

F. D. R.'s Popularity Continues to Rise, Poll Shows Survey Indicates Upturn Since November Gives 58 Per Cent of Voters to President

By DR. GEORGE GALLUP
Director, American Institute of Public Opinion

NEW YORK, Jan. 9.—For the second month in a row since the November Congressional elections, President Roosevelt's personal popularity has turned upward in the Presidential index of the American Institute of Public Opinion.

As the fourth Roosevelt Congress settles down to a strenuous session on relief, national defense and other problems, the Institute's monthly barometer of public sentiment shows that 58 per cent of the voters approve President Roosevelt today as compared with 55½ per cent in December—a rise of 2½ points in the month.

While President Roosevelt is not as popular as he was on election day, 1936, the survey indicates that he is holding a good-sized majority as he enters the last half of his second term, a period when many a President has run into political difficulties. Translated into actual votes on the basis of the 1936 election, the President's popularity represents about 25,800,000 major party votes. On election day he received approximately 27,750,000 to about 16,700,000 for Governor Landon.

The Institute index is based on a scientifically selected cross-section of the voting population in all parts of the country, completed just before the opening of Congress last week.

The survey results are not a measurement of third term sentiment, but they are a clue to the amount of influence President Roosevelt will start with in the present session of Congress. On his continued popularity, many political observers believe, hangs not only the successful defense of the New Deal legislative program but probably also the fate of the New Deal in 1940 and the ability of F. D. R. to name his successor as Democratic nominee.

The President's prestige with politicians was reduced last November, when the G. O. P. made sharp inroads in the Democratic majority in Congress and captured several State elections. Democratic leaders are still debating whether their losses were the result of a series of local misfortunes from coast to coast or a reflection of national sentiment toward the New Deal.

But Institute surveys forecast the dimensions of the Republican gains and also revealed that President Roosevelt's popularity had dropped to the comparatively low point of 54.4 just before the November election. The following month-by-month tables show the upward course of the President's popularity since that time:

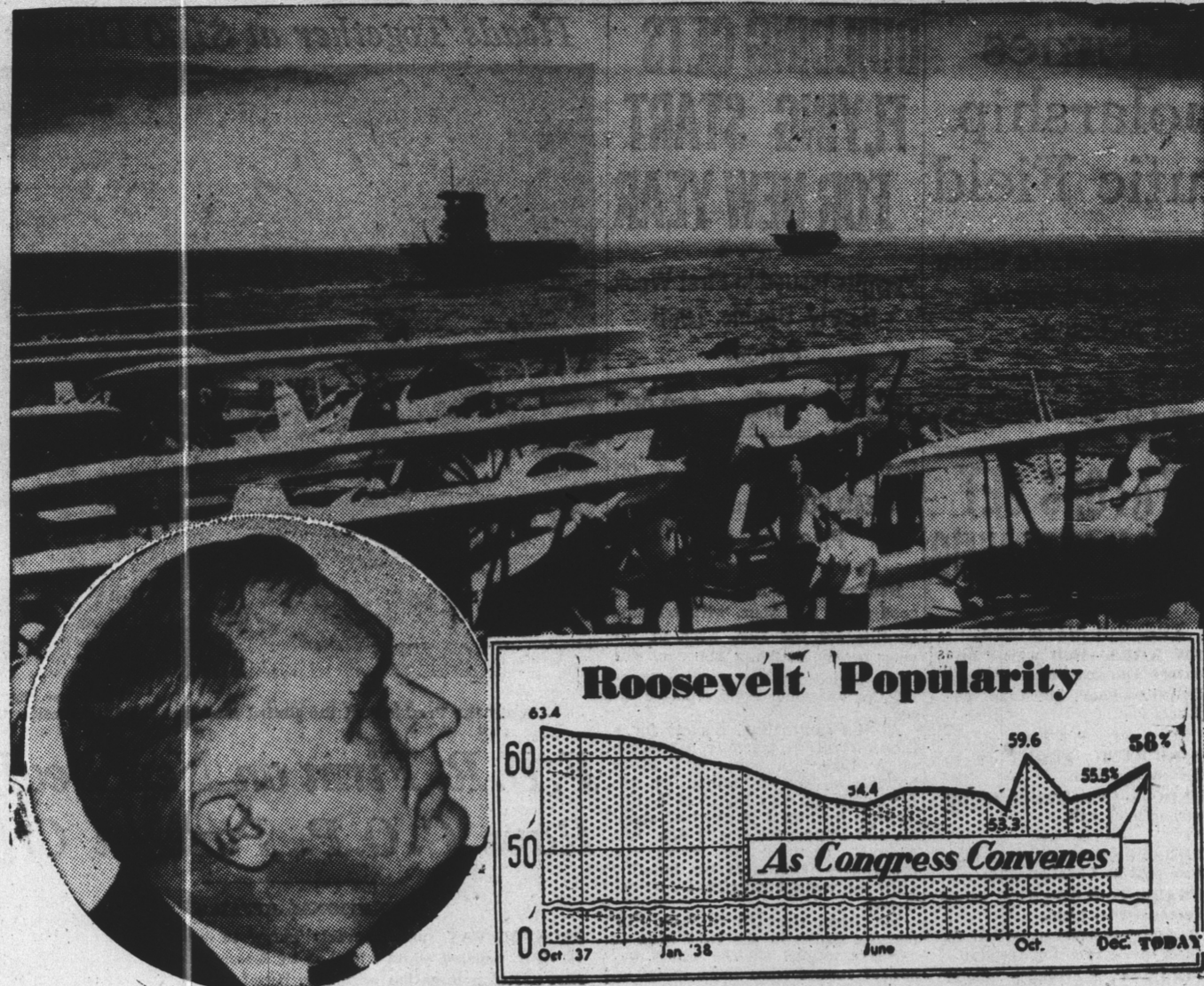
	Per Cent of Major Party Vote for Roosevelt	Points of Change From Previous Month
November, 1938 (Just before Congressional elections)	54.4	
December	55.5	+1.1
Today	58.0	+2.5

Roosevelt Stressing Foreign Affairs, National Defense

The two months since the elections have been marked by New Deal concentration on foreign affairs and national defense, and by relative quiet on more cantankerous domestic problems. Secretary Hull's trade agreement with Great Britain and Canada has been in the spotlight, along with the Pan-American conference and the "good neighbor" policy at Lima. From Washington President Roosevelt and Acting Secretary Summer Welles have spoken out bluntly against the Nazis' treatment of minorities.

Public opinion has found much to approve of in these policies, and in the President's plan to increase the strength of the Army, Navy and air forces, judging from Institute studies.

But as Congress comes back to Washington and settles down to such thorny questions as the presence of politics in relief, how much to appropriate for the WPA and whether to revise the Wagner Labor Act, the Social Security Act and the Farm Act, President Roosevelt's popularity will be put to the test. Four times in the past—in 1934, 1935, 1937 and



For the second time in two months a nation-wide survey by the American Institute of Public Opinion shows that President Roosevelt's popularity has increased. As Congress convenes, the President has 58 per cent of the major party vote behind him, as compared with 55.5 per cent last month and 62.5 per cent on election day, 1936. The President's speech to Congress last week indicated that national defense issues will loom large in the Administration's plans during the next few months.

1938—the Institute has found that the President's popularity decreased gradually while Congress was in session.

President's Popularity Up in Nearly All Sections

In a month's time the President's popularity has increased in nearly all sections of the country, however. His greatest recoveries have been in the Middle West, in New England and the South, as the following figures show:

	Per Cent of Major Party Vote for Roosevelt Today	Per Cent of Major Party Vote for Roosevelt December	Points of Change
New England States	51	47	+4
Middle Atlantic States	57	57	0
East Central States	55	52	+3
West Central States	56	51	+5
South	68	64	+4
West	64	62	+2

The voters of America's large cities are still strongly pro-Roosevelt, while the farmers are least enthusiastic, today's survey shows:

	Per Cent of Major Party Vote for Roosevelt
Farm Voters	53
Small Town Voters	56
All City Voters	58
Voters in Cities of 500,000 and Over	66

The present survey, like all political surveys of the American Institute of Public Opinion, is based on a scientifically selected cross-section of voters. Every State is represented in proportion to the vote cast

EBELING WILL SPEAK HERE ON WEDNESDAY

Philip C. Ebeling, Dayton, U. S. Junior Chamber of Commerce president, is to speak Wednesday at a combined luncheon-meeting of the Indianapolis Junior Chamber and Kiwanis Club at the Columbia Club. The Indianapolis Junior Chamber's 1938 citation for outstanding civic service is to be announced by Edward J. Green, president of the group.

Mr. Ebeling's speech is to be broadcast.

BEAUTICIAN HELD ON MURDER CHARGE

LEBANON, N. H., Jan. 9 (U. P.).—Henry Gideon Begin, 35-year-old beautician, faced arraignment today on charges of murdering Mrs. Frieda Edson, 28, a divorcee, during a lover's quarrel.

Authorities said Begin, a widower, confessed he killed Mrs. Edson Saturday when she laughed at him. Then he hid her body in the rear of his beauty shop while he took care of his customers.

in the national election, and within each State Democrats, Republicans and third party voters are represented in correct proportions, as are urban and rural dwellers and members of all age and income levels.

The number of persons included in any Institute study varies with statistical requirements. In the study reported today 12,000 persons were included. This number insures that any error due solely to the size of the sample will be less than one and one-third per cent.

The Political Barometer

The following is a summary of reported figures in American Institute of Public Opinion political surveys. These surveys are conducted among a cross-section of the voting population in all states.

Within each state the Institute reaches Democrats, Republicans and third party voters, farm, city and small-town voters and persons in all age and income levels, in proportion to their numbers in the voting population.

ROOSEVELT POPULARITY

Percentage of major party vote for Roosevelt (Today).....58.0%
Previous Institute survey (Dec.).....55.5%
1936 Election.....62.5%

THIRD-TERM SENTIMENT

Favoring third-term for Roosevelt (Dec.).....36%
Previous Institute survey (Oct.).....32%

POPULAR FAVORITE FOR 1940

Democrats (Dec.)	1. Vice President Garner
	2. Secretary Hull
	3. Postmaster General Farley
Republicans (Nov.)	1. Thomas E. Dewey
	2. Senator Vandenberg
	3. Senator Taft

Job 'Break' Is Given To Workers Past 40, Legion Report Says

19 Per Cent Rise in Their
Employment Is Shown
In Past Year.

Workers past 40 years of age were given a "break" by employers in 1938, it was disclosed in a survey conducted by the American Legion in co-operation with the National Association of Manufacturers.

The survey, made public at National American Legion headquarters here, was submitted to the U. S. Department of Labor in Washington today.

Employment figures for 1937 and 1938 reveal that the proportion of older workers given jobs last year was 19.9 per cent higher than in 1937.

"It is evident from all the information submitted that industry evaluates its older workers very highly," the report declared. "It is apparent that workers 40 and over constitute a vital and dynamic part of industry. Their skill and strong loyalty being of inestimable importance in the industrial unit."

Campaign Planned

The report forms the basis of a national campaign to be launched by the American Legion to impress upon industry the economic importance of the 40-to-50-year-old group. A booklet now in preparation to furnish instructions to Legion employment officials, who will be asked to work with established agencies, public and private, national and locally, to find a solution to the employment problems of these men.

At first, a concentrated effort will be made to "sell" the program of employing men past 40 to the 25 largest employers of labor in each state. Legion officials said they will attempt to demonstrate to them the advantages of employing and retaining in employment these workers past 40.

Second, the Legion will attempt

to prove to employers the dollars and cents advantage of stabilizing employment through savings that will accrue in the payment of compensation premiums. These payments can be reduced through the elimination of staggered employment periods.

A compilation of answers made by 2485 employers of 2,334,538 workers in the survey questionnaire disclosed that when layoffs were made, preference generally was given workers 40 and over; no companies discharge workers when they reach 40; 89.1 per cent of the companies have no maximum hiring age limit; there is no lessened proportion of employment for workers between 40 and 50, but a slight decrease after 50; a substantial portion of persons hired in 1938 were 40 and over.

Men in the 40 and over group were rated as excelling in efficiency and co-operation, as compared with younger employees. Employers answered that in accident risk and psychological adjustment, the younger worker is preferred.

Sixty-five per cent agreed that the two groups were on a par as to amount of illness, while 17.5 per cent believed there was less sickness among the older men, while 16.8 per cent claimed there was more. As to accident risks, 55 per cent said there was no difference, while 30 per cent favored the younger group and 13 per cent the older men.

BENNY DUE TO APPEAR IN SMUGGLING PROBE

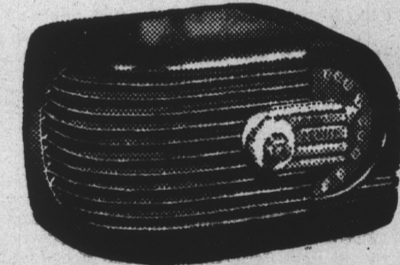
NEW YORK, Jan. 9 (U. P.).—Jack Benny, the radio comedian, arrives in New York today to appear before a Federal Grand Jury and explain his alleged dealings with a confessed smuggler.

Like George Burns, another radio comedian, Benny was faced with the fact that jewelry he purchased for his wife and air partner, Mary Livingston, had been smuggled into the United States. Benny was said to have bought \$1200 worth.



This Model 6D 311

ZENITH



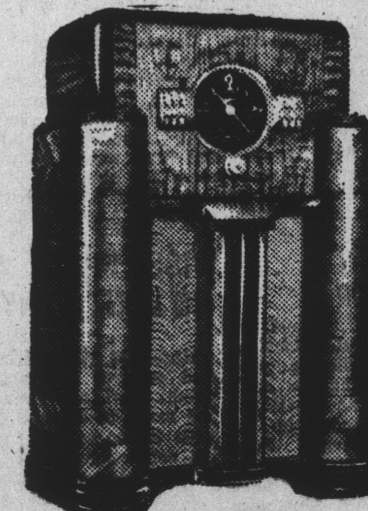
at \$14.95 is a
"top-notch" value

(and a "top-notch" radio too... we have one at home... so we know)...

\$1.00 down delivers!

Model 7S363 is the most popular radio in the world (and deserves such popularity because it is "tops")

price \$69.95—\$1 per week!



EVERY ZENITH purchased at The VICTOR is delivered by an expert technician (he knows his Zeniths) this means better Service, and more satisfaction for you.

VICTOR
FURNITURE CO.

231-237 W. Washington St.
Directly Opposite State House

Plan Announced for Scripps-Howard Awards

Following is the list of scholarships offered by The Times and other Scripps-Howard newspapers:

AERONAUTICAL ENGINEERING

(Four-Year Tuition)

Purdue University, Lafayette, Ind. Two scholarships.
Rensselaer Polytechnic Institute, Troy, N. Y.
Texas Agricultural and Mechanical College, College Station, Tex.
Louisiana State University, University, La.
Case School of Applied Science, Cleveland, O.
Alabama Polytechnic Institute, Auburn, Ala.
Clarkson College of Technology, Potsdam, N. Y.
University of Alabama, University, Ala.
University of Virginia, Charlottesville, Va.

AERONAUTICAL ENGINEERING

(One-Year Tuition)

Carnegie Institute of Technology, Pittsburgh, Pa.
AERONAUTICAL ENGINEERING
(Continuous Course, Theory and Practice)
Boeing School of Aeronautics, Oakland, Cal., a United Air Lines affiliate. Five scholarships.

MECHANICAL ENGINEERING

Bucknell University, Lewisburg, Pa.

CASH SCHOLARSHIPS

(These to be paid direct to selected colleges)
National Air Races will award five \$500 cash scholarships.

Indianapolis Times to Award Scholarship in Aeronautics

(Continued from Page One)

get a job when he completes his four-year course. Thus not only an education but a job may await these honor students.

An unusual method of selection has been worked out to insure fair distribution of the awards.

Because more scholarships are offered than there are Scripps-Howard cities competing in the plan, a winning student and runner-up will be selected in each city. Their records will be forwarded to a National Scholarship Board in New York. This board will grade them on the basis of their scholastic records.

No person connected with The Indianapolis Times or any Scripps-Howard organization, or any member of his or her immediate family, will be eligible for a Times scholarship.

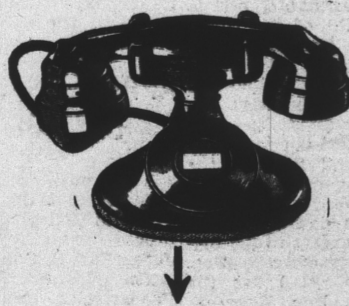
Following this grading, the entire list of scholarships will be forwarded to the student in first place. He will select the scholarship he wants. The remaining scholarships then will be sent the second place holder and he will make his selection. This plan will be followed until all the scholarships are awarded.

Both local and national scholarship boards will be composed of educators, aviation experts and others qualified to judge the factors necessary for successful careers in the aviation industry.

To give students complete knowl-

edge of what is necessary for entrance to participating colleges, The Indianapolis Times, during coming weeks, will describe the courses being offered, and the number of credits required. It publishes elsewhere today a list of the scholarships offered to date.

L. S. AYRES & CO.



TRY IT! USE IT!

A New Ayres' Service

THE CORRECT TIME

24 HOURS A DAY

Call Market 1511

New Low Prices on
Watch and Jewelry
REPAIRING

7 Skilled Craftsmen
at your service. Odd shaped
crystals fitted while you wait.

ROST Jewelers
23 N. H.

GRANT'S FEATURE VALUES

Point the way to greater quality savings!

Special Sale —
Tomorrow Only!
Save 23c on each one...

\$HIRTS

Grant's Famous
"Pennleigh"

Regularly \$1.00 **77c**

Fabrics usually found in higher priced shirts!

**2 for \$1.50
TOMORROW ONLY!**

- Choice of Our Entire Stock!
- All Clean New Shirts!
- Guaranteed Full Cut Sizes!
- Smart Stripes and Fancies!
- White and Colors!
- Non-Wilt Collars... 14 to 17!

THIS IS NOT A CLEARANCE SALE, BUT A ONE DAY SALE OF REGULAR STOCK.

W. T. GRANT CO. 25 East Washington St. Indianapolis