

PRESIDENT NAMES

DOMESTIC ADVISER

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COLE PROFILE TO MARY

Cole Will Continue to Serve as Director of Council

Special to The New York Times

WASHINGTON, Jan. 16— President Nixon announced today the appointment of Kenneth R. Cole Jr. as special assistant to the President for domestic affairs.

Mr. Cole, who is executive director of the Domestic Council, will keep that position as well. Gerald L. Warren, deputy White House press secretary, said at a briefing today that Mr. Cole would be the President's chief adviser on domestic affairs.

Melvin R. Laird, who is leaving the Government, had nominally been President Nixon's chief adviser on domestic policy. However, those familiar with the White House said that that position had not really been filled since John D. Ehrlichman resigned as counselor to the President last spring.

Mr. Cole will move into the office occupied by Mr. Ehrlichman. However, he will not have the title of counselor. Reportedly his staff will be much smaller than the 60 or more assistants assigned to Mr. Ehrlichman.

Mr. Warren was asked if Mr. Cole would take over other tasks formerly handled by Mr. Ehrlichman, particularly supervision of the "plumbers" unit, the secret White House security force.

Mr. Warren replied: "There is no such organization." The plumbers were disbanded some months after the Watergate scandal broke.

As special assistant to the President, Mr. Warren said, Mr. Cole will be senior staff man on all policy decisions affecting domestic policy and will work closely with Bryce N. Harlow in presenting legislation to Congress. Mr. Cole will also work closely with Leonard Garment, special consultant to the President, who has recently been assigned domestic policy tasks by the President.

Mr. Cole was born Jan. 27, 1938, in New York City and grew up in Scarsdale, N. Y., and Westfield, N. J. He was an advertising executive for the J. Walter Thompson Company in New York before joining the White House staff in 1969.

In recent weeks, he has been working closely with the President in the preparation of the forthcoming State of the Union Address.

He is married and has two children.