Why Landon?

What do the American people require of a President? What particularly will be required of the next President, whose prob-

eliminaries indicate that he will have to face by any Chief Executive since Lincoln?

All party considerations aside, what reasons are there for

believing that Alfred M. Landon, Governor of Kansas, will be the better than another?

First and foremost, the President must be loyally self-dedi-

cated to the American system of government, not by lip service alone but by a life of public service.

There is no stronger advocate or better proven supporter of constitutional government than Landon. In no State are the prin-

ciples of the Constitution more vital to the daily life, nor more

safeguarded against interference from its central government than in Kansas. When conditions require changes not provided for in

the State constitution, the Kansas people have chosen to enact laws of their own, rather than suffer their civil liberties to suffer.

Secondly, there is an amply demonstrated ability to meet a situation such as that which faces the Government of Kansas and the

federal Government of the country, of providing executive courage, ability and experience to lift the country from the welter of confusion and uncertainty in which the Roosevelt regime of uncontrollled and ex-

ploitative finance has submerged it. President Landon will be able to defy political pressure in halting wasteful expenditure, ending de-

ficits and reducing debt and taxes without curtailing essential serv-

ices or facilitating the surplus.

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 a million dollar debt and districts to get them-

selvess out of the red, reduced State and local taxes from 25 to 32

per cent; reduced consumer utility rates and cut the cost of gov-

ernment cooperation by thirty per cent. He has shown that Kansas is a State with a controlling spirit, and that the quality and efficiency of public service, has adequately main-

tained public relief and has reduced unemployment. Proportion-

ate to population, Kansas has less unemployment than any other general 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

there is an absolute confidence, who has and can retain popular trust, behind whom everyone can unite in a common effort.

Now 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 the common sense half of the Kansas political avalanche of 1932, though Kansas went heavily for Roosevelt in that year, and the only one elected over a Democratic incumbent. In 1934, he met the enmity of the organizers of the 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.

Finally, there is the method and determination to end the scandalous partisan spoils system, to restore civil service in the government and to provide a nonpartisan administration of nongovernment agencies. Landon has in his party and act be-

ings the courage and determination to do this. The Republican Gov.

many has declared for the merit system for all public employees below the rank of assistant secretary and has pledged himself in his next term to provide similar opportunity for all to be found, regardless of party. In Kansas he retained in office all

worthy officials of the régime of his Democratic predecessor against the morass of political corruption.

The President must have a practical, sympathetic understand-

ing of the problems of business, of industry, of capital, of agricul-

ture, of labor. He must be able to run the business of government with both the efficiency of the wealthiest corporation and as a col-

laborator; 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 of agriculture and their response of the farmers need and act be-

ings for the right of free self-determination for all of these economic elements, in not hostile opposition to one another, but in har-

monious co-operation among themselves and with government. He is thoroughly at home in all of the highest business relations of

ial without being radical. He must be independent and self-reliant. He must do the right thing, not the politically expedient thing. He must sit down with the country and work out the problems in the interests of the people, 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 de-

cisions and their response of the highest practical need and act be-

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ings should be the 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 personal popularity.

The President must have the common touch. He must have character, capacity, judgment, high principles and high ideals. He must have the ability to get the people to keep their feet on the ground, his chin up and his shirt on.

Landon is one of the people. He has raised himself by ster-

ling ability and a strong inborn conscience. He has neither the
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.