

Henry Luce, the son of missionaries to China and a graduate of Yale, had recently started a newsmagazine called *Time*, that was, in Harold Ickes's words, "especially strong in . . . opposition to the President. . . . [Luce] thinks that Roosevelt has offended and hampered business and tearing it down because he has increased the income taxes in the higher brackets and because he is taxing surpluses in corporation treasuries."

At a dinner where the younger Hearst was present along with a number of other prominent business figures, Ickes challenged the company to explain how Roosevelt had hurt business. "I took two or three occasions . . ." Ickes wrote, "to show how I felt about men being called communists who were simply trying to improve the social order and give the underdog a chance." He insisted that the President "really had saved capitalism. However," he added, "there is no use trying to talk to men of that type. They do not know what has happened in the world, they haven't sense enough to appraise the social forces of this generation, and they cannot see ahead into the future any further than the end of their noses."

George Gallup began his famous poll in October, 1935, and the first question he asked was if the people of the country thought "expenditures by the Government for relief and recovery" were "too little, too great, or just about right?" Of the respondents, 9 percent said "too little," 60 percent said "too great," and 31 percent said "about right." The second question was "Did you vote for Franklin Roosevelt in 1932? Would you vote for him today?" The results were encouraging to the Republicans. Of those who had voted for Roosevelt in 1932, substantially fewer indicated that they would vote for him again or, more precisely "today." The loss varied from 13 percent in New England (a drop from 51 to 38 percent) to a drop from 55 to 51 percent in the East-Central region. Roosevelt lost 6 percent in the South (from 76 to 70 percent), still by far the highest percentage of any major region of the country. Only in the Rocky Mountain states was there an increase—from 60 percent in 1932 to 65 percent three years later. In a poll taken a month later which asked simply, "Would you vote for President Roosevelt today?" 53 percent said yes, 47 percent no, a far more comfortable margin. At the same time there were only six firm Republican states and eight "borderline," as opposed to twenty-seven "definitely Democratic" states and six "borderline" Democratic. Mississippi, 88