

New Domestic Adviser

Kenneth Reese Cole Jr.

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WASHINGTON, Jan. 18— Kenneth Reese Cole Jr. is widely admired for his pleasant manner. "Bright and cordial" is the way one friend describes him. Moreover urban leaders praise the President's new chief domestic adviser for his openness and his accessibility in an Administration often criticized for its closed doors.

"He listens," says one associate. "He's a negotiator."

But even Mr. Cole's admirers wonder if he can effectively fill the job of a leader of domestic policy—that is, if the job still embraces the authority it did when John D. Ehrlichman held the post. Mr. Cole was appointed assistant to the President for domestic affairs last Wednesday.

Philosophically, Mr. Cole shares the President's views. "I've always been interested in this country and the way it's run, probably more in the foreign policy area. I've always been proud of our leadership role in the world. Domestically, I've always been concerned about the freedom of individuals. I'm not a great supporter of social programs when we at the Federal level are telling people how to live their lives," he said.

Fits the Pattern

Mr. Cole also fits the pattern of the Nixon man in dressage and background.

Like the majority of Presidential aides, Mr. Cole is young—35 years old. He was born in New York City on Jan. 27, 1938.

He dresses conservatively and lives in Bethesda, Md., with his wife, Marilyn, a former school teacher, and their two little girls.

Mr. Cole's only passions are his work, his family and

golf. He has a 12-stroke handicap.

As a young man growing up in Westfield, N. J., a fairly wealthy Republican town, Mr. Cole is remembered by a high school friend as "a nice guy who made a lot of friends easily. I can't remember anything specific. He was just the kind of guy who did a lot of things very well, but nothing superior."

Worked at Ad Agency

In the tradition of several other Presidential assistants, Mr. Cole is a former account executive of the J. Walter Thompson advertising agency. His only other career experience was with the Elizabeth Town Car Company in New Jersey.

Mr. Cole got a degree in business administration from Bucknell University in 1959.

President Nixon is one of Mr. Cole's heroes, along with Dwight D. Eisenhower and General Douglas MacArthur, and Mr. Cole was an early volunteer in Mr. Nixon's campaign in 1967, working two nights a week answering mail.

In 1968, Mr. Cole was asked to join the campaign full-time to work on administrative problems and direct a team of advance men.

After Mr. Nixon's election, Mr. Cole became a special assistant to the President and later deputy assistant for domestic affairs. In December, 1972, he became director of the domestic council.

Associates and urban leaders are wondering to what extent Mr. Cole will exhibit leadership and whether he will be a power in the White House. The role of the domestic council has diminished in recent months, and Mr. Cole will have to contend with the office of Management and Budget, which has



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In the Nixon pattern

grown more aggressive under Roy L. Ash, the director.

Mr. Cole, his soft brown eyes glancing at one of the numerous photographers of his children in his office, dismisses these questions easily.

"I think I'm getting the work done," he says. "From my standpoint, the O.M.B. is not running the Government. I see the politics of Government being formed by the Cabinet."

If Mr. Cole maintains his present style, he will "work quietly and diligently," according to associates.

"He is not the most imaginative or creative guy in the world," one friend said, but those who know him say he is the type who will find the people doing the best work and use them.