

PSYCHOLOGY

To Voters There Is Much in A Political Party Name

Certain Names are Approved or Disliked Regardless Of Whether Their Platforms Accord With Voters' Views

VOTERS who go to the polls next Tuesday may be casting their ballots for a party name that they like instead of for the policies that they approve.

House-to-house interviews with voters in an agricultural county in Pennsylvania revealed that there, at least, individuals may be violently opposed to a party and yet be in favor of its principal planks. Actually the voters interviewed were in favor of worker-ownership of industries, reduction of huge fortunes, government-ownership of railroads, government old-age insurance, and the other typical policies of the Socialist party. But they prefer the Republican party!

The results of this canvass of voters is just made public by Dr. George W. Hartmann of Teachers' College, Columbia University, who made the study, in a report to the current issue of the *Journal of Social Psychology* (August).

The voters interviewed indicated their preference for a group of 22 political party names, including, along with the principal parties in next week's election, several names that were fictitious or belonging to obsolete parties. The old-line parties, Republican and Democratic, led in preference as might be expected. But Farmer-Labor was also high in popularity although a party with this name has never had any candidates in the region where the canvass was made. Labor party and Workers' party were next in order of preference, and they were followed by Socialist. At the very bottom stood Technocratic and Communist.

Voted on Policies

In addition to indicating their liking for the party names, the citizens interviewed "voted" on 20 statements of governmental policy involving significant social and economic problems. These were so selected that definite approval of 10 specific items would indicate a thoroughgoing radicalism. Complete conservatism would be shown by corresponding agreement with the remaining 10 propositions.

A clear majority of this group of 168 representative citizens, who were mainly farmers, miners, laborers, small shop-

keepers, housewives, and clerks, voted radical or left. Yet these same voters placed the Republican party first in their preference and the Democratic party second.

Republican Socialism?

"The population of this study apparently would prefer to have the Republican party be the vehicle for introducing socialism to America," comments Dr. Hartmann. "Whether this behavior is as unrealistic as the belief that the Pope might be converted to Protestantism, as Luther appears to have hoped originally, can only be determined by future development."

Politicians are advised by Dr. Hartmann to make a psychological study in other localities of this preference or antipathy for certain party labels just as modern advertisers study what brand name will be pleasing to their potential

customers. The Socialist party, he pointed out, might gain votes by changing the name to Farmer-Labor or Labor.

A check-up on these results with other groups of voters in a mining community and two industrial suburbs of Philadelphia brought confirmation.

An incidental question put to the voters showed that they do not consider the brain truster a political outcast. More than 71 per cent put their okay on the college professor in political office. Of these, 20 per cent thought he would be "very satisfactory" and nearly 10 per cent agreed that he would be "better than a man in any other line of work."

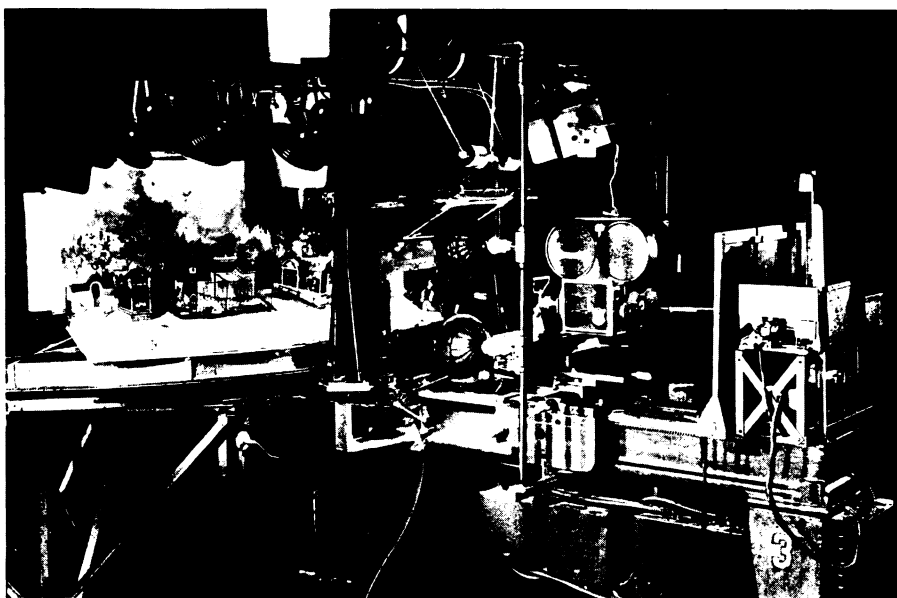
This finding was of personal interest to Professor Hartmann, as he has entered the race for political office as a part of his experiments in the psychology of politics.

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SEISMOLOGY

Venice Earthquake Not Really a "World-Shaker"

THE earthquake that shook up Venice, Italy, on Sunday, Oct. 18, was not of the "world-shaker" type; that is, it did not register its occurrence on distant seismographs. The sensitive instruments in the United States, Canada, and



DEPTH FOR CARTOONS

Cartoon characters go on the stage in the newest technique of movieland which brings improved perspective and a feeling of a third dimension to the viewing audience. This is the equipment at the Fleischer Studios in New York, with familiar Pop-eye the Sailor in the foreground being photographed against the miniature three-dimensional stage setting. As the cartoon figure moves about in the foreground, the background slowly rotates so that objects near at hand move faster than those far away as they seem to do in life.

the Pacific area that usually pick up a really severe disturbance anywhere, no matter how distant, showed no trace of it.

However, Venice could be really severely damaged by even a minor local earthquake, for the city is a veritable "set-up" for seismic trouble. It stands on a group of low, sandy islands off the coast, and this kind of shifting ground is exactly where an earthquake

can play the most mischief. The constant additions to the sand and silt load on the sea bottom, brought down by the Po and the lesser rivers of the Venetian plain, are in themselves contributors to eventual earthquake disturbances. By lightening the load on the land, and increasing it on the sea bottom, they set up strains that in the end find their relief through earthquakes.

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kept in 2-inch square pine boxes covered with tightly-fitting cork stoppers. The boxes are kept in trays of slightly moistened sand and a very little of the moisture makes its way through the walls of the pine box to the space occupied by the ticks. Dr. Francis says their board bill has been cheap.

One dozen of the surviving 36 had a meal of monkey blood after three years. Another dozen were fed after four years. The last 12 got their first meal in five years just the other day.

"They were flat as a flitter," Dr. Francis said, "when we let them bite the monkey, because they had gone so long without food. But these ticks are fast feeders. Within half an hour they had gorged themselves full of monkey blood."

The monkey is now sick with relapsing fever, showing that the spirochetes of this disease were able to stay alive five years in the starved ticks' bodies. Dr. Francis thinks the ticks and the spirochetes can live indefinitely. He has put them in his will, so that if they survive him, some other scientist will be entrusted with the job of keeping them and studying their longevity.

This five-year survival of both starved ticks and the relapsing fever germs within them show that there is no hope

PUBLIC HEALTH

Starvation Record Set as Ticks Survive for Five Years

Twelve Texas Ticks Get Their First Meal in Half Decade Showing Surprising Longevity and Endurance

A STARVATION record has fallen as 12 Texas ticks got their first meal in five years—blood sucked from a monkey.

A record for longevity in the tick world was broken at the same time in the laboratories of Dr. Edward Francis of the U. S. Public Health Service's National Institute of Health, where the ticks dwell in little wooden boxes that look like apartment houses set on sand.

The starvation and longevity records have interest to others than just scientists, however; they are an unpleasant menace to the longevity of man.

These ticks harbor the germ of relapsing fever, a disease with symptoms something like those of malaria and with a 50 per cent mortality in some parts of the world. There have been 250 cases of this disease in Texas in the last six years, none of them fatal, however.

The ticks are not the ordinary wood ticks but belong to the species *Ornithodoros turicata* and are found only in Texas, Arizona, California and Colorado.

Ticks Live Without Food

The amazing thing about these ticks is the length of time they can go without a meal. Twelve of them have lived for the past five years without any food at all. Not only that, but these ticks on their diet of what Dr. Francis terms "thin air" have been able to nourish in their starved bodies the spiral germs that cause relapsing fever.

Five years ago 130 of the ticks arrived from the Blue Bug Cave in Texas where they made their home in the sandy dust. The cave gets its name from the ticks

which have a blue color when they are full of blood. When they arrived they were given a meal of monkey blood. The monkey they bit promptly got sick with a bout of relapsing fever.

Some of the ticks got killed by accident and Dr. Francis gave some of them away to other scientists who wanted to study them. There are 36 of them still living in his laboratory, where they are



VILLAGE OF TICKS

In wooden pill-box-like houses built upon the sand, Dr. Francis displays the record-holding ticks. The village is surrounded with antiseptic material that will kill the inhabitants should they stray.