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Bloomberg's $50M doesn't hurt, either

By DAVID SEIFMAN
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A late endorsement by Mayor Giuliani — combined with more than $50 million in campaign spending — has made Republican Mike Bloomberg an unlikely even-money shot to capture City Hall in today's election.

The "Rudy factor" is evident in the latest Quinnipiac University poll, which rates the mayoral race as a heart-stopping toss-up.

The same poll had Democrat Mark Green trouncing Bloomberg, 51 percent to 35 percent, on Oct. 24.

But it's been all downhill for Green since then. Not coincidentally, Giuliani endorsed Bloomberg on Oct. 27.

The mayor's remarkable impact is evident among white voters, who've provided his political base for the last eight years.

The latest poll shows that whites are flecking to Bloomberg, and he's now ahead of Green, 49 percent to 37 percent, in that vital group.

Two weeks ago, Green led 47 percent to 42 percent.

Bloomberg is running Giuliani's endorsement commercial so often on TV that the mayor joked yesterday that even he's tired of seeing it.

A Bloomberg source said many voters have been telling the media mogul they've seen the Giuliani ad — and like it.

"Everyone on the street is telling him about the [Giuliani] ads, the mail, the phone calls," the source said, referring to Giuliani's recorded phone calls on Bloomberg's behalf.

In addition to wrapping himself in Rudy, Bloomberg also is painting Green as a staunch opponent of Giuliani.

A hard-hitting Bloomberg mailing that landed last night in the mailboxes of independent voters blasts Green for fighting Giuliani and the NYPD "every step of the way."

"Politician Mark Green: No Friend of Rudy Giuliani," the mailing says.

Giuliani declared again yesterday that Bloomberg is his choice because the media mogul's business background gives him the capability of rebuilding the economy.

"All the rest of the arguments and the negative stuff is the kind of thing that goes on in politics and should be ignored," the mayor advised.

One Democratic insider said Giuliani's backing typically energizes whites and upsets blacks, a voting bloc Green has courted relentlessly.

But there appears to be no "Rudy backlash" this time.

That's probably because of Giuliani's exalted standing after the terror attacks and continued sniping at Green by the Rev. Al Sharpton.

"Bloomberg is getting all the benefits of Rudy without the detriments of Rudy," said the insider.

Tale of the tape



MIKE BLOOMBERG		MARK GREEN
Rubens	Middle name	Joseph
Divorced, steady girlfriend	Marital status	Divorced, remarried to AOL exec
Aquarius [Today's horoscope: "What happens next will give you a chance to do something out of the ordinary."]	Zodiac Sign	Pisces [Today's horoscope: "Don't let anyone tell you it can't be done."]
Cash	Flush with	Himself
Medford, Mass.	Roots in	Great Neck, Long Island
Political Tourette's syndrome	Afflicted with	Smartest-kid-in-class syndrome
"Theater, dining and chasing women"	Hobbies	Tennis
Hillary	Clinton hero worship	Bill
"Bloomberg by Bloomberg" by Michael Bloomberg	Favorite book	"The Power Broker" by Robert Caro

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