

That 'Solid South' Wishes It Weren't Such a Solid South

Majority Prefers a System of Two Strong Parties
But Says Republicans Would Have to Change
Label; Still Strongly Democratic.

By DR. GEORGE H. GALLUP

Director, American Institute of Public Opinion

PRINCETON, N. J., Sept. 26.—When President Roosevelt toured the South on his famous "purge" campaign last year he was traveling through a section that has been traditionally Democratic in politics since before 1860.

It has been "the solid South" in so many elections that the few exceptions—in 1928 for instance—have only proved the rule.

But many Southerners have begun to deplore the fact that the Democratic party can nearly always count on the South being "solid," and a majority of Southern voters now believe that their section would be better off if it had two strong political parties rather than one.

That fact is indicated in a survey of 13 Southern states which has just been completed by the American Institute of Public Opinion. To a cross-section of the voting population in each of the Southern states, from Virginia to Oklahoma, the Institute put the question: "Do you think the South would be better off if there were two political parties in the South, about equal in strength, instead of only one strong party as at present?"

FAVOR TWO-PARTY SYSTEM

The replies of the Southerners were:

YES 57%

NO 43%

Southern Republicans, of course, were nearly unanimous in saying the South would be better off with two strong parties. But the survey uncovers the interesting fact that nearly half the Southern Democrats (45%) regret the virtual one-party system below the Mason-Dixon line.

Their reasons become clear in the Institute's analysis of voter comments.

The chief complaint of Southerners who would like to see two strong parties is that "the rest of the Democratic party has begun to take the South for granted."

Their complaint has been heightened, the comments show, by the decision of the last Democratic national convention to cancel the "two-thirds rule" by which the South exercised a powerful veto, in practice, over the choice of national party candidates.

Provides Wider Choice

Others commented merely that a two-party system would mean a wider choice of candidates and consequently "better men" elected to office.

While the sentiment revealed in today's survey may be an important political omen for the future, there is no question at the present time of rank-and-file Southern voters embracing the Republican Party.

Time and again Southern voters qualified their opinions by saying: "We need two strong parties, but the second party couldn't be the Republican Party. It would have to have a different label down here."

FAVOR DEMOCRATS IN 1940

On the important question "Which party would you like to see win the Presidential election in 1940?" moreover, Southerners have consistently been strongly pro-Democrat in Institute tests.

In the latest survey on the question 73 per cent said they favored a Democratic victory; 27 per cent a Republican.

For political leaders of both parties, however, the underlying sentiment revealed today will be something that will bear watching.

17 LOCAL STUDENTS PLEDGED AT WABASH

Times Special
CRAWFORDSVILLE, Ind., Sept. 26.—Seventeen Indianapolis youths were pledged to social fraternities at Wabash College during rush week.

They were Randall C. Pack, Walter E. Williams, John H. Evans, John H. Moynahan and George R. Hayman Jr., Beta Theta Pi; Howard Minor, William Moore and James Tandy, Phi Delta Theta; Andrew Diddle, Ralph Hesler, Robert Scott and Robert Bracken, Phi Gamma Delta; Ripley Harrison, Kappa Sigma; William Stautz, James Whitridge, David Rodabaugh and Robert Ochiltree, Sigma Chi.

CIVIL SERVICE ROLL NUMBERS 920,310

WASHINGTON, Sept. 26 (U. P.)—The Civil Service Commission today announced that on June 30 there were 920,310 employees of the executive branch of the government.

Of this number 67.7 per cent were classified under the Civil Service Act and 32.3 per cent were not.

During the last half of the fiscal year 1939 the number of classified employees increased 40,228 and the number of unclassified workers increased 18,168.



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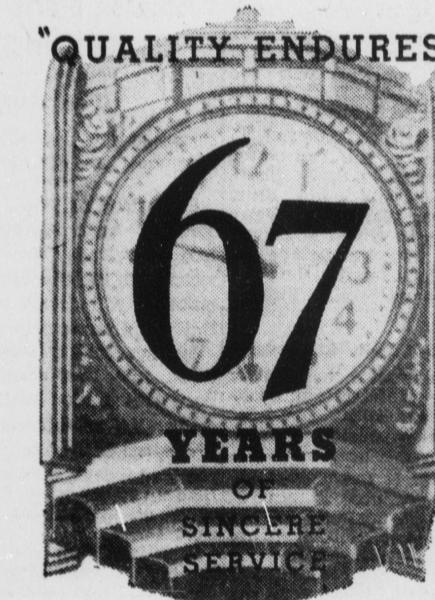
What? No shiny desk top—no row of buzzers—no battery of phones? No, just aprons, housedresses, and a back fence. But they are our "boss" . . . they and thousands of Indiana housewives like them.

And what they say *about us* over the back fence—over the bridge table—over the luncheon table, good or bad, we consider highly important.

Yes, at times we've heard adverse things . . . but we've listened and learned and sincerely attempted to iron out the little irritations.

Perhaps this willingness to listen to the Boss—you and you and you of our community—is the reason we hear such things as, "Let's go to Ayres' first" . . . "I always find what I want at Ayres" . . . "You're always so sure of quality at Ayres."

Perhaps, too, this is why, over 67 years we have built up in our community a reputation for sincere service.



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FASHION SHOW

Tomorrow . . . at the same hour . . . on the stage of the English Theatre . . . Mrs. Patrick will continue her presentation of personality types in apparel. At tomorrow's session she will show how FEMININITY enters into even the field of SPORTSWEAR fashion—through the use of soft colors, soft details and fabrics. Lovely new classic, casual and sports clothes from Ayres Downstairs Store will be shown by Ayres models.

