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CANDIDATES SHOULD GO SLOW IN CHOOSING
PARTY LEADERS FOR CAMPAIGN FOR THEM.
SOME WILL DO MORE HARM THAN GOOD

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by Mervin D. Field

State and national leaders of both parties are not underestimating the importance of winning this state's November gubernatorial election, and both Governor Pat Brown and Ronald Reagan have many of them ready, willing, and able to campaign in their behalf. California is the country's largest state and the political coloration of the man holding the chief executive spot here will exert an ever stronger influence on national politics.

The California Poll has attempted to provide an advance measure of what effect some of these Democratic and Republican leaders might have should they campaign in this state for Brown or Reagan. In a recent survey of a cross section of voters, the California Poll asked this question: "Here is a list of leading Democrats. If these men were to campaign for Governor Brown, which one do you think would help Brown the most in getting votes? Which ones, if any, do you think might lose votes for Brown? Then a list of Republicans was shown and voters were asked to rate the relative effectiveness these men might have for Reagan, were they to campaign for him.

Goldwater, Nixon No. Help

In looking over the stable of possible campaigners for Reagan, it is significant that Barry Goldwater, the 1964 GOP presidential nominee, is considered to be more of a liability than an asset to Reagan. For every voter who thinks Goldwater could help Reagan, there are four who believe he would lose votes for Reagan.

Even Richard Nixon, one of the leading candidates for the 1968 GOP presidential nomination, appears as of now to most voters to be a drag rather than a boost to the Reagan cause.

(MORE)

Republican Senator George Murphy is thought by the most voters to be the man who would lend the most help to Reagan if he should campaign for him. Republican Senator Thomas Kuchel and Republican George Romney of Michigan are other men who, on balance, attract a net gain of voters to Reagan.

New York Governor Rockefeller and ex-San Francisco Mayor George Christopher are Republicans whose vote getting and vote losing attributes appear to about cancel out.

Johnson, Kennedy Help Brown

Among Democrats, President Johnson emerges as the man who could help Brown the most. For every vote he might lose for Brown in campaigning in his behalf, there is the likelihood he would gain more than five. New York Senator Robert Kennedy, brother of the late President John Kennedy, also has a great deal of positive star appeal should he campaign for Brown.

However, controversial Los Angeles Mayor Sam Yorty, Vice-President Hubert Humphrey, and Assembly Speaker Jesse Unruh, appear to have personalities or reputations which voters perceive as being more of a loss than a bonus to Brown if they were to campaign for the governor.

Listed below are the Democrats and Republicans appearing on each list and the effect the public said they thought each might have on Brown's and Reagan's chances in California.

	<u>Effect on votes for Brown</u>	
	<u>Would help</u>	<u>Might lose</u>
Lyndon Johnson	37%	7%
Robert Kennedy	33	9
Samuel Yorty	16	36
Hubert Humphrey	7	14
Jesse Unruh	7	12

	<u>Effect on votes for Reagan</u>	
George Murphy	19%	2%
Richard Nixon	19	22
Thomas Kuchel	15	4
George Christopher	12	8
George Romney	10	2
Nelson Rockefeller	10	8
Barry Goldwater	9	38
William Scranton	6	4