

"Say It With Slogans!"



By ELMO SCOTT WATSON
Drawing by Ray Walters.

"E"IGHT Years of Wall Street—Give Main Street a Chance.

Will that slogan help bring victory to the Democratic party in the Presidential campaign next year? The members of the Women's National Democratic club hope that it will. Realizing the value of a good, snappy campaign slogan as a vote-getter, several months ago the club announced a prize contest 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 Chestertown, Md., was selected as the one most likely to offset the vote-getting 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 festivity 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 John Tyler of Virginia and early in the campaign the battle cry of the Whigs became the "three T's"—"Tippecanoe and Tyler, too." The alteration 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 conical roof 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 rise to political power with the election of "Old Hickory" Jackson, and 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 information for ourselves. How many of us think what it may mean to 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," received a set as a present just before Christmas. An employee of the donor installed it for her. The first sound

she heard was the notes of a violin solo, with an accompaniment. "It is the first music I have heard in years," she said, when it was ended. She had never been physically able to go to a concert nor financially able to pay for a ticket. Marconi's greatest rewards are not in money.—Youth's Companion.

Distance's Lure

I have heard it said of a great painting, "Don't go too close to it." In order to get the best out of a

picture, view it in the proper light, 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 as big a bore as the man who thinks he knows everything and insists upon telling it.

Jack Rabbits Do Damage to Crops

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

(Prepared by the United States Department 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 1923. Hunting the rabbits for meat 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 jack 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 eat 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 control 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 ideal for dairy cows during May and 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 vitamins.

As the season advances the composition 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.

Agricultural Notes

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

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

Wether lambs sell for higher prices 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 allowed 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, pasture 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.

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- Dorothy Moore, Tekamah, Neb.
- Esther Brown, Keene, N. H.
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- George Cox, Morristown, Tenn.
- Sarah Graham, Cameron, Ill.
- Mary Moore, Spearville, Kans.
- Mildred Short, Hemlock, Mich.
- Eleanor Bue, Hawley, Minn.
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