

Why Landon?

What do the American people require of a President? What particularly will be required of the next President, whose problems will be more numerous and more complex than have been faced by any Chief Executive since Lincoln?

All party considerations aside, what reasons are there for believing that Alfred M. Landon, present Governor of Kansas, will meet these requirements better than another?

First and foremost, the President must be loyally self-dedicated to the American system of government, not by lip service alone, but by record and tested conviction.

There is no stronger advocate or better proven supporter of constitutional government than Landon. In no State are the principles of representative self-rule and community rights more jealously protected from interference by its central government than in Kansas. When conditions require changes not provided for in the State constitution they may be made by no evasion or subterfuge. At Landon's insistence such a situation must be met by an amendment voted by a majority of the people. No act of Landon's has ever been challenged on the ground of unconstitutionality.

The next President must be qualified by courage, ability and experience to lift the country from the welter of confusion and uncertainty in which the Roosevelt regime of uncontrolled and extravagant experimentation has left it wallowing. He must be able to defy political pressure in halting wasteful spending, ending deficits and reducing debt and taxes without curtailing essential services or necessary relief.

In his four years as Governor of Kansas, against political and economic handicaps relatively much greater than exist nationally, Landon has balanced the State budget, wiped out all but one long-term item of State debt, forced counties and districts to get themselves out of the red, reduced State and local taxes from 25 to 32 per cent, reduced consumer utility rates and cut the cost of government more than one-fifth. In so doing he has actually improved the quality and efficiency of public service, has adequately maintained public relief and has reduced unemployment. Proportionate to population, forty States have had more help from the Federal government than has Kansas, though her need has been greater than that of most.

The President must be a man in whose pledges and undertakings the people can have absolute confidence, who has and can retain popular trust, behind whom everyone can unite in a common effort.

No promise, public or private, of Landon's has ever been broken or has failed of fulfillment. He has earned and kept the faith of the people of Kansas as has no other Governor. He was one of only two Republican Governors elected in the Democratic avalanche of 1932, though Kansas went heavily for Roosevelt in that year, and the only one elected over a Democratic incumbent. In 1934, on the heels of the State's most disastrous drought and in a general New Deal landslide, he was re-elected by twelve times his 1932 majority and was the only Republican Governor to survive in greater popular favor than at his first election.

The next President must have the courage and determination to end the scandalous partisan spoils system, to restore civil service in the government and to provide a nonpartisan administration of national affairs for all the people, not just part of them.

Gov. Landon has declared for the merit system for all public employees below the rank of assistant secretary and has pledged himself to select his aides and advisers from the most able men to be found, regardless of party. In Kansas he retained in office all worthy officials of the regime of his Democratic predecessor against the pressure of less able Republicans for the jobs.

The President must have a practical, sympathetic understanding of the problems of business, of industry, of capital, of agriculture, of labor. He must be able to run the business of government as well-conducted business is run; not as a dictator but as a collaborator; not as a master but as a public servant.

Landon is a successful business man. He has earned all he has. He has been a laborer and a large employer of labor. He has been a banker and a highly successful executive, public and private. As Governor of a great farming State he is intimately familiar with the problems and viewpoint of the farmer. By word and act he is for the right of free self-determination for all of these economic elements, not in hostile opposition to one another, but in harmonious co-operation among themselves and with government.

The President must be wise and tolerant. He must be liberal without being radical. He must be independent and self-reliant. He must do the right thing, not the politically expedient thing.

Landon finds much that is good in the objectives if not the methods of the New Deal; what is good he proposes to salvage and build upon. He takes counsel wherever he can find it, but his decisions and their responsibilities are his own. He is on nobody's leading string. Time and time again as Governor of Kansas he has done what appeared to be politically inexpedient because he thought it was right, and has always emerged the stronger for it in popular esteem.

The President must have the common touch. He must have character, capacity, judgment, high principles and high ideals. He must be able, honest and forthright. He must be able to keep his feet on the ground, his chin up and his shirt on.

Landon is one of the people. He has raised himself by sterling quality; nobody ever gave him anything he had not earned. He has no delusions of grandeur, no patent cure-alls for our ills, no silk hat from which to pull white rabbits. He is simple, honest, courageous and efficient. His abilities have been tried in the fire. He has the confidence of plain Americans because he is one of them.

He will make a good President.