor.”

Despite all his outside activities on corporate, industry and organizational boards of directors, Mr. Parker's major involvement has been with Parker. When he was named



United Press International

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president and chief executive in 1960, its sales were \$40.5-million and its earnings were \$1.1-million. When he stepped up to the chairmanship in 1966 to concern himself largely with a corporate diversification program, sales were \$53.8-million and earnings \$3.1-million.

For the year ended Feb. 28, 1973, the company earned \$4.75-million on sales of \$86.5-million. And about 15 per cent of its volume that year came from the leisure-products and other companies acquired by Mr. Parker in his effort to broaden Parker's base.

A Favorite Story

During his years at the helm of Parker, Mr. Parker was very much concerned with computerization at his company. A favorite story at the corporate offices in Janesville deals with the time he took the first computer course for company presidents given by the International Business Machines Corporation.

While touring an I.B.M. factory, he made a suggestion about a better way to handle an operation there. The remark happened to be overheard by Thomas J. Watson Jr., then head of the computer concern and also a

corporation scion. "I don't know who that guy is," Mr. Watson is reported to have said about Mr. Parker, "but see if you can hire him."

Mr. Parker, however, was destined for his own family's company. Born in Chicago on June 8, 1925, as the only child of Kenneth Parker—a former Parker president and chairman—Dan Parker served as a Marine Corps officer during World War II. He then received a B.A. from Milton College in Milton, Wis., in 1947 and an M.B.A. from Harvard two years later.

'Enlightened Self-Interest'

Shortly after joining Parker in 1950, he became a member of its board of directors. But he soon broadened his scope beyond his own company's gates to encompass the whole industrial segment of the economy.

"Enlightened self-interest is greater than pure altruism," he once said at a conference that brought businessmen and college students together to discuss the corporation's role in society. "Self-interest has the strengths to persevere against adversity."

Mr. Parker is a former chairman of the National Association of Manufacturers and a vice chairman of the Council of Better Business Bureaus. Yet with Parker deriving two-thirds of its pen sales from outside the United States, his organizational activities go far beyond the national borders.

He is a trustee of the Committee for Economic Development and a member of the executive committee of the Overseas Development Council. President Johnson appointed him to the Foreign Trade Policy Commission, while President Nixon named him one of the private directors of the Overseas Private Investment Corporation. If he is confirmed as administrator of the aid agency, Mr. Parker will become the chairman of the investment corporation.

Mr. Parker was married in 1945 to the former Sally Minor. They have four children: Geoffrey, 25; Steven, 22; Jennifer, 20, and Sarah, 15.