

Marketing The Nixon Inaugural

Jeb Magruder (right) and Inaugural Committee Chairman J. Willard Marriott



AP Wirephoto

Washington

JEB Stuart Magruder is 38 and even on his worst day he could pass for 25. There is a look of perpetual innocence on his boy-next-door face.

Magruder is one of the chief packagers of the President and his inauguration. As executive director of the 1973 Inaugural Committee, he refers to the inauguration as a "total marketing project." Before this job, he was into the marketing of the President's re-election as deputy campaign director of the Committee for the Re-election of the President.

Magruder, who served as special assistant to the President from 1969 to 1971, may not stay on at the White House after the inauguration. He is considering "top business offers" and says if he stays in the administration it would "probably be a job outside the White House."

Magruder has been called as a witness to testify in the trial of the men indicted in the alleged Watergate bugging of the Democratic National Committee headquarters. According to sources close to the investigation of the Watergate bugging, Magruder had access to and withdrew cash from a fund that was used, in part, to

pay for a campaign of spying and disruptive activities against the Democrats.

He denies stories that he may be asked to leave by the President in the wake of the Watergate affair; says, in fact, he has been asked to stay on, but that there "hasn't been time to discuss specifics." He adds he is strongly considering those outside offers. "This might be a good time to make use of the people and contacts I've made in the White House," he said.

When Magruder talks about his work, it sometimes sounds like an ad agency memo. He says objections or suggestions are "put through a flow" so that the right people get a chance to put in their "input" before it gets to a "decision-making situation."

Magruder's wife Gail says she is "more conservative than my husband."

They both think President Nixon is taking the right course in Vietnam.

The daughter of a Los Angeles lawyer, Mrs. Magruder went to Dana Hall boarding school in Massachusetts, then to Vassar. She and Magruder met while he was at Williams, but it wasn't until a year later, in 1958, when she transferred to UC-Berkeley and Magru-

der had just graduated and was starting in the advertising field in San Francisco, that they dated.

They married a year later, in 1959. Then began a succession of moving-up jobs for Magruder. He worked for the management consulting firm of Booz, Allen and Hamilton while studying for his master's degree in business administration from the University of Chicago, which he received in 1963. He next became advertising manager for Jewel Tea Company ("I was in the management end, not the creative end"). From there he went to Broadway-Hale Stores, Inc., in Los Angeles as a top executive. Magruder next was president of two small cosmetic firms and talks of someday becoming a corporate president.

Mrs. Magruder majored in child psychology but had not thought of a career ("in those days it wasn't such a big deal" she says).

Magruder entered Williams College in 1952, enlisted in the Army after his sophomore year. He served in Korea as a private first class and earned a good conduct medal. He returned to Williams, majored in political science and graduated with honors.

Those were the apolitical

college days of the '50s and Magruder did not get into politics until 1962 when he helped in Donald Rumsfeld's congressional campaign. Next he worked for Senator Barry M. Goldwater (Rep-Ariz.) in 1964, then Governor Richard B. Ogilvie's race in Illinois in 1966. He got involved "through friends" in President Nixon's 1968 campaign and worked for Robert H. Finch as Southern California co-ordinator.

Magruder says he works best under pressure, has no ulcers, falls asleep easily at 11 p.m., relaxes by reading mystery novels, riding his ten-speed bike and playing tennis.

As for his political views, he says the closest thing he can think of to call himself is a "Nixonian Republican. I usually find myself in complete agreement with the President. I have a tendency to be right of center."

His Republican bent was prompted by two liberal Williams professors, both Democrats. They were historian James MacGregor Burns and Frederick L. Schuman.

There is no question that Magruder thinks the country is now in good hands. Last year he told an acquaintance it was important that Mr. Nixon win "at all costs" to save the country.

Our Correspondent