Ore. Candidates for Congress List Costs Most for Sen.

How Do Voters Score the Candidates, Parties, Issues?

By GEORGE GALLUP Director, American Institute of of Public Opinion

PRINCETON, N.J., Nov. 2-The votes registered next Tuesday will be determined largely by the way the public thinks about the:

1. Candidates, 2. Parties, and

And since about one-third of all Americans of voting age fail to east their ballots, the effectiveness of the party machines in getting their followers to the polls on Election day constitutes a fourth maker factor.

1. How the Public Appraises
the Candidates
In terms of personal popularity,
President Eisenhower has an advantage over Governor Stevenson,
while Senator Kefauver has a
slight edge over Vice - President
Nixon.

Based on the latest "Popularity Profile" scores using the Stapel Scalometer, here are the ratings of the four candidates:

DWIGHT D. EISENHOWER Extremely favorable
Mildly favorable
Neutral, no opinion
Mildly unfavorable Extremely unfavorable 4 p.c.

ADLAI E. STEVENSON Extremely favorable 33 p.c.
Mildly favorable 20 p.c.
Neutral, no opinion 26 p.c.
Mildly unfavorable 8 p.c. Extremely unfavorable 13 p.c.



WATCH ATTY. GEN'L. ROBERT Y. THORNTON 7:20 TONITE KPTV-CH. 27

Re-Elect Thornton Committee, Earl L. Nott, Chm., McMinnville, Ore.

RICHARD M. NIXON Extremely favorable Mildly favorable Neutral, no opinion Mildly unfavorable

Extremely unfavorable 19 p.c. ESTES KEFAUVER

Extremely favorable 28 p.c.
Mildly favorable 26 p.c.
Neutral, no opinion 24 p.c.
Mildly unfavorable 10 p.c.
Extremely unfavorable 12 p.c.

On what the public itself regards as the Number One problem facing the country-foreign policy and preserving the peace — the Republican party comes up with a great advantage over the Democratic party.

Voters were asked in the latest survey: "Which political party do you think would be more likely to keep the United States out of World War III — the Republican party of the Democratic party."

They answered: Republican party 44 per cent, Democratic party 19 per cent, no different 17 per cent, no opinion 20 per cent. When voters were asked to name the most important problem facing the country and then asked which party could best handle the particular problem they named, the results among those who named one of the two parties were. Republican party best 57 per cent, Democratic party best 43 per cent, Democratic party best 57 per cent, Democratic party best 43 per cent, Democratic party best 57 per cent, Democratic

hat the government should not paign issues

WASHINGTON 18 — Six of Oregon's eight candidates for the House have reported campaign contributions of \$31,835 and expenditures of \$24,444. These figures do not include anything for Rep. Sam Coon (R), seeking re-election from the Second District, or Phil J. Roth, Republican nominee in the Third District. No reports had been received from them. Preliminary reports are required before election. A final report is required after election. Not included in the contribution total are gifts which may have been made to committees operating in behalf of any candidate. In listing expenditures, candidates are required to itemize some costs—principally adverting in order contributions to leave appears as personal traveling and subsistence expense. Oregon congressional candidates filed the following reports, listing in order contributions, temized expenditures, unitemized expenditures, expense expense. Charles O Protect Division totaling \$1,500. Charles O Protect Division totaling \$1,500. Charles O Protect Division time—but are permitted to those in excess of \$500: W. A. Woodard, Contage Grow Republican Contributions totaling \$1,500.

Labor Spends

It listed Republican Senate campaign groups as receiving \$520,000 and spending \$449,000 up to Oct. 21. The figures for the Democrats were \$442,000 received and \$359,000 spent.

S. A. Advisors Adopt Hostel

The Salvation Army advisory board voted Monday to go ahead with the transient hostel project a committee headed by J. V. Avi-

And since about one-third of all Americans of voting age fail to cast their ballots, the effectiveness of the party machines in getting their followers to the polls on Election day constitutes a fourth major factor.

Modern scientific polling attempts to gauge voting sentiment, but in doing so it is equally interested in shedding 1 ight on the reasons why people vote as they do.

With this in mind, the Gallup Poll has sought in the present election campaign to use its methods in appraising all four of these key factors which will determine the outcome of the election.

1. How the Public Appralses

Neutral, no opinion 24 p.c. Mith the transient nostel project and Americans of voting age fail to cast their ballots, the effectiveness of the sext their ballots, the effectiveness of the party machines in getting device takes into account both account both acroamble and unfavorable opinion, as well as the degree, or intensity, of enthusiasm, it is considered one of the be st indexes of candidate popularity, of enthusiasm, it is considered one of the be st indexes of candidate popularity available.

SCORE: On the question of presidential candidate popularity of the two vice-presidents of the present election campaign to use its methods in appraising all four control to the present election campaign to use its methods in appraising all four control to the present election campaign to use its methods in appraising all four control to the present election campaign to use its methods in appraising all four control to the present election campaign to use its methods in appraising all four control to the present election campaign to use its methods in appraising all four control to the present election campaign to use its methods in appraising all four control to the present election campaign to use its methods in appraising all four control to the present election campaign to use its methods in appraising all four control to the present election campaign to use its methods in appraising all four control to the present elec

Democratic party than present Republican party.

When asked how they classify themselves politically, the preferences of voters across the country line up as follows:

Democrats 43 p.c.

Benublicans 36 p.c.

1 n.c.

1 n.c.

1 n.c.

2 n.c.

2 n.c.

VOTE BALLOT MEASURE NO. 1 YES Insure Repeal of 45% Surtax This Year

VOTE BALLOT MEASURE NO. 1 YES

Paid Adv. Committee for Proposition No. 1, W. W. Chadwick, Treas., Salem

A VOTE FOR MORSE IS A VOTE AGAINST **EISENHOWER**

Morse has been wrong-terribly wrong-on the vital issues that meant war or peace for our country. He was urong on Korea, wrong on Formosa, wrong on Suez, and is now wrong on the H-bomb. Support Eisenhower's program for peace.

RL Life, Lapablean Cornel Committee of Congress, Woodell Wyon Chairman, 406 Control Ridge, Particul S. Oregan

President Confers With Nixon and Hoover



School Boards

Hegistration will begin at 8:30 Friday morning, followed by the general session. A symposium on "How to staff the schools of Ore-gon" will be conducted during the rest of the morning. Teacher sup-

port, merit salaries and tenure will be included,

Let's Restore Dignity and Ability

to the Attorney General's Office

ELECT

Carl Francis

ATTORNEY

GENERAL

Non Partisan Citizens for Francis Nelson English, chm. 1231 NW Hoyt

More Fleeing Red Germany State Meeting

Bonn, Germany of — The West German Refugee Ministry announced Monday 270,000 E as t Germans fled to the West in the first 10 months of 1958.

This is more than 252,870 who sought refuge in West Germans and West Berlin during all of 1955, More than half of the refugees arriving this year were under 25 years of age. They included 1,804 members of the Soviettrained Communist East German refuge werning banquet by Claude 1,804 members of the Soviettrained Communist East German refuge.

State Meeting Inc. and-or one year in the penientary could be given to anyone taking the ball point pens from any postoffice. Two of the new type pens are missing from the local postoffice, postmaster Glenn Southwell reports.

The Oregon School Boards association convention will open No-communist the penientary could be given to anyone taking the ball point pens from any postoffice. Two of the new type pens are missing from the local postoffice, postmaster Glenn Southwell reports.

The Oregon School Boards association convention will open No-communist the penientary could be given to anyone taking the ball point pens from any postoffice. Two of the new type pens are missing from the local postoffice, postmaster Glenn on the sidewalk in from the first penientary could be given to anyone taking the ball point pens from any postoffice. Two of the new type pens are missing from the local postoffice, postmaster Glenn on the sidewalk in from the first penientary could be given to anyone taking the ball point pens from any postoffice. Two of the new type pens are missing from the local postoffice, postmaster Glenn on the sidewalk in from the post of the state of the new type pens are missing from the local postoffice, postmaster Glenn on the post of the new type pens are missing from the local postoffice, postmaster Glenn and post of the new type pens are missing from the local postoffice, postmaster Glenn and post of the new type pens are missing from the local postoffice, postmaster Glenn and post of the new type pens are missing from the

FRESHMEN-Marvin Albertson, Clifford Cookson, Randall Harris, Martha Hatch, Colleen Hecht, Jerry Manasco, Eugene Poitras, Jean Quinn, Lloyd Ralphs, Bob Ruby.

themselves politically, the preferences of voters across the country line up as follows:

Democrats 43 p.c. Republicans 36 p.c. Independents 21 p.c. Independents 21 p.c. Previous Institute surveys also have shown that if all Americans of voting age were required to re-register today, the Democrats would outnumber the Republicans by nearly 13 million voters.

An April survey found 51,700,000 would register as Republicans, while 7,800,000 would still be "on the fence."

SCORE: On the matter of party preference, the Democrats have a distinct advantage over the Republicans.

3. How Voters Stand On what the public itself regards as the Number One problem facing the country-foreign policy and preserving the peace — the Republican party comes up with a great advantage over the Democration of the local price and preserving the peace — the Republican party comes up with a great advantage over the Democration of the local price and preserving the peace — the Republican party comes up with a great advantage over the Democration of the local price and preserving the peace — the Republican party comes up with a great advantage over the Democration of the local price and preserving the peace — the Republican party comes up with a great advantage over the Democration of the local price and preserving the peace — the Republican party comes up with a great advantage over the Democration of the local price and preserving the peace — the Republican party comes up with a great advantage over the Democration of the local price and preserving the peace — the Republican party comes up with a great advantage over the Democration of the local price and preserving the peace — the Republican party comes up with a great advantage over the Democration of the local price and preserving the peace — the Republican party comes up with a great advantage over the Democration of the local price and preserving the peace — the Republican party comes up with a great advantage over the Democratic party comes up with a great advantage over the Democra

"WRITE-IN" to Retain

JUDGE

Wm. McALLISTER

for JUDGE of the

SUPREME COURT

and should be retained as Judge.

Fred Lamport
E. H. Thompson
Ed Stadter
Linn C. Smith
Coburn Grabenhorst

× Wm. Mc allister

McALLISTER for Judge Committee, 157 S. Liberty Jos. M. Bevgrs, Chairman

Joe Devers

For Judge of the Supreme Court Position Number One

John Heltzel W. C. Winslow Sid Stevens

We urge you to take this ad to the polls with you and

write in WM, McALLISTER on the Non-partisan Judiciary ballot, as illustrated below. He is eminently qualified

> Brazier Small Cornelius Bateson

Jock Brydon C. W. Paulus Wallace Carson

VOTE FOR

ONE

JUDICIARY BALLOT

Postoffice Pens

type pens are missing from the strate.

The remains of one was found on the sidewalk in front of the post office, and one chain and pen are missing also.

REJECT BLOCKADE CHARGE LONDON (4) — The Foreign Office Monday rejected Soviet charges that British-French forces have blockaded the coasts of Egypt

Mr. America Due

Taken by Thieves

Chool Boards'

Chool Boards'

Mol.ALLA (Special) — Molalla postoffice , thorities here are reminding Molalla folk that a \$500 fine and-or one year in the penitentiary could be given to anyone taking the ball point pens from any postoffice. Two of the new type pens are missing from the

Your legislators are now denied

Best for the State and You! 47 Other States Have This Right!

the right to pass a Tax Plan

VOTE BALLOT MEASURE NO. 1 YES Paid Adv. Committee for Proposition No. 1, W. W. Chadwick, Treas., Salem

Elect

for position No. I Oregon Supreme Court

WRITE IN... D. R. Vandenberg

more than 15 years experience as Circuit Judge

Yundenberg for Oragen Suprema Court Committee, Faul E. Bailey, Trees., 502 Datum Bilds., Fortland, Ora

PAT McCARTHY

Candidate for Marion County

Commissioner

Pat McCarthy is not running for office because of his fine family. But he believes they make seven good reasons for his interest in the future of the county.



Front row-Mrs. McCarthy holding John, Mary Ellen, Anne, Pat McCarthy holding Molly. Back row-Jerry, Bill and Michael The election of Pat McCarthy will bring to the Marion

1. A balanced representation.

not by the remaining members.

- 2. A new outlook, fresh ideas and vigorous approach to the growing county problems.
- 3. Fair and courteous treatment to all who have business

All Present Members of the County Court were first appointed to the jobs they now hold-Not Elected.

Vote for PAT McCARTHY

It is time a new member be chosen by the voters-

Records the Chiffrighteans Count., Proje E. Rois Chron.

31 Congress Members Won't Be Around for 1957 Sessions

members of the present Congress
—six senators and 25 representatives—won't be back next year regardless of what happens in tomorrow's elections.

Thomas "J Dodd of Connecticut

Thomas "J Dodd of Connecticut

morrow's elections.

Two other representatives won't return to the House, but may land in the Senate.

The six senators pulling out voluntarily include the veterans Engene D. Millikin (R-Colo), Walter F. George (D-Ga) and Herbert Lehman (D-NY), and three interim appointees not seeking election in their own right; Robert Humphreys (D-Dy), William R. Laird (D-WVa) and Thomas A Wolford (D-SC).

Of the 25 representatives as the seeking of North Carolina, Democratic, occals, and that state's Democratic son atorial nomination, while Clifton you got Novala is his state's Republican nominee for the Scnate.

Glenn R. Davis of Wisconsin able for the Republican senatorial nomination hut lost to incumbent Alexander Wiley.

FRONT ROOM ROAST

KNOXVILLE, Tenn., (UP)—Two men were charged with assertion.

Those retiring from the House are John Phillips of California, Richard W. Hoffman and Harold II. Velde of Illinois, Shepard J. Crumpacker of Indiana, Clifford R. Crumpacker of Indiana, Clifford R. Hope of Kansas, Charles P. Neison of Maine, George A. Dondero and Jesse P. Wolcott of Michigan, Jackson B. Chase of Nebraska, Ralph A. Gamble of New York, Oliver P. Bolton of Ohio, and Karl C. King of Pennsylvania, Republicans; Irwin D. Davidson and Arthur G. Klein of New York, Woodrow W. Jones of North Carolina, James P. Richards of South Carolina, Brady Gentry of Texas and lina, Brady Gentry of Texas and Robert H. Mollohan of West Vir-ginia, Democrats. Klein retired to accept a New York judgeship.

Defeated in primaries for re-nomination to the House were Ruth Thompson of Michigan, a Re-publican, and Victor Wickersham

Laird (D-WVa) and Thomas A. Wolford (D-SC).

Of the 2s representatives not returning to the House, 18 retired, several with service long enough to rate pensions in excess of \$10.



VOTE because

he has done a tremendous job in his nine months as Governor

In nine short months Elmo Smith has displayed the qualities for exceptional leadership in Oregon. In this brief time he has put into action 15 major propositions for the growth and betterment of Oregon while guiding with a sure hand the many normal functions of the State Government. As memory serves, no other Governor has accomplished so much in so short a period. His record as Governor is unchallenged. His record for personal and official fairness and integrity is unchallenged. We strongly urge you to cast your vote to keep Elmo Smith Governor.

WHAT LEADERS SAY ABOUT HIM ON:

EDUCATION Dean U. G. Dubach, Louis and I know that when he promises to do everything he can to help

HIGHWAYS Ben Robinson, Parmer, Imblert "Farmers need good highways. Governor Smith has been a true leader in giving Oregon a magnificent highway system. I want to see him continue his work."

UNITED NATIONS Victor P. Morris, 1956 U. N. Day Chairman, Eugene: "Governor Smith is interested in the United Nations, and in recognition of United Nations Day, he asked me to serve as chairman for the promotion of its observance in Oregon this year, giving me full support."

AS A MAN Orval D. Yokom, Attorney, John Day: "I've known Elmo Smith and his fine family for a long time. Speaking as a neighbor of his, I can vouch for the fact that you'll never meet a cleaner, more sincere, harder-working man."

LABOR R. Bruce Kiehl, Member Masters, Matos and Pilots, Local 17, A.F. of L., Portland: "I know the working man's problems and I know Elmo Smith. I know, too, that Smith has always opposed anti-labor legislation, and that as Governor he will continue to do so. Oregon's wages are the highest in the U.S. I'd like to keep them that way,

TAXES Lon Shaver, Jr., Past Junior 1st Citizen, Portland: "Governor Smith wants to simplify the state income tax payment system and repeal the surtax. He wants it possible for us to pay all our state income tax through withholding. That makes sense."

FAIRNESS TO ALL Arthur A. Con, Editor, Northwest Clarion, Portland: "I like Governor Smith. His voting record in the Oregon legislature abows that he's fair to everybody, regardless of race, creed or color."

Keep ELMO SMITH GOVERNOR

Governor the people of Oregon like and trust Land Line Smith Governor Count R. A. (DEU) Resident Com