

Television Now Playing Important Role in Political Campaigns

By FREDERICK H. TREESH
United Press International
On Nov. 12, 1960 - The first Monday after the presidential election-President-elect John F. Kennedy reflected on his narrow victory over Vice President Richard M. Nixon.

"It was TV more than anything else that turned the tide," Kennedy said.

Whether or not his four television debates with Nixon made all the difference in Kennedy's cliff-hanging victory in 1960, they did revolutionize political campaigning in the United States. That much is apparent midway through the 1962 campaign.

In past presidential campaigns, candidates traveled about the land shaking hands - a few hundred here, a few thousand there. The personal contact was limited.

But in his Pulitzer prize-winning book, "The Making of the President 1960," Theodore H. White said the Kennedy-Nixon debates "generalized this tribal sense of participation, this emotional judgment of the leader, from the few to the multitudes."

Kennedy Had Edge
Estimates of how many Americans saw one or more of the televised debates ranged from 85 million to 120 million. Professional pollsters agreed generally that Kennedy had the edge in the debates. He won the election by a scant 112,000 votes.

Today, television is playing a major role in hotly contested races for governor and senator across the land. The vacuum tube is weighing as heavily as the soap box in some rural county elections.

Nixon vs. Brown in California... McCormack vs. Kennedy in Massachusetts... Romney vs. Swainson in Michigan... Javits vs. Donovan in New York. These are some of the key 1962 races in which television has played or will play a part.

In some other contests, failure to debate has become an important issue.

Revolution Taking Place
Massachusetts Republican State Chairman Philip K. Allen said of television debates and political messages:

"I think that there is a revolution taking place in the heart of politics. In the old days you had a man who stood on a stump in the village and talked to people. It is impossible now to reach the people. If you shook hands for 24 hours for the six weeks of the campaign you couldn't shake hands with more than about



ADDS NEW DIMENSION-Television is adding a new dimension in political campaigning with candidate-debates. It went nationwide first in 1960 with Nixon-Kennedy. Shown here before television cameras during the Oct. 21, 1960, encounter in New York are the then Vice President Richard Nixon, Republican, and John F. Kennedy, at right, Democrat. (UPI)

5 per cent of the voters. Therefore, there must be some other medium, like television, to bring the candidates into the living room."

Appear Before Cameras

Nixon, now running for governor of California, and Edmund G. (Pat) Brown, the incumbent seeking reelection, appeared before the television cameras in San Francisco Oct. 1 at the United Press International Conference of Editors and Publishers. It was their only scheduled joint appearance on television.

Outside the California gubernatorial race, the general rule has been that incumbents avoid debates while the challengers demand them. The office-holders believe that debating gives their lesser-known opponents valuable exposure to the voters.

An exception cropped up in the race for state superintendent of public instruction, a non-partisan office. Candidates Ralph Richardson and Max Rafferty have appeared together frequently - on the

same platform and on television.

Starts Campaign

(During one of the debates, Rafferty said that another man, San Diego County School Superintendent Dr. Cecil Hardesty, finishing third in the spring primary. The outcome of Rafferty's televised comment was that Hardesty launched a write-in campaign, saying he been "swamped" with offers of money and support.)

President Kennedy's brother, Edward M. (Teddy) Kennedy, and Edward J. (Eddie) McCormack, nephew of the speaker of the house, threw some hard verbal punches during two hour-long television debates that highlighted their campaign for the Democratic gubernatorial nomination in Massachusetts. The debates were headline-catchers across the nation.

The combatants for the Republican senatorial nomination - George Cabot Lodge and Rep. Laurence Curtis - also squared off on television to give Massachusetts voters a three-ring political circus right in their own living-rooms.

Kennedy and Lodge - two magic names in Massachusetts - won the nominations and face each other in November. They haven't announced plans to skirmish on television.

Have Three Planned

Republican former automaker George Romney and incumbent Democratic Gov. George Swainson submitted to

the television test Tuesday in their important, free-swinging race for Michigan's statehouse. Romney and Swainson have three television debates planned before the voters declare a winner Nov. 6.

Romney, a possibility for the Republican presidential nomination in 1964 if he wins big, sought debates eagerly.

New York Gov. Nelson Rockefeller, another potential contender for the 1964 GOP presidential nomination, is adhering to the rule of thumb: Don't debate if you're the incumbent. Rockefeller's relatively little-known opponent, former U. S. Attorney Robert A. Morgenthau is clamoring for debates. Republican Sen. Jacob Javits is accommodating his Democratic challenger, James Donovan, in a New York City telecast next week.

Smoke Was Hotter

The smoke was hotter than the fire in Pennsylvania where the Republican and Democratic candidates for governor have been at swords point since the May primary on the subject of television debates. Richard Dilworth, former Democratic mayor of Philadelphia, and Republican Rep. William W. Scranton finally debated Sept. 17. The exchange was tame compared to their off-camera barbs about each other's willingness to debate.

Dilworth is bucking for a series of debates. He's signed up for television time in Scranton's hometown, Scranton, Pa., Oct. 20 and swears he'll debate an empty chair if the Republican fails to show up.

Also in Pennsylvania, U.S. Sen. Joseph S. Clark is crying "chicken" because his Republican opponent, Rep. James Van Zandt, won't debate. Van Zandt says his record in Congress speaks for itself.

Being Sniped At

Everett McKinley Dirksen of Illinois, the silver-tongued chief of the senate Republicans, and Alexander Wiley of Wisconsin, the GOP's senior citizens in the senate, are being sniped at constantly by their Democratic opponents for refusing a big screen debate.

An orator of note, Dirksen is leaving his Democratic rival, Sidney R. Yates, to his own devices in getting an audience. Wiley, 78, said he won't lend the prestige of his long tenure to a debate with much younger Democratic Gov. Gaylor Nelson, who's running for the senate. The Democrats say Wiley is afraid

he'll look too aged on television.

Wisconsin's gubernatorial candidates, Republican Philip Kuehn and Democrat John Reynolds, agree they want a debate but they can't come to terms on a format.

In Georgia, where winning the Democratic gubernatorial nomination means occupying the statehouse, the fireworks came during the primary campaign. Challenger Carl Sanders, a state senator, took a cue from incumbent Marvin Griffin's refusal to debate. Before a statewide audience in the closing stages of the campaign, Sanders held a mock debate, posing questions to an empty chair labeled "Griffin."

Buy Television Time

Sanders and his supporters bought more than \$150,000 worth of television time and he appeared on at least 10 half-hour programs on every station in Georgia. Sanders even appeared on telecasts from Chattanooga, Tenn., and Jacksonville, Fla., which cover border areas of Georgia. Sanders won the primary.

Television is a big thing in Georgia politics, even down to the county level.

New Jersey's gubernatorial contest was the first big statewide election after the now-fabled Nixon-Kennedy debates. If the debates were a disaster for Nixon, failure to debate was equally damaging for former Labor Secretary James P. Mitchell, who lost to Democrat Richard J. Hughes.

Said the Republican state committee after the votes were counted last November: **Refusal Helps Defeat**

"There is no question that Mitchell's refusal to debate Hughes helped in his defeat." Newark, N.J., had a commercial television station during the Hughes-Mitchell campaign but now there are none within New Jersey.

Virginia's sixth congressional district, around Roanoke, is the scene of a hot debate controversy. Republican incumbent Rep. Richard H. Poff issued a blanket invitation to debate any Democratic challenger. John P. Wheeler, dean of faculty and political science professor at Hollins college, was nominated and eagerly invited debate. Poff agreed, but said he did not have television debates in mind.

After a much-publicized controversy on the style and format of their meeting, Poff and Wheeler went into their first duel Tuesday night before a civic group, televised by a Roanoke station. One

other of the seven Poff-Wheeler meetings will be televised.

Lausche-Briley Debate

Ohio's Democratic Sen. Frank J. Lausche and Republican challenger John M. Briley debated over a Cleveland television station. Gov. Michael Disalle and his Republican opponent, state auditor James A. Rhodes, will duel over the same medium Nov. 3.

Face-to-face television debating has been used sparingly in Florida, but in the Ninth Congressional District in

North Florida Democrat Don Fuqua debated with his rival for the party's nomination. Fuqua won and credited the debate, to a large measure, for his victory.

But in the ensuing campaign, Fuqua has refused to meet his Republican opponent, Wilfred Varn, on television. Democrats in Florida's strongly Democratic panhandle area feel they have everything to lose and nothing to gain in allowing a Republican the exposure of a debate.

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Scientist Points To Change in Views On Heart Attacks

BY DELOS SMITH
UPI Science Editor

New York—UPI—The next big statistical search for the circumstances of life which favor heart attacks should concentrate on the psychological and temperamental, in the view of the scientist who made the newest such search.

The statistics gathered and analyzed by Dr. Arnold Brown exonerated the high-fat diet as a predisposing circumstance. His statistics also exonerated alcohol, strenuous play and the long work day and week. But they pointed at "psychological and temperamental factors."

These factors were commonly seen in persons who are called "worriers" and in persons who have earned reputations of not being "good mixers." However, Brown found flaws in his evidence and he hoped other scientists would pin the factors down statistically.

Test in England

There have been studies which indicated the high-fat diet, excessive ambition, lack of exercise, and cigarette smoking as predisposing toward heart attacks. Brown conducted this newest one in Cheshire county, England where he is chief health officer.

The statistical results showed a significantly lessened death rate, from all causes,

among those whose work involved walking or who engaged in leisurely gardening. This applied also to farmers and other outdoor workers in rural settings.

The death rate was significantly higher among sit-down workers, such as clerks, but the study showed that executive responsibility in sit-down office-work did not increase the liability for heart attack statistically.

Other Results

Cigarette smokers showed a somewhat higher liability than non-smokers, but pipe-smokers didn't. On the other hand, coffee drinkers had less liability than tea drinkers. Overweight, particularly among manual laborers, was a statistically significant factor in heart attacks. So was heredity.

Brown thought his evidence incriminating psychological and temperamental factors was "impressive" as it was. The evidence came from the impressions the living had of themselves and the impressions relatives and friends had of the dead. That is subjective evidence and is challengeable. Nevertheless, "a pattern does emerge," Brown said. "Psychological factors may influence the death rate," and he hoped the next statistical investigations would produce hard facts concerning them.



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