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Ted Kennedy's Magic On the Campaign Trail

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TED KENNEDY ladled out so much apple-cheeked charisma on the campaign trail that one newly-elected governor has tagged him "titular head" of the Democratic party.

If George McGovern is irked, Mr. and Mrs. America — Democratic variety — are not. Over their breakfast cereal they're already talking up the Massachusetts senator for president in 1976.

From Montana to Maine, Ted campaigned for 42 candidates in 24 states. Twenty-nine won.

A spot check found no candidate ready to say Kennedy had elected him, but all praised Ted's visit as a "shot in the arm." Party workers were buoyed.

It was Vermont's Governor-Elect Thomas Salmon who christened Kennedy the new "titular head." With Ted's help, the tall, rugged outdoorsman pulled off an upset win in a rock-ribbed Republican state.

In contrast, Ted couldn't save West Virginia's Jay Rockefeller, a personal friend. Jay blames McGovern and wants Ted at the top of the 1976 ticket, when he expects to run for governor again.

Ted steered clear of the South and Southwest, where the Kennedy name has less luster and Chappaquiddick hurts. He was disinvented to Oklahoma after scheduling a trip there.

Ted was the center of a bigger operation than was generally known. His two advance men helped produce bodies, but Kennedy himself turned on the old family magic.

He was mobbed everywhere.

On the heels of President Nixon's last-minute visit to Rhode Island, Ted appeared for Senator Claiborne Pell,

an old friend and the underdog, who won.

"It was the kind of hysteria Robert Kennedy set off in 1968," a Pell aide said. "The crowd hit an emotional peak. They just wanted to touch him."

Kennedy also took personal satisfaction in the victories of Senators-Elect Joseph Biden of Delaware, Richard Clark of Iowa, and William Hathaway of Maine, all upsets, and Massachusetts Congressman-Elect Gerry Studds.

Conservative Representative J. Edward Roush of Indiana squeaked through, aided by Ted, and lauded his political savvy.

Does Roush hear much about Ted for '76? "I don't hear talk of anyone else."

In Michigan, where senatorial candidate Frank Kelly lost despite Kennedy's help, there was a poignant moment.

Kelly's motorcade and Kennedy's became separated in the confusion. "We've lost Senator Kennedy," Kelly's driver radioed to the sheriff, setting off momentary panic.

In Montana, Ted helped Democrats score their greatest victory in 34 years against the Nixon landslide. State chairman John Bartlett views Kennedy as inevitable in 1976. "If he wants it."

Ted usually campaigned a

half-day for each candidate racing from fund-raisers to television tapings, helicopter hops, and airport rallies.

All told, it was a man-killing schedule, and at times Kennedy was terribly tired.

But the screamers and jumpers didn't know that. "Ted really soups 'em up," gloated a party wheelhorse.



Although rarely seen in the '72 campaign, Joan Kennedy is expected to be a big campaigner for her husband in '76



A man-killing schedule for Senator Ted Kennedy in '72 campaign earned him the title "titular head" of Democratic party