

Nixon Hoping for a California Landslide



— Jack Anderson

Miami Beach

PRESIDENT NIXON'S sentimental postconvention journey to his native California is just the beginning of a massive effort to sweep the state in November.

The President is still chafing over his defeat for governor in 1962 and the narrow margin by which he carried California in 1968. The GOP campaign organization is determined, therefore, to give him a California landslide in 1972.

Mr. Nixon himself plans to make at least two more appearances in the state before election day. Campaign visits have also been lined up tentatively for such GOP glamor boys as Vice President Spiro Agnew, New York's Governor Nelson Rockefeller, Senator Barry Goldwater and White House aide Don Rumsfeld.

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A RECENT Republican precinct canvass showed that 30 to 40 per cent of the middle class white Democrats who voted for Hubert Humphrey in 1968, will switch to Mr. Nixon this year.

Still not satisfied, the GOP is going after votes in black and Jewish communities, which have been traditional Democratic strongholds.

In black neighborhoods, for example, the GOP is spending tens of thousands of dollars for canvasses, posters and infor-

mation centers. A black Democratic businessman, Richard Allen, has been recruited as Mr. Nixon's campaign chairman in the Watts-Crenshaw area of Los Angeles.

Such black superstars as entertainer Sammy Davis Jr., and movie actor Jim Brown also will campaign for Mr. Nixon in California.

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THE Republicans also are looking for Democratic defectors in California's Jewish community, the largest outside of New York. For the first time, the GOP has a busy headquarters operating on Los Angeles's Fairfax avenue, a predominantly Jewish area.

GOP field workers have also started a whispering campaign against George McGovern's western regional chief, Rick Stearns, who is being labeled anti-Israeli because of a five-year-old ad he signed as a student. The ad was construed to be pro-Arab, but Stearns has now fully endorsed McGovern's pro-Israeli policy. And Democratic aides call the whisper campaign against Stearns a "blatant smear."

Footnote: The private GOP canvasses show a slight, two to three per cent Republican loss along with the Democratic gain. The few Republican voters have slipped over to rightwing American Party candidate John Schmitz, a lame duck Republican congressman.