

THE WHITE HOUSE
WASHINGTON

August 11, 1970

MEMORANDUM FOR THE PRESIDENT

At your request, Chuck Colson and Peter Flanigan have selected from our business lists the names of the ten best all-around chief executive officers in the country in the 45-60 year-old bracket.

Robert Anderson
Chairman and Chief Executive Officer
Atlantic Richfield
410 East College Boulevard
Post Office Box 1000
Roswell, New Mexico

J. Paul Austin, Chairman
Coca-Cola Company
Atlanta, Georgia 30313

Fred J. Borch
Chairman
General Electric Company
570 Lexington Avenue
New York, New York

Harold S. Geneen
Chairman
International Telephone & Telegraph Corporation
320 Park Avenue
New York, New York

Robert V. Hansberger
President
Boise Cascade Corporation
Boise, Idaho

David Rockefeller, Chairman
Chase Manhattan Bank
30 Rockefeller Plaza
New York, New York 10020

Willard F. Rockwell, Jr.
Chairman and President
North American Rockwell Corporation
301 Fifth Avenue
Pittsburgh, Pennsylvania 15208

Robert H. Stewart, III
Chairman and Chief Executive Officer
First National Bank of Dallas
1401 Main Street
Dallas, Texas 75201

John Swearingen, Chairman of the Board
Standard Oil of Indiana
Chicago, Illinois

Tom Watson, Chairman of the Board
IBM Corporation
Armonk, New York 10504

Colson makes the point that creating such a list is very difficult. For example, Don Burnham at Westinghouse is a first-class chief executive at his company but his influence is not widespread beyond Westinghouse. Lynn Townsend has not done a very good job with Chrysler but he carries a lot of clout in business circles. Watson is a tremendously effective businessman but he is certainly not with us politically.

H. R. HALDEMAN