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GENERAL HUGH S. HNSON

Washington, D. C.

PUBLIC OPINION POLLS

depends too much on their timing.

have great effect to sway voters.

The conduct of them is a private en-

terprise for profit. There is no as-

paigns reach climaxes there are few

Americans whose sympathies are

viction and conduct-among poorly

more or less technical questions,

sometimes so framed as to persuade

a particular answer which the enu-

merator interprets. In view of their

great influence, it seems to me that

all polls require both investigation

trends in public thinking, and (2) as

an even better indication when actu-

al choice closely approaches, and

the simple question is "Do you favor

sions on these polls is apparent. Most

people don't have time to study

them. A flat statement such as Dr.

Gallup recently made that his study

showed 499 electoral votes for Roose-

velt with 42 states and 32 votes for

Willkie with 6 states, sounds almost

as impressive as the 1936 election

returns when Mr. Roosevelt carried

But, however inaccurate, except

as to trend, an examination of this

and other polls shows a surprising

reversal of popular opinion. In 1936.

Mr. Roosevelt carried 27.4 million

voters to Mr. Landon's 16.6 millions

-almost 66 per cent or a majority

of 10.8 millions. The poll of Amer-

ican Forecasts Inc.-a competitor of

Dr. Gallup's-predicts 23.7 millions

for Mr. Roosevelt and 21.2 millions

for Mr. Willkie-a 53 per cent ma-

jority, or only a 2.5 million majority.

Both poll conductors insist on a 3

per cent to 4 per cent margin of

error as experienced in their own

performances. Both also report

very large "undecided" groups and

Dr. Gallup says: "Supplementary

surveys show that as many as 27

per cent of Mr. Roosevelt's current

supporters are not definitely sure

that they will vote for him." Con-

But the folly of making conclu-

paid enumerators also.

swallowed whole.

X or Y?'

46 states.

This is a piece about these dope-

Washington, D. C. 'CONSCRIPT' DOCTORS

National Guardsmen and the new draft army are going to have plenty of medical and dental service. Army plans call for a corps of 12,000 doctors and 2,287 dentists by July 1, 1941, who will be summoned from the Medical and Dental Reserve as the expansion of the army progresses.

At present the army has 1,196 physicians on active duty and expects to add another 2,700 from the mobilized National Guard. The remaining 8,400 will be secured from the Reserve Corps, the draft and volunteers. Dental vacancies will be filled the same way.

The 7,000 nurses needed for the Nursing Corps will be obtained chiefly through Red Cross registers. The nurses have warrant officer status and receive \$60 a month, plus board, room and laundry. They cannot marry while in the service.

Animal medicine also will not be neglected, with 1,143 veterinarians to be added to horse-drawn units.

The army is strict about its medical and dental qualifications accepting only graduates of Class A colleges. Under a bill introduced by Rep. John McCormack of Massachusetts, the army would be required to give commissions to graduates of Class B schools, but this is being opposed vigorously.

There are only two such schools in the U.S.: The Middlesex college at Middlesex, Mass., and the Chicago Medical school. Their graduates can practice only in Massachusetts and Illinois and the army refuses to admit them as physicians. It applies the same rule to chiropractors, osteopaths, naturopaths, neuropaths, and podiatrists.

The over-all medical ratio of the army is: For every 20,000 men a 1,000-bed hospital; with each 1,000bed unit manned by 73 doctors, 120 nurses and 500 non-commissioned officers.

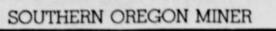
. . . BALKAN MESS

Diplomatic dispatches from the Balkans indicate that Russia is not having a very good time in her dealings with the Axis.

The Russians are worried over the troops rushed by Hitler and Mussolini across her southern border in Rumania. The Axis has taken over the Rumanian military system completely and even plans to conscript Rumanian troops.

This came as a surprise to Moscow, which asked Berlin about it. This was the answer:

1. Nazi troops are needed in Rumania, first to protect the oil fields, since oil is all-important to Ger-



Old U. S. Tanks Arrive in Canada



A long trainload of "whippet" tanks of World war vintage is here and regulation in the public interest. They certainly do not deserve to be shown arriving at Canada's Camp Borden. These ancient tanks were turned over to Canada by the United States government. They are too old for actual combat duty in these days of highly mechanized warfare, I don't dispute their possible value (1) as some indication of shifts and and will be used to train Dominion tank corps.

Where Nine School Children Died



Nine school children died here in a fire which destroyed a mission school in Breathitt county, in the hills a little distance from Jackson, Ky. The school, known as "Little Mission," was maintained by the missionaries and was undenominational. The children who died were in their beds on the second floor when the fire started.

Bearing Brunt of Dakar Blame



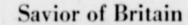
Slain!

Soundphoto of Fu Siao-En, mayor of Shanghai, and Japan's most colorful of puppet rulers in China, who was assassinated while he slept in his home in Honkew.

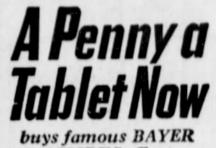
First Nurse Called



Agnes C. Rosele, 24, of Washington, D. C., first Red Cross nurse called to active duty in the army nurse corps in recently authorized expansion program.



Friday, October 18, 1940



ASPIRIN's Fast relief from muscular pains

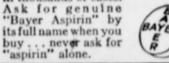


The quick modern way to ease headache, and neuritic and rheumatic pain.

We feature the fact that Bayer Aspirin costs only ic a tablet, to drive home the point that there's no reason even for the most budgetminded person to accept anything less than genuine fast-acting Baye Aspirin.

For at the most, it costs but a few pennies to get hours of relief from the pains of neuritis, rheuma-

from the pains of neuritis, rheuma-tism or headache . . . and get it with the speedy action for which Bayer Aspirin is world famous. Try this way once and you'll know almost instantly why people everywhere praise it. It has rapidly replaced expensive "pain remedies" in the way of cases in thousands of cases.



Demand BAYER ASPIRIN

Hope Against Despair

Hope is a lover's staff; walk hence with that, and manage it against despairing thoughts .--Shakespeare.

Why Let Yourself **Get Constipated ?**

Why endure those dull headachy days due to constipation, plus the inevitable trips to the medicine chest, if you can avoid both by getting at the cause of the trouble? If your constipation, like that of millions, is due to lack of "bulk" in the diet, the "better way" is to eat Kellogg's All-Bran. This crunchy togated breakfast cereal is the ounce of prevention that's worth a pound of emer-gency relief. It helps you not only to get regular but to keep regular. day after day and month after month, by the pleasantest means

many

2. Italian and German troops may want to invade Turkey later in the year, and they want 60,000 men who could be rushed immediately from Rumania to Istanbul and the Straits.

The Nazis also explained that they were not taking any chances with Stalin's troops, because after Hitler had agreed to Russia having Bessarabia, Russia also seized Bukovina without even consulting anyone. Therefore, the Germans say they will station their own troops near the Russian boundary to see that this does not happen again.

The Nazis also explained that the Bulgarian and Hungarian armies still were itching for more territory. so Nazi troops have come in to protect the sovereignty of these small Balkan countries.

. . . ARMY UNIFORMS

Young men who want to be officers in the new army are finding that the greatest obstacle is the cost of getting dressed. The army does not provide uniforms for its officers, and the cost at a tailor shop is enough to send them back home as conscientious objectors.

For an officer called in from Reserve, here is the list of minimum requirements. It does not include the "special evening dress," which would add another \$105 to the total.

Olive drab blouse (coat) with

"pink" slacks\$	60.00
Overcoat	58.00
Garrison cap	8.50
Campaign cap	3.00
Sam Browne belt	10.50
Puttees	10.50
Field boots	18.50
Six shirts at \$3.00	18.00
Breeches	25.00

Total\$212.00

This does not include a \$16 saber, which has now been made optional. And it includes only one suit of blouse-and-slacks, whereas three or four actually are required.

The Quartermaster corps of the army estimates that \$250 would be required to purchase a "modest outlay" for a young officer.

. . . RATS AND WAR

Rats in America are getting a break as a result of the war in Europe. For the war has interfered with shipment of red squill from the Mediterranean area, and red squill is the most effective rat poison ever discovered.

It is a bulb, like an onion. You buy it in powdered or liquid form, and mix it with raw meat. Rats go for it, but they only go once. Department of agriculture recommends red squill, but supplies are being interrupted by war.

sider the states shown on the Gallup poll with less than a 4 per cent majority (Dr. Gallup's claimed margin of error) for Mr. Roosevelt-all of which are shown on the Dunn survey as safely for Willkie. Consider also that the American Opinion Forecast Inc. poll is 2 per cent less favorable to Mr. Roosevelt than Dr. Gallup's. Consider both of these. I come to no such conclusions. I don't trust these polls either way. This is going to be a very close election. The Democrats are dumb if they are lulled by this sweet news. The Republicans are quitters if

they become defeatists because of

any such cheap stuff.

The political practice about these modern polls is like Shylock with Portia, to praise them when their forecast is favorable and curse them otherwise. I can escape that charge. I have long regarded all these "sampling" polls as a public evil capable of vicious abuse. They won't tell their exact method. They resist investigation that would reyeal more than their "general principles." These are not enough to determine whether in the science of mathematics they stand even on a sound formula of probabilities.

They refer to their record of accuracy. Sometimes it has been remarkable, but since they do not claim accuracy within 3 or 4 per cent and many an election has turned on less than that, it is not very convincing-especially since they are very coy in reporting the actual number (not the percentage) of "undecided" answers by location. That clouds their whole result.

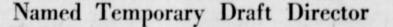
. . There is a survey in this country based on a different method than "sampling." It is called the Dunn Survey. It has been conducted for years by a scholarly, retiring sort of fellow. It is not a poll taken by part-time agents on a theoretically selected sampling. It is scientific analysis of several factors. There has been no attempts to commercialize or publicize it. It has been far more timely, or at least it has forecast results far sooner, than other polls.

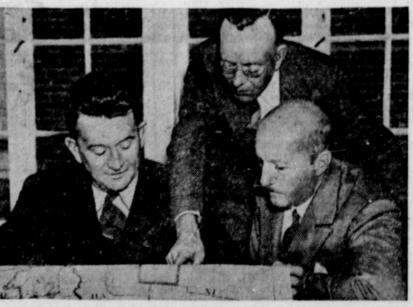
It is too early for this column to repeat its 1936 stunt "Landon may carry four states, he is only sure of two," but I don't think we are going to hear any more of the Gallup poll after this election than of the Literary Digest poll after 1936. This, of course, is my own opinion.

If it becomes appropriate to eat these words, I shall do it as gracefully as possible, but I didn't have any literary indigestion last time and I don't expect to suffer galluping consumption in 1940.



A recent picture of Gen. Charles de Gaulle (right), leader of "Free France," and Brig. Gen. E. L. Spears, who has been acting as liason officer between De Gaulle and the British government. These two men have taken the brunt of the blame for the ill-fated naval expedition against Dakar, French colony in Africa.





President Roosevelt has given Lieut. Col. Lewis B. Hershey power to carry on administration of the selective service system, pending designation of draft director. Photo shows (L. to R.) Lieutenant Hershey, Major Ben B. Powell, chief of man power division and Maj. Chauncey Parker, chief of the finance and supply division.



Air Chief Marshal Sir Hugh Dowding, boss of Britain's air fighter command. Marshal Dowding is the unsung hero of Britain's stiff resistance to the Nazis in the air.

Re-Writes Laws



Sam Bass Warner, professor of criminal law at Harvard, is rewriting the U.S. sabotage laws with the co-operation of the department of justice.

ou ever knew. Eat Kellogg's All-Bran regularly, drink plenty of water, and see if you don't forget all about constipation. Made by Kellogg's in Battle Creek. If your condition is chronic, it is wise to consult a physician.

Counsel Needed

Arms are of little avail abroad unless there is a good counsel at home.-Cicero.



Happiness a Twin

All who joy would win must share it-happiness was born a twin.-Byron.

Miserable with backache?

WHEN kidneys function badly and you suffer a nagging backache, with dizziness, burning, scanty or too frequent urination and getting up at night, when you feel tired, nervous, all upset... use Doan's Pills. Doan's are especially for poorly working kidneys. Millions of boxes

are used every year. They are recom-mended the country over. Ask your, neighbor!



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