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JERRY BRUNO
'The Advance Man'

The Lindsay Predictions From a Pro

By Michael Harris

Jerry Bruno, who helped produce crowds in San Francisco for John F. Kennedy and Robert F. Kennedy, said yesterday he thinks the Democratic motorcades in 1972 may be for Mayor John V. Lindsay of New York.

"I've never met him," said Bruno, who devoted the last chapter of his lively new book, "The Advance Man," to the prospects of Mayor Lindsay's future in the Democratic party.

"The Wisconsin primary is natural for Lindsay," BRUNO SAID. "I don't see anybody stopping him in California unless his staff succeeds in packaging him as a superstar — then he'd be introuble."

PEOPLE

Lindsay's strength as a campaigner is his ability to deal with people on a highly personal basis and to get them involved with his candidacy, Bruno continued.

He said that the New York mayor is one of three Democratic possibilities — the others he listed were: Senators

Edward M. Kennedy and Edmund S. Muskie — who can make full use of the services of an advance man in drumming up enthusiasm.

It was Bruno's role in the past to get out the crowds, make sure the loudspeakers in the auditoriums are functioning properly, keep the local politicians from wasting the candidate's scarce campaign time and to swoop ahead to the next stop to do the same thing all over again.

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"It's tough to do in California," Bruno said. "The leaders have their own ways of campaigning. I found they didn't want motorcades because Adlai Stevenson tried them and they didn't work for him. They didn't want Democrats to go to Oxnard because Stevenson had bombed there. And they didn't campaign in Watts."

"But the Kennedys proved they did well in motorcades, Oxnard and Watts. Some day I'd like to take a crack at a statewide race in California."

But he was glad, Bruno added, that he hadn't tried to work as an advance man last fall of Jess Unruh, the Democratic candidate against Governor Ronald Reagan.

"I could get the crowds out," Bruno said. "But the test comes after that — can the candidate convince the people who come to hear him?"

Bruno said he didn't think the efforts of some of Reagan's close associates to win the governor the Republican nomination for president next year would succeed.

"President Nixon is no Johnson," he said. "He won't drop out just because he thinks he might lose."

Bruno also said he differed with the Democrats who have been predicting that Mayor Lindsay, who is registered as a Republican, will switch parties next month.

"I would think it would think it would be closer to August or September," Bruno said. "He's getting good press with the speculation over his future, and he shouldn't shut it all off too soon."

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The Advance Man, by Jerry Bruno and Jeff Greenfield (Morrow, \$5.95). Mr. Bruno's views on American politics and politicians. The Completion of Russian Literature: A Cento, compiled by Andrew Field (Atheneum, \$8.95).

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