

Ike in Flesh Seems Worth Many on TV

(Editor's Note: This is another in a series of articles by AP's veteran political reporters who are surveying sentiment in key states across the country.)

By JACK BELL
LEXINGTON, Ky., Oct. 7 (AP)—President Eisenhower seems to have demonstrated in his recent breezy visit to this blue grass area that personal presidential campaigning is more effective in many ways than television appearances.

Republican office-seekers in every section of the nation have been clamoring for a presidential appearance to help them in their local races and in putting their states into the GOP presidential column.

Off the evidence of a before-and-after survey here, the politicians seem to be right—in direct, local political appeal, an Eisenhower in the flesh is worth many times an Eisenhower on TV. And the effect has a tendency to ripple out across a whole state.

This effect obviously is more psychological than tangible. But, unless all the outward signs are wrong, the impact of a personal visit can't be matched by the wider coverage of television. In his nationally-televised Lexington speech Oct. 1, Eisenhower had both.

Vigor Impressive
Republicans here don't argue that any doubtful voter was convinced he should stamp the Republican ticket just because he saw Eisenhower step out of the Columbine III onto Kentucky soil, flash his famous grin, make a few remarks and then take an air-riding ride through crowd-lined streets.

But they say Eisenhower's fit appearance and vigorous actions go a long way toward removing from the voter's mind any inward question about the President's ability to carry on for another four years.

When there was crowd comment, it often took the form of some such phrase as "say, he looks a lot better than he does on television."

May Be 'Not in Arms'
Republicans say Eisenhower's visit may have given their organization the shot in the arm needed to come out on top in what looks like an extremely close battle for the state's 10 electoral votes and two vital seats in the United States Senate.

As an example, they cite that almost 600 Republicans showed enough enthusiasm to fill a special train from Louisville to Lexington to join the 35,000 or more persons who heard—or at least saw—Eisenhower on his visit here.

Democrats dispute these claims. They argue that, at best, only a small fraction of the state's million or more voters had any opportunity to see the President. And they question the Republican contention that Eisenhower's Kentucky TV audience was increased substantially by the fact he was making his speech in the state.

Nevertheless, the reaction of the Democratic candidates indicated they were aware of a political impact from the presidential visit.

Denses Train Guns
Sen. Earle Clements and former Gov. Lawrence Wetherby, the party's senatorial candidates, immediately trained their guns on statements Eisenhower made in his speech.

Wetherby said the President's visit aided him because it "helps advertise and emphasize the fact that my opponent is a Republican."

In Kentucky, being a Republican has not been particularly profitable politically in the past. But Wetherby's opponent, former Ambassador John Sherman Cooper, has demonstrated on several occasions that he can attract thousands of voters who normally cast Democratic ballots.

Thruston B. Morton, former State Department official who is opposing Clements, lacks Cooper's experience in statewide races but is campaigning hard.

Chandler Not Happy
Gov. A. B. (Happy) Chandler said he thinks the President's visit "won't help the Democratic ticket at all."

It is Eisenhower's appearance helped identify Cooper as a Republican. It also served, through Chandler, to emphasize the deep split in Democratic ranks.

Chandler is publicly backing Clements and Wetherby but they have had past battles that left scars.

Some political observers thought the ebullient Chandler's warm greeting to Eisenhower was a note-to-note indication to 18,000 state employees, their families and friends, that Chandler does not have high regard for the party's senatorial candidates or for its presidential nominee, Adlai E. Stevenson.

Republicans interpreted it as a dramatization of a Democratic split they hope will permit them to roll up a vote for Eisenhower, carry both senatorial candidates into office, and perhaps provide the margin for regaining control of the Senate in the next Congress.

Cooper said he thinks his chances of election hinge on how close Eisenhower comes to carrying the state, provided he himself can come as close as he did in 1952 to matching the President's vote. In 1952, Stevenson carried Kentucky by an even 700 votes with nearly a million cast.

Impression as Person
Cooper said that because Eisenhower makes "a tremendous impression as a person" he thinks the President's personal visit to the state tilted the Republican chance materially.



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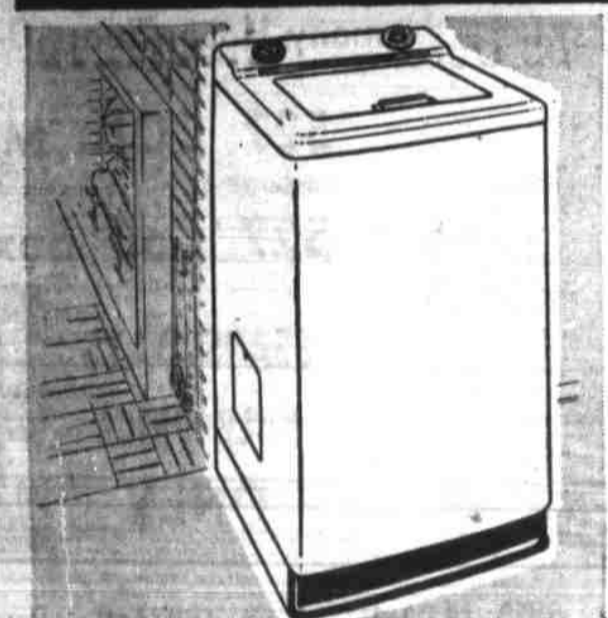


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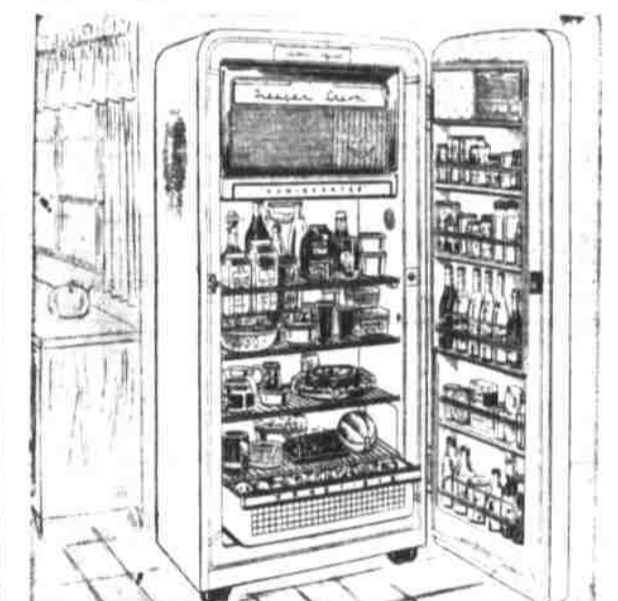
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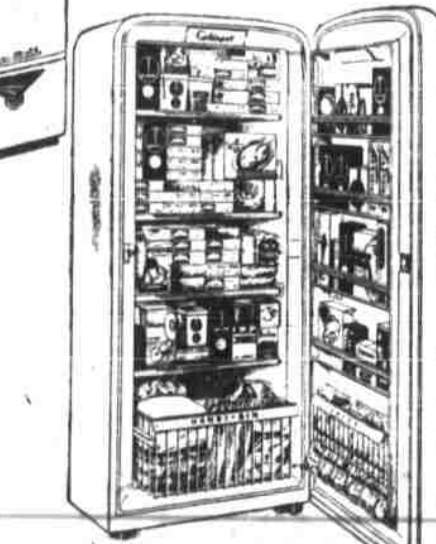


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