

Nixon Committee Fighting Voter Apathy

WASHINGTON (AP) — Coming down to the wire in the presidential elections, President Nixon's campaign committee is convinced that voter apathy is the strongest threat to his reelection.

"Apathy is our only enemy," commented one campaign official by way of introduction to the most ambitious voter turnout project ever undertaken by a Republican presidential campaign.

In strong contrast to Nixon's media-oriented 1968 campaign, this one is directed to grassroots organization and prodding Nixon voters to the polls.

At the heart of it is a room in an office building a half-block from the White House called the Canvass Control Center. Under the general super-

vision of Deputy Campaign Director Frederic V. Malek and the direct supervision of Man-ymon M. Millican, the brain center in this room reaches into every county in America.

There are 52 tote boards along the walls and up a center aisle—one for each state, but two for Texas, and a national summary giving the totals for all the states and the nation.

This gives the Nixon strategists what they need to prod their own troops and ultimately prod the voter.

The boards list every telephone call made by Nixon canvassers and every door knocked on, state-by-state and county-by-county. "This lets us know what states and which organizations are getting the job done and

which ones we have to lean on," Malek said.

The object is to identify potential Nixon voters in advance. So, logically, the search concentrates in certain areas.

Illinois, for example, has 102 counties, but the committee has determined that 75 per cent of the anticipated GOP vote lies in 14 of these counties, where the drive concentrates.

But there are figures on every county in the country, phoned in by some 1,800 storefront Nixon campaign headquarters. In the Washington control center, three paid workers and 18 volunteers post the results the way the latest quotations go up at a stock exchange.

The results show the number of Nixon voters identified, and

their location, the number of Democratic votes, and the undecideds.

On election day all the voters identified as for Nixon will be prodded to go to the polls.

"We have found generally that the average McGovern voter is a little more dedicated than the average Nixon voter," Millican confided. "That's why we have to get ours out. We can't let them sit it out because of disinterest or because they think Nixon has the election in the bag and doesn't need them."

Malek is another of those who think voter apathy is a real threat. "I've noticed a lot of apathy that seems to have set in, not only among our voters but among the general electorate . . ."

He has 259 telephone centers spaced across the country and an army of door-knockers working on it. As of Oct. 21 they had contacted almost 16 million American households.
End Adv AMs Sun Nov. 5.

GOLD GOES INTO SPACE

TARRYTOWN, N. Y. (AP) — Gold can help turn engines on and effect stage separations in space vehicles.

More than 1,500 pieces of gold and other precious metals reportedly have been used for this purpose in the Saturn and Apollo programs.

As a safety precaution, many electro-explosive devices aboard missiles and rockets now incorporate small sections of gold to fire engines.