

President's Calif. Campaign

Nixon Adopts McG.'s Tactics

SACRAMENTO — (AP) — President Nixon's California campaign manager says he hopes to win Nixon's home state in the November election with a McGovern-style grass roots campaign. But he said it would be no landslide.

"The President has never carried California by a large margin," Lyn Nofziger told the Sacramento Press Club yesterday.

Key State

"We are outnumbered heavily by Democrats," he

said. "I do not see a landslide at this time."

California is a key state in the November balloting and with its 45 electoral votes is particularly vital to Democrat George McGovern's chances for winning the presidency.

Nixon carried California over John F. Kennedy in 1960 by only 36,000 votes out of 6.5 million cast. Nixon beat Huber tH. Humphrey in 1968 by 230,000 out of more than seven million cast. He lost a 1962 bid for the governorship to Edmund G.

Brown, the incumbent at that time.

Nofziger said he is building a grass roots California organization in an effort to locate and identify Nixon supporters, get them registered to vote, and to get them to the polls on election day.

McGovern Plan

This essentially is how McGovern carried California in the June 6 Democratic primary.

Nofziger said the McGovern forces did the best grass roots organization job in his

experience as a political reporter and campaign official in California.

"In effect, it told us if we did not get out and do the same kind of job in the general election campaign, we would have problems," he said.

He added, "This will not be a media campaign in terms of 1968 and the Ronald Reagan campaign of 1966 and having the candidate out stirring up the troops" because "our candidate is in Washington." The Nixon strategy will be to empha-

size Nixon's role as President, he said.

Big Difference

"There is a difference between a sitting President and a guy who wants a job. I don't believe the American people want a sitting President to go out and stump like a candidate. . . . To me, the best campaign a President can do is to do a good job," he added.