

By ELMO SCOTT WATSON

Drawing by Ray Walters. GHT Years of Wall Street -Give Main Street a Chance.

Will that slogan help bring victory to the Democratic party in the Presicampaign next year? The members of the Woman's National Democratic club hope that it will. Realizing the value

slogan as a vote-getter, several months ago the club announced a prize cor test as the means of securing a rallying cry for the Democratic party in 1928. Hundreds of catchy phrases were offered in the contest, but the one submitted by Mrs. Wilbur Hubbard of one most likely to offset the votegetting powers of "Coolidge prosperity," which the Republicans are expected to emphasize.

Whether or not they have guessed right remains to be seen. There is no denying the power of a good slogan in a nation which thinks in terms of catchy phrases and one of whose popular deities is the great god, Advertising, who utters his Jovian wisdom in slogans. But to get a good slogan

-ay, there's the rub! Slogans have won elections even before the American public became "slogan conscious." Perhaps the earliest example of this was the political campaign of 1840. For 40 years (since 1800 when Jefferson was elected) the Democrats had been in power and the Whigs, the successors and heirs of the Federalists, had longed for the fleshpots of government power. They nominated Gen. William Henry Harrison, a veteran of the War of 1812, famous for his victory over the Indians at the Battle of Tippecanoe, but at the time of his election living on a frontier farm in Ohio. His running mate was the campaign the battle cry of the Whigs became the "three T's"-"Tippecanoe and Tyler, too." The alliteration was pleasing to the ear of the voter, but even more effective was the symbolism of the Whig party. Harrison was known as "the Log Cabin candidate," because of his pioneer career in Indiana and in all of the campaign parades there appeared floats bearing a log cabin with a coonskin nailed on the walls and a barrel of hard cider standing beside the door. Both the symbolism and the slogan of Harrison's "log cabin and hard cider" campaign were such as would appeal most to the West, which had begun to cause the Democrats stood for "Rum, rise to political power with the elec- Romanism and Rebellion." Blaine did tion of "Old Hickory" Jackson, and not hear him distinctly enough to Harrison was swept into the White House by an immense majority over Martin Van Buren of New York.

Radio's Great Service

Most of us think of the radio as a

source of recreation or pleasure or in-

formation for ourselves. How many

some one less fortunate? An old lady

in New York-and lady is the right

word-who was formerly well-to-do

but is now poor and a "shut-in." re-

ceived a set as a present just before

Christmas. An employee of the donor

was involved in two disputes, one with opponents proved to be a boomerang Mexico over Texas and the other with Great Britain over Oregon. The Democratic party which stood for the "reoccupation of the Oregon country and the reannexation of Texas," went back of a good, snappy campaign | into power with the election of James | demonstrated. In 1912 the appeal for K. Polk of Tennessee, and by the time Polk had taken the oath of office the whole country was repeating the slogan, "Fifty-four Forty or Fight!" as the basis of our claims in the Oregon country. In the war with Mexico one of our victorious generals was Chestertown, Md., was selected as the Zachary Taylor and from an incident in the battle of Buena Vista there came a slogan which helped elect Taylor President in 1848. It was the famous "A little more grape, Captain Bragg" which struck the popular fancy. As a matter of fact what Taylor really said on that occasion was the laconic "Give 'em hell." But that didn't matter especially. The main thing was that the combination of the "grape" slogan and his nickname of "Old Rough and Ready" had much the same appeal as the Harrison combina-

tion in 1840. Next to a good slogan a picturesque nickname apparently is a powerful factor in a Presidential election, as witness "Old Hickory" Jackson, "Old Tippecanoe" Harrison and "Old Rough and Ready" Taylor. Lincoln's military record was not one which had any special appeal but the pioneer symbolism of the "Rail-Splitter Candidate" and "Honest Abe," no doubt had something to do with his election. After the Civil war the nation honored another military hero when it elected "Unconditional Surrender" Grant and the Spanish American war produced of his "front porch campaign." Four John Tyler of Virginia and early in the "Rough Rider' candidate in the election of 1904 when "Teddy" became President.

The Presidential aspirations of James G. Blaine were favored by the "Plumed Knight" and the "Rupert of Debate," nicknames as well as the tuneful "Blaine of Maine." These, however, were more than offset by "Nosey Blaine," "The Tattooed Man," and "Jim the Penman" (alluding to the famous Mulligan Letters) appellations. But the fatal thrust to his chances was applied when Rev. R. B. Burchard declared in a speech for Blaine that all conscientious Americans should vote the Republican ticket berepudiate this slur upon the religious belief of millions of Americans and on the first Tuesday after the first the slogan which the Republicans had

Four years later the United States | thus attempted to tack on to their and undoubtedly had something to do with Blaine's defeat by Cleveland.

WALTERS

When the political star of Woodrow Wilson rose into the ascendancy the power of the slogan was again "an honest dollar for an honest Presito make an individual contribution to compaign funds and gave him an individual interest in politics. In the close race of 1916 who can say but that the slogan "He kept us out of war" swung the scales in favor of Woodrow Wilson over Charles Evans Hughes, even though the next six months saw us in the war? Although Wilson was as different from Roosevelt as two men can well be, like T. R. he had the gift of apt expression which the average American was quick to appreciate and appropriate. So "watchful waiting." "make the world safe for democracy" and "open covenants openly arrived at" became a part of the current speech.

When a war-weary and disillusioned world began to take stock of itself and learned again that there can be defeat in victory, the Presidential campaign of 1920 found America already eager to forget war and everything connected with war. So Warren G. Harding's "back to normalcy" slogan was one well-calculated to appeal to the popular fancy after all the turmoil of the past two years and anything savoring of calmness and serenity was looked upon with favor. So the American voters elected Harding, a calm man, who sat conferring with the "best minds" on the conduct years later the same appeal to the desire for calmness, for letting well enough alone, this time summed up in the slogan "Keep Cool With Coolidge," again won an election for the

Republican party. What will the spirit of the campaign of 1928 be-one of rest or unrest, satisfaction or dissatisfaction, and in the words of what slogan will that spirit be expressed? Will the slogan written by a Maryland woman help put a Democrat in the White House after eight years of Republican rule, will the country continue to "Keep Cool with Coolidge," and enjoy "Coolidge Prosperity," or will there be other standard bearers in both parties for whom new slogans will have to be coined? The answer to all of these questions will be written by History Monday in November, 1928.

she heard was the notes of a violin | picture, view it in the proper light, solo, with an accompaniment. "It is the first music I have heard in years," she said, when it was ended. She had neither been physically able to go to a concert nor financially able to pay of us think what it may mean to for a ticket. Marconi's greatest rewards are not in money.-Youth's

Distance's Lure

Companion.

painting, "Don't go too close to it." | he knows everything and insists upon installed it for her. The first sound In order to get the best out of a telling it.

and from a distance. If you get too close a look, you will realize the rough way in which it is made. . . . I prefer (now) to also view women from a distance: never closer than four or five feet .- E. W. Howe's Monthly.

Two Kinds of Bores

The man who knows nothing and wants to find out everything is almost I have heard it said of a great as big a bore as the man who thinks

## Jack Rabbits Do Damage to Crops

Are Particularly Harmful to Winter Wheat, Alfalfa, Soy Beans, Etc.

(Prepared by the United States Depart-ment of Agriculture.) Jack rabbits cause damage to forage and crops that amounts to several million dollars annually in some states. Control by means of the bounty system has not been very successful, although the expense has been great. In some counties in Kansas, for example, bounties on jack rabbits totaled from \$4,000 to \$8,000 in 1926. Hunting the rabbits for ment and skins has its limitations. In many situations poisoning is the only practicable method of control, and now that the skins have a fair commercial value the poison method need no longer be considered wasteful. Wheat Hurt Most.

The most noticeable damage by tack rabbits is that done to wheat, since the rabbits often graze the winter wheat down to the roots, even pawing the earth away and biting at the crowns of the plants, as well as cutting the stalks after stem formation begins. They are also constant feeders on growing alfalfa, although their grazing is seldom localized enough to be apparent. Such special crops as sugar beets, soy beans, melon patches, and others are also attacked and the losses are easily seen. Five to eight jack rabbits are said to ent as much as one sheep, or an equivalent in the cattle and horses that might have been supported by the forage destroyed.

Regarded as Game Animal.

Since the jack rabbit is regarded as a game animal, it is not desirable to exterminate it completely, as is the case of the prairie dog, but adequate centrol is important. The rabbits themselves can be made to pay part of the cost of control, if used as a meat supplement in feeding poultry and hogs, says the biological survey of the United States Department of Agriculture. Each fall and early in winter the eastern markets absorb several carloads of rabbits for meat purposes. Recently there has arisen an active demand for jack-rabbit skins for use in manufacturing felt. At 45 to 60 cents per pound for dry skins, the return is 10 to 13 cents per skin. Carcasses for hog feed bring two or three cents each. The combined value of skin and carcass is a better return than bounties of five cents per rabbit, and if utilized as a new source of income will keep the rabbits reasonably in check.

### Cows Require Grain Even When Pastures Are Good

Pastures and other conditions are June, but even then it pays to feed some grain to the heavy-producing cows, according to C. S. Rhode, dairy extension specialist of the college of agriculture. University of Illinois, It will keep them from losing flesh as fast as they otherwise would and will leave a lasting effect throughout the next lactation period. The grain ration that is fed may consist of two parts ground corn or barley and one part ground oats. A little cottonseed meal will tend to overcome the laxative condition which occurs when cows are first turned on succulent pasture.

Cows that are producing more than a pound of butter a day should get a pound of this grain mixture for every four pounds of milk produced daily. Cows that are producing less than a pound of butter a day will get along nicely on abundant pasture alone, The grass is palatable and succulent and supplies protein, minerals and vita-

As the season advances the compo sition of the common pasture grasses changes and the grain mixture should be changed accordingly. A grain mixture of 300 pounds of corn or barley. 300 pounds of bran, 200 pounds of linseed oil meal and 150 pounds of cottonseed meal may be used during this period. If silage and legume hay are fed in addition to grain the winter grain mixture could be used. Cows should get enough feed in addition to pasture to keep them from getting thin and from falling off in milk flow. The amounts of grain and roughage to feed may be determined by the above conditions.

### XO+O+O+O+O+O+O+O+O Agricultural Notes 80+0+0+0+080+0+0+0\*

Many a farm dollar is lost in the scrap heap of uncared-for farm ma-

True diversification in farming includes also cultivation of the fruits of the spirit. . . .

on the market than do ram lambs, and lambs which are docked bring more money than those which are not. Only a little water should be al-

Wether lambs sell for higher prices

lowed a horse heated from working until it is cooled off. It makes little difference whether a horse is watered before or after eating, the specialists say.

Valuable as it is, posture alone will never grow desirable market hogs. It pays to feed a ration of farm grains balanced with skim milk, tankage or other protein concentrate in addition to pasture.

# They won the PRIZES

for the best essays on

Out of two hundred thousand school children of America who wrote essays on Shredded Wheat the following twenty were selected as prize winners. These, with their teachers, are entitled to free trips from their homes to Niagara Falls and "The Home of Shredded Wheat."

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John Walker, Montreal, Quebec
Pearl Fleming, Madoc, Ontario
Lorraine Weir, Fargo, North Dakota
Edith Hedges, Northfield, Vermont

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