

DEWEY ON TOP OF G. O. P. HEAP IN NEW SURVEY

Vandenberg Second, Taft
Third Among Republicans
Who Express Choice.

By DR. GEORGE GALLUP
American Institute of Public Opinion
NEW YORK, Feb. 17.—As the re-surgent Republican Party heads toward the 1940 campaign, spurred on by last Monday's Lincoln Day rally, Thomas E. Dewey of New York, Senator Arthur Vandenberg of Michigan and Senator Robert A. Taft of Ohio appear to be the most popular choices for President at this time among the rank and file of Republican voters.

A new survey by the American Institute conducted only among Republicans shows Mr. Dewey leading the field with 27 per cent of the vote cast by those Republicans who have a definite choice at this time. Senator Vandenberg runs second and Senator Taft third. Next in order are Alfred Landon, Senator Borah, Herbert Hoover and Fiorello LaGuardia.

No selected list of candidates was presented to voters, so the replies were entirely spontaneous. A cross-section of Republican votes was asked: "Who would you like to see as the Republican candidate for President in 1940?"

How Seven Stack Up
The seven leading choices with the percentage vote for each were:

1—Dewey	27%
2—Vandenberg	21
3—Taft	16
4—Landon	7
5—Borah	4
6—Hoover	4
7—LaGuardia	4

While Mr. Dewey is an early popular favorite in the G. O. P. race, that race is by no means an open-and-shut affair. Approximately one-half of the Republicans interviewed in the survey said they had no definite choice at this time.

Within the last 10 months the Institute has made three separate tests of Republican sentiment on 1940. One important trend has been the rapid rise in popularity of Dewey and Mr. Taft. Last May neither of these two young Republicans received enough votes in an Institute survey to place them among the leading choices.

But by last November Mr. Dewey, although unsuccessful in his campaign for Governor of New York, was in first place, and Mr. Taft, who was elected Senator, was in third place—positions which they continue to hold today.

Vandenberg Stalled
Mr. Dewey's prestige among party voters has continued with but slight change since the November election. The Dewey figure of 27 per cent today compares with 33 per cent in the Institute's survey of Nov. 27, 1938. Senator Vandenberg, who was the No. 1 favorite in surveys last year, has lost ground to Mr. Dewey.

The following table, showing the leading choices for president among Republican voters in the last 10 months, illustrates the shifts and trends in the popularity of party leaders:

May 21, 1938—
(1) Vandenberg; (2) Hoover; (3) Landon; (4) Borah; (5) LaGuardia; (6) Frank; (7) Knox.

Nov. 27, 1938—
(1) Dewey; (2) Vandenberg; (3) Taft; (4) Landon; (5) Hoover; (6) Lodge; (7) James.

Today—
(1) Dewey; (2) Vandenberg; (3) Taft; (4) Landon; (5) Borah; (6) Hoover; (7) LaGuardia.

Besides the seven leading choices in today's survey many other men prominent in political or business life were mentioned. They include:

Frank Knox, former vice presidential candidate; Senator Henry Cabot Lodge of Massachusetts, Governor James J. Wadsworth of New York, Theodore Roosevelt Jr., Henry Ford, Governor Sweeney of Minnesota, Senator Capper of Kansas, Governor Hell of Wisconsin, Publisher Frank E. Gannett, Senator Nye of North Dakota, and Rep. Hamilton Fish of New York.

LAW AGAINST SHORTS RUNS INTO TROUBLE

PROVINCETOWN, Mass., Feb. 17 (U. P.).—Though residents voted Monday night to ban shorts, halters and other scanty attire in all public places save beaches, Town Clerk George S. Chapman said today the ban was invalid.

Mr. Chapman said he had found a two-thirds vote was necessary, and since there was no record of Monday's vote, he would not register the new law with the Attorney General.

PERMANENT
Complete Haircut,
Shampoo, Set
Special Oil Wave
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Work GUARANTEED by EXPERTS
CLAIRBOL or INCTO
HAIR TINT
Wed., Fri. Only **1.25**
DELUXE PERMANENTS
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ALL HAIR TYPES GUARANTEED
CENTRAL BEAUTY
300 Old Fellow Bldg.
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Rm. 101

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE



A Rough Straw Crowned in Ribbon

\$2.00

The ultimate in spring chic and rough straws are definitely the big news in spring fashions! Navy blue, bumper, crowned with a big bow of Sheba and wine ribbon.

Also in this group, you'll find rough straw berets, cushion brims, and mushroom brims in navy, black, Spicewood, wine or Sheba blue. Headsizes 22 and 23. —Downstairs at Ayres.



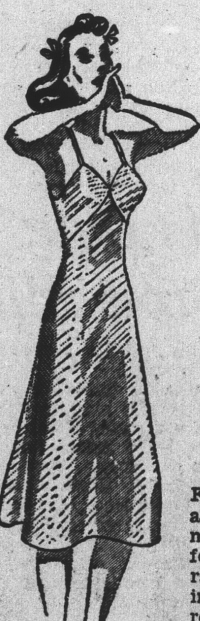
Mint Green—The Spring Color That Makes Your Skin Glow!

'Betty Shaw' Frocks That Flatter Outrageously!

\$6.98
EACH

A: "That Little Girl" look in a mint green "Betty Shaw" rayon magic hour crepe dress. Swing skirt. Also in aqua or rose. Sizes 9 to 15.

B: Two-piece rayon Cynara crepe in mint green with crisp white pique collar and tucked bodice. Sizes 11 to 17. Also comes in navy. —Downstairs at Ayres.



5 New Styles In Long-Wearing

"Fruit of Loom" SLIPS

\$1.00
EACH

Guaranteed as Advertised
in Good Housekeeping!

Famous quality fabrics, expert tailoring and workmanship, 5 smart styles, they all make your dress fit better... all this for an exciting low price! Rayon satin, rayon crepe and rayon satin stripe slips in tailored, lace trim. 4-gore styles. Tea rose color. Sizes 32 to 44.

Batiste Gowns and Pajamas

The sweetest styles you've ever seen in printed batiste gowns and pajamas. Contrasting color trims, frills and soft dressmaker details. Sizes 16 and 17. **\$1.09** EACH

—Downstairs at Ayres.



The Hue and Cry This Spring Is for TWEED COATS

A: THE TWEED REEFER coat with diagonal stripes, so smart, so very practical. The fitted lines are extremely flattering to any figure. Size 16 \$16.75

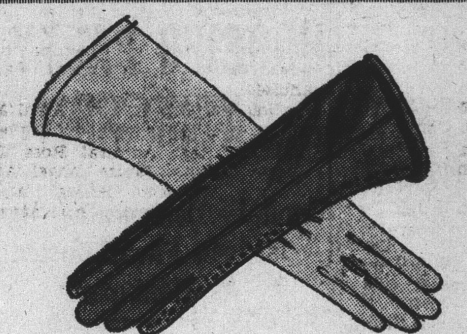
B: THE CHEVRON TWEED box tuxedo coat in a smart black and white mixture. Contrasting collar and tuxedo roll front and full, swagger lines. Size 18 ... \$16.75

C: THE PLAID TWEED BOULE box swagger with flared, full skirt. A versatile spring coat, because it goes with any wardrobe. In grey and wine combinations. Size 12 \$16.75

D: THE "LEVMOOR" TWEED BOX swagger coat with cardigan neckline, extended shoulders and bell sleeve. Size 16 ... \$16.75

\$16.75
EACH

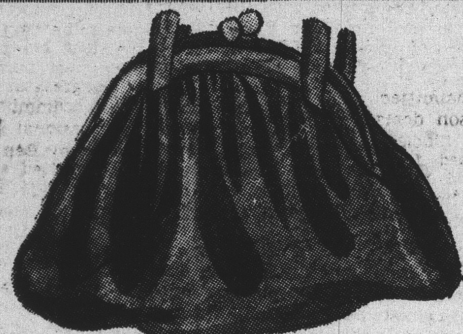
Because TWEEDS give your wardrobe a change—because they are so adaptable to every costume, so versatile—that's why the hue and cry this spring is for tweeds! AND, we have them in a great variety of styles and colors. Sizes 11 to 17, 12 to 20, 35 to 43 in the group. —Downstairs at Ayres.



9 Different Colors in Fabric Gloves

\$1.00
Pair

Color is the spring accessory story, and we're ready with 9 different in the new fabric gloves. Silpon and "half and half" combinations of leather and rayon styles. Sizes 6 to 7½ in the group. —Downstairs at Ayres.



12 Different Colors in Fabric Bags

\$1.00
Each

New Camel's suede fabric bags in the new large sizes. All have enormous top handles, and that's what you're going to want for spring. Also styles in Hopsacking and India Prints as well as simulated leathers. —Downstairs at Ayres.

Girls' "Hi-Shop"

News About Spring Fashions!

Girls' Plaid Jackets \$3.98

Bright plaid jackets in cardigan and notch collar styles. Fully lined. Choice of colors. Sizes 10 to 16 years.

Girls' Skirts \$1.98

Full swing, fan pleated skirts to match or contrast with the jackets. Solid colors or checks and plaids in the group. Sizes 10 to 16.

Girls' Blouses 88c

The new cotton shantung suit blouse in white or deep tone colors. Neatly tailored styles. Sizes 10 to 16 years.

Topper Coats \$5.98

New spring toppers of wool suede cloth in dawn blue, fuchsia, Suez, Natural, Dusty Rose and Aqua. Match them with a skirt. Sizes 10 to 16 years.

Spring Coats \$10.95

Girls' new tweeds, suede cloths, check fleeces, shetlands, camel's hair and wool and boucles. Reefers, wraparounds, swing and swagger styles. Sizes 10 to 16 years. —Downstairs at Ayres.

Prep Shop News

Hot Off the Fashion Press!

Students' 2-Pants Spring Suits \$12.98

The better dressed fellows at school will wear one of these suits in the new blues, greys, browns, tans, greens or blue greens. The slacks have pleated fronts and zipper-fly openings. Double breasted coat. In nail heads, diagonals, plaids and herringbone weaves. Sizes 12 to 18.

Boys' New Tyrolean Hats

\$1.19

The hat with the swaggering Tyrolean lines. In tan, blue, grey, green-colors. Popular snap-brim, flat crown welt edge. Sizes 6½ to 7½.

Bright Colored Socks

4 Pairs \$1.00

Students' brightly colored ankle and semi-crew style socks. Stripes, two-tones and plain colors in group. Sizes 8 to 11.

Sanforized Shirts ... 89c

"Lucky Boy" prep shirts in stripes and novelties. Made with gathered back, pleated sleeves. Sizes 12½ to 14½. —Downstairs at Ayres.



CORLISS Sandals

That Bloom in the Spring

\$2.99
PAIR

Be the first to greet spring in a "Corliss" Sandal that has everything. Made of either shiny patent or kid-skin, in navy or Spicewood. Has open toes and bracelet backs, two important spring fashion details. Made with the new puffed treatment that you're going to hear a lot about this spring. Complete size selections from 4½ to 9, AA to C widths in the group. —Downstairs at Ayres.



Mix 'EM and Match 'EM Ideas!

Plaid Jackets \$5.98

Bold patterned plaid jackets in rust, brown, blue, fuchsia, beige and green colors predominating. Classic, one-button style, with two pockets. Sizes 14 to 20 in group.

All-Wool Skirts \$2.98

New spring styles with pleated fronts in sizes 24 to 30. In browns, navy, grey, beige and green. Plain styles in sizes 24 to 32. Aqua, powder blue and dusky pink.

Sweaters and Blouses . \$1.98 Ea.

All-wool sweaters in Cyclamen, pink, miniature blue, aqua, lime green, white, maize or peach. Sizes 32 to 40.

Plain tailored or bright prints in cottons, rayon crepes, rayon satins or batistes. All colors. Sizes 32 to 40. —Downstairs at Ayres.

Now Ready! The New Spring Colors in

REAL SILK DeLuxe Chiffon Hose

69c (Substandards)
PAIR

• Versatile! • Pagan! • Brisk!
• Burnt Tan! • Animation!

The best stocking news you've heard so far this year! We've a splendid selection of the new colors. Spring colors in "REAL SILK" Chiffon hose. Your favorite stocking, because it wears so well, looks beautifully sheer, and saves you money. In sizes 8½ to 10½.

Please, No Mail or Phone Orders!

—Downstairs at Ayres.