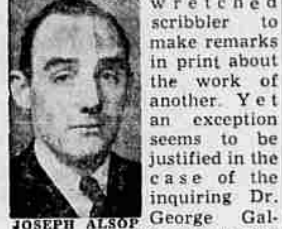


Matter of Fact

By Joseph Alsop

WHAT GALLUP LEFT OUT Washington - In the news-



paper trade, it is usually considered bad form for one scribbler to make remarks in print about the work of another. Yet an exception seems to be justified in the case of the inquiring Dr. Joseph Alsop.

The political community was both excited and amazed by this poll, showing 50 per cent of the "decided" voters choosing Vice President Richard M. Nixon, 44 per cent of the "decided" choosing Sen. John F. Kennedy, and 6 per cent of the undecided. Nixon's lead caused the excitement. The almost incredibly low percentage of undecided voters caused the amazement.

But the voters so positively described as "decided" by Dr. Gallup were by no means unanimously decided in the true sense of that word. In the total sample, 6 per cent of the voters specifically stated they were undecided about their votes, but later admitted or indicated that they were leaning to one candidate or another. These "leaners" - a familiar phenomenon to every doorbell ringer - were somewhat oddly lumped in with the truly "decided" in the published poll.

According to Paul Perry, chief statistician of the Gallup organization, this undisclosed disposition of the "leaners" benefited the Democrats. He said that the Kennedy-Johnson ticket got "approximately 54 per cent of all the leaners."

The Democrats rather conspicuously failed to benefit, however, by two other unspoken dispositions made by Dr. Gallup and his staff. The first and most remarkable was the simple cancellation of about 20 per cent of all the ballots collected by Dr. Gallup's field workers.

Apparently this winnowing of goats from sheep is standard Gallup practice. Suspected non-voters are spotted by such indicators as failure to vote last time, failure to register thus far, and so on. The "suspect" ballots are then thrown out of the sample - which is the other half of the secret of Dr. Gallup's amazing low percentage of undecided voters.

Statistician Perry stated that he "did not have" the actual split of the suspects thrown out of the recently published poll; but he added that the discarded ballots were "regularly more Democratic." In addition, important numbers of Democratic votes were apparently light-weighted by Dr. Gallup's special system of synthesizing his national percentage figures.

Like the throw-out of suspected non-voters, this synthetic character of Dr. Gallup's published national percentages may well be known to sociologists and other students. Statistician Perry made no bones about it, when questioned. But it is certainly unknown in the political community, where the Gallup results are therefore misunderstood.

Briefly, then, every Gallup poll is divided into four regions, Eastern, Mid-western, Southern, and Western. Voting habits in the regions differ. The aim is to forecast, not the victor in the election, but the popular vote. Thus the polling samples from each region are given a "weight," proportional to that region's contribution to the popular vote in 1956. The national averages are then synthesized from the weighted samples.

The region that suffers from this system is the South, where the popular vote is always low in national elections. The 13 states in Dr. Gallup's Southern region have just under a quarter of the population of the United States. More important, they have 27.2 per cent of the Electoral College votes, which decide the presidential choice. But in Dr. Gal-

lup's percentage synthesis, the 1956 yardstick gave the South a "weight" of only 16.6 per cent. Thus every Southerner in Dr. Gallup's recent sample got only about three-fifths of a vote in the final count.

ALTHOUGH Dr. Gallup secretly publishes regional breakdowns, he is not doing so this time. Hence statistician Perry refused to disclose the split of the latest Southern sample. Rather hesitantly, he merely said that the Republicans were doing better in the South than they have done in the past, "except in 1928, 1952, and 1956" - which were the only years when the Republicans got to first base in the South.

It seems likely, therefore, that the Gallup sample from the Southern region showed a small but significant Democratic majority, which was then down-graded by the "weighting" system. Add the probable Democratic majority among the throw-out ballots of suspected non-voters. It then seems a fair bet that the Democrats actually had a modest over-all majority in Dr. Gallup's unprocessed ballots.

A handful of votes would produce such a majority, because of the narrow base of Dr. Gallup's famous percentages. In the last poll, the percentage sample was about 1,600 ballots. About 20 per cent were thrown out, and the final sample was under 1,300. A single Gallup percentage point would therefore represent not more than 13 votes. And the mere transfer of 39 votes either way would have altered Dr. Gallup's nationwide percentages, to show Kennedy running dead-even with Nixon, or to show Nixon leading Kennedy, 53-41.

ALL this is not intended to suggest that Dr. Gallup has been cooking his poll. He has not been doing anything of the sort.

Yet the facts have to be faced that this poll has become a fairly major, extralegal institution of American politics. For this reason, such things as unannounced transformations of "leaners" into "decideds" do not serve the public interest.

Dr. Gallup's industrial and commercial clients may be best served by facts carefully processed and homogenized in the undoubtedly expert Gallup manner, but the public interest demands something more when Dr. Gallup puts on his political-institutional hat. In this role, Dr. Gallup ought also to provide all the unprocessed facts. Indeed, he might start this time.

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Try and Stop Me

By BENNETT CERF

A NEWSPAPER COLUMNIST was properly indignant when his young son reported, "A man told us at the general assembly in school today that we should give the whole U.S.A. back to the Indians."

"Outrageous!" sputtered the father. "I'll expose him in my column tomorrow. What's his name?" "I'm not sure," admitted the son, "but I think it's Chief Sitting Bear."

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In the Day's News

By FRANK JENKINS

We finally scooped a nose capsule, ejected from a world-circling satellite, out of the air. The pilot who made the catch is awarded the Distinguished Flying Cross and crewmen who helped with the job are given Air Medals.

The capsule itself was speeded from Hawaii, in the general vicinity of which the air recovery was made, to the Lockheed laboratory at Sunnyvale, Calif., for scientific analysis before it is sent to Washington. In Sunnyvale, the assistant general manager of Lockheed (which provided the instruments) issued this statement:

"The recovery of the capsule - a historic event TOPPING last week's recovery of the Discoverer XIII capsule from the ocean - is a scientific feat of WORLD IMPORTANCE. It materially advances the space efforts of the United States and places our scientific endeavors in the proper perspective to other nations."

THE catching of this capsule from the nose of a rocket that had orbited around the world 16 times and was released and recovered on the 17th circuit is obviously an achievement to be proud of. Even a layman can see that. It involves calculations that must be microscopically accurate if all the threads are to come out together at the same time. We have reason to be proud of our ability to make such calculations and to build the equipment to carry them out.

BUT - Something else must be involved - something more significant than mere scientific accuracy. What is it?

A HINT is contained in a dispatch that followed the recovery of the nose cone capsule that fell into the ocean and was recovered from the water. It reads: "The Discoverer rockets are the forerunners of the Samos and Midas spy-in-the-sky satellites. Samos, now being readied as a REPLACEMENT for the U2 observation planes, is a series of satellites which would PHOTOGRAPH THE EARTH'S TERRAIN, while the Midas satellites would detect firing of missiles and flash to us instantaneously word of such firings."

THAT is to say: With Samos satellites going around and around the earth and sending back to us PICTURES of enemy military installations, including missile-launching sites, and Midas satellites following along and flashing to us the instantaneous word of the launching of enemy missiles, WE MAY BE ABLE TO GET ALONG WITHOUT HUMAN SPIES in manned aircraft - such as Francis Powers and his U2 high-flying observation plane. That would indeed be an achievement.

AND - It suggests a remote possibility that is even more alluring. Perhaps - In time - These robot scouts, circling the earth constantly and reporting instantaneously everything they see, might become so competent and so dependable as to remove from nuclear missile warfare the element of surprise that is essential if one nation is to destroy another nation in one fell blow - before it can have time to retaliate.

WHAT would indeed be an achievement. It might lead to abandonment of nuclear warfare - just as poison gas warfare was at least temporarily abandoned after its original use in World War I.

TOO much to hope for? Let's HOPE, anyway. A world without hope would be a dreary world, indeed.

Crop Duster Pilots Now Becoming Businessmen

New York - The daredevil crop duster pilot has become a big business man and one of the chief hopes for feeding the world's exploding population, farm experts said today.

The crop duster used to be a shoestring operator with one or two ancient biplanes who was called for when army worms threatened grain fields or the boll weevil appeared in a cotton region.

But last year 1,800 agricultural flying firms using 5,000 planes did \$107 million worth of business. The magazine Flying says the business is growing even faster this year.

In the United States, Australia, Red China and other countries, the plane is succeeding in bringing into cultivation millions of upland acres that never could be seeded by wheeled machines.

The U.S. Department of Agriculture succeeded in using two small planes to top dress 168 acres of hilly land with fertilizer and lime at 12.5-cents per acre in Watagua County, N.C. This land then grew enough grass for grazing cattle for the first time in history.

In several western states, young fir trees are being saved because only airplanes can spray the huge forests fast enough to kill the spruce budworm during the brief period in which it is vulnerable to poison.

The business is expanding so fast that half a dozen plane makers are making special craft selling for around \$20,000 to replace the old war surplus craft the crop dusters have been using.

Depth Charge Can Be Dropped on Subs from Planes

Washington - U. S. antisubmarine forces now carry an atomic depth charge called Lulu which can be dropped by helicopters and airplanes on enemy subs lurking beneath the seas.

It is a lighter and smaller anti-submarine weapon than the Navy's first nuclear depth charge, named Betty, which it eventually will replace. The defense department disclosed Monday that the fleet was armed with Lulu.

Lulu presumably packs as much power as Betty, or even more. The older weapon has been in the Navy's arsenal for three or four years. The Navy declined to say how long Lulu has been available, but its assignment to antisub forces apparently is not a recent move.

It has been in production for "some time," the Navy acknowledged. Defense Secretary Thomas S. Gates made the disclosure about Lulu in remarks at the Veterans of Foreign Wars convention in Detroit.

Kennedy May Visit Oregon State Fair

Salem - Both Sen. John Kennedy, the Democratic presidential candidate, and Gov. William F. Quinn of Hawaii will attend the Oregon State Fair in Salem, if current plans materialize.

Governor Quinn will attend the fair Saturday, Sept. 3, and Senator Kennedy is tentatively scheduled to make a major campaign appearance Wednesday, Sept. 7.

The Hawaiian governor will visit the 95th annual affair with two of his seven children and will spend most of the day on the grounds. He is expected to arrive at 10 a.m. with a military band to greet him at the front gate.

Gov. Mark Hatfield, who has been a personal friend of Gov. Quinn's for many years, will be host to the visiting dignitary while he is in the state.

Democratic officials are expected to meet soon to discuss details of Sen. Kennedy's jaunt to the state Sept. 7. It is expected that a visit to the fair will be one of the items placed on his itinerary during his one day stay in Oregon.

Should he appear at the fair, the Massachusetts senator would address the crowd from the bandstand in the middle of the grounds.

WEST FUNERAL SET Portland - Funeral services will be held here at 11:30 a.m. Wednesday for ex-Gov. Oswald West, who died Monday. The services will be held in Finley's Morninglight chapel.

25 Police Recruits To Start Training Salem - Some 25 state police recruits will begin three weeks intensive training at the Oregon State Police Academy at Camp Withycomb near Clackamas Sept. 11, State Police Supt. H. G. Malson said today.

The classes will provide replacements for the department's losses during the past several months.

The training session is followed by on the job training and classroom at new duty stations that continue through the six-month recruit probationary period.

They'll Do It Every Time



Backstairs: Tourists Pour Through White House; Some Seem To Be 'Lost'

By FRANK ELEAZER United Press International Washington - The real dirt to be found backstairs at the White House these days is that tracked in five days a week by nearly one million tourists a year, many of whom apparently don't know where they are.

"Point out the dome to me," they now and again ask guards long since inured to the fact some Americans don't know the White House from the Capitol building.

At the other end of Pennsylvania avenue meantime other tourists are forever asking Capitol guides, "where does the President live?"

The red carpets are being rolled up, not out, for the daily tourist influx at the White House.

It's not that Ike and Mamie aren't hospitable. It's just that these rugs cost us taxpayers many thousands of dollars and they wouldn't last any time with as many as 10,000 or 12,000 people tramping across them daily Tuesday through Saturday.

The record breaker was April 16, 1957, when 13,083 men, women and children gawked and shoved their way through the executive mansion, although quite a few da make inquiry as to their whereabouts. Or maybe it's just that so many folks have a homesy, informal feeling about the Eisenhowers, although I don't myself recall recently seeing Mamie in any-

thing like short shorts and a halter. Souvenir hunting is no problem at all, White House officials report. Possibly this is because the smallest object not nailed down and available to groping hands on route through East, Green, Blue, Red and State dining rooms is a full-size grandfather clock that would be hard to conceal even by one fully clothed.

Not even an ash tray is in sight, let alone any of the precious presidential china or silver. That may be why some visitors find the tour slightly fruitless. For another thing, there is nobody to explain what is what. The guards are police, not guides. They volunteer nothing. They answer no questions. One told me how Margaret Truman's piano pretty near crashed through the East Room ceiling before the old place was rebuilt.

Oil portraits of past presidents line some of the walls. Harry Truman's is in the green room. From what I hear, Eisenhower doesn't spend a lot of time there. The tourists of course don't either. There's no time to stop anywhere. In 20 minutes they are in, out and back on the sidewalk out front watching the inevitable pickets. My group was greeted by a fellow with a giant sign that said, "USA would crucify Christ." I didn't stop to find out what he meant.

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