

'72 Candidates Open Endorsement Hunting Season

By R. W. APPLE Jr.

Special to The New York Times

COOS BAY, Ore., Nov. 9— This is the season of the transcontinental Presidential endorsement hunt.

The candidates and their staffs spend hour after countless hour with the politically potent in each state, cajoling and bargaining and promising, working toward commitments from the spokesmen for Campaign voting blocks,

Notes from the men who can raise money, from the professional managers. The goal is not so much the endorsements themselves, although they can be important at some times in some places, but the impression of momentum that they create. They enable the candidate to say, "Look, I'm the one who's really moving."

Or, to put it another way, as did one aide to Senator Edmund S. Muskie of Maine this week, they help "to give the impression that the nomination of our guy is inevitable."

Mr. Muskie has not yet created that impression, at least not in California, Colorado, Arizona and Oregon, the four states that he has visited on this trip. However, he has scored some successes in putting together the organizational mosaic.

The Senator conferred in the private rear compartment of his leased Electra on the way from San Francisco to Los Angeles on Saturday, for example, with a prosperous looking man unknown to most of those traveling with him.

The man appeared again at a businessmen's reception at the Beverly Wilshire Hotel, and soon the Muskie people were spreading the news of a coup:

He was William T. King, a Los Angeles lawyer, a Republican, a California campaign official for Mr. Nixon in 1968 and one of the hosts for tonight's big Republican dinner in Los Angeles. He was about to sign onto the Muskie campaign as a fundraiser.

As is often the case, Mr. King's surprising move was prompted by an event wholly out of the candidate's control: Mr. Nixon's abortive plan to nominate Judge Mildred L. Little of the California Court of Appeals to the Supreme Court—a plan that offended Mr. King's sense of what the court should be.

There were other successes as well. Mr. Muskie completed arrangements for Paul Ziffren, a former state chairman, to run his California campaign, and for William Matson Roth, a wealthy San Franciscan, to head the northern California operation.

He also added to his roster of contributors, which had already included men such as Donald Pritzker, head of the Hyatt House hotels, and Martin Stone, who was with Eugene J. McCarthy in 1968.

By visiting Arizona, he cemented his ties with Representative Morris K. Udall, with Sam Grossman, the unsuccessful Democratic Senate candidate there in 1970, with former Gov. Sam Goddard and with others. Arizona

could be important, because it will choose its convention delegates at a meeting next Feb. 8—probably before any other state.

But other things did not happen.

In Arizona, Mr. Udall complained that not only was the party's left wing holding out, but state labor leaders were too. Local labor, he said, seems to be getting the word from Washington (that is, from George Meany and other labor leaders) to wait and see how well Senator Henry M. Jackson of Washington was doing by the end of the year.

In California, Mr. Muskie has been unable to win commitments from the three best-known Democrats in the State Legislature—the Assembly majority leader, Walter Karabian, the Assembly Speaker, Robert Moretti, and the Senate majority leader, George Moscone.

In a private meeting with Mr. Moretti on Sunday, Mr. Muskie entreated him to sign up. Mr. Moretti refused, and Mr. Moscone reportedly told the Senator last night at a private session that he was holding off, too.

Earlier, at a joint appearance with Senator Hubert H. Humphrey of Minnesota, Mr. Muskie urged Northern California Democrats not to think that the economic issue would by itself win the Presidency in 1972. Instead, he said, the Democrats should pursue their "historic mission" and seek out new goals and programs.

That is also the prescription for victory sometimes suggested by Mr. Jackson's strategists. To underline the

point, Mr. Muskie hit out at the advocates of "the politics of exclusion" who contend that a fourth party would not hurt the Democrats. That thesis is also pushed by some in the Jackson camp.

The speech was delivered in what one Muskie backer called "that dogged, Mr. Integrity style."

Mr. Humphrey, by contrast, delivered a characteristically stem-winding (though uncharacteristically short) partisan attack on Mr. Nixon, rattling off largely extemporaneously what he described as the Administration's "six failures."

A reporter seeking reaction afterward found only one person in 18 who did not say "Humphrey did better."

Mr. Muskie appears to feel most at ease and to communicate most intimately with his audiences in casual situations.

This morning, walking out of a drizzle into a room full of people in Coos Bay in southern Oregon, he was totally relaxed. He told a woman with a baby that he had a grandson named Ethan Allen, talked about the draft with several young men, commented about the fog and his purple shirt.

As he moved on, the comments were universally favorable.